

# BRAND & ASSET USAGE RULES

The first global communication  
design award beyond Latin

 GRANSHAN

**BLOOM  
AWARD**

[GRANSHAN.COM](https://granshan.com)

# Core Principle

We've prepared everything you need in the Portal - please use those exports and materials as provided. If you'd like to make any changes, just reach out to the GRANSHAN team for a quick approval.

## Logo Usage Rules

- Use the approved logo files available in the Portal.
- Give the logo some breathing room – keep enough clear space around it.
- Choose the right logo variation for your background.
- Make sure the logo is always easy to read, at any size.

### A few things to keep in mind

- Please keep the logo as-is – no redrawing, recreating, modifying, or "improving" it.
- Avoid stretching, skewing, rotating, outlining, or adding visual effects to the logo.
- Keep the logo uncropped.
- Make sure the logo sits on a clean background where it stays easy to read.

## Visual Asset Rules

- Use the supplied exports in their intended formats.
- Keep the original composition and margins intact.
- When co-branding is needed, please use the approved co-branded versions.
- Please keep key visuals in their original colors - no retouching or filters.
- Typography, layout, and visual hierarchy should stay exactly as designed.
- Stick to the provided composition; alternative crops are only okay if crop templates have been shared.

## Template Editing Rules

**If editable templates are provided, here are a few simple guidelines:**

- Please don't move or resize locked logo areas.
- Keep the original margins and alignment.
- Try to avoid placing text on areas that are too detailed or visually busy.
- Only edit fields that are clearly marked as editable.
- Leave everything else as-is.

## Copy Usage Rules

### What Works Well

- Use the approved copy from the kit.
- Feel free to translate it when needed for your audience.
- Keep the original meaning and tone.
- Write the award name exactly as it appears.

### A Note on Changes

- Please don't modify official claims, dates, categories, prizes, eligibility details, jury information, or submission rules.
- Always use the latest links and texts – avoid anything from previous campaigns.

## When to Ask for Approval

### We'd love to hear from you before you:

- Create new copy outside the provided materials
- Make changes to official claims or campaign information
- Develop new layouts or visual adaptations
- Edit motion assets or animations
- Create additional co-branded placements
- Run paid promotion using Bloom Award materials
- Build custom landing pages or campaign integrations

This helps the GRANSHAN team keep track of campaign visibility and ensures everything stays coordinated.

## Version Control

Always use the latest materials from the Portal. Assets from previous campaigns should not be reused unless the GRANSHAN team has given explicit approval.

# Contacts

## Content / Approvals

Nino Kiknadze

[nino.kiknadze@granshan.com](mailto:nino.kiknadze@granshan.com)

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