

Water Cooler Talk: Get your ID Together

Every client with whom I have worked cannot provide consistent, well structured, resources related to corporate identification, corporate information, and IT logins and resources. These are core, critical items that are often cobbled together, with numerous versions and individual with logins and control that are unknown to the organization at large. How do we fix this? Here the steps in a general order of importance.

Corporate ID

REF	ITEM	COMMENTS
1.	Logos	
2.	Colors	
3.	Usage Guidelines	
4.	Phrases and punctuation.	
5.	Purging old versions of digital files	
6.	Publication Standards	
7.	Reviewing publications	
8.	Purging old versions of publications	
9.	Checking Digital Assets	
10.	Confirm ownership and location of all domains.	

IT Related

REF	ITEM	COMMENTS
1.	Functional Email v Personal Emails	
2.	Confirm a list of all online accounts	
3.	Login to every key account and check settings.	
4.	Critical Accounts	
5.	<ul style="list-style-type: none">Corporate Email	
6.	<ul style="list-style-type: none">Online backups	
7.	<ul style="list-style-type: none">Domain registrars	
8.	Corporate Backup/Restore	

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REF	ITEM	COMMENTS
9.	Workstation Backup/Restore	
10.	Network Logins	
11.	Media Logins	
12.	Social Media Logins	