

Add Brand

STEP BY STEP INSTRUCTIONS FOR ADDING A NEW BRAND.

Version 1.0

Effective Date: 1/1/26

Related Links & Guides

- [Glossary](#)
- [Brand Management Hub User Guide](#)
- [Edit Brand User Guide](#)
- [Brand Vetting Statuses User Guide](#)

Getting Started

This guide will explain how to add a new **Brand** and submit it for vetting.

Select [Brands](#) from the blue navigation bar on the left side of your screen.

This will open the **Brand** page.

To learn more about the Brands page, please see the [Brand Hub Management User Guide](#).

This guide covers:

- [Program Type](#)
- [General Brand Info](#)
- [Legal Brand Details](#)
- [Subsidiaries & Legal Affiliates](#)
- [Brand Identifier](#)
- [Brand Points of Contact](#)

MessagesMadeSimple Me

Order a Short Code

Short Code Registry

Short Codes

Brands

Content Providers

Billing

My Account

Reports

System Messages 43

About Short Codes

Brands

10 Brands

Add New Brand

1 In Progress

0 Under Review

2 Needs Action

4 Awaiting Assignment

3 Completed

Search for a Brand or a Short Code

Brand	Doing Business As	Program Type	FEIN	Re-vet Date	Brand Status	Short Code
American Airli...		Standard	32-0487530	-	Awaiting Assignment	-
Apple		Standard	12-3222222	-	Awaiting Assignment	-
Delta Airlines		Standard	96-5967530	-	Needs Revision	-
FE Federal Emer...		Government	35-0823570	04/24/2026 211 days remaining	Completed	278657, 34726

Add New Brand

Select the Add New Brand button.

Brands

10
Brands



Search for a Brand or a Short Code

Brand	Doing Business As	Program Type	FEIN	Re-vet Date	Brand Status	Short Code
American Airli...		Standard	32-0487530	-	Awaiting Assignment	-
Apple		Standard	12-3222222	-	Awaiting Assignment	-
Delta Airlines		Standard	96-5967530	-	Needs Revision	-
Federal Emer...		Government	35-0823570	04/24/2026 218 days remaining	Completed	34726
Feeding Amer...		Charitable Organizati...	96-5967531	04/24/2026 218 days remaining	Awaiting Assignment	-

Adding Your Brand

Work through each section, filling out the required fields.

To move on after each section, click the “Next” button at the bottom of the screen.

← Brands

Add New Brand

- 1 Program Type
- 2 General Brand Info
- 3 Legal Brand Details
- 4 Subsidiaries & Legal Affiliates
- 5 Brand Identifier
- 6 Brand Point of Contact
- 7 Review
- 8 Submission

Program Type

Standard

For organizations that are **not** government entities or registered charities.

Government

For U.S. federal, tribal, state, or local government agencies. **Additional information is required.**

Charitable Organization

For registered 501(c)(3) nonprofits that are either accredited by the Better Business Bureau’s Wise Giving Alliance or have 3+ stars on Charity Navigator. **Additional information is required.**

Political

Your organization qualifies as a political organization subject to Code section 527. The organization is a party, committee, association, fund or other organization (whether or not incorporated) organized and operated primarily for the purpose of directly or indirectly accepting contributions or making expenditures, or both, for an exempt function. The exempt function of a political organization is influencing or attempting to influence the selection, nomination, election or appointment of an individual to a federal, state or local public office or office in a political organization.

Next →

Program Type

As part of the vetting process and to ensure that lease discounts are correctly applied, you must select a **Program Type** for your brand.

Standard Program - Most common program type. Select if your organization is a for-profit business or entity that doesn't qualify for government, charitable, or political designations.

← Brands

Add New Brand

- 1 Program Type
- 2 General Brand Info
- 3 Legal Brand Details
- 4 Subsidiaries & Legal Affiliates
- 5 Brand Identifier
- 6 Brand Point of Contact
- 7 Review
- 8 Submission

Program Type

Standard

For organizations that are **not** government entities or registered charities.

