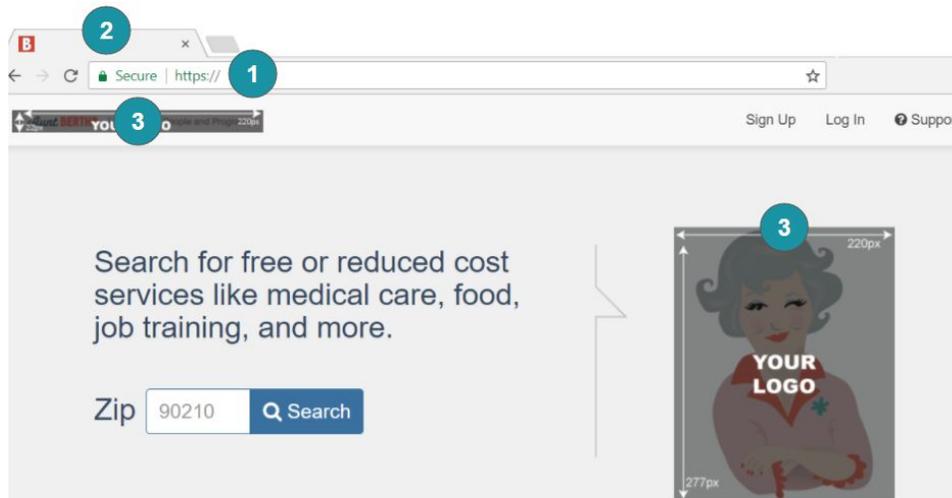


Initial Branding Setup for Your Site

Welcome! Over the coming weeks, your dedicated Customer Success Team at Aunt Bertha will set up personalized search sites where your staff and community can find the resources they need.

To get started, we just need your help with a few questions:



1. The Subdomain - Where Will Your Sites Live?

All Aunt Bertha sites start with a subdomain. This is like the URL you use for your own organization website, and it is basically where your site will “live” in the Aunt Bertha platform. (And it’s how we can give you access to all these amazing resources plus features for team collaboration and measuring impact).



Your website will end with .auntbertha.com during the initial setup, and we can change this to something more personalized when you are ready to launch.

2. The Name - What Will People Call Your Sites?

Especially important for Marketing and Communication, we recommend you create a special name for your site.

(“Aunt Bertha” is already taken, sorry.)



3. The Look - What Will Your Sites Look Like?

Personalizing your sites’ look can be more than a logo and color scheme - it’s also how your staff and community recognize your search site as part of your organization.

You can also personalize your sites with special language and content for the community.





A Quick Note About Two Sites

Aunt Bertha can set up two search sites for you: one for internal/staff users and one for external/community users.

“Why do I get two sites?” you might ask. The reason is all about access and maximizing value for you, your staff users, and your community. For example:

- There are special staff-only features you can use on an internal staff site, including features to integrate with your staff’s workflow (e.g. how they sign on and integration with patient management systems like Epic)
- You can create a special external/community-focused site.
- You will be able to better track how staff and community use the site differently

Don’t want to use both sites? No problem! Although we sometimes recommend having both sites so you can optimize the experience for both staff and community, we can support you with one site. Then, if/when you want to launch your second site, we’re ready to help!



The Subdomain - Where Will Your Sites Live?



Note: We absolutely need a subdomain to start setting up your website!

Everything has to start somewhere, and your awesome new search site starts with a Subdomain.

The Subdomain is how people will access your search site and is the technical foundation that your platform is built on. It can also be an important component of your search site’s brand, especially during the initial setup.

Here are some examples of what your first Subdomain can look like:

- **[Your Awesome Organization’s Name].auntbertha.com**
- [The acronym of your organization].auntbertha.com
- For staff-specific sites: [Your organization’s name]staff.auntbertha.com



The Name - What Will People Call Your Sites?

Every great website needs a great name! It can be especially helpful to have a unique name that you and your site users can easily recognize, as well as share with your community.

We realize how much time and effort goes into a good name, but if you're stumped, here are some ideas for inspiration:

- **Your Awesome Organization's Name Community Connect**
[Organization Name] + Community Connect
- [Your Organization's Name] + Community Resources
- [Your Organization's Name] + Community Resource Hub



The Look - What Will Your Sites Look Like?

Your Aunt Bertha-powered search site will look great, because it will look like what your customers and staff are used to seeing from you.

You will have your own logo displayed on the site, be able to choose the color of your navigation bar so that it matches your organization's brand, as well as personalized messaging for site users.

Where will your logos go?

