

BRAND COMPLIANCE AUDIT SCORECARD

Approved Yes

No



Association:

Association Number:

Date

CEO:

Brand Advocate:

Y-USA Brand Manager:

ITEM CATEGORY	MIN/MAX POINT VALUE	POINTS DEDUCTED	POINTS ATTAINED	NOTES
Sublicense Account Maintain or create a sublicense account via Echosign. Pass/fail only.	10/10			
Brand Education Attend the Brand Basics – Core Elements of Our Brand Webinar. Pass/fail only.	10/10			
Exterior Signage – Video Video production that includes a full 360° view of the exterior of each chartered branch. Must score a minimum of 20 points.	20/30			
Digital Presence – Association website and any additional Social Media including: <ul style="list-style-type: none"> Facebook, Instagram, Twitter and YouTube 	10/20			
Marketing & Visibility Piece I.g.. member acquisition campaign item, other campaign piece, etc.	8/16			
Interior Facility - (1 photo each) <ul style="list-style-type: none"> Lobby, Gymnasium, Pool and Child Care spaces. Must score a minimum of 4 points. 	4/10			
Merchandise - (Apparel or other) I.g. water bottle, t-shirt, tote bag	2/4			
TOTAL	64 /100			
Must score at least the minimum value in each category and at least 64 overall.				

