

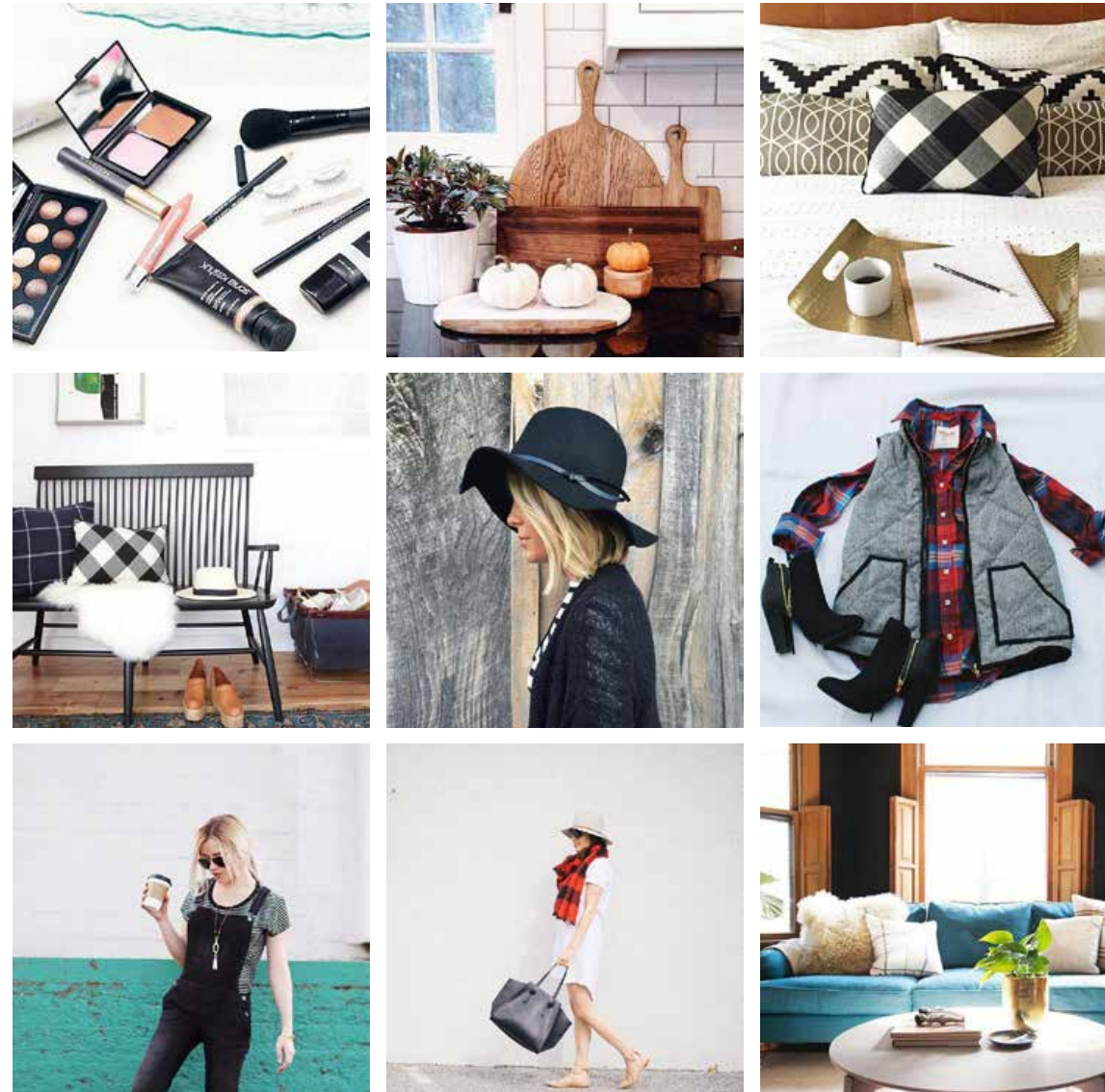


National Brand
User Generated Content (UGC)
Style Guide
2019

UGC Style Guide Considerations



Overall more like this

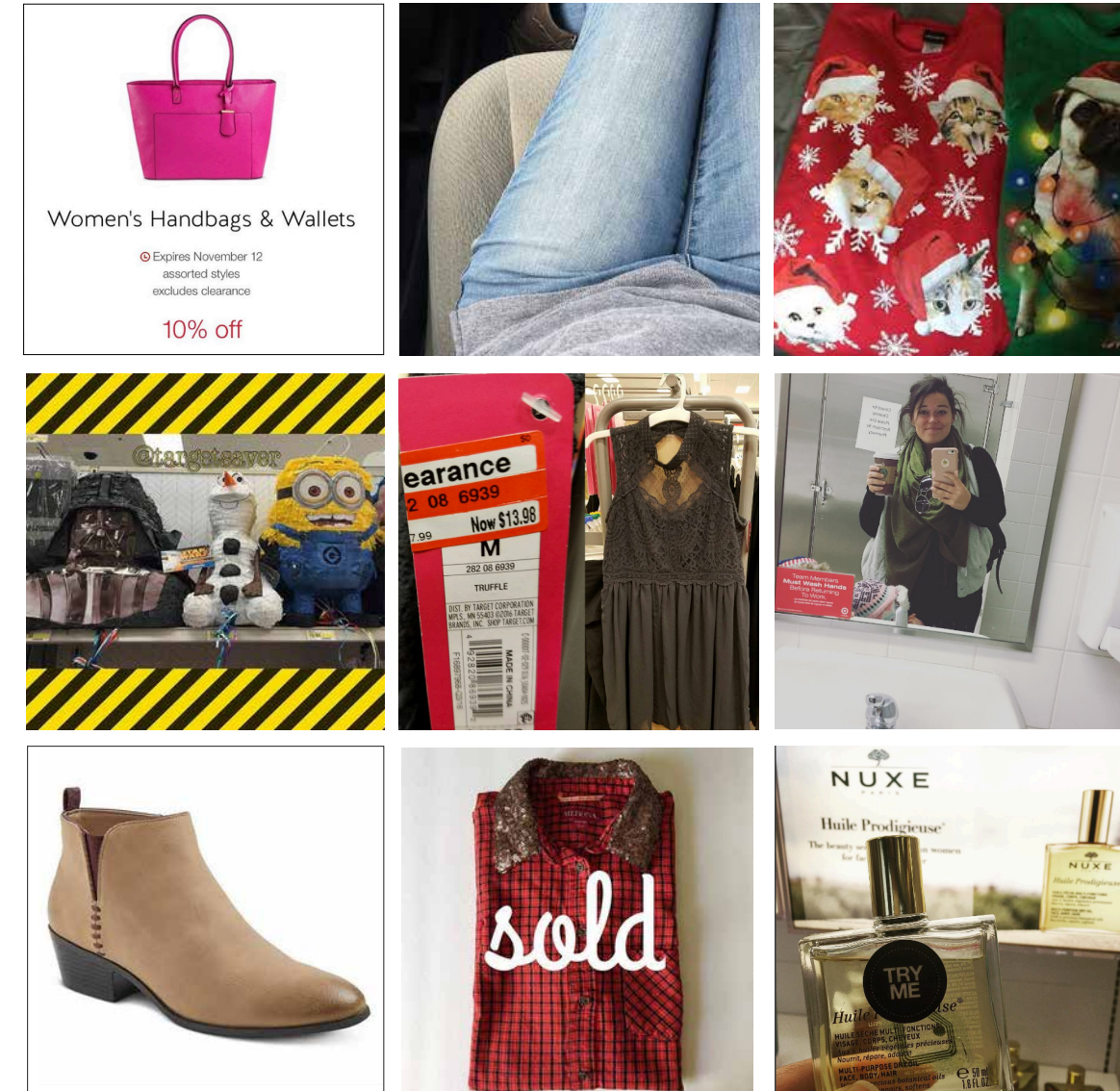


Photos should be:

- Bright, clean and crisp with pops of color
- Photographed at a good angle (straight on, 3/4th, or over-head) with product being the focus
- Mood is optimistic, cheerful and inspirational



Overall less like this



Other creative considerations:

- Dull, dark or with unnecessary filters that make it hard to see the products
- A bad angle with product not being the clear focus
- Avoid text overlays
- No bathroom shots

UGC Rejection Considerations

**Content that does not align with
Target Legal or Creative Brand Standards
will be rejected.**

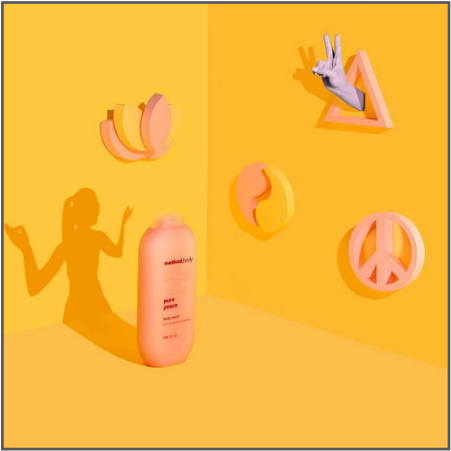
The following pages document each of the possible rejection reasons and provide examples for reference.

