

2017 B&C IMAGE POLICY – USAGE RULES

Dear user,

- All rights on the B&C marketing materials (logos, visuals, technical guide, etc.) belong to B&C. B&C shall inform the user of any change in its marketing materials and associated rights. The user undertakes to use B&C marketing materials only in their most recent forms as illustrated in the private room (<http://www.bc-collection.eu/en/private-room>). Therefore, the authorization to use the visuals of a collection year is limited to the year in question.
- The uniformity of the image of B&C and its products is essential. Therefore, the authorization of use of any B&C marketing material is subject to the condition that only the B&C marketing materials are used in relation to B&C products. In other words, it is not permitted to mix B&C marketing materials (pictures, etc.) with non B&C marketing materials.
- The authorization of use of B&C marketing materials does not include the right to modify or combine such materials. However, B&C authorizes the user to decorate the packshots if and only if the illustrations/distinctive signs:
 - Do not constitute infringement on rights belonging to third parties;
 - Do not have a deceptive or misleading content;
 - Do not contain any element contrary to public order or morality;
 - Do not contravene any applicable law or regulation;
 - Do not damage the reputation of B&C.

In case of such decoration, the user commits to fully indemnify B&C for all expenses and indemnities of any kind (including attorneys' fees) it has to bear as a result of complaints and/or actions initiated by third parties based on the violation of their intellectual property rights or their rights to their image and/or any damage that would have been caused by the breach by you of the above conditions.

The sharing of B&C marketing materials with other B&C clients is subject to compliance by such clients with this B&C Image Policy. In this respect, the user shall (i) have an updated list of all its B&C clients who received access to B&C marketing materials and (ii) ensure that its B&C clients agree and comply with the present B&C Image Policy.

- The use of B&C marketing materials may not create confusion regarding the status of the user (authorised distributor v. independent reseller).



- In case of any claims or objections that the use of B&C marketing materials may infringe the proprietary rights of any third party (for example copyrights, image rights), the user shall provide cooperation and assistance to B&C to take the necessary action in connection with such claims or objections. In this respect, it is crucial that the user has an updated list of all its B&C clients who received access to B&C marketing materials.
- The above-mentioned right to use shall cease upon the termination, for any reason, of the relationship between B&C and the user.

Please find hereafter a guide that will help you understand the usages of the B&C visual library.

May you have any question or request, please contact the B&C Communication Team at info@bc-collection.eu

AMBIANCE



- / No modification is allowed
- / You need always to use latest version (available in B&C Private Room) & Current year only
- / In compliance with B&C Image Policy

ATTITUDE



- / No modification is allowed
- / You need always to use latest version (available in the B&C Private Room)
- / In compliance with B&C Image Policy

STREET STYLES



These images are available for all new 2017 B&C T-shirts and are recommended for any communication on these new styles.

- / No modification allowed except garment recolouring
- / You need always to use latest version (available in the B&C Private Room)
- / In compliance with B&C Image Policy

These visuals can't be modified. Why? Because a model always keeps his image rights (even if this topic is covered by a contract) › example of 2 reasons:

1. If the style on the picture is decorated with a brand being a competitor of a brand he is running for another customer at that time.
2. If the image of the brand is not perceived as in line with his public and private image › tobacco, alcohol, political opinion, NGO or any other message not matching his image.

IN STUDIO



- / No modification allowed except garment recolouring
- / You need always to use latest version (available in the B&C Private Room)
- / In compliance with B&C Image Policy

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1. If the style on the picture is decorated with a brand being a competitor of a brand he is running for another customer at that time.
2. If the image of the brand is not perceived as in line with his public and private image > tobacco, alcohol, political opinion, NGO or any other message not matching his image.

PACKSHOTS



- / You can modify in compliance with B&C Image Policy
- / You need always to use latest version (available in the B&C Private Room)

WHAT IMAGES CAN BE USED FOR B2C WEBSHOP?



>>> Instudio images that don't show any heads/faces.

/ Usage: **B2C webshops**. These images are created only for this specific purpose: instudio images without heads/faces.

For B2B websites, webshops and other online/offline communications, our standard imagery can be used.

/ Can be modified in compliance with B&C Image Policy

/ You need always to use latest version (available in the B&C Private Room)

You can also use PACKSHOTS