Government

For U.S. federal, tribal, state, or local government agencies. **Additional information is required.**

Charitable Organization

For registered 501(c)(3) nonprofits that are either accredited by the Better Business Bureau's Wise Giving Alliance or have 3+ stars on Charity Navigator. **Additional information is required.**

Political

Your organization qualifies as a political organization subject to Code section 527. The organization is a party, committee, association, fund or other organization (whether or not incorporated) organized and operated primarily for the purpose of directly or indirectly accepting contributions or making expenditures, or both, for an exempt function. The exempt function of a political organization is influencing or attempting to influence the selection, nomination, election or appointment of an individual to a federal, state or local public office or office in a political organization.

Next →

Program Type

Government Program -

Select your Agency Type:

- Federal
- Tribal
- State
- Local
- Other

Then add your agency website. If you do not know it, search your agency on the USA.gov website. If your agency type is tribal, you can search on the BIA.gov website

Additional Information – Any other information that you believe the vetting agent would need to authenticate the government organization.

← Brands

Add New Brand

- 1 Program Type
- 2 General Brand Info
- 3 Legal Brand Details
- 4 Subsidiaries & Legal Affiliates
- 5 Brand Identifier
- 6 Brand Point of Contact
- 7 Review
- 8 Submission

Program Type

Standard

For organizations that are **not** government entities or registered charities.

Government

For U.S. federal, tribal, state, or local government agencies. **Additional information is required.**

Agency Type *

- Federal
- Tribal
- State
- Local
- Other

AGENCY WEB SITE

ADDITIONAL INFORMATION

Terms & Conditions *

I have read and acknowledge the Government Brand Terms & Conditions.

This program is available to qualified U.S. government entities only. Your request will be reviewed and an email will be sent to you upon completion of the review. You may be required to present documentation as proof of your status, in which case you will be contacted by GCH Technologies. Your account will not be able to lease any new Short Codes under the government pricing program prior to completion of this review.

Program Type

Charitable Program - Charitable programs must have 501(c)(3) tax-exempt status and accreditation from either:

- 1) the [Better Business Bureau's Wise Giving Alliance](#), or
- 2) [Charity Navigator](#).

Select the appropriate Accreditation Organization.

Note: If Charity Navigator is selected the organization must have a rating of 3 or 4 stars.

Additional Information – Any other information that you believe the vetting agent would need to authenticate the charitable organization.

← Brands

Add New Brand

- 1 Program Type
- 2 General Brand Info
- 3 Legal Brand Details
- 4 Subsidiaries & Legal Affiliates
- 5 Brand Identifier
- 6 Brand Point of Contact
- 7 Review
- 8 Submission

Program Type

Standard

For organizations that are **not** government entities or registered charities.

Government

For U.S. federal, tribal, state, or local government agencies. **Additional information is required.**

Charitable Organization

For registered 501(c)(3) nonprofits that are either accredited by the Better Business Bureau's Wise Giving Alliance or have 3+ stars on Charity Navigator. **Additional information is required.**

Accreditation Organization *

- Better Business Bureau Wise Giving Alliance
- Charity Navigator 3 or 4 Stars

Note: Your brand's 501(c)(3) status can be confirmed by visiting <http://www.irs.gov/app/pub-78/> or by confirming your brand's status by calling the IRS at 1-877-829-5500.

ADDITIONAL INFORMATION

Terms & Conditions *

I have read and acknowledge the Charitable Brand Program Terms & Conditions. This program is available to qualified 501(c)(3) entities only. Your request will be reviewed and an email will be sent to you upon completion of the review. You may be required to present documentation as proof of your status, in which case you will be contacted by GCH Technologies. Your account will not be able to lease any new Short Codes under the Charitable Brand program prior to completion of this review.

Program Type

Political Program -

Your entity qualifies as a candidate, party, PAC, or other committee that is a 527 tax-exempt organization; registered with the Federal Elections Commission (FEC) or a State, Local, or Tribal Election Authority.

[Internal Revenue Code \(IRC\) Section 527.](#)

Campaign Type -

Federal – If you are a federal campaign type, FEC ID is required.

Tribal/State/Local/Other - Filing URL or Other Identifying Information.

Filing URL or Other Identifying Information - Any other information that you believe the vetting agent would need to authenticate the political organization.

