### **Instructions for Using JDew’s Name and Branding in Promotional Materials**

#### 1. Correct Spelling and Formatting of JDew

* JDew must always be written as one word with an uppercase J and uppercase D.
* There should be no spaces between "J" and "Dew."
* There should be no dashes or other symbols between "J" and "D."
* Ensure that "Dew" is spelled exactly as Dew, not "Drew" or any other variation.

#### 2. Approved Materials

* The materials provided have been officially approved by JDew himself.
* These assets are specifically designed for promoting JDew as your event host or emcee.
* Use these materials with confidence to align with JDew’s professional image.

#### 3. Social Media Promotions

* We encourage tagging JDew on all social media platforms when posting promotional content.
* JDew’s official handles are available in the provided materials, ensuring they are used accurately for better visibility and engagement.

#### 4. Branding Guidelines

* Use our official branding layout file as much as possible to maintain consistency across all promotional efforts.
* Ensure colours, fonts, and overall design align with the branding guidelines included in the layout file.
* Avoid altering or modifying the branding elements in ways that deviate from the provided files.

#### 5. Final Review and Compliance

* Before publishing, double-check all materials to ensure JDew’s name is spelled and formatted correctly.
* Verify that the branding guidelines have been followed.
* Ensure proper tagging of JDew on all relevant platforms.

By adhering to these instructions, you will help maintain the integrity of JDew’s professional brand while maximising the effectiveness of your promotional efforts.