

# THE BRANDING PACKAGE ✨ Checklist ✨

## **CREATIVE ASSETS GUIDELINES**

- Avoid using names/logos of the underlying carrier
- Do not suggest in any way or manner that your brand owns or operates the mobile network
- Use accurate service descriptions and pricing
- You must include clear disclaimers at the bottom: "This mobile service is provided by Reach Mobile."

## **BEST PRACTICES TO FOLLOW**

- Make sure branding and messaging are consistent
- Confirm promo codes and creative assets
- Submit promotional materials and announcements to Reach for review
- Marketing statements (e.g., about coverage, network performance, or unlimited data) must align with FCC and industry standards, as well as the contractual guidelines issued by AT&T, the underlying carrier.

# THE BRANDING PACKAGE ✨ Checklist ✨

## VISUAL IDENTITY

- Use your brand colors — Your palette isn't just pretty, it's your identity. Every post should feature at least one core color.
- Stick to brand fonts — No surprises. Use your chosen typefaces consistently across post formats.
- Apply your logo correctly — Right size, right placement. Never stretched, skewed, or placed over clutter.
- Keep imagery aligned — Use visuals that reflect your brand's style — whether that's clean and minimal, bold and vibrant, or people-focused.
- Follow layout patterns — Use your approved templates for post types like carousels, quotes, or updates.

## TONE & VOICE

- Write in your brand voice — Whether it's friendly, witty, professional, or casual — stay consistent. It should sound like it's coming from the same person every time.

# THE BRANDING PACKAGE ✨ Checklist ✨

## **CAPTIONS & HASHTAGS**

- Write like a human — Clear, simple, and natural. Avoid jargon, fluff, or sounding too “salesy.”
- Use consistent caption structure — Start strong, keep it scannable, and end with a CTA or insight.
- Keep hashtags focused
- Use 1 branded tag (#YourBrand)
- 1–2 campaigns or product tags
- 1–2 niche/industry tags (No more than 5 total. Quality > quantity.)

## **FINAL QUICK CHECK**

Before you hit publish, ask:

- Is it visually on-brand?
- Does the tone match how you want to sound?
- Is the message clear at a glance?
- Would you post this again next year with pride?

**ACCESS THE BRAND HANDBOOK**

YOUR LOGO



*It's almost here.*  
Stay tuned.



YOUR LOGO

COMING SOON



MM/DD/YY

YOUR LOGO

Mobile plans, reimagined.

**COMING SOON**

**MM/DD/YY**

This mobile service is provided by Reach Mobile

YOUR LOGO

Not a new phone. Not a new number.