Content is not UGC / Not Authentic or Real

Some branded content will now be approved as long as it meets the below criteria, content that has been created for your brand IG account or social media channels. This does not include images that your brand has given photo credit to in post copy.

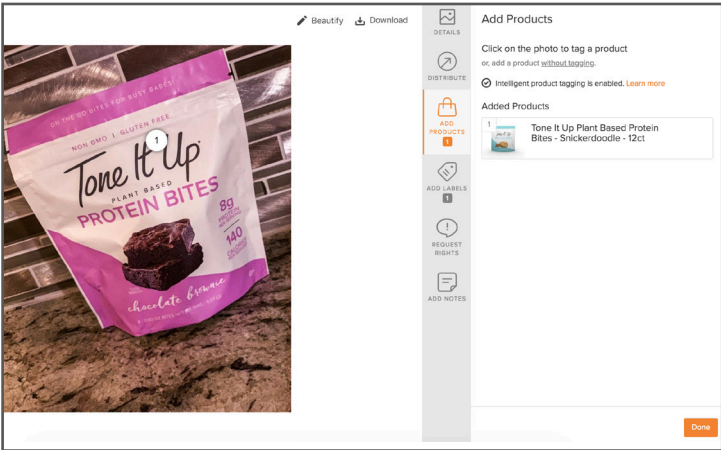
Unacceptable Brand Content is

- Product on background
- Studio photography

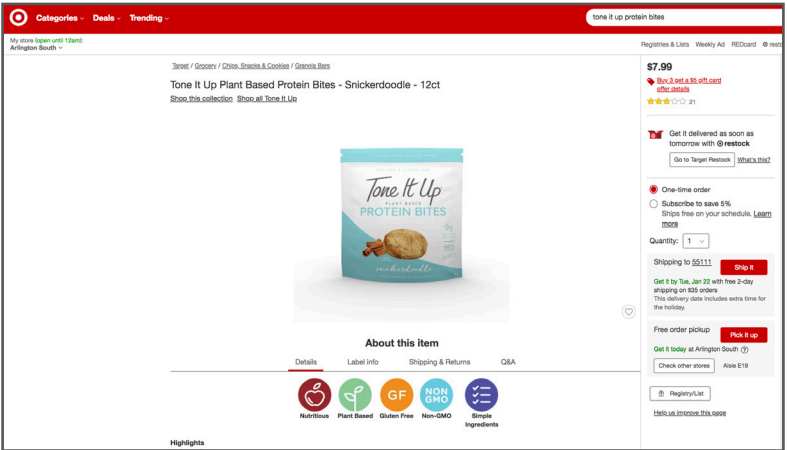


These examples are only to be used as a reference for the type of quality of images that will be considered acceptable. These images must be assets that you as a brand have captured for their IG account. It cannot be content that you are using on your accounts that you have obtained from others and give a photo courtesy reference to in copy

