

Visual Assets Guide

Stanley/Stella develops a series of assets for use in promoting the Stanley/Stella brand and its products. We make these assets available to Stanley/Stella customers and end-customers via the Stanley/Stella online content library.

The Stanley/Stella name, logo, trademark, designs and all visuals, text, video and sound that appear in any of our materials, both online and offline, are the sole property of Stanley/Stella and are protected by intellectual property and other laws. Stanley/Stella reserves the right to take any necessary legal action, not least in court, if the provisions of the Graphic Identity Guide and the current Visual Assets Guide are not respected.

This document explains how Stanley/Stella visuals assets such as pictures and videos may be used.

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Product pictures

Product pictures

When we talk about product pictures, we mean any picture where only the garment is visible, with no model. Because no models are shown, these pictures can be used to show decoration mock-ups.

Packshot pictures

Packshot pictures show either the front or the back of a product. We provide front and back packshot pictures for every product, in every colour the product is available in. These pictures are ideal for simulating decoration.



Creator - Fraiche Peche
Packshot front picture [↑](#)

Still-life pictures

Still-life pictures include one or more products in a particular composition. These pictures are generally used to showcase a range of colours, prints, or sizes.



Creator - Heather Neppy Pink,
Rose Clay, Caramel,
Still-life picture [↑](#)

Conditions of use

Product pictures are the sole property of Stanley/Stella. As no models are shown, there are no image rights to take into account. This means that you, as a Stanley/Stella customer or end-customer, have complete freedom to use these pictures to promote your product, company, activities or even Stanley/Stella.

Can I use these assets to promote my business?



Yes, you can use product pictures to promote your brand, company, decoration services, etc. Note that product pictures are the only type of asset you can modify to create a mock-up of a decoration.

Can I edit this type of asset?

Yes, you can. You know your business better than we do, so feel free to edit these assets to promote your work in the best possible way.



Can I use this type of asset if I'm not a Stanley/Stella customer or end-customer?



No, if you are not working with Stanley/Stella or with Stanley/Stella's products, you cannot use this type of asset to promote your brand, company, or decoration services.

Availability

Packshot pictures

Packshot pictures are available on our website on every product page. You can also mass-download them via our Pictures Download Tool.

Still-life pictures

Still-life pictures can be accessed through a dedicated online collection. This collection is updated on an ongoing basis, each time Stanley/Stella launches a new communication campaign.

Studio pictures & videos

Studio pictures & videos

Studio pictures and videos show models wearing our products. They are produced in a studio, against a neutral grey background. These assets aim to give end-customers a better understanding of the shapes, fits and fabrics of our products.



Creator - Fraiche Peche
Emmanuel is 189cm - size M 

To respect the terms of the consent agreements we have with our models, these pictures cannot be modified, edited or cropped. This means you cannot add mock-ups of decoration to this type of asset. However, if needed, you may extend the background to fit a specific image format.



Cruiser - Mushroom 
Elissa is 167cm - size S
Marcellin is 184cm - size M



Cooper Dry - Butter 
Victor-Manuel is 180cm - size M

Conditions of use

Studio pictures and videos are the sole property of Stanley/Stella. However, as this type of asset shows models, image rights need to be taken into account. As a Stanley/Stella customer or end-customer, you may use these images provided you respect certain limitations and conditions of use.

Can I use these assets to promote my business?



● **MyCompany** New Stanley/Stella unisex hoodies available! Check link in bio for more information.

#MyCompany #MyBrand #StanleyStella
#Wearestanleystella

These assets are intended for promoting the Stanley/Stella brand and products. As a Stanley/Stella customer or end-customer, you can re-use them on your website, across your social media channels, and in your email campaigns. Note that Stanley/Stella must always be mentioned in addition to the image.

Can I use these assets to promote decorated garments?



No. Models give their consent to appear wearing blank Stanley/Stella garments and for their image can be used to promote Stanley/Stella products. It's therefore forbidden to associate any artwork with a model.

Can I edit this type of asset?



Cropping a model's face to avoid image rights infringement is allowed. But we ask you to don't alter the colours of images. If needed, you may extend the background to fit to a specific format, provided no edits are made to the model. It is not permitted to edit the model's face using AI.



If you have any questions, doubts, or want to ask approval for specific edits, feel free to contact us at communication@stanleystella.com.

Availability

Studio pictures

Studio pictures are available on our website on [every product page](#). You can also mass-download them via our [Pictures Download Tool](#).

