

CHECKLIST

Brand roll-out checklist

A practical tool to take a new or updated brand to every touchpoint. Start with the inventory, set priorities in waves and use the checklist to prepare the launch and review it afterwards.

1. Touchpoint inventory

List every place where customers, partners and employees meet the brand. Wave: 1 = launch day, 2 = first weeks, 3 = planned replacement.

Touchpoint	Owner	Supplier	Wave	Date	Done
Digital Website, email signatures, social profiles, online listings, newsletter and ad templates					
Sales Presentations, proposals, brochures, price lists, trade fair materials					
Product Packaging, labels, instructions, delivery notes					
Physical Signage, vehicles, uniforms, offices, points of sale					
Internal Documents, templates, onboarding materials, intranet					

2. Priorities

Wave	What changes	Target date
1 · Launch day	What most customers see first: website, digital profiles, email signatures, key sales materials	
2 · First weeks	Printed materials, templates and packaging that can be reprinted quickly	
3 · Planned	Signage, vehicles and items with long production times or stock to use up	
Cut-off	Date from which the old brand is no longer used for anything new	

3. Before launch

- ☐ Final logo files, colour references and fonts shared in one place.
- ☐ Templates ready for documents, presentations and email.
- ☐ Brand guidelines with clear examples.
- ☐ Suppliers briefed together, with the same files and guidelines.
- ☐ Proofs approved before production.
- ☐ Internal launch done before the external announcement.
- ☐ Customer announcement prepared: why it changed, what stays the same, what it means for them.

4. After go-live

- ☐ Every touchpoint in the inventory reviewed and marked as done.
- ☐ Online search for old logos, profiles and listings.
- ☐ Questions from the team and customers collected; guidelines updated.
- ☐ Brand owner agreed for the months ahead.

Planning a roll-out? Let's talk it through.

Share your inventory with us or book a short call. We can help you set priorities, brief suppliers and make sure the new brand reaches every touchpoint consistently.

Book a 30-minute call · **hello@brandonbrand.eu**