

**Diligent**

**980 Howe Street, Suite #1500**

**Vancouver, BC, V6Z 0C8 CANADA**



This list should cover what your organization needs to update as Galvanize transitions to Diligent branding. We encourage you to consider if there's anything else specifically used by your organization that isn't covered in this list so every Galvanize reference is replaced by Diligent.

As a reminder, **please do not release your updated Diligent brand updates until February 14, 2022.**

Items to update	Description	Get started by
Event banners and collateral	Replace any <a href="#">logos</a> and references to Galvanize on co-branded material developed by your team. If you need new signage or event collateral built by Galvanize, please make your request for design support to your Channel Manager by <b>November 15</b> for events occurring in January 2022.	November 1
Customer testimonials	Check if you reference Galvanize anywhere on your website and internal resources. Connect with the content owner and make a plan for getting the brand references updated.	November 15
Website updates: <ul style="list-style-type: none"><li>• URLs</li><li>• Landing pages</li><li>• Marketing content like blog, white papers, gated resources</li></ul>	Do you reference Galvanize on any landing pages, blog posts or gated assets? Work with your webmaster to audit the Galvanize references you currently have and identify where copy and logo updates must go live in January 2022. Make a plan for who is responsible for setting these live and also verify that the logos provided work for the format you'll need.	November 15

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Email cadences (sales rep cadences and automated marketing flows)	Connect with your marketing and sales stakeholders to identify all the places that brand references exist across email templates. Make a plan for who will update your emails for January.	November 15
"About us" description copy	When completing your web and email audit, identify where you need to replace any Galvanize descriptions. <a href="#">Diligent description copy</a> is available in the Partner user group.	November 15
Social media content	If you are running social content (either paid or organic) work with your marketing stakeholders to have copy and images published after January 1, 2022 references Diligent instead of Galvanize.	December 1
PowerPoint templates	If you use slide decks internally with your teams, or externally with customers and prospects, replace the decks you do use with the rebranded ones once they are available in HighSpot. Or, you can rebrand any decks you've produced independently by applying your content to <a href="#">the co-branded template</a> and apply your own logo throughout.	December 1
Zoom backgrounds	Do you use a Galvanize co-branded Zoom background? Replace them with <a href="#">the Diligent options</a> , apply your logo, then distribute with those who will need them.	December 1

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Enablement	Access the rebranded enablement docs in HighSpot and make a plan to replace and distribute the resources that your team uses for January.	December 1
Customer facing documents	If you use customer facing documents produced by Galvanize, or if you produce your own, make a plan to revise your own versions or pull the new ones from HighSpot for January.	December 1
Internal departmental documentation	If you reference Galvanize across any internal documentation ensure you've audited where the brand appears and connect with the stakeholder so they know to revise their documents for January.	December 1