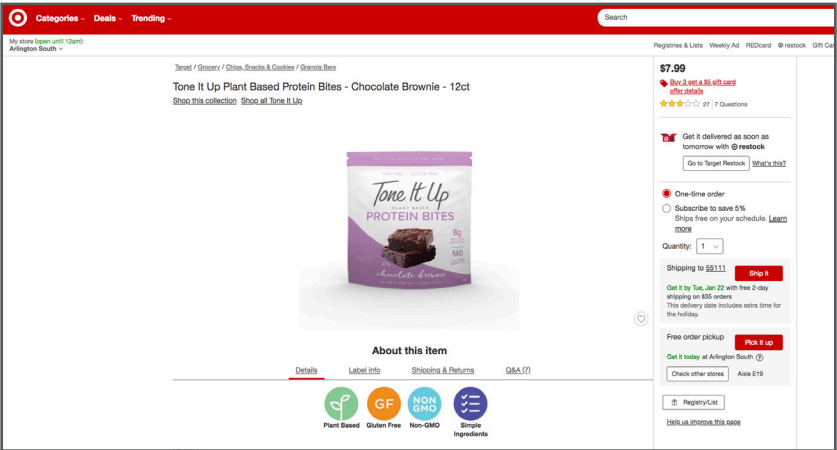
Incorrect Product Tagged



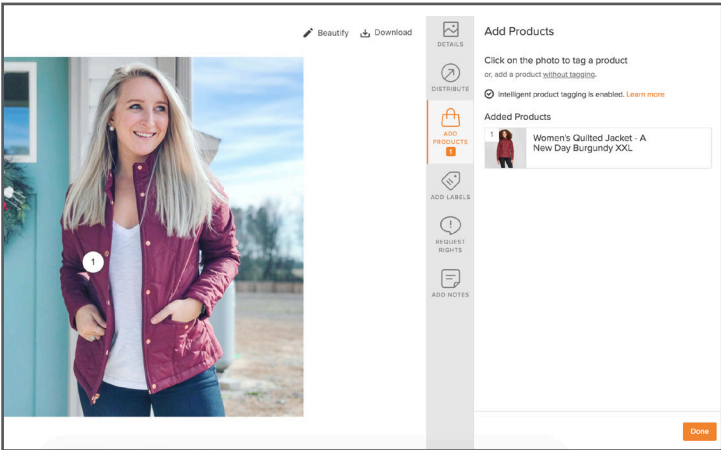
Curalate



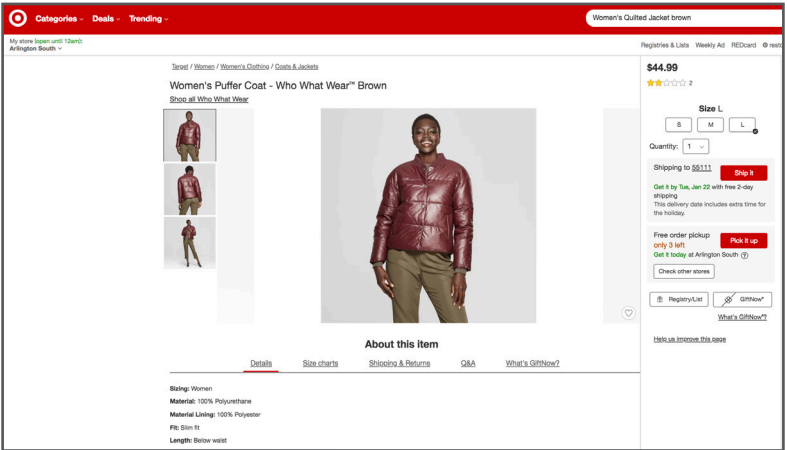
Target.com (Incorrect product tagged)



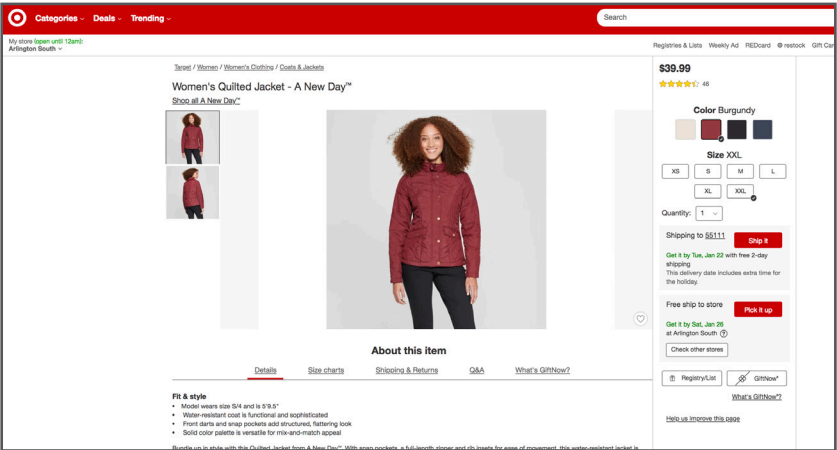
Target.com (Correct product that should have been tagged)