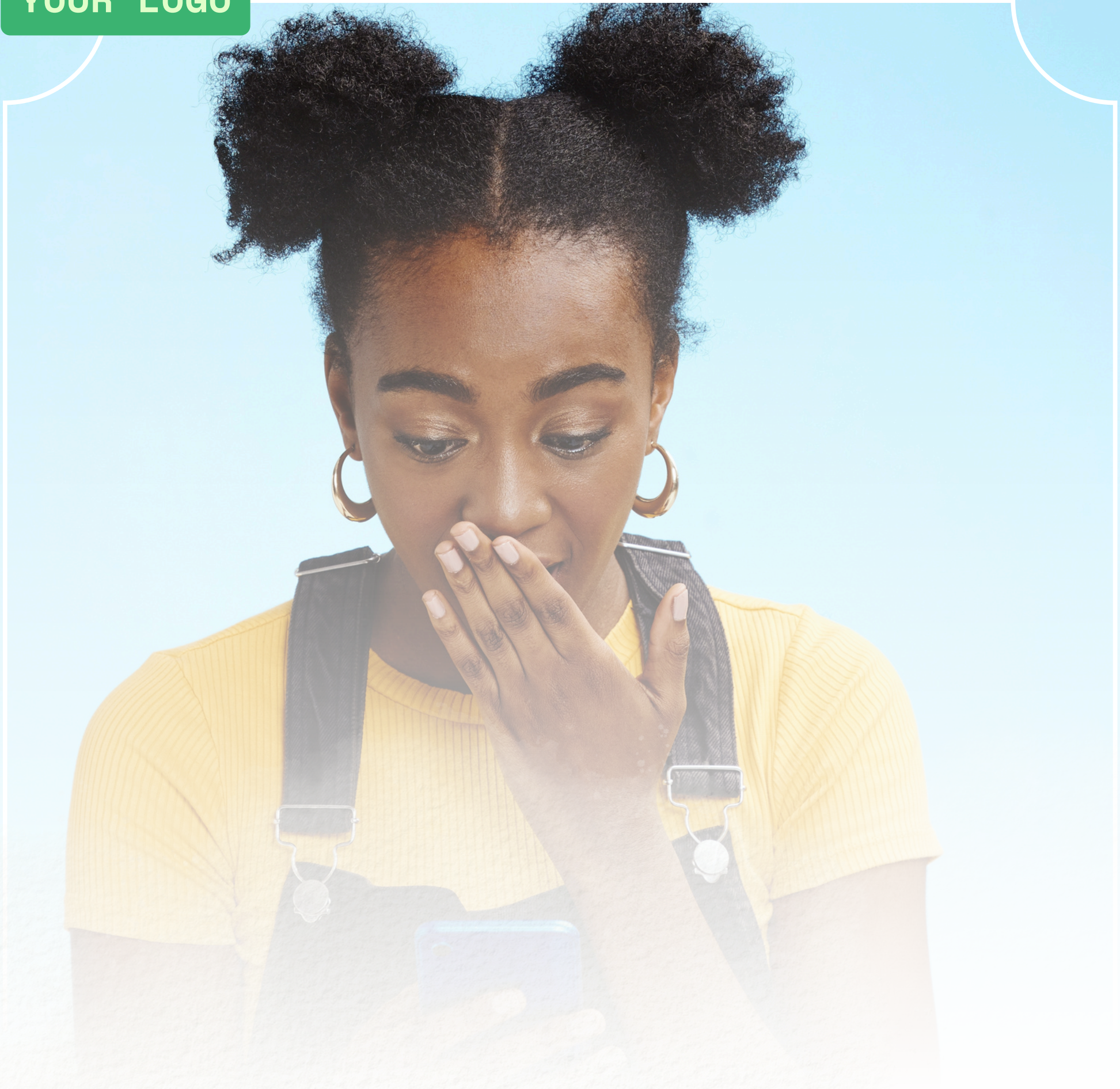
**Just a smarter SIM.**

**Launching soon.**



This mobile service is provided by Reach Mobile

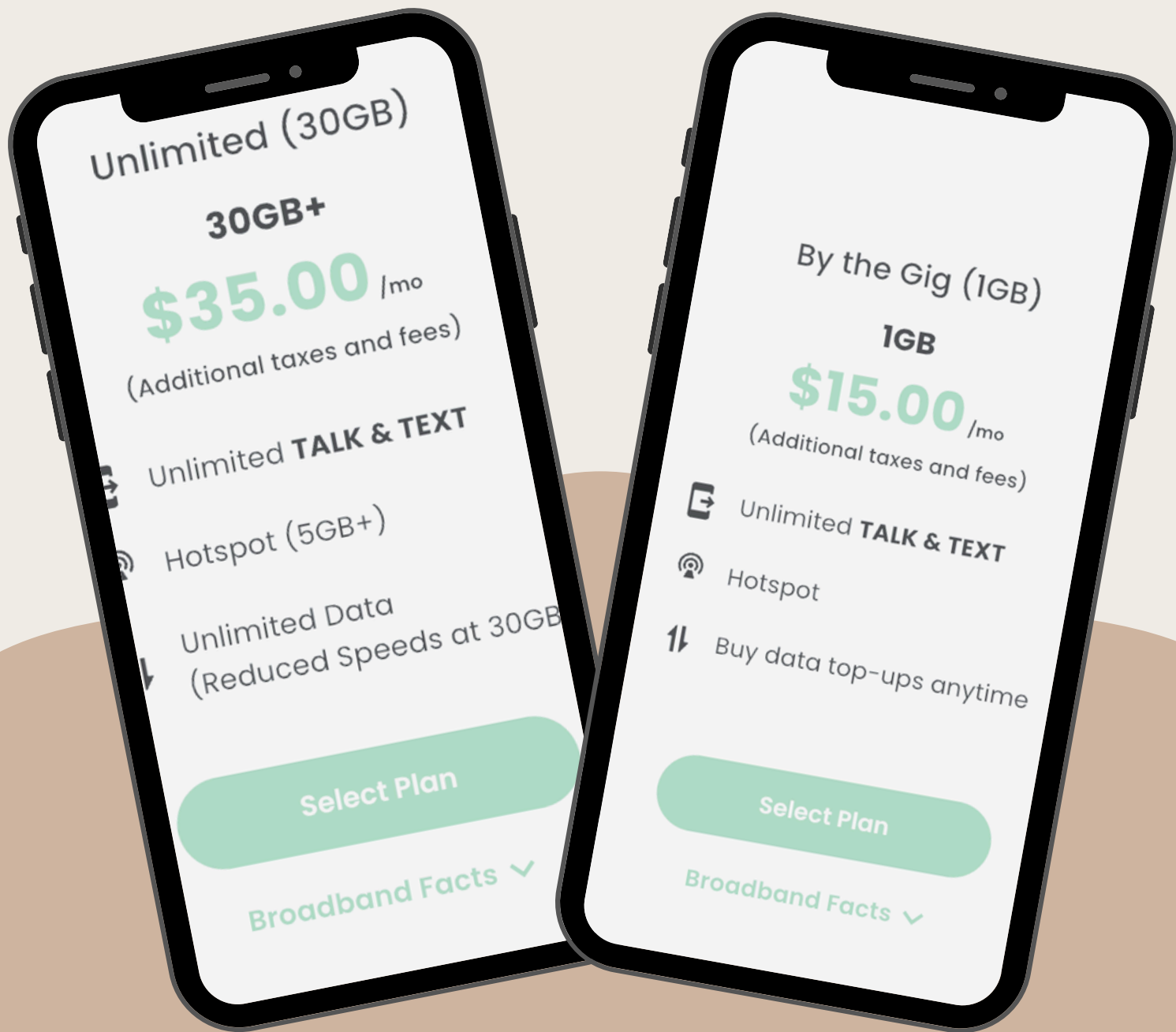
YOUR LOGO



**Ditch the old plan. The  
future's calling.**

This mobile service is provided by Reach Mobile

YOUR LOGO



Coming Soon  
*Coming soon*

A NEW WAY TO MOBILE.  
COMING SOON.

This mobile service is provided by Reach Mobile

YOUR LOGO



**COMING  
SOON**

YOUR LOGO

# NEW PLANS NEW PLANS

COMING SOON



[www.yourwebsite.com](http://www.yourwebsite.com)

This mobile service is provided by Reach Mobile

YOUR LOGO



*Mobile plans, reimagined*

# COMING SOON.

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[www.yourwebsite.com](http://www.yourwebsite.com)




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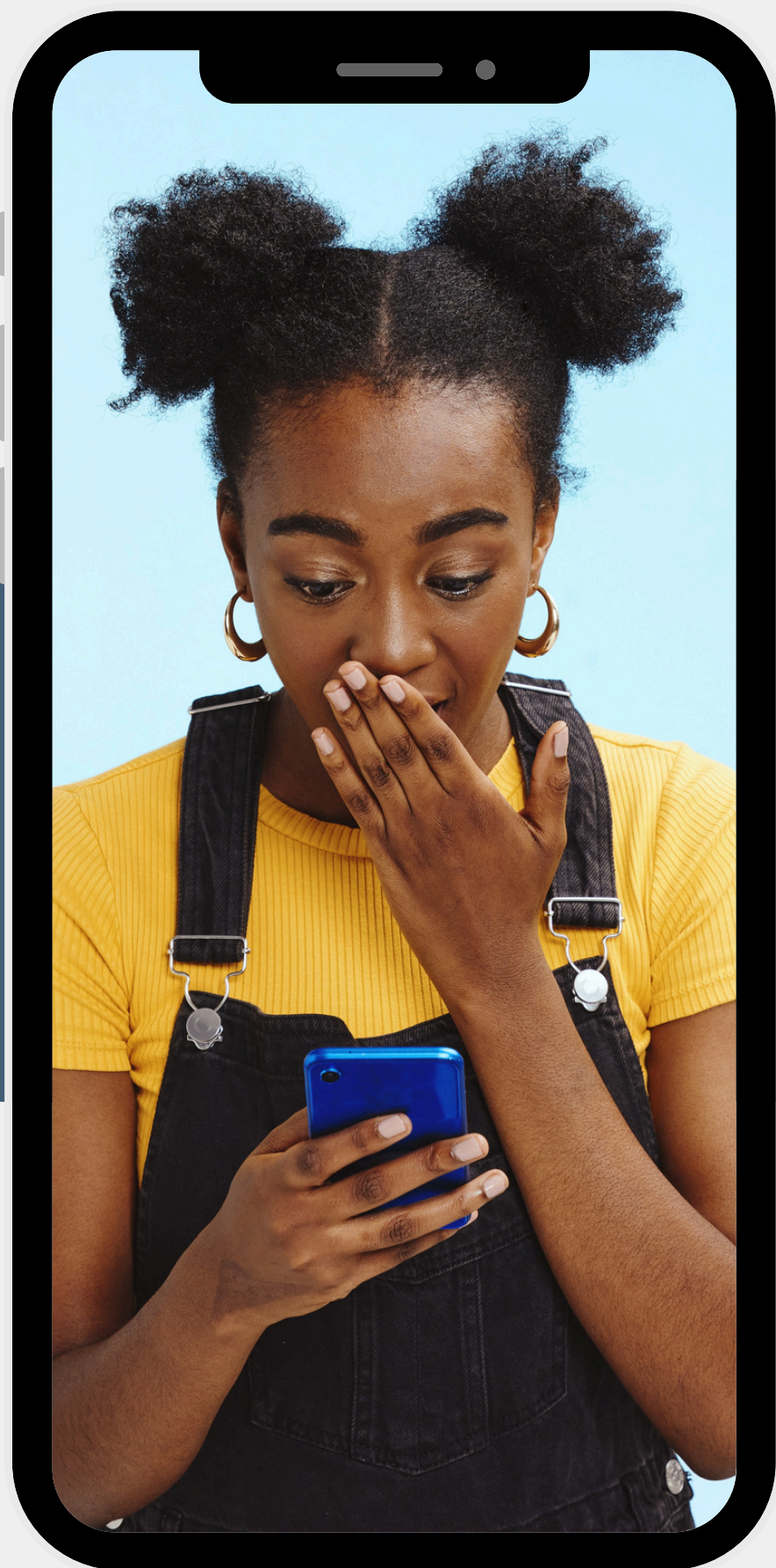
This mobile service is provided by Reach Mobile

YOUR LOGO

# Grab Your Best Service!

## Brand Name

-  Lightning-fast 5G
-  Unlimited Talk & Text
-  Premium data



This mobile service is provided by Reach Mobile

YOUR LOGO

**BIG FEATURES. SMALL  
PRICE. FROM \$15/MO**



Lightning-fast 5G



Unlimited Talk & Text



Premium data



[www.yourwebsite.com](http://www.yourwebsite.com)

This mobile service is provided by Reach Mobile

YOUR LOGO

From cities to small towns....

**A better SIM is on its way.  
For every phone. For every person.**



YOUR LOGO



**A signal  
like no  
other.**



**COMING**  
SOON

This mobile service is provided by Reach Mobile

YOUR LOGO

YOU'RE ABOUT TO SEE MOBILE DIFFERENTLY.

# COMING SOON



This mobile service is provided by Reach Mobile

YOUR LOGO



# YOU'VE BEEN HOLDING BACK.

A better way to connect is almost here.

