

GREEN COMMUNICATIONS AUDIT



Brain Lab is a Certified Green Auditor through D.C.-based Strategic Sustainability Consulting.

As a sustainability and branding consultancy we help clients implement a clear concise brand both internally and externally. Our clients are companies seeking solutions to social and environmental challenges that will deliver long term value.

Our mission is to help clients build brands through sustainable practices.

Whether you've completed an Brain Lab Green Audit or not, your communications and marketing tools would benefit from a Green Communications Audit. In fact, this is the perfect place to start if you've been trying to wrap your head around the green/sustainable conversation, its affects on your company, product and/or service, and how it can enhance your business.

The Green Communications Audit will thoroughly assess the position, message, graphics and production of your materials through a sustainability lens.

And, it will assist you in taking practical steps towards greening your company's message and your overall communications strategy.

Your Green Communications Audit includes the following components:

- **Employee survey** to gather viewpoints on current materials and web site
- **Assessment of print and promotional** costs and processes used
- **Current materials review** (internal & external) to explore adopting a "greener" approach that assesses your:
 - Logo design
 - Color palette and use of imagery
 - Web presence
 - Overall messaging
 - Printed collateral - brochures/flyers, mailings, newsletters, promotional items
 - Advertising approach (printed vs. digital or online media)
- **Final report of recommendations and assessments**
 - Simple adjustments that could be made
 - Changes to turn the green corner for your company
- **Green marketing grid** – next steps based on Green, Greener, Greenest approaches

Is the Green Communications Audit the next step for you?

Email us today at lisa@brain-lab.com or staci@brain-lab.com and request a free phone consultation.

BRAINLAB

Building brands through sustainable practices.