

Brand Governance Guide

Define standards, roles, templates, assets and review practices.

Prepare individually. Align together.

HOW TO USE THIS RESOURCE

A structured working document

Complete the relevant sections before a shared review. Distinguish observed evidence from assumptions, identify the decision owner and record what must be resolved before work begins.

01 / BRAND OWNER

Brand owner

Evidence, decisions, owners and unresolved questions

NOTES

02 / DECISION RIGHTS

Decision rights

Evidence, decisions, owners and unresolved questions

NOTES

03 / STANDARDS AND EXCEPTIONS

Standards and exceptions

Evidence, decisions, owners and unresolved questions

NOTES

04 / CONTROLLED TEMPLATES

Controlled templates

Evidence, decisions, owners and unresolved questions

NOTES

05 / ASSET LIBRARY

Asset library

Evidence, decisions, owners and unresolved questions

NOTES

06 / SUPPLIER REQUIREMENTS

Supplier requirements

Evidence, decisions, owners and unresolved questions

NOTES

07 / AUDIT AND IMPROVEMENT RHYTHM

Audit and improvement rhythm

Evidence, decisions, owners and unresolved questions

NOTES

NEXT STEPS

Turn preparation into an accountable brief

Review the completed resource with the people responsible for the decision and delivery. Agree the priority question, evidence gaps, approval pathway and immediate next step.

This resource provides general planning guidance. It is not legal, financial, regulatory or accessibility advice.

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