

AutismPro Brand Standards Manual





Message from the Managing Director

Trumpet Behavioral Health is committed to serving the needs of children and adults with autism spectrum disorders and developmental disabilities, using the principles of Applied Behavior Analysis (ABA). Part of this commitment includes growing the AutismPro suite of products under the banner of Trumpet Behavioral Health.

To reflect this unified image of AutismPro and Trumpet Behavioral Health to our audience, we have created a company-wide brand strategy as part of our integrated marketing plan to maintain a consistent and compelling message. This manual will help ensure that the AutismPro/Trumpet Behavioral Health brand strategy is clearly understood and will assist us in managing this strategy through a set of policies and procedures establishing a consistent and comprehensive format through which the AutismPro/Trumpet Behavioral Health brand will present itself to the public.

As you develop communication materials in the course of your work here with AutismPro and Trumpet Behavioral Health, use this manual as a reference guide. The manual begins with a description of our brand promise, which serves as a foundation to the remainder of the manual. The next major section is a thorough description of our family of logos. Usage guidelines are provided to maintain consistent use of the product's word marks. Resources are also provided in terms of electronic files and templates. The manual concludes with guidelines for representing the brand in social media.

Please direct your questions or requests for assistance to the AutismPro Marketing Department, who work to maintain the integrity of the AutismPro/Trumpet Behavioral Health branding strategy. Please join me in supporting these standards.

A handwritten signature in blue ink that reads "CT Miller". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Chris Miller
Managing Director, Trumpet Behavioral Health

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Introduction

Picture yourself as a Special Education Director or District Administrator. Over the course of a few months, you are contacted by a sales representative from AutismPro by telephone and through e-mail. You attend an educational conference and interact with a member of the AutismPro sales team. Then, a colleague shares with you a product brochure from AutismPro. Some of the marketing materials have a different logo. Each uses a different font and color. Some clearly identify AutismPro. Others reference an outdated company name. You might have to look closely to realize that it all came from the same place—AutismPro. You wonder how materials from AutismPro could be so disjointed and confusing.

The importance of a brand

All communications from AutismPro are reflections of the Trumpet Behavioral Health brand.

So what is a “brand”? A brand is a promise made to customers that identifies what they should expect from all interactions with your people, products, services and company. It is often associated with the company name and/or logo, tagline, and mission statement.

A successful brand is defined as any product, service or company for which people believe there is no substitute. Confronted with many choices, educators look for shortcuts and quick reassurances which “guarantee” that the choices they make will be the correct ones for them. And this is where our brand comes in.

Our brand promise

- Help educators improve outcomes for students with developmental delays and those on the autism spectrum.
- Prepare teachers for all education settings.
- Build seamless autism competency and capability.
- Deploy special education expertise to benefit more students.

Protecting our brand

In order to translate our brand idea into a coherent experience and to validate our service promise:

- The use of the logo and messaging that “make it real” should form a consistent, unified impression and should always be closely linked to the company’s overall brand identity and company positioning.
- The expectations generated by the brand should never be allowed to be invalidated by broken promises, inconsistent language or “out-of-character” visual or verbal representations.

Company name

In the U.S., our legal company name is TBH Technology, LLC. In Canada, our legal name is Trumpet Behavioral Health Canada. Why the need for two names? There are certain legalities for companies in Canada, particularly when intellectual property is involved.

Our name

For the sake of branding, products and services in both the U.S. and Canada shall be referred to as:

AutismPro, a product of Trumpet Behavioral Health

Tagline

Trumpet Behavioral Health uses one tagline in conjunction with the AutismPro product. The words "on-site" must always contain a hyphen.

Online and on-site support services

The use of other taglines is *prohibited*. The tagline should never be displayed with quotation marks or any ending punctuation.

~~"Online and on-site support services"~~

~~Online and on-site support services.~~

~~Online and onsite support services~~

Our logo

The AutismPro/Trumpet Behavioral Health logo is the single most visible symbol of our product; an intangible, yet vitally important asset. You can help preserve its value as a brand and trademark with correct and consistent usage.

It is crucial to use the AutismPro/Trumpet Behavioral Health logo correctly and consistently to ensure the proper message is communicated to current and prospective clients.

Acceptable logo variations

Four approved versions of the AutismPro/Trumpet Behavioral Health logo have been created to provide maximum usability across a variety of applications. Printing capability, background colors, textures and patterns will determine which logo you should use.

Color version on a white background



Color version on a blue background



Solid black version on a white background



Solid white version on a black background



Alternate logos

There may be instances when our logo does not fit appropriately in the space provided. Such examples include our e-mail signature, company ink pens and other marketing collateral. In those instances, it is acceptable to use a secondary horizontal logo format.

The secondary horizontal logo should *only* be used when the stacked square format does not fit well in the space provided.

