

Retail Brand Consistency Update

Dear Team,

As part of our ongoing commitment to maintaining brand consistency across all merchandise, we are excited to share important updates regarding our brand guidelines and product offerings.

Key Updates:

- **Revised Logo Usage:** Please refer to the updated logo specifications attached.
- **Color Palette Consistency:** Ensure all products reflect the new color codes provided.
- **Packaging Standards:** New packaging designs must be implemented by the end of Q2.

We believe these changes will enhance our brand identity and improve customer recognition. Please make sure to review the attached documents thoroughly and implement the updates in your respective departments.

Thank you for your attention to these important changes. Let's continue to work together to showcase our brand's values and aesthetics effectively.

Best regards,

[Your Name]

[Your Position]

[Company Name]