



DIGITAL ASSET DISTRIBUTION POLICY

To maintain brand alignment and strategic relevancy

Digital marketing assets, or simply "content," are increasingly important for Titebond and our affiliated partners' marketing efforts. The Franklin Marketing Department has developed an extensive digital content library and continues to invest in expanding it across all product lines. When developing Titebond content, the Franklin International Marketing Department prioritizes two key principles:

1. **Brand Alignment:** The content must meet established Titebond brand guidelines.
2. **Strategic Relevancy:** The content must be relevant to the specific product and align with the overall product strategy determined by the Product Marketing Team.

To ensure all publicly released content meets these principles and provides a consistent branded experience for end users, we'd like to share our policy concerning Titebond digital asset distribution. Our goal is threefold:

- Safeguard the Titebond brand.
- Ensure a consistent branded experience for end users across all touchpoints.
- Align all content with the overall product line strategy.

Affiliated Partners

The term "affiliated partners" throughout this policy refers to any internal or external Franklin International/Titebond employee, direct Franklin International/Titebond customer, or entity operating on behalf of Franklin International/Titebond.

Digital Asset Usage

1. **Approved Assets:** All digital marketing assets created and distributed by Franklin International/Titebond, such as product-specific imagery, videos, product graphics, in-use photography, written content, logos, and product names, are approved for use by our affiliated partners in their original format and dimensions.
2. **External Modifications Prohibited:** Individuals or organizations outside the Franklin International/Titebond Marketing Department are NOT PERMITTED to create, alter, manipulate, or publicly distribute any digital assets without prior approval from the Franklin International Marketing Team.

3. **Modification Requests:** Requests to create, alter, or manipulate any digital or printed Titebond assets should be directed to a Franklin International/Titebond representative or submitted directly to the Franklin International Marketing Department at [**titebondcontent@franklininternational.com**](mailto:titebondcontent@franklininternational.com).
 4. **Partner Content Management:** Permission can be granted, on a limited basis, to select affiliated partners to assist in managing content. All altered or manipulated content must be approved by the Franklin International Marketing Department before distribution through any communication method, including printed marketing materials, websites, online selling platforms, social media platforms (Facebook, Instagram, Twitter, YouTube, and LinkedIn), digital distribution channels, and/or email campaigns. Proposed content can be submitted to the Franklin International Marketing Department at [**titebondcontent@franklininternational.com**](mailto:titebondcontent@franklininternational.com).
 5. **Approved Product Images:** The approved and most up-to-date product images for all Titebond products can be found in the Image Center on Titebond.com: [**https://imagecenter.titebond.com**](https://imagecenter.titebond.com).
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