



Brand Marketing is here to help

TidalHealth's Team Hub is a valuable resource that can help you accomplish your goals




Agenda

1. What can we assist with?
2. How do I sign onto the Team Hub?
3. Important deadlines

Help us help you!

Here are some of the many projects we can assist with:

- Writing assistance
- Conference posters
- Promotional materials
- Flyers
- Brochures and rack cards
- Video and podcast requests
- Folders
- Note cards
- Website changes/requests
- Certificates, awards, and acknowledgements
- Stationary
- Business cards
- Logo requests
- Other requests
 - Newsletters
 - Memos
 - PowerPoint presentations
- Temporary Signage – (permanent - use the Facilities Management portal)



All printed items distributed on behalf of TidalHealth that contain our logo — both to our team members and the community — must be approved by Brand Marketing, and the Team Hub is a great resource.

How do I access the Team Hub / Brand Center?

1. IPortal > Support Services > Marketing Services
2. Visit www.tidalhealthteamhub.org and you will be prompted with the following login screen:

Team Member Login

If you are a TidalHealth Team Member, please access the Team Hub Section via the Login Below.

[Login to TidalHealth's Team Hub](#)


Use your TidalHealth email to gain access to the site.




Looking for approved templates?

Step 1: Click on the Brand Center


Downloads Log Out

 Brand Ambassadors **Brand Center** ▾ Brand Help Desk Share Your Story Wellness ▾

Team Hub


Team Hub
Team Hub

[Brand Ambassadors](#)
[Brand Center](#)
[Brand Help Desk](#)
[Share Your Story](#)
[Wellness](#)



A force of collaboration

Your brand and wellness connection

Welcome to the TidalHealth Team Hub, which offers important brand and wellness information.

Step 2: Click on downloads

Downloads Log Out



Brand Ambassadors

Brand Center ^

Brand Help Desk

Share Your Story

Wellness v

Brand Center

Welcome to the TidalHealth Brand Center. We invite you to learn about our brand, download templates, order materials and promotional items, request videos and more!

