

How to co-brand promotional material

Tell your story about your experience of care

Share your community, health or aged care experience with us anonymously, no matter how good or bad, and help to improve care services. Take a moment to think about your most recent experience of care.

www.careopinion.org.au



"I feel it is time we **applaud** the dedicated staff who work in aged care."



Co-branding

We have recently introduced a range of flexible promotional options for services to provide for co-branding and greater promotion closer to the point of care. The availability of digital materials allows services to keep messaging fresh and consistent with other communications activities.

Below is a couple of options for how to co-brand Care Opinion's available print materials. This extends to materials produced for campaigns which are also downloadable from the Care Opinion website.

Please note: These options may not be available to you if you do not have appropriate access to Adobe. Your marketing or communications team may have appropriate access to editing software to add the logos for you.

Co-branding PNG files

You can find a wide range of resources available on the [promotional materials pages](#). Digital materials are often saved as PNG files for easy sharing on social media and other platforms. Visit the [digital materials](#) page and select which files you would like to download.

[Promotional Materials](#) / [Digital materials](#)

Digital materials

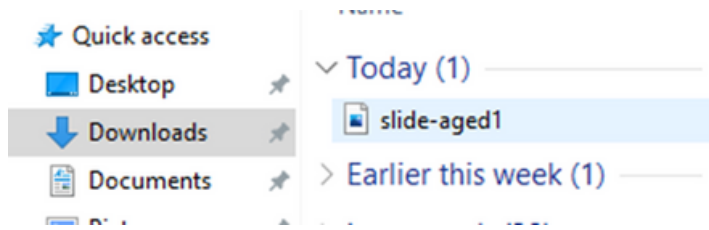
Care Opinion is pleased to share a variety of digital materials for your use in service and in broader promotion. These materials are not always branded with QR Codes, however, we encourage you to co-brand with your own logo prior to sharing. Please see the [digital material sample sheet](#) for an overview of available designs.

DISPLAY SCREEN SLIDES

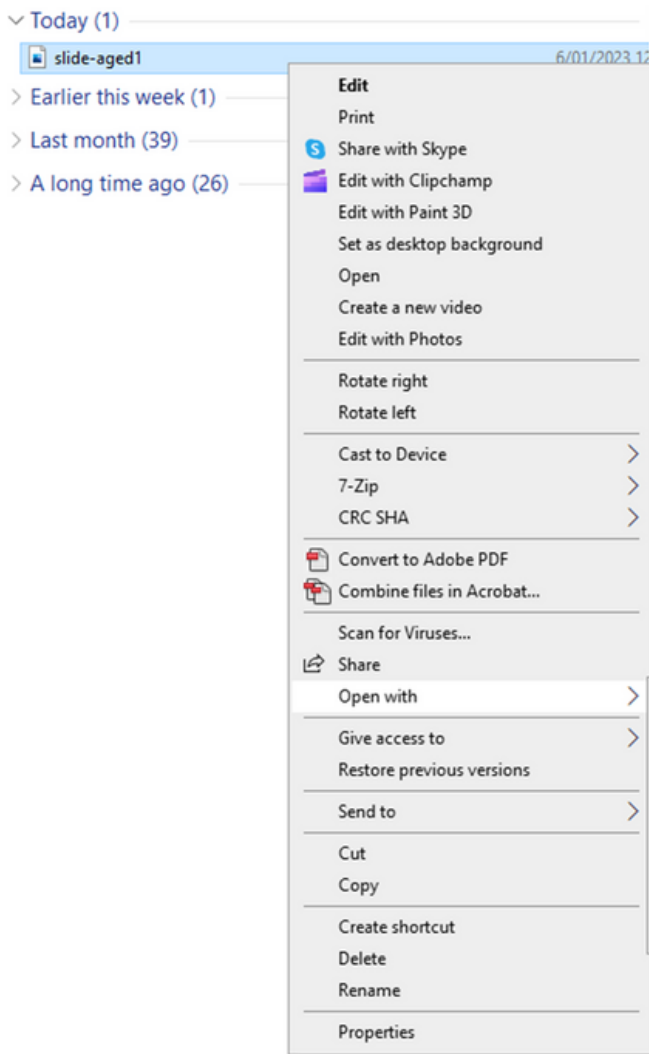
Display screen slides are images that can be used across display screens and/or tablets in service. Please see the [example slide](#) for directions on where to place your logo. If you should wish to include a QR code linked to an invitation link, you can paste this over the existing QR code.