**YOUR LOGO**

**Your SIM  
upgrade is  
almost here.**

This mobile service is provided by Reach Mobile

**YOUR LOGO**

**ONE SIM. ENDLESS CLOSENESS.**



This mobile service is provided by Reach Mobile

YOUR LOGO

**Something  
bold is about  
to drop.**



YOUR LOGO

# WHAT IF YOUR SIM COULD DO MORE?

Smarter. Faster. Yours.  
Wait for it.



YOUR LOGO

# SOMETHING BETTER IS COMING FOR YOUR PHONE



YOUR LOGO

# SOMETHING BETTER IS COMING FOR YOUR PHONE



**YOUR LOGO**

**NO MORE DROPPED CALLS. NO MORE DEAD ZONES.**

**COMING SOON!!!**



This mobile service is provided by Reach Mobile

YOUR LOGO



**You deserve better than**

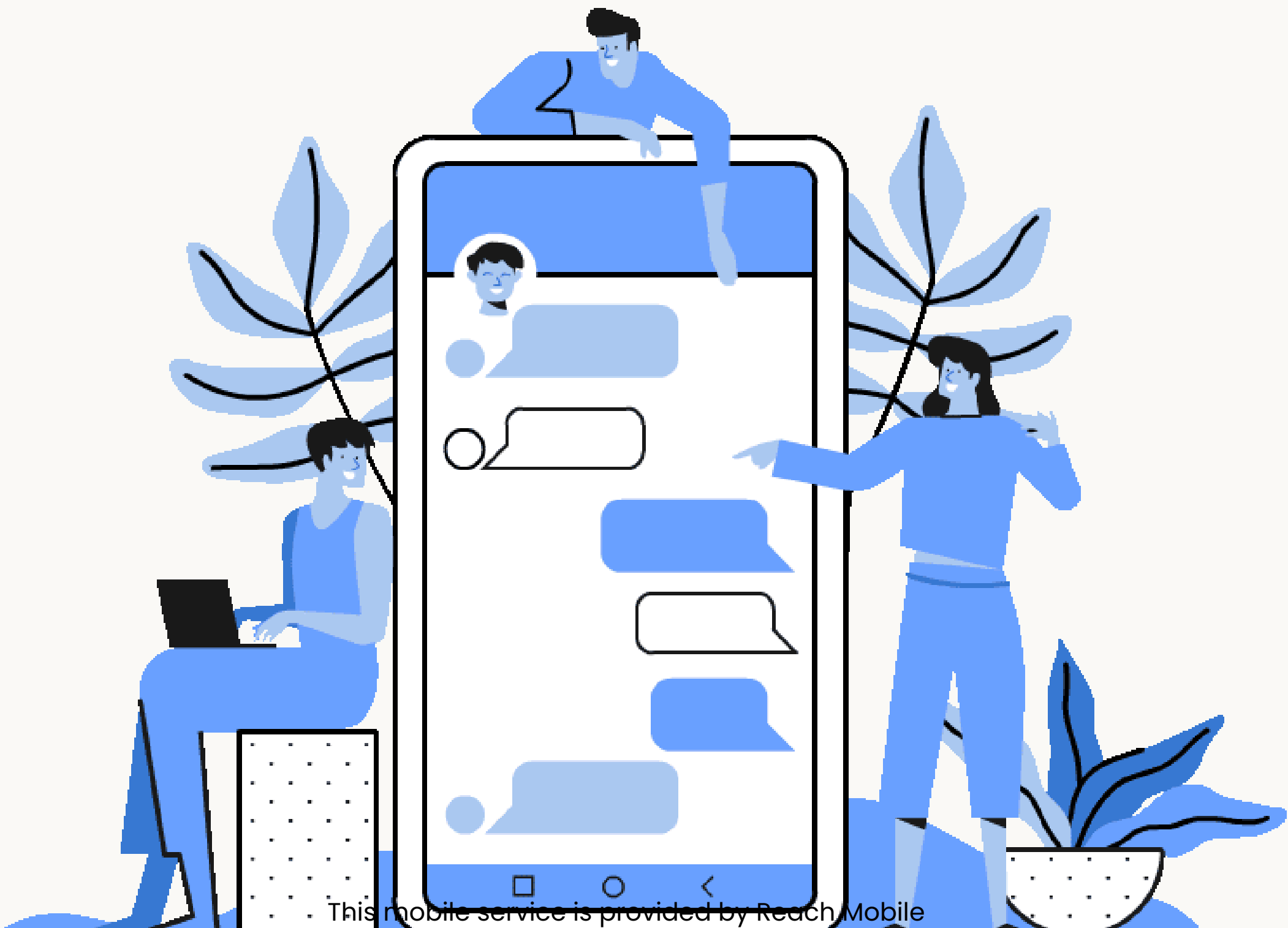
**CAN YOU HEAR ME NOW?**

This mobile service is provided by Reach Mobile

YOUR LOGO

Imagine a SIM that connects all the right things:

**You. Your world. Your people.**



**Launch**

YOUR LOGO

REMINDER

The wait is over.  
Plans now live....



DO THIS FIRST!



[WWW.YOURWEBSITE.COM](http://WWW.YOURWEBSITE.COM)

This mobile service is provided by Reach Mobile

YOUR LOGO



@brandname



@brandname Mobile, upgraded. Plans are live.

# NEW IN

Plans Starting from \$15/mo

 LIKE

SAVE 

This mobile service is provided by Reach Mobile

YOUR LOGO

By the Gig (1GB)

1GB

**\$15.00** /mo

(Additional taxes and fees)



Unlimited **TALK & TEXT**



Hotspot



Buy data top-ups anytime

Select Plan

Broadband Facts 

Mobile,  
upgraded.

Plans are  
live.

[yourwebsite.com](#)

YOUR LOGO

# new in.

 reallygreatsite

**1GB**

**\$15.00** /mo

(Additional taxes and fees)

 Unlimited **TALK & TEXT**

 Hotspot

 Buy data top-ups anytime

Select Plan



Plans Starting from  
\$15/mo

 reallygreatsite


**30GB+**

**\$35.00** /mo

(Additional taxes and fees)

 Unlimited **TALK & TEXT**

 Hotspot (5GB+)

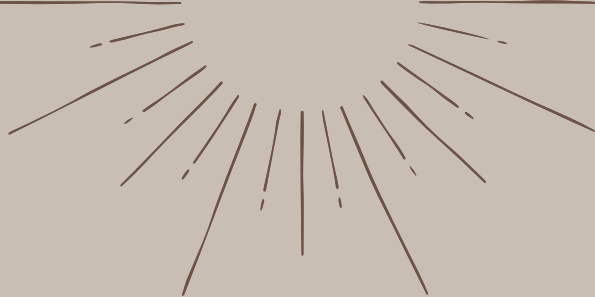
 Unlimited Data  
(Reduced Speeds at 30GB)

Select Plan



Activate now at  
[www.yourwebsite.com](http://www.yourwebsite.com)

YOUR LOGO



# JUST LAUNCHED

Smart plans. Seamless setup.

