



COMMUNITY
BROKER
NETWORK

BRAND UPDATE

Wednesday 7th of August 2019.



Brand recognition plays an integral role in telling our story, so our visual identity must be distinctive, modern and engaging, reflecting our future aspirations. This is why we have updated our brand. This change is not just about a new logo. It's about who we are, who we want to be and who you need us to be.

Our new branding ensures we have a strong professional presence in the market that is distinctive and memorable. We have refined our story, to ensure everyone is clear, that we exist for our network; we are here to empower our network so you can support the community.

Some things that you may have already noticed throughout this change is:

Our company name: We have changed National Adviser Services Pty Ltd to Community Broker Network Pty Ltd. Please note that our ABN and AFSL number remain the same.

Our logo and identity. We have moved to an identity that is, modern, clean and easy to use. You can access our logos and brand guidelines in the CBN Gateway

Social Media Our social media has been updated and we will be ramping up activity on these pages. Please take the time to join, like and share our LinkedIn, Facebook and Instagram pages.

Website Our new website is live and has been designed to clearly explain who we are, what we do, and reasons Client's should use a Community Broker Network Authorised Broker. We have focussed on ensuring the user experience is easy and intuitive for clients and new brokers to access. Please visit our new website at www.cbnet.com.au and take a look around! If you have any feedback on your experience, please do not hesitate to let us know.

Other tools and assets that display the company and/or logo will all be updated. We have updated the FSG's, broking systems and email signatures where we could.

What does this mean for you?

We know that these changes impact you too. That is why we have ensured as much



flexibility as you update your material.

For printed materials, run down your existing stock and then transition over to the new name and branding on re-runs. For all electronic/online material that is easier to update, we would appreciate if these could be updated by 30 September.

We encourage you all to transition to the Community Broker Network Branding as we will only be developing and investing new tools and material for this new brand.

If we have overlooked anything or if you would like to discuss any aspect of the branding, please feel free to reach out to Nese Akay, GM Strategy, Brand & People on nese.akay@cbnet.com.au or call on 0476 806 108.