

Franchisee Brand Security Guidelines

Date: [Insert Date]

To: [Franchisee Name]

Address: [Franchisee Address]

Dear [Franchisee Name],

As part of our commitment to maintaining the integrity and value of our brand, we would like to provide you with the following brand security guidelines.

Brand Representation

- Always use the official logo and branding materials provided by the franchise.
- Ensure all signage meets corporate standards.

Customer Interactions

- Maintain professional conduct in all customer interactions.
- Report any suspicious activities to the corporate office immediately.

Marketing Materials

- Use only approved marketing materials provided by the franchise.
- Seek approval for any new marketing initiatives.

Social Media Guidelines

- Follow corporate guidelines for social media presence.
- Use designated corporate accounts for official communications.

We appreciate your adherence to these guidelines as we work together to protect and enhance our brand. For any questions or further clarification, please don't hesitate to reach out.

Sincerely,

[Your Name]

[Your Title]

[Company Name]

[Contact Information]