

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 and put my logo on it?

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, we ask that anyone who is interested in distributing our resources to adhere to the following guidelines:

- Do not change any of the language, layout, colors, or sizing of the documents.
- If you are interested in having your organization’s logo appear on the front page of our Conversation Starter Kit, please use the customized layout, as shown at the end of this document. Please email us at conversationproject@ihi.org if you are interested in receiving the Starter Kit template file. Additional instructions can be found [here](#).
- Your logo will appear in the bottom of the cover page of the document that is being co-branded, next to the words, “generously distributed by.” (See the sample cover page below.)
- Note: You will be responsible for any design services or resizing of your own logo

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*. You can use your existing organization’s name or create a new one and may reference that you are a “Proud Partner of The Conversation Project.” We would be happy to provide copies of the logo below for your use.

proud partner 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)

* As our community efforts have grown exponentially in the last two years, 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 we started working with long ago and their names have been "grandfathered" in to these guidelines.

Make a website and put your Conversation Starter Kit on there?

- We ask that any partner who creates a website affiliated with this work make a clear distinction between their website and 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 partnership with TCP, and that TCP is not responsible for the content that appears on your website.
- 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'd like to highlight on your website.
- In an effort to document the spread of TCP we would deeply appreciate and urge you to send us your analytics on a monthly or quarterly basis. We will consolidate all the data and share it with you so you can see the impact we are having together. We are interested in the following information: number of new and returning visitors, page views, number of in-person sessions or Starter Kit workshops you've held and the audience size, and any other measure that might be considered useful. We would be happy to offer the same back to you for traffic from your geographic area on our site. The Conversation Project has set up an account on [Google Analytics](#), and we have found it to be very useful in tracking our spread and impact.

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

Yes and yes! We have free quarterly Speaker Training calls anyone is welcome to join. [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 partner 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 partners 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 Partners
- 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



Your Conversation Starter Kit

When it comes to end-of-life care, talking matters.



Institute for
Healthcare
Improvement

the conversation project

CREATED BY THE CONVERSATION PROJECT AND THE INSTITUTE FOR HEALTHCARE IMPROVEMENT

GENEROUSLY DISTRIBUTED BY



GENERIC LOGO