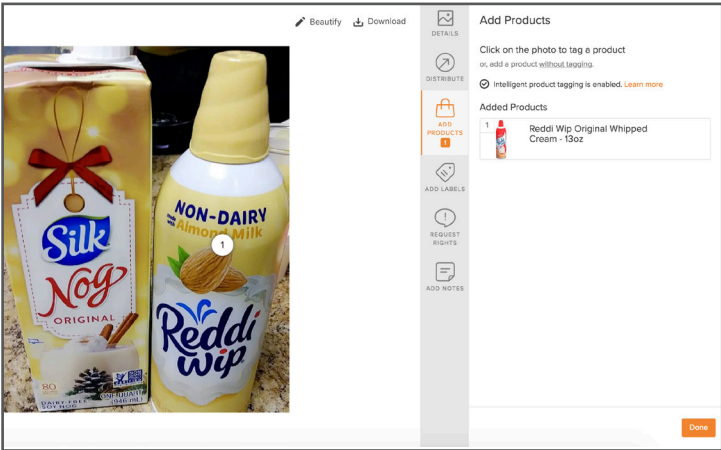
Curalate



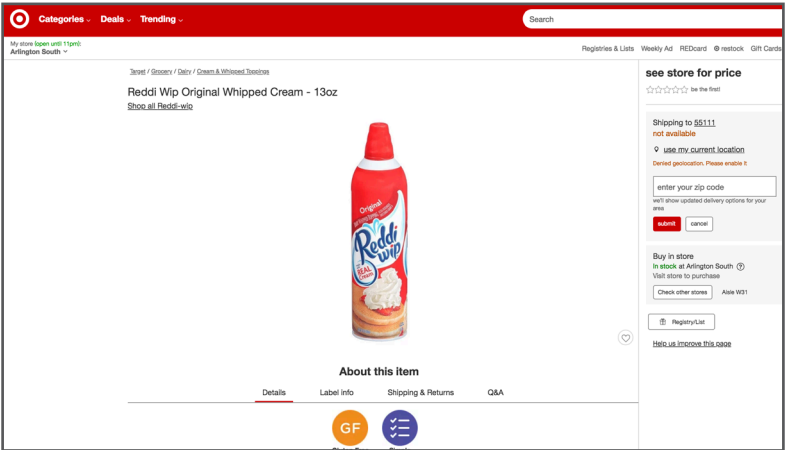
Target.com (Incorrect product tagged)



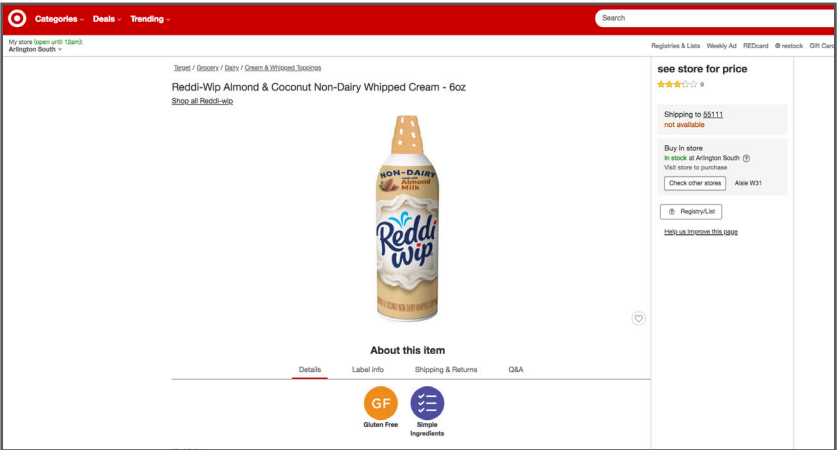
Target.com (Correct product that should have been tagged)



Curalate



Target.com (Incorrect product tagged)



Target.com (Correct product that should have been tagged)

The product posted by the guest and the product tagged should be exactly the same

UGC Not on Brand

Bathroom

Body Language

Clearance

Alcohol

Collage



No bathroom selfies or pictures of others taken in the bathroom



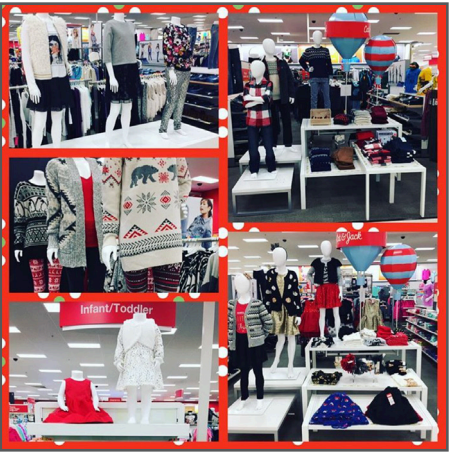
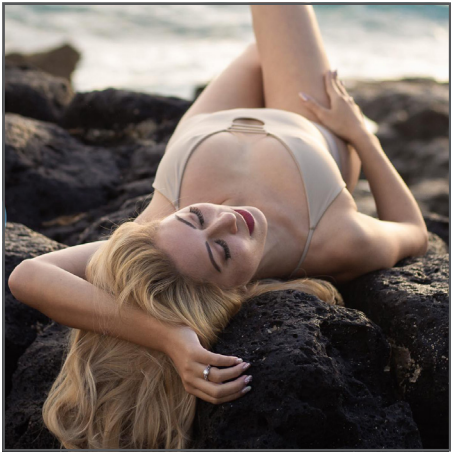
No suggestive body language



No reference to clearance in the image or post caption copy



No solo cups or images where alcohol is prominent and label on bottles is legible.



