



# Preparing for your next event

Brand Marketing can help you put your best foot forward





# Agenda

1. Promotional items
2. Tablecloths
3. Brochures, rack cards, flyers, and handouts
4. Important deadlines

# TidalHealth-branded giveaways

# Promotional items

**Brand Marketing does not have the budget to support all requests; promotional items are funded by the requesting department**

- Visit the Team Hub at [tidalhealthteamhub.org](https://tidalhealthteamhub.org)
- Under “Brand Help Desk,” select “Promotional Materials” from the dropdown menu
- Select “Promotional Item Catalog”
- Send an email to [rachel.webster@tidalhealth.org](mailto:rachel.webster@tidalhealth.org) with a link to your desired item and quantity needed.

# Reminders

- Please provide at least 30 days' notice to allow time for design, proof, production, and shipping
- TidalHealth has a master brand
  - We do not offer custom imprints; all items will be imprinted with our health system logo
  - Department names, team member names, and other wording will not be permitted as we have a master brand
- All requests for promotional items must come through Brand Marketing; team members are not permitted to reproduce -- or use an outside vendor to reproduce -- our trademarked logo
- To maintain the integrity of our brand, promotional items may only be ordered in certain colors; ask Brand Marketing if you have questions

# TidalHealth tablecloths

# Tablecloths

## Please follow this process to borrow a tablecloth for your event:

- Email [robin.taylor@tidalhealth.org](mailto:robin.taylor@tidalhealth.org) to make your reservation
- Rentals are free; your department will be charged a \$30 cleaning fee
- Please make your reservation 2-3 weeks in advance of your event as we have a limited inventory; tablecloths will be reserved on a first-come, first-served basis

# Tablecloths

## Please follow this process to purchase a tablecloth for your event:

- We have two options in the catalog, both are \$218 plus set up and shipping
- We require at least 30 days to process and receive an order
- Please email your order information to [rachel.webster@tidalhealth.org](mailto:rachel.webster@tidalhealth.org)
  - Please include choice of tablecloth, quantity, your in-hands date, cost center



# Reminder

- After a tablecloth is purchased, it is the department's responsibility to keep it in good condition and have it laundered when needed. Brand Marketing can provide the name of a dry-cleaning service.

# TidalHealth printed items

# How to request new brochures, rack cards, flyers, and handouts

- Visit the Team Hub at [tidalhealth.org/team-hub](https://tidalhealth.org/team-hub)
- Under “Brand Help Desk,” select the appropriate item from the dropdown menu
- Fill out the required fields, upload any necessary attachments, and click “Submit”
- Brand Marketing will be notified of your request and work will begin. We will reach out to you with questions and/or concerns

# How to request copies of existing brochures, rack cards, flyers and handouts

- If you would like to print copies of promotional material that already exists, visit the Print Services Sharepoint site on the iPortal. It can be found under “Support Services/Print Shop”
- Click “Forms/Publication Request” on the bottom left of the screen
- Completed the required fields and click “Submit”

# Reminders

- For new materials, we require at least 30 days to allow time for design, proof and printing
- For printing of existing materials, we ask for 7 days' notice
- All items containing the trademarked TidalHealth logo must be printed by Print Services. Please do not print our color logo from your local printer as they are not calibrated to correctly reproduce our brand colors

How much notice should I provide?

# Please provide advance notice of all projects

## Please keep in mind it is challenging to meet last-minute deadlines.

- Brochures, rack card and flyer requests require at least 30 days advance notice to allow time for design, proof and printing.
- Logo requests require at least 30 days advance notice to allow time for us to provide the correct file.
- Signage requests require at least 90 days' notice prior to opening date to allow time for design, proof and printing.
- Promotional item/ giveaway requests require at least 30 days advance notice to allow time for design, proof, production and shipping.
- Website changes could take up to 30 days to complete.
- Mailing and reformatting requests could take up to 30 days to complete.
- Video requests will be reviewed and approved based on project load, return on investment, and videographer availability. Once approved, each video takes 3-6 months to produce, depending on production needs and the schedules of all involved.



If you have questions, please email  
[brandcenter@tidalhealth.org](mailto:brandcenter@tidalhealth.org)



**Thank you**

