

# TIBBY OLIVIER MANUFACTURER GUIDELINES

Now that you are a trained Tibby Olivier Therapist and have read and signed the Pledge, please take time to read through the following guidelines which will help you with our brand imagery and logo use.

It is very important we have a clear and consistent visual message which highlights the image of our Company and brands. This enables our customers and your clients to recognise us and what we do. All of our marketing reinforces both brand identity and a sign of a Tibby Olivier trained Therapist.

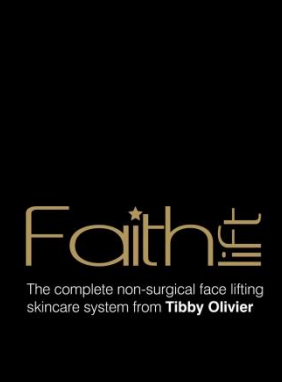
## Logos

### Shrinking Violet

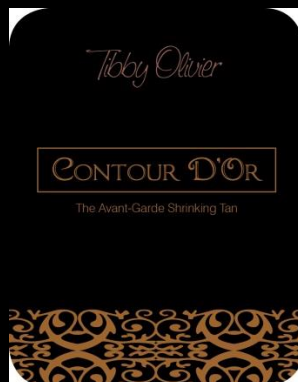
The two logos below can be used. Our preference is logo 1 but logo 2 can be used if on a light background. Please do not use logo 1 if you are not yet using the new formula as this will deceive the client and the product labels will not match



