SCRIPT YOUR FUTURE | CO-BRANDING GUIDE

SCRIPT YOUR FUTURE CAMPAIGN CO-BRANDING PHILOSOPHY

*Script Your Future* relies on its many partners and allies to disseminate messages to expand the campaign’s reach. With that in mind, many of our campaign materials were designed to be easily printed, customized, and co-branded. This document provides some simple guidelines and specs. In general:

- There is no fee for permission to co-brand our materials. We just ask that you communicate your intentions to us before co-branding our products, using the form at our website ([scriptyourfuture.org/co_branding](http://scriptyourfuture.org/co_branding)).
- The campaign encourages co-branding of materials by our partners. Interested partners must notify the National Consumers League in advance of printing co-branded materials via the form at the site. This will help us track campaign reach and ensure branding consistency. Requests or questions can be also be directed to Carol McKay at NCL at carolm@nclnet.org.
- Artwork may be downloaded after interested parties fill out the form at the site.
- Alternatively, NCL will provide artwork to partners, and it is up to partners to add their logos using these existing materials. Partners will provide the National Consumers League with samples. **Campaign materials may not be co-branded with any product logos.**
- Copy may not be changed on campaign materials, except as indicated in this guide.
- Printing and distribution of the co-branded materials are the responsibility of the partner.
- To discuss additional co-branding opportunities not outlined in this guide – such as making modifications to copy, tagging television or radio spots, resizing posters for print advertising, etc., please contact Carol McKay at NCL at carolm@nclnet.org.

TIME LINE

Partners must notify NCL in advance of co-branding and printing materials.

1. Partner contacts NCL about co-branding indicating which materials will be co-branded, how many will be printed, and how and when the materials would be disseminated. Please plan for a total of 7-10 business days for a response.
2. NCL provides artwork to partner
3. Partner adds logo to artwork and prints materials
4. Partner mails physical copies of new print samples within one month of printing. Samples should be sent to

National Consumers League  
Attn: *Script Your Future*  
1701 K Street, NW, Suite 1200  
Washington, DC 20006

If you have questions or would like to discuss custom modifications or to submit a co-branding notification, please contact Carol McKay at NCL at carolm@nclnet.org.

*Script Your Future* is a campaign of the National Consumers League.
POSTER

Copy Specifications
Existing copy must remain the same.

Logo Specifications
You can add your own logo(s) to the bottom right corner. No more than 4 logos may be used on one poster.

Printing Specifications
Size: 11” x 17”
Color: 4 color process + flood satin aqueous coat with bleeds (1-sided)
Stock: 80# White Linemark Silk Cover
Recommended printer:
Linemark
Contact: Jeff Ankers
Telephone: 301-925-9000
Email: jankers@linemark.com

I WILL

play with him till dinnertime.
check his science homework.

lend him the car.
wait up until he gets home.
help him pick out a tux.

chase his kids around the yard.
take my meds.

Area for co-branding logo
POSTER

There are 4 poster options. Each poster has its own health focus. See captions for option number and health focus.

Option 1:
diabetes, asthma and high blood pressure
I WILL

take my meds.

play with him 'til dinnertime.
check his science homework.
lend him the car.
wait up until he gets home.
help him pick out a tux.
chase his kids around the yard.

Option 2: asthma
cook for her tonight.

show her I really can dance.

take her picture at Niagara Falls.

cry at our anniversary party.

paint the living room her favorite color.

grow old with her.

take my meds.

If you have a long-term health problem like diabetes, your future depends on taking your medicine. Learn helpful tips at ScriptYourFuture.org.

Option 3: diabetes
drive her to the orthodontist.

cheer her on at soccer.

try not to cry when she goes to college.

proofread her résumé.

burst with pride at her wedding.

spoil her kids rotten.

I WILL take my meds.

If you have a long-term health problem like high blood pressure, your future depends on taking your medicine. Learn helpful tips at ScriptYourFuture.org.

Option 4:

high blood pressure
DOOR HANGER

Logo Specifications
You can add your own logo(s) to the bottom right corner. You can add your own logo(s) to the bottom right corner. No more than 4 logos may be used on one door hanger.

Printing Specifications
Size: 4” x 11”
Color: 4 color process + flood satin aqueous coat (prints 2-sided: same art both sides)
Stock: 120# White Linemark Silk Cover
Finishing: die cut 1.5” hole w/slit to side
Recommended printer:
Linemark
Contact: Jeff Ankers
Telephone: 301-925-9000
Email: jankers@linemark.com

ASK
about your medicine.

1. What does my medicine do?
2. How and when should I take it?
3. What if I miss a dose?
4. Are there any side effects?
5. Is it safe to take it with other medicines or vitamins?
EASEL DISPLAY WITH POCKET

Logo Specifications
You can add your own logo(s) to the bottom right corner. No more than 4 logos may be used on one easel display.

Printing Specifications
Size (sign): 10"w x 8"h
Size (pocket): 3-7/8"w x 2-13/16"h x 2-1/4"d
Color: 4 color process litho printing
Finishing: printed and mounted on custom easel back

Recommended printer:
Carlisle Container Company
Contact: Dave Conley
Telephone: 717.249.2444
WALLET CARD

Logo Specifications
You can add your own logo(s) to the bottom right corner. No more than 4 logos may be used on one wallet card (2 logos per panel).

Printing Specifications
Size: 3.375” x 6.375” flat, folds to 3.375” x 2.375” (tri-fold)
Color: 4 color process/4 color process
Stock: 65# White Opaque Smooth Cover
Finishing: die cut rounded corner, score and fold to final size

Recommended printers:
Doyle Printing and Offset
Contact: Tom Doyle
Telephone: 301-322-4800
Email: tdoyle@doyleprint.com

Linemark
Contact: Jeff Ankers
Telephone: 301-925-9000
Email: jankers@linemark.com