

# Brand Guidelines – Usage Instructions

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## Brand Guidelines – Internal

Suitable for:

- Staff training
- Supplier presentations
- Investor pitches
- Education on team culture, conducting meetings, values
- Fostering team collaboration and a unified vision

## Brand Guidelines – External

Suitable for:

- Giving to all suppliers such as printers, signwriters and any external supplier intending to use your brand and or logo
- Providing your brand colours (PMS colours) to any supplier
- Conducting quality checks on logo usage
- Preserving brand integrity through consistent presentation and use of your logo and brand imagery

For further information on the use of your logo not otherwise mentioned in the guidelines, please contact Eden Design.

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