

# VYVO *Influencer*

## EVENT AND SOCIAL MEDIA GUIDELINES





# Introduction

This document provides guidelines for Vyvo Influencers on organizing independent events, managing social media pages, creating websites, and developing marketing assets. Exceptional content that stands out may be recognized and rewarded by Vyvo. As an Influencer, you are not an official representative of Vyvo. These guidelines ensure brand consistency while giving you independence.

A special Vyvo Influencer logo must be used in all marketing activities to show affiliation with the community while clarifying that your efforts are independent of Vyvo HQ.

**Please note:** All claims made in your marketing materials must be accurate, verifiable, and aligned with Vyvo's values.

Misleading, exaggerated, or false claims can damage the Vyvo brand and will not be tolerated.

## I INDEPENDENT EVENTS

### ➔ Guidelines for Events

- Organize events independently, ensuring alignment with Vyvo's mission and values.
- At your event, clearly display: "This event is independently organized by a Vyvo Influencer and is not affiliated with or endorsed by Vyvo corporate."
- Review your event details (goals, audience, location) to ensure alignment with these guidelines.
- Violations of guidelines may result in removal of the right to use Vyvo SocialFi branding.



## ➔ Branding and Promotion

- Use the Vyvo Influencer logo, not Vyvo's corporate logo, on promotional materials. Use QR code on next page to access the correct logo.
- Follow the branding guidelines and avoid implying official Vyvo endorsement or sponsorship.

## ➔ Approval for Recorded Media

If any event is being recorded or shared publicly:

- The content must be reviewed prior to the event if it uses Vyvo product demos, logos, or future feature mentions.
- No unreleased products, internal timelines, or financial projections may be discussed.

## ➔ Liability

- You are fully responsible for the organization, safety, costs, and insurance of your event.
- Vyvo HQ is not liable for any incidents or claims arising from your activities.

*Please note that any claims made in your marketing materials must be accurate and verifiable. Misleading or false claims can damage the Vyvo brand and will not be tolerated.*

### DISCLAIMER FOR ALL VYVO WEBSITES

*"Vyvo HQ is not responsible for any content, claims, or representations made by independent Vyvo Influencers on their social media pages, events, or marketing materials."*





# **SOCIAL MEDIA PAGES**

## **➔ Naming**

- Use names like “Vyvo Influencer – [Your Name or Community Name].”
- Do not use “official” or similar terms suggesting corporate endorsement.

## **➔ Branding**

- Follow Vyvo SocialFi branding guidelines for all profiles.
- Use the Influencer logo (see below), not the main Vyvo logo. Scan the QR code to access the correct logo.
- You must follow all official Vyvo pages: [vyvosocialfi.com/connect-with-our-vyvo-community-online](https://vyvosocialfi.com/connect-with-our-vyvo-community-online).

## **➔ Banner**

- Here you can find a selection of banners to use for your social media.  
<https://drive.google.com/drive/folders/1ZsXcDL5et-5K1eZpSr6ARziF12-0pOhv?usp=sharing>

## **➔ Content**

- Share content aligned with Vyvo's values and mission.
- Do not post harmful, controversial, or misleading content.
- Any social media pages or personal bios related to Vyvo must include "Independent Vyvo Influencer | Views are my own."

## **➔ Code of Conduct**

All public-facing activity must:

- Be free of medical claims, income exaggerations, or misleading promises.
- Maintain a respectful, inclusive, and professional tone.





# GUIDELINES FOR CREATING INDEPENDENT VYVO-RELATED WEBSITES

You may create an independent website to support your Vyvo Influencer activities, but it must clearly state that it is not an official Vyvo or Vyvo SocialFi website.

The website must not include the main Vyvo logo, product claims, unreleased information, or language implying corporate affiliation.

Use only the approved Vyvo Influencer logo and required disclaimers.

Website domains must not contain the words: vyvo, vyvosocialfi, or vyvosc as standalone primary identifiers (e.g., vyvohealth.com, vyvosystem.io, etc.).

Instead, opt for community-oriented or personal brand names (e.g., FutureMakersHub.com, LisaSocialFi.com).

You must include this disclaimer in the website footer or visible section:  
*"This website was created by a an independent Vyvo Influencer."*

All information shared must be:

- Accurate
- Verifiable
- Aligned with Vyvo's mission and values

Websites violating these guidelines may result in termination of branding rights or independent status.



# Logo & Branding Compliance

## ➔ Use of Logo

- Vyvo HQ may conduct periodic audits of your materials.

## ➔ Periodic Audits

- Failure to comply may result in loss of the right to use the Vyvo Influencer logo.

## ➔ Termination of Authorization

Authorization to use the Vyvo Influencer logo and branding can be terminated if:

- Vyvo Influencers violate the guidelines or misuse the branding.
- Their initiatives no longer align with Vyvo's mission and values.
- There are other circumstances that warrant termination, as determined by Vyvo HQ.



# Speaking Engagements

## ➔ Speaking at Events or Meetings

- Always clarify you are an independent community Member/Influencer.
- Include disclaimer: "This presentation is made in my capacity as an independent Vyvo Influencer and does not represent official views of Vyvo HQ or its affiliates."

