



## **BRAND AND ASSET USAGE POLICY**

Permissible use of the Sierra Copper brand and assets ("Assets") including but not limited to photos and logos are governed by this policy.

1. Assets may be used only by dealers granted media rights.
2. Assets may not be altered, distorted or otherwise modified without prior written approval.
3. Assets may be scaled to suit your needs, but you may not modify the Assets in any other way (such as by changing the design or color).
4. Assets may not be used to sell products other than those of Sierra Copper.
5. Assets may not be used in a way that is deceptive, harmful, obscene, or otherwise objectionable to Sierra Copper.

Sierra Copper may modify this policy at any time without prior notice and the new policy shall take effect immediately.

If you have any questions regarding this policy or would like to request special permissions, please fax your request or send an email to:  
[asset-permissions@sierracopper.com](mailto:asset-permissions@sierracopper.com)