

# Coming in 2023...



# becomes



National Association of Benefits and Insurance Professionals

# NABIP

Shaping the *future* of healthcare

## Coming soon

### By mid-August:

- Formal and **comprehensive brand and style guide**, to include all visual identity components and message architecture - the guide will organize components appropriately and provide guidance on use – mid August timeline.

### By October 5th:

- Organization and circulation of a shared drive with all **branded design assets**
- **Business collateral templates - letterhead, 5-slide PPT deck, business card, email signature**
- Rebranded **marketing pieces**
- **Media relations package** announcing the rebrand - draft press release, media list, and CEO note
- **Reference/tutorial guidance sheet** for updating the association's digital platforms with the new brand
- **Sample bylaws**
- **Checklist of legal changes to be made**

### By October 15<sup>th</sup>

- **Instructions for Financial Assistance if needed**

### November 15<sup>th</sup>

- **Preparation for brand launch finalized**

### January 1, 2023

- **NABIP Brand Campaign begins!**