

BRAND CONTENT GUIDELINES

ENGLISH



BUITEN BEGINT BIJ BEVER

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INTRODUCTION

These Product Content Guidelines explain why **bever.nl** attaches great importance to good online brand content and what we expect from our suppliers in this respect. The ultimate goal is to present the brands as precisely as possible to our customers and to boost the sales.

The following chapters provide further details of what we need for the brand content. Please take time to familiarize yourself with these chapters. If these guidelines cannot be complied with, we will have to create our own product content. In that case, we will charge the supplier for the cost of creation.

1. BRAND LOGO

Visibility and awareness start with the logo.

Must comply with the following requirements:

- Produced as a vector logo.
- Submitted in AI, EPS, PDF file format.

2. BRAND DESCRIPTION

In order to represent brands on bever.nl with maximum impact, a brand narrative is provided at the bottom of the product page, which describes the unique story of a brand and includes aspects such as mission and core values. This also contributes to the brand's traceability.

BRAND DESCRIPTION – BASIS *

**If not submitted, we will charge the supplier for the cost of creation.*

Must comply with the following requirements:

- A brand narrative of minimum 75 words.
- Translated or written in correct fluent Dutch.
- Submitted in Word or Excel format.

BRAND DESCRIPTION – EXTRAS

May consist of, for example,

- A brand narrative extending to maximum 400 words.
- Text to be in colloquial, informal language.
- Special characters such as ® or © must not be used.

3. BRAND VIDEO

A video is a powerful addition to the brand narrative and provides excellent visual back-up.

BRAND VIDEO - BASIS

- Although a video is a great addition to a brand, we do understand that a brand may not have a video yet. If available, videos must comply with the following requirements:

BRAND VIDEO – EXTRAS

- Available online via, for example, YouTube or Vimeo.
- Quality: min. 720p.
- Dutch or English narration and/or subtitled.

4. CHARGES

The supplier shall provide Bever B.V. with content in accordance with the guidelines detailed in the supply 'basis'.

CHARGES

| COST | PER BRAND |
|--------------------------|-----------|
| <i>BRAND DESCRIPTION</i> | € 15,- |

5. CONTACT DATA

Do you have further questions or are you not sure about some aspects of product content delivery? Please do not hesitate to contact us using the following contact data.

GENERAL

E-mail: content@bever.nl

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TEAMLEAD PRODUCT CONTENT

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