By the Gig (1GB)

**1GB**

**\$15.00** /mo

(Additional taxes and fees)

Unlimited **TALK & TEXT**

Hotspot

Buy data top-ups anytime

Select Plan

Broadband Facts ▾

Basic (10GB)

**10GB**

**\$25.00** /mo

(Additional taxes and fees)

Unlimited **TALK & TEXT**

Hotspot

Buy data top-ups anytime

Select Plan

Broadband Facts ▾

Unlimited (30GB)

**30GB+**

**\$35.00** /mo

(Additional taxes and fees)

Unlimited **TALK & TEXT**

Hotspot (5GB+)

Unlimited Data  
(Reduced Speeds at 30G)

Select Plan

Broadband Facts ▾

[www.yourwebsite.com](http://www.yourwebsite.com)

This mobile service is provided by Reach Mobile

# Introducing



This mobile service is provided by Reach Mobile

YOUR LOGO

By the Gig (1GB)

1GB

**\$15.00** /mo

(Additional taxes and fees)

 Unlimited **TALK & TEXT**

 Hotspot

 Buy data top-ups anytime

Select Plan

Broadband Facts 

Basic (10GB)

10GB

**\$25.00** /mo

(Additional taxes and fees)

 Unlimited **TALK & TEXT**

 Hotspot

 Buy data top-ups anytime

Select Plan

Broadband Facts 

Unlimited (30GB)


30GB+

**\$35.00** /mo

(Additional taxes and fees)

 Unlimited **TALK & TEXT**

 Hotspot (5GB+)

 Unlimited Data  
(Reduced Speeds at 30GB)

Select Plan

Broadband Facts 

## Mobile that's smarter than it costs.



Lightning-fast 5G



Unlimited Talk & Text



Premium 30GB data

# Switch Now!

This mobile service is provided by Reach Mobile

# Introducing

YOUR LOGO



Now only at

[www.yourwebsite.com](http://www.yourwebsite.com)

This mobile service is provided by Reach Mobile

YOUR LOGO

# JUST LAUNCHED

Unlimited (30GB)

30GB+

**\$35.00** /mo

(Additional taxes and fees)



Unlimited **TALK & TEXT**



Hotspot (5GB+)



Unlimited Data  
(Reduced Speeds at 30GB)

Select Plan

Broadband Facts 

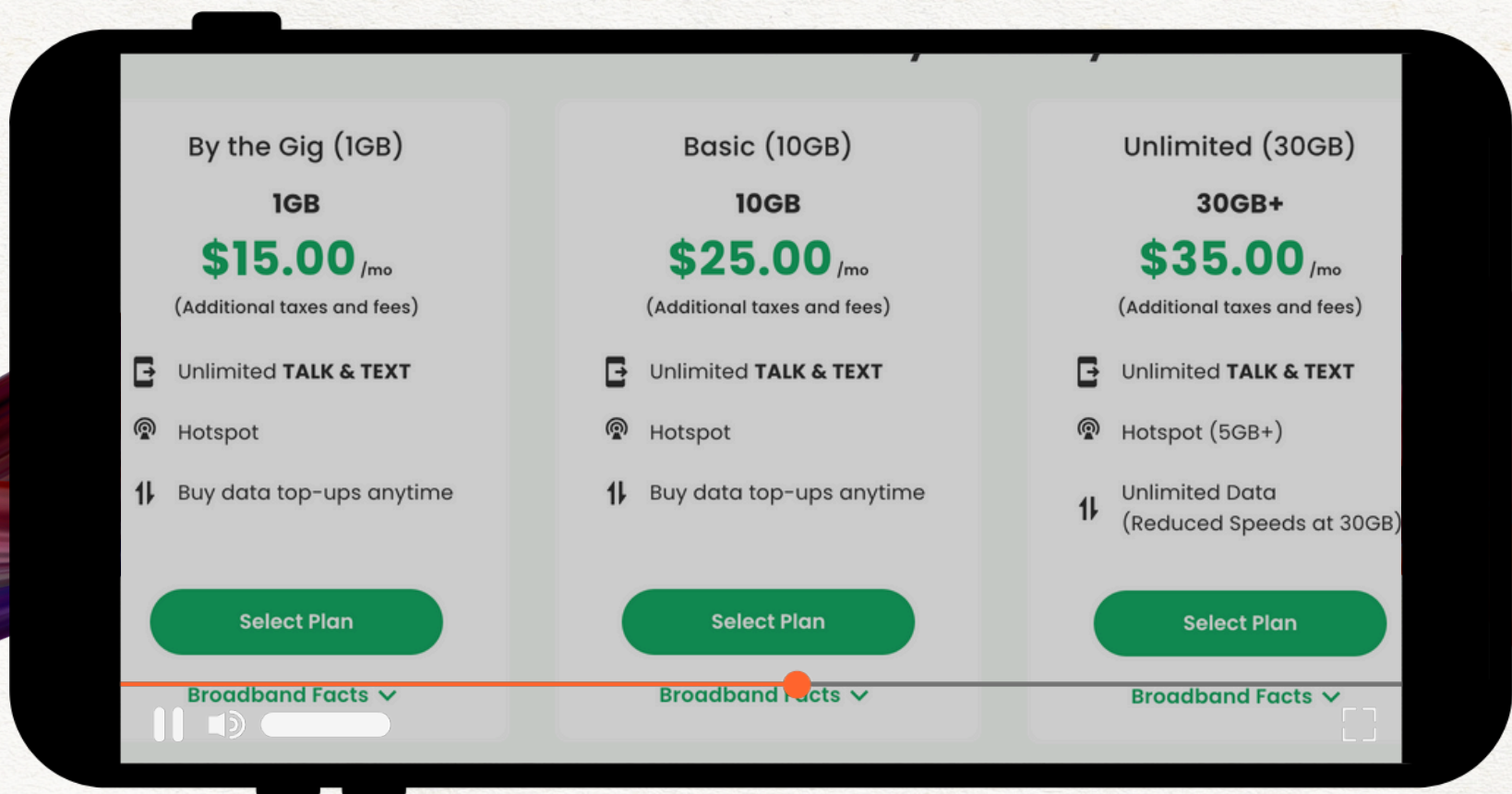


**UNLIMITED  
PLANS  
STARTING  
FROM  
\$30/MO**

[www.yourwebsite.com](http://www.yourwebsite.com)

# Introducing

**YOUR LOGO**



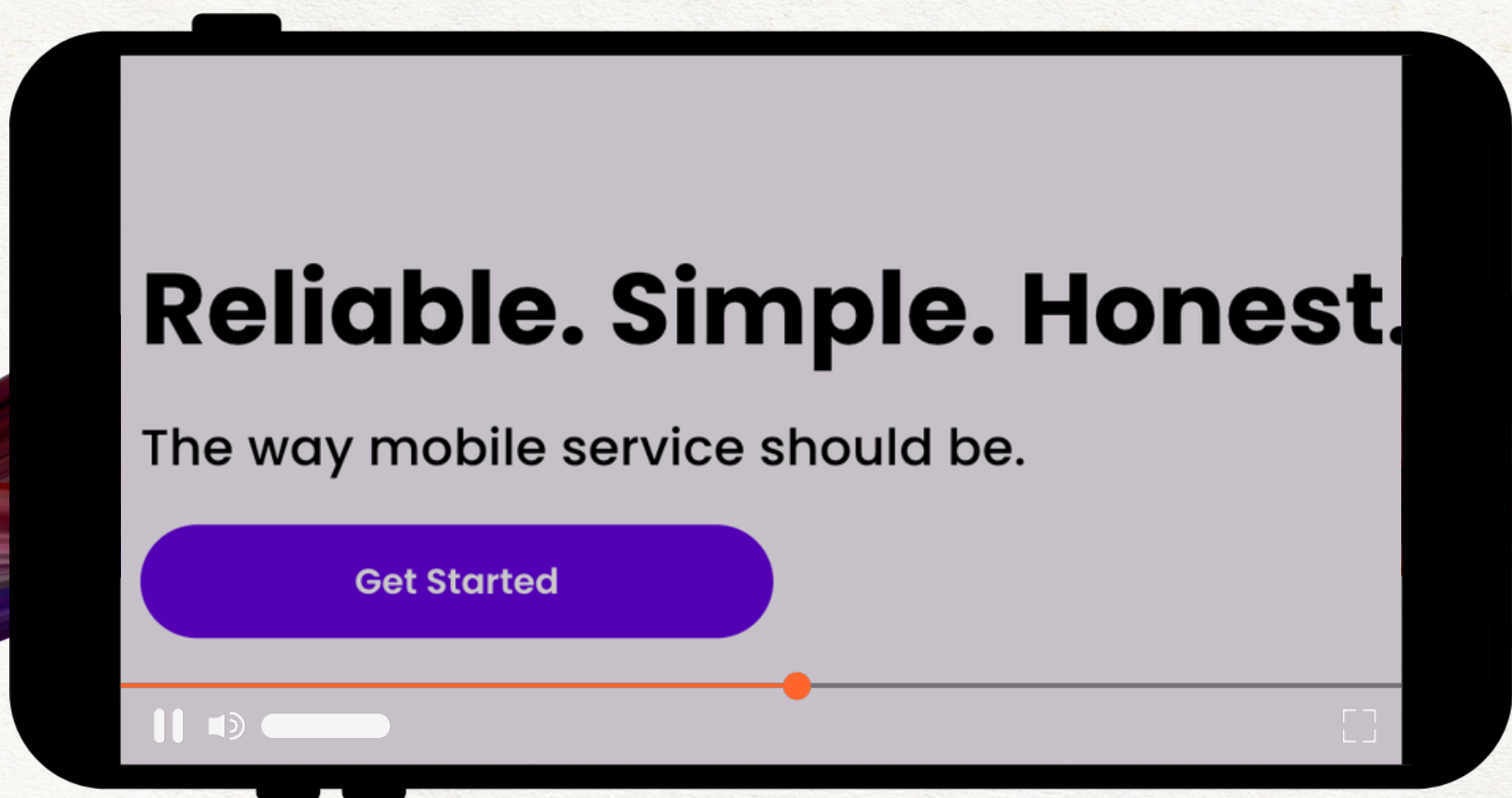
**DESIGNED TO FIT YOU.  
PLANS FROM \$15/MO**

