

Rebrand inventory checklist:

INTERNAL LITERATURE

- company stationary
- business cards
- templates
- manuals

PLATFORMS & APPLICATIONS

- internal
- white-label customer-facing programs

MARKETING MATERIALS

- brochures
- handouts
- folders
- promotional items

ADVERTISING INITIATIVES

- print media
- digital advertising
- OOH

WEB PRESENCE

- website
- social channels
- email signatures

BRICK AND MORTAR ADVERTISING

- signage
- vehicle decals

PARTNERS & DISTRIBUTORS

- anyone who utilizes or sells your brand on your behalf