Studio videos

Studio videos are accessible on our [Marketing Tools page](#). Note that this online collection is updated twice a year, after each collection launch.

Editorial pictures & videos

 Click on this icon to access and download assets.

Editorial pictures & videos

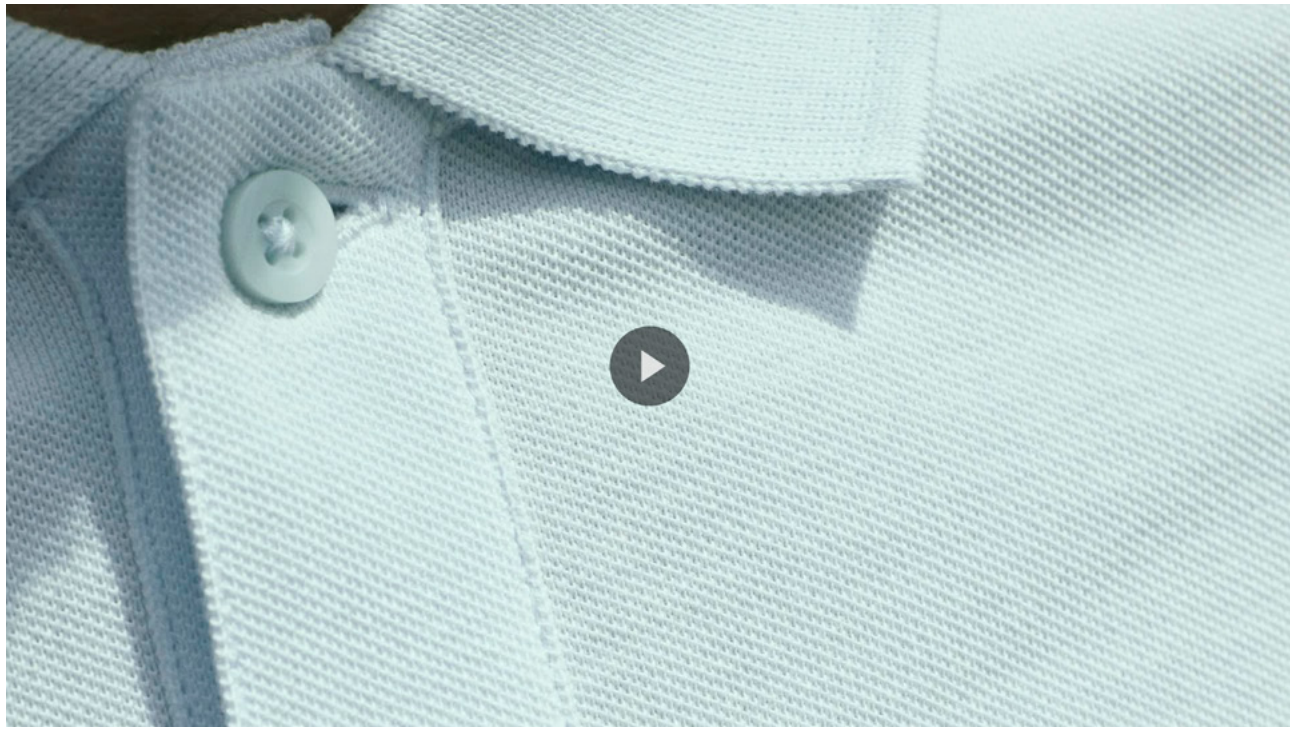
Editorial assets tell stories. These can be stories about a new collection or a new product range, or even stories about a mood. They can be shot indoor or outdoor, and are always strongly linked to a message we want to communicate.



SS23 editorial shoot – The ‘Lightweight’ story
(showing a selection of products from the Sunset Edition)



SS23 editorial shoot – The ‘Diversity & new colours’ story
(showing some new SS23 colours on models with diverse skin tones and hairstyles)



SS25 editorial video – SS25 Collection campaign video
(giving an overview of the mood and vibe of SS25)



SS23 editorial shoot – The ‘Outerwear’ story
(showing a selection of Stanley/Stella outerwear)



SS23 editorial shoot – ‘New colours’ story
(showing some new SS23 colours in the mood and vibe of the SS23 Collection)



Bangladesh editorial shoot – ‘Sustainability’ theme
(showing the solar panel installation of our supplier GMS Textile Limited)



Bangladesh editorial shoot – ‘Grocery store’ theme
(showing the result of the grocery store project undertaken in collaboration with Interstoff)