← Brands

Add New Brand

- 1 Program Type
- 2 General Brand Info
- 3 Legal Brand Details
- 4 Subsidiaries & Legal Affiliates
- 5 Brand Identifier
- 6 Brand Point of Contact
- 7 Review
- 8 Submission

Program Type

Standard

For organizations that are **not** government entities or registered charities.

Government

For U.S. federal, tribal, state, or local government agencies. **Additional information is required.**

Charitable Organization

For registered 501(c)(3) nonprofits that are either accredited by the Better Business Bureau's Wise Giving Alliance or have 3+ stars on Charity Navigator. **Additional information is required.**

Political

Your organization qualifies as a political organization subject to Code section 527. The organization is a party, committee, association, fund or other organization (whether or not incorporated) organized and operated primarily for the purpose of directly or indirectly accepting contributions or making expenditures, or both, for an exempt function. The exempt function of a political organization is influencing or attempting to influence the selection, nomination, election or appointment of an individual to a federal, state or local public office or office in a political organization.

Campaign Type *

- Federal
- Tribal/State/Local/Other

FILING URL OR OTHER IDENTIFYING INFORMATION *

Next →

General Brand Info

Brand Name is the legal name for your Brand.

[Doing Business As](#) (DBA) - Update this if your brand operates under a name different from your registered organization name.

U.S. Organization - Street Address, City, State, and Zip Code are required. **This address will be validated against USPS database.**

Canadian Organization - Street Address, City, Province, and Postal Code required.

All Other Countries - Street Address and City are required.

You also have the option to add a **Brand Logo**. This will **NOT** affect Brand Vetting but will help you easily identify your **Brand** on the **Brands Page**. We recommend using BrandFetch.com to find a logo that meets our system requirements.

← Brands

Add New Brand

- ✓ Program Type
- 2 General Brand Info
- 3 Legal Brand Details
- 4 Subsidiaries & Legal Affiliates
- 5 Brand Identifier
- 6 Brand Point of Contact
- 7 Review
- 8 Submission

General Brand Info

BRAND NAME *

DOING BUSINESS AS

If the Brand Client organization operates under a different public-facing name, please indicate it here.

COUNTRY *
United States

ORGANIZATION ADDRESS 1 *

ORGANIZATION ADDRESS 2

CITY * STATE * ZIP CODE *

Optional Brand Logo

IMAGE

Drag & Drop

Browse Computer

Required: jpg or png format. Max size: 2 MB. For best quality, upload a square image.

← Previous

Next →

Legal Brand Details

Legal Entity Type - Select your organizations legal structure, this information must match your official business registration documents.

- [Corporation](#)
- [Limited Liability Corporation \(LLC\)](#)
- [Partnership](#)
- [S Corporation](#)
- [Sole Proprietorship](#)

Country of Registration - The country where your brand is registered.

State of Registration - The state (only US) your brand is registered.

Organization URL - Your brand website. If the URL doesn't match the email domain for your primary point of contact, additional manual steps may be required to confirm association and could delay vetting.

Legal Brand Details

(continued)

Stock Market Symbol – Update or add this optional field to improve re-vet result times.

Estimated Annual Revenue – Consult with your Finance Department as needed.

The screenshot shows the 'Legal Brand Details' form within the Short Code Registry application. The interface includes a dark blue sidebar on the left with navigation options: 'Order a Short Code', 'Short Code Registry' (expanded to show 'Short Codes', 'Brands', 'Content Providers', 'Billing'), 'My Account', 'Reports', 'System Messages' (with a notification badge), and 'About Short Codes'. The main content area is titled 'Legal Brand Details' and features a progress indicator on the left with steps: 1. Program Type, 2. General Brand Info, 3. Legal Brand Details (current step), 4. Subsidiaries & Legal Affiliates, 5. Brand Identifier, 6. Brand Point of Contact, 7. Review, and 8. Submission. The form fields include: 'LEGAL ENTITY TYPE' (dropdown), 'COUNTRY OF REGISTRATION' (dropdown with 'United States' selected), 'STATE OF REGISTRATION' (dropdown), 'ORGANIZATION URL' (text input), 'STOCK MARKET SYMBOL' (text input), and 'ESTIMATED ANNUAL REVENUE' (text input with a '\$' symbol). A note below the revenue field states: 'Providing this information is optional, but it may fasten the verification process.' Navigation buttons for 'Previous' and 'Next' are located at the bottom of the form. The top right of the page shows user information for 'Matthew Cray' and a shopping cart icon.

