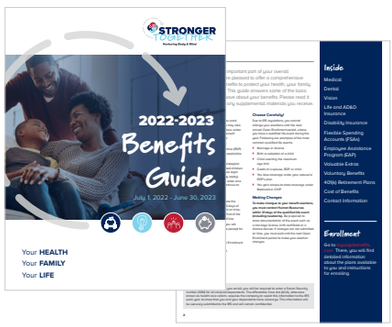
In the Know: What are Hybrid Guides?

Hybrid guides (and other deliverables) may be approached in a few different ways:

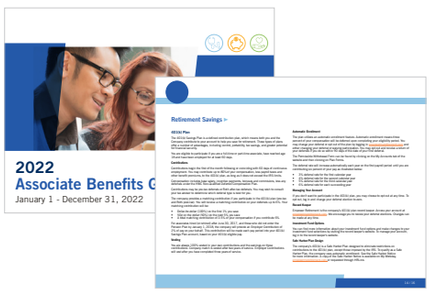
1 Core guide with custom branding/design only

Option one includes an upgrade to a customized look and feel compliant with your client's brand, while content and layout remain the same as our standard core guide.



2 Core guide with custom branding and added custom content

Option two includes the standard content and layout of our core guide with an upgrade to a customized look and feel compliant with your client's brand and added personalized benefit content.



3 Core guide with other added, fully custom deliverables (such as supplements, postcards, flyers, etc.)

Option three includes a standard core guide with additional deliverables that are tailor made for your client's benefit package. This means standalone deliverables that have been written and designed for your client's specific needs.

Work with your C&D consultant to determine which approach is best for your client.