



Instructions – AP Program Branding Toolkit 1.0

This AP Program toolkit contains resources to help you use the AP Program brand effectively to win your prospects' attention. The toolkit provides agencies of all sizes with powerful visual content documents that can be used to explain what the Alternative Payment Program is. Content creation is time-consuming, which is why we created templates so you don't have to start from scratch, while ensuring greater consistency across communications by utilizing common design and messaging.

These templates will let you fill-in-the-blank so you can quickly personalize the content to better assist your respective agency's marketing efforts.

The toolkit consists of two document templates:

- The Brochure is a half-page size booklet consisting of 8 pages. The brochure is printed onto 4 double-side 8 ½ x 11 papers and folded in half with a spine staple. Within the toolkit there are three brochure files:
 - AP Program Brochure (template).docx: Word Version for editing
 - AP Program Brochure (template).pub: Publisher Version for editing
 - AP Program Brochure (sample-Child Development Associates).pdf: Adobe Version as a sample of how an agency may personalize the content.
- The Flyer is an 8 ½ x 11 double sided page that is best printed on cardstock. Within the toolkit there are three flyer files:
 - AP Program Flyer (template).docx: Word Version for editing
 - AP Program Flyer (template-Adobe Acrobat only).pdf: Adobe Acrobat Version for editing
 - AP Program Flyer (sample-Child Development Associates).pdf: Adobe Version as a sample of how an agency may personalize the content.

To grab your free copy and start enhancing your marketing to further your organization's mission, simply go to <http://www.cappaonline.com/resources> and click "AP Program Branding Toolkit"

Future expansion of the toolkit may include social media appropriate media along with a formal branding guide. Email suggestions to: rrichardson@cdasandiego.com