



**USBORNE BOOKS
AT HOME CANADA**

Operated by Riverwood Publishers Ltd.

Brand Policies

FOR INDEPENDENT USBORNE CONSULTANTS

UPDATED MAR. 2024

Thank you

for taking the time to read about, and familiarize yourself with our company's national branding and marketing policies.

Whether you're just launching your Usborne business, or thinking about a new way to advertise a sale on your socials, this document is your **essential resource** for all things "on brand" with Usborne Books at Home Canada.

Our brand is more than just a logo. It's that **feeling** you get when you open an Usborne book, or when you talk to someone new about your business. It's the **look on a child's face** when they realize we have books about fairy unicorns, silly monsters and farting dinosaurs, and the fit of **giggles** that follows! We are proud of who we are and what we do, and our brand is a reflection of that.

As an Independent Consultant with Usborne Books at Home Canada, you are the embodiment of what we represent as a company, and as such it is important to understand and respect the standards laid out within these pages.

Your commitment as a Consultant ensures that households & communities across Canada have access to these wonderful books, and a growing love of literacy.

Thank you!

- Your UBAH Home Office Team

Usborne Publishing was set up in 1973. It has been creating irresistible books for children for over 50 years.

Usborne is proud to be an independent, family business, founded by Peter Usborne and now run by his daughter Nicola Usborne.

Usborne Books at Home Canada, operated by Riverwood Publishers Ltd. was set up a bit later, but we've nonetheless been supporting independent booksellers like you for over 30 years. A lot has changed during this time. Several generations have grown up being inspired by Usborne books. Perhaps that includes you!

Countless people have been able to write better stories for their families because of Usborne books.

That's something we're really proud of. When you joined Usborne Books at Home Canada you became an independent business owner just like Peter and Nicola, as well as Riverwood Publishers Ltd. You work as much as you want, when and where you want. You set your own goals. If you became an Independent Usborne Consultant to write a better story for your family, don't forget that you're the one holding the pen.

It is vital to our success (and therefore yours) that we protect the Usborne brand.

That means making it clear what is 'Usborne' and what is not. As an Independent Usborne Consultant, you are not employed by Usborne, or by Riverwood Publishers Ltd: you're self-employed.

We want to support you to build your own distinct brand, based on your personal strengths and goals. We must be clear that our businesses are separate, though we're incredibly proud to endorse your business by working in partnership with you.

This set of policies is about how all our businesses – Usborne Publishing, Usborne Books at Home Canada, operated by Riverwood Publishers Ltd. and your bookselling business – can work together, hand-in-hand.

**USBORNE BOOKS AT
HOME CANADA**
(Riverwood Publishers Ltd.)

Past



Riverwood Publishers Ltd.

Present



**USBORNE BOOKS
AT HOME CANADA**

Operated by Riverwood Publishers Ltd.

USBORNE PUBLISHING

Past



Present



USBORNE
Be Curious.

What's in a name?

While our values remain closely aligned, UBAH Canada has a distinct logo & brand separate from Usborne Publishing. Usborne publishes titles globally and UBAH Canada (Riverwood Publishers Ltd.) works as a Canadian distributor, through Consultants like YOU!

This means, not only are you representing UBAH Canada, but Usborne Publishing as a whole.

In 2020 Usborne Publishing launched a new look for their business, and in 2024 they put Brand Guidelines in writing for Independent Consultants to express the personality of the Usborne organization - consistently, all over the world.

“To maintain the quality and reputation of the Usborne brand, we cannot allow it to be adopted, adapted, or impersonated in any way. We don’t let anyone who doesn’t work for Usborne use our most precious brand assets - including our logo, strapline, brand colours, fonts and illustrations. That includes Independent Usborne Consultants like you, who are self-employed.”

- Usborne Publishing, Global Brand Guidelines

Usborne Publishing has allowed Usborne Books at Home Canada to continue using the balloon logo in our brand, so long as it is always accompanied by our name and “operated by Riverwood Publishers Ltd.” **This allowance extends only to Usborne Books at Home Canada, operated by Riverwood Publishers Ltd., and not to Independent Consultants.**

You’ll see our Canadian brand represented throughout our all of our media assets whether online or not. This includes, but is not limited to our websites, social media, and promotional documents. We are very proud of our company, our books, and everything we represent!

