



## **My Care Community Branding & Marketing Materials Agreement**

My Care Community partner organizations share responsibility for successfully implementing and employing the My Care Community brand standards. Having established standards allows individual organizations that make up My Care Community to come together as a unified initiative for clients served.

The goal of the brand is to unify My Care Community organizations and to provide a cohesive strategy to the new My Care Community initiative.

To accomplish this, it is important that brand guidelines are consistently utilized by all partner organizations in a way that is reflective of the initiative goals. This includes ensuring the logo is used properly and that all My Care Community marketing and outreach materials adhere to the brand standards topography and color palette.

Please contact Linn County Public Health at [mycarecommunity@linncounty.org](mailto:mycarecommunity@linncounty.org) before using the logo for the first time to ensure correct adherence to the brand standards.

The party below acknowledges the receipt and understanding of the *My Care Community Brand Standards Guide* and agrees to adhere to the guide when creating any materials associated with the My Care Community initiative.

### **My Care Community Partner Organization:**

*Signature:* \_\_\_\_\_

*Printed Name:* \_\_\_\_\_

*Title:* \_\_\_\_\_

*Date:* \_\_\_\_\_