

Brand Asset Usage Policy

Document Version: 1.0
Effective Date: [Insert Date]

1. Purpose

This policy provides guidelines for the correct and consistent use of [Brand Name] brand assets, including logos, colors, and other visual identity elements. It is intended for all members of marketing teams and approved external partners.

2. Scope

Applies to all marketing materials, digital platforms, presentations, social media, print, and any other communication mediums representing the brand.

3. Brand Assets Covered

- Logos (primary, secondary, and icon versions)
- Brand colors and typography
- Taglines and slogans
- Images, graphics, and iconography
- Templates and official documents

4. General Usage Guidelines

- Always use approved asset files provided by [Brand Owner/Creative Team].
- Do not modify, distort, or alter brand assets in any way.
- Maintain clear space around logos and graphics as defined in the style guide.
- Use only the specified color palette and typography.
- Do not combine brand assets with elements from other brands.

5. Logo Usage

- Ensure proper scaling to maintain aspect ratio.
- Do not apply effects such as shadows, outlines, or filters.
- Minimum logo size for print is [Insert Measurement]; for digital use is [Insert Pixel Width].

6. Color Palette

Color	Hex	Usage
Primary	[#XXXXXX]	Main headings, backgrounds
Secondary	[#XXXXXX]	Accents, buttons
Accent	[#XXXXXX]	Highlights, links

7. Approval & Questions

All new uses of brand assets must be reviewed and approved by the brand or creative team. For clarifications, contact:

Email: [brand@company.com]

