



# Marketing & Communications

**Optimized** | Sample Marketing Materials

**navigate<sup>o</sup>**

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Wellbeing Solutions

# Optimized Client

## Standard Marketing & Communication Offerings

section

### 01 Program Launch

Program overview flyer	<i>This document offers an overview of your wellbeing program detailing portal features, how to log in, program requirements, incentive rewards, group challenges and any other information necessary to communicate the program.</i>
Portal launch flyer	<i>This document offers a high-level introduction to the portal detailing portal features, how to log in and the first group challenge or event.</i>
Portal launch email	<i>An email communication to support the launch of your wellbeing portal detailing portal features, how to log in and the first group challenge or event.</i>
Year-round communications email	<i>Twelve months of emails featuring a wellbeing topic and portal tips to help participants stay engaged and maximize their portal experience.</i>

section

### 02 Challenge Promotion

Hype video	<i>Promotional video giving a high-level introduction to hype each group challenge.</i>
Registration campaign emails (3)	<i>Three emails to promote an upcoming challenge; coming soon, register now and there's still time.</i>
How to register flyer	<i>This document offers an overview of the group challenge, weekly themes, how to register, how to join or create a team, how to participate, client provided completion requirements, rewards/incentives and portal resources</i>
Posters (coming soon, challenge)	<i>Promotional posters to spread the word about an upcoming group challenge.</i>
Challenge Guide	<i>A guide to introduce weekly themes, provide helpful tips and keep participants engaged.</i>
Recording reminders	<i>A weekly email automatically distributed to remind participants to record in their portal.</i>
Challenge e-newsletters	<i>A weekly email automatically distributed to introduce weekly themes, provide helpful tips and remind participants to log into the portal.</i>

section

### 03 Usage & Specifications

Standard specifications	<i>Standard preference for size, file format and color settings.</i>
Suggested timing usage	<i>Recommended time frame to use each marketing piece.</i>

The image features three runners in motion, captured in a side profile. They are running from left to right. The runner in the foreground is a woman with blonde hair tied back, wearing a light-colored long-sleeved shirt and dark leggings. She is wearing white socks and dark running shoes. Behind her are two other runners, a man and a woman, both also in motion. The background is a solid teal color with horizontal lines, suggesting a wall or a fence. The overall image has a teal tint.

section 01

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# Program Launch

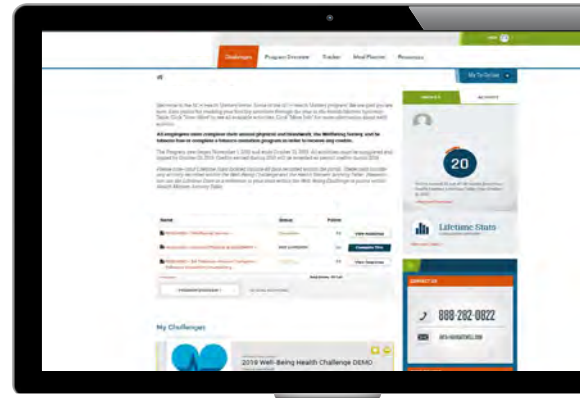
# The 20XX <<client>> Program

Tools and Resources for Your Personal Journey

## 20XX <<client>> Portal

The <<client>> Portal at <<client url>> returns in 20XX with comprehensive wellbeing tools and resources!

- Learn more and track your progress on the <<client>> Activity Table. As you complete activities, you'll earn for points that become cash rewards in 20XX.
- While you're there, take advantage of online wellbeing tools: a robust database of recipes and workout videos, a meal planner, deals at your local grocery store and more.



## Important Notes for <<client>> Activities

### 1 On-site Biometric Screening

No on-site Biometric screenings will be offered this program year. Participants will need to visit their physicians to have their annual physical and bloodwork done and then self-report these values on the <<client>> portal in order to get credit

### 2 Recording Activities

Although the program launches in mid-February, reporting for the 20XX /20XX <<client>> program began on November 1, 20XX and will run until October 31, 20XX. All activities must be completed and logged by October 31, 20XX in order to receive any credit.