Now only at [www.yourwebsite.com](http://www.yourwebsite.com)

This mobile service is provided by Reach Mobile

# Introducing

YOUR LOGO



**DESIGNED TO FIT YOU.  
PLANS FROM \$15/MO**

Now only at

[www.yourwebsite.com](http://www.yourwebsite.com)

This mobile service is provided by Reach Mobile

# Introducing

**YOUR LOGO**

By the Gig (1GB)

**1GB**

**\$15.00** /mo

(Additional taxes and fees)



Unlimited **TALK & TEXT**



Hotspot



Buy data top-ups anytime

**Select Plan**

**Broadband Facts** ✓

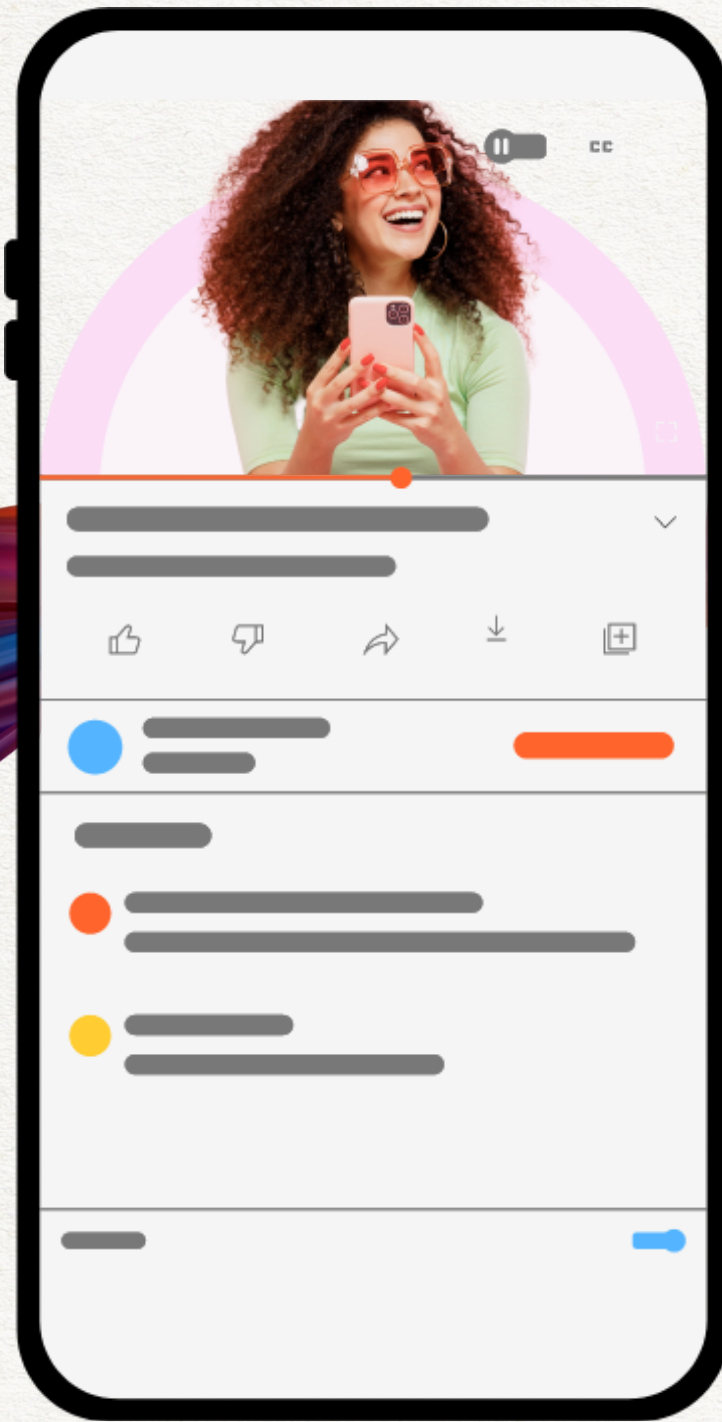
Now only at

[www.yourwebsite.com](http://www.yourwebsite.com)

This mobile service is provided by Reach Mobile

# Introducing

YOUR LOGO



Now only at

[www.yourwebsite.com](http://www.yourwebsite.com)

