



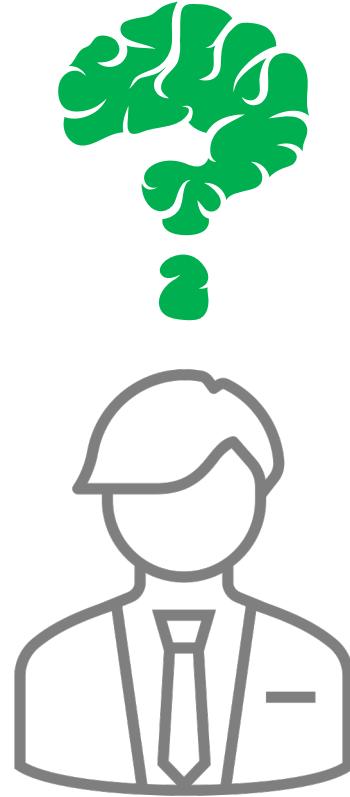
Make eBen.work  
Products your own  
Branding your Instance





# Why should you brand your eBC/eEE Instance?

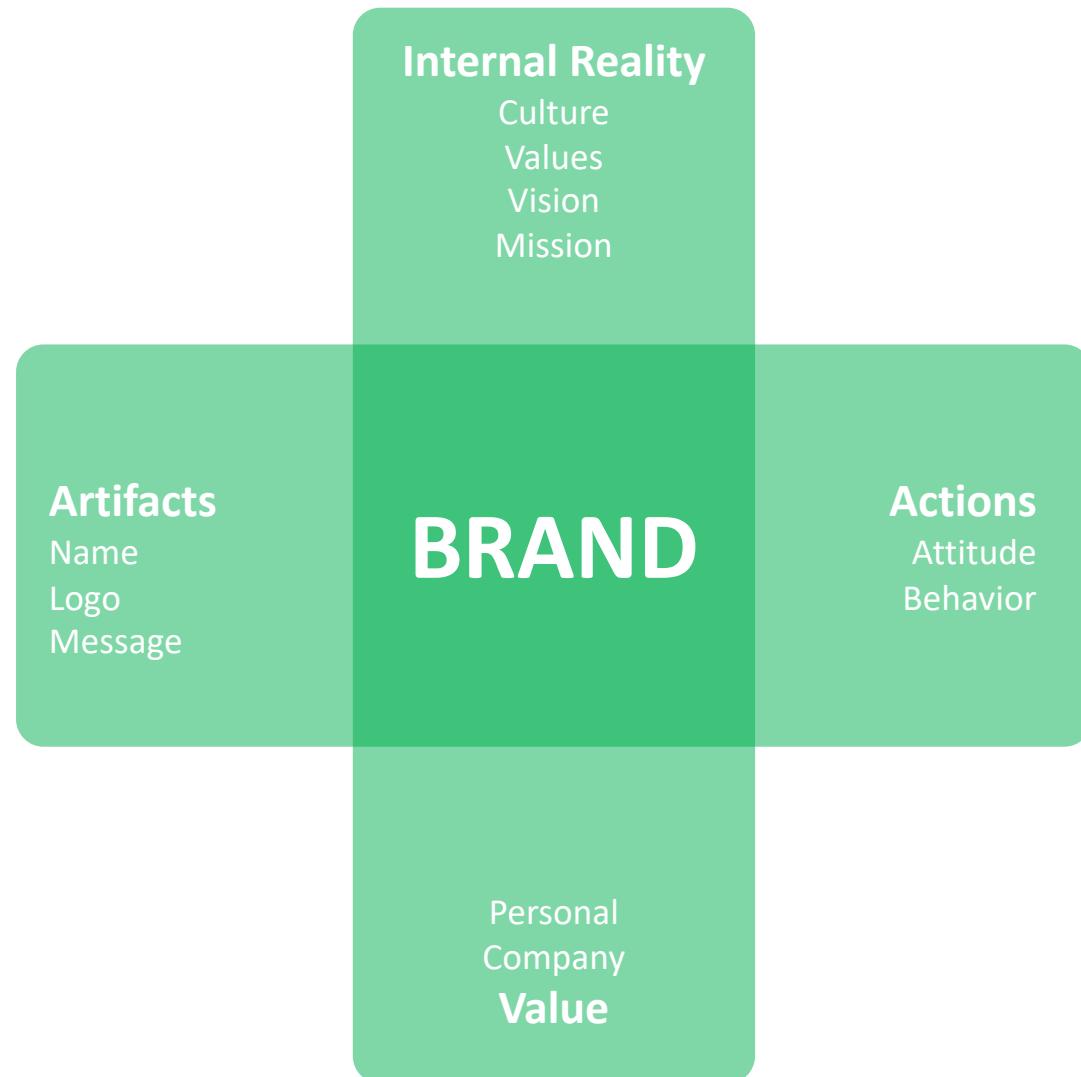
# Branding ensures implementation success!



All eBen.work products are designed to be used by all the employees in the company and it is usually coupled with a comprehensive company-wide communication plan to ensure implementation success and effectiveness. Many view implementing eBen.work products and services in their organizations as a positive change process across the whole organization.

Creating an internal brand for any of our products enables you to cut through the corporate noise and help your people see and hear your change message clearly. Presenting a visual identity for the change makes it easier for users to connect and relate to it.

# What does a good brand look like?



## Internal Reality

The brand should be linked to the company's mission and vision as well as the values you as a company stand for.

