

School Brand Refresh Checklist



Sponsorship Ready have created a quick reference checklist to support schools considering going through a brand refresh.

While there are more considerations to take into account as you work through the list below, the key is to ensure you remain clear, concise and consistent throughout the brand refresh process.

1 Brand Identity

Values, mission statement, school motto, logo, brand guidelines.

1 Uniforms

School's will need a new uniform should the logo and branding colours change.

1 Photography

New high-quality photography to run alongside a fresh brand image in order to improve overall perception.

1 Website

Having an up to date and on-brand website that clearly demonstrates your identity.

1 Social Media

Update all social media platforms with new branding.

1 Brochures & Flyers

Including; public and internal facing flyers and brochures to ensure all materials have a consistent look and feel.

1 Branded Stationary

Including: letterheads, business cards, pens, compliment slips, report templates etc.

1 Signage

New signage in accordance with the newly stated brand guidelines & logo.

1 Voicemail Greetings

Ensure that your school voicemail greetings are refreshed - regardless of whether you change your name.

www.sponsorshipready.com.au

Check out Sponsorship Ready's
Brand Guidelines