This mobile service is provided by Reach Mobile

YOUR LOGO

UNLIMITED PLANS  
STARTING FROM  
\$35/MO

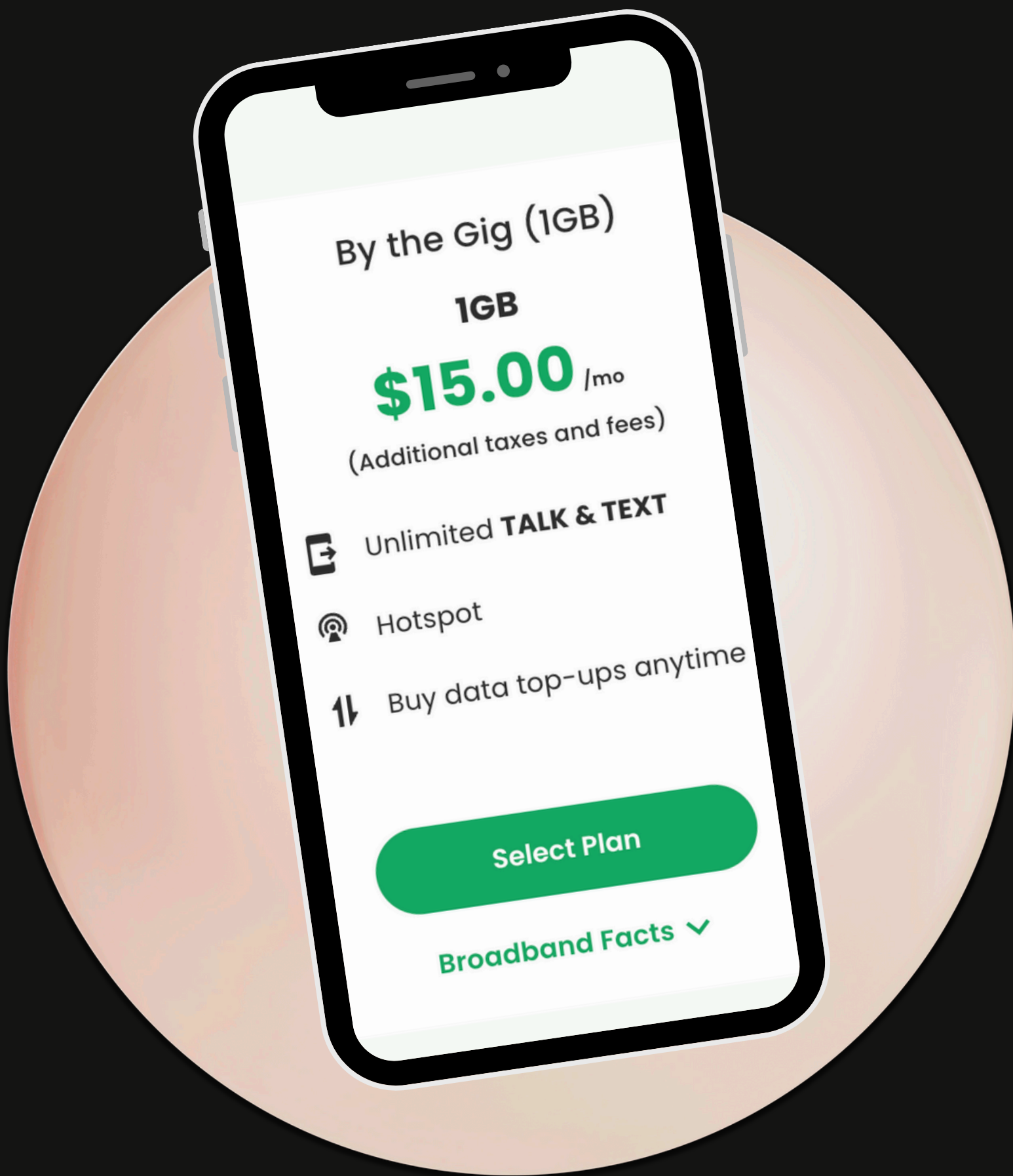


This mobile service is provided by Reach Mobile

YOUR LOGO

# JUST LAUNCHED

Plans starting from \$15/mo



[www.yourwebsite.com](http://www.yourwebsite.com)

This mobile service is provided by Reach Mobile

YOUR LOGO

# INTRODUCING

BROWSE AT [REALLYGREATSITE.COM](https://REALLYGREATSITE.COM)

# INTRODUCING

ALL THE POWER, NONE OF THE CLUTTER. STARTING AT \$15/MO

This mobile service is provided by Reach Mobile

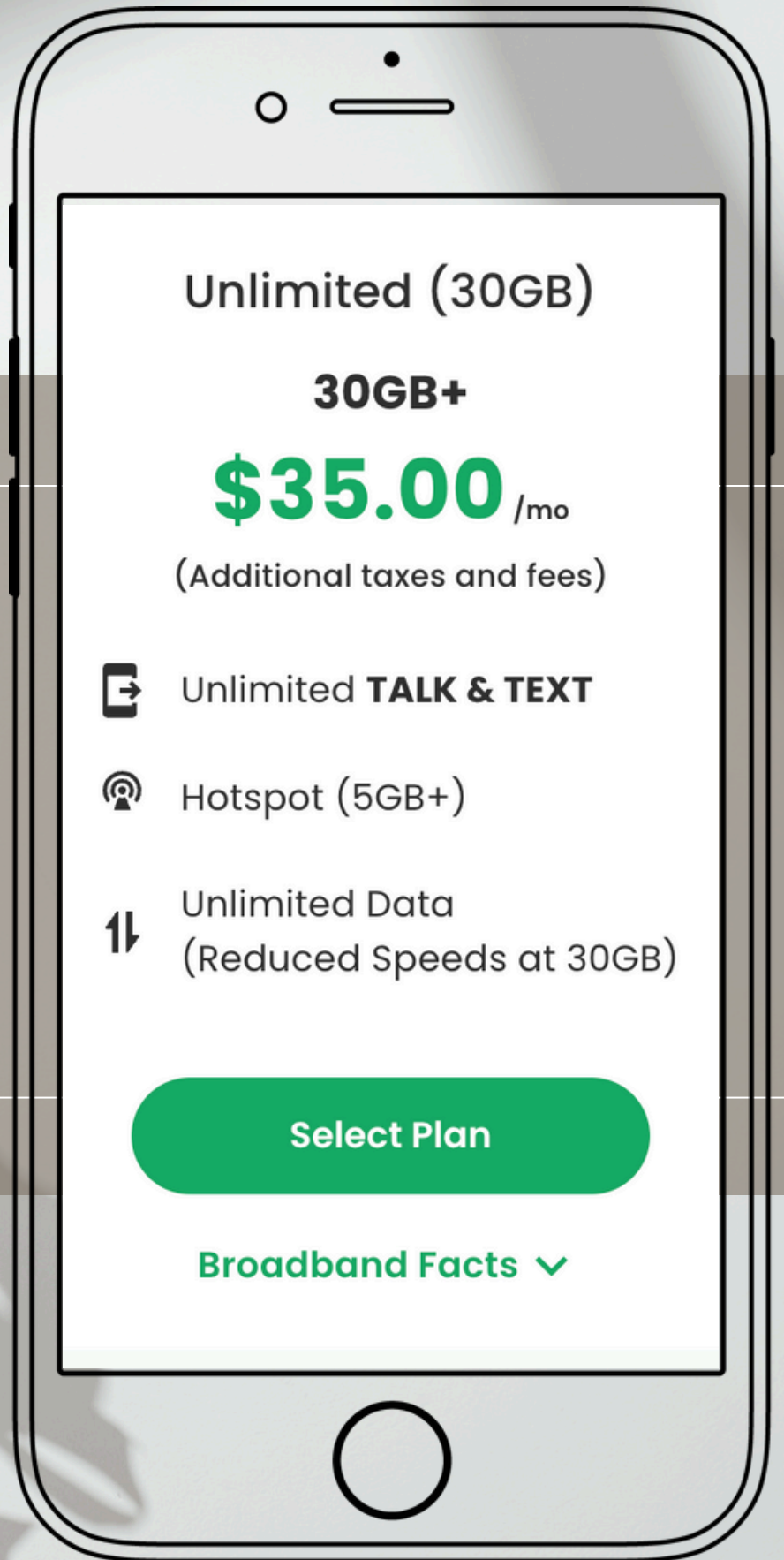
# Post Launch

## **Creative assets must:**

- Avoid using names/logos of the underlying carrier
- Not suggest your brand owns or operates the mobile network
- Feature accurate service descriptions and pricing

YOUR LOGO

UNLIMITED PLANS  
STARTING FROM  
\$35/MO



This mobile service is provided by Reach Mobile

YOUR LOGO

# UNLIMITED 30GB

# \$15

/ MO

with \$15 off per line  
for first 3 months

Sign up and  
save with  
**COUPON**



Precision Mobile service is managed  
and operated by Reach Mobile.

This mobile service is provided by Reach Mobile



A middle-aged man with grey hair, wearing a dark blue pinstriped suit jacket over a black shirt, is smiling and talking on a white smartphone. The background is a blurred cityscape with tall buildings.

YOUR LOGO

# BEST PLAN 10GB

CONNECTIVITY FOR PROFESSIONALS

**1 LINE FOR \$15** /MO

FOR 3 MONTHS WITH CODE

**COUPON**

YOUR LOGO



**1 LINE UNLIMITED**

**\$15** /mo

FOR 3 MONTHS WITH CODE

**COUPON**

- ✓ **LIGHTNING-FAST 5G**
- ✓ **UNLIMITED TALK & TEXT**
- ✓ **30GB PREMIUM DATA**



**UNLIMITED 30GB**  
**1 LINE FOR \$15** /MO

FOR 3 MONTHS WITH CODE

**COUPON**

**YOUR LOGO**

This mobile service is provided by Reach Mobile



# UNLIMITED 30GB

CONNECTIVITY THAT WORKS FOR YOU

## 1 LINE FOR \$15<sub>/MO</sub>

FOR 3 MONTHS WITH CODE

COUPON

YOUR LOGO

This mobile service is provided by Reach Mobile

YOUR LOGO

Unlimited 30GB

Connectivity that works for you

**1 line for \$15**  
for 3 months with code

COUPON

/MO

This mobile service is provided by Reach Mobile

YOUR LOGO

**1 LINE UNLIMITED**

**\$15** /mo

FOR 3 MONTHS WITH CODE

**COUPON**



Lightning-fast 5G



Unlimited Talk & Text



30GB premium data

This mobile service is provided by Reach Mobile

YOUR LOGO

**1 LINE UNLIMITED**

**\$15** /mo

FOR 3 MONTHS WITH CODE

**COUPON**



Sign up and  
save with  
**COUPON**

This mobile service is provided by Reach Mobile

# **Testimonial**

# FAUGET PHONE REVIEW



”

I've tried a bunch of carriers over the years, and this is the first one that actually feels designed for how people use their phones now. 30GB is more than enough for everything I do, and I'm paying half of what I used to.

