

## **Marketing policies**

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### **Brand\_Identity\_Overview**

#### **Document Purpose**

**This document defines the official brand identity of the organization. It ensures consistency in messaging, visuals, and tone across all marketing, communication, and promotional activities.**

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#### **1. Brand Mission**

**Our mission is to deliver high-quality, reliable, and ethical solutions that create long-term value for customers, employees, and stakeholders. The brand aims to foster trust, transparency, and innovation in all interactions.**

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#### **2. Brand Vision**

**To become a trusted and recognizable brand known for customer satisfaction, integrity, innovation, and responsible business practices across all markets.**

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#### **3. Brand Values**

**The brand is built on the following core values:**

- Integrity and honesty in communication**
  - Customer-first mindset**
  - Accountability and responsibility**
  - Innovation with purpose**
  - Respect for diversity and inclusion**
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#### **4. Brand Personality**

**The brand personality defines how the brand communicates and presents itself.**

**Tone:**

- Professional
- Friendly
- Confident
- Clear and simple

**Voice:**

- Informative and helpful
  - Transparent and respectful
  - Avoids jargon and exaggeration
  - Consistent across all channels
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**5. Target Audience**

- Customers and prospects
- Business partners
- Internal employees
- Vendors and external stakeholders

All brand communication must be tailored to the audience's level of understanding and expectations.

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**6. Brand Do's and Don'ts**

**Do's**

- Use approved brand language
- Maintain consistent messaging
- Follow visual identity standards
- Verify accuracy before publishing

**Don'ts**

- **Do not make misleading claims**
  - **Do not use offensive or inappropriate language**
  - **Do not modify brand assets without approval**
  - **Do not publish unreviewed content**
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## **7. Brand Ownership and Governance**

**The Marketing and Communications team owns the brand guidelines. Any deviation or exception requires written approval from the authorized marketing lead.**

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### **Logo\_Usage\_Policy**

#### **Document Purpose**

**This policy outlines the correct usage of company logos to maintain visual consistency and prevent misuse across digital and print platforms.**

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#### **1. Approved Logo Versions**

**Only the following logo versions are approved for use:**

- **Primary logo (full color)**
- **Secondary logo (black or white)**
- **Icon-only logo (for digital platforms)**

**Unofficial or recreated logos are strictly prohibited.**

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#### **2. Logo Placement Rules**

- **Logo must always be clearly visible**
  - **Adequate white space must be maintained**
  - **Avoid placing logo on cluttered or low-contrast backgrounds**
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#### **3. Minimum Size Requirements**

**To ensure readability:**

- **Digital usage:** Minimum width of 120 pixels
- **Print usage:** Minimum width of 25 mm

**Logos smaller than this size are not permitted.**

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#### **4. Clear Space Guidelines**

**A minimum clear space equal to the height of the logo symbol must be maintained on all sides. No text, images, or graphics may enter this space.**

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#### **5. Incorrect Logo Usage (Not Allowed)**

- **Stretching or distorting the logo**
  - **Changing logo colors**
  - **Adding shadows or effects**
  - **Rotating or tilting the logo**
  - **Placing logo inside shapes without approval**
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#### **6. Logo Approval Process**

**Any new use case not covered in this policy must be reviewed and approved by the Marketing team before publication.**

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### **Color\_and\_Typography\_Guidelines**

#### **Document Purpose**

**This document defines the official color palette and typography standards to ensure consistent visual branding across all marketing materials.**

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#### **1. Primary Brand Colors**

**The primary colors represent the core brand identity and must be used consistently.**

- Primary Blue – Used for headers, highlights, and key elements
- White – Used for background and spacing
- Dark Gray – Used for body text

Exact HEX/RGB values should be maintained as per the official design files.

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## 2. Secondary Brand Colors

Secondary colors may be used for accents, charts, and illustrations. These colors should complement the primary palette and must not overpower it.

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## 3. Typography Guidelines

### Primary Font

- Used for headings and titles
- Clean, modern, and professional

### Secondary Font

- Used for body text and long-form content
  - Easy to read across devices
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## 4. Font Usage Rules

- Maintain consistent font hierarchy
  - Avoid mixing multiple fonts unnecessarily
  - Use appropriate line spacing for readability
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## 5. Accessibility Standards

- Ensure sufficient color contrast
- Use readable font sizes
- Avoid color-only indicators for important information

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## **6. Approval and Updates**

**Any changes to colors or typography must be approved by the Design or Marketing lead before implementation.**

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 **This completes Folder 01\_Brand\_Guidelines in Google Drive format**

**Next, tell me the next folder number:**

**2 – Content Marketing Policies**

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 **Google Doc 1: Content\_Creation\_Policy**

