

VISUAL GUIDELINES

- X PARTNERS MUST ASPIRE TO CONTRIBUTE TO IMAGE CULTURE BY IMPROVING THE VISUAL LANDSCAPE. THEY SHOULD INSPIRE WITH BODY AND MIND-POSITIVE IMAGERY**
- X CREATE DIVERSE AND NOURISHING VISUALS (BALANCED VISUAL DIET)**
- X CONTENT MUST NOT DEFAME, BE RACIST, SEXIST, NOR MISREPRESENT ITS SUBJECT**
- X CAST DIVERSE TALENT, INCLUDING ALL GENDERS INCLUSIVE OF NON-BINARY, ALL AGES, BODY SHAPES, SKIN TYPES, ETHNICITIES AND (DIS)ABILITIES**
- X PRE-TOUCHING AND RETOUCHING MUST BE AUTHENTICALLY REPRESENTATIVE. MAKE-UP ARTISTS, RETOUCHING AND POST PRODUCTION MUST BE VISUALLY RESPONSIBLE**
- X NEW AMBITION: PROGRESSION, NOT PERFECTIONISM. PARTNERS MUST NOT EMPLOY RETOUCHING FOR THE PURPOSE OF PORTRAYING 'PERFECTION' THAT IS INAUTHENTIC OR MISREPRESENTATIVE, IE SKIN COLOUR, BLEMISHES, BODY AND FACE ALTERING**

TALENT GUIDELINES

- X THE TALENT SHALL SEEK TO INSPIRE VISUALLY, NOT CAUSE HARM – BY POSTING MEANINGFUL, NOURISHING, INSPIRING VISUAL CONTENT**
- X THE IMAGE OF THE TALENT MUST BE AUTHENTIC. WHILE THE TALENT MIGHT NOT CONTROL THEIR IMAGE AS USED BY OTHERS, THEY SHOULD ASPIRE TO REPRESENT THEMSELVES WITHOUT FILTERS WHERE POSSIBLE ON THEIR OWN CHANNELS**
- X THE TALENT MUST PROMOTE A POSITIVE SOCIAL MESSAGE – AND COMMUNICATE THIS THROUGH THEIR WORK**
- X AS ROLE MODELS, TALENT SHOULD GIVE AS AUTHENTIC A RECORD OF THEIR LIVES AS POSSIBLE, SHARING CHALLENGES AND BEHIND THE SCENES TO GIVE WIDER CONTEXT**