

Corporate Identity Implementation Checklist

Tony Spaeth / Identity

www.identityworks.com

Stationery and Administrative

Letterheads + Envelopes – Standard
– Personalized
– Monarch
Business Cards (Regular & Executive)
Fax Cover Sheet
Mailing Labels
Large Envelopes
Forms - e.g., Purchase Orders
Bills / Invoices
Checks – for Accounts Payable
– for Payroll
Note Pads
Visitor Badge
Binders
Presentation Slide Formats

Corporate

Unit

Unit

Unit

Web Sites

Internet
Intranet
Extranet

PR / IR Communications

News Release
Press Kit Folder
Stock Certificate
Dividend Check
Annual / Quarterly Report Signatures
Institutional Ad Signatures

HR Communications

Recruitment Material Formats / Signatures
Benefit Booklet Format
Employee Publication Mastheads
Recruitment ad format

Facilities Signs

External Primary Signs (Monument or Bldg. Mounted)
Entrance / Door Sign
Exterior Directional
Interior Directional

Vehicles

Cars
Vans
Trucks

Marketing / Sales

Print Ad Signature
Electronic Presentation Formats [Powerpoint etc.]
Marcomm Signatures (Brochures, Direct Mail, etc.)
Product Identification
Product Literature Formats / Signatures
Broadcast / Video Signature

Identity Guidelines

Graphic Standards manual, printed or Web-based
Electronic Templates
Logo Sheets and Color Chips
Visual 'Voice' Brochure

Identity Introduction

Launch Brochure
Video
Gifts Internal (Hats, Shirts, Ties, Pins, etc.)
Gifts External (Lucite Blocks, Pens, etc.)