### 3 Required Completion Activities

Completion of REQUIRED Activities is mandatory to receive ANY points. Incentive rewards earned by employee's enrolled in <<client>> medical plan will be paid out through payroll credits during 20XX.

## Required Activities

<<client>> Program Activities	Activity Type	Completion	Points
Well-Being Survey	REQUIRED	To complete the online Well-Being Survey, select the Complete This button next to the Well-being Survey activity on your status table, which is located on your portal dashboard.	10 (Maximum of One)
Annual Physical & Bloodwork	REQUIRED	Visit your general practitioner to complete your annual physical and bloodwork. Please self-report the date of your annual physical as well as the requested biometric values.  <b>No on-site biometric screenings will be offered this program year.</b>	20 (Maximum of One)
Be Tobacco-Free or complete Tobacco Cessation Counseling	REQUIRED	Be tobacco-free or complete a tobacco cessation program. <<Client>> offers tobacco cessation counseling at no cost to employees.	10 (Maximum of One)



## Additional Activities

*\*IF ALL 3 Required Activities have been met*

<<client>> Program Activities	Activity Type	Completion	Points (Maximum of 1x)
<b>Preventative Services</b> A Preventative Service is a health service that is used to detect illness at an early stage when treatment is likely to work best.	Additional Activity	Self-report Preventative Services completed during the program year. Examples include skin cancer screenings, colorectal cancer screenings, diabetes screenings, and bone mass density screenings.	<b>10</b> (Maximum of One)*
<b>You Pick! Challenge</b> <ul style="list-style-type: none"> <li>February, March &amp; April</li> <li>May, June &amp; July</li> <li>August, September &amp; October</li> </ul>	Additional Activity	Complete one of the 32 available You Pick! Challenges during the specified time period. Earn 10 points for the completion of one of these challenges during this time.	<b>10</b> (Maximum of Three)*
<b>Completion of Well-Being Health Challenge</b>	Additional Activity	The Well-Being Health Challenge begins on March 4, 20XX and ends on April 28, 20XX. No additional company-wide Well-Being Health Challenges will be offered during this program year. Participants who complete the Challenge will automatically be awarded their points.	<b>20</b> (Maximum of One)*
<b>Healthy Activity</b> A Healthy Activity is commitment to engage in activities beyond your usual fitness level.	Additional Activity	Self-report Healthy Activities completed during the program year. Examples of healthy activities include participating in a race, joining a gym or weight loss program, or enrolling in fitness classes.	<b>10</b> (Maximum of Two)*
<b>Healthy Habit</b> A Healthy Habit is an exam or service that should be performed annually for optimal health.	Additional Activity	Self-report Healthy Habits completed during the program year. Examples of healthy habits include eye exams, dental exams, and flu shot.	<b>10</b> (Maximum of Two)*

**Credits** will be prorated based on active enrollment in <<client>> 20XX medical plan and paid through biweekly pay-checks. If you terminate employment, you forfeit any remaining credits.

**Total Possible Points: 140**

## Still Need a Portal Account? Register Today!

1. Select **JOIN NOW**.
2. Enter your first name, last name and employee ID.
3. Confirm your information.
4. Create a new username and password, then complete your profile.

## Incentive Points

Points Earned	Incentive Rate
<b>40 Points</b>	\$100.00
<b>70 Points</b>	\$600.00

Client Logo

## Group Challenges



**Registration Opens:**  
October 22–November 12, 2018

**Challenge:**  
November 5–December 2, 2018

**Duration:**  
4 weeks

### Choose Joy

If only it were as easy as saying “Choose Joy.” This challenge motivates you to seek happiness and provides a roadmap for your journey. That roadmap includes tips, tricks and methodology that will help you carve out time for yourself and find greater fulfillment in day-to-day life.