Brand Center

[Brand Strategy](#) >

[Brand Voice](#) >

[Colors](#) >

[Logo](#) >

[Order Materials](#) >

[Photography](#) >

[PowerPoint](#) >

[Photo Downloads](#) >

[Template Downloads](#) >

[Typography](#) >

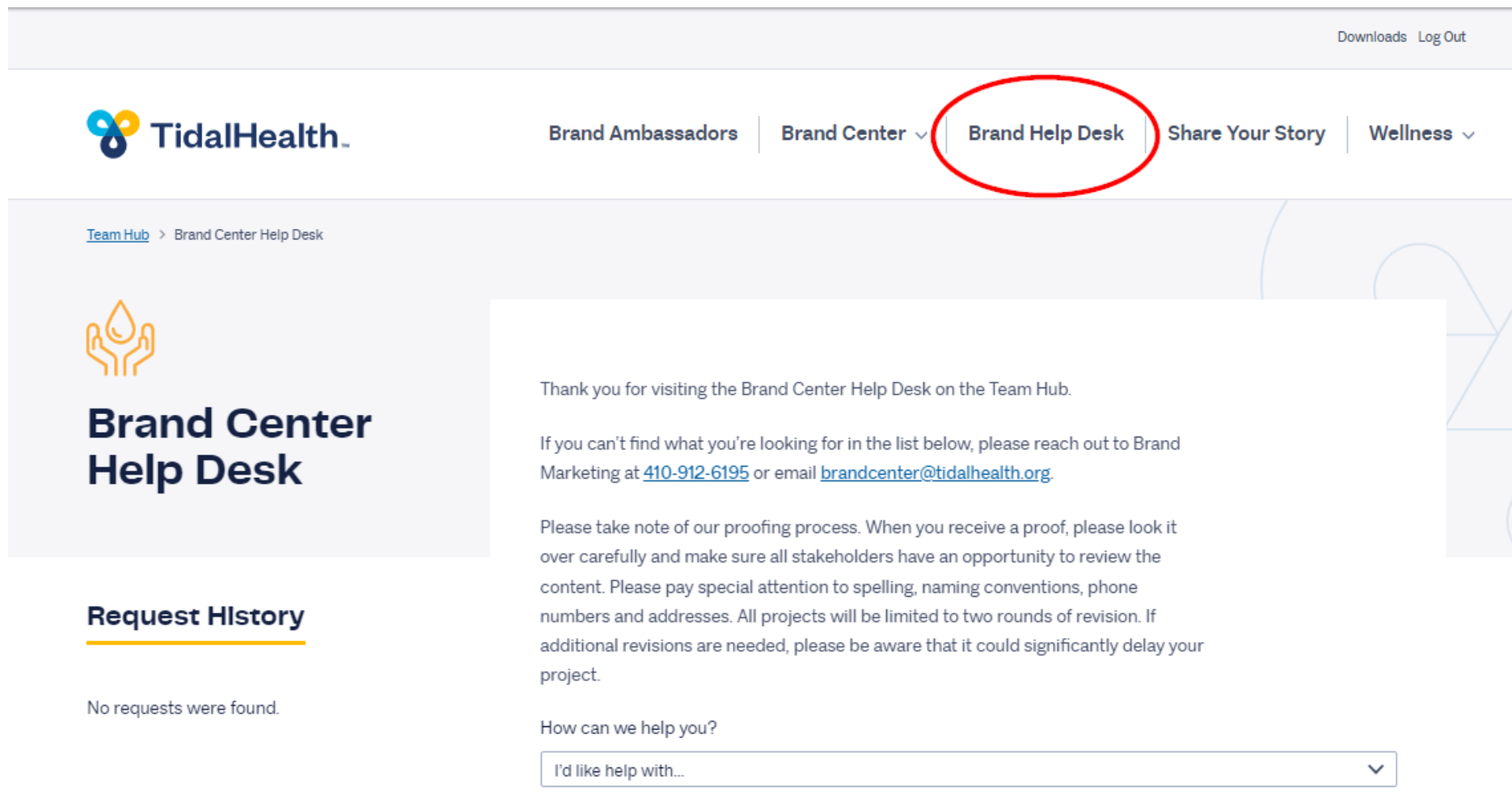


i BRAND CENTER

At TidalHealth, we are united under one mission: To improve the health of the communities we serve.

Looking for more personalized assistance?

