

TEAM IMAGERY INVENTORY

Team #			
Team Name			
Logo Fonts			
Logo Colors			
Tagline			
PANTONE (Print)	CMYK (Print)	RGB (Web & Word)	HEXIDECIMAL (Web)
Complimentary colors			
Complimentary fonts			
Logo file locations			

Should have available jpgs, pngs or gifs (transparent), vector artwork

Website Information	
Domain login:	
Hosting co. login:	
Website interface:	

Communications Audit							
Channel	Graphics colors/ logos/fonts tagline	Your voice/ tone	consistent message	Audience(s)	Schedule	Team & FIRST Branding consistency	Contact Info
Website							
Facebook							
Twitter							
Instagram							
Blog							
Print							

STRATEGIC PLANNING

Mission Statement (why are we a team)

Vision Statement (clear & inspirational long term statement)

Brainstorm and prioritize your top...

Values

1.

2.

3.

4.

5.

Goals/Priorities

1.

2.

3.

4.

5.

Use as a tool by evaluating team decisions based on whether or not they align with the values & priorities you have identified.

To better guide your team in decision making create

- Business Plan
- Marketing Plan
- Social Media Plan/Guidelines