**How to Participate:**  
Complete daily tasks

**Completion Value:**  
10 points



**Registration Opens:**  
January 21–February 11, 2019

**Challenge:**  
February 4–March 31, 2019

**Duration:**  
8 weeks

### 60 Days to Change

Thorough, eye-opening and incredibly useful for all stages of financial life, this challenge teaches you to define your monetary goals and shows you how to reach them. A challenging topic is made easy with expertise from award-winning financial mind and comedian Pete the Planner®.

**How to Participate:**  
Complete two tasks each week

**Completion Value:**  
10 points



**Registration Opens:**  
April 22–May 13, 2019

**Challenge:**  
May 6–June 2, 2019

**Duration:**  
4 weeks

### Mission Nutrition

Many people want to eat a healthier diet, but they don't know where to start. This challenge provides nutrition newbies with much-needed information about how to meal plan, read a food label, shop successfully and maintain their diet while on the go.

**How to Participate:**  
Complete daily nutrition tasks, which are updated each week

**Completion Value:**  
10 points

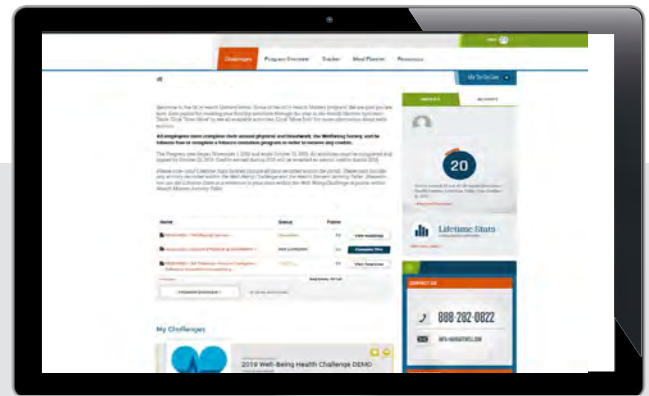
# <<client>> Portal

## Use online tools and resources to enhance your health.

You now have access to comprehensive wellbeing tools and resources at <<client url>>!  
Use the portal to create a personal wellbeing roadmap and continue your journey toward your healthiest, happiest self.

### On the <<client >> Portal, you can:

- **Participate in group and personal wellbeing challenges.** You will have the opportunity to join group challenges throughout the year and you can complete personal challenges whenever you like! Select **Challenges > Search** along the top navigation to browse available challenges.
- **Sync your favorite devices and apps** to simply and seamlessly track activity within the portal or track your information manually. You can monitor steps, activity minutes, nutrition, sleep and more.
- **Browse a library of recipes and workout videos.** Don't make healthy living a chore! Search for exercises and meals you actually enjoy, then add them to your **Favorites** for easy retrieval later



### REGISTER FOR THE PORTAL

## <<client url>>

1. Select **JOIN NOW**.
2. Enter your first name, last name and 6-digit barcode number.
3. Confirm your information.
4. Create a username and password, then complete your profile.

## Coming Soon: Your First Group Challenge



### Revive and Refresh

Registration and challenge dates are to be determined.

When life gets busy, it's difficult to unplug and unwind. This four-week mindfulness challenge provides useful education that will help you clear clutter from your home, focus on positive daily interactions, reduce your smartphone use and have a healthy relationship with social media.

## Visit the <<client>> Portal

Tools and Resources for Your Personal  
Well-being Journey



## Visit <<client url>> to Browse Recipes, Complete Challenges and More

The new Well4Life portal at <<client url>> is now live! Utilize the portal's online tools and resources to continue your journey toward your healthiest, happiest self.

### On the <<client url>>, you can:

- **Participate in group and personal wellbeing challenges.** You will have the opportunity to join group challenges throughout the year and you can complete personal challenges whenever you like!
- **Complete Activities to Earn Rewards.** Visit the portal for more information about rewards and how to earn them!
- **Sync your favorite devices and apps** to simply and seamlessly track activity within the portal or track your information manually. You can monitor steps, activity minutes, nutrition, sleep and more.
- **Browse a library of recipes and workout videos.** Don't make healthy living a chore! Search for exercises and meals you actually enjoy, then add them to your **Favorites** for easy retrieval later.

