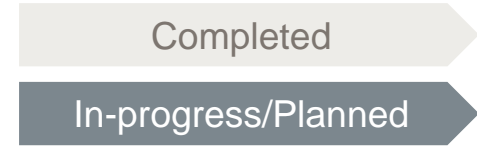


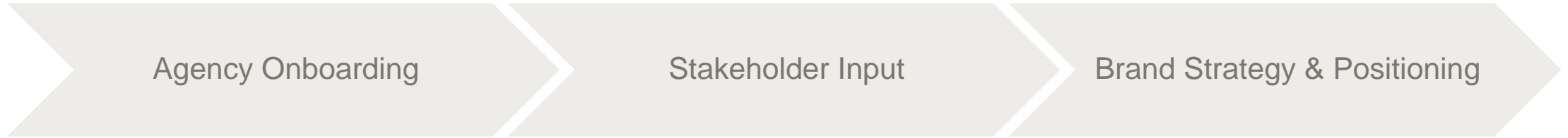
# Montana State Library Brand Rollout Strategy

updated October 11, 2022

# Project Plan



## RESEARCH & DISCOVERY



## BRAND DEVELOPMENT



## CAMPAIGN PLANNING & CREATIVE

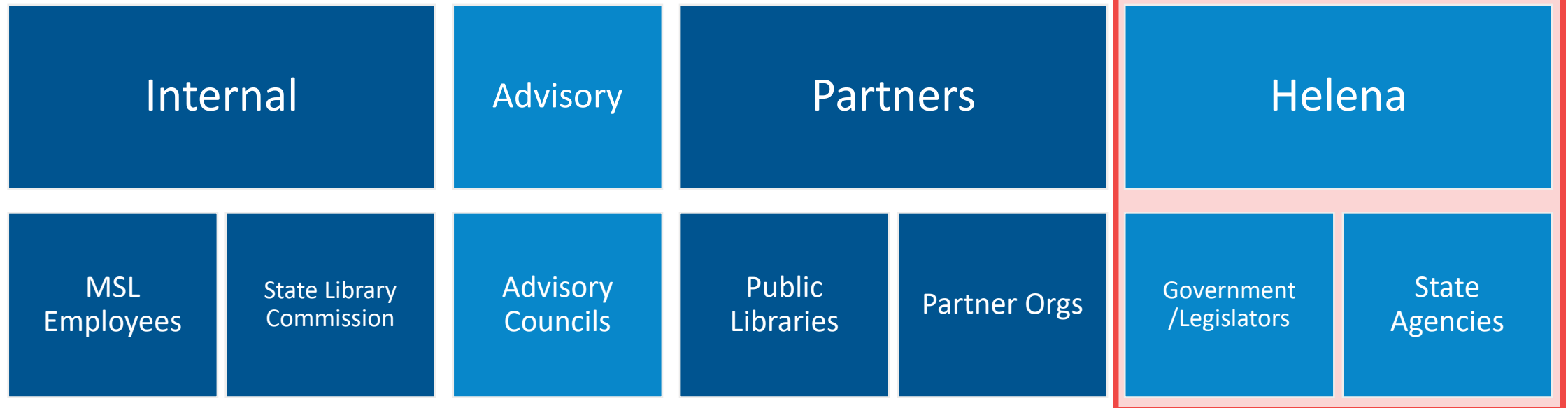


## BRAND LAUNCH

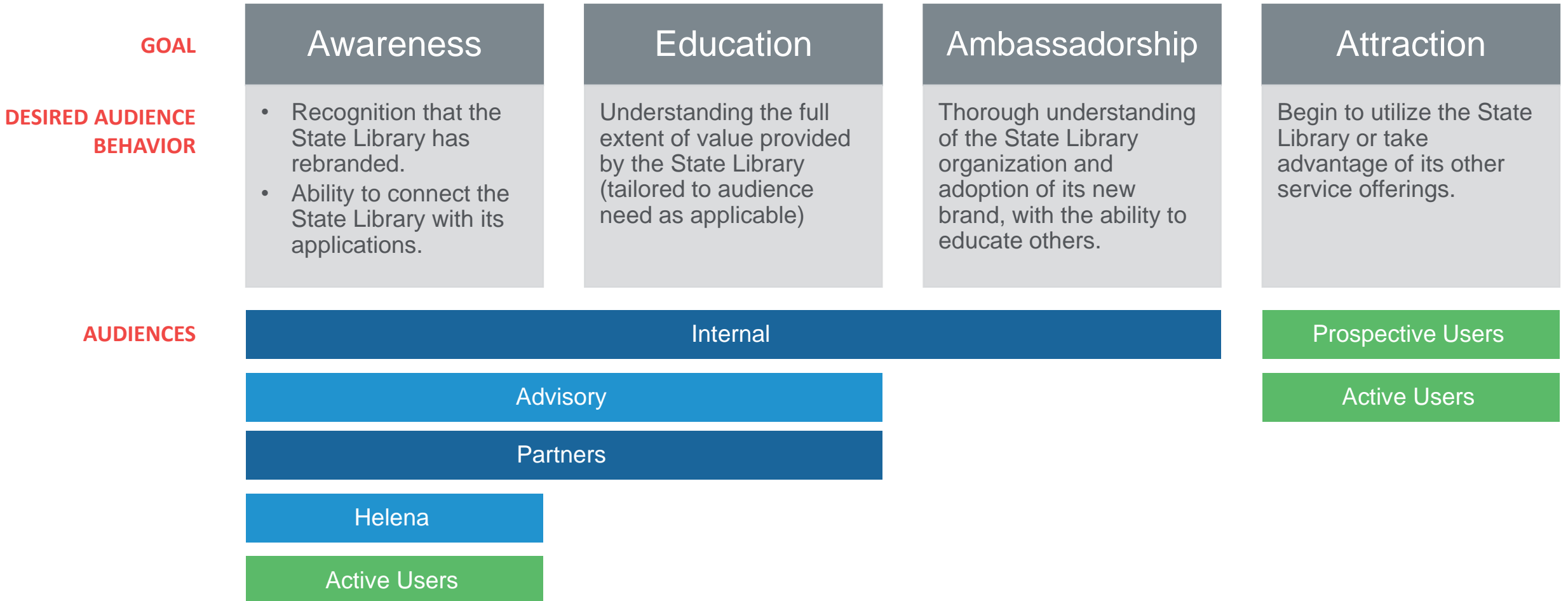