If the standard stacked square logo fits in the space provided, it should *always be the default graphic*.

Note: *If you have questions about which logo format to use in a specific instance, please contact the Marketing Department or the Creative Director.*



Official colors

The official colors to be used in the AutismPro/Trumpet Behavioral Health logo are PMS 144 Orange and PMS 287 Blue. When the logo is reversed against a dark background the official colors to be used are PMS 144 Orange, PMS 7409 Yellow and White. Four-color process (CMYK) or RGB colors should be substituted when the production process dictates so. These examples are the only way the AutismPro/Trumpet Behavioral Health logo should be reproduced in color. *No other colors or color combinations are acceptable.*

| Pantone | CMYK | RGB | HEX |
|----------|-------------|-----------|--------|
| PMS 144 | 0,48,100,0 | 233,131,0 | E98300 |
| PMS 287 | 100,68,0,12 | 0,51,141 | 00338D |
| PMS 7409 | 0,30,95,0 | 238,175,0 | EEAF00 |



Black and white

When one-color usage is necessary, the logo should be printed with 100% black.



Do not change elements of the logo to screens of black.



Improper logo use

It's very easy to overlook seemingly minor details when using various brand components, yet these types of mistakes can damage the AutismPro/Trumpet Behavioral Health brand and create roadblocks in reaching your objectives. Always adhere to logo guidelines to guarantee smooth and successful implementation of the AutismPro/Trumpet Behavioral Health brand.

Distorting

Use caution not to change the proportion of the logo when resizing it in a Microsoft Office file. Always hold down the SHIFT key when resizing to constrain proportions of images when working in Microsoft Office applications.



- **Never attempt to create your own logo.**
- **Never use part of the logo; it is an integral unit, always keep it whole.**
- **Never reproduce the logo in non-approved colors.**
- **Never attach anything to the logo.**
- **Never stretch or alter the logo's proportions.**
- **Never use the logo as part of a sentence or phrase.**
- **Never enlarge or reduce the artwork beyond the next size provided.**
- **Never alter the horizontal orientation of the logo.**
- **Never print on top of the logo.**
- **Never use the logo in a crowded space.**
- **Never use the logo as a watermark.**

Typography

Consistent use of typography also helps in establishing a brand. The typefaces chosen for AutismPro/Trumpet Behavioral Health’s marketing materials were selected for their readability, their display properties, and for their versatility.

Our typeface

The typeface for marketing materials is Myriad Pro. This typeface is to be used in all printed marketing communications. Consistent use will establish a continuity of appearance that will help support the recognition of the AutismPro/Trumpet Behavioral Health brand, while promoting a professional, cohesive look in all communications.

Myriad Pro Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890-=[;’./~!@#%&*()_+{}:”<>?

Myriad Pro Semibold

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890-=[;’./~!@#%&*()_+{}:”<>?

Myriad Pro Bold

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890-=[;’./~!@#%&*()_+{}:”<>?

Myriad Pro Regular Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-=[;’./~!@#%&()_+{}:”<>?*

Myriad Pro Semibold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-=[;’./~!@#%&()_+{}:”<>?*

Myriad Pro Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-=[;’./~!@#%&()_+{}:”<>?*

Use of fonts in e-mail communications

The recommended font for all company e-mail communications is Arial Regular 10pt. This font was selected for its availability, readability and display properties across all operating systems.

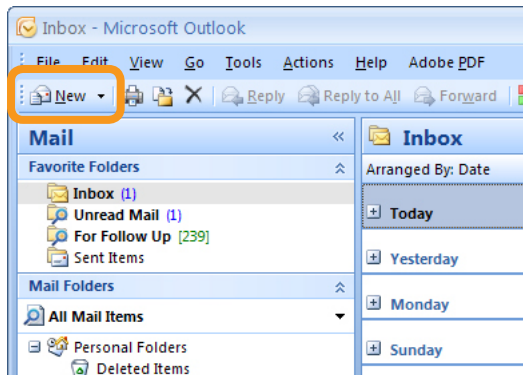
Use of fonts for online content

The recommended font for all online company communications is Arial. This font was selected for its availability, readability and display properties across all operating systems.