No borders



Home - Where products are supposed to be placed in bathroom as long as there isn't a person in the image as well



When a glass normally used for alcoholic beverages is shown, the non-alcoholic beverage inside it must be shown



Shows multiple use of item or styles

UGC Not on Brand

Religious



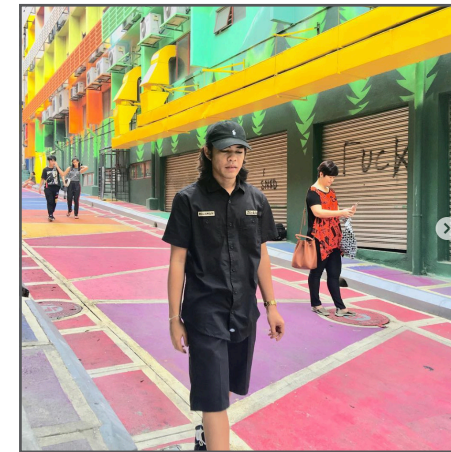
Political



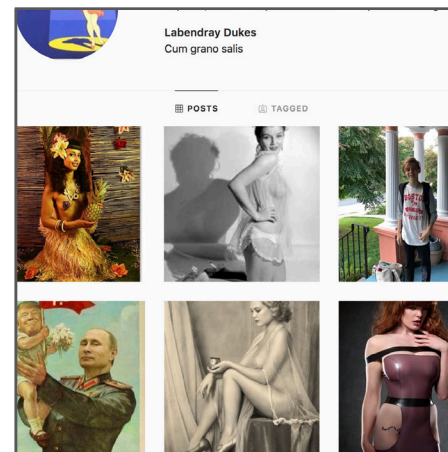
Nudity



Inappropriate Language



Text Overlay



No nudity in images or in user profiles



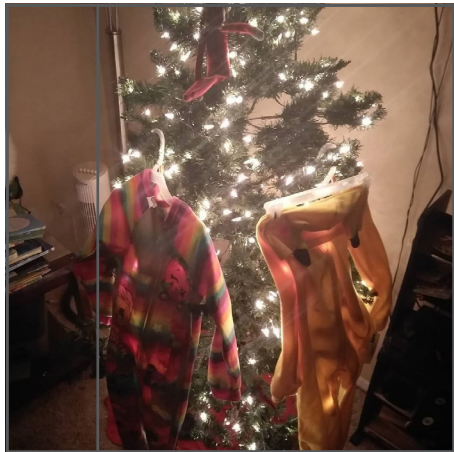
UGC Not on Brand

Poor Quality Image

No Clear Product Focus

Not Great Product Shots

Not Intended Product Use



Not showing the product or item as it was intended (possible liability risk)

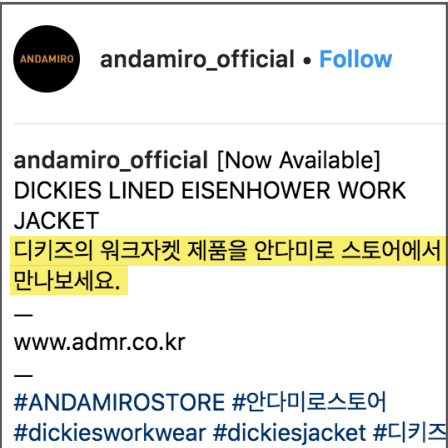
Other Rejection Reasons

Personal Identification Images



An image, post copy, or profile that provides identification information that could be used to track or locate a person. (See page 13 for more information)

