

<h2 style="margin: 0;">Branding</h2> <h3 style="margin: 0;">IABC Chapter Management Awards</h3>

Chapter Name: _____ Average Score: _____

Award Earned: _____

	Excellent	Good	Poor
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Sections:

1. GENERAL:

Has clearly stated goals and objectives	6	5	4	3	2	1	0
Programs are measured and evaluated for effectiveness	6	5	4	3	2	1	0
Branding efforts exhibit creativity and quality	6	5	4	3	2	1	0

2. INTERNAL COMMUNICATION:

IABC brand has been effectively explained to chapter leaders	6	5	4	3	2	1	0
IABC brand has been effectively explained to chapter members	6	5	4	3	2	1	0

3. BRINGING THE BRAND TO LIFE

Language and messaging in communication efforts support the IABC brand.	6	5	4	3	2	1	0
Promotional materials (print and electronic) are consistent with IABC brand guidelines (tagline, colors, typeface, logo placement, etc.)	6	5	4	3	2	1	0
Chapter website reflects the IABC brand guidelines.	6	5	4	3	2	1	0
Language and messaging in communication efforts support the IABC brand.	6	5	4	3	2	1	0
IABC tagline (Be Heard) is incorporated into chapter communications.	6	5	4	3	2	1	0
Chapter logo is compliant with IABC brand guidelines	6	5	4	3	2	1	0

Average score for section 1 _____

Average score for section 2 _____

Average score for section 3 _____

Average score for all sections: _____

Comments on entry (content, structure, format): _____
