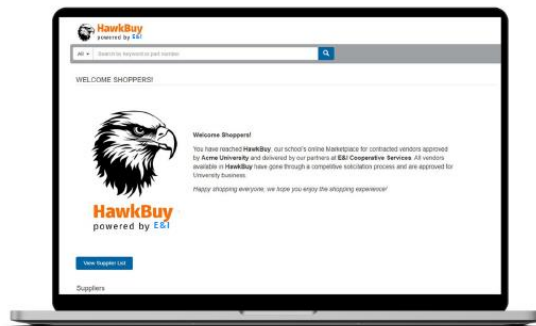


1. What is BlankBuy?

BlankBuy, from E&I Cooperative Services, is an online marketplace solution that brings 90% of your school's everyday purchasing spend under contract in one place and vastly improves spend control. The solution is custom-built for small institutions like yours and is fully managed by E&I.

2. Why is it called BlankBuy?

BlankBuy can be customized to match your school's unique branding. Think of the Blank in BlankBuy as a placeholder for your school's mascot. Think HawkBuy, PantherBuy, whatever name encapsulates your school's unique identity!



3. What do I need to customize my instance of BlankBuy?

We need two things from you to customize your instance of BlankBuy:

1. A unique name for the solution.
2. Your school mascot or logo.

We recommend that you choose your school mascot over a logo whenever possible. Campus stakeholders recognize school mascots and are likely to rally behind them. They're more fun and tend to inspire loyalty and commitment – two things you'll want to make your new marketplace a success. Don't have a mascot? Then, it's perfectly OK to use the school logo. **NOTE:** Please supply a mascot/logo (PNG/JPG/EPS format) **at a minimum** of 72 dpi and 500 pixels at its **shortest** dimension.

Next, pick a name for your new marketplace. Again, this should reflect the mascot or logo you've chosen.

Here are some examples of strong marketplace names or visual identities:



We recommend sticking with _____Buy in most cases, or going with a variation such as _____Marketplace. Abstract names are less likely to resonate with campus users, so we don't generally recommend them. That's it – happy shopping!