Post Copy



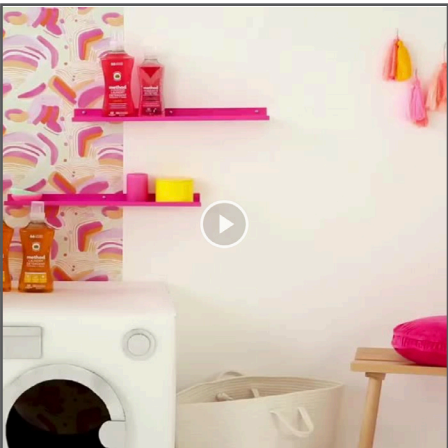
Languages other than Spanish & English

Too Many Competing Brands



Anything over 4 brands is too many brands

Videos



Other Rejection Reasons - Questionable User Rights Approval

Too Many People



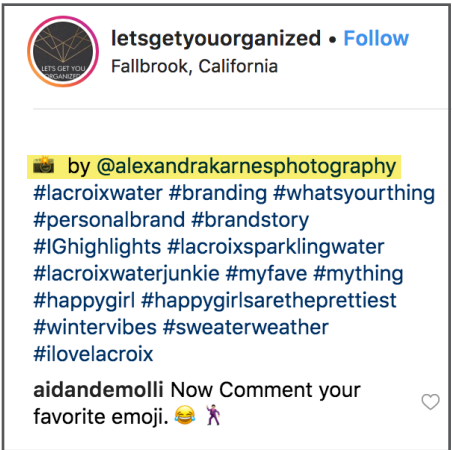
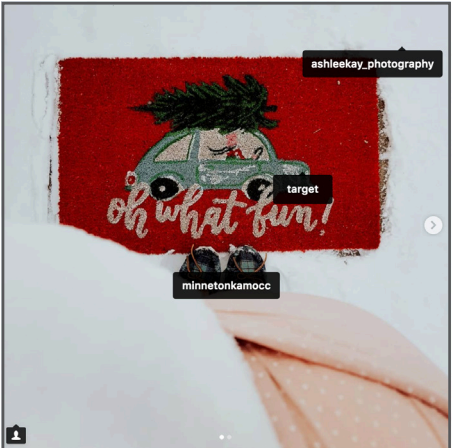
Only able to request usage rights of the IG user who posted the image, and we legally need permission from everyone pictured in the photo to use / feature

Post Copy



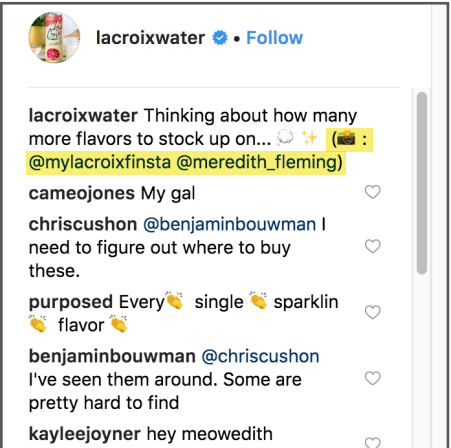
Watch out for mentions of regramming in post caption copy of regram icon in image as shown above in both examples

Photo Courtesy



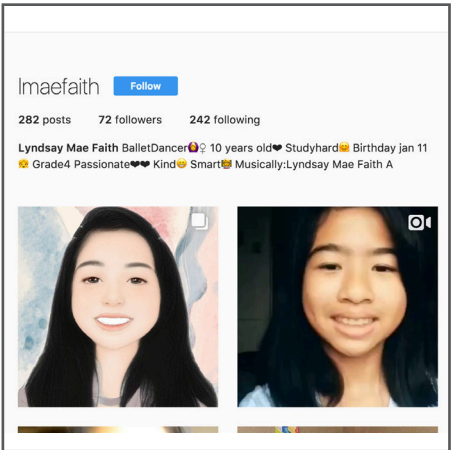
Watch for the camera icon, tagging of photographer in photo and @ mention of photographer credit in post caption copy