This document is everything you need to help brand yourself and promote your business as an Independent Usborne Consultant!

**USBORNE PUBLISHING
is a global organization**



**RIVERWOOD
PUBLISHERS LTD.**

**is a proud distributor of
Usborne books in Canada**



**You are a self-employed
individual**



**Together, we work
in partnerships**



Branding and Marketing Policies

Consultant accounts must adhere to these Brand Policies to remain in good standing. Consultants not in compliance will be contacted by Home Office and given 24 hours to make adjustments. Failure to make requested adjustments within 24 hours will result in account suspension. Account suspensions are temporary and can be reversed, however, can impact a Consultant's ability to place orders to meet sales requirements.

THE USBORNE LOGO:

The Usborne Books at Home Canada, operated by Riverwood Publishers Ltd. logo may only appear on marketing materials created by and supplied to Consultants by Home Office.

As the balloon logo is a brand asset of Usborne Publishing, it is no longer allowed to be used by Consultants in any way, aside from the supplied Consultant logo provided by Usborne Books at Home Canada (see pages 6-7).

MARKETING MATERIALS SUPPLIED BY HOME OFFICE:

Due to copyright infringement, all marketing materials supplied to Consultants by Home Office are to be used in their entirety, and are not to be edited or altered in any way. This includes, but is not limited to, promotional documents, social media graphics, banner graphics, and stock photos.

The exception to this policy is when Home Office supplies Consultants with marketing templates via Canva Link for the following:

New Title Tuesday: Consultants may apply their own brand, text, or sticker elements to these images, with the exception of the first two pages (an initial "title page", and a book spread), which are supplied as flattened JPEGs. Flattened images, or any image containing the UBAH Canada logo are not to be altered. All book covers and inside page spread images are supplied to Consultants so you may create your own graphics, using whichever design software you prefer!

Literacy Specialist Marketing: Personal information such as your name and/or logo (should you have one), socials and/or contact information may be added to these files, **but the supplied content within the link must not be altered. This includes graphics, photos, and text content.**

SEE NEXT PAGE FOR APPROVED UBAH CANADA CONSULTANT LOGO.

Branding and Marketing Policies

UBAH CANADA CONSULTANT LOGO:

We understand the significance and importance of the Usborne name as it pertains to your business. **This is why we have designed a special UBAH Canada Consultant logo**, which you may use within your own marketing! A version of this logo also exists for our **Literacy Specialists**, and is available for download once a Consultant completes their Literacy Specialist training.

The Consultant Logo may be used within both your online and printed marketing materials, and can be used to create your own apparel or merchandise, so long as said products are used for marketing your business, and not for financial gain.

You may use this logo alongside your own personal brand (your name and/or logo), so long as the Consultant logo appears in its entirety as shown in the 3 approved variations below. Do not crop, stretch, or edit the Consultant logo in any way. **Your name/logo should always be displayed more prominently on your marketing.** The UBAH Consultant logo should be secondary to yours (see next page for examples).

The UBAH Canada Consultant logos are available to download from the [Graphics Portal](#) on the [Consultant Downloads Site](#).

UBAH CONSULTANT LOGO - 4 Colour
To be used on a white, or light-coloured background.



Independent Consultant
USBORNE BOOKS AT HOME CANADA

UBAH CONSULTANT LOGO - Navy
To be used on a white, or light-coloured background.



Independent Consultant
USBORNE BOOKS AT HOME CANADA

UBAH CONSULTANT LOGO - White
To be used on a black, or dark-coloured background.



Independent Consultant
USBORNE BOOKS AT HOME CANADA

We believe in you and your business. While the Usborne name is what makes our books special, YOU are what makes your business special!

