

Franchisee Promotional Material Specifications

Date: [Insert Date]

To: [Franchisee Name]

From: [Your Company Name]

Dear [Franchisee Name],

We are pleased to provide you with the specifications for the promotional materials to be used for your franchise. Please adhere to the following guidelines to ensure consistency and brand integrity:

1. Design Elements

- Use the approved brand colors: [Insert Color Codes]
- Font style: [Insert Font Family and Size]
- Logo usage: Must be clear and not altered in any way

2. Types of Promotional Materials

- Banners: Size [Insert Dimensions]
- Flyers: Size [Insert Dimensions], Paper Weight [Insert Weight]
- Business Cards: Size [Insert Dimensions], Print Quality [Insert Quality]

3. Content Guidelines

- All text should be approved by the corporate office before printing.
- Include the following elements: [List Required Elements]
- No unauthorized images or quotes.

For any questions or further clarification, please do not hesitate to contact us at [Insert Contact Information].

Thank you for your attention to detail in promoting our brand.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]