

## Brand governance framework

## Training and resources Tools People **Processes** Department responsibilities Approval process **Brand training** Brand management tools Explain how each department represents Define the process team members should List the formal brand training sessions that Provide links to tools team members the brand. follow to get brand materials reviewed and team members should complete. should use to find, store, create, or share brand materials. approved. **Design request process** Explain how and when team members can **Brand champions** submit requests to your brand design team. Identify the brand champions in each department, including their names, roles, and teams. Additional brand resources Brand update process Map out how and when the brand Add links to extra brand resources, such department shares updates to the brand. as brand guidelines, tutorials, or templates. **Brand department** List the brand department's responsibilities, including the names and job roles of your Feedback process brand team. Specify the process team members should follow to provide feedback to the brand department.