

BRAND ASSET	RESPONSIBLE PARTY	DATE DUE	DATE DELIVERED	NOTES
WHO WE ARE				
Corporate Mission				
Values				
Brand Vision				
Corporate Overview				
Guiding Principles				
Value Proposition				
CORE MESSAGES				
Positioning Statement				
Tagline/Slogan				
Brand Attributes				
TARGETED MESSAGES				
Target Audience Profiles				
Key Messaging Strategy				
Brand Voice*				
BRAND STANDARDS MANUAL				
Brand Guidelines/ Style Guide				
Logo Library				
Logo Guidelines				
Color Palette Definitions				
Typography Guidelines				
Imagery Guidelines				
Application Guidelines				
Creative Assets Library				
Boilerplate Guidelines for Press Release				
GENERAL/OPERATIONS				
Business Cards				
Letterhead				
Letterhead Second Sheet				
Microsoft Word Letterhead Template				
Email Signature				
Fax Cover Sheet				
Invoice Template				

Business Envelopes				
Labels				
Thank You Card				
Thank You Card Envelopes				
Notepads				
Telephone Greetings/Messages				
Memo Template				
Signage:				
External Primary Signage				
Entrance/Door Signage				
Exterior Directional Signage				
Interior Primary Signage				
Interior Directional				
Vehicle:				
Cars/Trucks/Vans				
Required Uniforms/Apparel				
Promotional Items (T-shirts, pens, etc.)				
Name Badges/Guest Badges				

HUMAN RESOURCES

Employee Handbook				
Job Descriptions				
Training Materials				
Recruitment Material Formats/Signatures				
Benefit Booklet Template				
Employee Publication Template				
Employment Agreements				
HR Branded Folder				
Corporate Overview and Welcome Letter				
Social Media Guidelines				
Welcome Video				
Recruitment Ad Format				

MARKETING/COMMUNICATIONS

Website:				
Internet				
Intranet				
Web Analytic Setup				
SEO Strategy:				
On-site				
Off-site				
Online Directory Setup				
Social Media:				
Account Creation/Set Up/Brand				
Social Media Calendar				
Facebook				
Twitter				

LinkedIn				
YouTube				
Instagram				
Presentation Folder				
Print/Digital Collateral:				
Brochures				
Product Sheets				
Sales Materials				
Folders				
Posters				
Sales Materials				
Sales One-Sheets/Product Sheets				
Interactive PDF Presentation				
Binders				
Sales Video				
Email Templates				
Ad Campaigns				
Broadcast Campaigns				
Broadcast/Video Signature				
Print/Web Ads				
PPC Campaigns				
Direct Mail Campaigns				
Public Relations:				
PR Plan/Outline				
Press Release				
Press Kit				
Email Template				
Boilerplate Copy				
Internal Communications:				
Annual Report				
Dividend Check				
Stock Certificate				
Annual/Quarterly Reports Signatures				
Trade Show/Webinar/Seminar Materials				
Rebrand Launch Event				

LEGAL/FINANCE

Corporate Filing Documents				
Trademark Documents				
Contracts/Fine Print				
Statements				
Check Formats				
Credit Applications				
Membership/Customer Agreements				

Sales Order Forms				
Account Application Forms				
CUSTOMER SERVICE				
Service Scripts				
Surveys:				
Product Review				
Service Review				
Lead Tracking Forms				
FAQ Reference Guide				
Training Outline				
Customer Evaluation Forms				

* Term Definitions

Value Proposition– unique features and/or benefits of a product, or aspects of a brand, that set it apart from competing products or brands.

Brand Voice – the purposeful, consistent expression of a brand through words and prose styles that engage and motivate. The personality of your brand is determined, in large measure, by the words you use and the sentences you write.

Brand Character – The guiding beliefs or ideals that characterize your organization. If your company were a person, who would it be?