

# KARIBAN BRANDS

## 2025 IMAGE CHARTER USAGE RULES

KARIBAN



PROACT.®

KARIBAN  
PREMIUM

ki.mood

kup



This Image 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 the course of one year **(from January 1st to December 31st, 2025)**.

1. All images and videos should be the property of **KARIBAN BRANDS**, featuring the brand's logo or relating to the visual or video. The logos and visual identities are the intellectual property of the brands. Their use is limited to commercial tools (catalogs, email marketing campaigns, sales brochures, websites, printed cards) and is subject to each brand's approval. These graphic elements may not be used for any other purpose or altered in any way. Maintaining the consistency of **KARIBAN BRANDS'** image and its products is essential. Therefore, authorization to use any **KARIBAN BRANDS** marketing materials is always contingent upon using only **KARIBAN BRANDS** materials in relation to **KARIBAN BRANDS** products. In other words, mixing **KARIBAN BRANDS** marketing materials (pictures, etc.) with non-**KARIBAN BRANDS** materials and/or products is not permitted. Models images must only be used or decorate upon **KARIBAN BRANDS** logos.
2. The photographs and videos belong to their creators and are subject to copyright and image rights for a period of one year. These images/videos may only be used in their original form: no element may be modified. This Image Charter applies to any use, distribution, or publication of **KARIBAN BRANDS** marketing tools (pictures, logos, guides, videos, etc.) by a user. A user may be either a wholesaler of **KARIBAN BRANDS** or a reseller who has obtained access to **KARIBAN BRANDS** marketing tools through a wholesaler. At the beginning of each year, the **Kariban, WK. Designed To Work, Kariban Premium, PROACT®, Kimood, and K-up** brands update their photo database following the release of their new catalogs.
3. Model images may only be used or modified in association with the name and logo of one of the **KARIBAN BRANDS**, and not in connection with any other brand. The logos of **KARIBAN BRANDS** must be placed adjacent to model images on all digital or print media, and the use of logos from other brands is strictly prohibited. This requirement does not apply to packshots. Should the user wish to associate a **KARIBAN BRANDS** product with another logo or brand, only packshots or headless model images may be used.



4. **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, illicit or criminal content
  - d. comply with the regulations in force
  - e. not to damage the reputation of the **KARIBAN BRANDS**
  
5. Each user must keep their password, username, account information, and other identifiers or access codes to the photo library **confidential**. Any unauthorized use of this account or any violation of these connection data must be reported as soon as possible to **KARIBAN BRANDS**.
  
6. The user understands and agrees that this authorization is limited to B2B and extended to B2C websites/online shops and social networks. For any use on marketplaces such as Amazon, the user must refer to **Appendix 1**, which explains which images are available for this purpose.
  
7. The user understands and agrees 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 social network's distribution rules, and image and intellectual property rights, particularly those of photographers and models.
  
8. In case of infringement of this Image Charter, 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.
  
9. 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.



10. All images named before 2022 are not permitted for use in B2C tools. All visuals named after 2022, as well as all packshots, are approved for use in both B2B and B2C tools, as outlined in the **Appendix 1**.

MEDIA	AUDIENCE B2B	AUDIENCE B2C	TIMEFRAME
In Studio models images : Trade brochure + website	B2B ⚠️ only to sell KARIBAN BRANDS	B2C ⚠️ only to sell KARIBAN BRANDS	1 <sup>st</sup> January 2025 - 31 <sup>st</sup> December 2025
Packshots and headless model images : Trade brochure + website	B2B ✓	B2C ✓	
Blank / Stock brochures priced and unpriced used by your customers to show their customers with end users	B2B ✓	B2C ✓	
Digital brochures (used by your customers) Including your Zoom feature	B2B ⚠️ only to sell KARIBAN BRANDS	B2C ⚠️ only to sell KARIBAN BRANDS	
Image download area	B2B ⚠️ only to sell KARIBAN BRANDS	B2C ⚠️ only to sell KARIBAN BRANDS	
In Studio product videos	B2B ⚠️ only to sell KARIBAN BRANDS	B2C ⚠️ only to sell KARIBAN BRANDS	

11. 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 catalogs. The pictures and logos are therefore updated on **KARIBAN BRANDS** website and media library, where the new visuals, along with their respective start and end dates of usage rights, are made available for viewing and download. These materials can be used to update your own catalogs, websites, and other commercial tools in compliance with the specified usage periods.



12. 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) ask you to update your tools directly on the media library and to delete all earlier illustrations not relating to 2025 or not downloaded the year in question from the updated media library on all of your devices.
  
13. 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.
  
14. 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 **KARIBAN BRANDS** Image Charter.
- Only images available in the media library should be used.
- Packshots can be use with decoration or logos.



## IN STUDIO MODEL IMAGES



- You can modify these materials in compliance with the **KARIBAN BRANDS** Image Charter.
- You are required to always use the latest version of visuals, available in the **KARIBAN BRANDS** media library. Additionally, you must only use In Studio model images that are associated with the displayed brand. If the visual features Kariban products, the Kariban logo or brand name must be placed in close proximity to the image.
- Any use of these visuals on social media platforms must be credited to the **KARIBAN BRANDS** collection.
- All modifications must comply with the **KARIBAN BRANDS** Image Charter.



## AMBIANCE/ LIFESTYLE

- No modification is allowed.
- You are required to always use the latest version of visuals, available in the **KARIBAN BRANDS** media library.
- Additionally, you must only use Ambiance/ Lifestyle model images that are associated with the displayed brand. If the visual features **Kariban** products, the Kariban logo or brand name must be placed in close proximity to the image.
- Any use of these visuals on social media platforms must be credited to the **KARIBAN BRANDS** collection.
- All modifications must comply with the **KARIBAN BRANDS** Image Charter.



## HEADLESS / CROPPED IN STUDIO :

can be used for marketplaces and costumers

- In Studio images that do not display heads or faces.
- Usage: these images are specifically created for use on marketplaces (such as Amazon).
- These images can be used in In Studio settings without the need to display the **KARIBAN BRANDS** name near the pictures.
- The same applies to B2C websites, where the **KARIBAN BRANDS** name is not required close to the images.
- Modifications are permitted, provided they comply with the **KARIBAN BRANDS** Image Charter.
- You must always use the latest version (available in the **KARIBAN BRANDS** media library or as communicated by **KARIBAN BRANDS**).