

Cross-Cultural Brand Consistency Checklist

Expanding globally means balancing consistency with cultural nuance. This checklist helps marketing teams protect brand identity while adapting messaging, visuals, and campaigns to resonate authentically across regions. Use it as a practical guide to ensure your brand stays recognizable — and relevant — wherever it goes.

Core Identity to Maintain

- Brand logo and color palette
- Tagline or value proposition (translated but not altered in meaning)
- Tone of voice (professional, playful, authoritative, etc.)
- Customer promise



Elements to Localize

- Headlines and CTAs (short, culturally relevant, action-driven)
- Visuals and symbols (colors, gestures, imagery)
- Product/service references (align with local usage or context)
- Influencer or spokesperson selection

Market Research Requirements

- Cultural cues that may change perception (humor, formality)
- Language nuances and dialects
- Consumer behaviors and media preferences
- Competitor campaigns in the region



QA Checklist

- Native speaker review all content
- Legal and regulatory approvals
- Local team or partner validation
- Brand guideline compliance audit

Ready to strengthen your global presence?
Use this checklist as your starting point, then
reach out to Black Dog Marcom to build a brand
strategy that thrives across borders.



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