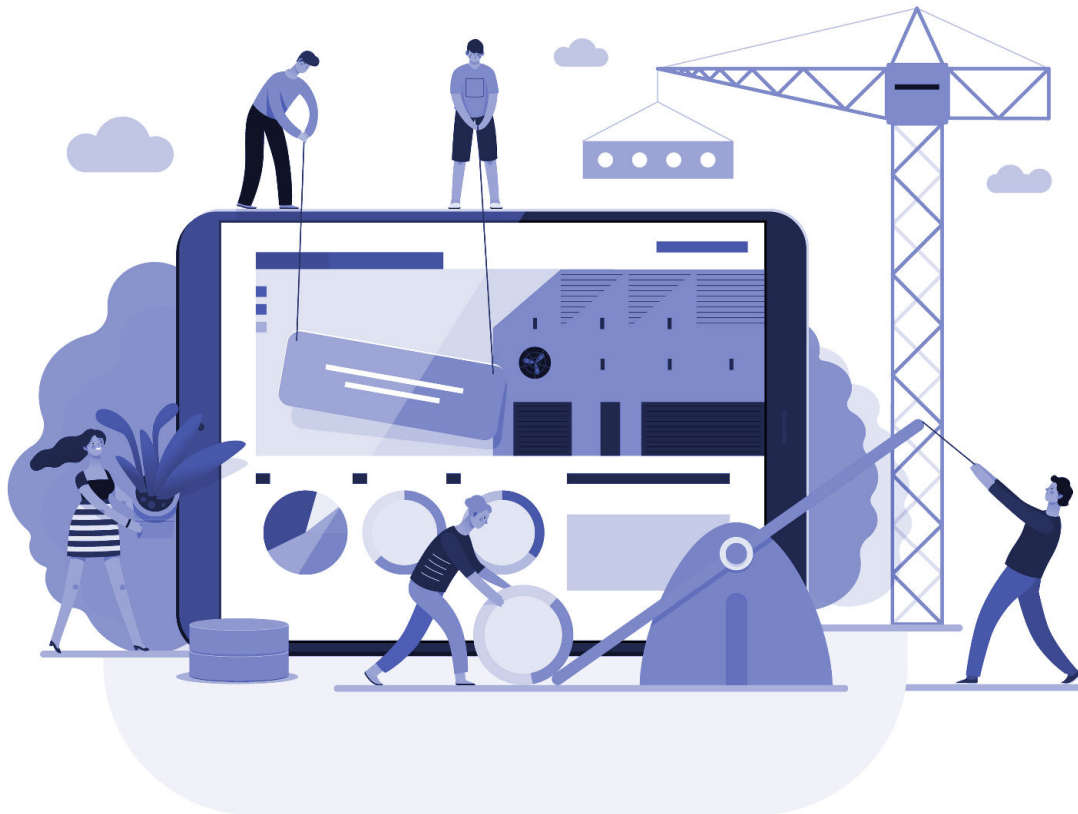


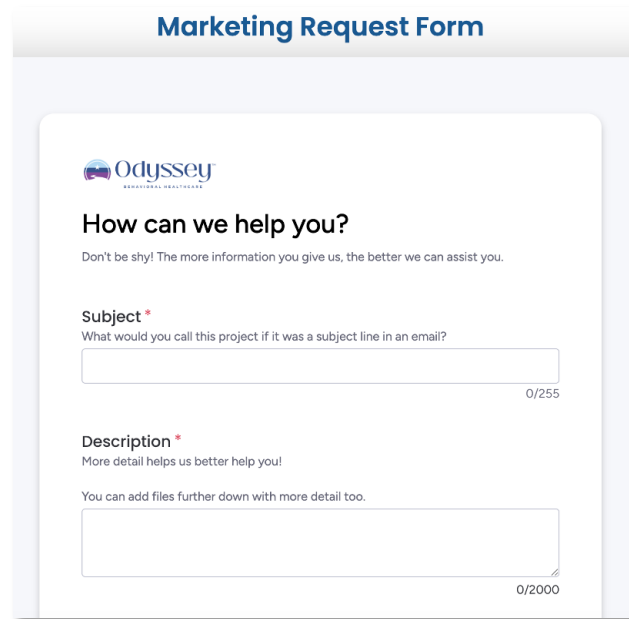


## Marketing Support Guide



# Marketing Request Form

If you need assistance with a marketing project, digital assets, social media request, event support, or have a suggested website change, please contact the Marketing department through our [Marketing Request Form](#).