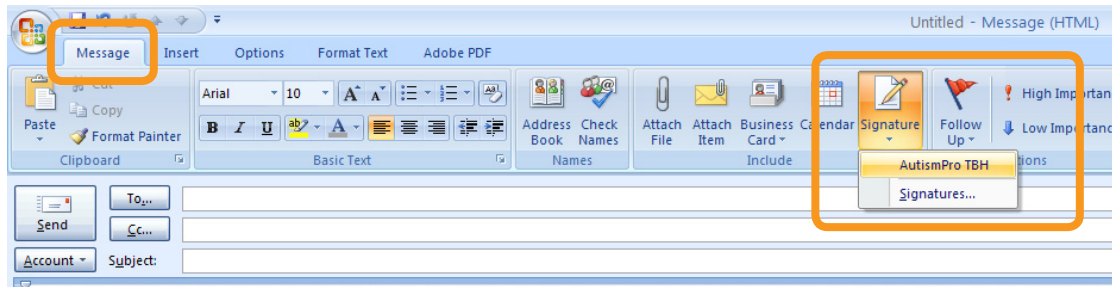
E-mail signatures and stationery

Setting up a signature for outgoing messages

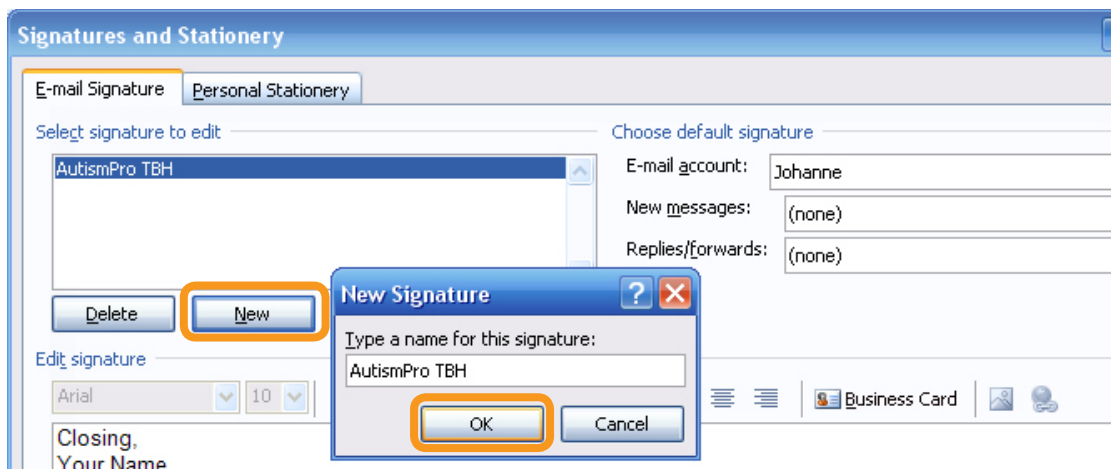
1. Open **Microsoft Outlook**.
2. Click **New**.



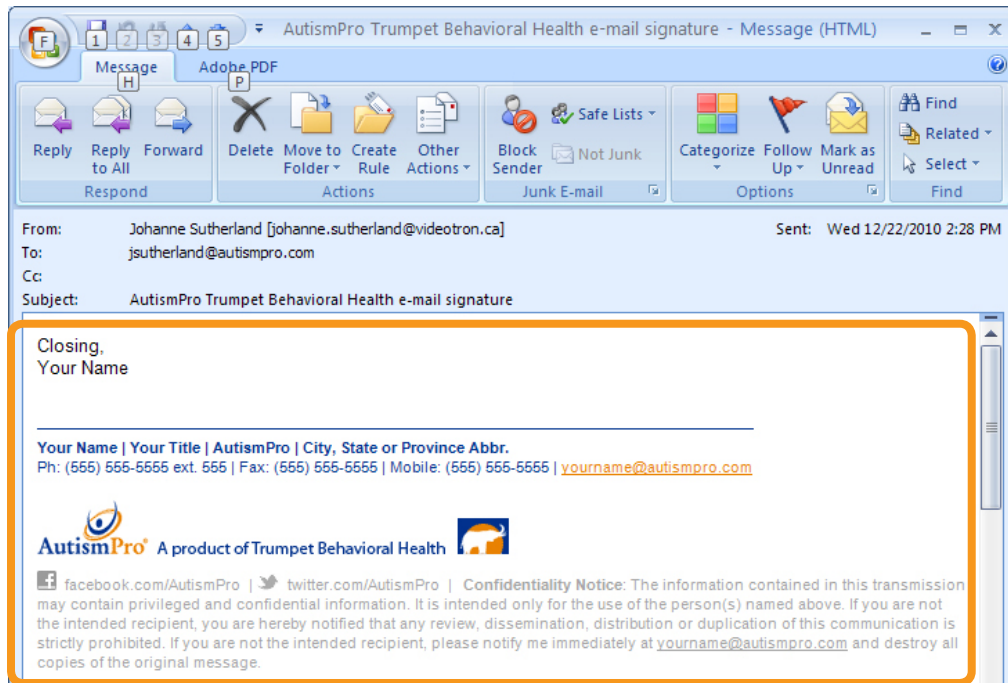
3. On the **Message** tab click on **Signature** and then **Signatures**.



