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?