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## Marketing & Branding Basics

To effectively build the Board Certified® brand in today's fractured and rapidly evolving media environment, four things are required:

A bold, consistent visual	Board Certified® logo
A clear message	"Experienced, Respected and Tested"
An Internet focal point	<a href="http://www.tbls.org">www.tbls.org</a>
Grassroots communications	The TBLS and Board Certified attorneys working together

TBLS online advertising and public relations initiatives will establish the initial consumer awareness for the Board Certified® logo. But integrated, grassroots communications play a key role. Leveraging the community and promotional activities of over 7,000 Board Certified attorneys is critical to registering the Board Certified® logo in consumers' minds.

Every Board Certified attorney can contribute to the branding process on a daily basis.

Here are five ways you can help:

### 1. Business cards and paper system

Add the Board Certified® logo to your business cards and paper system

As you reorder various parts of your paper system, incorporate the Board Certified® logo. Download the "Board Certified Digital Logos" file from the MyTBLS "Member Marketing Toolkit" page at [tbls.org](http://tbls.org). Forward this compressed set of graphic files to your printer. This file contains the correct graphic files suitable for use in printing your business card, letterhead, FAX cover sheet and collateral material.

### 2. Email

Virtually all email programs allow you to add a graphic image file to your "signature field." Adding the Board Certified® logo to your email helps establish the phrase, Board Certified.

### 3. Web site

Incorporate the Board Certified® logo into your web site in accordance with the Board Certified Logo Usage and Standards Manual.

### 4. Web site text links

Add a text link to "<http://www.tbls.org>" on your web site, using "Texas Board of Legal Specialization" as the anchor text within a descriptive paragraph. This relevant text link to a credible site affects how search engines rank your site.

### 5. Speak up

You are uniquely qualified to identify attorneys who might wish to seek certification. Encourage at least one colleague or friend to visit the "Get Certified" page of [tbls.org](http://tbls.org).

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