### Register on the <<client url>>

Visit <<client url>> and:

1. Select **JOIN NOW**.
2. Enter your first name, last name and employee ID.
3. Confirm your information.
4. Create a new username and password, then complete your profile.



**Register:** March 4–March 17, 2019  
**Challenge Dates:** March 11–May 5  
**Duration:** 8 weeks

### Your First Group Challenge: Step It Up Challenge

Ever wonder what your favorite athletes go through on game day? Join this eight-week step count challenge and strive to achieve weekly step count goals equal to the distance professional athletes travel as they play. Your step count goal will increase each week, but newsletters will provide tips and tricks to help you get there!

Log in today!





## Healthy HABITS

### Track Your Behavior and Develop Healthy Habits

No one thinks about "good" habits, but a series of small, positive changes to your behavior can greatly enhance your wellbeing. Making a change might be difficult at first, but eventually healthy choices will become part of your daily routine! Here are a few tips to keep in mind:



- **"Active" doesn't mean you need to spend hours at the gym.** If you don't have time for a longer workout, try to get up and move for 10-15 minutes every hour or two during the day. You can walk, jog, run or complete a few quick exercises, such as pushups, jumping jacks and sit-ups.
- **A few small changes can make big improvements to your diet.** Read food labels to become more aware of your calorie intake and to avoid hidden sugars. Instead of packaged products, eat whole, fresh foods whenever you can! For example, drinking a glass of water instead of a Coke at lunch means you avoided a whopping 39 grams of sugar.
- **Develop a sleep schedule.** A consistent evening routine (one that includes reducing time in front of a screen for at least two hours before bed) will train your body to rest and wake at the same time of day.
- **Learn what calms you.** Everyone feels and deals with stress differently. Find an oasis of calm (or two or three of them) in your day and plan small breaks to care for your mental wellbeing.
- **Maintain a financial budget to reduce financial worries.** The portal's financial wellbeing resources can help you get started.



## Portal Pro-Tip



### Tools and Resources Overview

Your wellbeing portal dashboard offers immediate access to a whole slew of useful tools and resources! Here is a quick overview of the tools and resources at your fingertips:



**Featured Challenge:** Your featured challenge is displayed on the home page, where you can read the challenge description or select **VIEW DETAILS** for more information.

**Sync Devices Sidebar:** Select this to be taken to the Device Settings page, where you can sync a device or review devices you have already synced.

#### Profile and Activity Sidebar

1. **Profile tab:** Access the public profile page and view your challenge stats (or your lifetime stats, if you aren't enrolled in a challenge).
2. **Activity tab:** View recent activity from your fellow participants. You can also "like" the activity to show your support or leave a comment.

#### Top Navigation: Challenges, Tracker, Meal Planner, Resources

- **Tracker:** Use this to manually track your nutrition, activity minutes, weight, sleep hours, water intake and step count.
  - **Meal Planner:** Populate a weekly meal planner with recipes from the portal.
  - **Resources:** This tab provides access to extensive libraries for **Recipes, Workouts and Articles**, and to items you've marked as personal **Favorites**.

**Challenge To-dos:** If you are participating in a challenge, select My To-Do List to see your challenge tasks at the top of the page.

**Your Profile:** Hover over your icon in the upper right corner for links to your public profile, message center, favorites, account and privacy settings, and support.



