

Chapter 24: Brand as Infrastructure

Table Reference

Every table from this chapter, with what it's for and how to actually use it.

Ownership Model: MarkOps vs. Brand

Area	Owned By	MarkOps Role	Formal Touchpoint
Brand guidelines document	Brand / Creative / CMO	Consumer – MarkOps references guidelines when building templates and assets	Annual brand review; MarkOps attends or receives updated guidelines
Visual identity (logo, color, typography)	Brand / Creative	Enforcer within MarkOps-built systems - templates are built to spec	MarkOps reviews all new - MAP and landing page templates against brand guidelines before publishing
Voice & tone guide	Brand / PMM / Content	Reference – MarkOps applies to system-generated email copy (confirmation emails, alert emails)	Reviewed during MAP template QA
Email template library (MAP)	MarkOps	Owner – builds, governs, and retires templates; Brand approves before publishing	Brand sign-off required before any new template is published to the MAP library
Landing page templates (CMS / MAP)	MarkOps (joint w/ Web)	Owner – builds and governs; Brand approves before publishing	Brand sign-off required; Web team reviews for CMS compatibility
Asset repository (Chapter 23)	MarkOps	Owner – governs taxonomy and access; Brand team stores approved assets here	Quarterly audit; Brand team confirms approved master files are current
Campaign creative (ads, banners,	Brand / Creative /	Recipient – MarkOps receives final files and loads into MAP or	Creative brief includes MarkOps technical specs

Area	Owned By	MarkOps Role	Formal Touchpoint
event graphics)	Agency	ad platform	(file size, format, UTM requirements)
Co-branded & partner assets	Brand / PMM	Gatekeeper – MarkOps enforces that partner-submitted assets are approved before loading into MAP	Brand approval documented before MarkOps activates any co-branded program
Brand exception approvals	Brand / CMO	Logger – MarkOps documents approved exceptions in the change log (Appendix C)	Brand owner issues written approval; MarkOps logs with date and rationale

Description: Defines who owns each brand-related area (guidelines document, visual identity, voice & tone, and others) and what role MarkOps plays plus the formal recurring touchpoint for each.

How to use it: Use as the reference document to settle “whose job is this” disputes with Brand before they happen.

Brand Partnership Setup Record

Field	Value
Brand Owner	
MarkOps Point of Contact for Brand	
Brand Guidelines Location	
Current Version	
Last Updated	
Exception Approval Process	e.g. Submit requests to Brand Owner via [channel]; MarkOps logs the exception and its rationale in the team's own change log
Template Sign-Off Requirement	☐ Brand approval required before publishing any new MAP or landing page template

Description: A quick-reference worksheet for documenting your own Brand owner, guidelines location, and exception approval process.

How to use it: Fill in once and keep current – this becomes the answer key for anyone new asking “who approves brand exceptions.”

Brand Guidelines Coverage Checklist

Brand Element	Brand Status	In MarkOps Systems	Location / Notes
Logo usage rules (full color, reversed, min size, clear space)	☐ Draft ☐ Live	☐ Yes ☐ No	
Primary & secondary color palette (Hex, RGB, CMYK)	☐ Draft ☐ Live	☐ Yes ☐ No	
Typography – primary & secondary fonts, hierarchy, sizing	☐ Draft ☐ Live	☐ Yes ☐ No	
Voice & tone guide – brand personality, do/don't examples	☐ Draft ☐ Live	☐ Yes ☐ No	
Photography & imagery style guide	☐ Draft ☐ Live	☐ Yes ☐ No	
Iconography style	☐ Draft ☐ Live	☐ Yes ☐ No	
Email signature standards	☐ Draft ☐ Live	☐ Yes ☐ No	Embedded in MAP; managed by MarkOps

Brand Element	Brand Status	In MarkOps Systems	Location / Notes
Slide deck / presentation template	☐ Draft ☐ Live	☐ Yes ☐ No	Stored in asset repository
Social media profile standards	☐ Draft ☐ Live	☐ Yes ☐ No	
Co-branding rules (partners, events, co-marketing)	☐ Draft ☐ Live	☐ Yes ☐ No	
Product naming conventions & trademark usage	☐ Draft ☐ Live	☐ Yes ☐ No	

Description: A checklist covering every brand element (logo rules, color palette, typography, and others) with its draft/live status and whether it's implemented in MarkOps-owned systems.

How to use it: Run periodically to catch brand elements that exist on paper but were never actually built into your templates and systems.

Brand Update Implementation Log

Brand Update Date	What Changed	MarkOps Systems Affected	Target Complete	Status

Description: A blank log for tracking every brand guideline update and which MarkOps-owned systems need to change as a result.

How to use it: Log every brand update here the moment Brand publishes one, so implementation across your systems is tracked instead of assumed.

