

## The Conversation Project® – Branding Guidelines

We are so glad you are interested in bringing end-of-life conversations to your community and we are excited to work together. Keeping The Conversation Project’s brand as clear, consistent, and cohesive as possible is crucial to telling our story in a clear and compelling way. Here are a few frequently asked questions about how you can use The Conversation Project (TCP) name and resources.

### I want to introduce The Conversation Project in my region. May I...

#### Distribute copies of the Conversation Starter Kit?

Certainly! The Conversation Project is dedicated to spreading our message through different organizational and corporate channels. You will always find the most recent version of our [Conversation Starter Kit](#) on our website. It is imperative to our brand that we keep everything about our tools and resources consistent. For this reason, do not change any of the language, layout, colors, or sizing of the documents.

#### Co-brand the Starter Kits?

All the kits are available to be co-branded. There are two ways to order co-branded kits:

- (1) Order through our [online marketplace](#) (on the left navigation bar, click “co-branded kits”)
  - a. Pay per booklet – order as many or as few copies as you like
- (2) Request a PDF copy which you can print yourself (see any example [HERE](#))
  - a. \$250 per for two kits/languages; \$50 for each subsequent kit
  - b. We can also send you a link to a digital version of the kit to distribute electronically

To request a customized co-branded kit, email [conversationproject@ihi.org](mailto:conversationproject@ihi.org)

Please provide the following information:

- A list of requested kits
- Organization name (for front page)
- Contact information (for back page)
- Logo (for back page)
- Mailing address for invoice
- Preliminary estimation for how many copies you intend to print

### Use “The Conversation Project” in our group’s name?

In order to avoid confusion, to give you proper recognition for your work, and to protect the brand and identity of The Conversation Project®, we ask that you **not** use “The Conversation Project” in your name.<sup>1</sup> You can use your existing organization’s name or create a new one and may reference that you are a “Proud Champion of The Conversation Project.” We are happy to provide copies of the logo below for your use.

proud champion of  
the conversation project

Here are some examples of other group names from around the country:

- Be@Ease (Illinois)
- As You Wish, Virginia (Virginia)
- The Burgh Talks (Virginia)
- Conversations of a Lifetime (Ohio)
- Begin the Conversation (North Carolina)

### Make a website about The Conversation Project?

- We ask that any champion who creates a website affiliated with this work make a clear distinction between their website and [www.theconversationproject.org](http://www.theconversationproject.org). Please list any locally affiliated partners on your page. Additionally, it must be clear that your organization is a distributor and local convener working in tandem with TCP, and that TCP is not responsible for the content that appears on your website.

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<sup>1</sup> As our community efforts have grown, we’ve adjusted our allowable naming structures. You may be familiar with a few groups across the country with “The Conversation Project in XYZ Region” names and logos. These are organizations with whom we started working long ago, and their names have been “grandfathered” in to these guidelines.

### Post a link to TCP's website or The Conversation Starter Kit?

- Absolutely. Feel free to provide a link to our homepage (<http://theconversationproject.org/>) or directly to our Starter Kits page (<http://theconversationproject.org/starter-kits/>).
  - Here is a standard description of TCP to use on your website:

The Conversation Project is a national public awareness initiative dedicated to ensuring that everyone's wishes for end-of-life care of expressed and respected. They offer a series of free starter kits to help you begin the conversation about what matters most to you and your loved ones.
- If you would like to receive a custom URL, so that we can track the number of people clicking on the link and provide this information to you, please email [conversationproject@ihi.org](mailto:conversationproject@ihi.org).
- In order to ensure proper version control, **please do not post a PDF of any TCP tools directly to your website**. Instead, use links to connect directly to the TCP website. We can provide you with links to any documents or areas of the TCP website you would like to highlight on your website.

### Use your slides? Could you train me on how to speak about this publicly?

Yes and yes! We have free quarterly Speaker Training calls that are open to anyone. [Check here](#) for the upcoming schedule or previous recordings. On these calls we'll review a standard slide deck and share a copy for you to use and customize for your audience. Keep in mind that some audiences do well without slides. Additionally, you are always welcome to review our [Coaching the Conversation Guide](#) for tips on hosting a Starter Kit session in your community.

### Charge for community events?

Events can have a few costs associated with them – most notably printing, catering, AV, and space. Some community groups are able to offset their hosting costs through in-kind donations, local foundations, or event sponsors. If this is not a possibility, and you think your participants would be able and willing to pay a small fee, it is acceptable to charge for events. Please keep in mind that this may reduce the number of people able to attend.

Use your PSA advertising materials? And put our logo on them?

Yes and yes. We welcome any additional spread of our PSA campaign in your regions, whether it's printing the advertisements as posters and seeking approval to hang them in your hospital, library, or community center hallways and elevators, or requesting placements of the ads in your hometown paper or regional magazines. A PSA template with a place holder for your organization's logo is available for download. Note, that you cannot change the language, colors, layout, or photos in the advertisement. Additionally, the distributing organization would absorb any design, resizing and printing costs.

As a community champion of The Conversation Project, here are some of the things you can do:

- Raise awareness within your region about TCP and advance care planning
- Help identify and recruit additional champions and coordinate efforts as new entities join
- Facilitate events and activities that provide learning and networking opportunities
- Provide applicable data reports to TCP including (but not limited to): number of participants at events, number of website visits, number of regional partners, etc.
- Act as a communications relay point for TCP in the region/state
- Participate in calls and trainings designed specifically for Community Champions
- Identify and respond to emerging issues in the region/state; working with TCP to relay information in the field back to TCP
- Connect with other community leaders to share ideas and best practices