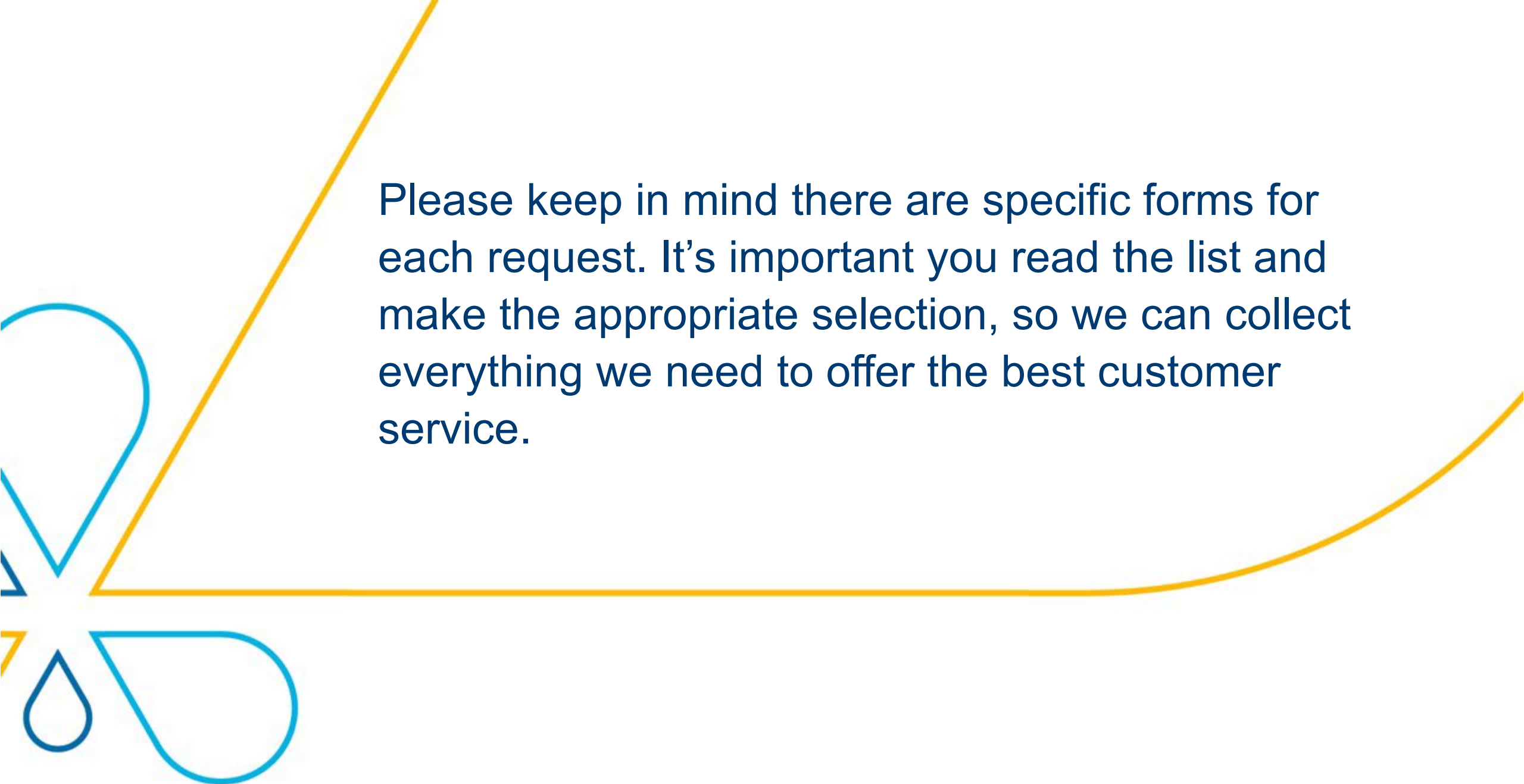
Step 1: Click on the Brand Help Desk



The screenshot shows the TidalHealth website interface. At the top right, there are links for "Downloads" and "Log Out". The main navigation bar includes "Brand Ambassadors", "Brand Center" (with a dropdown arrow), "Brand Help Desk" (circled in red), "Share Your Story", and "Wellness" (with a dropdown arrow). Below the navigation, the breadcrumb "Team Hub > Brand Center Help Desk" is visible. On the left side, there is a logo of two hands holding a flame, followed by the text "Brand Center Help Desk". Below this, a section titled "Request History" shows "No requests were found." The main content area contains a welcome message: "Thank you for visiting the Brand Center Help Desk on the Team Hub." It also provides contact information: "If you can't find what you're looking for in the list below, please reach out to Brand Marketing at [410-912-6195](tel:410-912-6195) or email brandcenter@tidalhealth.org." A paragraph follows, explaining the proofing process: "Please take note of our proofing process. When you receive a proof, please look it over carefully and make sure all stakeholders have an opportunity to review the content. Please pay special attention to spelling, naming conventions, phone numbers and addresses. All projects will be limited to two rounds of revision. If additional revisions are needed, please be aware that it could significantly delay your project." At the bottom of the main content area, there is a question "How can we help you?" and a dropdown menu with the placeholder text "I'd like help with..." and a downward arrow.

