Co-Branding and Partnership Guidelines Sample

These guidelines provide a framework for maintaining consistency, clarity, and effectiveness in co-branding and partnership initiatives. Please follow these standards when collaborating with **[Your Organization]**.

1. Logo Usage

- Always use approved logo files. Distortion or modification is not permitted.
- Maintain clear space as specified in the logo usage guide.
- Partners' logos should be equal in size to **[Your Organization]**'s logo when displayed together.

2. Brand Voice & Messaging

- Communications should reflect both brands' values and tone.
- Use agreed-upon messaging statements to describe the partnership.
- Avoid language that implies endorsement beyond the scope of the partnership.

3. Visual Identity

- Use only the primary brand colors of both organizations in co-branded material.
- Product images should not be edited to feature only one brand.
- Respect the integrity of all brand assets (logos, icons, fonts).

4. Approvals

1. All co-branded assets must be reviewed by both partners before publication.
2. Allow at least 2 business days for asset review and feedback.
3. Edits must be addressed before final approval.

5. Examples of Correct and Incorrect Co-Branding

Correct	Incorrect
Logos are equal size and aligned.	One logo is larger or distorted.
Co-branded message uses both brands' names.	Message represents only one brand.

6. Contact Information

For questions or asset approvals, contact:
Brand Assurance Team
[email@example.com]

These guidelines are for internal use and for partners of **[Your Organization]** only. Review periodically for updates.