

**TENET**

## **Identity guidelines list**

# 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 (continued)

## 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