

Brand Asset Usage Policy

This document outlines the guidelines for the correct usage of the [Brand Name] brand assets.

1. Purpose

The purpose of this policy is to define acceptable use of brand assets, including logos, icons, trademarks, and other brand elements.

2. Brand Assets Covered

- Company Logo(s)
- Wordmarks and Trademarks
- Icons and Other Symbols
- Typography
- Brand Colors
- Imagery and Photographs

3. General Guidelines

- Always use the most recent and approved version of brand assets.
- Maintain clear space around logos and marks.
- Do not alter, stretch, or distort any brand asset.
- Do not add effects (such as shadows, outlines, or gradients) unless specified.
- Do not use brand assets in connection with inappropriate, unlawful, or offensive content.

4. Logo Usage

- Minimum clear space: Maintain minimum clear space around the logo as defined in the brand guidelines.
- Minimum size: Do not use the logo below the minimum size to ensure legibility.
- Do not rotate, flip, or skew the logo.
- Use approved color variations only.

5. Incorrect Usage Examples

Do	Don't
Use original logo files.	Recreate or redraw the logo.
Follow approved color palette.	Apply unapproved colors.
Keep logo proportions intact.	Distort or stretch the logo.

6. Permissions

Permission is required for third-parties to use brand assets. Requests can be sent to [contact@email.com].

7. Contact

For questions about this policy, contact: [\[contact@email.com\]](mailto:contact@email.com)