

resources visual standards planning taking stock

Taking stock

Whether you're starting fresh or improving an existing visual standards guide, begin by making a list of all the visual communications you: **presently use** [✓], **will use** [+], and **may use in the future** [?].

This will help you and your creative team look beyond your initial requirements and plan a set of visual standards that work across a wide spectrum of materials.

✓	+	?	Communication	✓	+	?	Communication
			advertising – print				powerpoint presentation
			advertising – web				presentation folder
			announcement				promotional items: (list items below, for example: e.g. magnet)
			annual report				
			application form				
			blog				
			brochure				
			corporate business card				
			corporate envelope #10				
			corporate envelope – oversize				
			corporate letterhead				
			courier label				
			disc label				publication
			direct mailer				rate card
			donation card				report
			donation kit				sales sheet
			door knocker/hanger				shelf talker
			enews				stationery – corporate
			fact sheet				strategic plan
			flyer				signage – indoor
			gift card				signage – outdoor
			gift certificate				tradeshow display
			greeting card				uniform
			introductory letter				video
			invitation				website
			magazine				other:
			media kit				other:
			membership card				other:
			newsletter				other:
			packaging				other:
			postcard				other:
			poster				other: