

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 review each of the steps below.



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 most current template. Your email signature is not to be supplemented, so please remove any outdated references to working remotely due to COVID-19 and/or other additions you've made.

The [Email Signatures folder](#) on Compass 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

Does your **voicemail** message on your MMC desk phone and company cell phone (if applicable) need a refresh? Now is a good time to have a listen and update it if anything is out of date. For sample voicemail scripts, see the [Phone & Video Calls folder](#) on Compass.

If you have a company cell phone, please ensure that **emails** you send from it include a signature with your full name, title, company, cell number and MMC email address – so people can contact you.



3 Branded Templates

Please ensure you use the most current MMC-branded templates for all letters, briefing notes, PowerPoint presentations, contract exclusion requests and other documents. Current versions of these templates and instructions are maintained in the [Branded Templates folder](#) on Compass.

Note: these templates are updated periodically, so please access them directly from Compass rather than downloading copies locally onto your device. For simplicity, the footer of our letterhead and other templates includes our Burlington Head Office address only.



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 in the links below for how 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 Compass.

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 folder](#) on Compass. 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 Compass. 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

The Communications Team will arrange to take an official staff picture of you (or coordinate with someone in your location to do so). This 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 these instructions in the [Staff Directory section of Compass](#) for details. 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](#) section of Compass, MMC's intranet home, for all MMC-branded resources.

Questions?
Email the [Communications Team](#).