

1. General Conduct and Tone

1. Creatives must maintain a professional, respectful, and ethical tone at all times.
 2. Content must not include abusive, offensive, hateful, discriminatory, or harassing language.
 3. Creatives must not include profanity, vulgar expressions, sexually explicit content, or violent imagery.
 4. Content must not promote illegal activities, unsafe behaviour, or harmful actions.
 5. Fear-based, threatening, or manipulative messaging must not be used.
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2. Accuracy and Truthfulness

6. All statements in creatives must be truthful, accurate, and not misleading.
 7. Information must not be presented in a way that could mislead users by omission, exaggeration, or ambiguity.
 8. Claims must reflect what a reasonable, average user can expect.
 9. Creatives must not present assumptions or opinions as facts.
 10. Any factual claim must be capable of being reasonably substantiated.
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3. Prohibited Claims and Language

11. Creatives must not contain guarantees, promises, or assurances of outcomes.
 12. Absolute or superlative terms must not be used unless explicitly approved.
 13. Examples of prohibited terms include but are not limited to: best, lowest, guaranteed, always, never, risk-free, 100 percent.
 14. Creatives must not imply certainty where outcomes may vary.
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4. Urgency and Pressure Restrictions

15. Creatives must not create false urgency or pressure to act.
 16. Phrases implying immediate or limited-time action must not be used unless the limitation is real and verifiable.
 17. Countdown timers, expiring offers, or “act now” messaging must not be used deceptively.
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5. Government, Legal, and Authority References

18. Creatives must not imply affiliation with, endorsement by, or approval from any government entity or authority.
19. Government names, seals, symbols, or official-looking badges must not be used.

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20. Creatives must not reference laws, regulations, or legal actions in a misleading manner.
 21. Content must not resemble official notices, warnings, or legal documents.
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6. Brand, Trademark, and Logo Usage

22. Third-party brand names, logos, or trademarks must not be used without explicit authorization.
 23. Creatives must not imply partnerships, sponsorships, or endorsements that do not exist.
 24. Logos must not be altered, obscured, or presented in a misleading way.
 25. Comparative references must be factual, neutral, and non-deceptive.
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7. Testimonials, Reviews, and Endorsements

26. Testimonials must reflect genuine experiences and honest opinions.
 27. Fake, fabricated, or misleading reviews are prohibited.
 28. Paid endorsements or material connections must be clearly disclosed.
 29. Testimonials must not imply typical results if those results are not typical.
 30. If actors or dramatizations are used, this must be clearly disclosed.
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8. Pricing, Savings, and Performance Representations

31. Creatives must not promise specific savings, prices, or financial outcomes.
 32. Ranges or estimates must reflect realistic outcomes for most users.
 33. Pricing or savings claims must not be exaggerated or selectively presented.
 34. Creatives must not imply free services if conditions or costs apply.
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9. Call-to-Action (CTA) Integrity

35. Calls to action must accurately describe what will happen when clicked or followed.
 36. CTAs must not mislead users about outcomes, benefits, or next steps.
 37. CTAs must not use deceptive language such as refund, approval, entitlement, or guaranteed access.
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10. Visual and Design Transparency

38. Important information must be clearly visible and readable.
39. Disclosures must not be hidden, minimized, or obscured by design choices.

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- 40. Creatives must not use hidden text, misleading layouts, or deceptive visual elements.
 - 41. Design elements must not mimic system alerts, security warnings, or official notifications.
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11. User Relationship and Personalization

- 42. Creatives must not imply a prior relationship with the user unless one actually exists.
 - 43. Messages must not appear as personal notices, account alerts, or direct communications unless accurate.
 - 44. Personal data must not be inferred, guessed, or implied without user consent.
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12. Ethical and Legal Baseline

- 45. Creatives must comply with applicable advertising, consumer protection, and data privacy laws.
 - 46. Creatives must not provide legal, financial, or medical advice unless explicitly authorized.
 - 47. Vulnerable populations must not be targeted using fear, pressure, or misleading claims.
 - 48. Content must respect user autonomy and informed decision-making.
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13. Default Applicability

- 49. These guidelines apply to all creatives, including image-based, HTML-based, email, and digital advertisements.
- 50. These guidelines act as baseline rules when no client-specific guidelines are provided.
- 51. Client-specific guidelines, when present, override this document where applicable.