A screenshot of the Marketing Request Form. At the top, it says "Marketing Request Form" in blue. Below that is the Odyssey logo with the tagline "EXPERIENTIAL LEARNING". The main heading is "How can we help you?" followed by the instruction "Don't be shy! The more information you give us, the better we can assist you." There are two main sections: "Subject \*" with a subtext "What would you call this project if it was a subject line in an email?" and a text input field with a character count of "0/255"; and "Description \*" with a subtext "More detail helps us better help you!" and "You can add files further down with more detail too." followed by a larger text input field with a character count of "0/2000".

## Event Support

The marketing team provides a variety of support for continuing education events (CEs), webinars, and local events for all of Odyssey's facilities across the country. The items below are best practices and requirements for partnering with marketing to: (1) receive promotion materials efficiently and (2) to maximize attendance/sign-ups.

### Check these boxes before submitting a Marketing Request:

- Is your event 5-8 weeks away?
- Do you have all of the information and details (description, date, time, mailing list, etc)?
- Has this event been approved by your manager?

### Items to Submit with Marketing Request Form:

Before submitting a [marketing request form](#), please ensure the following files are completed and ready to attach. Also, please review your event plan and the content you'll submit with your manager beforehand.

- Download the [Event Support Request Information](#) document with all questions completed.
- Mailing list (if not previously used or if you updated your list) or identify which list we should reuse for this mailing. If you're creating a new list you can send us a Salesforce exported list or manually create one using the Excel template provided in the zip file you downloaded (don't send individual emails in a Word doc, email, or other form).

## Timelines and Communication Plans

### Event Support Timeline

Submit the Event Request 5-8 weeks before the event with all information and links. This allows for the creation of materials, approvals, and scheduling, with invitations sent weeks prior to the event.

- Week 1: Marketing will provide drafts of emails and Eventbrite Page for review.
- Week 2: Marketing will schedule the approved email communications. Marketing will also schedule social media communications for open houses, CEs, and webinars.

### In-Person Events

- First Promotion: 6 weeks before the event
- Second Promotion: 1 week before the event

### Virtual Events

- First Promotion: 4 weeks before the event
- Second Promotion: During the week of the event

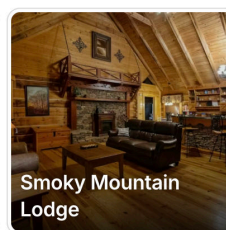
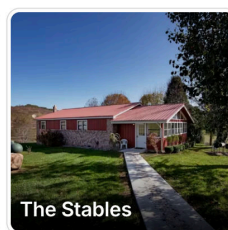
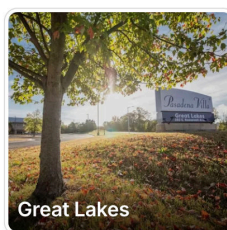
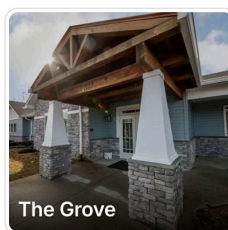
*If you requested social media promotion, a post will also be scheduled between these email communications to support additional sharing and visibility.*

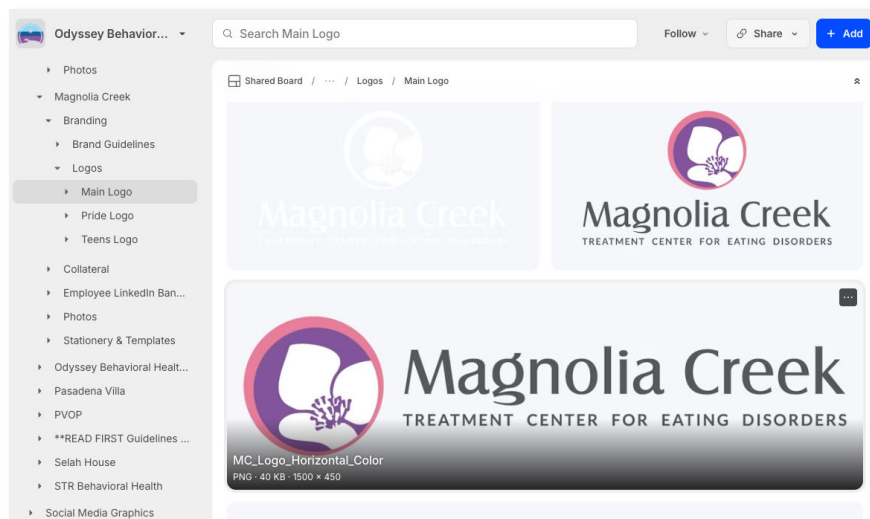
## Brand Style Guides, Photos, + Logos

All facility photos, logos, and brand style guides are in each of the shared branded folders on Air. Logos typically include PDF, PNG, JPG, and EPS versions.

