

New brand implementation guide

Now that we have launched our new brand and we're excited about it, we'd like to press a button and have all the old EO branding replaced by the new. We'd love to host face-to-face events and celebrate our launch and the start of our transformation journey. In reality, we know that it will take a few months for chapters to migrate to and implement the new EO brand identity.

We recommend that you do so within the next six months. We encourage you to phase in the new branding, in line with your existing plans and priorities, avoiding additional cost where possible. The checklist alongside estimates the length of time that each task should take to complete.

If you visit the EO website or our social media platforms, you will see that they have been updated to reflect our new visual identity.

We hope you will be inspired by the change. If your chapter has a website, please make sure that it is updated to reflect the new EO branding. Similarly, all social media profiles should be updated with new images and the new logo.

Our digital style guide will help you and your chapter to work with the brand digitally. Marketing and communication material such as stationery, brochures, leaflets and signage should be redesigned and reproduced. We've created assets, templates and samples to help.

As a reminder, this a guide to help you to implement the new brand—we expect you to make decisions to suit the circumstances in your chapter. The EO communications team is here to provide support for the brand roll-out to all member leaders, staff and chapter staff who need it. Please be in touch if you have any questions or requests.



Checklist