## Artifacts

The brand name, logo and message should be reflective of the value it brings.

## Action Required

The band should build the required attitude and behavior it will bring to the company.

## Value

The brand should show how the value will be created for the individual user and the company.

# eBC/eEE Instance Branding Recommendations

# Branding Recomendations

## Use Company Color Code

Using the same color code as the company nurtures the sense of belonging and relevance.

## Design a representative Logo

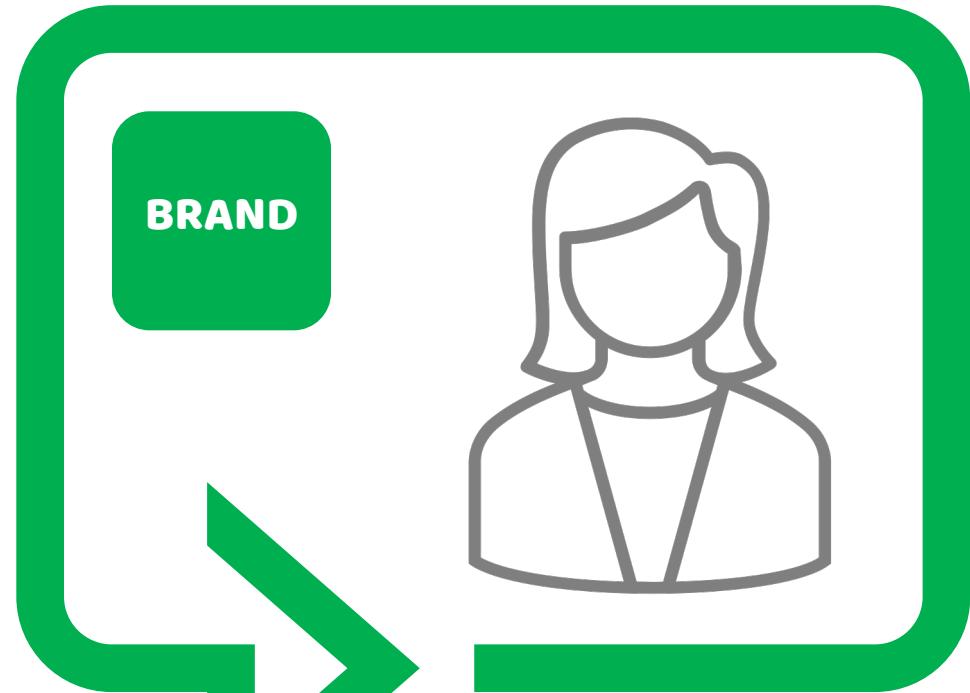
Easy to interpret and less abstract logo helps brand memorization.

## Use Short Name

Using a short and relevant name can easily be maintained and accommodated.

## Use Visuals Illustration

Crafting text-only logo is not wrong but using relatable illustrations leads to more recognition and adoption.

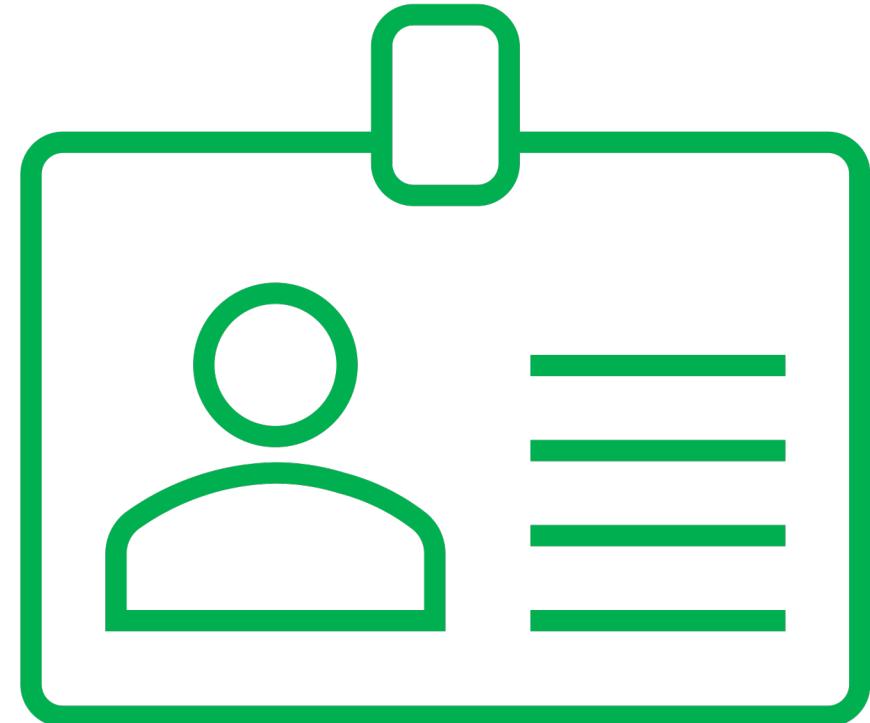


# Branding Your eBC/eEE Instance

During the implementation process, you can request the eBen.work team to change the following components:

1. **Instance Name**
2. **Instance Logo**
3. **Instance color code**
4. **The Instance “About” Page**
5. **The User Invitation email**
6. **The activation email**

Contact your implementation team to explore how we at eBen.work can help you find out the best approach to do this!





## eBen.work

[www.eBen.work](http://www.eBen.work)

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