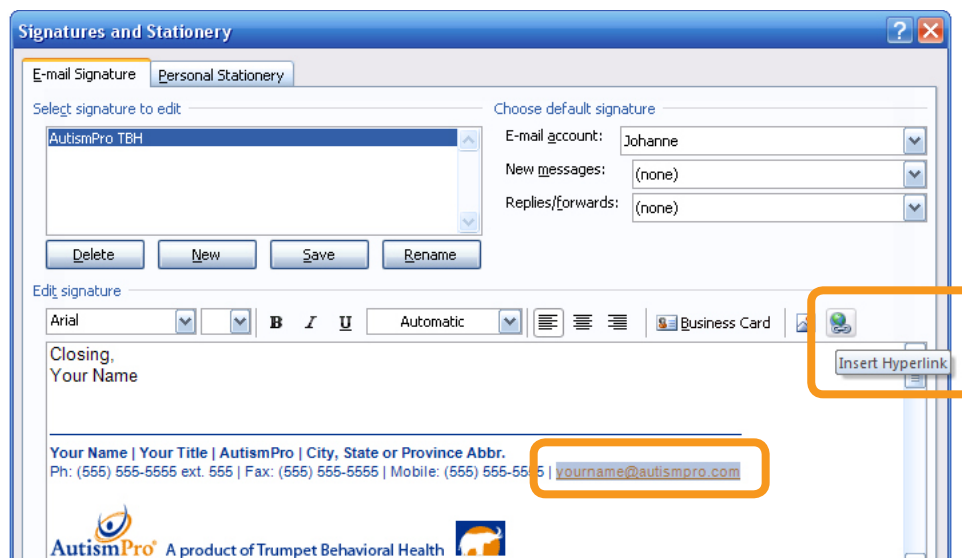
4. On the **E-mail Signature** tab click **New**. Enter the name **AutismPro TBH** and hit **OK**.



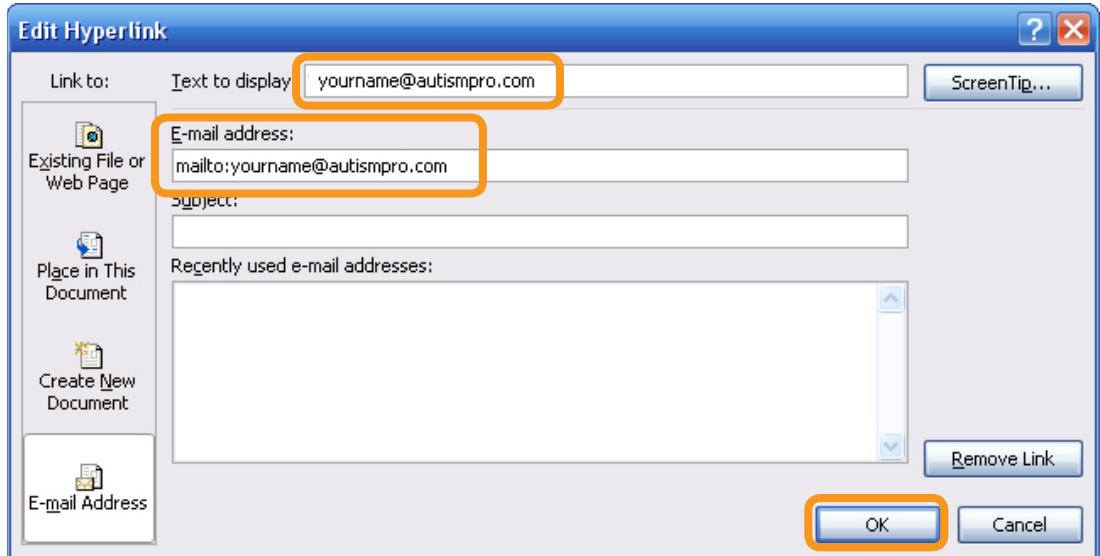
- Copy the text and images from the e-mail you received entitled **AutismPro Trumpet Behavioral Health e-mail signature**.



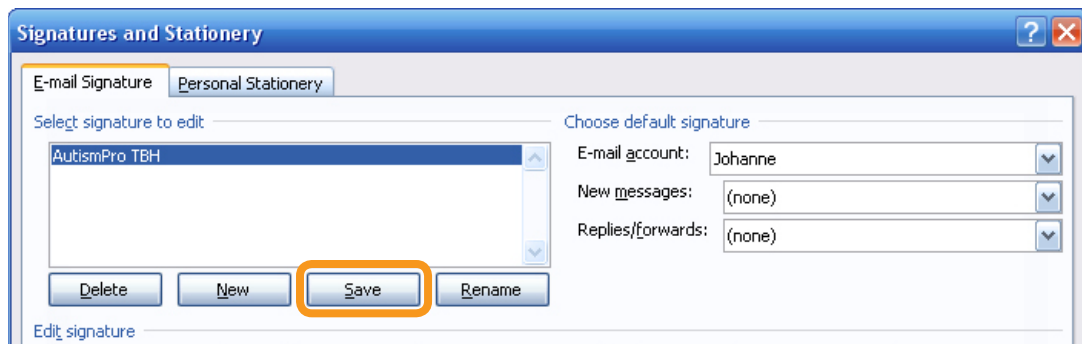
- Paste the text and images into the signature content area. Edit your personal information as required being careful not to alter the formatting.
- In the body of the signature, highlight your e-mail address. Then click the **Insert Hyperlink** button. You will need to do this again for your e-mail address in the grey text at the bottom of the signature.



