

## **Foreign – Marketing Policies**

### **Brand Identity Overview**

#### **Purpose:**

Defines the official brand identity and ensures consistency across all marketing, communication, and promotional activities.

#### **Brand Mission:**

Deliver high-quality, reliable, and ethical solutions that create long-term value, fostering trust, transparency, and innovation globally.

#### **Brand Vision:**

Become a trusted and recognizable brand known for customer satisfaction, integrity, innovation, and responsible business practices across international markets.

#### **Brand Values:**

- Integrity and honesty in communication
- Customer-first mindset
- Accountability and responsibility
- Innovation with purpose
- Respect for diversity and inclusion

#### **Brand Personality:**

**Tone:** Professional, Friendly, Confident, Clear & Simple

**Voice:** Informative, Helpful, Transparent, Respectful, Consistent across channels

#### **Target Audience:**

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

#### **Brand Do's:**

- Use approved brand language
- Maintain consistent messaging

- Follow visual identity standards
- Verify accuracy before publishing

**Brand 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- Do not publish unreviewed content

**Ownership:** Marketing and Communications team

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**Logo Usage Policy**

- Only approved logo versions may be used: Primary (full color), Secondary (black/white), Icon-only for digital.
  - Logo must be clearly visible, with adequate white space; avoid cluttered or low-contrast backgrounds.
  - Minimum sizes: Digital – 120px width; Print – 25mm width.
  - Clear space equal to logo height must be maintained; no text/images allowed in this space.
  - Incorrect usage prohibited: stretching, color change, shadows, rotations, or placing inside shapes without approval.
  - New logo use cases require Marketing team approval.
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**Color & Typography Guidelines**

- **Primary Colors:** Primary Blue (headers/highlights), White (background), Dark Gray (body text).
- **Secondary Colors:** For accents, charts, and illustrations; must complement primary palette.
- **Typography:** Primary font for headings, secondary font for body text; maintain hierarchy and readability.

- **Accessibility:** Sufficient contrast, readable font sizes, avoid color-only indicators.
  - **Changes:** Must be approved by Design/Marketing lead.
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## **Content Marketing Policies**

### **Content Creation Policy**

- Applies to blogs, website content, social media, emails, brochures, AI-generated content.
- Goals: Educate, inform, build brand trust, support business and marketing objectives, maintain accuracy.
- Quality Standards: Original, factually correct, grammatically accurate, professional language.
- AI-Assisted Content: Human review required, no misleading/fabricated info, disclosure if required.
- Approval: Draft → Internal Review → Compliance/Legal Check → Final Approval.
- Prohibited: False claims, offensive language, confidential info, unapproved comparative statements.
- Ownership: Marketing Team

### **Blogging & SEO Guidelines**

- Keyword research based on relevance and intent; no keyword stuffing.
- On-page SEO: headings, meta tags, internal/external links.
- Content structure: clear intro/conclusion, short paragraphs, bullet points.
- Plagiarism: 100% original, proper citations.
- Ethical SEO: No black-hat techniques, no hidden text, follow search engine guidelines.
- Performance: Measured by traffic, engagement, conversions.

### **Visual Content Policy**

- Approved sources: licensed stock, in-house, approved vendor assets.
- Copyright: proper licenses, attribution required.

- Branding: follow brand colors, typography, and logo rules.
- Video: clear audio/video, captions where needed, no misleading visuals.
- Editing: Maintain authenticity, avoid misleading visuals, excessive filters, distortions.
- Approval & Storage: Review and store in approved repositories.

### **Social Media Policy**

- Only approved accounts represent the company.
  - Maintain professional tone; do not share confidential info.
  - Follow brand and logo guidelines.
  - Personal opinions not presented as company views.
  - Prohibited: Offensive/misleading content, online arguments, unauthorized announcements.
  - Ownership: Marketing Team
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### **Email Marketing Policy**

- Send only to opted-in users; include unsubscribe option.
  - Follow approved templates and frequency limits.
  - Compliance: GDPR / CAN-SPAM / local email marketing laws.
  - Protect customer email data.
  - Ownership: Marketing & Compliance Team
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### **Advertising Policy**

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