## ➔ At all times, speakers must

- Use the Vyvo Influencer title.
- Use the Vyvo Influencer logo in any email signatures, event slides, or promotional materials.
- Include a disclaimer if speaking at third-party events:
  - "This presentation is made in my capacity as an independent Vyvo Influencer and does not represent official views of Vyvo HQ or its affiliates."



## Dispute Resolution

If any disputes or issues arise between Vyvo Influencers and our official organization, both parties will attempt to resolve them through open communication and negotiation.

## Termination of Independence

Vyvo reserves the right to revoke independent status for events or social media pages if these violate guidelines or negatively impact Vyvo's reputation.

## Grounds for termination include

- Making unapproved income or product claims.
- Implying corporate affiliation.
- Using internal brand assets or leaking unreleased info.

## Costs

Vyvo Influencers are responsible for any costs associated with the creation and maintenance of their events and social media pages.





# Social Media Branding Guidelines

This document outlines how you should be using the Vyvo brand on social media for referral program purposes. It covers strict rules about how you should and shouldn't promote your invite code.

## Social media identity

What you use for your social media profile are public elements that can boost the amount of referrals you get. However, at the same time they are elements that make up Vyvo's brand presence, so it is very important that there are differences between Vyvo's official social media profiles and the profiles of the referral program users.

Topic	Do	Don't
<b>Username</b>	Include a unique and distinguishing element that primarily represents you as a person.  E.g. @DavidAI, @DavidVyvorefferral	Do not give the impression that your username is a Vyvo account by using exclusively the Vyvo name or similar versions.  E.g. @Vyvo_org, @VyvoAI,
<b>Account name</b>	Make your name unique and distinctive.  E.g. David - Referral XXXX	Do not use only the brand name as your account name.  E.g. Vyvo, Vyvo AI, BioSense
<b>Profile picture</b>	Use a unique photo or image that makes your referral purpose clear.	Copy the current picture from Vyvo profiles or any of its previous versions.
<b>Banner</b>	Use a unique banner that conveys your personal identity more than the Vyvo brand.	Copy the current banner from Vyvo profiles or any of its previous versions.
<b>Description</b>	Add a disclaimer that clear your role as an independent affiliate and not an employee or official representative of the brand.  E.g. This is not an official Vyvo account - CODE:XX22XXX	Copy the current description from Vyvo profiles or any of its previous versions.  E.g. Welcome to Vyvo SocialFi – where AI works for YOU.
<b>Links</b>	Use an official link to bring in as many referrals as you can.	Use malicious links or links from competing companies.



# FAQs

## ? Can I use Vyvo in my website URL or username?

No. Please choose personal or community-oriented names that do not imply corporate affiliation.

## ? Can I host a team training event without approval?

Yes, if it aligns with brand values and includes the required disclaimer.

## ? Can I talk about rewards or income?

Only if the statements are accurate, verifiable, and not exaggerated.

## ? Can I share screenshots of internal tools, dashboards, or chats?

No, internal systems, projections, and unreleased features must not be shared publicly.

## ? Can I build a team and brand it with my own name?

Yes, you may build your own community brand (e.g., Future Makers Club, Lisa's Health Circle), but it must:

- Include a disclaimer that you're an independent Vyvo Influencer
- Not imply it is an official Vyvo division or corporate initiative

## ? Can I make my own logo or graphic that looks like Vyvo?

No. You may not create or modify logos to resemble Vyvo's brand, including variations of the diamond, "V," or "SocialFi" design. Use only approved assets.

## ? Can I create my own presentations or slides?

Yes, as long as you:

- Use the Influencer logo, not the official Vyvo corporate logo
- Avoid internal data, unreleased products, exaggerated income claims, or timelines
- Include the required disclaimer on the first or last slide

## ? Can I prepare and distribute a press release or media article about Vyvo?

No. All public press, media outreach, or published articles must be coordinated through Vyvo HQ.



## ? Can I host a Zoom webinar using the Vyvo name?

You may host a webinar, but:

- Your webinar title cannot start with “Vyvo” (e.g., “Vyvo Wellness Call”)
- It must include a disclaimer: “This session is organized by an independent Vyvo Influencer and is not affiliated with Vyvo HQ.”

## ? Can I sell my own products or services on my Vyvo-branded page?

You may not cross-promote unrelated offers on pages that use Vyvo branding or the Influencer logo. Keep other business activities clearly separate.

## ? Can I resell Vyvo devices?

No. Vyvo products must be ordered through the official channels. Influencers may not buy and resell products for profit.

## ? Can I make TikToks, Reels, or YouTube content?

Yes, and we encourage it! Just follow these rules:

- Use the Influencer logo
- Follow all branding, claim, and tone guidelines
- Include a disclaimer in your video description or bio

## ? How should I present myself when participating in an event?

Please be completely clear that you are an independent Vyvo Influencer and NOT a representative of Vyvo corporate.

## ? Can I reshare Vyvo’s social media content on my channels?

Absolutely! Resharing is a simple way to use content that is safe and on-brand. As always, do not position yourself as anything other than an independent Vyvo Influencer.

## ? If I fail an audit of my use of the Vyvo Influencer Logo, will I receive a warning first or will my usage rights be immediately revoked?

If your infraction is minor, you may receive a warning first. But, we cannot guarantee that a warning will first be given.