### **Document Purpose**

**This policy defines the rules, standards, and approval process for creating marketing content. It ensures all content aligns with brand values, business goals, and legal requirements.**

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### **1. Scope of Content**

**This policy applies to all forms of content including:**

- **Blogs and articles**
  - **Website content**
  - **Social media posts**
  - **Email campaigns**
  - **Marketing brochures**
  - **AI-generated content**
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### **2. Content Objectives**

**All content must aim to:**

- Educate and inform the audience
  - Build brand credibility and trust
  - Support business and marketing goals
  - Maintain accuracy and transparency
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### **3. Content Quality Standards**

- Content must be original and plagiarism-free
  - Information must be factually correct
  - Grammar and spelling must be accurate
  - Language must be clear and professional
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### **4. AI-Assisted Content Guidelines**

- AI tools may be used for drafting and ideation
  - Final content must be reviewed by a human
  - Misleading or fabricated information is prohibited
  - Disclosure may be required where applicable
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### **5. Content Approval Process**

1. Draft creation
  2. Internal review (Marketing Team)
  3. Compliance/legal check (if required)
  4. Final approval before publishing
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### **6. Prohibited Content**

- False or misleading claims

- **Offensive or discriminatory language**
  - **Confidential company information**
  - **Unapproved comparative statements**
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## **7. Ownership and Accountability**

**The Marketing team owns all published content. Any violation of this policy may lead to corrective action.**

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### **Blogging\_and\_SEO\_Guidelines**

#### **Document Purpose**

**This document outlines best practices for blogging and search engine optimization (SEO) to improve online visibility while maintaining ethical standards.**

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#### **1. Keyword Research Guidelines**

- **Use relevant and intent-based keywords**
  - **Avoid keyword stuffing**
  - **Focus on user search intent**
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#### **2. On-Page SEO Standards**

- **Proper use of headings (H1, H2, H3)**
  - **Meta title and description required**
  - **Internal and external linking where relevant**
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#### **3. Content Structure Rules**

- **Clear introduction and conclusion**
- **Short paragraphs for readability**
- **Use bullet points where possible**

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#### **4. Plagiarism Policy**

- **Content must be 100% original**
  - **Proper citations required for references**
  - **Copied or spun content is not allowed**
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#### **5. Ethical SEO Practices**

- **No black-hat SEO techniques**
  - **No hidden text or misleading links**
  - **Follow search engine webmaster guidelines**
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#### **6. Performance Review**

**Blog performance may be evaluated using metrics such as traffic, engagement, and conversions.**

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#### **Google Doc 3: Visual\_Content\_Policy**

##### **Document Purpose**

**This policy defines standards for images, graphics, and videos used in marketing materials.**

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#### **1. Approved Visual Sources**

- **Licensed stock platforms**
  - **In-house created visuals**
  - **Approved vendor assets**
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#### **2. Copyright and Usage Rights**

- Proper licenses must be obtained
  - Attribution required where applicable
  - Unauthorized image use is prohibited
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### **3. Branding Requirements**

- Visuals must follow brand colors and typography
  - Logo placement must follow Logo Usage Policy
  - Consistent visual style across platforms
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### **4. Video Content Guidelines**

- Clear audio and visuals
  - Appropriate captions where needed
  - No misleading visual representations
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### **5. Image and Video Editing Rules**

- Do not manipulate visuals to mislead
  - Maintain authenticity and accuracy
  - Avoid excessive filters or distortions
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### **6. Approval and Storage**

All visual assets must be reviewed and stored in approved company repositories.

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#### **❖ Social\_Media\_Policy**

**Purpose:** Ensure professional and compliant use of social media.

**Key Rules:**

- Only approved accounts represent the company
- Maintain respectful and professional tone
- Do not share confidential information
- Follow brand guidelines and logo rules
- Personal opinions must not be presented as company views

**Prohibited:**

- Offensive or misleading content
- Engaging in online arguments
- Unauthorized announcements

**Ownership:** Marketing Team

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## **04\_Email\_Marketing\_Policies**

### Email\_Marketing\_Policy

**Purpose:** Ensure compliant and ethical email communication.

**Key Rules:**

- Send emails only to opted-in users
- Include unsubscribe option in all emails
- Follow approved email templates
- Maintain frequency limits

**Compliance:**

- Follow CAN-SPAM / GDPR rules
- Protect customer email data

**Ownership:** Marketing & Compliance Team

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## **05\_Advertising\_Policies**

### Advertising\_Policy

**Purpose:** Maintain legal and ethical advertising standards.

**Key Rules:**

- **Ads must be truthful and verifiable**
- **No false or exaggerated claims**
- **Follow platform-specific ad rules**
- **Budget approvals required before**