

Brand [brand]

Use the **brand** [brand] attribute to indicate the product's brand name. The brand is used to help identify your product and will be shown to customers. The brand name should be clearly visible on the front of the product packaging or label. The brand name should be an integral part of the packaging and not artificially added in the product image. [Learn more about image requirements](#)



When to use

Required for each product with a clearly associated brand or manufacturer

If the product doesn't have a clearly associated brand (for example, movies, books, music, and posters) or is a custom-made product (for example, art, custom t-shirts, novelty products, and handmade products), the attribute is optional.

Format

Follow these formatting guidelines to make sure we understand the data you're submitting.

Type	String (Unicode characters. Recommended: ASCII only)
Limits	1–70 characters
Repeated field	No
Schema.org property (What's this?)	<code>Product.brand</code> , Type: <code>Brand</code>