***CIA RODRIGUEZ***



[www.yourwebsite.com](http://www.yourwebsite.com)

This mobile service is provided by Reach Mobile



I switched for the price, but I'm staying for the performance. It's reliable, simple, and just makes sense



I was paying more for less. This plan gives me everything I need – fast data, no nonsense, and real value.

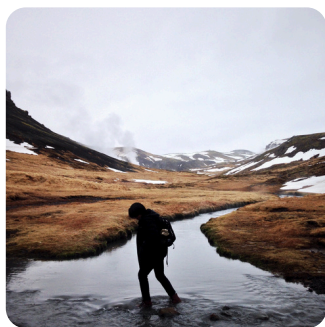


[www.yourwebsite.com](http://www.yourwebsite.com)

This mobile service is provided by Reach Mobile

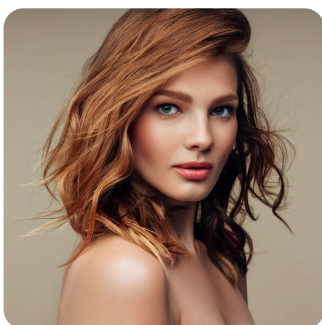
# REVIEWS

*From our customers*



**Yanis Petros**

Finally, a plan that actually fits my life.



**Donna Stroupe**

Best decision I've made for my phone.



**Claudia Alves**

Set it up in minutes. Running like a charm.

# Testimonial



**Donna Stroupe**

Customer

What I love most is the simplicity. No overcomplicated options, no fine print - just clear pricing and a plan that delivers. It's affordable, reliable, and actually feels modern.



[www.yourwebsite.com](http://www.yourwebsite.com)

[www.yourwebsite.com](http://www.yourwebsite.com)

**Hello, Claudia! how's your new phone plan?**

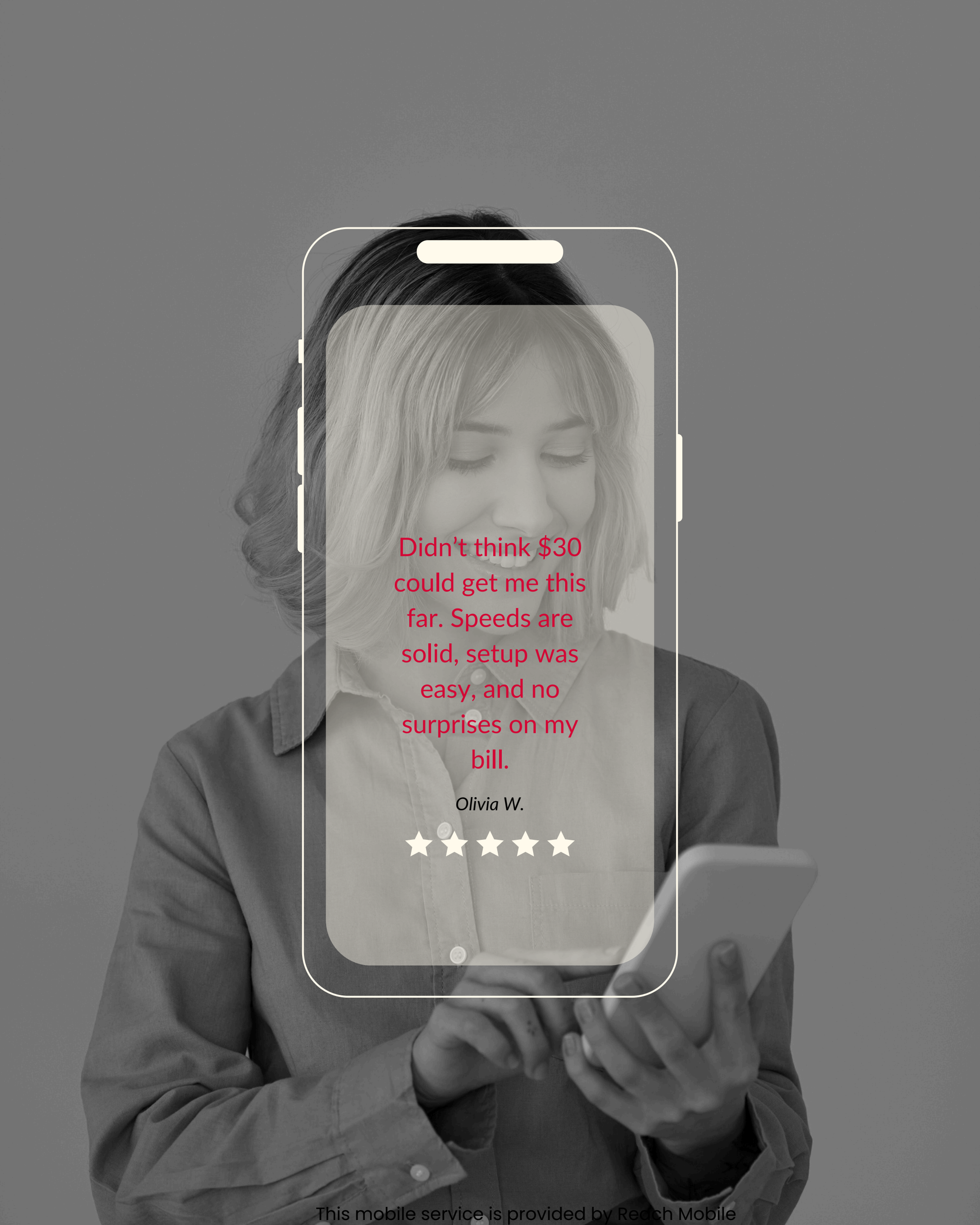
10.15

**Oh Hi Alex! Honestly? Loving it. Super fast, no contract, and I'm only paying \$30 a month.**

10.16

**Wait, you're still paying more than \$30 for your plan? I switched last month – 30GB, no contract, and it's been flawless.**

10.16



Didn't think \$30  
could get me this  
far. Speeds are  
solid, setup was  
easy, and no  
surprises on my  
bill.

