

STANDARD OPERATING PROCEDURE (SOP)

[Your Brand Name]

Document Title: [Task Name] SOP

Version: 1.0

Prepared By: [Your Name]

Date: [Insert Date]

1. PURPOSE

This SOP defines the exact process for completing **[insert task name]** to ensure consistency, quality, and alignment with the brand's standards.

The goal is to eliminate guesswork and ensure every output meets an “elite standard” regardless of who executes the task.

2. SCOPE

This procedure applies to:

- All team members or contractors assigned to this task
- All projects involving **[insert relevant context e.g., client work, internal content, design production, etc.]**

This SOP must be followed exactly unless explicitly updated or overridden by management.

3. RESPONSIBILITIES

Assigned To: [Role or Team Member]

Responsible for executing the task according to this SOP.

Reviewed By: [Manager/Lead Name]

Responsible for ensuring quality control and approval before final delivery.

4. TOOLS & RESOURCES

The following tools are required:

- [Tool 1 – e.g., Figma / Canva / Adobe Illustrator]
- [Tool 2 – e.g., Google Drive / Notion / Slack]
- [Brand Assets Folder Link]
- [Templates or Reference Files]

5. STEP-BY-STEP PROCESS

Step 1: Understand the Objective

- Review the brief or client request carefully
- Confirm the goal of the task (what success looks like)
- Clarify any missing information before starting

Step 2: Gather Required Materials

- Collect all necessary files, references, and assets
- Ensure brand guidelines are accessible
- Check for any specific instructions or constraints

Step 3: Execution

- Begin work using approved tools only
- Follow brand guidelines strictly (fonts, colors, tone, layout)
- Maintain consistency with previous approved work

Key Rules:

- Do not improvise outside brand direction

- Do not skip steps
- Do not assume missing details—ask instead

Step 4: Internal Quality Check

Before submission, ensure:

- Spelling, alignment, and formatting are correct
- Work matches brand tone and visual identity
- All required elements are included
- Output meets “client-ready” standard

Step 5: Submission

- Submit work via **[platform/email/folder]**
- Label files clearly: **[ProjectName_Task_Version_Date]**
- Notify reviewer once submitted

6. QUALITY STANDARDS (ELITE BAR)

Every output must meet the following standards:

- Clean, intentional design or execution
- Consistent alignment with brand identity
- No errors in spelling, spacing, or formatting
- Professional, client-ready presentation
- Must require minimal or no corrections

If it does not meet this standard, it is not ready for submission.

7. COMMON MISTAKES TO AVOID

- Skipping the brief or misunderstanding the goal
- Ignoring brand guidelines
- Submitting unfinished or unpolished work
- Overcomplicating simple tasks
- Failing to request clarification when unsure

8. APPROVAL PROCESS

- All work must be reviewed by **[Reviewer Name/Role]**
- Feedback will be provided within **[24–48 hours]**
- Revisions must be completed within agreed timeframe
- Final approval is required before delivery to client

9. REVISION GUIDELINES

- Each task includes **[X] revision rounds**
- Revisions must follow original brief scope
- Major changes outside scope may require a new task or change order

10. VERSION CONTROL

All updates to this SOP must be documented:

Version Date Changes Made Approved By

1.0 [Date] Initial release [Name]

11. FINAL NOTE

This SOP exists to protect one thing: **quality at scale.**

Following it ensures that every output reflects the standard of the brand—without exception.

Consistency builds trust. Discipline builds excellence.