

Branded Video Content Review Checklist

1. Branding & Identity

- ☐ Logo usage is correct and complies with brand guidelines.
- ☐ Brand colors and fonts are applied accurately.
- ☐ Brand voice and tone are consistent throughout.
- ☐ Branded intro/outro elements are included if required.

2. Content & Messaging

- ☐ Key messages are clear and aligned with campaign objectives.
- ☐ Facts and data presented are accurate and verified.
- ☐ All required disclaimers or legal copy are present.
- ☐ No off-brand or competitor mentions.

3. Visual & Audio Quality

- ☐ Video resolution meets minimum quality standards.
- ☐ Lighting and color grading are appropriate.
- ☐ Audio is clear and levels are balanced.
- ☐ Subtitles/captions, if needed, are accurate and properly synchronized.

4. Legal & Compliance

- ☐ All necessary rights, licenses, and permissions secured.
- ☐ Music and visuals used are properly licensed.
- ☐ No prohibited, sensitive, or inappropriate content.

5. Call to Action

- ☐ Call-to-action is clear and visible (if required).
- ☐ Contact information or URLs are accurate.

6. Final Review

- ☐ Video length matches requirement.
- ☐ No technical issues (glitches, sync errors, broken links).
- ☐ Reviewed by all relevant stakeholders.