Usborne Books at Home Canada endorses your business and provides training & support, but YOU run your business. You're in control! Let your unique style & personality shine through your personal branding and people will remember you as much as they remember the books.

Branding and Marketing Policies

Your name/logo should always be displayed more prominently on your marketing. The UBAH Consultant logo should be secondary to yours. **It's YOUR business after all...Show off your pride!**

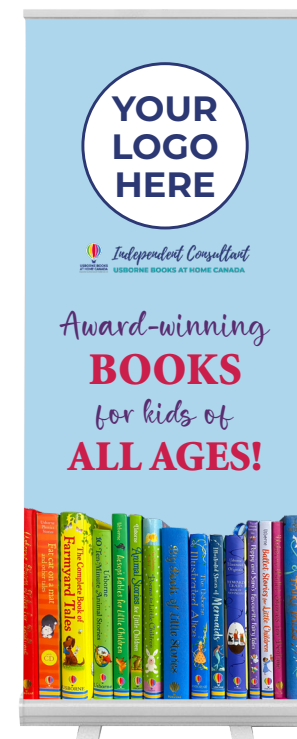
Front



Back



Online:



Branding and Marketing Policies

WEBSITES AND ONLINE CONTENT

SOCIAL MEDIA PROFILES:

When creating accounts on any social channel online it's important to stay consistent with your brand and use a name/social handle that can be used across multiple platforms.

Whether you've chosen to use your own name or create a new business name instead, **your name is your most important brand asset.** Choose a name that is meaningful to you, direct, authentic, or simply just fun to say!

Whatever you choose as your business name, remember that you are your own business and are not an employee of Usborne. You may not include "Usborne", "Usborne Books", "Usborne Books at Home", or any variation of "Usborne" within your user name or social media handles.

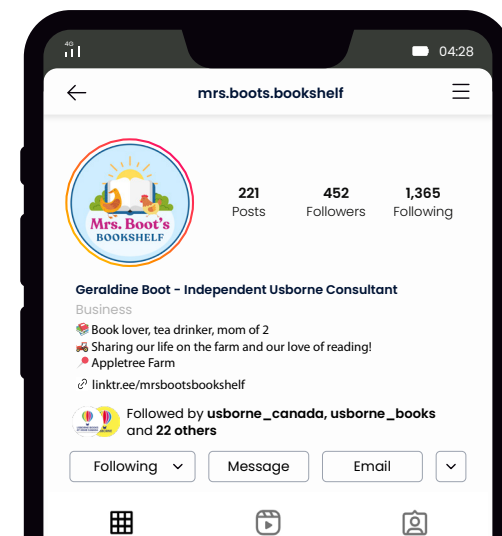
Your social media accounts must not suggest that you work for Usborne or Usborne Books at Home Canada, and must not appear as though you are an official Usborne corporate account.

This is how you can demonstrate your relationship to Usborne within your social profile name or bio, should you choose to:

[Your Business Name] • Independent Usborne Consultant

This is the ONLY way you may use the word "Usborne" in your social media profiles.

Once a Consultant is no longer actively selling Usborne books, all of their Usborne business social media accounts & groups, including any other online accounts they use for their business must be archived so that they are no longer visible to the public.



EMAIL ADDRESS:

We recommend creating a new email account for your Usborne business. For the best brand awareness & recognition, match your new email address with your new business name.

When creating a new email account, remember that use of the words "Usborne", "Usborne Books", "Usborne Canada", or any variation of "Usborne" is not permitted within your email address.

Branding and Marketing Policies

THIRD-PARTY WEBSITES:

Due to policies set in place by Usborne Publishing in January 2024, and in compliance with their global brand and copyright infringement, Usborne Books at Home Canada has now restricted the use of third-party websites. This means that third-party websites may only be used as a single-page link-extender, as per the policies on [Page 10](#).

