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by 2025

MaineSpark Coalition Agencies Co-Branding Quick Guide

MaineSpark is powered by a coalition of education and business leaders—schools and universities, nonprofits and foundations, government agencies and businesses, each with its own history and brand, and each with specific areas of expertise and concern. As a coalition, MaineSpark can best leverage its communications when everyone speaks in one voice about what the initiative is and why it's important. Being consistent with our tone, language and style gives us the greatest chance to change hearts and minds and get the public and the key players engaged with the mission and goal.

Simple steps you and your agency can take in order to best align with the verbal and visual standards central to the MaineSpark brand:

1. Visit mainespark.me/brand a one-stop-shop to access MaineSpark brand assets and resources for coalition agencies
2. Familiarize yourself with **MaineSpark's Brand Guidelines PDF**
3. **Download the MaineSpark logos** and save them on your computer for use and easy access
4. **Reference MaineSpark's Marketing and Branding Basics PDF** for specific examples and recommendations on co-branding you agency's communications with MaineSpark
5. **Create, apply and use your co-branded materials** where applicable and use consistently in your communications (e.g. email signatures, etc.)

If you have co-branding questions or require specific needs, please contact Pica at info@pica.is for further assistance.