MMC Branding Quick Steps

MOHAWK MEDBUY

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 <u>all</u> correspondence. Ensure your email signature follows MMC's template. The **Email Signatures Jostle 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 Jostle 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 Jostle 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 Jostle**.

Note: these templates are updated periodically, so please access them directly from Jostle 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 <u>all</u> MMC documents and applications (e.g. Outlook, Word, PowerPoint, Excel). **Do not use** Arial Narrow or other typefaces. Please refer to Microsoft Support to make Arial the default typeface for these common applications:

• **Word** • **PowerPoint** • **Excel** • **Outlook**

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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 Jostle.

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 Jostle 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 Jostle**. 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 Questions & Support?

You can find all MMC Resources in the Jostle Library under "Communications / Marketing."

Questions?
Email the **Communications Team**.

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