## Life BALANCE

### Find Balance in Your Daily Life

Living healthy doesn't mean eating only leafy greens and hitting gym for hours at a time. True wellbeing comes from incorporating balance into your daily and weekly routines:



- **Be active a minimum of 150 minutes each week.** To achieve this, it helps to incorporate walks and light exercise into your everyday routine. Take short walks whenever you can, play active games with your kids or pets, or get your heart rate up during your favorite TV shows with jumping jacks, sit-ups and other light exercises.
- **Get at least seven hours of sleep each night.** This can be difficult for some people, but here are three tips that can help: 1) Set a consistent bedtime, 2) Avoid cell phone, computer and TV screens at least 30 to 60 minutes before you plan to sleep. 3) Stop drinking caffeine at least six to eight hours before you plan to sleep.
- **Eat a nutritious diet** that mostly consists of fresh fruits and vegetables, whole grains and lean meats and proteins.
- **Meditate.** Studies have shown consistent meditation to reduce stress, improve your sleep, mitigate chronic pain, decrease blood pressure and more.

## Portal Pro-Tip



### View Teammates' Activity, Then Send Congratulations on the Message Center

Select the **ACTIVITY** tab at the top of the wellbeing portal's homepage to see recent updates from your teammates. You can "like" updates and add a comment to show your support!



You can also send a note using the Message Center. To access the Message Center, hover over your profile photo in the upper right corner, then select **Message Center**. You will be taken to your inbox:

- Review messages in your inbox on the right column.
- To send a message, select **COMPOSE** on the left column.
  - Search for the person you want to message by typing their name in the **TO** field. You can enter multiple people if you want to send your message to more than one recipient.
  - Enter your subject line and message, then click **SEND** and your message will appear in your recipient's Message Center.
- From your inbox, select **Sent** on the left column to review messages you have already sent.

You can also conveniently access the Message Center using the **Navigate Wellbeing App**!







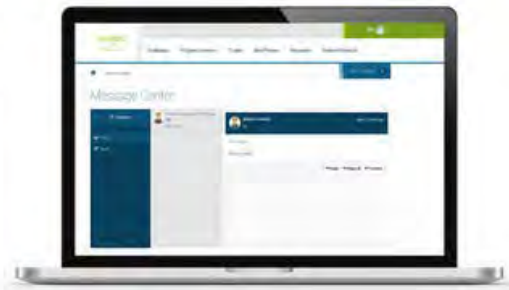
## Portal Pro-Tip



### A Little Congratulations Goes a Long Way

Select the **ACTIVITY** tab at the top of the wellbeing portal's homepage to see recent updates from your teammates. You can "like" updates and add a comment to show your support!

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You can also conveniently access the Message Center using the **Navigate Wellbeing App**!





section 02

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# Challenge Promotion



# STEP IT UP

## Registration Opens <<Date>>

Ever wonder what your favorite athletes go through on game day? Join this eight-week step count challenge and strive to achieve weekly step count goals equal to the distance professional athletes travel as they play. Your step count goal will increase each week, but newsletters will provide tips and tricks to help you get there!

### Join on the <<Portal Name w/ Link>>

Registration opens <<date>> and the challenge runs <<date>> to <<date>>. Additional details and complete registration instructions will arrive soon.

### Still Need a Portal Account?

Visit <<portal address.com>> and:  
<<reg instructions>>

**That's it! Once you're done, take a minute to browse the portal's year-round tools and resources:**

- A library of personal wellbeing challenges that can be completed at any time.
- Sync your favorite health-related apps and devices.
- Track behavior (step count, activity minutes, nutrition, water intake and sleep hours).
- Browse a library of healthy recipes and yoga, meditation and exercise videos.
- Complete a meal planner, find local grocery store discounts and more.



888-282-0822 | info@navigatewell.com | livehealthignite.com

# STEP IT UP

## Visit <<Portal Name>> and Join Now

You can now register for Step It Up! During this 8-week challenge, you'll achieve weekly step count goals equal to the distance professional athletes travel as they play. Your step count goal will increase each week, but newsletters will provide tips and tricks to help you get there!

