



PAPILLON BRANDING AND MARKETING GUIDELINES

Description of a Papillon Distributor

It must always be made clear to a customer that:

You are promoting and supplying Papillon products in your capacity as an independent Registered Distributor and not as an employee of Papillon and that you are not authorised to act on Papillon's behalf.

This should include clear notification of your business name / personal name, trading address and logo (if applicable) as well as the fact that you are a Papillon Distributor.

Further, your company/business/personal name, registered number (if applicable) and registered/main office address must appear on all note paper, purchase orders, invoices, marketing materials, sales brochures, websites, social media sites and other public facing material used by you in relation to Papillon products and services.

Compliance with guidelines

As a Papillon Distributor you agree:

- To comply with the Papillon Branding Guidelines in all aspects of your use of the Papillon brand, the Papillon logo and Papillon products;
- To comply with any applicable advertising codes issued by the Advertising Standards Authority or any other regulator with competent authority;
- To comply with all advertising and marketing laws including but not limited to those covering print, electronic, online and fax marketing;
- Not to describe the Papillon Brand or Papillon products in a detrimental or degrading manner;
- Not to pass yourself off as a Papillon employee nor pass your business off as being Papillon or the manufacturer of Papillon products.

By enforcing these Guidelines, the objectives are to ensure that:

- Distributors promote Papillon products in a professional and ethical manner that is not misleading to the public.
- Graphical and branding elements for Papillon products are displayed accurately and in accordance with the Papillon Branding Guidelines.

- Distributors' websites / Facebook pages do not attempt to mimic Papillon corporate or product websites / Facebook page in a way that misrepresents the Papillon/ distributors' relationship.
- It must be clearly apparent that a Distributor website / Facebook page not a Papillon website / Facebook page.

Papillon Logo's

The Papillon logo is the most important element of our visual identity system. It is essential that Papillon Distributors help preserve its integrity at all times by adhering to all Papillon Branding Guidelines.

The role Papillon Distributor logos play in communications are to signify to audiences that they are interacting with a Registered Papillon Distributor.

The Papillon Distributor logo can be used in conjunction with your company logo (if applicable), but must appear smaller and/or less prominently.

Papillon distributors **are permitted to use only the [Authorised Distributor logos](#) provided by Papillon Head Office.**

The Papillon corporate logo should NEVER be used by Distributors on any platform. The Papillon corporate logo is the logo that stands on its own without any other indicators and this logo is strictly reserved for Papillon.

Papillon Distributors may either use their Papillon Distributor logos and Facebook banners that are provided by Papillon Head office.

A set of Papillon Distributor logos and Facebook banners are available from Papillon. See the download section on <https://www.papillon.co.za/downloads/> (you have to be logged in to view this page)

-Please do not change the size of the logos provided to you

-Whenever possible the Papillon Distributor logos and product banners should appear in full colour. Where colour is not available, such as in a newspaper advertisement, the logo may be converted to grayscale.

-Please obtain prior authorization from Papillon Head office for the following marketing collateral:

- Print Media
- Brochures
- Website
- Banners & Posters
- Telephone directories
- Promotional items
- Vehicle branding
- Social media sites and other advertising sites like Gumtree et.

We will provide you with marketing designs for the above means. See our available promotional items on our website http://www.papillon.co.za/marketing_tools/ Any additional designs will be quoted.

Taglines

DISCLAIMER:

Papillon products are packaged under their own trademark and generic packaging and do not resemble the original designer packaging in any way or form. The original name trademarks are the property of the respective designers and/or manufacturers and are strictly used in some instances for comparison purposes and not to mislead the customer. All terms and conditions and prices in this document are subject to change and will be reviewed and adjusted from time to time.

Use of the name “Papillon Perfume” “Papillon Perfumes” or “Papillon” perfume with an area, i.e. Papillon Perfume/s Boksburg” or any other Papillon trademarked names in a corporate tagline is prohibited. Taglines suggesting a higher level of endorsement or backing by Papillon will be rejected.

Copyrighted Material

Papillon Distributors are not permitted to copy or download any graphics, photographs, images, messaging, or any other content from any Papillon Material including Papillon websites and Facebook page without express written permission from Papillon. Any liability resulting from the failure to comply with this requirement is the sole responsibility of the violator of this requirement. This includes copying the Papillon colour palette and the Papillon corporate logo for use on Distributor marketing. Sharing from our Facebook page to a Distributor’s personal Facebook page is encouraged!

All additional required artwork must be requested from Papillon head office.

Updates to the Papillon Brand

Papillon will notify Distributors in writing of any updates or amendments to any aspect of the Papillon brand. Any amendments to Papillon logos must be made in accordance with the master artwork, which will be made available to all Distributors. Unless otherwise notified, Distributors are free to use up existing stock of material at the time of notification, before commencing use of stock incorporating the amended or updated Papillon branding. Existing stock may be used for a maximum period of 3 months after notification of any amendments.

