

## Brand Identity Checklist

☐ **Rationale**

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

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☐ **Initial proposal**

*Whose approval do you need to launch this project?*

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☐ **Procedure**

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

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☐ **Project Scope**

*What will be included in the final document? What will not be included?*

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☐ **Task Force**

*Potential colleagues to help develop initial guidelines*

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☐ **Workflow**

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

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☐ **Anticipated obstacles**

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

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**Resources:**

Schmidt, Aaron and Amanda Etches. *Useful, Usable, Desirable: Applying User Experience Design to Your Library*. Chicago: ALA Editions, 2014. Print.

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/>