

Company Branding Assessment

Company Branding Basics

1. **Do you have a logo?**
Is this logo in electronic form such as a .jpg or .png so it can be easily used in online marketing and document creation?
2. **What are your company colors?**
Do you have specific tones of these colors and know the color numbers for them so they can be reproduced in print and online documents and on your website?
3. **Do you have a consistent company font or style sheet?**
All documents which originate from your company should have a consistent look.
4. **Do you have a distinctive image, shape or packaging for your product?**

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 *See below for details

Branding Consistency

Is your brand consistently represented in your online and offline marketing materials?
 Complete this chart to determine where you can improve your branding consistency.

	Logo	Colors	Font/Stylesheet	Taglines	Distinctive Shape/Image
Website					
Business Cards					
Brochures					
Product Packaging					
Marketing Materials					
Proposals					
Displays					

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If you've been thinking about starting an email campaign for your small business, you won't want to miss this limited offer from Reciprocate and Constant Contact.

Click [here](#) to sign up for a new Constant Contact account before Feb. 29, 2012 and we'll help you brand your emails by creating a custom email template that matches your website – for FREE! (A \$99 value)

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 Offer available only to new paying Constant Contact clients.

Questions?

[Contact Reciprocate today](#) to learn how we can help brand your company.