

The IC Co-Branding Process

What is co-branding?

When The IC partners with other organizations on projects like hosting an event, presenting classes, or creating and distributing valuable information, this is co-branding. If you are working on a co-branded project with an outside agency, you may be asked for The IC logo or you may want to put our logo on something they have given you to distribute. Before you do that, however, it's important to discuss the project with The IC's Marketing Department.

Why is this important?

The Independence Center values our standing as a national model for Independent Living and Home Health Care. Therefore, it is important that any material that displays our logo presents us as a professional, trusted organization within the community. This does not mean that we want to redesign anything that other organizations have put out, although we are happy to help when asked. This process is intended to ensure the integrity of our logo, what it is on, whether it is the correct one, and if we are supporting something that has all the necessary content included. It also ensures that we show the public an image consistent with our position as a leader in the community.

Another reason it is important to contact the Marketing Department is because we want to help you advertise and get your information out to the public. This is also something the other organization wants and expects us to do, or they would not want to co-brand the material/event. If we don't know about it, we can't help.

How does this work/What do you need to do?

Contact the Marketing Department about the project.

Email information to support@the-ic.org.

Include the following:

- a. What the project is (description).
- b. Who we are working on it with and who needs the information for the project outside The IC (consumers, HH caregivers, Veterans, community partners, donors, etc.).

- c. The contact who needs our logo or other graphics.
- d. When the project needs to be completed.
- e. Where it is located, if it is an event or class.
- f. Why our consumers or contacts need this information (how it helps them so we can let them know).

What happens next?

Marketing staff will contact you if additional information is needed. However, in most cases the information requested above is enough. We will send your contact at the other organization any needed files and assist with any alternative file types they may require. **The graphic requirements for logos can differ substantially from one project to the next. We want to ensure that the logos we provide meet the graphic needs of the specific project. The Marketing Department has the ability to provide high-quality logos in numerous versions, and would be happy to work with you, or the project manager from the other organization – we're here to help!**

As a standard industry practice, we will also request that any content that is produced with our logo be sent back to Marketing and to you so that it can be reviewed before it is distributed.

Thank you for helping The IC keep our integrity and brand standards!