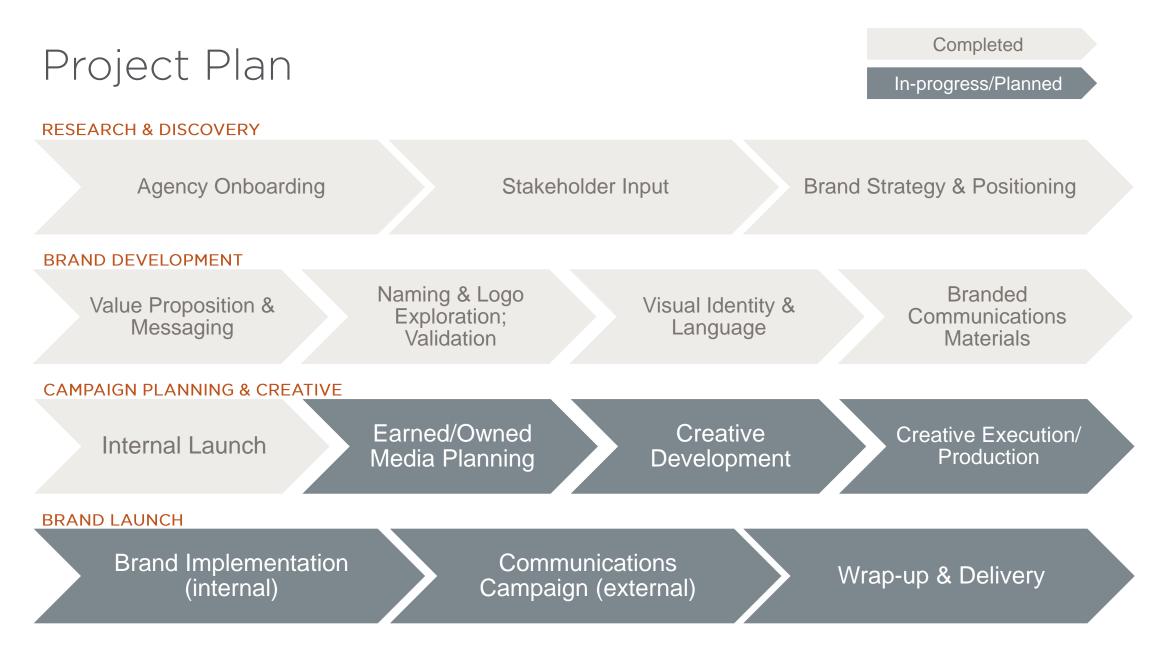
Montana State Library Brand Rollout Strategy



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Priority Audiences





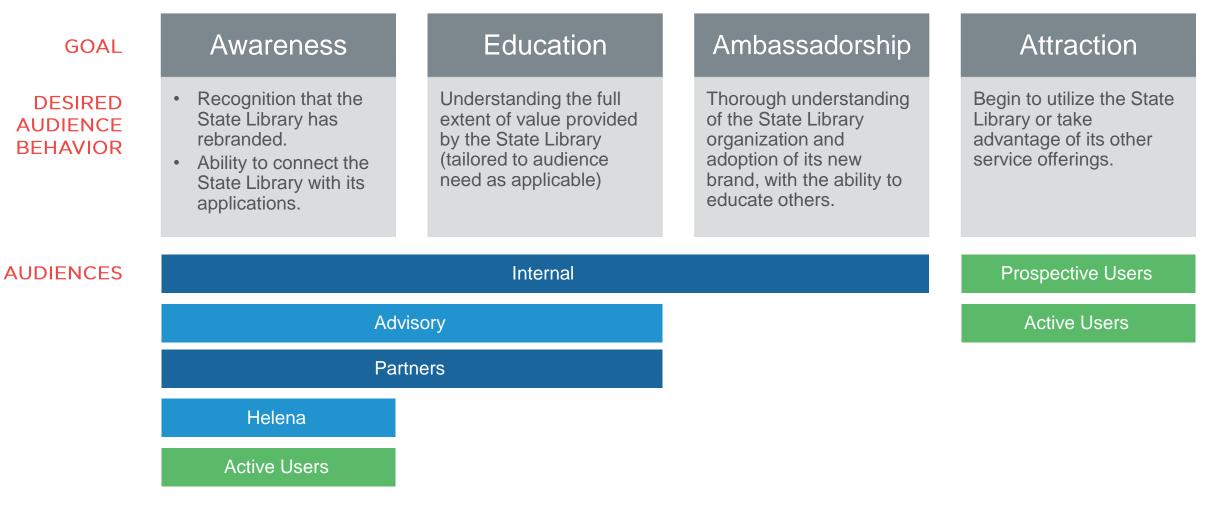
Secondary Audiences

Other Key User Groups

(Active & Prospective)

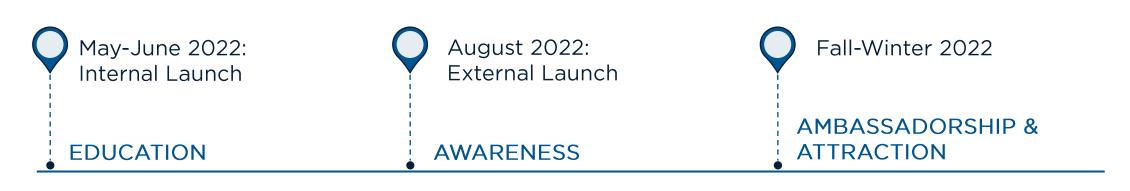
Local Municipalities	Real Estate Professionals	Natural Resource Professionals	Outdoor Recreationalists	Emergency Services
Print Reading-	Agriculture/	Department of	Tourists	Researchers
Impaired	Farming	Transportation		and Reporters

Overview of Brand Launch Goals



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Brand Rollout Plan



- Brand guidelines
- Brand Toolkit: digital templates
- Brand training webinar
- Brand one-sheeter

- MLA Tri-Conference
- Brand implementation: new brand appears on all MSL materials
- Web refresh
- E-mail announcement, press release

- Conference appearances
- Earned media and owned communications (e.g., announcements in professional association newsletters)