NEW PARTNER TOOLKIT

From all of us here on the marketing team, we would like to welcome you to BLR! Partnership is our primary focus, and we could not be more excited that you are with us. This New Partner Toolkit is intended to be your guide through the onboarding process and equips you with everything you need to start off as strongly as possible.

The toolkit includes:

- Let's get to know each other
  - Introduction to our brand and products
  - Contact information
- How to sell guides
- Access to the Partner Marketing Resource Center
- Marketing plans
  - Social media scheduling template
  - New partner marketing launch plan calendar
- Cobranding guidelines

Let's Get to Know Eachother

TELL US ABOUT YOU

We could not be more excited to have you on board with us! As you get up and running there may be times that we need specific marketing items for your organization. In order to streamline our processes, we are asking you to send us the following items:

Please email the following information to Chandler Thorn, our Partner Solutions Marketing Manager, at Cthorn@blr.com.

- **Name, phone number, and email address of your internal marketing contact**
- **Your suite of any and all logos**
- **Branding Guidelines**
- **Color Hex Codes**

Introduction to BLR and our products

Putting **knowledge** to work

Business and Learning Resources (BLR®), provides innovative education solutions designed to help businesses deliver consistent training, achieve compliance, and maximize efficiencies in employee workflows, resulting in measurable performance and financial improvements. Through our expert, in-house editors and exclusive attorney network, we provide the most comprehensive and reliable compliance and training solutions available.

HR Hero® is our fully customizable, cloud-based platform that offers expert legal analysis, guidance, training, and best-in-class tools for you and your team. HR Hero combines powerful workflow tools that Human Resources professionals need into one centralized dashboard.

EHS Hero® is the most comprehensive EHS compliance and management tool available on the market. Our fully customizable, cloud-based platform provides best-in-class tools built to make your job simpler and keep your organization compliant while saving time and money.

TrainingToday® is a true turnkey training solution that delivers more than a thousand courses, including employment law and workplace safety, through its updated, integrated Learning Management System (LMS).

BLR's **Partner Solutions Center (PSC)** provides your clients with one easy access login to a comprehensive set of tools, customized to their unique needs. Keep your team's expertise front and center with a seamless application of your brand to the dashboard and compliance materials.

CONTACT INFORMATION

Technical Support

Phone number: 844.687.0479

Email: techsupport@blr.com

Customer Care

Phone number: 800.757.5257

Email: service@blr.com

Marketing

Email: Marketing@blr.com

HOW TO SELL GUIDES

HR Hero

EHS Hero

TrainingToday

Partner Solutions Center (PSC)

Partner Marketing Resource Center (PMRC)

The Partner Marketing Resource Center (PMRC) hosts a vast library of marketing resources to aid in the marketing efforts for BLR partners and their clients. From HTML emails, banners, social media content, flyers, physical postcards, toolkits, and more, this resource center allows you to download and customize all files to your business.

The PMRC is designed to support your efforts from day one. We provide initial marketing resources and templates including a product launch calendar as well as best practices. Once you are set up, the PMRC will support your marketing initiatives and selling efforts. We continually strive to make this resource center more and more useful to our partner clients. If there is anything not currently available, our doors are always open, and we would love to hear your ideas and wish list items. There is a survey available on every page that you can fill out to request marketing material, or you can always contact us directly.

Access Link:
https://interactive.blr.com/pmrc

WE ARE HERE TO HELP YOU.

HOW TO EDIT FILES GUIDE

Use this guide to help with editing the template files you find here in the Partner Marketing Resource Center. The step-by-step instructions show you how to replace logos, colors, and text.