- In the field for **E-mail address**, change the address to your own. The text in this field should read **mailto:yourname@autismpro.com** (with “yourname” being your actual user name). Note that there are no spaces in the text.



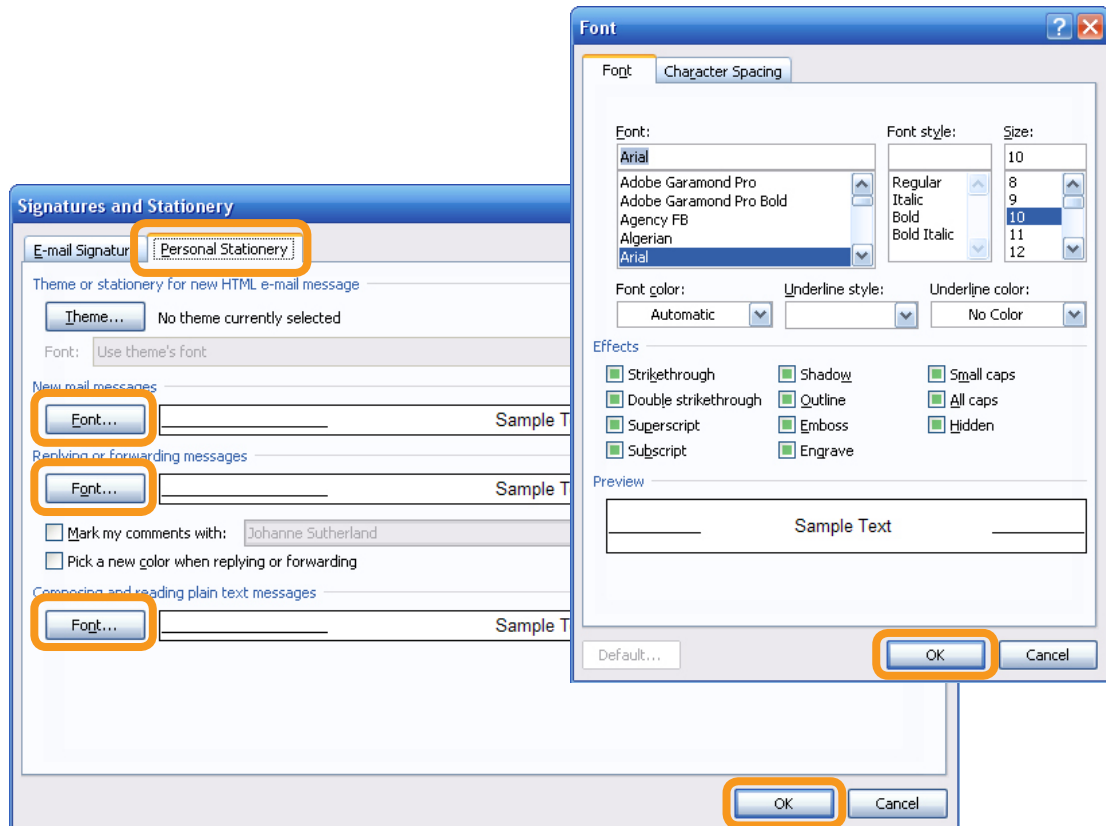
- When you have finished editing your information click **OK** and then **Save**.



Note: *Before closing the dialog window we will set up your **Personal Stationery**. Please read the following section for instructions.*

Formatting your personal stationery

1. Click on the **Personal Stationery** tab.
2. Click on the **Font** buttons and set the font to Arial 10 pt Regular.
3. When you have finished formatting the font for *all three buttons* click **OK**.



Voice mail greetings

Team members of Trumpet Behavioral Health are required to use a voice mail greeting that includes a minimum of your first and last name, your title, and the name of the company. Following are examples of a voice mail greeting.

Voice mail greeting

Hello, this is [first and last name], [your title] for AutismPro, a product of Trumpet Behavioral Health. I am either on another line or away from my desk. Please leave a brief message and I will return your call as soon as I am available. Thank you.