Creative Request Required Fields

Request Field	Required / Optional	Notes
Request type	Required	New template / MAP build / repository addition / co-branded asset / other
Requestor name & team	Required	
Associated campaign or program	Required	Links to campaign record in MAP and CRM
Brand approval status	Required	Must be confirmed before MarkOps begins

Request Field	Required / Optional	Notes
		build; attach approval documentation
Creative files / specs provided	Required	Final files only – MarkOps does not iterate on creative direction
Technical specs (file format, size, dimensions)	Required	MarkOps provides spec sheet on request; requestor confirms files meet specs before submission
Target launch date	Required	Must allow minimum lead time (see SLA table)
Fallback / contingency if deadline cannot be met	Required for tight timelines	Campaign Owner confirms what happens if build is delayed
Legal / compliance review complete	Required if regulated content	Attach confirmation; MarkOps will not build regulated content without compliance sign-off

Description: The specific fields every creative request must include before MarkOps will begin work, with notes on each.

How to use it: Use as the literal intake form spec for your creative request process, so incomplete requests get caught at submission, not mid-build.

MarkOps Creative Build SLAs

Request Type	Standard SLA	Rush SLA (pre-approved)	Notes
New MAP email template (HTML)	10 business days	5 business days	Rush requires VP Marketing approval; subject to MarkOps capacity
New landing page template	10 business days	5 business days	Requires Web team availability for CMS integration
MAP program build (standard campaign)	5 business days	3 business days	Assumes all assets, copy, and routing rules provided at intake
MAP program build (complex / multi-track)	10 business days	5 business days	Complex = 3+ tracks, custom scoring, or multi-system integrations
Repository addition (metadata + tagging)	2 business days	Same day	Asset must already exist and meet naming convention standards

Request Type	Standard SLA	Rush SLA (pre-approved)	Notes
Co-branded asset load to MAP / ad platform	3 business days	1 business day	Brand approval documentation required before MarkOps begins

Description: Real standard and rush turnaround times for each type of creative build request, with the approval conditions for rush requests.

How to use it: Use as the literal SLA commitment you communicate to requestors, so expectations are set before the request is even submitted.

SLA Compliance Tracker

Request	Request Type	Target SLA	Actual Turnaround	Met / Missed

Description: A blank log for tracking actual turnaround against the SLA commitments defined above.

How to use it: Log every request here to build a real, evidence-based record of whether your team is actually hitting its stated SLAs.

Template Governance Tracker

Template Name	Type	Brand Approved?	Last Updated	Usage Frequency	Status / Notes
	Email	☐ Yes ☐ No			☐ Active ☐ Needs Refresh ☐ Archived
	Landing Page	☐ Yes ☐ No			☐ Active ☐ Needs Refresh ☐ Archived
	Document / Deck	☐ Yes ☐ No			☐ Active ☐ Needs Refresh ☐ Archived

Description: A worksheet pre-populated with template types (Email, Landing Page, Document/Deck) for auditing your own template library's brand approval and freshness status.

How to use it: Populate with your actual templates and review quarterly to catch templates that are stale or were never formally brand-approved.

Brand Tool Alignment & Access Governance

MarkOps-Owned Tool	Who Uses It		Change Request Process	Governance Notes
	Beyond MarkOps	Access Level Granted		
MAP (Email template library)	Campaign Managers, Demand Gen, Field Marketing	Editor access to approved programs; no admin	Request via MarkOps intake; MarkOps builds	Brand approval required before new template is published
Asset repository	Sales, Content Marketing, Brand, Agencies	View + upload (Brand-approved assets only); no delete	New categories via MarkOps; bulk uploads require MarkOps review	Quarterly audit; flag inactive assets for retirement
Landing page platform (MAP / CMS)	Content Marketing, Web team, Campaign	Content editor on approved templates; no template creation	New template requests via MarkOps intake	Web team approves CMS changes; Brand approves visual

MarkOps-Owned Tool	Who Uses It Beyond MarkOps	Access Level Granted	Change Request Process	Governance Notes
	Managers			changes
DAM / Creative platform (e.g. Bynder, Canto)	Brand, Creative, Agency, Sales	Upload (Brand team); view + download (Sales, Agency)	New folder structures via Brand + MarkOps; access via IT	MarkOps syncs approved assets to MAP library and repository on a defined cadence
CMS (website forms, landing pages)	Web team (primary), MarkOps (forms)	Form config: MarkOps only; page layout: Web team	Form changes via MarkOps; page changes via Web team – joint review required	See Chapter 2 on joint Web/MarkOps ownership of website forms
Ad platforms (LinkedIn, Google, Meta)	Demand Gen, Paid Media, Agency	Campaign manager access; no billing or admin	New ad account requests via MarkOps + IT; agency access via IT-approved process	MarkOps governs UTM compliance; Brand approves all creative before launch

Description: Maps every MarkOps-owned tool that Brand/Creative/Agency teams also touch, with the exact access level granted and change request process for each.

How to use it: Use as the reference document when a new team member or agency needs access to a MarkOps-owned tool, so access levels stay consistent and governed.
