

USE OF IMAGES POLICY

We offer our partners free access to our library of 7,000+ professional images. Vegware's eye-catching imagery is second to none in quality. Vegware's images are stored on Dropbox and are constantly updated. Images are organised into folders by product category, and then listed in order of Vegware product code.

HOUSE RULES

Please abide by our house rules:

- **Vegware's images are strictly for use in conjunction with promoting or selling Vegware products**
- **All images remain property of Vegware Ltd**, and we reserve the right to withdraw any image for use, and request that our partners respect any such change
- **Do not edit or alter images in any way** – do not digitally remove any elements (including Vegware branding); avoid stretching or distorting images; avoid altering the colours; use the correct resolution for web or print



The core folder can be found here:

vegware.com/dropboxlibrary



Catalogue

Product on a white background



Concept

Lifestyle images with food



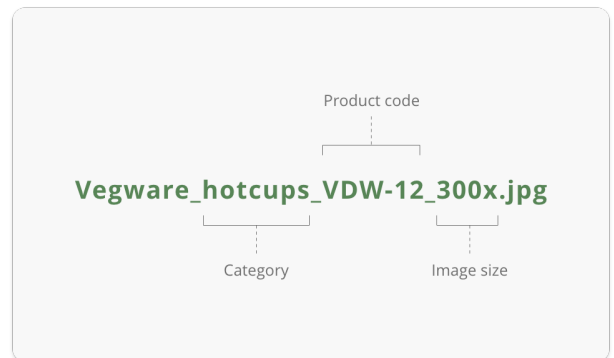
Logos & brand guidelines

Logo variations & guidance

IMAGE SIZE & RESOLUTION

There are multiple versions of most images, designed for different uses and named accordingly.

- If the file name ends in **_300x**, this image is 300 pixels wide. Small low res images for the Vegware website catalogue
- If the file name ends in **_800x**, this image is 800 pixels wide. Low res images for use on websites or PowerPoint presentations
- If neither **_300x** nor **_800x** appear in the file name, this is a high resolution image: 300 dpi, large size. For use in printed material or when a PowerPoint presentation will be displayed on a projector or very large screen



IMAGES FOR PRESS OR MEDIA USE

Vegware images are permitted to be used in the media, print or online, subject to the following rules:

- Permission must be granted from **comms@vegware.co.uk**
- Any image used on a non Vegware site or publication **must be credited to Vegware**
- The exception is if it's immediately obvious that it relates to a Vegware product e.g. in a ecommerce page featuring our products



APPROVAL

Vegware requests to see any use of its logo or images for approval

- **Printed marketing materials** – before going to print, email **comms@vegware.co.uk** a low-res pdf for approval
- **Online use** – as soon as Vegware-related content is online, please send **comms@vegware.co.uk** the exact url link to the page where our logo or imagery can be seen

