



FREE CHECKLIST

One Board Doesn't Build a Brand.

Complete Indoor & Outdoor Branding Checklist

Find what your site is missing — from facade signage and wayfinding to reception, safety and utility branding.



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Complete Indoor & Outdoor Branding Checklist

Is your site fully branded or only one board installed?

Branding is not just a main board. Your customer experiences your brand from the road, entrance, parking, reception, walls, directions, safety signs and exit.

Use this checklist to quickly find what your site is missing.

Best for: Hospitals, schools, hotels, resorts, malls, showrooms, offices, industries, builders and commercial spaces.

Outdoor Branding Checklist

1. Entrance Branding

- ☐ Main gate signage
- ☐ Building name signage
- ☐ Pylon signage
- ☐ Entrance arch
- ☐ Security cabin branding
- ☐ Boundary wall branding
- ☐ Main Road directional signage
- ☐ Visitor entry signage
- ☐ Staff entry signage
- ☐ Night visibility

2. Facade Branding

- ☐ ACP facade branding
- ☐ Channel letters
- ☐ Backlit letters
- ☐ Halo-lit letters
- ☐ LED signage
- ☐ Wall-mounted signage
- ☐ High-rise building signage
- ☐ Proper letter size
- ☐ Weather-resistant material
- ☐ Safe electrical planning

3. Road & Directional Branding

- ☐ Wayfinding signage
- ☐ Parking signage
- ☐ Entry / exit signage
- ☐ Speed limit signage
- ☐ Traffic regulatory signage
- ☐ Visitor parking signage
- ☐ Loading / unloading signage
- ☐ Safety direction signage
- ☐ Turn arrows
- ☐ Reflective signage

4. Project / Site Branding

- ☐ Project entrance gate
- ☐ Sales office branding
- ☐ Site hoarding
- ☐ Construction site branding
- ☐ Direction arrows
- ☐ Amenity signage
- ☐ Plot numbering
- ☐ Layout map signage
- ☐ Safety signage
- ☐ Roadside branding

Indoor Branding Checklist

1. Reception Area

- ☐ Reception logo wall
- ☐ Acrylic letters
- ☐ 3D logo
- ☐ Backlit branding
- ☐ Mission / vision wall
- ☐ Company profile wall
- ☐ Welcome signage
- ☐ Reception desk branding

- ☐ Waiting area branding
- ☐ QR code / feedback signage

2. Navigation & Wayfinding

- ☐ Floor directory
- ☐ Department signage
- ☐ Room signage
- ☐ Cabin name plates
- ☐ Direction arrows
- ☐ Lift lobby signage
- ☐ Staircase signage
- ☐ Floor number signage
- ☐ Staff-only signage
- ☐ Meeting room signage

3. Experience Branding

- ☐ Wall graphics
- ☐ Brand story wall
- ☐ Product / service display wall
- ☐ Timeline wall
- ☐ Culture wall
- ☐ Achievement wall
- ☐ Testimonial wall

- ☐ Core values wall
- ☐ Process display wall
- ☐ Photo branding corner

4. Safety & Utility Signage

- ☐ Fire exit signage
- ☐ Emergency exit signage
- ☐ Evacuation plan
- ☐ First aid signage
- ☐ PPE signage
- ☐ No smoking signage
- ☐ Electrical room signage
- ☐ Hazard warning signage
- ☐ Washroom signage
- ☐ Pantry / store / admin signage

Quick Branding Score

Count your total ticks.

0–20: Your site is under-branded.

21–40: Basic branding is present, but many points are missing.

41–60: Good branding scope, but planning needs improvement.

60+: Strong branding potential. Now check material, lighting and execution quality.

Your site may have signage, but does it give a complete branded experience?

Want to know what your site is missing?

Ask ThinkTree for an **Indoor–Outdoor Branding Audit**.

We help you plan, design, produce and install complete branding solutions for your site, from entrance signage to reception branding, wayfinding, safety signage and final execution.

ThinkTree

Communication Design & Branding Solutions

Design → Production → Installation → Final Brand Visibility

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