Subsidiaries & Legal Affiliates

Brand Client Subsidiaries or Legal Affiliates that will be using a short code for messaging.

To enter a Subsidiary or Legal Affiliate, type the name out and hit the enter button on your keyboard to save it.

If you want to delete it, click the X at the end of the name.

Note: The field will not allow you to enter a caret (^) as part of a Subsidiary or Legal Affiliates name. A maximum of 50 Subsidiaries or Legal Affiliates can be entered for each Brand Client.

← Brands

Add New Brand

- ✓ Program Type
- ✓ General Brand Info
- ✓ Legal Brand Details
- 4 Subsidiaries & Legal Affiliates
- 5 Brand Identifier
- 6 Brand Point of Contact
- 7 Review
- 8 Submission

Subsidiaries & Legal Affiliates

SUBSIDIARIES & LEGAL AFFILIATES

gchtechnologies X

Once you have entered the name(s) of your subsidiaries and legal affiliates, click enter before proceeding. ?

← Previous

Next →

Brand Identifier

Federal Tax ID -

- If the organization is in the US, then the Federal Tax ID is ##-#####.
- If outside the US, the validation is removed, and you can enter the applicable ID for your jurisdiction.

Optional Tax Identifiers - Add these to improve re-vet result times.

- [Dun & Bradstreet Number](#)
- [Global Intermediary Identification Number](#)
- [Legal Entity Identifier](#)

← Brands

Brand Identifier

Add New Brand

- ✓ Program Type
- ✓ General Brand Info
- ✓ Legal Brand Details
- ✓ Subsidiaries & Legal Affiliates
- 6 Brand Identifier**
- 6 Brand Point of Contact
- 7 Review
- 8 Submission

FEDERAL TAX ID (FORMAT: ##-#####) ?

The Federal Employer ID Number (FEIN) identifies your organization's account. Your accounting department usually has this info.

Additional Identifiers
Providing additional identifiers is not required but may help facilitate the verification process.

DUN & BRADSTREET NUMBER (FORMAT: ##-###-####) ?

GLOBAL INTERMEDIARY IDENTIFICATION NUMBER (FORMAT: XXXXXX.XXXXX.XX.XXX) ?

LEGAL ENTITY IDENTIFIER (FORMAT: 28 CHARACTERS) ?

← Previous Next →

Brand Primary Point of Contact

Fill in information about the individual in your organization who will receive all updates about your Brand. They will also be the first touchpoint for any future escalations.

Note: If a public email address (Gmail, yahoo, etc.) is used, a warning will appear that the Organization URL does not match the email domain. This could lead to a delay in the vetting process.

← Brands

Add New Brand

- ✓ Program Type
- ✓ General Brand Info
- ✓ Legal Brand Details
- ✓ Subsidiaries & Legal Affiliates
- ✓ Brand Identifier
- 6 Brand Point of Contact**
- 7 Review
- 8 Submission

Brand Point of Contact

Brand representatives will be contacted to verify their identity and participation with Short Codes.

Primary Brand Point of Contact

Please ensure this contact has knowledge of this Short Code program.

FIRST NAME *	LAST NAME *
PHONE NUMBER * 🇺🇸 +1	EXTENSION
EMAIL *	

+ Add Secondary Contact

← Previous

Next →

Secondary Point of Contact

You also have the option to add an additional Point of Contact. The individual will also receive all updates about your Brand.

Click the Add Secondary Contact button.

Fill in information about the individual in your organization who will receive all updates about your brand.

Note: Public email addresses (Gmail, yahoo, etc.) are not permitted and the domain must match your organization's website domain.

← Brands

Add New Brand

- ✓ Program Type
- ✓ General Brand Info
- ✓ Legal Brand Details
- ✓ Subsidiaries & Legal Affiliates
- ✓ Brand Identifier
- 6 Brand Point of Contact**
- 7 Review
- 8 Submission

Brand Point of Contact

Brand representatives will be contacted to verify their identity and participation with Short Codes.