**What is Air?** Air is our platform for housing all our latest marketing assets.

4 BOARDS ▾





To view the full style guide for Odyssey Behavioral Healthcare and all of our facilities, access it under the Odyssey Behavioral Healthcare brand or [simply click here](#). All style guides include hex and PMS colors, fonts, and examples of logo usage.

Below is a sample of the Odyssey brand style guide:

|                                                           |  |  |                                                       |  |  |                                                          |  |  |                                                    |  |  |                                                   |  |  |                                                 |  |  |                                                 |  |  |                                        |  |  |                                       |  |  |
|-----------------------------------------------------------|--|--|-------------------------------------------------------|--|--|----------------------------------------------------------|--|--|----------------------------------------------------|--|--|---------------------------------------------------|--|--|-------------------------------------------------|--|--|-------------------------------------------------|--|--|----------------------------------------|--|--|---------------------------------------|--|--|
| <b>ODYSSEY DARK BLUE</b><br>#204E6B<br>C:96 M:77 Y:20 K:5 |  |  | <b>ODYSSEY PURPLE</b><br>#804791<br>C:52 M:86 Y:7 K:0 |  |  | <b>ODYSSEY LIGHT BLUE</b><br>#A2DAF4<br>C:33 M:1 Y:1 K:0 |  |  | <b>70% BLACK</b><br>#4C4C4C<br>C:66 M:58 Y:57 K:37 |  |  | <b>40% BLACK</b><br>#999999<br>C:43 M:35 Y:35 K:1 |  |  | <b>10% BLACK</b><br>#E5E5E5<br>C:9 M:7 Y:7 K:0  |  |  | <b>WHITE</b><br>#FFFFFF<br>C:0 M:0 Y:0 K:0      |  |  |                                        |  |  |                                       |  |  |
| <b>70% #B82A8</b><br>C:63 M:45 Y:18 K:1                   |  |  | <b>40% #A8B8CD</b><br>C:33 M:21 Y:10 K:0              |  |  | <b>10% #E5EDF3</b><br>C:7 M:4 Y:2 K:0                    |  |  | <b>70% #A9B9AF</b><br>C:35 M:54 Y:27 K:0           |  |  | <b>40% #C9D7D1</b><br>C:18 M:28 Y:14 K:0          |  |  | <b>10% #F2ECF4</b><br>C:3 M:7 Y:0 K:0           |  |  | <b>70% #C9E4F5</b><br>C:21 M:2 Y:1 K:0          |  |  | <b>40% #D9E9FA</b><br>C:11 M:2 Y:0 K:0 |  |  | <b>10% #F9F9FD</b><br>C:2 M:0 Y:0 K:0 |  |  |
| <b>RED</b><br>#D62728<br>C:0 M:100 Y:100 K:0              |  |  | <b>ORANGE</b><br>#FF7F0E<br>C:0 M:100 Y:100 K:0       |  |  | <b>YELLOW</b><br>#FFD966<br>C:0 M:100 Y:100 K:0          |  |  | <b>GREEN</b><br>#2CA02C<br>C:0 M:100 Y:100 K:0     |  |  | <b>BLUE</b><br>#1F77B4<br>C:0 M:100 Y:100 K:0     |  |  | <b>INDIGO</b><br>#9467BD<br>C:0 M:100 Y:100 K:0 |  |  | <b>VIOLET</b><br>#8C564B<br>C:0 M:100 Y:100 K:0 |  |  |                                        |  |  |                                       |  |  |
| UNIVERSAL DATA COLOR PALETTE                              |  |  |                                                       |  |  |                                                          |  |  |                                                    |  |  |                                                   |  |  |                                                 |  |  |                                                 |  |  |                                        |  |  |                                       |  |  |

**Aa**  
Figtree

**Bold**  
Regular  
Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

**Aa**  
Support Mincho

**Bold** (k, 300)  
Medium (k, 300)  
Regular (k, 300)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

## 

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



## 

- PDF versions for online sharing or email can be found in the [shared folder on Air](#).
- To order print versions, you need a user account for our [Alphagraphics Portal](#). If you prefer a different print vendor, you can also download the print files from Air.

