Clarify the rights to your logo, text and visuals

Your domain name gives your online presence an address. To develop the website, logo, text and visuals, clarify the usage rights and files your business needs to receive.

Published: 4 November 2026 · Updated: 6 November 2026

BEFORE YOU START

Will you be able to reuse what has been delivered?

Your website is ready. Another agency now needs to adapt the logo, translate the pages or prepare a campaign. It asks for editable files and the relevant permissions. Do you know where to find them?

For our workshop, the same identity must work on signage, a website, documents and online profiles. The commission is about more than an attractive final image. It must support the uses and developments the project needs.

Control of the domain and the ability to reuse creative work complement each other. This article concerns text, images, graphic design and files. Searches concerning rights in the name remain in the third article.

YOUR PATH AT A GLANCE

- Separate receiving a file, permission to use it and trade mark protection.
- Describe intended uses and third-party resources.
- Prepare a handover your business and future providers can use.

Contents

Receiving a file and receiving rights are separate things 2

Describe the uses before commissioning 2

Identify what comes from other suppliers 3

Prepare a handover that supports the next stage 4

Key points / What to remember 4

Mini-glossary 5

Sources and method 5

Read the article and find its tools online

CHAPTER 01

Receiving a file and receiving rights are separate things

EXPECTED RESULT

Understand what the delivery actually allows.

Text, photography or graphic work may benefit from copyright when the protection requirements are met. WIPO explains that protection generally arises without formalities and concerns the expression of a creation rather than the idea alone.

Possessing a file or paying for a service does not fully describe the rights transferred. The 2021 Luxembourg Ministry of Culture's guide distinguishes the delivered medium from rights in the work. It invites readers to examine the permissions and contracts governing use. It is used here as educational guidance, not as a consolidated statement of current law.

Three separate elements

Element	The useful question
Delivered file	Can I open, export and modify the elements I need?
Agreed rights	Which uses and adaptations are permitted, for whom and on what terms?
Trade mark	Which elements of the identity are covered by any intended trade mark protection?

For the workshop, receiving a logo as an image allows it to be displayed on some materials. It does not establish whether another agency will have the editable file or which changes it may make. Conversely, receiving that file does not establish that every use is permitted.

Sources: [1], [2]

KEY POINT

Connect physical delivery with agreed uses. Permission without a suitable file, or a file without clear permission, can leave the project dependent on a provider.

CHAPTER 02

Describe the uses before commissioning

EXPECTED RESULT

Clarify the rights by starting with practical needs.

Start with what you intend to do, such as publishing the website, creating email signatures, printing a sign, advertising or producing a video. Add foreseeable adaptations, including languages, mobile formats, animation and another agency taking over.

Ask whether the agreement provides a licence or an assignment of rights, and what that means for your project. Clarify the beneficiary, uses, territories, duration, any exclusivity, remuneration and scope for adaptation. The wording must fit the applicable law.

Discuss intended modifications and respect for the author's rights too. A clause copied from a foreign contract will not necessarily provide the right answer. The Luxembourg guide describes, among other things, moral rights relating to the connection between an author and their work.

DO THIS NOW

Make concrete requests

Rather than requesting "all rights", describe the uses you need. For the workshop, these include adapting the logo into a small icon, translating the text and enabling another provider to take over the website.

Clarify what happens if the assignment ends, the name changes or a proposal is rejected. Concepts presented during the work do not automatically become creations you may exploit. Record the answer in the agreement.

Sources: [2]

CHAPTER 03

Identify what comes from other suppliers

EXPECTED RESULT

Keep the origin and terms of the resources used.

An identity may combine original work with licensed photography, fonts, icons, music or components. Request an inventory. For each important resource, keep its origin, licence beneficiary, permitted uses and restrictions to check.

Questions for different resources

Resource	What to clarify
Typeface	Intended uses, authorised users and licences needed for the website or other materials.
Image, icon or music	Media, adaptations, attribution requirements and distribution limits under the licence.
Element intended for a logo	Whether identity or trade mark use is permitted and what exclusivity is actually offered.
AI-generated content	Service terms, input materials and the warranties actually offered.

Do not assume that an agency account automatically covers your business or a future agency. Ask how continuity will be maintained and which recurring fees may remain. These questions are Wize preparation aids. The answers depend on the licences concerned.

POINT TO WATCH

A library does not automatically provide an exclusive identity

An asset available to illustrate a website is not necessarily suitable for a logo you want to use and protect as your own identity. Have the terms checked before including it in the final choice.

If artificial intelligence is involved, have the relevant elements documented. Do not infer exclusivity or automatic protection simply because a subscription was paid. Add useful provenance information and terms to the handover file.

CHAPTER 04

Prepare a handover that supports the next stage

EXPECTED RESULT

Find the files, permissions and remaining open points.

Identify the person or business benefiting from the rights and the recipient of the files. If the company is being formed or founders commissioned the work, clarify how this will be arranged. A delivery account in an agency's name does not document that allocation.

Your handover file

What to receive	What to check
Ready-to-use exports	Formats suited to the web, print and intended uses.
Editable files	Formats, versions and linked assets needed to continue the work.
Permissions and licences	Agreed scope, origin and conditions for third-party resources.
Documentation	Usage rules, useful access and a contact for missing elements.

Ask someone capable of continuing the work to check a sample of files. Do they open correctly? Are the necessary components present? The aim is a usable handover, without requesting the provider's secrets or all its internal documents.

If something is missing, gather the agreements and correspondence, then clarify what needs adding. Depending on the circumstances, permission, a licence, an amendment or replacement may be appropriate. Record what actually prevents use before producing more variants.

Key points / What to remember

YOUR KEY POINTS

- A file, rights in creative work and a trade mark are distinct elements.
- Describe intended uses and adaptations before commissioning.
- List third-party resources and their licence terms.
- Keep exports, editable files and the permissions needed to continue the work.

FURTHER READING

Check whether you can use and protect the name

Prepare to launch your identity

Mini-glossary

Term	In a few words
Copyright	Rights attached to a creation meeting the protection requirements. [1]
Licence	Permission to use something within a defined scope.
Assignment of rights	Transfer of specified rights under an agreement.
Source file	An editable file used to produce exports.

Sources and method

The explanations draw on the cited sources, checked within their stated scope on 6 November 2026. Comparison frameworks, preparation examples and working questions are proposed by Wize. No example establishes availability or rights in a particular name. Transaction-specific arrangements remain to be confirmed with the participants concerned. Some official resources are in French.

1. WIPO - How to obtain copyright protection
Automatic protection, originality and expression rather than ideas. French official resource.
https://www.wipo.int/fr/web/copyright/protection

2. Luxembourg Ministry of Culture - Practical copyright guide
2021 guide, particularly pages 4, 9 and 10. Files and rights, moral rights, commissioned work and permissions. Guidance rather than a consolidated statement of 2026 law. French official resource.
https://mcult.gouvernement.lu/dam-assets/publications/guide-manuel/minist-culture/guide-droit-auteur/droits-auteur-droits-voisins-et-autres-droits-numerique.pdf

References in brackets identify the sources above.