

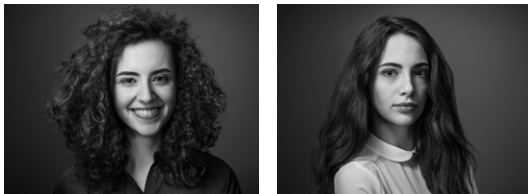
# PICTURE MATERIAL FOR PRIVATRÖSTEREI VOLLMER

## *Information on using photos*

Last amended on 22 February 2017

### 1. IMAGE PHOTOS

*For promoting the product or coffee-drinking in general at the POS or online*



**Specifications:** 60 cm x 36 cm, 300 dpi, RGB colour space

#### ✔ Dos

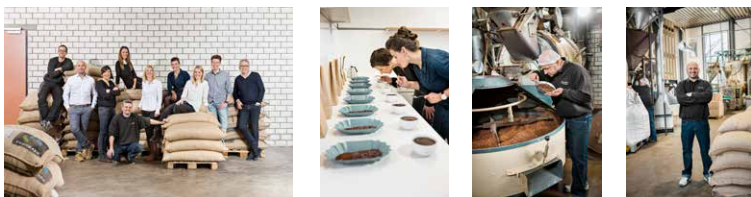
- Usage as part of promotion/sales promotion
- Point of sale: Posters, coffee boards, displays, stand-up displays, etc.
- Website: Only on own website

#### ✘ Don'ts

- Usage is only permitted in connection with Privatrösterei Vollmer – no other coffee roasters or beverage brands may be associated with the motifs.
- Not to be used in third-party media such as city magazines, external websites, etc.

### 2. COMPANY PHOTOS

*Accompanying photo material for presenting Privatrösterei Vollmer*



**Specifications:** Approx. 45 cm x 30 cm, 300 dpi, RGB colour space

#### ✔ Dos

- Usage as part of Privatrösterei Vollmer company presentation
- Free for use in print media and online

#### ✘ Don'ts

- The photos are not suitable for point of sale (displays, posters, etc.). Please use the image motifs for this instead.
- Usage is only permitted in connection with Privatrösterei Vollmer.