- [aged1](#)
- [dentistry1](#)
- [general1](#)
- [community1](#)

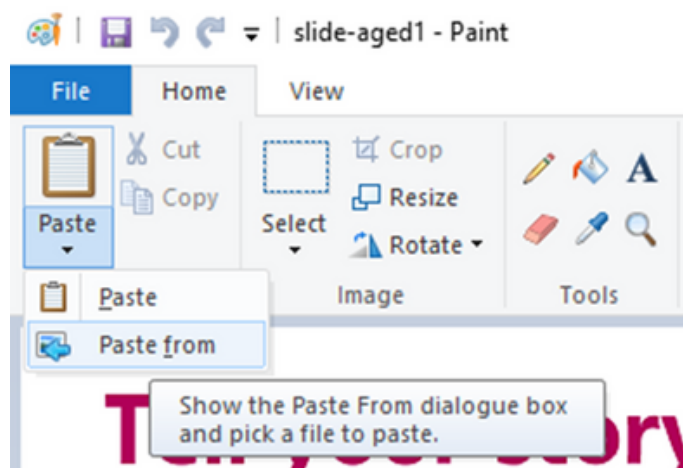
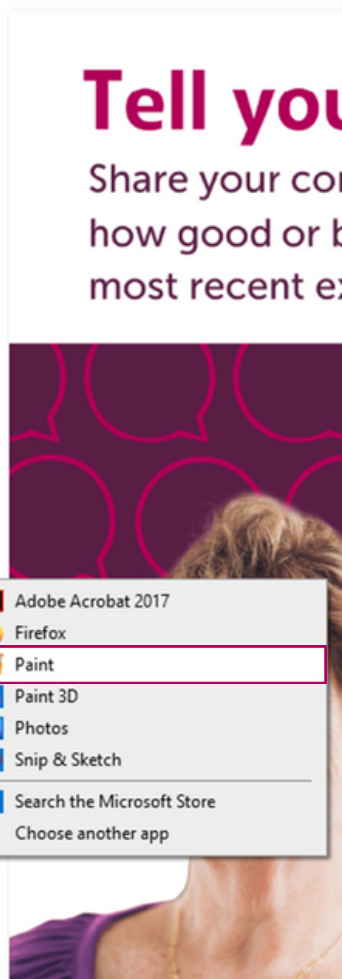
1. You will find the file in your downloads.



2. Right click on the file and click on 'open with' to expand the options.



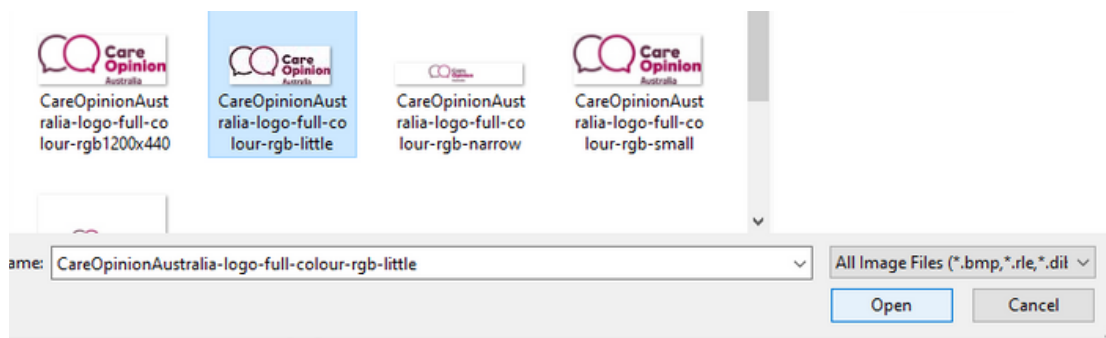
Then select 'Paint'.



3. In the top left corner select the arrow below 'paste'.

Click on 'paste from'.

4. Search in your files and select your logo. Click 'Open'.



5. Drag your logo to the desired position on the image. Click 'Save'.

Co-branding PDF files

You can find a wide range of resources available on the [promotional materials pages](#). Print materials are often saved as PDF files. Visit the [print materials](#) page and select which files you would like to download.