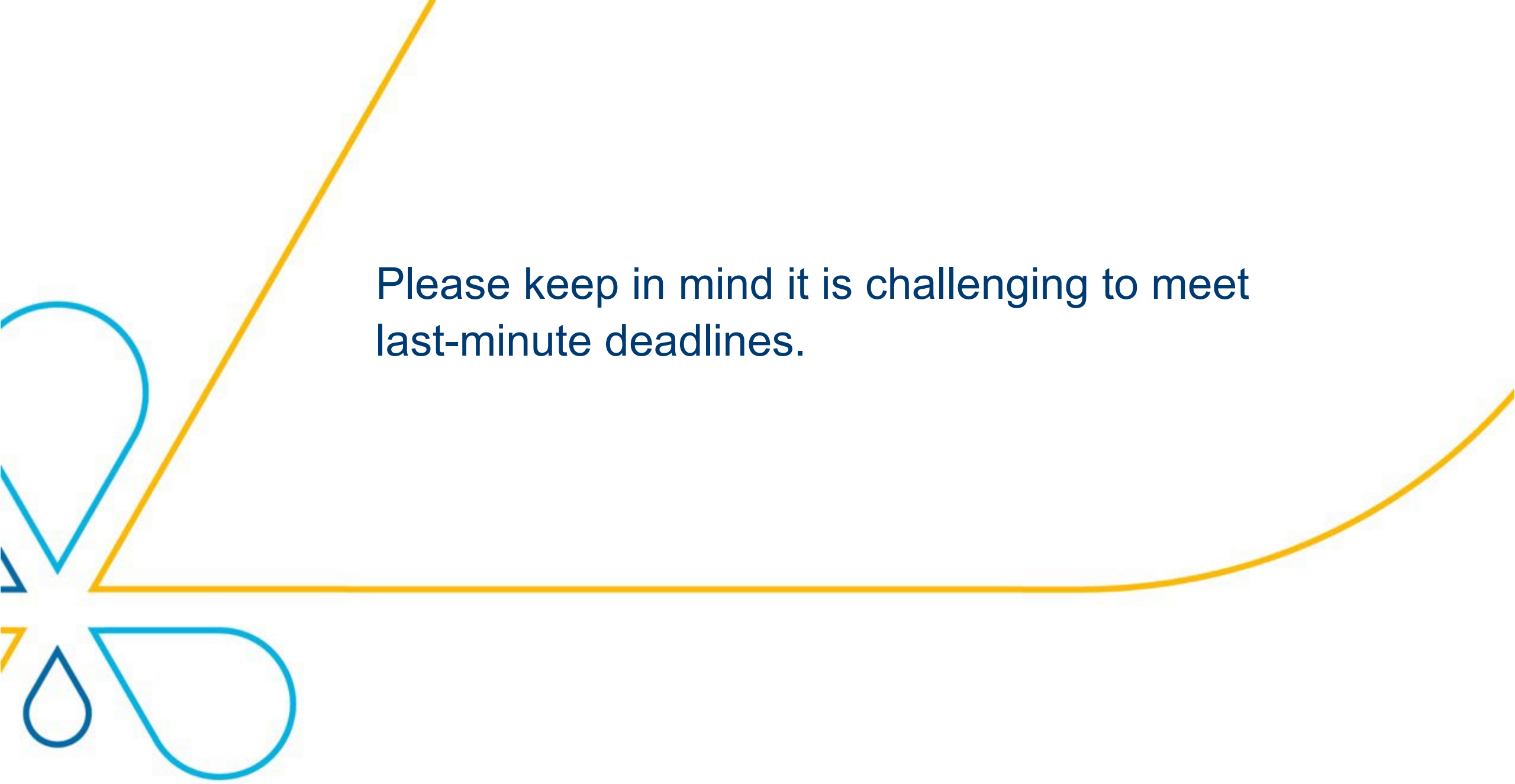
Step 2: Choose from the dropdown menu

The screenshot shows the TidalHealth Brand Center Help Desk interface. At the top, the TidalHealth logo is on the left, and navigation links for Brand Ambassadors, Brand Center (with a dropdown arrow), Brand Help Desk, Share Your Story, and Wellness (with a dropdown arrow) are on the right. Below the navigation, a breadcrumb trail reads 'Team Hub > Brand Center Help Desk'. On the left side, there is an icon of two hands holding a drop, followed by the text 'Brand Center Help Desk'. Below this, a section titled 'Request History' is shown with the text 'No requests were found.' A dropdown menu is open, displaying a list of help topics under the heading 'I'd like help with...'. The topics include: -Choosing the Right Logo File, -Using a Template, -Finding the Right Imagery for my Project, -Writing Assistance, -Using TidalHealth's Powerpoint Template, -Producing a Video or Podcast, -Making a Change on TidalHealth's Public Facing Website, -A Conference Poster Presentation, -Other, 'I'd like to order materials...', -Business Cards, -Flyers, -Stationery (letterhead, appointment cards & envelopes), -Signage, -Promotional Materials, -Brochures & Rack Cards, -Folders, -Note Cards, and -Certificate. At the bottom of the dropdown menu, there is a search input field with the placeholder text 'I'd like help with...' and a dropdown arrow.



Please keep in mind there are specific forms for each request. It's important you read the list and make the appropriate selection, so we can collect everything we need to offer the best customer service.

How much notice should I provide?



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

Please provide advance notice of all projects

- 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

Thank you

