

Partner Brand Guidelines

The Partner Brand Guidelines document is designed to help you increase webinar purchases on your dedicated website by ensuring the proper brand, placement and website links are accurate and current.

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Company Description and Logos

Please ensure the most current OnCourse Learning company description and website logos are current on your website.

About OnCourse Learning

OnCourse Learning empowers financial institutions to create compliant workforces through in-depth elearning experiences by preparing their employees with a comprehensive enterprise compliance, risk management and professional development education. Over 10,000 financial institutions and partners have adopted OnCourse Learning solutions to efficiently manage complexity, change and growth. Plus, over the course of our 40+ year history we have trained over 225,000 individuals with our NMLS-approved licensure and continuing education courses.

Why BankWebinars.com?

Our live and OnDemand webinars are a convenient and affordable way to learn about important compliance, regulatory and professional development topics. Financial industry experts deliver relevant, timely information while participants can ask questions, download materials and engage with the instructor. OnDemand webinar recordings are available to watch at your convenience. Over 350 webinars annually to choose from.

Why CUWebinars.com?

Our live and OnDemand webinars are a convenient and affordable way to learn about important compliance, regulatory and professional development topics. Financial industry experts deliver relevant, timely information while you or your employees can ask questions, download materials and engage with the instructor. OnDemand webinar recordings are available to watch at your convenience. Over 100 webinars annually to choose from.

Company Logo

When referring to OnCourse Learning the only logo that should be used is our green logo. Please remove all references to Total Training Solutions (TTS) or the blue OnCourse Learning Financial Services logo. Please download the correct logos from our [Digital Asset Library](#).

CORRECT:



REMOVE:



When using the BankWebinars.com or CUWebinars.com logo, the following logos should be used. The logos can be downloaded from the Digital Asset Library:



Dedicated Partner Website URLs and Links

With the launch of the new and improved BankWebinars.com and CUWebinars.com websites, all partner website URLs linking to your dedicated website will change from including your Affiliate ID ("iDaff") to your full partner name beginning January 31st, 2022. Please make sure to check and update the URLs on your website, emails, newsletters, social platforms and RSS Calendar Feeds to ensure they are current and accurate.

Questions about your URL? Contact your Channel Marketing or Sales Manager.

Example of a Texas Bankers Association URL prior to January 31st:

<https://bankwebinars.com/?idaff=79756>

Example of a Texas Bankers Association URL after January 31st:

<https://partners.bankwebinars.com/texas-bankers-association>

Website Best Practices

There are many opportunities for promoting webinars on your website! Here are three best practices for increasing webinar purchases:

- Make sure to link to your dedicated partner homepage using your current URL from the main navigation and additional pages where you promote upcoming live and OnDemand webinars
- Use RSS feeds to automatically add upcoming webinars to your training calendar
- Update OnCourse Learning company logos, descriptions, and webinar value props

Annual Bank Trainers Conference & Expo

Help to promote the annual Bank Trainers Conference & Expo to your members by promoting it on your website, newsletter and social platforms. Download the graphics from the [Digital Asset Library](#).

The Bank Trainers Conference and Expo, hosted by OnCourse Learning and CFT, is an annual educational event that brings together hundreds of bank training professionals representing financial institutions from across the country to learn about training best practices. Visit www.banktrainers.com for more information.