

Corporate Identity Needs Analysis

Because each company's needs will vary so much, this list is only intended as an initial survey form, used to discover areas which may need coverage in the identity design process.

Basic Identity

- Preferred Identity
- Acceptable Identity Variations
- Dimensional / 3D Variation
- Identity + Corporate Activity Phrase
- Step and Repeat Pattern
- Compatible Typography (print & web)
- Subsidiary Identities or Signatures
- Brand Names / Trademarks
- Misc. _____

Stationery

- Headquarters Stationery
 - Letterhead
 - Envelope
 - Business Card
 - Mailing Label
- Divisional/Regional/Subsidiary Stationery
 - Letterhead
 - Envelope
 - Business Card
 - Mailing Label
 - Misc. Stationery _____

Specialty Stationery

- Oversize Envelope
- Window Envelope
- Internal Envelope
- Memorandum
- Report Covers

Business Forms

- Invoice
- Statement
- Purchase Order
- Shipping Form
- Proposal / Job Quote
- Misc. _____

Financial & Legal

- Quarterly Reports
- Warrantee Certificate
- Miscellaneous

Advertising / Sales Promotion

- Consumer Magazines
- Trade Magazines
- Newspaper
- Television
- Point-of-Purchase
- Trade Show Exhibits
- Posters
- Premiums
- Misc. _____

Marketing & Sales Materials

- Brochures
- Catalogs
- Tags / Labels
- Direct Mail

Merchandising Aids

- Uniforms
- Name Tags
- Miscellaneous

Corporate Publications

- Periodicals
- Newsletters
- Internal Booklets
- News Releases

Signage

- External Signage
- Plant or Building Signs
- Office Signs
- Retail Outlet Signs
- Directional Signage
- Interior Signage
- Office or Room Signs
- Directional Signs
- Misc. Signs _____

Vehicle Identity

- Company Cars
- Vans
- Buses
- Box Trucks
- Tractor Trailors
- Tanker Trucks
- Aircraft
- Rail Cars
- Containers
- Ships
- Handling / Loading Equipment
- Misc. Vehicles _____

Packaging

- Product Boxes
- Product Labels
- Packing Cartons
- Bags
- Wrapping Paper
- Misc. Packaging _____

Miscellaneous

- Premiums
- Gift Ties
- Glasses / Mugs
- Bags / Brief Cases
- Misc.