Marketing Asset Platform

Guidelines and FAQs

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This document provides an overview of the platform, processes, and important guidelines. Please review this document <u>BEFORE</u> downloading, printing, or using assets.

How to Use This Platform

This marketing asset platform provides a robust library of materials for you and your organization to use. All assets are preapproved for external use (no proprietary assets or information are available in this portal).

To find an asset, click on the board for the brand of the asset you're looking for.
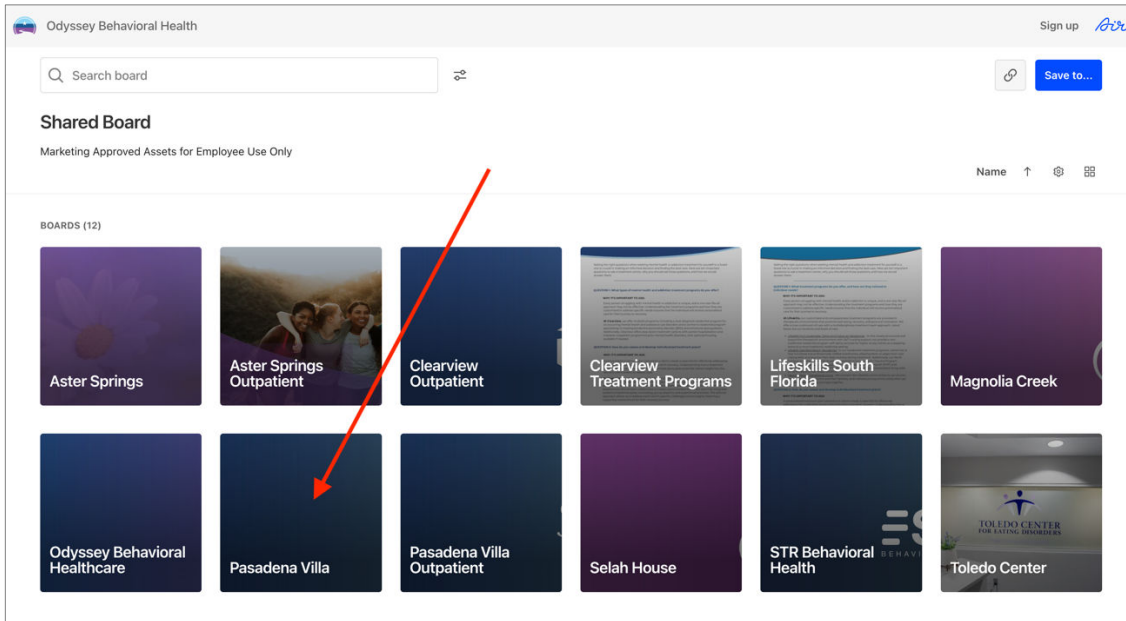
Within each brand, sub-boards are available for collateral, branding, templates, photos, etc. If there are multiple facilities or locations, folders for each location may also be available.
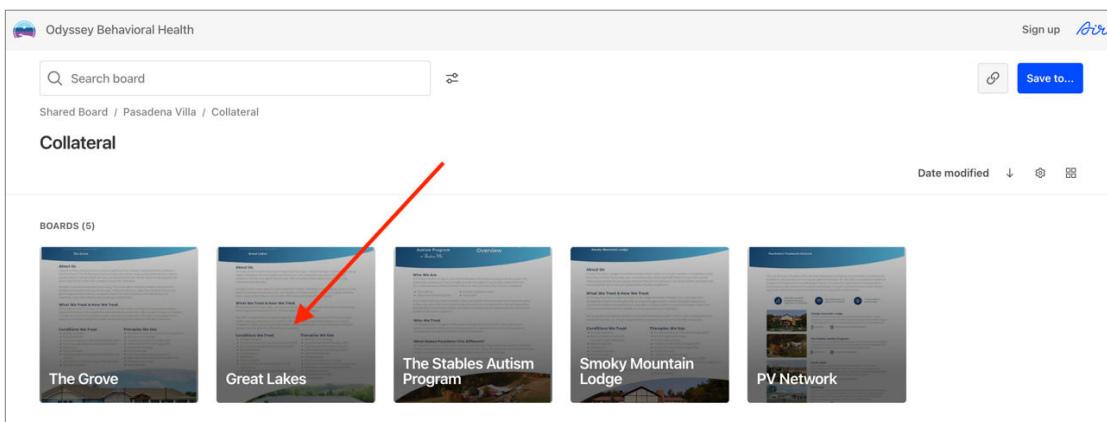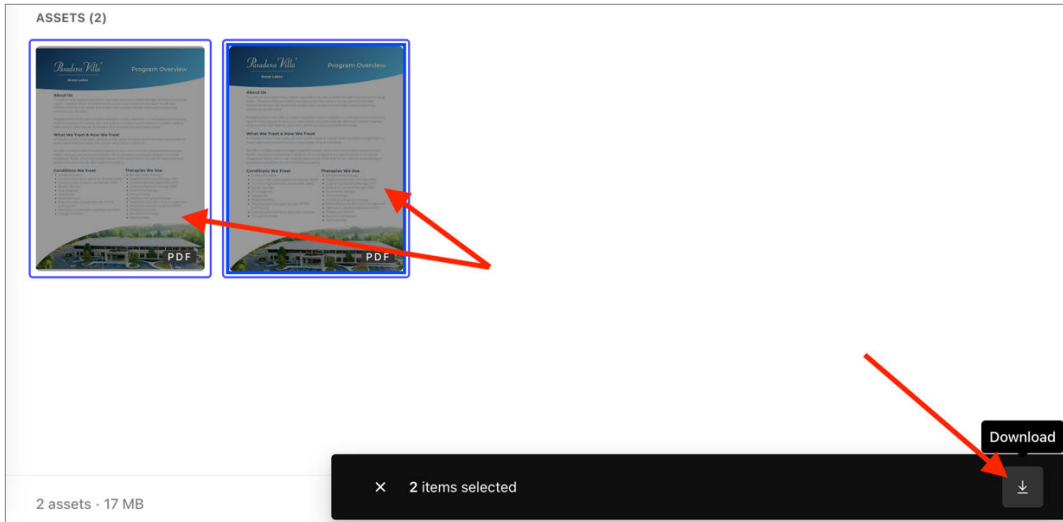
To download, hover over the preferred asset, click on the black box with 3 dots, and then select Download.