We recognize the importance of protecting the Usborne brand and the values represented, which is why a lot of time and effort have gone into the design and upkeep of our Usborne Books at Home Canada websites. Our replicated websites are closely monitored, adhere to all policies, and offer immense value with little to no upkeep by our Consultants. **This emphasizes that there is no need for our Consultants to pay for additional web services.**

Usborne or Usborne Books at Home Canada branded materials, or materials from our corporate or replicated websites are not permitted to be reproduced on a third-party website or any other website. This includes, but is not limited to Usborne or Usborne Books at Home Canada logos, meta-tags, site icons, or search engine banners.

The use of the words “Usborne”, “Usborne Canada”, “Usborne Books at Home”, “Usborne Consultant”, or any misspelling thereof, such as “Usbourne” in a non-Usborne website is prohibited. This includes, but is not limited to domain name, address, URL, meta tags, keywords, website title, or website tagline.

We encourage you to use the UBAH Canada Consultant logo, or if you’re feeling creative, design your own business logo!

SELLING USBORNE BOOKS:

Selling Usborne products through any other online outlet other than your replicated website is not permitted.

This includes, but is not limited to, ecommerce sites, online auctions, social networking ecommerce (ie: Facebook Marketplace, Instagram Shop, Linktr.ee Marketplace, etc) and any other third-party website.

Consultants are encouraged to utilize social media platforms to engage with their customers & followers. Your social media group/page (ie: Facebook, Instagram) is a representation of you and your business and you’re welcome to show off what Usborne has to offer!

There are 2 ways in which customers can purchase Usborne books from an Independent Consultant:

- **ONLINE**, via their replicated website, or
- **IN-PERSON**, via hand-to-hand sales.

Branding and Marketing Policies

LINK-EXTENDERS, SQUARE, AND ECOMMERCE WEBSITES:

LINK-EXTENDERS, such as Linktr.ee, are allowed to be used by Consultants, so long as all Brand Policies and rules regarding third-party websites are adhered to (for third-party website rules, see [Page 9](#)). Linktr.ee is free to use, and is the most commonly used link-extender, however if you wish to create your own link-extender-style page using a third-party web service such as Canva, Wix, or Wordpress, it must be designed as a single landing page, independent of any other website. If you have a personal domain, it can be used to direct to your link-extender.

Link-Extender Content Policies:

- Must use a simple one-page design, consisting of one profile picture (if desired), a short bio (under 100 characters), and linked buttons.
- Links must point toward your replicated website, your contact/email, personal forms to gather customer data related to your UBAH business (ie: title waitlists, inquiry forms, etc.), Usborne Books at Home Canada's website, Usborne Publishing's website, and/or personally branded social media accounts for your UBAH business.

SQUARE, or any other point-of-sale (POS) apps/accounts may be used by Consultants only as a business tool to manage your personal inventory, and capture payment in-person. **Square may not be used as an ecommerce website for online transactions (see below)**. Point-of-sale account profiles, invoices, and all other materials must reflect your personal branding, and adhere to the aforementioned Branding Policies within this document.

ECOMMERCE WEBSITES, such as Squarespace or Shopify are not allowed to be used by Consultants to sell Usborne books online (see [Page 9](#)).

DOMAIN NAMES:

Personal domains are non-essential, however they can be purchased & maintained by Consultants for use in their Usborne business.

A Consultant's personal domain should only be directed/forwarded to their replicated website, or used as their link-extender.

Personal domains may also be used for the purpose of sending verified emails, if required by your email provider, however they are not necessary to send emails through your UBAH Virtual Office.

Branding Dos and Don'ts

We hope that the Usborne name and brand act as a badge of quality for your business, and a seal of approval for your customers. For this to continue, we must give the Usborne brand the protection it deserves.

This means that there are a range of assets which ARE NOT AVAILABLE to Independent Usborne Consultants.

WHAT IS ALLOWED:

Logos:

- ✓ The UBAH Canada Consultant and Literacy Specialist logos are the only logos approved for Consultant use on all marketing materials.

Illustrations:

- ✓ Book illustrations can be shown & featured in their entirety as photos or videos of the book covers and inside pages.