Changing your voice mail greeting

Dial 866-462-0991

Press # when you hear the greeting

Enter your extension number, then press #

Enter your phone password, then press #

Press 2 to access your phone extension

Press 4 to access your personal options

Press 3 to record the extension greeting

Press 1 to record your greeting

Letterhead and fax cover sheet

The Marketing Department has created templates to be used by staff in both U.S. and Canadian markets. These templates include a **letterhead template** and a **fax template**. The templates are to be used with Microsoft Word and have been created with “live areas” where text can be added.

Consistent use of these templates will help to solidify the AutismPro/Trumpet Behavioral Health brand. *Use of other letterhead and fax cover sheets is prohibited.*

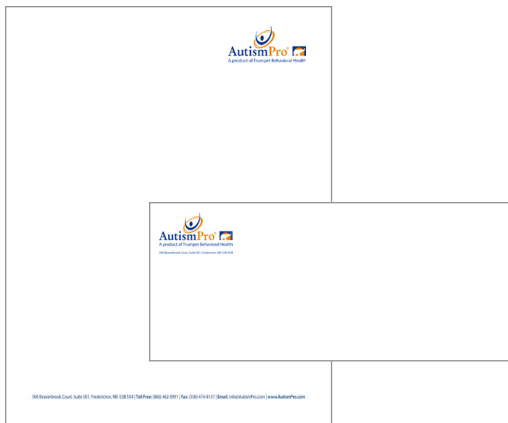
Templates

Templates can be downloaded from Backpack:

<https://autismpro.backpackit.com/pages/2207027-autismpro-brand-standards>

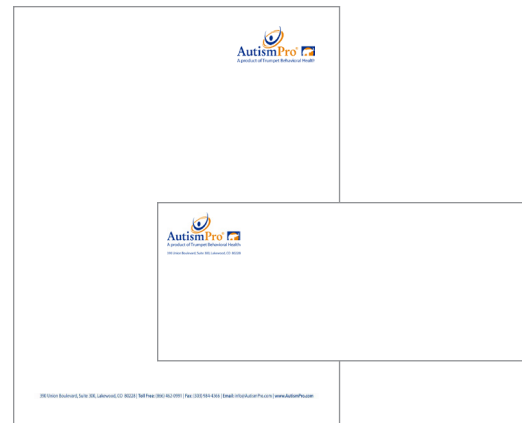
Canada

Letterhead and envelope:



U.S.

Letterhead and envelope:



Fax cover sheet:

The image shows a fax cover sheet template for Canada. It features the AutismPro logo in the top left corner and contact information in the top right corner. The text "FAX COVER SHEET" is centered. Below the logo, there are fields for "To:", "From:", "Re:", and "Cc:". To the right of these fields, there are fields for "Fax:", "Date:", and "Pages:". At the bottom, there are three radio button options: "Urgent", "Please sign and return", and "Please reply".

Fax cover sheet:

The image shows a fax cover sheet template for the U.S. It features the AutismPro logo in the top left corner and contact information in the top right corner. The text "FAX COVER SHEET" is centered. Below the logo, there are fields for "To:", "From:", "Re:", and "Cc:". To the right of these fields, there are fields for "Fax:", "Date:", and "Pages:". At the bottom, there are three radio button options: "Urgent", "Please sign and return", and "Please reply".

Business cards

Business card for U.S. team members

| | |
|---|--|
|  AutismPro® A product of Trumpet Behavioral Health  | |
| Your Name Your Title | 390 Union Boulevard, Suite 300 Lakewood, CO 80228 |
| yourname@AutismPro.com Mobile: (555) 555-5555 | Tel: (555) 555-5555 Toll Free: (555) 555-5555, Ext. 555 Fax: (555) 555-5555 www.AutismPro.com |

Business card for Canadian team members

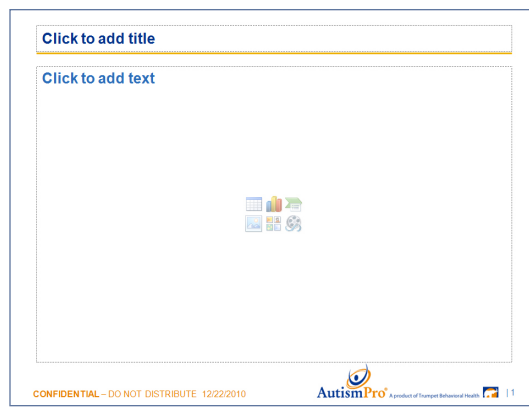
| | |
|---|--|
|  AutismPro® A product of Trumpet Behavioral Health  | |
| Your Name Your Title | 500 Beaverbrook Court, Suite 501 Fredericton, New Brunswick Canada E3B 5X4 |
| yourname@AutismPro.com Mobile: (555) 555-5555 | Tel: (555) 555-5555 Toll Free: (555) 555-5555, Ext. 555 Fax: (555) 555-5555 www.AutismPro.com |

