

Marketing policies

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.

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.

2. Brand Vision

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

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.

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 - Do not publish unreviewed content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.

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.

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.

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.

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.

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.

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.

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.

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.

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

6. Approval and Updates

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

✅ This completes Folder 01_Brand_Guidelines in Google Drive format

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2 – Content Marketing Policies

 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.

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.

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.

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**

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.

Google Doc 3: Visual_Content_Policy

Document Purpose

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

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.

❖ 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

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

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**