[COMPANY NAME]

[ADDRESS]

[CITY, STATE, ZIP CODE]

[DATE]

**Subject: Important Update on Brand Guidelines**

Dear [Recipient’s Name/Team/All Staff],

We are excited to announce that we have updated our brand guidelines to reflect the evolving identity and values of [COMPANY NAME]. These changes are designed to strengthen our brand consistency across all communications and reinforce our position in the market.

**Key Updates**

The updated brand guidelines include:

* **Logo Usage**: Revised specifications for logo placement, size, and variations.
* **Color Palette**: Adjustments to our primary and secondary color schemes.
* **Typography**: New fonts and usage standards.
* I**magery Style**: Updated guidance on photography and graphic styles.
* **Tone of Voice**: Refinements to messaging and communication style.

**Access the Guidelines**

The updated brand guidelines are now available at [Link to Guidelines/File Location]. Please take the time to review them and ensure all future materials comply with the new standards.

**Implementation Timeline**

To ensure a smooth transition, we request that all teams adopt these updates by [DEADLINE DATE]. If you have existing materials that require adjustments, please coordinate with [Name of Design/Marketing Team Contact].

**Support and Questions**

Should you need clarification or assistance, feel free to reach out to [Name, Title] at [Email Address/Phone Number]. Our [Design/Marketing Team] is available to support you during this transition.

Thank you for your attention and cooperation in implementing these updates. Together, we can maintain a consistent and impactful representation of our brand.

Yours sincerely,

……………………………………………………….

[NAME]

[TITLE/POSITION]

[COMPANY NAME]