Photo Courtesy



Legal guardian of kid(s) is questionable, user is not the photographer

Kids account



Legal guardian of kid(s) is questionable, user is not the photographer

Other UGC Style Guide Considerations

Baby & Safe Sleep Guidelines

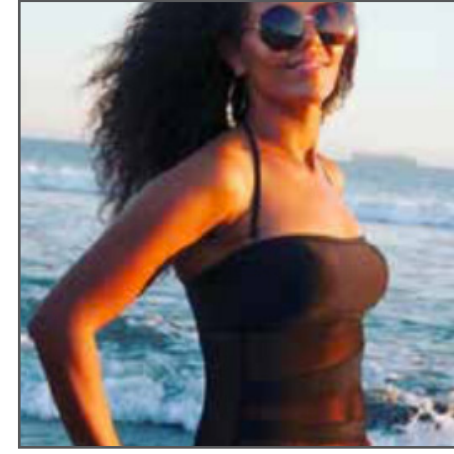
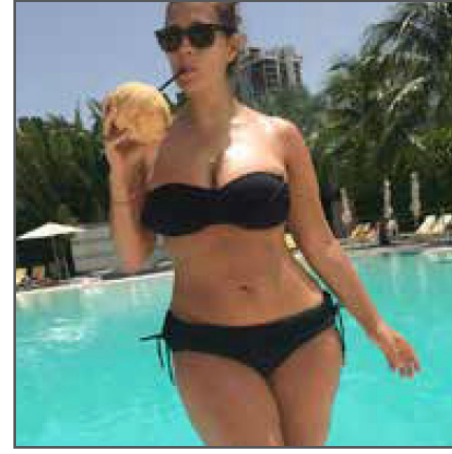
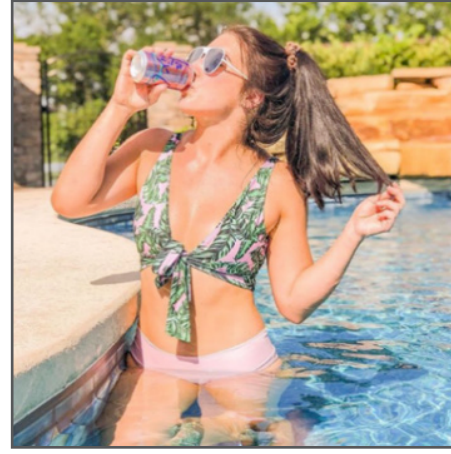
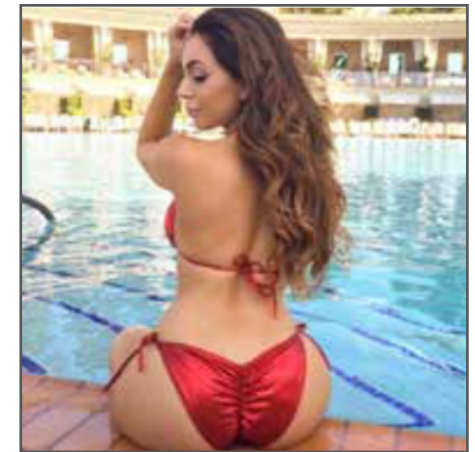
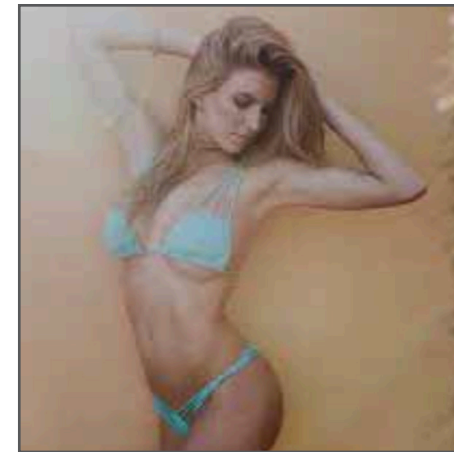
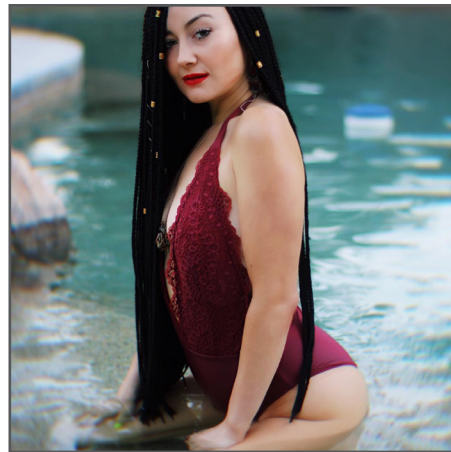
- No toys, blankets or pillows in the crib
- No blankets draped over the side of crib, no bumpers used on the crib
- Nothing hanging on walls above the crib or changing table
- No crib in front of the window



Other UGC Style Guide Considerations

Swimwear Guidelines

- No suggestive body language or posing
- No swimwear photos that are too sexy, body-focused, and poorly cropped
- No children in swimsuits
- Yes to tasteful images, show variety of body types / ages



Other UGC Style Guide Considerations

Be Mindful of Comments / Guest Profile:

- If Guest profile is not available, then do not tag
- Do not request usage rights for images that talk about Holidays that just happened;
i.e. If the image/post is all about the 4th of July but the actual holiday was yesterday then do not request usage rights because the image shows up on our pages several days later.
- No guests advertising or selling their products
- No images that copy calls out “IN-Store only”
- No products shipped by guests (promoting their sales)
- If product can’t be found, then don’t approve
- No images that feature or reference “Elf on the Shelf”
- Specific guidelines pertain to Starbucks, & Apple Brands when featured in images - please reach out for more specific info if applicable to your product content
- Profile and Profile feed images must also adhere to all guidelines and an image could be rejected due to any one of the reasons outlined in this document
- Personal Identification Information includes:
 - Name (first name only is OK)
 - Address
 - Date of Birth
 - Driver’s License Number
 - Email Address
 - Income
 - Financial Account Numbers
 - Phone number
 - Physical/Mailing Address
 - SSN
 - License Plates
 - Street Signs (crossroads) etc
 - Name of Buildings that provide your pin-pointed location
i.e.: Schools, Corporate or others that identify exact location