

# 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]