Brand Identity Checklist

☐ Rationale

Does it align with your library’s mission, vision, and/or strategic plan?

☐ Initial proposal

Whose approval do you need to launch this project?

☐ Procedure

List the steps it will take for bringing this project from inception to completion, including a timeline

☐ Project Scope

What will be included in the final document? What will not be included?
Task Force
Potential colleagues to help develop initial guidelines

Workflow
Depending on the individual project type (i.e. flyer, brochure, signage), what is your proposed workflow for supervision, product creation, and final Approval?

Anticipated obstacles
What obstacles do you foresee? How will you address and diffuse them?

Resources:

University of Illinois Library – Website Style Guides and Project Documentation https://publish.illinois.edu/libraryweb/

Voice and Tone http://voiceandtone.com/

20 Stunning Examples of Brand Style Guides https://blog.hubspot.com/marketing/examples-brand-style-guides
Librarian Design Share
https://librariandesignshare.org/