*Olivia W.*





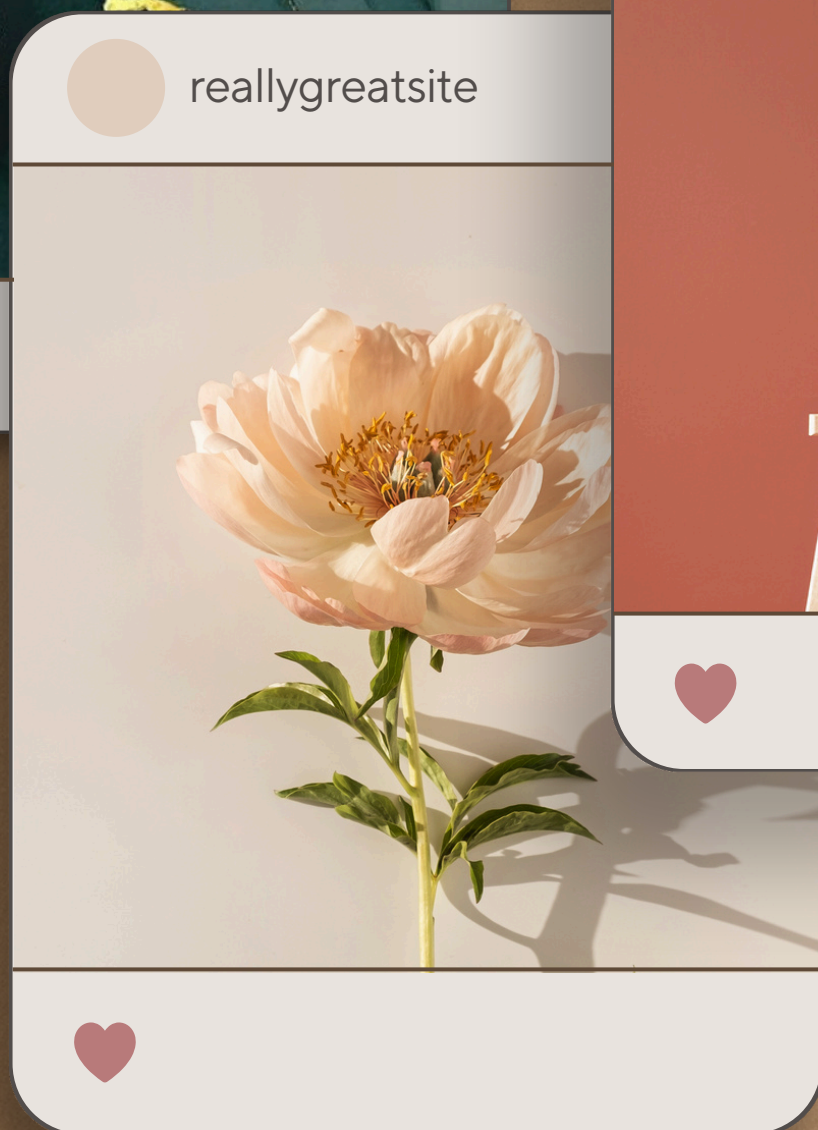
Didn't think \$30 could get me this far. Speeds are solid, setup was easy, and no surprises on my bill.

*Olivia Wilson*

# Other Ideas

# NEW IN THE SHOP

Sneak peek at our new templates 👁️



REALLY GREAT SITE

# CYBER MONDAY (24)

Hey, are the Cyber Monday deals live yet?

Yes! Up to 60% OFF everything, today only! Grab your faves before they're gone!

On it!

@reallygreatsite

## STUDIO SHOWDE

15:00

02 AUGUST 2040



MESSAGES

Now

**JONATHAN PATTERSON**  
Let's Get Dinner Tonight



PHONE

14:30

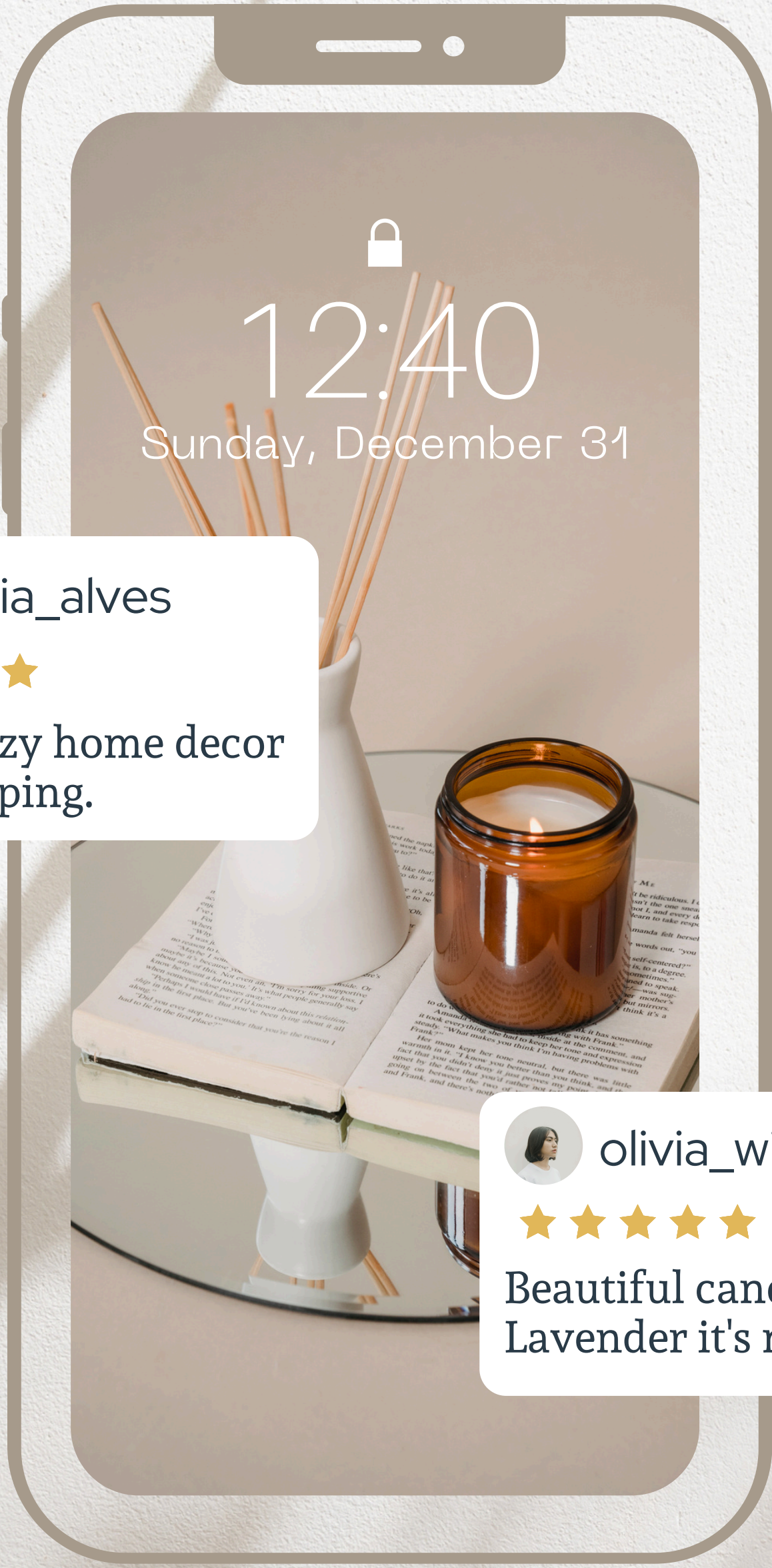
**KIM CHUN HEI**  
Missed Call



REMINDER

08:00

**GROCERY STORE**  
Go to Hanover and Tyke



claudia\_alves



I like it! Cozy home decor & fast shipping.



olivia\_wilson



Beautiful candles! Lavender it's my favorite!

# What is your goal in property?



-   
Buy a home
-   
Sell a home
-   
Investing
-   
Saving for a down payment
- Uhm... don't know.

Regardless of your answer, call me for a free consultation.

@reallygreatsite



FAUGET  
INTERNET



“

Working from home  
never feels this easy,  
thanks to Fauget  
Internet.

Up to  
**50 mbps**  
**Home Internet**  
Starting from

**\$49/mo**

[www.reallygreatsite.com](http://www.reallygreatsite.com)

**The number one**

**WiFi Internet Provider**

**for streaming,  
working, and  
everything**



**FAUGET  
INTERNET**

**Use promo code  
for 15% discount**

**BRCLSPD**

# Stay Connected for Less!

High-speed internet at a price you'll love!

**25 Mbps**

\$25 / Month

**50 Mbps**

\$50 / Month

**100 Mbps**

\$80 / Month

- ✓ Unlimited data
- ✓ Superfast streaming
- ✓ No hidden fees



**CONTACT US :**

123-456-7890

| [www.reallygreatsite.com](http://www.reallygreatsite.com) | [@reallygreatsite](https://twitter.com/reallygreatsite)

Reach™



Reach™

