

Identity guidelines list

Identity building blocks

Positioning

- Personality
- Key messages
- Tone of voice
- Editorial style

Primary logo/namestyle

- Logo
- Namestyle
- Clear space requirements
- Sizes
- Color: preferred and variations; positive, reverse, 4-color, 1-color
- Correct and incorrect usage

Secondary or supporting identities

- Supporting logo system

Division and product names

- Sub-brand logo system
- Naming guidelines and policies
- Business naming decision system

Tagline

Graphic signatures

Corporate typefaces

Supporting elements

- Primary color palette
- Secondary color palette
- Photo or illustration style
- Typography style

Stationery

- Business cards, standard
- Business cards, dealer
- Business cards, international
- Letterhead, standard
- Letterhead, international
- Letterhead, monarch (executive)
- Envelopes, #10 business
- Envelopes, international
- Envelopes, monarch
- Envelopes, window
- Envelopes, mailing
- Stationery, co-branded
- Mailing labels
- Note pads
- Fax covers
- Internal memos
- Press releases

Microsoft Office templates:

- Word, Excel, PowerPoint, Visio
- Report format
- Proposal format

Phone systems

- Greeting
- Voicemail style
- Acceptable "Shorthand"

Literature

- Brochures
- Booklets
- Flyers
- Customer case studies
- International formats
- White papers
- Executive briefs
- Internal communications
- Shareholder communications

Forms

- Purchase order
- Invoice
- Estimate
- Checks
- Contracts

Human resource materials:

- Employment application, Benefits

Packaging

- Labels
- Hang tags
- Shipping cartons
- Point-of-sale materials
- In-store displays
- DVD case and labels

Publications

- Customer magazine
- Employee magazine
- Business Partner/Dealer magazine
- External print newsletters
- External email newsletters
- Internal print newsletters
- Internal email newsletters

Exhibit systems

- Trade show booths/exhibits
- Floor displays
- Posters
- Banners

Identity guidelines list

Signage

Exterior facility signs

- Directional
- Parking
- Traffic control
- Site marker
- Building identification
- Corporate flag

Interior facility signs

- Lobby
- Directory
- Directional
- Floor Identification
- Stair identification
- Room identification
- Workspace identification
- Restroom identification
- Roof signs
- Decals on glass

Vehicle graphics

- Service vans
- Delivery vans
- Shuttle vans
- Tractor trailers
- Plant vehicles
- Security vehicles
- Landscaping vehicles

Uniforms

- Employee badges
- Visitor badges
- Contractor badges
- Security
- Shirts/ties
- Jackets
- Coveralls
- Lab coats
- Hard hats
- Service hats
- Seasonal uniform style

Digital

- Corporate web site
- Intranet
- Customer portals
- Social Media
- Landing pages
- Site design guidelines
- UX and interface design
- Web page templates
- Information design
- Content guidelines
- IT systems
- Automated marketing systems
- Email
- Direct email programs

Office applications

- PowerPoint presentations
- Microsoft Office
- Cloud documents and templates

Special Events (Print & Digital)

- Community events
- Sports sponsorship
- Co-sponsorship
- Olympic Team or Game sponsorship
- Charity sponsorship

Advertising

- TV advertising signature
- Print ads, Magazine
- Print ads, Newspaper
- Outdoor ads, Roadside
- Outdoor ads, Bus shelter
- Outdoor ads, Train station
- Vehicle ads, Bus
- Vehicle ads, Taxi
- Direct mail campaigns
- Banner ads, Web
- Co-op advertising

Branded merchandise

- Hats
- T-shirts
- Sweatshirts
- Golf shirts
- Golf umbrellas
- Note pads
- Pens/pencils
- Keychains
- Mugs
- Tote bags