



Policies & Procedures

Quality Assurance (QA) Procedure

V1.0

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1.0 Purpose

The purpose of this Quality Assurance (QA) Procedure is to ensure that all deliverables produced by BL_nk Brand Agency meet a consistently high standard of quality. This procedure guarantees clarity, accuracy, alignment to client expectations, and compliance with project briefs and contractual obligations.

2.0 Scope

This QA procedure applies to all client-facing deliverables, including (but not limited to):

- Strategic reports and frameworks
- Engagement plans and consultation summaries
- Brand documents and assets
- Design and brand identity pieces
- Presentations and project documentation
- Internal communications affecting external outcomes

3.0 Procedure

3.1 Internal Draft Review

- a. The draft is prepared and submitted by the Designer/Strategist.
- b. Checked for alignment with project scope, key deliverables, and clarity of insight.

3.2 Peer Review

- a. Reviewed by an internal team member for:
 - Spelling, grammar, and formatting
 - Visual consistency and accessibility
 - Data accuracy or source referencing (if applicable)
 - Logical flow and structure

3.3 Senior Sign-Off

- a. Reviewed by Creative Director for:
 - Strategic alignment
 - Tone of voice and professionalism
 - Readiness for client delivery

3.4 Final QA Checklist Completion

A QA checklist is completed within Scoro before uploading or sending the file.

3.5 Version Control & Client Submission

- a. Final version is saved with proper naming conventions (see Section 6).
- b. Uploaded to Scoro and/or sent via approved communication channels.

4.0 Responsibilities

- a. Designer/Strategist – Supports formatting, clarity, and consistency across documents.
- b. Creative Director – Responsible for overall QA oversight, strategy alignment, and final sign-off.

5.0 Document Control

Document Title: Quality Assurance (QA) Procedure

Document Owner: General Manager, BL_nk

Version: 1.0

Approval Date: 10 July 2025

Review Date: 10 July 2026

Approved By: Amanda Lowry – Creative Director

**If you have any questions
regarding our policies and
procedures, please reach
out to our team.**

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