PowerPoint presentations

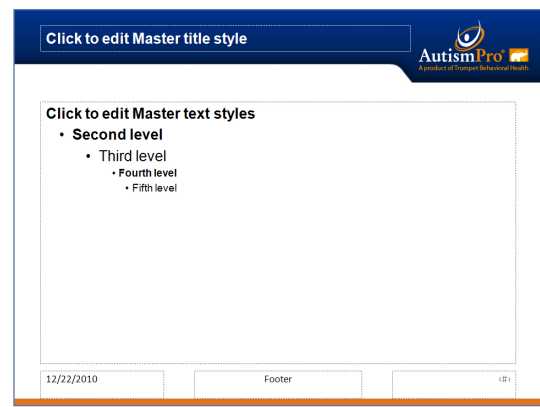
Templates

AutismPro/Trumpet Behavioral Health uses two distinct PowerPoint templates.

The **internal template** is used for presentations in sales meetings and for confidential company information.



The **external template** is used for presentations given outside of the company (trade shows, webinars, presentations to the media).



PowerPoint templates can be found online at:

<https://autismpro.backpackit.com/pages/2207027-autismpro-brand-standards>

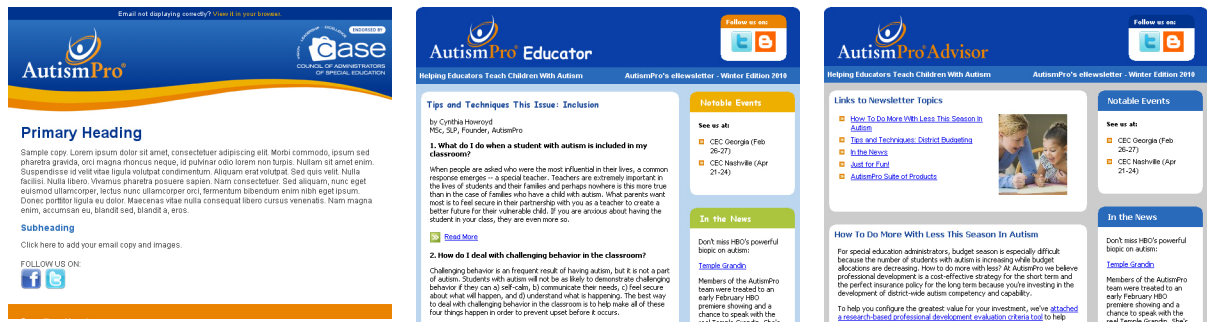
Note: Only the templates shown here are approved for use, and older designs should be deleted from your system.

E-mail marketing

Mass e-mail is a message sent to multiple recipients. Newsletters, large event invitations, solicitations and holiday greetings are common examples of mass e-mail.

Templates

For team members that access MailChimp and Constant Contact, there are approved e-mail templates for messages sent to various audience segments.



Before sending mass e-mail

Be sure your message serves the company communications or project plan, and that your audience will be served by your message.

Setting specific goals will give you laser focus on the end result you want, as well as allow you to measure the success rate of your e-mail campaign and make modifications as necessary. Your communication should help to enrich and support the AutismPro/Trumpet Behavioral Health brand, not deteriorate it.

Easy on the eyes

Make sure the layout is simple. Readers will not invest the time to figure out what you are communicating. Remember, great e-mail is similar to a billboard. It is intended to be a quick read and easy to navigate. You can always provide more detail linking to specific pages on our website or a link with the option to read more.

Who are you?

In the "from" line of every e-mail, list the sender as AutismPro, a product of Trumpet Behavioral Health.

Don't wing it

Whether you're sending monthly or bimonthly e-mails to customers, get ahead of this timeline. The deployment dates will creep up very fast, and you don't want to rush something out the door just to keep on track. Create a calendar that will identify the various stages of the development and deployment for your e-mail campaign. It will help you create clarity with the process and manage the time you need to craft your message.

Test before sending

The way e-mails look on your monitor may not be the same as how your subscribers see it on their monitor.

When you're writing a message to be sent to a group of people who use different e-mail services, it's always a good idea to test your messages.

Testing helps you to ensure that your message:

- Is readable whether or not images are not seen by subscribers
- Has links that work correctly
- Has a "from" address and subject line that are recognizable and provoke subscribers to open the e-mail
- Has lines break at an appropriate length

Website

AutismPro's website is maintained by the Webmaster, with collaboration from the Marketing Department and Creative Director.

AutismPro's web address should be on all printed and electronic communications and is always written in upper and lowercase letters:

www.AutismPro.com

Do not use all lowercase letters.

~~www.autismpro.com~~

Press releases

Company communications

The AutismPro/Trumpet Behavioral Health Marketing Department strives to ensure that company communications are always clear and that we are doing our best to promote our brand in the marketplace.

