

Branding Update: October 25, 2017

Happening at CCNC

- An “In Style Guide” has been released across Networks to promote consistency
- The signage on the building at CCNC has been changed; the Propeller Logo has been installed
- CCNC Website, public launch of new look and media outreach expected to roll out in November
- A short promotional video is being produced to be shared with Networks promoting the new look

CCNC PR Initiatives

- Target newspaper editorial boards throughout the state
- Sustained news releases to large and small newspapers, highlighting the New CCNC and the benefits CCNC brings to local communities
- Target talk radio and morning television show interviews in each market
- Community events – focus on CCNC’s expertise in issues that are significant and/or newsworthy
- All of these elements contribute to CCNC’s reputation as an innovator and problem-solver and support our tagline: *Committed to the health of our communities*

Branded Templates across Networks:

- Logos
- Letterhead
- PPT Template
- Business Cards
- Email Signatures
- Employee Badge
- Email template (coming soon)
- “One Pages” (coming soon)

Happening at CCWJC

- Positioning for launch
 - Created merged logo with updated NCQA logo and other Brands (see below)
 - Identifying all documents, program literature, etc. containing logo
 - Logo and supporting graphic (color schematic) changes to all websites
- Initiatives to rollout to local stakeholders
 - “Heads Up” email via Constant Contact
 - Social Media Release
 - Brand
 - Website Updates

- Spotlight at key partner meetings
- Initiatives to rollout with Staff
 - Prototypes of new badges, promotional materials, etc.
 - “Celebration” at All Staff Meeting
 - Branded material as give-away at Employee Appreciation Day

The New CCNC

“ONE PAGERS”

Series of materials on “New CCNC”



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