

## LOCAL PARTNERSHIP BRAND OPTIONS

### 1. The full rebrand

Yes, I will fully adopt the new logo and affiliate ID as my local partnership's brand.

This means:

New logo design

Website redesign or update

Redesign of all letterhead, business cards, other office supplies

New promotional materials

- Signage
- Brochures
- Reports
- Event materials
- E-newsletters
- Social media
- Letting partners know
- Updating co-produced/sponsored materials
- Updating their websites

### 2. Adopting the Affiliate ID

I will be adding the required affiliate ID to all collateral

This means:

Adding the affiliate ID to Website

Adding the affiliate ID to all letterhead, business cards, other office supplies

Adding the affiliate ID to promotional materials

- Signage
- Brochures
- Reports
- Event materials
- E-newsletters
- Social media
- Letting partners know
- Updating co-produced/sponsored materials
- Updating their websites

## SAMPLE CHECKLIST

Rebranding Inventory Put a check mark beside all marketing and communications pieces that you currently have. Circle all items you don't currently have, but would like to have.

- Business Cards
- Letterhead Envelopes
- eSignatures
- Signage
- Accounting Headers
- Proposal Documents
- PowerPoint
- Videos
- Presentation Folders
- Thank You Cards
- Operations Manuals/Employee Documents
- Website(s)
- Mobile Site
- App
- Social Media Sites (i.e. Facebook, Twitter)
- Brochures
- Promotional Posters
- Internal Culture Posters and Signage
- Trade Show Graphics
- Vehicle Graphics
- Postcards
- Newsletters
- Direct Mailers
- Coupons
- Clothing
- Promotional Items (i.e. pens, mugs)
- Print Ads
- Online Ads
- Billboards or Outdoor Advertising
- TV Commercials
- Packaging
- eNewsletters, eFlyers or eAnnouncements
- Other?