

Grab a clipboard and get ready to rate your school's branding effectiveness! Follow the checklist below and score each section. Let's see how well your school presents its identity!

Instructions:

Score each item based on its presence and effectiveness. Use the following point system:

- **2 Points:** Fully implemented (Everything is perfect)
- **1 Point:** Partially Implemented (Something is missing or could be improved)
- **0 Points:** Not implemented (Missing or incorrect)

Tally up your scores at the end to determine your school's branding grade!

1. Logo Lookout

How consistently is your logo being used?

- Across Campus _____
- School Apparel _____
- Printed Materials _____
- Digital Media _____

Score: ____ /8

2. Color Quest

Are the school colors specifically named and used consistently?

- Indoor Signage _____
- Outdoor Signage _____
- Website _____
- Digital Media _____

Score: ____ /8

3. Front of School

Check the front of the school for the presence of:

- School Name _____
- Logo _____
- Colors _____
- Mascot _____

Score: ____ /8

4. Front Office

Look in the front office for:

- School Name _____
- Logo _____
- Colors _____
- Mascot _____
- Purpose Statement _____

Score: ____ /10

5. History Hunt

Identify and count outdated signs or initiatives. Subtract points for each outdated element. (Start with 10, subtract 1 for each outdated item)

Score: ____ /10

6. Eyesore Identification

Score and describe the biggest eyesore. (Ex. The large aggressive red wall)

- **2 Points:** No eyesores
- **1 Point:** Minor eyesore
- **0 Points:** Major eyesore

Score: ____ /2

Briefly Describe: _____

7. Selfie Spot Search

Is there a well-designed, thematic spot for photos?

- **2 Points:** Yes, and it's on-brand
- **1 Point:** Yes, but it lacks branding
- **0 Points:** No spot

Score: ____ /2

8. Expectations Exploration

Are written expectations visible and clear?

Score: ____ /2

9. Message Map

Are inspirational messages prominently displayed?

Score: ___ /2

10. Identity Chant

Is there a consistent verbal message that reinforces the school's identity and purpose?

Score: ___ /2

Total Score: ___ /54

Scoring Key:

- **48-54 Points:** A+ Branding! Your school's branding is outstanding.
- **36-47 Points:** B Branding. Good, but there's room for improvement.
- **24-35 Points:** C Branding. Time to consider some updates.
- **Below 24 Points:** D Branding. A branding revamp is needed.

Review your findings and consider where improvements can be made to enhance your school's branding effectiveness.

Contact us for free consultation where we would love to talk about your assessment and work together to come up with a plan to bring spirit and identity back to your campus.