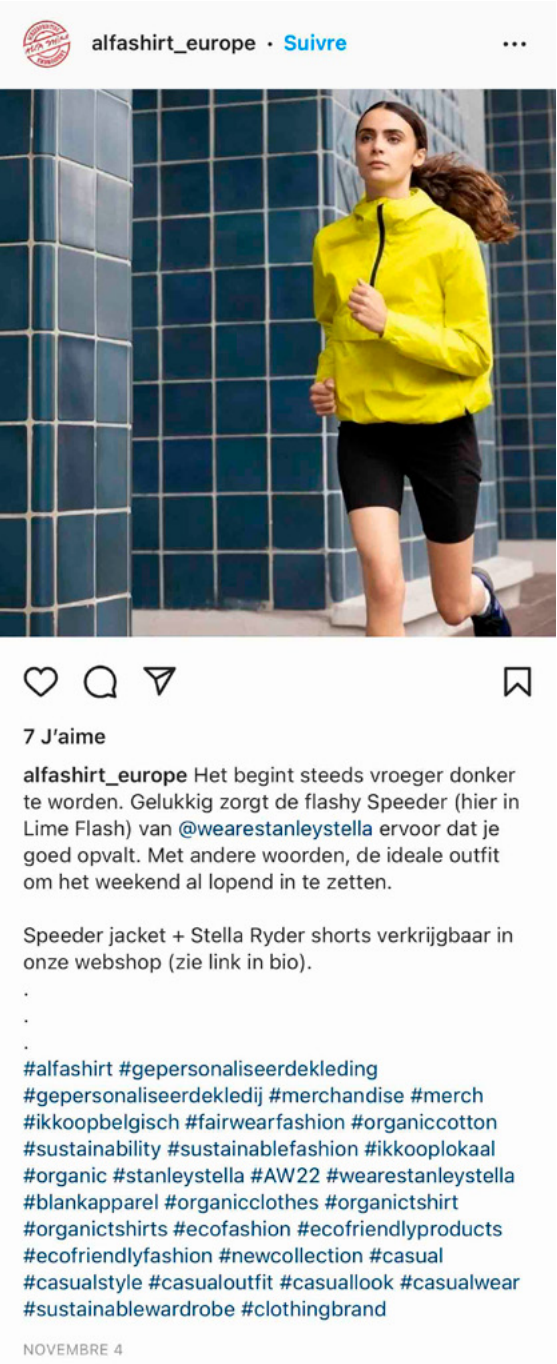


Indian cotton editorial shoot
(showing farmer harvesting organic cotton used for Stanley/Stella products)

Conditions of use

Editorial pictures and videos are the sole property of Stanley/Stella. As this type of asset may include people – whether models or not – image rights need to be taken into account. We share editorial assets with our Stanley/Stella customers and end-customers in the context of specific campaigns. They should therefore only be used for these dedicated campaigns to promote Stanley/Stella activities, initiatives or products.

Can I use these assets to promote my business?



We provide this type of asset to support you, as a Stanley/Stella customer or end-customer, in sharing specific Stanley/Stella campaigns with your community – and thereby promoting your own business. These assets are always linked to a campaign (e.g. outerwear, sustainability, the SS23 Collection) and are ready for use on a specific channel (e.g. Instagram, LinkedIn, email). Note that Stanley/Stella must always be mentioned in addition to the image.



Can I re-use these assets for other purposes?



No, these assets are intended for a specific campaign and channel. They can't be used outside of this scope, even if Stanley/Stella is mentioned.

Can I edit these assets?



No, these assets are ready for use on specific channels. No editing is needed or permitted.

Availability

Editorial picture & videos

Editorial pictures and videos are available on our [Marketing Tools page](#).

Intellectual property & image rights policy

Stanley/Stella intellectual property & image rights policy

1. Introduction

Stanley and Stella SA, with registered offices at Delta Building, Rue Jules Cockx 8-10, floors 3-4, B-1160 Auderghem, Belgium, VAT Registration BE0810.580.894 (hereinafter: “STANLEY/STELLA”), distributes blank textile products through various distribution channels. STANLEY/STELLA sells its products to its partners via, among others, the STANLEY/STELLA B2B Webshop (hereinafter: “Webshop”), electronic data interchange and customer care.

The STANLEY/STELLA'S Intellectual Property and Image Rights Policy (hereinafter “the Policy”) is applicable to all persons and/or entities who personalize, distribute, commercialize and/or sell the products from STANLEY/STELLA and/or who uses for these purposes the marketing material provided by STANLEY/STELLA (hereinafter: the “Partner” or “Partners”).

