

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).
- 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.

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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.

I WILL

chase his kids
around the yard.

take my meds.

Lovers ipsum dolor sit amet, consectetur adipiscing elit, and donec accumsan nunc. Sed ac ipsum. Ut nisi enim, et rhoncus venenae, quis ac orci. Ut nisi enim, et rhoncus venenae, quis ac orci.

TAKE THE PLEDGE. TAKE YOUR MEDS.



Area for co-branding logo

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

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he gets home.

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I WILL

chase his kids
around the yard.

take my meds.

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

TAKE THE PLEDGE. TAKE YOUR MEDS.



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

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I WILL

chase his kids
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take my meds.

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

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Option 2:
asthma

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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.

I WILL

take my meds.

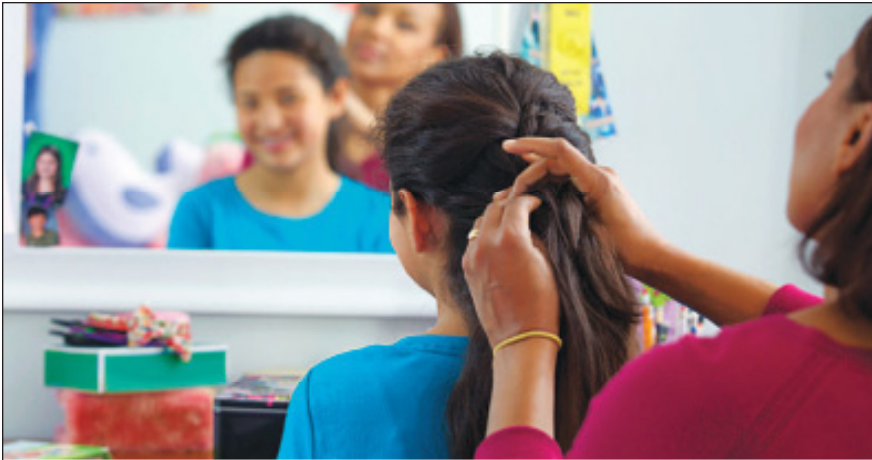
If you have a long-term health problem like diabetes, your future depends on taking your medicines. Learn helpful tips at ScriptYourFuture.org.

TAKE THE PLEDGE. TAKE YOUR MEDS.



Option 3:
diabetes

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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.

I WILL

spoil her
kids rotten.

take my meds.

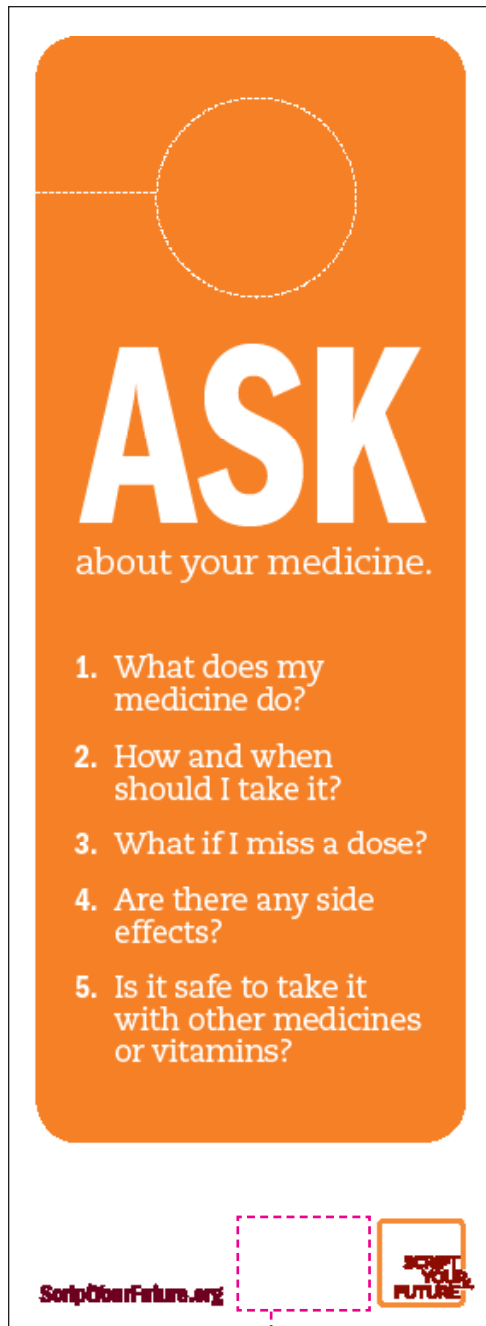
If you have a long-term health problem like high blood pressure, your future depends on taking your medicines. Learn helpful tips at ScriptYourFuture.org.

TAKE THE PLEDGE. TAKE YOUR MEDS.



Option 4:
high blood pressure

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Area for co-branding logo

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

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I WILL do it for the people I love.

**TAKE THE PLEDGE.
TAKE YOUR MEDS.**

ScriptYourFuture.org



Area for co-branding logo

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

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FRONT

- List medicines here.
- Keep it up to date.
- Carry it with you.
- Share with your doctor/pharmacist.
- Always take your medicine as directed.

For helpful tips and resources, visit ScriptYourFuture.org today.



QUESTIONS to ask my doctor/pharmacist

1. What's my medicine called and what does it do?
2. How and when should I take it? And for how long?
3. What if I miss a dose?
4. Are there any side effects?
5. Is it safe to take it with other medicine or vitamins?
6. Can I stop taking it if I feel better?



I WILL

TAKE MY MEDS.

Area for co-branding logo

Area for co-branding logo

BACK

MY MEDICINES

including prescriptions, over-the-counter medicines, vitamins and supplements

MEDICINE	WHY I TAKE IT	START DATE	REFILL DATE	HOW MUCH DO I TAKE?	WHEN DO I TAKE IT?
<i>ibuprofen</i>	<i>Arthritis</i>	<i>6/1/16</i>	<i>7/1/16</i>	<i>1 tablet, 250 mg</i>	<i>twice a day</i>

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 2.125" (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