Primary Brand Point of Contact

Please ensure this contact has knowledge of this Short Code program.

FIRST NAME *	LAST NAME *
PHONE NUMBER * 🇺🇸 +1	EXTENSION
EMAIL *	

+ Add Secondary Contact

← Previous

Next →

Secondary Brand Point of Contact

🗑️ Remove Secondary Contact

Please ensure this contact has knowledge of this Short Code program.

FIRST NAME *	LAST NAME *
PHONE NUMBER * 🇺🇸 +1	EXTENSION
EMAIL *	

← Previous

Next →

Review

Before submitting for vetting:

1. Review all information
2. Click the pencil icon to edit any section
3. When ready, click "Next" to go to the submission page.

← Brands

Review

Review your data for accuracy before submitting it in the next step.

Add New Brand

- ✓ Program Type
- ✓ General Brand Info
- ✓ Legal Brand Details
- ✓ Subsidiaries & Legal Affiliates
- ✓ Brand Identifier
- ✓ Brand Point of Contact
- 7 Review
- 8 Submission

Program Type		
PROGRAM TYPE Standard		
General Brand Info		
BRAND NAME d	DOING BUSINESS AS d	
ORGANIZATION ADDRESS 1 16192 COASTAL HWY	CITY LEWES	LOGO
ZIP CODE 19958-3608	COUNTRY United States	STATE Delaware
Legal Brand Details		Subsidiaries & Legal Affiliates
LEGAL ENTITY TYPE Corporation		No items added
COUNTRY OF REGISTRATION United States	STATE OF REGISTRATION Delaware	
STOCK MARKET SYMBOL -	ESTIMATED ANNUAL REVENUE -	
ORGANIZATION URL http://gchtech.com		
Primary Brand Point of Contact		Brand Identifier
FIRST NAME Matthew	LAST NAME Cray	FEDERAL TAX ID 24-3834734
PHONE NUMBER +1 (123) 021-4943	EXTENSION -	
EMAIL mcray+17@gchtech.com		

← Previous
Next →

Submission for Vetting

After reviewing all your information, select the check box. After confirming that you are authorized to submit the information, click the **Submit for Brand Vetting** button at the bottom right of the page.

What happens next:

- Primary Brand Contact receives authentication email
- Vetting team reviews changes (3-5 business days)
- You receive email when review is complete

Note: Submitting your brand for vetting does not block you from being able to lease Short Codes but will block you from onboarding Short Codes with this Brand until the vetting process is completed.

← Brands

Add New Brand

- ✓ Program Type
- ✓ General Brand Info
- ✓ Legal Brand Details
- ✓ Subsidiaries & Legal Affiliates
- ✓ Brand Identifier
- ✓ Brand Point of Contact
- ✓ Review
- 8 Submission

Submission for Vetting

By clicking Submit, you confirm that:

- The information provided is accurate
- You're authorized to act on behalf of Test

NOTE: Once submitted, the information cannot be edited while the vetting process is in progress.

"I confirm I am authorized to submit this information and that it is accurate." *