What type of flyers are available? See a few samples below:



## Ordering Business Cards

Business cards are either ordered with the help of your manager or through HR. The ordering process is done through the [AlphaGraphics Portal](#). These ordering steps include the following:

- Visit the AlphaGraphics website and log in to your account.
- Click on your facility's logo to locate the business card template. You may also search for "business cards" using the search bar at the top of the page and select the appropriate template.
- Select the appropriate option from each drop-down field and enter the required information.
- Carefully review the proof for accuracy. Once everything is correct, approve the proof and add the business cards to your cart to complete the order.

## Ordering Swag

If you need promotional items, the AlphaGraphics portal includes a selection of branded options that meet our branding standards. The portal is intended to make ordering common items easier and more consistent, but you are not required to use AlphaGraphics for all promotional products.

You may use another vendor when it offers a better price or is more appropriate for your specific needs, budget, or timeline. Before placing an order with another vendor, please send a proof to your Marketing support contact for review and approval.



## Social Media



Do you have a social media content to share? Examples include client activities such as art therapy or holiday events, staff activities, business development or referral partner events, site visits, and conferences. Simply submit through the [marketing request form](#) including draft copy when submitting; marketing can edit as needed.



Stay connected with OBH and all our brands through our social accounts! We have accounts for each brand and Odyssey Behavioral Health on LinkedIn, Instagram, and Facebook.

#### Instagram Usernames:

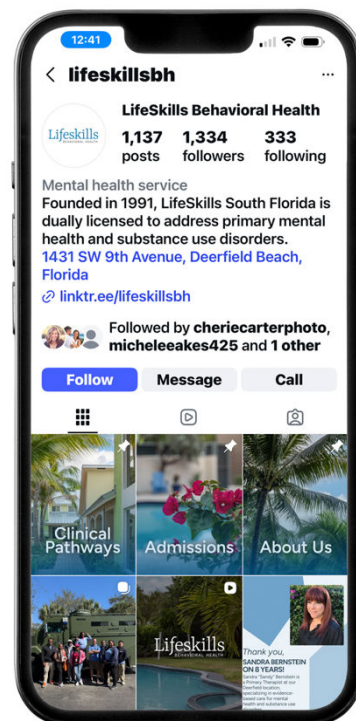
@asterspringsed  
 @magnoliacreek  
 @selahhouse  
 @clearviewtreatment  
 @lifeskillsbh  
 @pasadenavillanetwork  
 @pasadenavillaop  
 @strbehavioralhealth

#### Facebook Links:

[facebook.com/odysseybehavioralhealth](https://facebook.com/odysseybehavioralhealth)  
[facebook.com/astersprings](https://facebook.com/astersprings)  
[facebook.com/magnoliacreeked](https://facebook.com/magnoliacreeked)  
[facebook.com/selahhouse](https://facebook.com/selahhouse)  
[facebook.com/clearviewtreatmentprograms](https://facebook.com/clearviewtreatmentprograms)  
[facebook.com/lifeskillsbh](https://facebook.com/lifeskillsbh)  
[facebook.com/pasadenavillanetwork](https://facebook.com/pasadenavillanetwork)  
[facebook.com/thestablesautismprogram](https://facebook.com/thestablesautismprogram)  
[facebook.com/pasadenavillaoutpatient](https://facebook.com/pasadenavillaoutpatient)  
[facebook.com/strbehavioralhealth](https://facebook.com/strbehavioralhealth)

#### LinkedIn links:

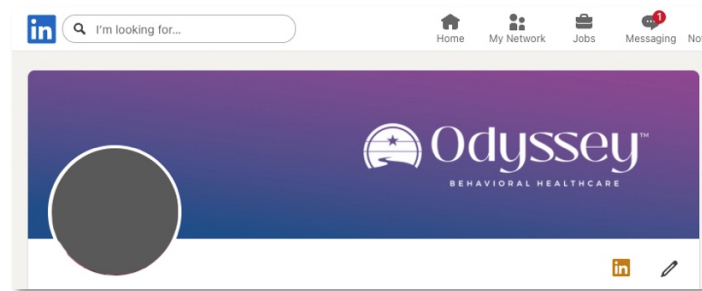
[linkedin.com/company/odyssey-behavioral-healthcare](https://linkedin.com/company/odyssey-behavioral-healthcare)  
[linkedin.com/company/astersprings](https://linkedin.com/company/astersprings)  
[linkedin.com/company/magnolia-creek-treatment-center-for-eating-disorders](https://linkedin.com/company/magnolia-creek-treatment-center-for-eating-disorders)  
[linkedin.com/company/selahhouse](https://linkedin.com/company/selahhouse)  
[linkedin.com/company/clearview-treatment-programs](https://linkedin.com/company/clearview-treatment-programs)  
[linkedin.com/company/lifeskills-bh](https://linkedin.com/company/lifeskills-bh)  
[linkedin.com/company/pasadena-villa-network](https://linkedin.com/company/pasadena-villa-network)  
[linkedin.com/company/the-stables-at-pasadena-villa](https://linkedin.com/company/the-stables-at-pasadena-villa)



