

Co-Branding and promotional material guidelines

During a campaign or release of promotional materials, the available designs will be presented to you in a promotional material design sheet (see appendix a). All of these designs will be available to you on the Care Opinion website in the support pages which can be found under the [Navigation > Help > Communications and Promotion > Co-branding](#).

Firstly, we ask that you do not make any changes to the design, imagery, text or Care Opinion logo without first seeking consent, and sharing the design with the Care Opinion team, Sarah, prior to final approval and production.

Co-branding from a Care Opinion design will involve the following:

- The template design – including our logo
- Your logo
- QR Code (specialised invitation link optional)

Step 1: Choose your designs

Browse the promotional material design sheet that has been provided to you with the campaign or kit (see example in appendix a). Visit the Care Opinion website at [Communications and Promotion > Campaigns](#) to download the print-friendly versions of the designs you wish to use.

Step 2: Add your logo

Input your logo onto the designs using Adobe or similar. In Adobe you can do this by selecting 'edit'. Please note this will make the entire PDF editable. Please do not make any changes to the imagery or text without prior approval.

Step 3: QR Code and invitation link

The design may include a QR Code. This will be a generic link to the Care Opinion Tell Your Story page. If you should wish to create your own invitation link and add this to the promotional material we would encourage you to do so. Please see 'creating your invitation link' below on how to create your invitation link, and see 'creating a QR Code' below to create your QR code.

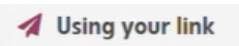

Step 3: Share and display

Let us know how you are intending to display your promotional material! If you are sharing on social media be sure to tag Care Opinion Australia so we can re-share and boost your campaign.

Creating your invitation link:

You can pre-plan what will go into your invitation links using the table below. Please note, these are examples only, you can fill in your own information between the [square brackets]. A screen-recording walkthrough of how to create your custom invitation link can be found here: [create and customise invitation links](#).

Invitation link planning table

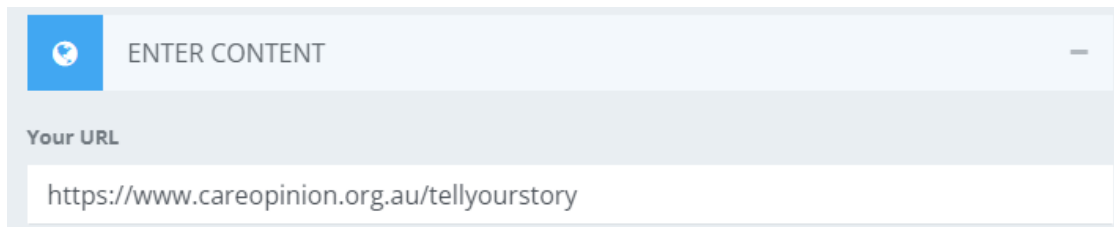
	[Service/Department name]
Name	[Example-link-name]
Description	[This link is to enable our patients, clients, consumers and loved ones to share their stories about their experiences with our services.]
Welcome and feedback focus	<p>Organisation</p> <p>We would like to hear about your recent experience of care. You can post feedback about any aspect of your care. In particular, we are keen to hear feedback about [how our compassionate care made a difference for you and/or your loved ones.]</p>
Service to receive feedback	<p>[Hospital level] ➤ [Department ward level]</p> <p>*When filling this out, click the green + button beside the service/department/ward/ clinic you wish to select. You will be able to choose from a list of all of the services listed on the platform under your health service organisation (your service tree). All stories shared via the invitation link will automatically link to the service you select in this step.</p>
Hashtags	#ExampleHashtag #KindnessCampaign
Invite additional feedback	<p>[Thank you for sharing your story about maternity care. If you have a moment would you be willing to complete our short maternity survey? It will take about 5 minutes and will help us improve care for others.]</p> <p>[https://yoursurveylinkhere]</p> <p>*This is a link to your own survey, results will go directly to your health service.</p>
URL for sharing	<p>[Paste your invitation link here]</p> <p>*You can copy your invitation link by dropping down “Tell your story” or “Kiosk” under the  tab, then clicking on the copy icon ().</p>

Creating a QR Code:

We use QR Code Monkey to create free, and colour co-ordinated QR codes for promotional material. When creating the QR Code please note the background colour that will be behind the QR Code so you can create it accordingly.

Step 1: Open <https://www.qrcode-monkey.com/>

Step 2: Copy your invitation link into the 'Your URL' bar.



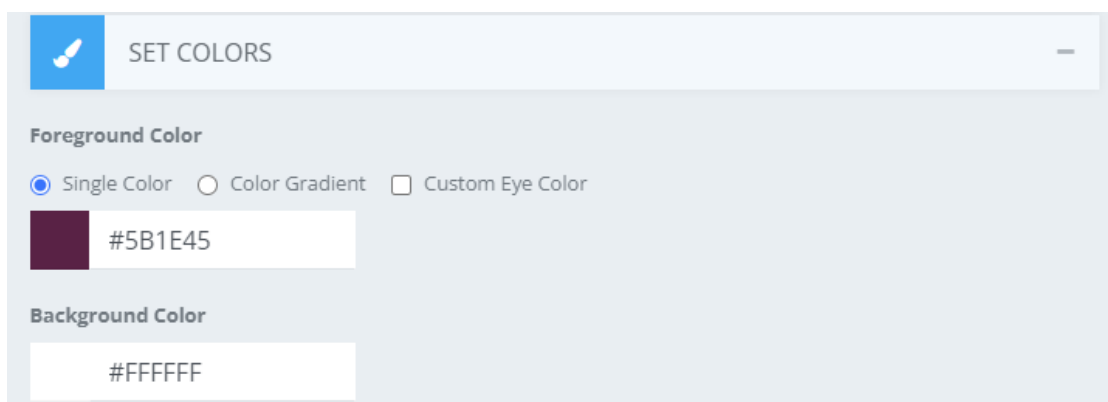
ENTER CONTENT

Your URL

<https://www.careopinion.org.au/tellyourstory>

Step 3: Drop down 'set colours.'