2. Intellectual Property

The intellectual property of STANLEY/STELLA includes, but is not limited to, copyright, trademarks, image rights, trade names, licenses, models, trade secrets, processes, software, formulas, ideas, concepts and developments (hereinafter: “Intellectual Property”).

Any element developed, created or acquired by STANLEY/STELLA (for example but not limited to the textile products STANLEY/STELLA distributes and commercializes, the marketing material they provide and the visual, textual or sound components on the Webshop), is and shall remain the exclusive Intellectual Property of STANLEY/STELLA.

The name and logo of STANLEY/STELLA is protected by trademark. The use of the name and/or logo by a Partner needs to follow STANLEY/STELLA’s Graphic Identity Guide. In case of doubt, please contact your Sales Account.

The STANLEY/STELLA brand and image (hereinafter: “Brand and Image”) and the communication of this (for example on the website of STANLEY/STELLA or in its publications like the Brand Book) are protected by Intellectual Property. A Partner may not use or adopt STANLEY/STELLA’s Brand and Image as if it were it own or give this impression.

A Partner may not use/register the name STANLEY/STELLA in a domain name (e.g. www.cheapstanleystella.com or www.stanleystellabrussels.be are not allowed).

A Partner is not allowed to use the name STANLEY/STELLA in a Google Ads or other types of (paid) advertising.

3. Use of the Marketing Material

STANLEY/STELLA supplies its Partners with marketing material, such as logos, photographs, video-material, visuals, etc. (hereinafter “Marketing Material”).

The Marketing Material is and remain the exclusive Intellectual Property of STANLEY/STELLA. The Partners are only granted a limited non-exclusive authorization to use and/or publish the Marketing Material of STANLEY/STELLA. This authorization is revocable at any time by STANLEY/STELLA.

STANLEY/STELLA designs, develops and/or reviews its Marketing Material each year. The Partners are responsible to only use the most recent Marketing Material and to replace any old Marketing Material they use in due course with the most recent Marketing Material. The authorization granted by STANLEY/STELLA is limited in time per collection and/or season or otherwise expressly determined by STANLEY/STELLA.

The Partners who use the products of STANLEY/STELLA under their own name, may only use the ‘pack shots’, i.e. textile photos without the head of the model, from the Marketing Material. The Partner is authorized to edit the textile part of the pack shot (e.g. with an illustration or words/signs) if they do not violate public order and morality, any law or regulation or

any rights of third parties and/or STANLEY/STELLA. The Partner is not allowed to edit the face of the models using AI. The Partner who is selling products under the name “STANLEY/STELLA”, can only use the Marketing Material in their original format and in accordance with the instructions provided on a case-by-case. The Marketing Material cannot be in any way altered, re-colored, photoshopped or adapted to any communication requirement or method, whether in print, video or digital media. The Partner is not allowed to edit the face of the models using AI.

The Partner may not use Marketing Material of STANLEY/STELLA in combination with products and/or marketing material from a third party.

The authorization by STANLEY/STELLA to the Partner is strictly limited to its website, web shop and social media (and for example not for third party websites as Amazon). The Marketing Material may not, without prior written authorization, be used on websites of any third parties or for a third-party advertising campaign.

If a Partner wishes to edit the Marketing Material, he needs the express and written consent from STANLEY/STELLA.

4. General provisions

When a Partner shares the Marketing Material of STANLEY/STELLA with a third party, the latter will comply with this Policy and the Partner will guarantee and warrant this. STANLEY/STELLA will not be held liable in the event they would receive any claims by a third party if the Partner would not comply with this Policy.

The Partner shall, indemnify, defend and hold STANLEY/STELLA and their agents, employees, successors, licensees, directors, shareholders, and other representatives, harmless at all times from and against any and all third party liability, loss, damage, costs, charges, claims, actions, causes of action, recoveries, judgments, penalties and expenses, including reasonable outside lawyers’ fees, which it or any of them may suffer by reason of any violation from this Policy.

The Partner shall assist and indemnify STANLEY/STELLA if third parties hold STANLEY/STELLA accountable on grounds for which under this Privacy the Partner have a duty of indemnification or other commitment towards STANLEY/STELLA.

This Policy shall be governed exclusively by the laws, regulations and rules applicable on the territory of the Kingdom of Belgium. Any disputes regarding the Policy, including disputes about its existence and validity or violations of the Policy by the Partner, shall be placed before the courts with jurisdiction at Brussels (Belgium) to the exclusion of all other tribunals, court or forums.