[linkedin.com/company/pasadena-villa-outpatient-treatment-center](https://www.linkedin.com/company/pasadena-villa-outpatient-treatment-center)  
[linkedin.com/company/str-behavioralhealth](https://www.linkedin.com/company/str-behavioralhealth)

### LinkedIn Special Notes

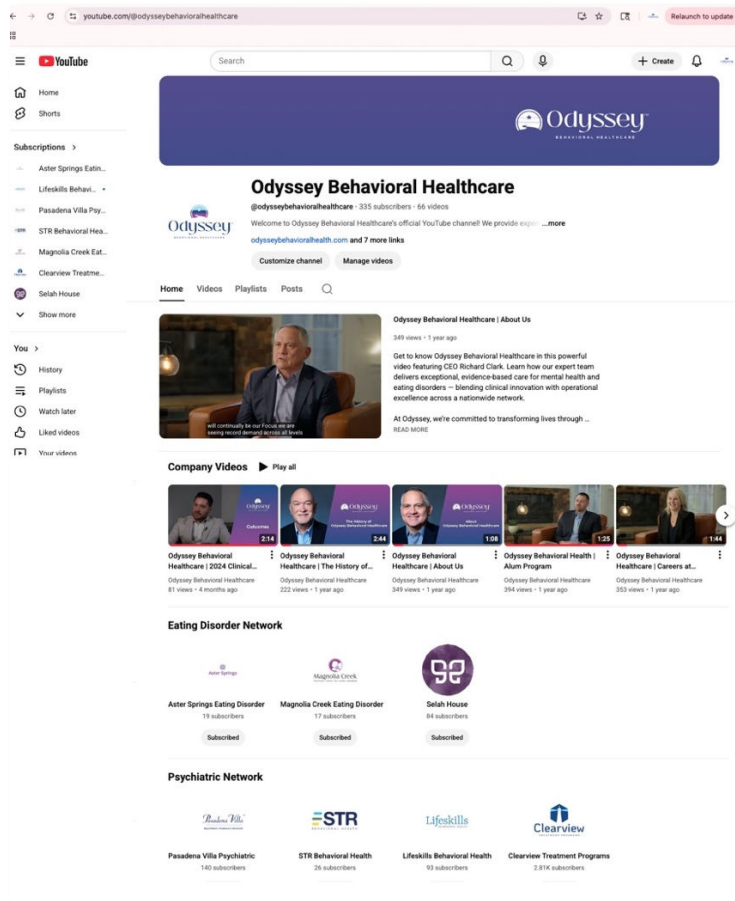
- **OBH Hashtag:** Be sure to use **#odysseybh** in your LinkedIn posts so they appear on our [LinkedIn Life](#) page. This shows our staff's activity and highlights our company's activities. We also have more specific hashtags for mental health (**#odysseymh**), eating disorders (**#odysseyed**), and careers (**#odysseycareers**).
- Be sure to connect your LinkedIn profile with Odyssey Behavioral Healthcare as your employer. When you add your position (experience) to your profile—such as your job title—you will have the opportunity to search for our company name as your employer. Once selected, this will automatically link your profile to the company. (Side note: In order for your hashtags to appear on our Life pages, you need to have Odyssey connected to your profile.)
- **Branded LinkedIn Banners:** You can customize your own LinkedIn page with branded banners that represent Odyssey or our family of brands. Simply go to the [shared folder in Air](#) to see a selection of downloadable banners.



## Videos

To find our latest videos, visit the [Odyssey YouTube channel](#). It features all our latest facility videos in one convenient location. You can also find quick links to our YouTube channels for the eating disorder and psychiatric networks.

For most of our brands, we've created content that includes client testimonials, specialized treatment programming, and general facility overviews.



## Content

Across all our websites, we have informational blogs on various topics to share with referral sources, post on social media, and to help you catch up!

Here is a list of our website blogs:

- [Aster Springs Blog](#)
- [Clearview Outpatient Blog](#)
- [Clearview Treatment Blog](#)
- [Lifeskills Behavioral Health Blog](#)
- [Magnolia Creek Blog](#)
- [Pasadena Villa Outpatient Blog](#)
- [Pasadena Villa Network Blog](#)
- [Selah House Blog](#)
- [STR Behavioral Health Blog](#)