

KARIBAN BRANDS



2024 KARIBAN BRANDS IMAGE CHARTER – USAGE RULES

This charter specifies how the graphic and visual elements of the Kariban, WK. Designed. To Work, Kariban Premium, PROACT®, Kimood and K-up brands are to be used over a period of one year (from the 1st January to the 31st December 2024) :

1. All images should be a KARIBAN BRANDS property with the logo on them. The logos and visual identities are the intellectual property of the brands. Their use is restricted to commercial tools (catalogues, E-mail marketing campaigns, sales brochures, websites, printed cards) and is subject to the agreement of each brand. These graphic elements may neither be used for any other purpose nor changed. The uniformity of the image of KARIBAN BRANDS and its products is essential. Therefore, the authorisation to use any KARIBAN BRANDS marketing material is always subject to the condition that only KARIBAN BRANDS marketing materials are used in relation to KARIBAN BRANDS products. In other words, it is not permitted to mix KARIBAN BRANDS marketing materials (pictures...) with non KARIBAN BRANDS marketing materials and/or non KARIBAN BRANDS products.
2. The photographs belong to their creators and are subject to copyright and image rights for a period of one year. These images may only be used as they are : no element may be modified. This Image Charter applies to any use, distribution, or publication of KARIBAN BRANDS marketing tools (pictures, logos, guides, videos...) by a user. A user may be either a wholesaler of KARIBAN BRANDS or a reseller who obtained access to KARIBAN BRANDS's marketing tools through a wholesaler. At the beginning of each year, Kariban, WK Designed. To Work, Kariban Premium, PROACT®, Kimood and K-up brands update their photo database following the release of their new catalogues.
3. KARIBAN BRANDS authorizes the user to decorate the Packshots and In Studio provided that the creations
 - a. do not constitute a reproduction/counterfeit
 - b. do not contain misleading content
 - c. does not include degrading or illicit or criminal content
 - d. comply with the regulations in force
 - e. not to damage the reputation of the KARIBAN BRANDS
4. Each user must maintain the confidentiality of their password, user name, account information and other identifiers or access codes to the photo library. Any unauthorized use of this account or any violation of these connection data must be reported as soon as possible to KARIBAN BRANDS.
5. The user understands and accepts that this authorization is limited to B2B extended to B2C websites/online shops and social networks. For all uses other than market places such as Amazon, the user must refer to appendix 1 explaining which images are available for this use.
6. The user understands and accepts that any use of KARIBAN BRANDS marketing materials on social media platforms must comply with: the legislation in force in the country of distribution, the rules of the distribution of the social network, image and property rights, in particular photographer and models
7. In case of infringement of this Image Policy, the user commits to fully indemnify KARIBAN BRANDS for all damages, costs, expenses and indemnities of any kind (including attorneys' fees) as a result of complaints, claims, and/or actions initiated by third parties based on the violation of their rights (including intellectual property rights and image rights) and/or any other costs or damage caused by the user's breach of the above conditions.
8. If the relationship between KARIBAN BRANDS and the user were to end (for any reason whatsoever), the authorization mentioned in this image charter will end under the same conditions. In this case, the user will

promptly remove all images and other content of KARIBAN BRANDS from its websites, folders, catalogs, social networks

9. All picture named before 2022 are not allowed to be used into B2C tools, all visuals named after 2022 and all packshots are ok for B2B and B2C tools as below in appendix 1.

Media	Audience	Timeframe
Trade brochure : studio and packshots.	B2B	1 st January 2024 - 31 st December 2024
Website : studio and packshots.	B2B	1 st January 2024 - 31 st December 2024
Blank / Stock brochures priced and unpriced used by your customers to show their customers with end users.	B2C	1 st January 2024 - 31 st December 2024
Digital brochures (used by your customers to show their customer). Including your Zoom feature	B2B & B2C	1 st January 2024 - 31 st December 2024
Clients Web site : packshot and cropped in studio.	B2C	1 st January 2024 - 31 st December 2024
Image download area.	B2B & B2C	1 st January 2024 - 31 st December 2024

10. At the beginning of each year, Kariban, WK Designed. To Work, Kariban Premium, PROACT®, Kimood, K-up and update their photo database following the release of their new catalogues. The pictures and logos are therefore updated on their websites, where you can see and download them in order to update your own commercial tools.
11. As a user, you must also respect this legal framework. Consequently, **KARIBAN BRANDS** (Kariban, WK Designed. To Work, Kariban Premium, PROACT®, Kimood and K-up) **would like to ask you to update your tools and to delete all earlier illustrations not relating to 2023 or not downloaded the year in question from the updated picture library on all of your devices.**
12. This is a legal obligation ; failure to comply with this obligation could give rise to legal proceedings against your company. The Kariban, WK.Designed To Work, Kariban Premium, PROACT®, Kimood and K-up brands shall not be held responsible for any kind of illegal use and they reserve the right to put an end to any kind of use that has become illegal.
13. Likewise, the Kariban, WK Designed. To Work, Kariban Premium, PROACT®, Kimood and K-up brands' visual charters, which are applied on various media (particularly catalogues and websites), belong to the brands and nobody is authorised to use the aforementioned visual charters without their agreement. In order to use these visual charters, the interested party must first submit a written request to management.

I hereby acknowledge that I have read and understood these obligations and that I shall comply with them.

DATE :

SIGNATURE :

Preceded by the handwritten words
"Read and approved"

Appendix 1

PACKSHOTS



- *Modifications are authorized according to the terms of the KARIBAN BRANDS image charter.*
- *Only images available in the media library should be used.*

IN STUDIO



- *You can modify in compliance with KARIBAN BRANDS image Charter.*
- *You need always to use latest version (available in the media library of KARIBAN BRANDS).*
- *Any use of these visuals on social media platforms need to be credited to KARIBAN BRANDS Collection.*
- *In compliance with KARIBAN BRAND Image charter.*

AMBIANCE / LIFESTYLE



- *No modification is allowed.*
- *You need always to use latest version (available in the media library of KARIBAN BRANDS) and to associate the logo of the KARIBAN BRANDS brands close to it.*
- *Any use of these visuals on social media platforms need to be credited to KARIBAN BRANDS.*
- *In compliance with KARIBAN BRANDS Image Charter.*

CROPPED IN STUDIO : CAN BE USED FOR MARKETPLACES AND CUSTOMERS



- *In studio images that don't show any heads/faces.*
- *Usage :*
Marketplaces (like Amazon). These images are created only for this specific purpose : in studio images without heads/faces.
BtoC website without mention of KARIBAN BRANDS close to the pictures.
- *You can modify in compliance with KARIBAN BRANDS Image Policy.*
- *You need always to use latest version (available in the KARIBAN BRANDS media library /or communicated by KARIBAN BRANDS).*
- *Any use of these visuals on social media platforms need to be credited to KARIBAN BRANDS.*