

# BRAND SLOGAN DEPLOYMENT CHECKLIST

Make sure your slogan is working as hard as you do. Use this list to embed it into every touchpoint of your brand.

## Truck & Vehicle Wraps

Your vehicles are moving billboards—use that real estate.

- ☐ Slogan large, clear, and easy to read
- ☐ Visible from a distance
- ☐ Matches brand colors and logo placement

## Videos & Social Content

Leverage repetition and visibility with every piece of content.

- ☐ Used in intro/outro of videos
- ☐ Spoken or shown on screen when possible
- ☐ Included in descriptions or pinned comments

## Uniforms & Company Apparel

Let your team wear the brand with pride.

- ☐ Printed on tech shirts, hoodies, or hats
- ☐ Easy to read (not hidden on sleeves)
- ☐ Consistent with brand tone

## Business Cards & Proposals

Every point is a opportunity—even the boring ones.

- ☐ Printed beneath company name or logo
- ☐ Integrated with design, not crammed
- ☐ Shown on digital templates as well

## Website

Your site should be a digital extension of your brand voice.

- ☐ Slogan in homepage headline or subheadline
- ☐ Featured in About or Services pages
- ☐ Included in footer or banner for repetition

## Company Swag & Giveaways

Turn customers and fans into walking promoters.

- ☐ Used on stickers, mugs, tumblers, beanies
- ☐ Aligned with audience vibe (funny vs. professional)
- ☐ Always includes website or contact info

## Email Signature

Turn every email into a tiny brand-building moment.

- ☐ Included under name/title in every email
- ☐ Matches fonts/colors from your branding
- ☐ Links to website or CTA if relevant

