Corporate Imagery Usage Guidelines
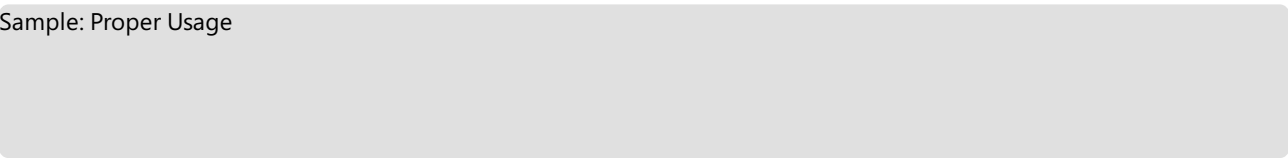
1. Purpose of Corporate Imagery

Our corporate imagery is an essential part of brand identity. All images should consistently reflect our values: professionalism, inclusivity, and innovation.

2. Approved Image Types

- High-resolution photos of teams, workplaces, and products
- Abstract graphics aligned with brand themes
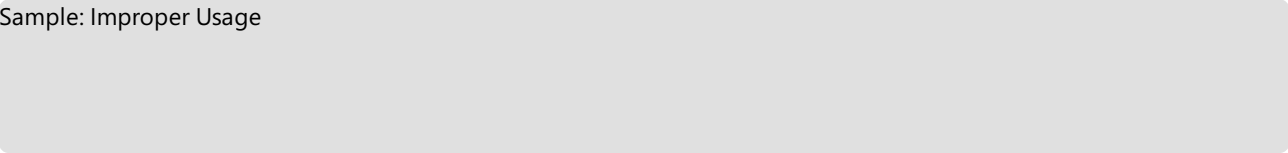- Partner, customer, and event images (with consent)

3. Image Do's and Don'ts

Sample: Proper Usage

High quality, well-lit, natural team photo

Sample: Improper Usage

Low-res, cluttered, or poorly cropped

4. Image Sizing & Placement

- Use original proportions; avoid distortion or stretching
- Maintain padding around images for clarity
- Optimize image size for faster loading

5. Prohibited Imagery

- Stock photos that don't represent our culture
- Offensive, political, or divisive content
- Images with unauthorized branding or watermarks

6. Copyright and Credits

- Only use imagery you own, have licensed, or have received permission to use
- Include credits when required by the source

7. Contact

For questions or approval, please contact the Brand Management team at