

# THIBAUT

## ANNA FRENCH

### 2024 Limited License to Use Photography for Marketing Agreement

As a Thibaut account holder and/or international distributor, Thibaut offers you the non-transferable right to access a password protected image library of brand assets and collection photography for marketing use, under specific restrictions. Since any image associated with Thibaut reflects the brand and implied quality of company products, the following rules apply. Image use will be monitored. Failure to uphold these standards will revoke image privileges indefinitely and may result in the termination of your authorized account status.

**Image Library:** The image library includes a curated selection of pre-approved room photography for Thibaut and Anna French collections launched from 2020 to present. New collection images will be uploaded within 30 days of the collection launching on Thibaut's website. Within the library, room photography is organized by year and collection with folders optimized for web (300 RGB) and print (300 CMYK). You will also find brand logos, approved company verbiage, collection brochures, and a copy of this agreement.

**General Restrictions and Guidelines:** Under the terms of this agreement, you agree to not:

- Request additional images outside of the ones provided in the library.
- Sell or resell any Thibaut and/or Anna French products on any website.
- Use flat product imagery and list out product details and/or specs.
- Promote sales or discounts on Thibaut and/or Anna French product.
- Distort, resize, edit, or alter any of Thibaut's brand assets: this includes imagery, logos, and information.
- Use any other imagery for marketing use other than the ones in this image library.
- Share this password or library with anyone that is not an employee of the Thibaut account holder. International distributors with questions on sharing assets with clients, email [images@thibautdesign.com](mailto:images@thibautdesign.com).
- Use our images or any paid search terms such as "Thibaut", "Anna French" or our collection names, pattern names, on other products or to promote your own brand or any other brand that you distribute.
- Download or share photos from Thibaut's channels (website, social, email) for marketing use. All content is either owned by Thibaut or the rights have been acquired for Thibaut's use.

#### Social Media Restrictions and Guidelines

- Images: The 300 RGB images in the library are the only images approved for social. No additional images provided.
- Crediting: Any Thibaut image shared on social must credit Thibaut and/or Anna French in the caption and include the collection name. For example, if using a pre-approved image from Thibaut's Canopy collection, the correct verbiage is: "*Canopy collection from Thibaut, photo courtesy of Thibaut.*" The post must tag Thibaut's social account, handles by channel listed.
  - Instagram: @thibaut\_1886
  - Facebook: @thibautdesign
  - Pinterest: @thibautdesign
- Approved hashtags: #thibautwallpaper, #thibaut, #thibautfabrics, #thibautfinefurniture, #annafrench, #annafrenchwallpaper, #annafrenchfabrics

#### Website Restrictions and Guidelines

- Images: The 300 RGB images in the library are the only approved images to use on your website. No additional images will be provided.
- You can use up to five images from the Thibaut image library at one time on your website.
- It is not permitted to use flat imagery and list product details or specs on your website. Book covers, pattern images, pattern names and pattern numbers should not be on your website.

- Linking: Thibaut and/or Anna French imagery must link back to the appropriate website. Thibaut collections: [www.thibautdesign.com](http://www.thibautdesign.com). Anna French collections: [www.thibautdesign.com/AF/](http://www.thibautdesign.com/AF/)
- Ecommerce: It is not permitted to sell Thibaut and/or Anna French on any website.
- Logos: The Thibaut & Anna French logos, formatted for website (300 RGB), must be on your website if using our images. Logos must link back to our website. Thibaut: [www.thibautdesign.com](http://www.thibautdesign.com). Anna French: [www.thibautdesign.com/AF/](http://www.thibautdesign.com/AF/)
- Crediting: All photos must be properly credited and when showing collection images on your website, collection names should be listed. For example: *"Thibaut Canopy collection, photo courtesy of Thibaut"* or *"Anna French Antilles collection, photo courtesy of Thibaut"*
- Brand Verbiage: If including copy/verbiage about Thibaut and/or Anna French on your website, refer to the approved brand verbiage folder in the image library.

#### Email Marketing Restrictions and Guidelines

- Images: The 300 RGB images in the image library are the only images approved for emails. No additional images will be provided.
- Crediting: All photos must be properly credited. *"Photograph Courtesy of Thibaut Inc."*
- It is not permitted to promote sales or discount on Thibaut and/or Anna French product.
- Linking: Any Thibaut/Anna French imagery used must link back to the appropriate website. Thibaut: [www.thibautdesign.com](http://www.thibautdesign.com). Anna French: [www.thibautdesign.com/AF/](http://www.thibautdesign.com/AF/)

#### Print Restrictions and Guidelines

- Images: The 300 CMYK images in your image library are the images allowed for print. This includes posters for events, advertisements, or marketing materials. No additional images will be provided.
- Crediting: All photos must be properly credited. *"Photograph Courtesy of Thibaut Inc."*
- Logos: When using Thibaut or Anna French imagery, you must use our brand logo for print on the image.

#### Advertising Restrictions and Guidelines

- Images: The hi-res images in the library are the only assets you can use for advertising.
- Crediting: All photos must be properly credited with collection name stated. For example, if using an image from Thibaut's Canopy Collection, the correct crediting is *"Canopy collection from Thibaut, Photograph Courtesy of Thibaut Inc"*
- It is not permitted to promote sales or discount on Thibaut and/or Anna French product.

This agreement is subject to change at any time. You will be notified if terms change. For further questions, please contact [images@thibautdesign.com](mailto:images@thibautdesign.com) with your account number.

Exclusions: The only images this agreement grants rights to are those in the portal.

I hereby acknowledge receipt of this Limited License to Use Photography Agreement and agree to all terms and restrictions stated herein.