### Step It Up: How It Works

- The challenge runs <<date>> to <<date>>.
- You will receive a newsletter with wellbeing education and a new weekly step goal each week.
- To participate, track your step count using the challenge to-do list at <<portal>>. <<add additional qualifications, if necessary>>
- You can earn rewards: <<reward details, delete if none>>

### Register on the <<Portal Name w/ Link>>

<<insert challenge registration instructions>>

### Still Need a Portal Account?

Visit <<portal address.com>> and:  
<<reg instructions>>



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# STEP IT UP

## Don't Miss Out <<Portal Address>>

Don't miss your opportunity to register for Step It Up! During this 8-week challenge, you'll achieve weekly step count goals equal to the distance professional athletes travel as they play. Your step count goal will increase each week, but newsletters will provide tips and tricks to help you get there!

### Step It Up: How It Works

- The challenge runs <<date>> to <<date>>.
- You will receive a newsletter with wellbeing education and a new weekly step goal each week.
- To participate, track your step count using the challenge to-do list at <<portal>>. <<add additional qualifications, if necessary>>
- You can earn rewards: <<reward details, delete if none>>

### Register on the <<Portal Name w/ Link>>

<<insert challenge registration instructions>>

### Still Need a Portal Account?

Visit <<portal address.com>> and:  
<<reg instructions>>



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# STEP IT UP



GET YOUR HEAD IN THE GAME

CHALLENGE DATES:

<<CHALLENGE DATE>>

REGISTRATION IS OPEN

<<CHALLENGE REGISTRATION DATE>>



## ABOUT THE CHALLENGE

Ever wonder what your favorite athletes go through on game day? Join this eight-week step count challenge and strive to achieve weekly step count goals equal to the distance professional athletes travel as they play. Your step count goal will increase each week, but newsletters will provide tips and tricks to help you get there!

## WEEKLY TOPICS

1. Baseball / Stay Active During the Day
2. Boxing / Importance of Proper Hydration
3. Football / Socialize While You Step
4. Basketball / Tips for Increasing Your Step Count
5. Golf / Using the Right Equipment
6. Soccer / Add Variety to Your Daily Walk
7. Field Hockey / Eat This, Not That
8. Tennis / Set Goals and Stay Motivated

## HOW TO PARTICIPATE

Record your daily step count on the portal.

## SYNC A DEVICE

You can sync your device by clicking the **SYNC DEVICE** graphic on your homepage, or by selecting **ACCOUNT SETTINGS > DEVICE SETTINGS > DEVICE**. Then, select your device.

## CHALLENGE & PORTAL RESOURCES

- Weekly e-newsletters and recording reminders
- A database of workout videos, recipes and health-related articles
- Deals at your local grocery store
- A meal planner
- Optional activity, nutrition, weight, sleep and step tracking

## HOW TO REGISTER

Go to << URL >>

### RETURNING USERS

Enter your username and password, and click **Log In**.

### NEW USER

1. Click **JOIN NOW**.
2. Enter your first name, last name and Unique ID.
3. Confirm your information.
4. Create a new username and password, then complete your profile.
5. To enroll in the challenge, click **JOIN CHALLENGE** on your portal dashboard.

### JOINING A TEAM:

Locate the team you wish to join and click **JOIN TEAM**.

- You can find any invites you have received under Invitations on the right side of the Find a Team page or in the notifications on your portal dashboard.
- You cannot be on more than one team. If you attempt to join multiple teams, you will be added to a team based on the first invitation or request that is accepted.

### CREATING A TEAM:

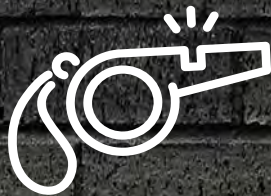
Team captains must set up new teams.

**To set up a team:**

- Click **CREATE A NEW TEAM** and enter your team name.
- Click **Add Members** to invite teammates. Teams can have 2-10 members.
- Only team captains can add or remove team members.

CLIENT LOGO





COMING SOON!

# STEP IT UP

TAKE STEPS TOWARD BETTER  
HEALTH AND INCREASED ENERGY.

