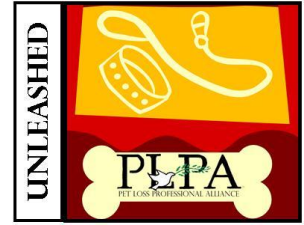




Communication from the
Marketing Committee



“PLPA Logo Use”
How to let people know you are a PLPA Member

If you are an ICCFA member and/or a PLPA (in good standing) you are encouraged to let your friends, community and other businesses know your affiliation.

As the PLPA continues to educate the general public and the Vet Clinic community, it is our goal to encourage them to seek out a PLPA provider for the proper cremation care of their pet.

This can only be achieved, if as a membership, we proudly display our affiliation and begin to create mind-awareness by the overall end user (pet parents, vet clinics, pet publications, pet insurance companies etc...)

Suggested places to place the PLPA logo:

- Co-brand with your businesses logo on your stationary products
- Brochures
- Website
- Email stationary signature
- Your Business's Facebook Page
- Your Businesses Sign
- Print the logo on a transparent window label (Avery makes them, can by at any office supply business) and place on your businesses front door or for that fact any exit door
- Place on a visual corner of your business's window
- Ladies room lower right hand corner of the mirror
- Print to desired size and frame. Place on a counter, arrangement room or on a wall.
- Make a magnetic bumper sticker for your removal vehicle
- Any direct mail or marketing material
- On Your Business's blog
- On any signage for trade booths or seminars