

# How to Use the Brand Identity Program

## Welcome to Avenu's Brand Identity Program!

Before you begin, please make sure you have permission from your manager to make purchases. It is better to have this discussion before you purchase rather than explain an unauthorized purchase after the fact. You may be financially responsible for any purchase not authorized by your manager.

### 1. Office Depot Business Solutions Account

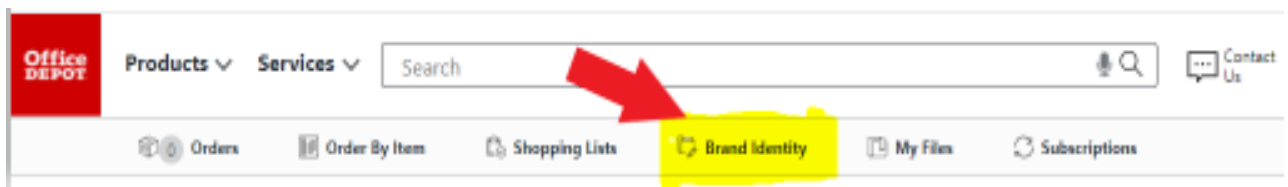
To make a purchase, you must establish an account with Office Depot Business Solutions.

- If you do not have one already, please email either [Corinne.aycock@avenuinsights.com](mailto:Corinne.aycock@avenuinsights.com) or [Lauren.Sullivan@avenuinsights.com](mailto:Lauren.Sullivan@avenuinsights.com).
- You will be sent an invite to create an account and an initial password.
- You will need 4-digit department code for billing purposes. Please reach out to your manager for this.
- Once you login, please change your password.

### 2. Login

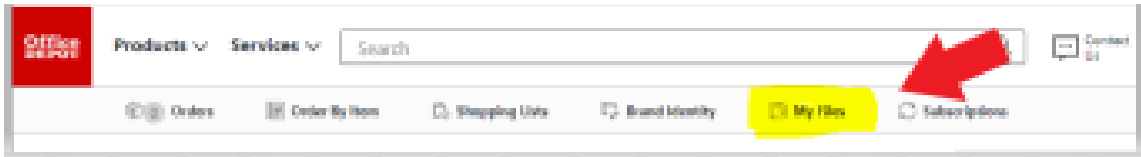
To login, go to: <https://business.officedepot.com/>. Enter Username and password.

### 3. Go to Brand Identity by selecting it at the top of the menu bar.



4. From here, you can click on desired item (except solutions sheets explained in #5) and quantity and add to your cart. To compare pricing for different quantities, look for [Details](#) or check the Brand Identity Pricing Guide on CentralAve / Marketing / Brand Identity Program.

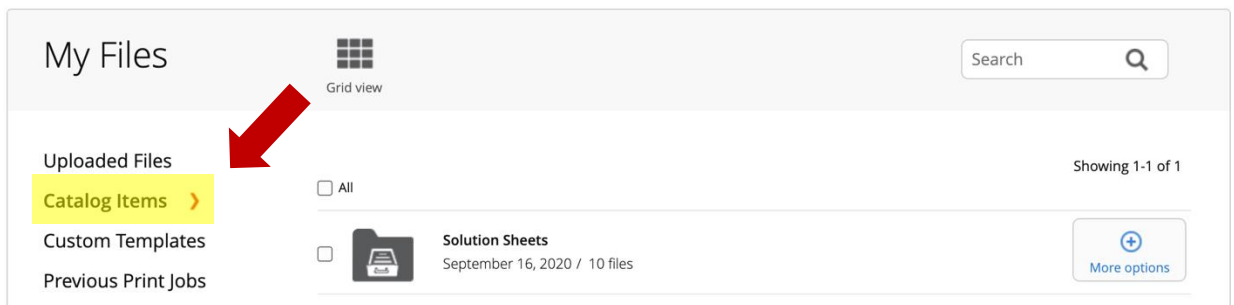
- Solution Sheets are found in the MY FILES section at the top of the menu bar to allow Avenu quick access to make any updates to the solution sheets.



Once you are on the MY FILES page, you can select the desired solution sheets and quantities. Please note that you can select solution sheets to be printed on glossy paper or laminated (laminated is generally only used for tradeshow or by Sales & CSM staff).

Anything you add to the cart from the MY FILES page will be included in with your other Brand Identity purchase.

When you Log in to MY FILES please go to Catalog Items. Here you will find all of the solution sheets available to order.



- When you have completed your purchases, go to the shopping cart in the upper right-hand corner and checkout. The bill will be charged to your department.

As stated earlier, **please make sure you have permission from your manager to make purchases. It is better to have this discussion before you purchase rather than explain an unauthorized purchase after the fact. You may be financially responsible for any purchase not authorized by your manager.**

- Looking for an item not on the site? Send a suggestion to [Corinne.aycock@avenuinsights.com](mailto:Corinne.aycock@avenuinsights.com) to add the item to the site.