

## Branding Guidelines

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

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

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

Certainly! Our Starter Guides are freely available for you to download, print, and distribute to your community, organization, congregants, or patients. You will always find the most recent version of our [Conversation Starter Guides on our website](#).

#### Co-brand the Conversation Starter Guides?

Absolutely! There are two ways of co-branding your guides:

1. You are permitted, under our Creative Commons license, to edit the Starter Guides and add your own logo. Please follow the [requirements listed on our website](#).
2. Order a co-branded guide through our [online marketplace](#).

#### 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. Here are some examples of other group names: Be@Ease; As You Wish, Virginia; The Burgh Talks; Conversations of a Lifetime; Begin the Conversation.

We are happy to provide copies of the "proud champion" logo for your use.

The logo consists of a teal-bordered box containing the text "proud champion of" in a small, teal, sans-serif font, positioned above "the conversation project" in a larger, teal, sans-serif font. The word "the" is lowercase, while "conversation project" is lowercase.

#### 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" into these guidelines.

# the conversation project

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

Absolutely. Feel free to provide a link to our homepage (<http://theconversationproject.org/>) or directly to our Starter Guides page (<https://theconversationproject.org/get-started>).

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 care through the end of life are understood and respected. They offer a series of free starter guides to help you begin the conversation about what matters most to you and those important to you.*

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 and for tracking purposes, **please do not post a PDF of any original 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. You may post a PDF of an edited Starter Guide on your website, if you choose to customize the guide to fit your needs. In return, we ask you to share download data with us directly through our quarterly, community activity survey. Email us for more information.

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

Yes and yes! We have a recorded Speaker Training call. [Check here for the recording](#). On these calls we 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 Guide 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.

## Advertise events using your materials? And put our logo on them?

Yes and yes. A press release template and invitation to a training event is available for download. [See our Community Resources page](#) for these and additional tools and resources to help you – all available for free.