Timing, accuracy and tone are everything, especially when distributing a press release. Currently, the Marketing Department works with a public relations firm to write and distribute press releases and news releases.

In order to ensure news about our brand is reported accurately and in a favorable timeframe, all press releases and news releases must go through the Marketing Department. No team member or vendor outside of the AutismPro/Trumpet Behavioral Health Marketing Department is permitted to distribute a release via mail, e-mail, newswire, blog or social media outlet without prior approval.

It is vital that members of the media know who to contact for further information. Team members and outside vendors are not permitted to change the name and contact information of the media contact contained within AutismPro/Trumpet Behavioral Health press releases and news releases.

Social media

Social networking through the use of Internet-based and other electronic social media tools is integrated into everyday life. Use of Facebook, LinkedIn, blogging, wikis and other online social media vehicles are commonplace.

The following guidelines will help you talk about your involvement with AutismPro and Trumpet Behavioral Health in an open and transparent way. Trumpet Behavioral Health must always uphold the trust of our customers, so it is critical that we tell our story responsibly.

Why a policy?

The lines between work and personal life can become blurred. In general, what you do on your own time is a personal decision. However, activities in or outside of work that affect your job performance, the performance of others, or Trumpet Behavioral Health business interests are a proper focus for Trumpet Behavioral Health policy.

Contributing to online conversations about autism and special education means being present where and when they are taking place. As technology tools enable an easy exchange with other professionals, educators, clients, and the public, we encourage you to share the insights and expertise gained through your work at Trumpet Behavioral Health. You can do so without first asking permission provided you read and follow the advice contained in this document.

Matter of trust

As in all interactions whether in the built or virtual environment, you are a representative of Trumpet Behavioral Health and its subsidiaries. Being able to share your and Trumpet Behavioral Health's activities without prior management approval means the company trusts you to understand that by doing so you are accepting a higher level of risk for greater rewards. Each Trumpet Behavioral Health staff member is personally responsible for the content he or she publishes on any form of social media. Be thoughtful about how you present yourself in online social networks.

You may have identified yourself as a Trumpet Behavioral Health team member, either directly or as part of a user profile. If so, ensure your profile and related content is consistent with how you wish to present yourself to our clients and business contacts.

Trust is an essential ingredient in the constructive culture we are striving to achieve at Trumpet Behavioral Health. We can't be there to guide every interaction, so we expect you to follow these guidelines and advice to help you better balance the risk vs. reward ratio.

What's the point?

The goal is to ensure the AutismPro/Trumpet Behavioral Health voice is part of the larger conversation relating to autism treatment and special education.

Share information carefully

Keep in mind that posts are visible by all with online access. It may be fine to share your work at Trumpet Behavioral Health as part of your participation in the online community, but you DO NOT have permission to reveal any information that compromises Trumpet Behavioral Health policy or public positions. By that we mean don't share anything that is proprietary and/or confidential to Trumpet Behavioral Health. For example, it is not okay to share any content that required a nondisclosure agreement or is part of a confidential management or Board discussion. Keep in mind the following when considering whether to share Trumpet Behavioral Health-related information:

- Use common sense. You should refrain from posting items that could reflect negatively on Trumpet Behavioral Health or otherwise embarrass the organization, including comments or other posts about drug or alcohol abuse, profanity, off-color or sexual humor, and other inappropriate conduct. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not otherwise be acceptable in the workplace.
- Show proper respect for people's privacy and for topics that may be considered objectionable or inflammatory, like politics and religion.
- Respect the law, including those laws governing defamation, discrimination, harassment, and copyright and fair use.
- Don't use the AutismPro, Trumpet Behavioral Health, QBO or BCRC logos, unless specifically authorized to do so.
- Don't disclose Trumpet Behavioral Health's (or anyone else's) confidential or other proprietary information, such as current or anticipated products, software, research, inventions, processes, techniques, designs, or other technical data. Get permission from the owner prior to sharing or publishing their intellectual property. Ask permission to publish or report on meetings or conversations that are meant to be internal to Trumpet Behavioral Health.
- Don't reference Trumpet Behavioral Health staff, members, partners or vendors without their approval.
- If you publish content to any website outside of Trumpet Behavioral Health and it has something to do with work you do or subjects associated with Trumpet Behavioral Health, use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent Trumpet Behavioral Health's positions, strategies, or opinions." If what you are publishing is, in fact, Trumpet Behavioral Health official business, be sure that that you are authorized to make such statements on behalf of the organization. If there is any doubt, check with your supervisor.
- Make sure that your online activities do not interfere with your job performance.

Respecting differences, appreciating the diversity of opinions and speaking or conducting yourself in a professional manner is expected at all times. If you aren't completely confident about what you intend to share, you should seek management input before you post.



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