Internet Policy

The Papillon Distributor Internet Policy applies to websites directly or indirectly and extends to third-party websites, including search engines, Internet Advertising (for example: banners, URL, online advertising, pay per click advertising), product descriptions, product titles, page headings, subheadings, copy text, blogs, and social networks (such as Twitter, Facebook, LinkedIn, and so on).

Telephone Etiquette

No reference may be made to Papillon in pre-recorded telephone messages, nor during the course of answering any telephone calls. Naturally, if the topic of supply of products and related services or the line is broached, these terms may be used in descriptive manner.

PowerPoint Presentation Template

Please contact Papillon at info@papillon.co.za to receive the Power Point presentation that you can utilize for presentation purposes.

Listing in a Telephone Directory

When listing in telephone directories (Telkom Yellow Pages, Telkom White Pages, Braby directories, etc.) the word Papillon Perfume or Papillon Perfumes or Papillon Perfume/s with reference to a specific location or any reference to Papillon products may not be used. Distributors may only use their Company name/Personal name and the “Registered Papillon Distributor” when listing in any directory.

Facebook guidelines

Before embarking on creating a Facebook page or social media profile for business, ask if you have the time to create relevant and engaging content. Poorly managed posts are worse than not being on social media. Please use the guidelines below to create posts that are within the *Papillon company* brand. You need to analyse why you are

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venturing onto Facebook? Remember that Facebook users get irritated with adverts and posts that are disguised attempts at sales pitches. Social media is exactly that, social. Your posts need to keep this in mind.

You want to communicate and engage your audience not drive people away because every post is aimed at their wallets or business. Before creating your Papillon Distributor Facebook page, make sure to read this documents first, before undertaking any posts or creating any Papillon Distributor Facebook pages.

After this has been created, Papillon Head office will have to approve your site/page before publishing.

Basic outlines of our policies

- It is important for *Papillon* to keep track of what our distributors are posting about. While there is no desire to hamper any individual's rights to post freely, we have to take into consideration our name and reputation in the industry and cannot have instances of any content simply being posted on social networks. Regulating the content that is posted is common practice and with the growth of these platforms, it would be negligent of *Papillon* not to put up some framework so that our content is brand responsible and does not offend and embarrass the Company or staff. Therefore, **we need to be setup as admin users on all platforms (facebook, twitter, Instagram, website) specifically created to promote Papillon products.**
- *Papillon* encourages all its Distributors to associate themselves with the company when posting but when doing this, they must clearly brand their online posts as personal and purely their own. This is to protect *Papillon* from repercussions that content may generate.
- Individuals are encouraged to share and comment from the *Papillon's Facebook* page as this content is released and approved by Head Office.
- Content pertaining to sensitive company information is not to be shared on any social media platform. Divulging information like the company's design plans, internal operations and legal matters are strictly prohibited.
- Dishonorable, inflammatory and offensive content such as racial, ethnic, sexual, religious, and physical disability slurs are not tolerated. *Papillon* does not comment on politics, religions and generally shies away from controversial topics. *Papillon's* Facebook business pages should keep their posts focused on content that is about the product or related to the industry.
- Proper copyright and reference laws should be observed by Distributors when posting online. *Papillon* reserves the right to edit or amend any misleading or inaccurate content depicted in Facebook posts. The company also reserves the right to delete posts violating the any of the above or its policies. (therefore you are not allowed to copy any image written content from the internet and use it on your platform!)

Social Media Policy

Papillon encourages participation by Distributors on social media and networking sites, including Twitter, Facebook, LinkedIn, YouTube and Instagram. Individuals and businesses that choose to contribute on social media sites-while representing themselves in a Papillon distributor capacity- should adhere to the following guidelines:

- Distributors may not register or use account names or handles that include the Papillon trademark or Papillon product names.

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- Distributors may not use the Papillon trademark or Papillon logos, colour palette, and other copyrighted material for backgrounds, logos, or avatars.
 - Distributors may not present themselves as official spokespersons for Papillon or Papillon Product.
 - Distributors are encouraged to identify themselves as **Registered Papillon Distributors** in their biographies on social media sites. For Example, page/profile names must be **Jane Austin – Registered Papillon Distributor** or **Your company name – Registered Papillon Distributor**.
 - **The use the following Social media page/profile names are not allowed** – Papillon, Papillon Perfumes, Papillon Perfume, Papillon Skincare, Papillon perfume and Skincare, Papillon Pretoria (or any other area, you are not allowed to claim an area)
 - The area you operate in can be set where you are asked on the social media page for your location.
 - You may use www.papillon.co.za as website link when asked for a website link. You may not create or use personal links to imitate Papillon’s website or any related pages.
 - **Instagram Handles must be used in the following manner:** Papillon_Distributor(with your name or initials) Example: Mpho Khumalo may use Papillon_Distributormk / Papillon_Distributormpho / Papillon_Distributor(your nickname)
 - If distributors are going to create social media pages specifically to promote Papillon Products then care must be taken in the type of posts place on the pages. It is advisable that you share to your page from the Papillon Perfume Facebook page, rather than creating your own posts.
- All Specially created Facebook pages must include the following:
In the **“About”/ “Bio”** section

This page is owned by “Distributor name”. “Distributor name” is a Registered Papillon Distributor, but independent from Papillon and is not authorised to make any statement, representation, or warranties or grant any license or permission on behalf of Papillon Perfume regarding any product, service, or Papillon website / Facebook content. Certain materials made available on or through this page are owned by Papillon and cannot be used without the prior written permission of Papillon Perfume.