NOTE: If you are unsure about which asset you need, you can double click on it to preview directly within the platform.
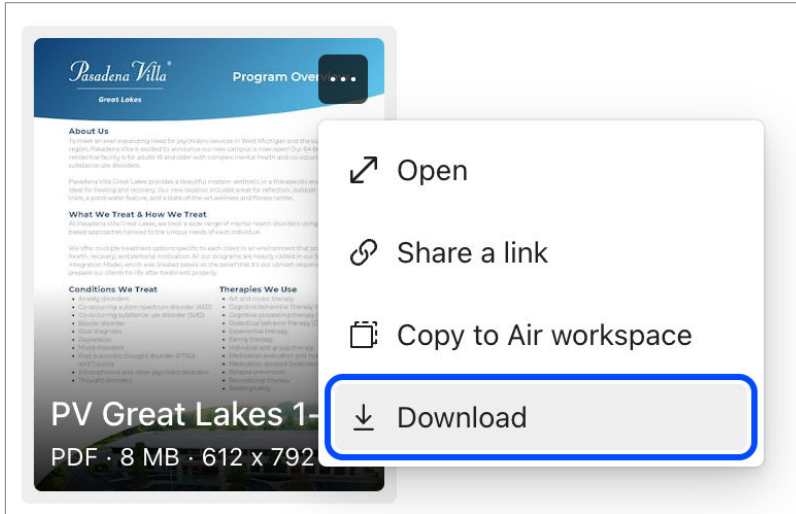
Alternatively, if you want to download multiple files, after selecting them, click the download button at the bottom of the screen.

Where to Find Marketing Assets By Type

- **On this platform**
  - **Collateral**: Digital and Print Ready Versions
    - Please reach out to marketing with any questions about printing.

  - **Logos**: Suitable for digital applications.
    - **Brand Guidelines**: ALWAYS review brand guidelines before using logo files and reach out to marketing if you have any questions.

  - **Photos:** Select facility photos

  - **Templates:** Such as letterhead, PowerPoints, LinkedIn profile banners, and fax cover sheets

- **With your Human Resources Representative (please contact them directly)**
  - **Business Cards**: Cards for new hires or updates to existing cards

- **Your Business Development VP or AVP**
  - **Pens and notecards**

  - **Printed collateral**

  - **Special order merchandise**

- **Contact the Marketing Team**
  - **Logos**: Vector/Print versions suitable for use on wall graphics, signage, or other large format/high-resolution applications

  - **Anything else you can't find on this platform**

  - **Any edits to assets you found on this platform**

Branding Usage

- **Brand Guidelines or Style Guides**
  - Brand guidelines (or style guides) are available in the Branding folders. These provide rules and best practices for using logos, along with details on brand specific colors.