# Priority Audiences

## “Family & Friends”



# Overview of Brand Launch Goals

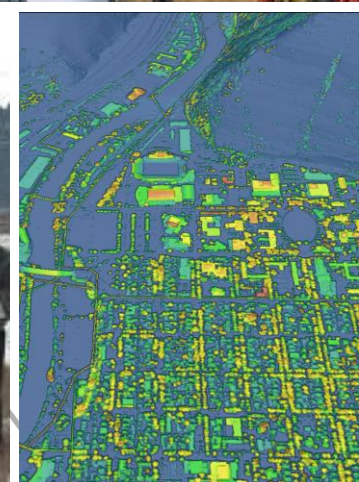
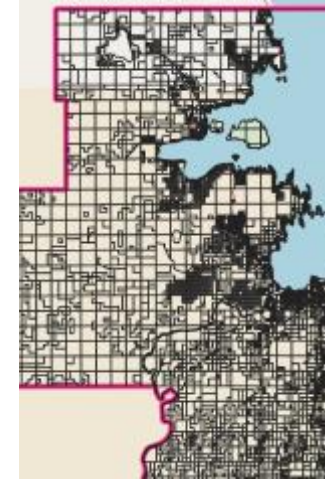


# Legislative Awareness

**GOAL:** Ability to connect the State Library with its applications.

Use case highlights:

- Cadastral
- Montana Real-time Network
- Next-gen 911
- Water Information System
- Natural Heritage Program
- Hot Spot Lending Program



# Brand Rollout Plan

