

Restaurant & Cafe Branding Checklist

Use the following branding checklist to ensure your brand is being portrayed in the best way possible, remembering that your potential customers are usually seeing most of the following before they even spend a dollar within your establishment so it's really important to make sure it's all up to date and looking fantastic.

LOGO

- Relevant and up to date
- Signage and marketing reflect the logo

WEBSITE

- Mobile responsive
- Relevant and Update dinformation (Such as promotions or specials)
- Updated images & photos
- Contact information easily available

SOCIAL MEDIA

- Facebook Page
- Instagram Profile
- Google Places

REVIEW SITES

- Ensure information such as open times and menu information is updated and relevant

IN STORE

- Staff uniforms meet standards
- Menus are clean and in good condition
- Business cards
- Flyers/Promotional Material
- Signage