Step 4: Leave 'Single Colour' selected. The Foreground Colour will be the colour of the code, the Background Colour will be the colour of the background. Please see the images below as an example. Enter the HEX Code* for the colour you wish to be in the foreground and background.



SET COLORS

Foreground Color

Single Color Color Gradient Custom Eye Color






#5B1E45

Background Color

#FFFFFF

Step 5: Click 'create QR Code' to see what it will look like, then click 'Download PNG'.

*The HEX Code is the letter and number combination code used to identify the colour. You can find all of the HEX Codes in our Visual Identity Guidelines. In the table below are our most commonly used QR Code colours.

White background #FFFFFF	Purple background #5B1E45	Pink background #B10059	White background #FFFFFF	Grey background #4D4D4F
Purple foreground #5B1E45	White foreground #FFFFFF	White foreground #FFFFFF	Pink foreground #B10059	White foreground #FFFFFF
				

Co-branding a design of your own:

We encourage services to find out what works best for them when promoting Care Opinion. There may be an instance in which our existing co-branding materials do not meet your needs and we are more than happy to assist where possible in the production of your own designs.

In these cases, you should usually only need Care Opinion approval at the final drafting stage of development, prior to publication and dissemination.

If the material should be an alternate storytelling form i.e. a leaflet we require that you include the following information. In order to enter a story into the back-end of the Care Opinion system, certain information is required from the consumer.

For this reason, all leaflets must include the below mandatory fields for consumers to populate:

1. Name of the service and department/ward
2. Month and year of care (to ensure timeliness of story)
3. What the care was for
4. Author's email address (to allow the author to receive alerts for their story and response)
5. Author's phone number (in case Care Opinion staff need to clarify any details in the story)
6. Author's postcode (part of the process of ensuring story integrity)
7. Checkboxes for the author to select who they are from the following choices:
 - Service user
 - Patient
 - Carer
 - Friend
 - Relative
8. The author's year of birth (to determine if they are an adult or child).
9. Must include the following statement of consent: By completing this form I confirm this story is true and understand that it may need to be moderated by a Care Opinion staff member.

We recommend subscribers refer to our reply-paid leaflet for guidance in developing this product.

Appendix a. Promotional material design sheet

kindness-print-aged	kindness-print-general	kindness-print-maternity
<p>Kindness in Action </p> <p>Have you witnessed or experienced an act of kindness at your local health service recently? We'd love to hear your story and celebrate kindness in action! Tell your story on Care Opinion Australia, to publicly recognise their hard work.</p> <p><i>"Amanda very kindly offered to personally escort me to my appointment, first she rang the other department and advised them I was on my way. She then walked with me to the correct area while my husband moved the car. She carried all my belongings and just made me feel cared for."</i></p> <p>We CARE about your OPINION Scan the QR code below or phone 1300 662 996</p>  	<p>Kindness in Action </p> <p>Have you witnessed or experienced an act of kindness at your local health service recently? We'd love to hear your story and celebrate kindness in action! Tell your story on Care Opinion Australia, to publicly recognise their hard work.</p> <p><i>"Thank you for treating me like a human being and showing me compassion."</i></p> <p>We CARE about your OPINION Scan the QR code below or phone 1300 662 996</p>  	<p>Kindness in Action </p> <p>Have you witnessed or experienced an act of kindness at your local health service recently? We'd love to hear your story and celebrate kindness in action! Tell your story on Care Opinion Australia, to publicly recognise their hard work.</p> <p><i>"They treat every baby like their own and it's beautiful to see."</i></p> <p>We CARE about your OPINION Scan the QR code below or phone 1300 662 996</p>  
kindness-print-aged2	kindness-print-nursing	kindness-print-radiology
<p>Kindness in Action </p> <p>Have you witnessed or experienced an act of kindness at your local health service recently? We'd love to hear your story and celebrate kindness in action! Tell your story on Care Opinion Australia, to publicly recognise their hard work.</p> <p><i>"She learnt that it was our 60th wedding anniversary in a couple of days and realised my husband was panicking because his card to me was still in the drawer at home! She went to the hospital shop and bought an anniversary card for him to give to me, as well as a word book for him."</i></p> <p>We CARE about your OPINION Scan the QR code below or phone 1300 662 996</p>  	<p>Kindness in Action </p> <p>Have you witnessed or experienced an act of kindness at your local health service recently? We'd love to hear your story and celebrate kindness in action! Tell your story on Care Opinion Australia, to publicly recognise their hard work.</p> <p><i>"She could see I was scared so she held my hand and talked to me. She made me feel so much better."</i></p> <p>We CARE about your OPINION Scan the QR code below or phone 1300 662 996</p>  	<p>Kindness in Action </p> <p>Have you witnessed or experienced an act of kindness at your local health service recently? We'd love to hear your story and celebrate kindness in action! Tell your story on Care Opinion Australia, to publicly recognise their hard work.</p> <p><i>"The team in the radiology department were amazing and made me feel extremely safe. Joseph, who did my ultrasound, made me feel comfortable and made the experience far less anxiety inducing than I thought it would be."</i></p> <p>We CARE about your OPINION Scan the QR code below or phone 1300 662 996</p>  
kindness-award-print		
 <p>Kindness in Action Award</p> <p>THIS CERTIFICATE IS AWARDED TO _____</p> <p>IN RECOGNITION OF _____</p> <p>Date _____</p> 		