



It has been a while since we provided a branding update. Listed below, in no order of priority, are the general areas in which we are working:

Brand Placement:

We continue to promote the new brand through technology and physical placement. Our logo and tagline are strategically positioned and utilized on our website, in our newsletter and on all of our social platforms. We have made a concerted effort to provide the new logo to all program partners for inclusion in their program publication and promotions.

Staff Gear:

"Brand Bags" containing three different style shirts, an embroidered ball cap, imprinted lanyard, imprinted pen and lapel pins were distributed in a logo'd drawstring backpack to permanent staff over the past month. This effort is ongoing due to staff hiring subsequent to the initial staff shirt survey and to accommodate staff who, for any number of reasons, did not receive gear in the original distribution.

Brand Marketing and Promotion:

The Branding Team has conducted internal contests to have staff describe PPR in 5 words and have also been collecting staff's personal "Find Your Path:" stories. We are extending these contests to the general public, and we have already received a few stories from program participants.

With regard to storytelling, we have also created [six "Find Your Path" videos](#) that feature staff persons sharing an experience or relating how they help people find their path. Additional staff stories in the editing process. [We welcome your story as well so please consider sharing your experience or tale in written or video format.](#)

The Branding Team has also worked to heighten brand awareness and education with the general public by staffing photo booths, information tables and product distribution at special events.

Branding Photo Shoot:

In addition to the photographs and videos that the Branding Team has taken since the brand launch, we just completed a three-day photo shoot with a professional photographer who was commissioned to capture images of PPR's daily life. An internal photo shoot conducted by the Branding Team is scheduled for the near future week to focus on documenting moments and images that the photographer could not incorporate into the three-day shoot.

The images we are documenting will be used in promotional posters, our departmental Culture Book, the PPR 101 document, social media platforms and other vehicles that help show the public just who we are and what we do.

Branding Resources:

There is an inventory of branding resources currently available for staff on [the "pprinfo.com" website](http://the.pprinfo.com) and these include logo files, templates and general information. In addition to this website, we are in the final stages of editing the Style Guide which will be a robust and inclusive tool for all staff. The PPR Culture Book and PPR 101 Book are also in design and will be published in the near future.

Work Unit/Program Logos:

The Branding Team Graphic Artist is creating work unit and program specific logos so all department representations will have a standard layout in compliance with the Style Guide.

Signage:

Our Graphic Artist will also be creating the proper layout for site identification signage in accordance with the Style Guide. A meeting of the Signage Committee will be convened in early September to discuss the needs and logistics surrounding this effort.