Print materials

The below material can be printed and displayed within your service. Depending on your access to a printer you may need to outsource the printing of some materials (i.e. business cards, stickers etc). Please see the [print material sample sheet](#) for an overview of available materials.

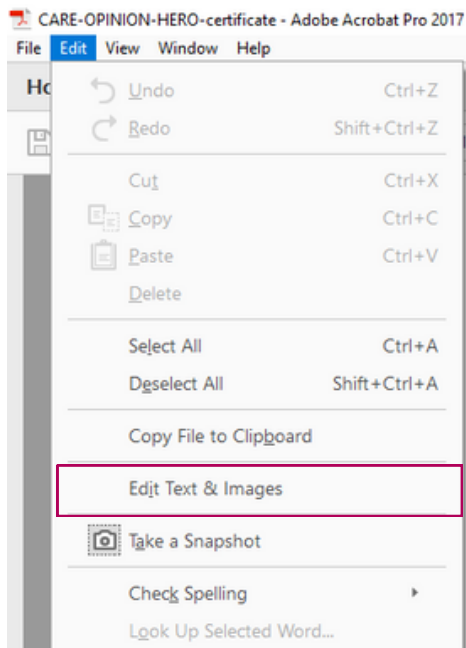
POSTERS:

Please see the [example poster](#) for directions on where to place your logo. If you should wish to include a QR code linked to an invitation link, you can paste this over the existing QR code on the posters.

- [community1](#)
- [community2](#)
- [community3](#)
- [community4](#)
- [community5](#)
- [community6](#)

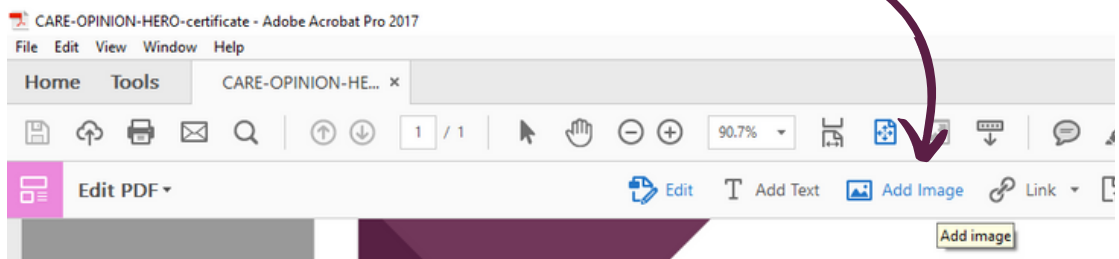
1. You will find the file in your downloads.

2. Open the file PDF in adobe.

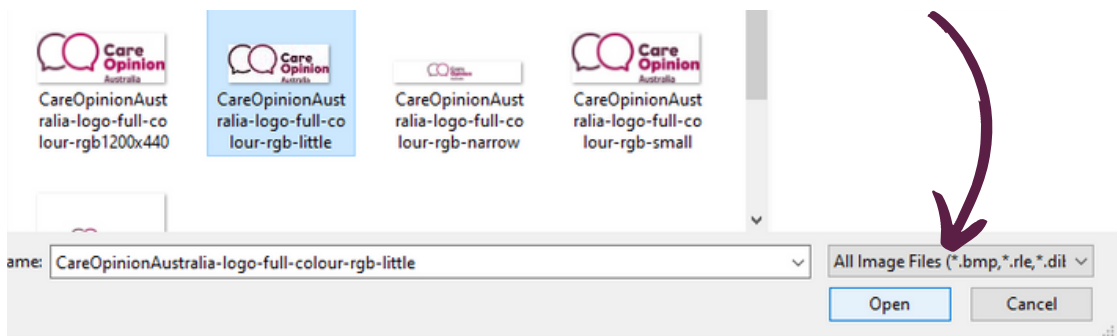


3. On the left hand side, drop down the 'Edit' tab. Select 'Edit Text & Images'.

4. Select 'Add Image' from the top bar.



5. Search in your files and select your logo. Click 'Open'.



6. Drag your logo to the desired position. Don't forget to save!