  - ALWAYS review brand guidelines before using logo files and reach out to marketing if you have any questions or can't find them for a specific brand.

- **Logo types and usage**
  - **Color Logos**: Use when the background is white or nearly white

  - **White Logos**: Use when the background is a dark color or would prevent a color logo from being clearly viewed

  - **PNG Files**: These are suitable for digital applications like a social media graphic, using in an email footer, a webpage, or on a PowerPoint presentation

  - **Vector/SVG/EPS Files**: These are suitable for printed applications like collateral, wall decal, exterior signage, or billboard

- **When to reach out to marketing**
  - **Logos**: Vector versions suitable for use on wall graphics, signage, or other large format/high-resolution applications.

Printing and Production

- **Overview**
  - **Collateral**: Regionally, pricing varies. We found that better pricing options are sometimes available than what is available in Nashville. Print ready PDFs are available for most collateral assets so you can print them locally or through preferred vendors. If a vendor needs additional files or file versions, please contact marketing.

  - **Merchandise**: Your HR representative and Business Development VP/AVPs have access to L&R to order common merchandise items like pens, folders, note cards, and stickers. For other items, there are a multitude of vendors

- **Important Rules to Follow**
  - **Merchandise Phone Numbers**: If you want a phone number on the merchandise you're ordering, please contact marketing for your facility's specific tracking number.

  - **Quantities**: Only order what you need for a short period of time (typically 3-6 months depending on the item) or for a specific event. This reduces waste and keeps expenses in line.

  - **Approval**: Ensure any expense is approved by your manager or that you have the appropriate authority before proceeding with any expense.

- **Payment Options**
  - **Important**: Speak with your manager about the appropriate payment method. This could be a facility p-card or invoice. Follow your facility's accounts payable process for submitting receipts or invoices for payment.

- **Price Ranges**
  These are guidelines for what to expect or look for. Prices may vary by region.
  - **Flyers**: Typical price ranges should be under $1.00 per piece.

  - **Brochures**: Can vary by $1.00 or more depending on quantity and page count. For a 4 page 8.5x11 flyer, anticipate a range from $1.50 to $3.00 per piece.
    - We recommend printing flyers when possible to reduce cost.

  - **Tri-fold Flyers**: Typical price ranges should be under $1.00 per piece.

  - **Pens**: Keep pen prices per piece around $0.60.

- o **Other Merchandise**: Pricing will vary depending on the type of item. Price compare higher cost items with more than one vendor.

- **Printing Specifications**
  Marketing is always happy to answer questions and review proofs/specifications.

  - o **Collateral Paper Stock**:
    - **Flyers/1-Pagers:** 100# Glossy Cover

    - **Brochures (Cover and Interior Pages):** 100# Glossy Cover for cover and 100# Text for interior pages.

    - **Notecards, Business Cards, Letterhead:** Uncoated stock for writing

  - o **Merchandise:**
    - If the merchandise (pens, t-shirts, towels, etc) are colored, use a white logo. If the merchandise is white/off-white/light gray/etc, use a colored logo.

    - Merchandise colors should align with primary brand colors if possible (see brand guidelines for color palettes).

    - Ask marketing for merchandise specific phone numbers so you use the correct tracking number.

    - If the logo on the item is very small, it may sometimes be difficult to read/print/stitch small letters in a logo. Please contact marketing to review ANY changes to logos before proceeding with an order.

- **Preferred Vendors**
  These are some of our preferred vendors that we've had previous success with at a reasonable cost. Feel free to order from other vendors as required (keeping cost in mind).

  If you have questions about vendors or if marketing has ordered a type of item before, please contact us (we're always happy to help point you in the right direction!).

  - o **L&R:**
    - **Bridgette Sharpe**: bsharpe@landrco.com
    - You can use this website to start getting ideas/pricing, but Bridgette can also help with researching other options: https://www.promoplace.com/landrco

- o **Kaeser & Blair:**
    Marketing has ordered a wide range of items from this vendor.
    - ▪ **Joanne MulHearn:** jemsales2@aol.com, 630-201-0077 (cell)
    - ▪ You can use this website to start getting ideas/pricing, but Joanne can also help with researching other options: http://jemsalespromos.com/

- o **VistaPrint:** https://www.vistaprint.com/