<<CHALLENGE DATE>>

REGISTRATION IS OPEN  
<<REGISTRATION DATE>>

LEARN MORE AND REGISTER AT:

<< CLIENT URL >>







GET YOUR HEAD IN THE GAME

# STEP IT UP

TAKE STEPS TOWARD BETTER  
HEALTH AND INCREASED ENERGY.

<<CHALLENGE DATE>>

REGISTRATION IS OPEN  
<<REGISTRATION DATE>>

LEARN MORE AND REGISTER AT:

<<CLIENT URL >>





# STEP IT UP

## Challenge Guide | Week 1

### Take Me Out to the Ballgame

#### Welcome to Step It Up

One key to ongoing good health is to be consistently active during the day. However, it's not always that easy, as obligations to work and family can get in the way of exercise. That's why Step It Up challenges you to increase your step count every week. As you gradually discover new ways to become active and boost your step count, walking will become a healthy daily habit.

#### Here's how it works:

- You receive a weekly step count goal that increases each week of the challenge, which means you'll need to step it up and increase your average daily step count to keep pace!
- The step count goal is based on the average number of steps athletes take during a quarter, half or game.
- Along the way, you'll also receive tips that will help you walk more and enhance your overall wellbeing.

#### Coach's Corner: Stay Active During the Day

You won't consistently reach your daily step count goals if you try to do it all at once. Instead, try to take short, brisk walks whenever you can!

- Take a 10-minute walk before you shower in the morning and after dinner in the evening.
- Use a restroom on a different floor at work to get in extra steps during the work day.
- Pace at night while you watch your kids or during TV shows.

*Baseball players average 3,500 steps per game, which is actually pretty low. So, we'll ask you to reach at least that amount every day, for a total Week 1 goal of 24,500 steps.*

Watch this week's video.



#### Your Week 1 Total Step Count Goal: 24,500 Steps (3,500 per day)

You'll walk one baseball game per day! Remember, you don't need to hit the daily average every day of the week as long as you achieve the overall weekly goal. Visit your portal to sync an app or device, or to track your daily step count using the challenge to-do list on the home page.

#### Coming Next Week

Boxing/The importance of proper hydration.

The logo features the words "STEP IT UP" in a bold, sans-serif font. "STEP" and "UP" are in teal, while "IT" is in orange. A white key icon is positioned to the right of "UP", with an orange string looped around its head.

# STEP IT UP

**DON'T FORGET TO  
RECORD YOUR RESULTS!**

**CLICK HERE TO RECORD ➔**

Client Logo

(888) 282-0822 | [info@navigatewell.com](mailto:info@navigatewell.com)

# STEP IT UP



## Welcome to Step It Up!

One key to ongoing good health is to be consistently active during the day. However, it's not always that easy, as obligations to work and family can get in the way of exercise. That's why Step It Up challenges you to increase your step count every week. As you gradually discover new ways to become active and boost your step count, walking will become a healthy daily habit.

### Here's how it works:

- You receive a weekly step count goal that increases each week of the challenge, which means you'll need to step it up and increase your average daily step count to keep pace!
- The step count goal is based on the average number of steps athletes take during a quarter, half or game.
- Along the way, you'll also receive tips that will help you walk more and enhance your overall wellbeing.



### Baseball

Baseball players average 3,500 steps per game, which is actually pretty low. So, we'll ask you to reach at least that amount every day, for a total Week 1 goal of 24,500 steps.

### Coach's Corner: Use the Right Equipment

Whether you plan to continue walking or you're going to step it up to a full-blown exercise routine, make sure you have the right equipment: Supportive tennis shoes, athletic shorts or pants, and a loose, comfortable shirt, for starters. From there, determine if anything else is necessary:

- Walkers/runners should research the right shoes and socks for them and avoid cotton fabrics.
- Prefer to bike, go to the gym or be active in another way? Research what equipment you'll need and be prepared before you begin.

