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							
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