

Brand Asset Alignment Exercise

Brand Assets or Projections	Projected Image	Intended Brand Alignment? Y/N
LinkedIn		
Facebook		
Twitter		
Pinterest		
Instagram		
Website		
Articles		
Presentations		
Job Title, Responsibilities		
Office		
Clothing		
Body Language		
Tone of Voice		
Logo		
Branded products		
Résumés and bios		
Engagement, nonengagement, and disengagement letters		
E-mails		



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