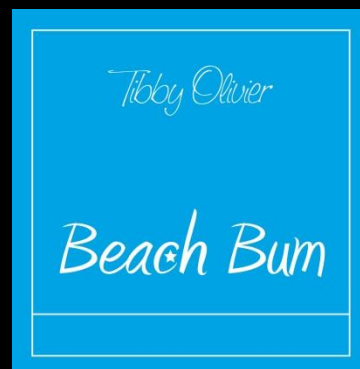
### Faith Lift



### Contour D'Or



### Beach Bum



### Lucifer Lashes



### Tibby Olivier



## Maskerade

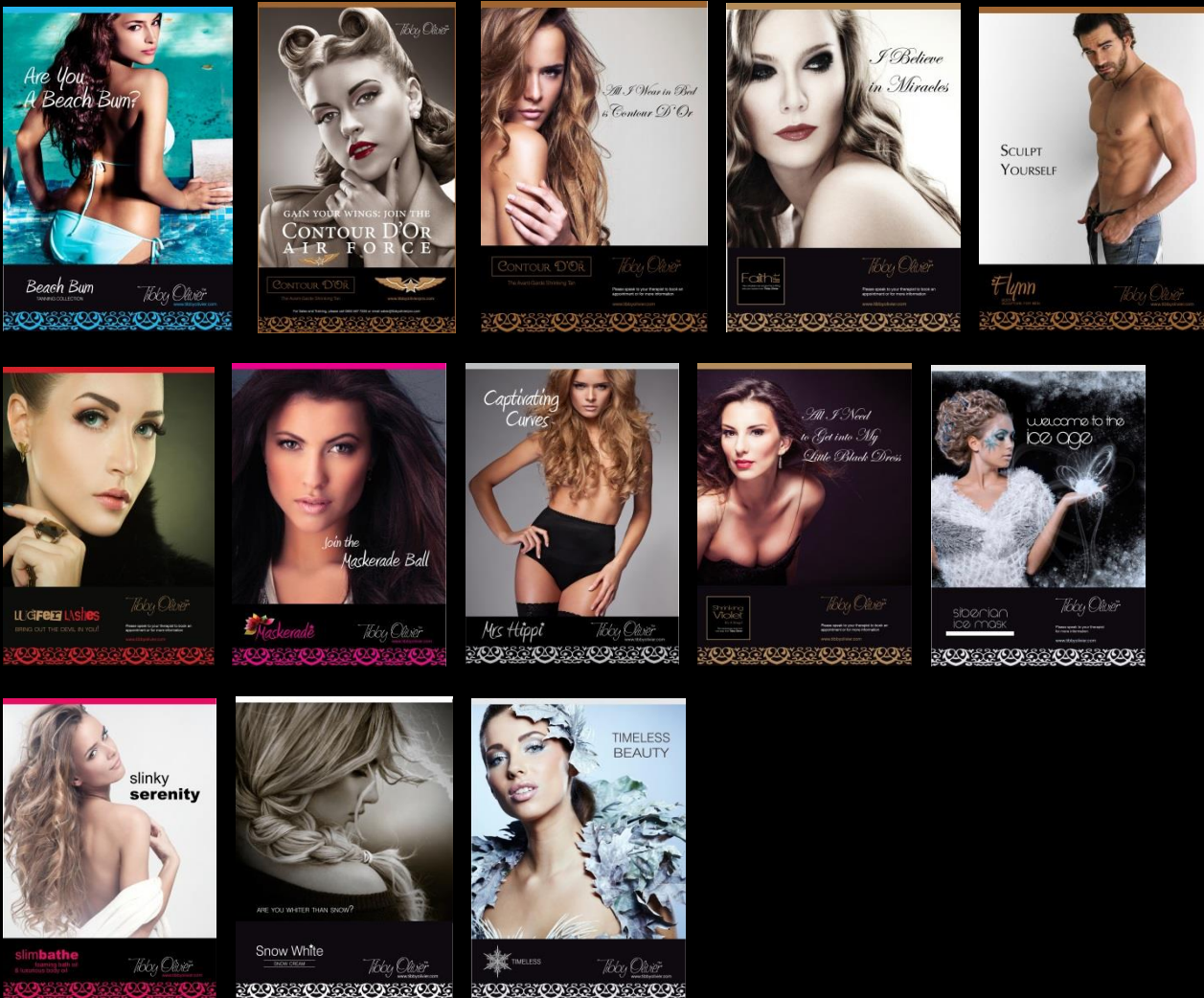


Please note if using these logo's please do not;

- Alter in ANY way including stretched, skewed or rotated
- Use any other colours
- Add an outline or shadow
- Add any other wording
- Use as a profile picture on Facebook or any other social media

All logos are trademarked so any infringement will reported

## Other images



Please note if using these images please do not;

- Alter in any way
- Use any other colours
- Add any other wording unless agreed in writing by Head Office
- Use to advertise any other service/brand
- Print. For online use only

An example of what NOT to use



## Use of Brand names

We encourage the advertising of all Tibby Olivier brands but there are restrictions in trademark law to protect other businesses and the brand. For example;

### Permitted

Shrinking Violet offered by Rejuve Beauty Manchester

[www.RejuveBeautyManchester.com/shrinkingviolet](http://www.RejuveBeautyManchester.com/shrinkingviolet)

Shrinking Violet at Rejuve Beauty

### Forbidden

Shrinking Violet Manchester

[www.shrinkingvioletManchester.com](http://www.shrinkingvioletManchester.com)

Manchester Shrinking Violet

The above applies to all social media/websites/literature. If in ANY doubt please contact Head Office.

## Wording

Suggested wording when describing Shrinking Violet

This clinically proven, specially formulated, wrap provides you with a system to shape the client's body with immediate effect; this creates real inch-loss due to its specialist formulation which has, in its own making, raised the bar for the wrap industry

Our Independent Clinical Trials have proven, one treatment with Shrinking Violet can reduce body fat up to 2.5%

The active Ingredient has been used previously in fat jabs to reduce fat by injecting directly into fatty tissues

Our Independent Clinical Trials have shown a Shrinking Violet treatment helps reduce fat in those difficult areas such as thighs, bottom and hips etc

The treatment is non-invasive and pain free.

98% would recommend to a friend

Do not use the following:

Fat loss

Weight loss

any fat reduction programme should include control of diet and exercise