[Log In to your portal](#)

### Your Week 5 Total Step Count Goal: 41,818 Steps (5,974 per day)

You'll walk an average of six holes of golf each day! Remember, you don't need to hit the daily average every day of the week as long as you achieve the overall weekly goal. Visit <<portal>> to sync an app or device, or to track your daily step count using the challenge to-do list on the home page.

### Next Week's Sport and Topic:

Soccer / Add variety to your walk.







section 03

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# Specification & Usage

# Standard Specifications

navigate<sup>®</sup>

Wellbeing Solutions

## Printed Materials

Standard Materials	Size	Preferred File Format	Color Settings
Flyers	8.5x11"	PDF	CMYK
Posters	11x17"	PDF	CMYK
<b>Requested from client</b>			
Logo	High resolution	EPS or AI	CMYK or PMS

## Digital Materials

Standard Materials	Size	Preferred File Format	Color Settings
Portal launch email	Varies	Email	RGB
Registration campaign email	Varies	Email	RGB
Weekly e-newsletter email	Varies	Email	RGB
Recording reminder email	Varies	Email	RGB
Wellbeing communication Newsletter	Varies	Email	RGB
<b>Requested from client</b>			
Logo	High resolution	PNG or JPG	RGB or HEX

## Portal Images

Standard Materials	Size	Preferred File Format	Color Settings
Portal logo	Max 250x150 px	PNG or JPG	RGB
Landing page	1930x550 pixels	PNG or JPG	RGB
Resource bar on landing page	250x130 pixels	PNG or JPG	RGB
Resource bar on dashboard	188x135 pixels	PNG or JPG	RGB
Sidebar	235x200 pixels	PNG or JPG	RGB
<b>Requested from client</b>			
Logo	High resolution	PNG or JPG	RGB or HEX
Client preference images	See above	See above	See above

# Usage Timing and Audience Recommendations

## Program Launch

Standard Materials	Audience	Usage and Timing
Program overview flyer	Participant	<ul style="list-style-type: none"><li>• 3-4 weeks before challenge launch</li></ul>
Year-round communications email	Participant	<ul style="list-style-type: none"><li>• Send 1x per month or as client requests</li><li>• Can be used as a bridge-communication between group challenges</li></ul>
Portal launch flyer	Participant	<ul style="list-style-type: none"><li>• Coming soon version: 1-2 weeks before portal launch</li><li>• Join Today version: day of portal launch</li><li>• 3-4 weeks before challenge launch</li></ul>
Portal launch email	Participant	<ul style="list-style-type: none"><li>• Join today version: day of portal launch</li><li>• 3-4 weeks before challenge launch</li></ul>

## Challenge Promotion

Standard Materials	Audience	Usage and Timing
Hype video	Participant	<ul style="list-style-type: none"><li>• 2-3 weeks before challenge launch</li><li>• Use on portal dashboard or can be included in registration campaign</li></ul>
Registration campaign emails (3)	Participant	Email 1 <ul style="list-style-type: none"><li>• 3 weeks before challenge launch</li><li>• 1 weeks before registration opens</li></ul> Email 2 <ul style="list-style-type: none"><li>• 2 weeks before challenge launch</li><li>• Week of registration opening</li></ul> Email 3 <ul style="list-style-type: none"><li>• 1 weeks before challenge launch</li><li>• Week of registration opening</li></ul>
How to register flyer	Participant	2 weeks before challenge launch
Posters (coming soon, challenge)	Participant	Coming soon poster <ul style="list-style-type: none"><li>• 3 weeks before challenge launch</li><li>• 2 weeks before registration opens</li></ul> Challenge poster <ul style="list-style-type: none"><li>• Challenge launch</li></ul>
Recording reminders	Participant	<ul style="list-style-type: none"><li>• Send every Friday for the length of the challenge</li><li>• Account Managers schedule and send emails</li></ul>
Challenge e-newsletters	Participant	<ul style="list-style-type: none"><li>• Send every Monday for the length of the challenge</li><li>• Account Managers schedule and send emails</li></ul>