

# Is your bank's marketing built on a strong foundation?

01 DOES IT EXIST?  SUBTOTAL \_\_\_\_\_

Add 1 point for each brand component that exists.

<input type="checkbox"/> Icon	<input type="checkbox"/> Color Palette
<input type="checkbox"/> Wordmark	<input type="checkbox"/> Patterns
<input type="checkbox"/> Font System	<input type="checkbox"/> Usage / Standards Guide

02 IS IT UNIQUE?  SUBTOTAL \_\_\_\_\_

Do you often hear, "Your brand looks like (*insert another bank or well-known brand here*).?"

Is your wordmark typed in a system font like Times New Roman, Georgia, or Arial?

Does your bank's name include words commonly used in other bank names?  
→ *e.g.* First, National, Citizens, Peoples, Savings, Trust, etc.

03 IS IT TIMELESS?  SUBTOTAL \_\_\_\_\_

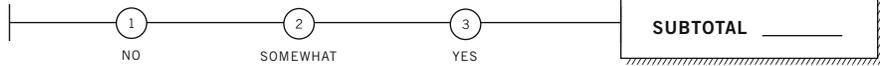
Is your logo still as representative of your bank as it was when you first launched it?  
→ *e.g.* Your icon is wheat because you started as an ag bank, but you've started focusing on commercial banking in recent years.

Does your bank's name give you the freedom to expand to new markets?  
→ *e.g.* Your bank was named after the county it was started in, but you've expanded your footprint.

If you had to rebrand today, could you repurpose or modernize the visual concept behind your logo?  
→ *e.g.* Think about successful, recognizable brands like Nike, Apple or Starbucks whose brands have evolved over time, but the core idea they represent remains.

04

**IS IT MEANINGFUL?**



- \_\_\_ Can your audience immediately identify you as a financial institution from a distance?
- \_\_\_ Does your visual brand reinforce your bank's personality and core values?  
→ *e.g.* If you're a commercial bank in an urban market, does your brand look professional, clean and modern?
- \_\_\_ Can your audience identify your strengths as a bank?  
→ *e.g.* commercial, agriculture, etc.

05

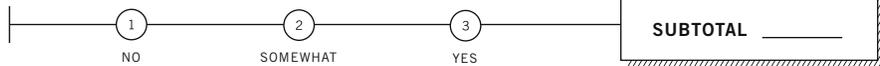
**IS IT FLEXIBLE?**



- \_\_\_ Is your logo legible in small applications?  
→ *e.g.* Your bank's name is as legible on a pen as it is on a billboard.
- \_\_\_ Do you have vertical and horizontal logo lockups in your toolkit?
- \_\_\_ Is there consistency with your sub-brand logos?  
→ *e.g.* Your commercial and mortgage logos look like they belong together and with your brand.
- \_\_\_ Do you have an icon that can stand alone (without your wordmark)?

06

**IS IT EASY TO USE?**



- \_\_\_ Can you use your logo on dark backgrounds, light backgrounds and on photography?
- \_\_\_ Do you have fonts specifically designated for headlines, sub-headlines and/or body copy?  
→ *e.g.* You know what font(s) can be used where.
- \_\_\_ Can you change your logo to one color without diminishing the appearance in any way?  
→ *e.g.* You can embroider your full logo on a shirt or bag in one color without issue.
- \_\_\_ Do you have a brand standards guide that clearly defines how to use your brand correctly and consistently?

<p><b>TOTAL</b></p> <p>_____</p>	<p><b>How did your bank do?</b></p> <p>00-35 It's time for a complete rebrand. 36-49 It's time for a brand refresh/expansion. 50-60 You don't need a rebrand.</p>
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