

MMC Branding Quick Steps

We're all stewards of the Mohawk Medbuy brand. To ensure you're consistently and professionally presenting our corporate identity – internally and externally – please follow each of the steps below. Tips and links to resources are included throughout.



1 Email Signatures

Email signatures provide important contact information to recipients and should be used for all correspondence. Ensure your email signature follows MMC's template. The [Email Signatures SharePoint folder](#) contains instructions on how to format your

MMC email signature along with copy-paste templates (full & abridged versions). For instructions on how to change your Outlook email signature, consult [Create and add a signature to messages](#) from Microsoft Support.



2 Phone

Ensure you have recorded an updated MMC voicemail message for both your desk phone and company cell phone (if applicable). For sample voicemail scripts, see the [Phone & Video Calls SharePoint folder](#).

If you have a company cell phone, please update the email signature in your phone's

email app as per the templates in the [Email Signatures SharePoint folder](#).

Note: some mobile apps do not allow the user to include an image (logo) in their email signature. If that's the case, please create a text-based signature that includes your name, title, cell number and MMC email address.



3 Branded Templates

Please ensure you use MMC-branded templates for all PowerPoint presentations, briefing notes, contract exclusion requests, memos, letters and meeting documents. Current versions of these templates and instructions are maintained in the

[Branded Templates folder on SharePoint](#).

Note: these templates are updated periodically, so please access them directly from SharePoint rather than downloading copies locally onto your device.



4 Corporate Typeface

Arial is the corporate typeface of Mohawk Medbuy. It is to be used for all MMC documents and applications (e.g. Outlook, Word, PowerPoint, Excel). **Do not use** Arial Narrow or any other typefaces.

Please refer to Microsoft Support to make Arial the default typeface for these common applications:

• [Word](#) • [PowerPoint](#) • [Excel](#) • [Outlook](#)

MMC Branding Quick Steps (cont.)



5 Brand Guidelines

Learn more about properly conveying the Mohawk Medbuy brand by referring to the resources in our [Brand & Style Guides folder](#) on SharePoint.

The Communications Team can assist in

rebranding legacy documents still required to be used. If you require the MMC logo or any of our sub-brands (e.g. MitigAID), please [submit your request via this form](#).



6 Teams Background

MMC-branded backgrounds are to be used for all virtual meetings and video calls – particularly with external contacts. Various background options can be accessed in

the [Teams Virtual Background Images SharePoint folder](#). For instructions, refer to [Change your background for a Teams meeting](#) from Microsoft Support.



7 Your LinkedIn Profile

LinkedIn is a powerful networking tool to promote your professional expertise and represent Mohawk Medbuy to your followers. To customize your personal LinkedIn profile page, we've formatted a range of service-line-themed images that you're welcome to

use. Visit the [LinkedIn Profile Background Images folder on SharePoint](#). For tips on strengthening your profile, check out MMC's resource [Create the Perfect LinkedIn Profile: A 6-Step Guide](#). And, of course, be sure to follow [Mohawk Medbuy on LinkedIn](#).



8 MMC Profile Picture

MMC creates Office Staff Photo Directories for internal use to help our growing team get to know their colleagues in other locations. As part of that process, we take an official profile picture of each staff member or coordinate with someone in your location to do so. That ensures consistent, good quality photos.

Email the [Communications Team](#) if you'd like a .jpeg file of your photo. We encourage you to upload it to Teams – which will update your profile picture in all your Microsoft 365 apps. Refer to [Change your profile picture in Teams](#) for instructions. You're also welcome to use your MMC headshot as your profile photo on LinkedIn.



9 Questions & Support?

Not sure what you're looking for? Visit the Communications [Documents Library on SharePoint](#) for all MMC-branded resources.

Questions?

Email the [Communications Team](#).