In the **“Description”** section

Papillon brings you perfumes inspired by popular fragrances from around the world. Papillon perfumes only contain compounds of superior quality and longevity at affordable prices. Now you can wear your favorite perfume as an accessory.

The following **Disclaimer** MUST be provided on all platforms where Papillon Products are promoted.

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R160 each F14 Dollar Baby Inspired by Lady Million (Paco Rabanne)

The following is allowed:



R160 each F14 Dollar Baby Inspired by Lady Million (Paco Rabanne)

To avoid possible legal action and customer confusion It is IMPORTANT to remember that Distributors are not allowed to use a picture of the Trademarked / Original Perfume product or Inspired by product for example.

Prior approval by Papillon

Papillon requires sight and approval of all sales, marketing or promotional materials including planned social media campaigns to be used by you in which you wish to incorporate part or all of the Papillon brand or the Papillon logo. All Social media campaigns will be done via the Papillon official page and lead information will be channeled to you. Any Facebook campaigns costs is at the distributors own expense.

If changes are required to a distributors' sales, marketing or promotional material, Papillon will notify the Papillon Distributor accordingly and the Distributor will implement the required changes prior to the first use of the sales, marketing or promotional material. Distributors agree to amend any sales, marketing or promotional material at the Distributor own expense where such documents do not (in Papillon's reasonable opinion) comply with these guidelines (as may be amended and notified to Distributors from time to time).

Use of Papillon Marks in URLs, email addresses, and social networking sites

With the exception of express written authorization from Papillon Perfume, no third party may use "Papillon Perfume", any Papillon Perfume trademark, any Papillon Perfume product or service names, or any confusingly similar marks or names as its domain name, member name or User ID, or portions thereof or as part of an email address or any social media identification.

Papillon Perfume product or service names may not be included in the Papillon Distributor email addresses or website URL domain names, including social media identification pages.

Papillon Perfume South Africa will require any such prohibited use to immediately be ceased and the name and/or domain name to be transferred to Papillon Perfume South Africa within a reasonable time established by Papillon Perfume South Africa.

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Advertising and discounts on websites and Social Media pages.

Papillon Distributors are prohibited from advertising Papillon Perfume products and/or discounts on their websites/Social pages with the exception of **official Papillon Perfume promotions and offers** for products which will be communicated to Distributors via email/WhatsApp/Facebook. Papillon Distributors are prohibited from using absolutes or superlatives when referencing any product pricing. This includes the use of language such as “the lowest price”. Papillon Distributors may not advertise ‘guaranteed lowest prices’ on the Internet, websites, or in pay-per-click advertising or use similar phrases.

The following phrases or similar such phrases are not permitted:

- Rock-bottom prices
- Will not be undersold
- Guaranteed lowest prices
- We won't be on price

Similarly, Papillon Distributors may not include such phrases as part of their URL addresses. For example, www.CheapPapillonPerfume.com is not prohibited. Papillon Distributors may advertise official Papillon Perfume promotions, advertisements, specials and competitions that are discounts on their websites, as long as they follow the same expiration dates of the official Papillon Perfume promotions/specials. This means Papillon Distributor should remove any promotional messaging from their websites once the promotion expires.

Display of Product Names

Papillon Distributors must accurately display current product names at all times. **Papillon Distributors are not permitted to copy or download any graphics, photographs, images, messaging, or any content from any Papillon Perfume material including Papillon Perfume website or Facebook page without the express written permission from Papillon Perfume.** Any liability resulting from the failure to comply with this requirement is the sole responsibility of the violator of this requirement. This includes the copying the Papillon Perfume colour palette, the Papillon Perfume corporate logo, and any photographs or images contained in the Papillon Perfume marketing collateral for use on distributor marketing materials, electronic presentations, websites or social media pages.

Attribution on Websites and Social Media sites

Papillon Distributor websites and Facebook pages must clearly and conspicuously state on the home page or on the pages relating to Papillon products, the following legend:

This website/page is owned by [company name] / [Person name]. [Company name]/[Person name] is a Registered Papillon Distributor, but independent from Papillon and is not authorised to make any statement, representation, or warranties or grant any license or permission on behalf of Papillon Perfume regarding any product, service, or website / Facebook content. Certain materials made available on or through this website/ Facebook page are owned by Papillon and cannot be used without the prior written permission of Papillon Perfume.

If you have any questions please contact us, we are happy to assist!

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