Photos/Images & Videos:

- ✓ Take photos & videos of titles from your stock for use within your social media posts, online parties/events, and marketing materials.
- ✓ Share/repost photos & videos from Usborne Publishing and/or UBAH Canada's social media accounts. Shared posts must include a tagged photo credit.
- ✓ Save and personally brand images provided by UBAH Home Office via the Consultant Downloads Site.

Social Media:

- ✓ Create a personal brand & logo that is reflective of you.
- ✓ Use your brand on all your social platforms. This includes Facebook, Instagram, Tiktok, etc...
- ✓ Utilize Facebook groups, business pages (ie: FB or IG), customer/VIP groups, & online parties for your business.
- ✓ Share links to your replicated website.
- ✓ Active Consultants can create albums/posts within their **private** social media groups to share their on-hand inventory. Stock must be sold at retail price, in-person to local customers, or online via their replicated website.

WHAT TO AVOID:

Logos:

- ✗ Usborne Publishing balloon logo
- ✗ UBAH Canada, operated by Riverwood Publishers Ltd. logo

Illustrations:

- ✗ Do not crop or reconfigure any Usborne illustrations/artwork. This includes but is not limited to all book characters such as Poppy & Sam, Little Yellow Duck, etc. These cannot be used in any Consultant marketing or logos.

Photos/Images & Videos:

- ✗ Do not use any other Consultant's photos/images and videos without their permission.
- ✗ Do not crop, edit, or alter Usborne or UBAH branded photos/images and videos.
- ✗ Consultant images and videos cannot exceed 25% of a title's contents. This includes read aloud-style videos.

Social Media:

- ✗ Profiles must not look like they are an official Usborne Publishing or UBAH Canada account. All Branding Policies must be adhered to.
- ✗ Do not repost/share previously posted images/photos and videos with incorrect branding.
- ✗ Cannot sell Usborne products through social media ecommerce, such as, but not limited to Facebook Marketplace, Instagram Shops, or Linktr.ee Marketplace.
- ✗ Cannot sell Usborne products if you are not an Active Consultant.
- ✗ Cannot sell Usborne products at discounted prices.

Design your own brand!

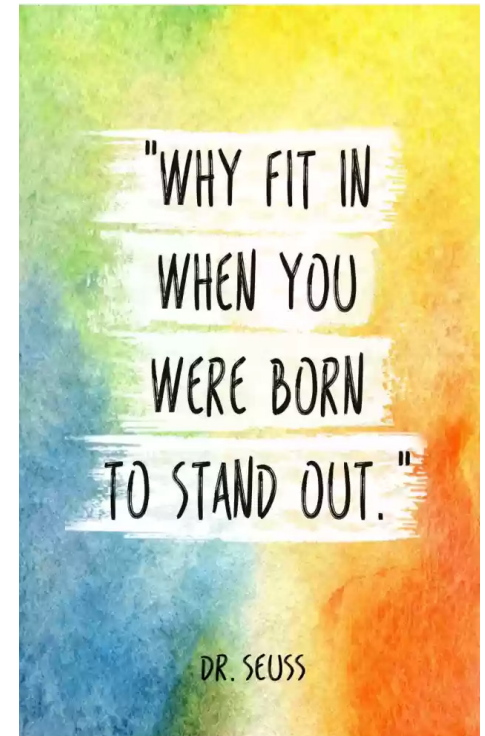
You don't need to be a graphic designer or even hire one to create your own brand these days. Luckily there are lots of great resources and design programs that can help you out - and some of them don't cost a dime!

Our most recommended design software is Canva. It is user-friendly, free to use (with an option to upgrade to a Pro account if you wish), includes amazing templates for just about every online platform, and even has it's own Logo Maker app.

If you're interested in creating or updating your personal brand but aren't sure where to start, check out our handy ["Creating your Own Brand"](#) guidebook!

We can't wait to see your business come to life!

Your UBAH Home Office Team is always here for you, cheering you on!



Not sure whether your online accounts adhere to our Brand Policies?

Please reach out to [Consultant Support](#) and we'll be happy to assist you!



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If you have any questions or concerns regarding the contents of this manual,
please reach out to [Consultant Support](#).

Thank You!