

## Brand Compliance Policy

### Introduction

It is important for all March of Dimes employees to know and understand how to use brand assets appropriately to ensure all brand elements are consistent in messaging, content and encompass the fundamental brand identity of the organization.

The March of Dimes brand is the unique identity of the organization. Ensuring consistency in what audiences hear and see is an important factor in finding confidence and trust in the organization they are familiar with.

It is required that all March of Dimes employees adhere to the following brand guidelines to ensure uniformed brand recognition across all employee and partner channels including, full time staff, temporary staff, part time staff, external partners with contractual relationships, and volunteers.

This document is intended to help guide March of Dimes employees with understanding the March of Dimes brand guidelines and to reference the Brand Book and Editorial Book. For more details on March of Dimes branding do's and don'ts please refer to the March of Dimes brand Book and Editorial Book on Dimension.

### Brand Compliance Overview

Maintaining brand compliance is essential to building consistent brand recognition and communication of messages through different channels. At March of Dimes, brand compliance is viewed as an agreement between employee and the organization to ensure all who are associated with March of Dimes adhere to using brand elements (such as brand name, logo, tagline, colors, etc.) in a consistent and strict manner that aligns with the overarching visual and written brand standards.

Brand guidelines are a set of standards with specific elements that define the brand, such as logo, message, color, fonts, and photography style. March of Dimes re-branded in 2017 bringing in new brand elements and messaging to its audiences. While much of the historical logos exist in the world, it is imperative that the updated standards are used today and for the future.

Complying with brand guidelines will make sure external audiences understand who we are, what we do, and as a result feel compelled to support our mission through donations and time, which will support the success, longevity and financial health of the organization.

### Guidelines:

- **Expectations for Staff**
  - All March of Dimes staff are viewed as brand ambassadors and it is essential for all staff to know the brand identity and personality. It is expected that all temporary, seasonal, part time and full-time staff uphold the brand guidelines and refer to the brand standards as detailed in the Brand Book and Editorial Book when creating materials and seek templated materials from the digital asset manager to ensure only the dedicated branded materials are used.
  - If staff is looking to create new materials the request is sent to the marketing department creative team and dealt with on a case by case basis. Any newly created material must adhere to the brand guidelines found in the same digital asset management tool and Brand Book.
  - All staff will be accountable for adhering to brand guidelines in the Brand Book as it is incorporated in bi-annual and annual employee reviews. **It is required that all employees acknowledge this policy by signing the employee handbook upon accepting a position with March of Dimes.**

- March of Dimes staff is required to share the Brand Book and Editorial Book with partners as it pertains to the project associated. When working with external partners please refer to the following section.
- All March of Dimes staff are also required to uphold our Social Media Policy as referenced in the Employee Handbook.
- **How to Work with Volunteers/Partners**
  - It is expected that all **partners, vendors and external constituents** uphold the stated brand guidelines and use the brand standards as detailed in the Brand Book when creating visual materials or written communications on behalf of March of Dimes. Any newly created materials must be approved by the marketing department and a written agreement of acknowledgement of brand standards must be signed by the partner. Upon engaging an outside partner in the creation of any branded materials please have partner sign the partner/volunteer agreement form. The partner and volunteer agreement can be found on Dimension.
  - It is expected that all **volunteers** represent the March of Dimes brand in the highest manner of speech, action and personal digital communications. Volunteers are expected to uphold existing brand standards and editorial guidelines. Volunteers are not permitted to create branded materials and use on behalf of March of Dimes; however, volunteers are welcome to publish personal images and video on social media and their own private digital channels. Upon engaging an individual as a volunteer please have them sign the partner/volunteer agreement form. The partner and volunteer agreement can be found on Dimension.

**Co-Branding and Trademark Usage**

Partners are critical to our success as an organization. It is important to follow strict co-branding and trademark guidelines when expressing partnership relationships in communications materials so that audiences are never confused about who they are interacting with. Following co-branding guidelines ensures partners the opportunity to leverage the March of Dimes brand without violating its integrity while enabling partners to grow their brand through our audiences. To learn more about the March of Dimes co-branding requirements please refer to the Brand Book and Editorial Book located on Dimension and the digital asset management tool.

I, \_\_\_\_\_ acknowledge and agree to adhere to the brand guidelines, policy and brand standards as presented by March of Dimes.

March of Dimes Staff Signature \_\_\_\_\_

Date \_\_\_\_\_