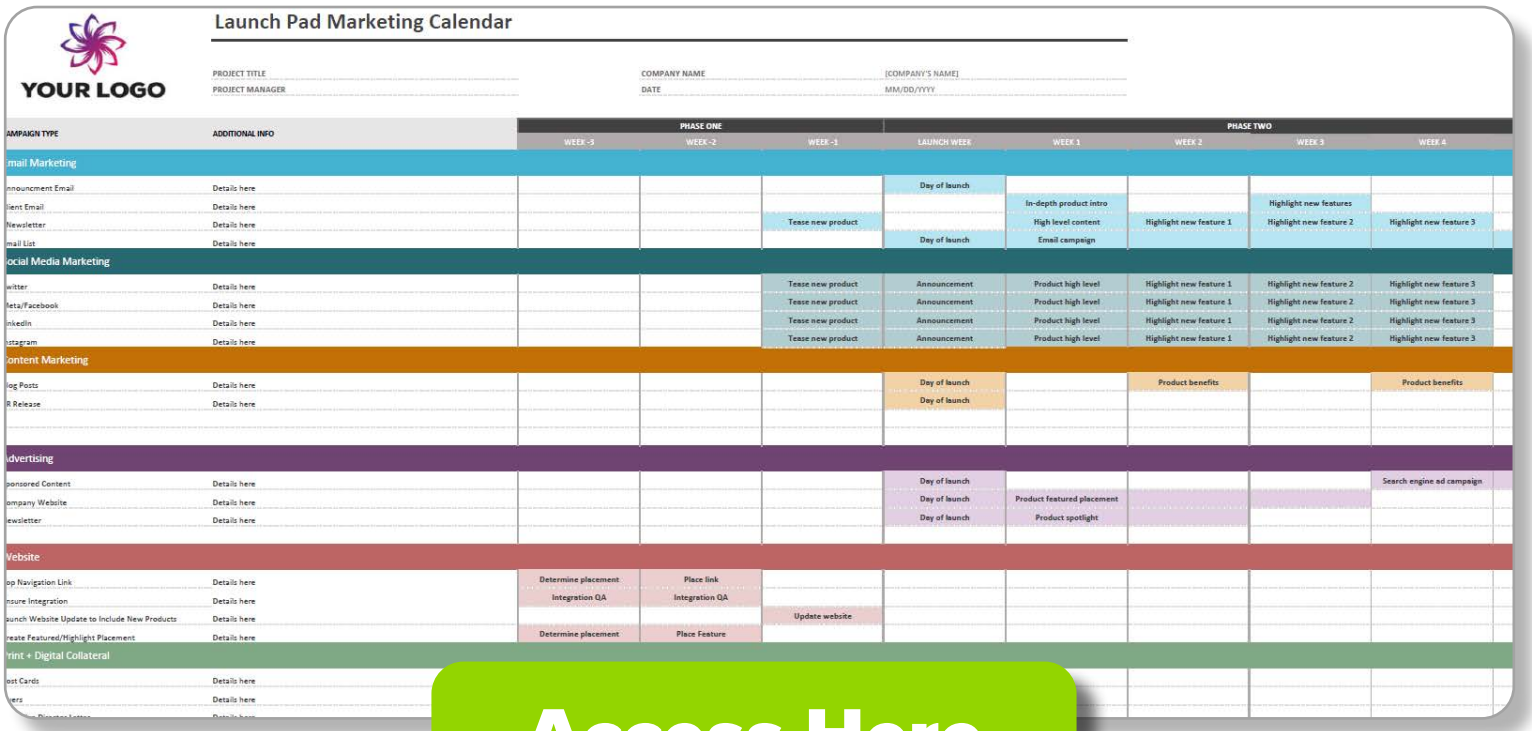
Access Here

Social Media Scheduling Template

Whether you have new products before or not, having some suggested guidance is always helpful. We have included a marketing calendar with some ideas on what, when, and how to launch your new BLR product successfully. You can access the Launch Pad Marketing Calendar template by either clicking the image below or selecting the **link here**.

New Partner Launch Plan Calendar

Whether you have new products before or not, having some suggested guidance is always helpful. We have included a marketing calendar with some ideas on what, when, and how to launch your new BLR product successfully. You can access the Launch Pad Marketing Calendar template by either clicking the image below or selecting the **link here**.



Access Here

BLR Cobranding Guidelines

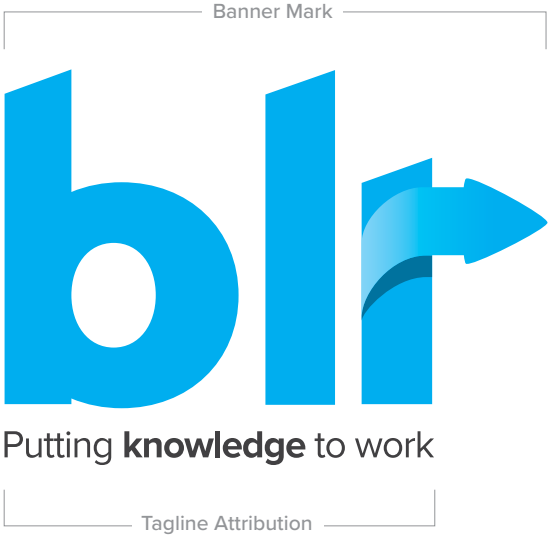
The BLR branding guidelines are listed below for your reference and use when cobranding marketing collateral.

BLR Logos (more options available): ACCESS ALL LOGOS HERE

Cyan logo with gradient and tagline

Solid cyan logo without tagline

Black logo with gradient and tagline



Banner Mark Description

The **BLR** color banner mark consists of the banner mark and branding tagline. These two elements should be presented together at all times. The banner mark and tagline attribution should not be scaled smaller than 1".

Mimimum width 1" with tagline attribution

BLR Cobranding Guidelines

The BLR branding guidelines are listed below for your reference and use when cobranding marketing collateral.

Banner Mark Free Space

The banner mark construction frame defines the banner mark free space. The banner mark free space defines how closely the banner mark may be positioned to the edge of a format, and how close other elements (e.g. text, images) may come to the banner mark.

Give it space. To preserve the integrity and visual impact of the blr logo,always maintain adequate clear space around it. The clear space around thelogo is an integral part of its design, and ensures the logo can be seen quickly,uncluttered by other logos, symbols, artwork, or text.

The minimum banner mark free space is half the height of construction frame. The construction frame is the height and length of the banner mark. Divide the height of the construction frame by 2 to create perfect squared padding on all four corners of the banner mark. The construction frame is highlighted as a gray dotted frame on the banner mark above.