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.



A file does not tell the whole rights story

A usable export, an editable file, permission to use it and trade mark protection are separate elements.

A HANDOVER YOU CAN USE

01 **Intended uses**

Web, print, languages, adaptations and another provider taking over.

02 **Agreed rights**

Beneficiary, uses, duration, territories and licence or assignment conditions.

03 **Third-party resources**

Images, fonts, icons, music and AI-generated content. Keep the relevant terms.

04 **Files to receive**

Exports, editable sources, linked assets and documentation needed to continue the work.

POINT TO WATCH

Payment or receiving a file alone does not establish the extent of rights. A library asset is not automatically an exclusive identity.

YOUR FIRST ACTION

Request a usable handover file.

Connect each creation to permitted uses and the files needed. Have someone capable of continuing the work test a sample, then list missing elements.