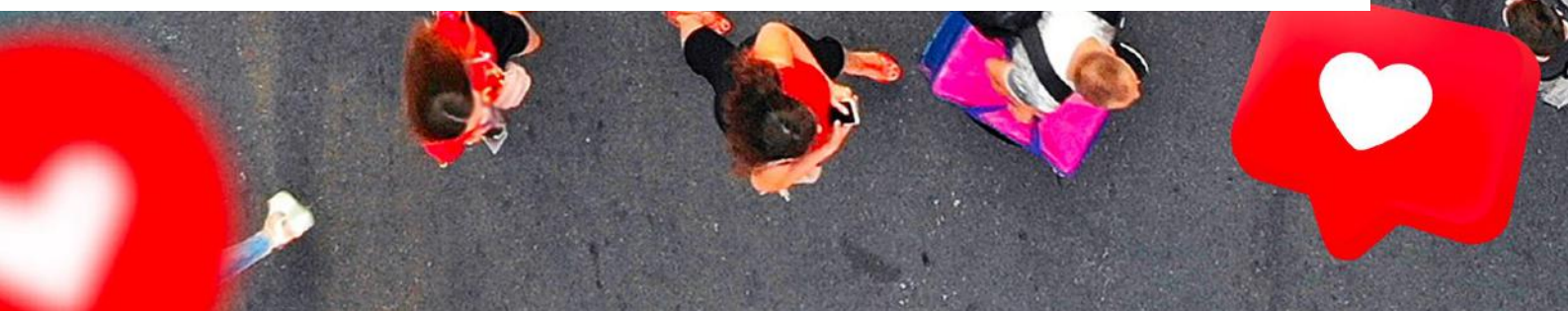




VYVO™

VYVO INFLUENCER EVENT AND SOCIAL MEDIA GUIDELINES





Introduction

This guide explains the rules for Vyvo Influencers who want to set up their own events and social media pages, as well as create their own marketing materials* related to Vyvo. Please remember that as a Vyvo Influencer, you are not an official representative of Vyvo or Vyvo SocialFi and cannot act in any official capacity. Our goal is to maintain brand consistency while still giving you as much independence as possible.

To help with this, we've created a special **Vyvo Generation logo** for independent Vyvo Influencers to use in all their marketing activities. This logo shows your connection to the community and makes it clear that your marketing efforts are separate from Vyvo HQ.



INDEPENDENT EVENTS

➔ GUIDELINES FOR EVENTS

- Vyvo Influencers are encouraged to organize events autonomously.
- Ensure events align with Vyvo's values and mission.
- If you have any doubts or questions, you are welcome to contact the Vyvo central organization for guidance and support at marketing@vyvo.com.
- While no formal approval process is required, we recommend you ensure event details, including goals, objectives, target audience, date, and location, align with Vyvo's principles.

➔ BRANDING AND PROMOTION

- Use the Vyvo Generation logo for all promotional materials to indicate that the event is organized by Independent Vyvo Influencers.
- Use Vyvo branding guidelines for promotional materials, ensuring consistency with the official community brand.
- Avoid implying official Vyvo endorsement or sponsorship.

➔ LIABILITY

- Vyvo Influencers are responsible for their independent event's organization, safety, costs, and liability insurance, if required..
- Waive any claims against the official Vyvo HQ for incidents related to their events.

*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.



SOCIAL MEDIA PAGES



NAMING

- Social media pages must clearly indicate their independence from Vyvo's official channels. For instance, names like "Vyvo Generation – [Your Name or Community Name]" are appropriate.
- Avoid using "Vyvo", "Vyvo SocialFi", "official" or similar terms in the page name. The only allowed mention is "Vyvo Generation."



BRANDING

- Use Vyvo SocialFi branding guidelines for social media profiles, ensuring it's clear that the page is operated independently. You can find them here vyvosocialfi.com/connect-with-our-vyvo-community-online/.
- Use the special Vyvo Generation logo on all social media profiles to indicate your affiliation with the community and clarify that your activities are independent of Vyvo HQ.



CONTENT

- Share content relevant to Vyvo's mission and values, but avoid giving the impression of official endorsement.
- Avoid engaging in any controversial or harmful content.

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.

Costs

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



Guidelines for Verifying Independent Vyvo Influencers Using Vyvo Generation Logo and Branding

USE OF LOGO

- Vyvo Influencers will use the Vyvo Generation logo on their materials to indicate compliance with the guidelines.

PERIODIC AUDITS

- Vyvo HQ may conduct periodic audits to ensure compliance with logo and branding guidelines.
- Failure to adhere to guidelines may result in the revocation of logo usage rights.

TERMINATION OF AUTHORIZATION

Authorization to use the Vyvo Generation 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.