

Written materials and tools reflecting the new brand:

Letterhead
Business cards
Presentation folders
All printed marketing materials
 brochures
 fliers
 mailings
Recreation guide
Rockville Reports
City memos
Website, including third party web pages
Channel 11 graphics
Advertisements on Channel 11
Recreation center materials, including newsletters
News releases
Marketing materials for special events
 banners
 flags
 programs
 advertisements
 giveaways (bags, fans)
Employee uniforms / apparel
Mailing indicia
Electronic newsletters