

Co-branding or associating the Member organization's brand with TGCRVOAD is encouraged and appreciated.

Benefits

The benefits of co-branding include:

- TGCRVOAD Member organizations ("Members") are stronger when they act as one or when they speak as one, especially in advocacy, media and other situations of increased visibility.
- Members have more credibility and authority as a unified network.
- Pooling and sharing knowledge makes Members more effective.
- People on a local level need the coordinated support of the Members and Members benefit from local knowledge on the ground.
- By sharing information and the analysis of what Members are doing, as well as what is happening in the areas where they work, every Member can plan and work more strategically.
- A shared brand gives Members brand recognition and will add value to the brand of each Member.
- Working together helps reduce duplication and waste, thereby providing for a better utilization of resources.

All Members of the TGCRVOAD are strongly encouraged to co-brand and use the TGCRVOAD name, logo and guiding principles, where appropriate.

Only TGCRVOAD Members and Partners are allowed to use the TGCRVOAD logo.

Members should co-brand:

- When a TGCRVOAD Member participates in an initiative or campaign and uses their own logo, use of the TGCRVOAD name and logo is encouraged when the initiative or campaign complies with and/or complements the TGCRVOAD.
- In external meetings and media interviews, the staff of Members are encouraged to present their organization as part of TGCRVOAD.
- Members with external facing websites, are encouraged to include a link to www.TGCRVOAD.org and to display the name of the authorizing organization as (Name of Member) is a member of the TGCRVOAD.
- The TGCRVOAD name and logo should not be associated with work that falls outside the mission of the TGCRVOAD.
- Use of the TGCRVOAD logo is suggested on Member publications and visibility materials. This could include, but is not limited to, publications, letterhead, envelopes, business cards, clothing, billboards, advertising, posters, websites, project signs, vehicles and offices. In many cases, the secondary logo may be most appropriate for these situations.

When Members undertake joint initiatives, programs or projects, they may co-brand together with one TGCRVOAD logo. The TGCRVOAD logo must be visually portrayed in a way that it does not appear to be another Member, but that the Members belong to the TGCRVOAD.

Co-branding with the TGCRVOAD logo

- The standard colors of the TGCRVOAD logo are PMS 151 (Orange) and Black. The CMYK breakdown of the orange is: 0 48 95 0 and the RGB hex code is #EC8E35 It is permissible to use grayscale. No other colors are permitted to be used.

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- There are three suggested options for co-branding the TGCRVOAD logo with the Member's logo. "Option 1" in 7.14.9 is the strongest.
 - Any of the three options in 7.14.9 may be used at any time when co-branding visually with logos.

Co-branding with the Text

References to TGCRVOAD in text are encouraged on Member documents in accordance with 7.14.4. This could include but is not limited to publications, press releases, donor applications and business cards.

The first time that the name is used, TGCRVOAD should be referred to as "Texas Gulf Coast Regional Voluntary Organizations Active in Disaster (TGCRVOAD)." Additional references can just be "TGCRVOAD".

The (Member Name) is a Member of Texas Gulf Coast Regional Voluntary Organizations Active in Disaster (TGCRVOAD), COOPERATION | COMMUNICATION | COORDINATION | COLLABORATION

(Member Name) is a Member of Texas Gulf Coast Regional Voluntary Organizations Active in Disaster (TGCRVOAD).

Suggested Co-Branding Options

To be used when co-branding visually with logos.

- <https://tgcrvoad.org/wp-content/uploads/TGCRVOAD-LOGO-ONE.png>
- <https://tgcrvoad.org/wp-content/uploads/TGCRVOAD-LOGO-TWO.png>
- <https://tgcrvoad.org/wp-content/uploads/TGCRVOAD-LOGO-THREE.png>

Option	Illustration
Option1 The TGCRVOAD logo is placed directly next to the Member logo, either underneath or alongside. The recommended size of the TGCRVOAD logo is 100% of the area occupied by the Member logo (area = height x width), while the minimum TGCRVOAD logo size is 60%.	

Option

Illustration

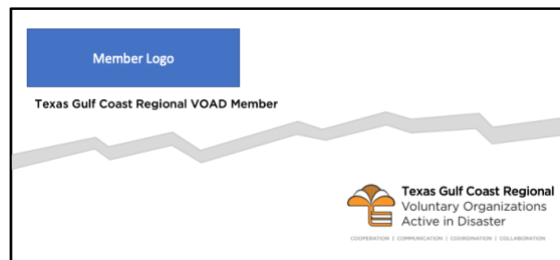
Option 2

The text "Texas Gulf Coast Regional VOAD Member" is placed beneath the member logo.

The TGCRVOAD logo is placed separately from the member logo (e.g. the member logo at the top of the page and the TGCRVOAD logo on the bottom of the page).

The TGCRVOAD logo appears on the same page as the member logo.

The recommended size of the TGCRVOAD logo is 100% of the area occupied by the member logo (area = height x width), while the minimum TGCRVOAD logo size is 60%.



Option	Illustration
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Option 3

The text “MEMBERNAME is a member of the” is placed above the TGCRVOAD logo.

The TGCRVOAD logo is placed separately from the member logo (e.g. the member logo on the front page and the TGCRVOAD logo on the inside or back cover).

The recommended location of the TGCRVOAD logo is on the same page as the member logo, however, the TGCRVOAD logo can appear on any page of the publication.

The recommended size of the TGCRVOAD logo is 100% of the area occupied by the member logo (area = height x width), while the minimum TGCRVOAD logo size is 60%.