We have three main places where your logo will go:

- A main logo on the front page
- A smaller "navigation bar" logos on the top and bottom of the screen

Note: Because of the space available we recommend these smaller logos be longer & horizontal rather than stacked & vertical logo

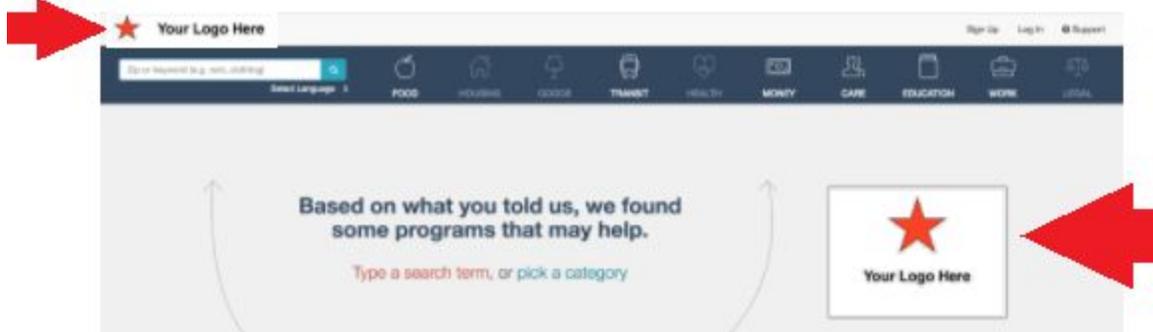


Example of Logo Placements

A special note about logo transparency

When you send us your two logo image files, please make sure they are both transparent and in .PNG format.

Transparency is important because this helps your logo match the page background. For example, if your logos file have a white background then it will look like this:



Example of Logos Without Transparent Backgrounds

What color options do you have?

We know it's often important for an organization to have a consistent look, including color scheme, so we can customize the color of the navigation bar on your page. Please note this is the only place any colors will change.



Example of Navigation Bar Colors

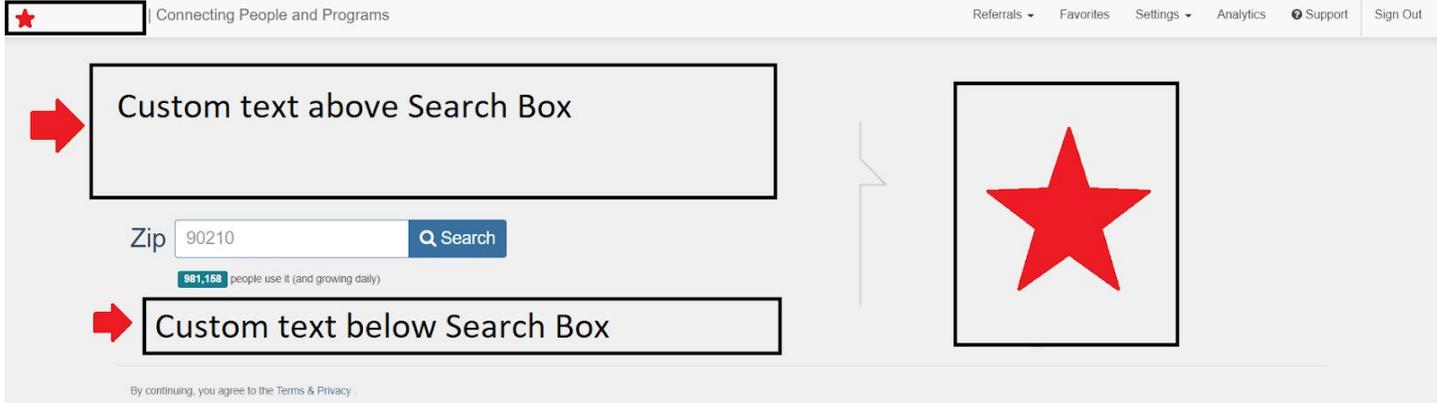
You can identify the desired color for your navigation bar using any Hex Code (a six-digit number used to represent colors).



Example of Hex Color Codes

What messages can you customize?

We have space above and below the search box where you can describe your site, offer advice about what and how to search, or even welcome site visitors.



Where You Can Put Custom Text

Search for free or reduced cost services like medical care, food, job training, and more.

Zip

981,158 people use it (and growing daily)

Example of Custom Text Above Search Box

From food pantries to clothes for work, Aunt Bertha provides instant access to comprehensive, localized program listings. It makes finding and accessing programs a more efficient, effective process for your staff and those you serve.

Example of Custom Text Below Search Box

Ready to Get Started?

Please send the subdomain, logos, and any other customization to your Customer Success Manager:
customer@auntbertha.com

You can fill out the form below and email this document, or just copy and paste the information into the email and send that instead.

Must Haves: We need these in order to get started with your Aunt Bertha site

1. One Requested Subdomain
2. One Navigation Bar Logo, attached
Maximum size: 250px x 22px
Must have transparent background
3. One Homepage Logo, attached
Maximum size: 220px x 277px
Must have transparent background

Optional: These are additional customizations to enhance the look and user experience

4. (Optional) Navigation Bar Color (Hex Code, e.g. #167E8E)
5. (Optional) Additional Subdomain
6. (Optional) Custom Text Above Search Box
7. (Optional) Custom Text Below Search Box
8. Do you want to use a Custom URL and/or create a Custom Landing Page? **Ask your Customer Success Manager to about additional branding and customization options!**