



# 2021 – BRAND IMAGE GUIDE

## INTRODUCTION

The **Biscana' brand – TH Clothes** – is the object of an International trademark registration. The brand, models, pictures, logos and other illustrations, which appear on our materials: catalogues, technical files, photos and other multimedia, graphic and/or print materials are the exclusive property of **Biscana** and are protected.

This guide aims at defining the conditions of use of the TH Clothes brand, for a correct and aligned communication.

**Biscana reserves the possibility to stand up for its rights at court against anyone who would use the TH Clothes brand without respecting the obligations of this chart and without preliminary official authorization.**

## 2021 CONDITIONS OF USE OF THE BRAND TH CLOTHES

We provide you visuals for all TH Clothes products :

- MODEL PICTURES = only for B2B communication

- PACKSHOT/ARTICLE PICTURES = for B2B and B2C communication

And also other communication tools:

- TH CLOTHES logos
- PDF of the catalogue
- Technical files

We remind you that you must use the 2021 TH Clothes visuals in your 2021 communication on any print or digital material (catalogues, website, emails, banners, etc.).

You are authorized to use the “provided visuals” identically to the photos given by TH Clothes from the 1st January 2021 to the 31st December 2021. No label touching up, no suppression of logo, no modification of image will be accepted without prior written approval from Biscana.

All our pictures are also subject to image rights (models and photographs) and we draw your attention on the fact that your company should only use these visuals during the year 2020. In no way is your company allowed to use the aforementioned visuals beyond the year 2021 since the rights acquired by Biscana only cover this period.

After December 31st 2021, the use of photos, illustrations and other elements from our catalogue “COLLECTION 2021” has to cease, failing which Biscana reserves its right to stop by any means at its convenience the non-authorized and illicit use. The documents or supports entrusted by Biscana must imperatively be destroyed by the company using them before January 1st 2022.

The use of the content of the new catalogue is subject to a new authorization request provided by Biscana even if the request concerns elements/components already present in the past catalogues.

## COMMUNICATION BEFORE 2021

We kindly ask you to update your communication materials and visuals accordingly and to not use the visuals anterior to 2021. Indeed, since our company is not allowed to use the rights of the visuals anterior to 2021, so are you. By failing to comply with these rules, your company would put up all the consequences which would result. We attach importance to the respect of the aforesaid rules.

In spite of this brand image charter, if your company still uses non-authorized TH Clothes visuals in an illicit way, your company will be exposed to possible lawsuits regarding the images rights. In this case, Biscana will not be considered as responsible of this situation and will not be involved in any way.

## APPROBATION OF THE ELEMENTS BY BISCANA

All project of using totally or partially the elements of TH Clothes must be communicated to Biscana for approbation. Using the elements without prior written authorization may result into a possible lawsuit.

Any company using TH Clothes visuals must validate with Biscana the final visual before publishing it on any internal or external material related to the company.

➤ **For the use of TH Clothes logos, please consult the conditions at the document “TH Clothes Graphic Standards Manual” available at [www.thclothes.com](http://www.thclothes.com) download area or contact [marketing@biscana.pt](mailto:marketing@biscana.pt)**