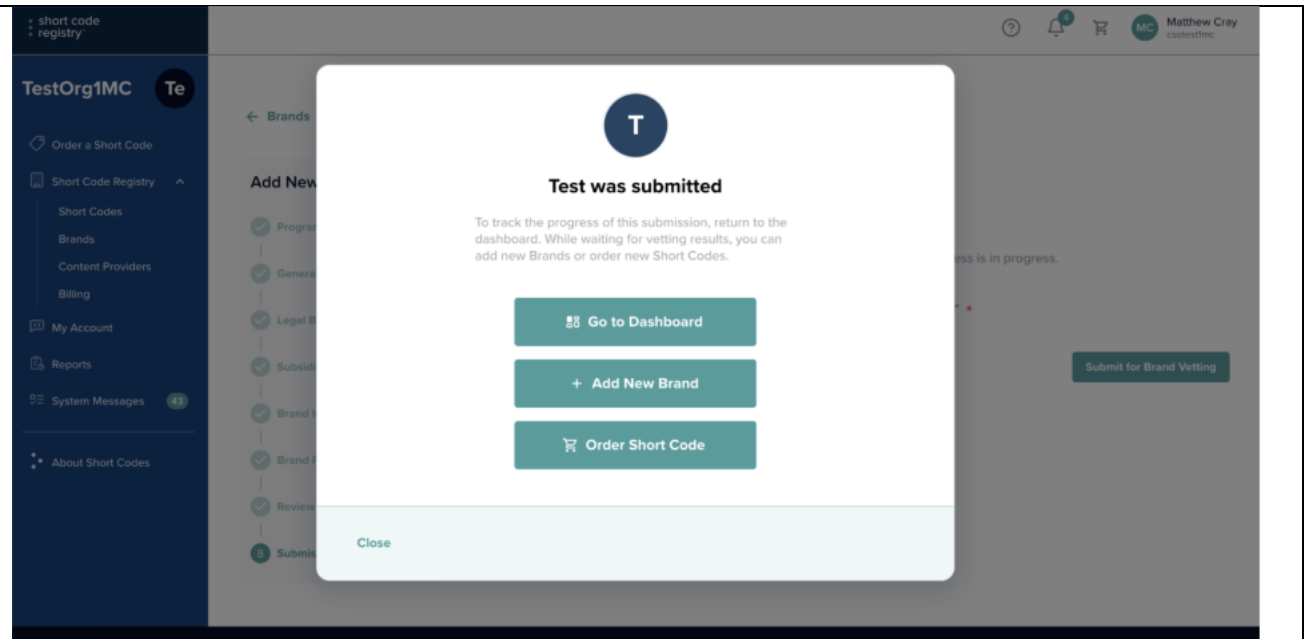
← Previous

Submit for Brand Vetting

Submitted

After submitting all the information, you will see a confirmation on your screen to show that submission was successful.

From here you can either **Go to Dashboard**, **Add New Brand**, **Order Short Code**, or close the window.



Glossary

Brand - Brand Clients are the organizations, enterprises or businesses that are using a short code (through short code Registry Registrants and/or Content Providers) to send text messages to consumers.

Corporation – A legal entity that is separate and distinct from its owners, or shareholders.

Dun & Bradstreet Number (D&B) - Data Universal Numbering System (DUNS) number is a unique 9-digit identifier assigned by Dun & Bradstreet (D&B) to businesses. It serves as a standard, universally recognized identifier for business worldwide.

Doing Business As (DBA) - A registered alias, or fictitious name, under which a business operates, allowing it to be known by a different name than its legal entity name.

Federal Tax ID - Employer Identification Number (FEIN) - Nine-digit number assigned in the United States by the Internal Revenue Service to identify a business entity.

Global Intermediary Identification Number (GIIN)- A Global Intermediary Identification Number (GIIN) is a unique, 19-character alphanumeric identifier issued by the U.S. IRS. It is assigned to foreign financial institutions and other entities to verify their participation and compliance with the foreign Account Tax Compliance Act (FATCA).

Internal Revenue Code (IRC) Section 527 - An IRC Section 527 political organization is a tax-exempt entity, such as a political party, committee, or fund, created to influence the selection or defeat of candidates for political office at the federal, state, and local levels. This type of organization is commonly called a "527" after the section of the Internal Revenue Code that governs it. Please see <https://www.irs.gov/pub/irs-tege/eotopici89.pdf>.

Legal Entity Identifier (LEI)- A Legal Entity Identifier (LEI) is a 20-character alphanumeric code, based on the ISO 17442 standard, that uniquely identifies a legal entity participating in financial transactions.

Limited Liability Corporation (LLC) - A business structure that protects its owners from personal liability for company debts.

Partnership - A business entity where two or more individuals share ownership.

S Corporation - A corporation that elects special tax status to avoid double taxation by passing income, losses, and deductions directly to shareholders.

Sole Proprietorship - An individual business owner who does not have an Employer Identification Number (EIN) or other corporate tax ID. Sole Proprietors can only register in the U.S. or Canada.

Version History

Date	Version	Details
10/1/25	1.0	Initial Release