



Implementing the PrimeGlobal Name & Logo

A Checklist for Member Firms

There are many opportunities to implement the PrimeGlobal name and logo at your firm. Below you'll find a list of the most common applications where you can incorporate the PrimeGlobal brand along with your firms' branding. Complete instructions for how to apply the name and logo styles can be found in the World ByLaws. Please check the World ByLaws document on the Downloads page for details.

If you have questions related to the PrimeGlobal logo or brand please contact your regional executive director or alternatively email the marketing and communications team on communications@primeglobal.net

Website

- | | |
|--|--|
| <input type="checkbox"/> Homepage | <input type="checkbox"/> Association/Membership page |
| <input type="checkbox"/> Sitewide footer | <input type="checkbox"/> About us page |
| <input type="checkbox"/> Sitewide header | <input type="checkbox"/> Staff biographies |

Office Supplies

- | | |
|---|-------------------------------------|
| <input type="checkbox"/> Business cards | <input type="checkbox"/> Envelopes |
| <input type="checkbox"/> Letterheads | <input type="checkbox"/> Note cards |

Staff Facing

- | | |
|--|---|
| <input type="checkbox"/> Employee recruiting materials | <input type="checkbox"/> In-house newsletters |
| <input type="checkbox"/> HR/Staff onboarding documentation | <input type="checkbox"/> Intranet |

Client Facing

- | | |
|--|---|
| <input type="checkbox"/> Introduction letters | <input type="checkbox"/> Client flyers |
| <input type="checkbox"/> Proposal boilerplate | <input type="checkbox"/> Staff biographies |
| <input type="checkbox"/> Engagement letters | <input type="checkbox"/> Newsletters |
| <input type="checkbox"/> Joint venture letters | <input type="checkbox"/> Electronic newsletters |
| <input type="checkbox"/> Tax folders/Tax binders | <input type="checkbox"/> Blogs |
| <input type="checkbox"/> Powerpoint templates | <input type="checkbox"/> Email signature files |
| <input type="checkbox"/> Client brochures | <input type="checkbox"/> Social media (Facebook, Twitter, LinkedIn) |
| <input type="checkbox"/> Niche pieces or Service-specific flyers | <input type="checkbox"/> Lobby signage |