

Bodyright
No body is wrong

Thank you for considering to Bodyright your communications.

Bodyright is free for anyone to use anywhere.

The user can protect their body image just like a copyright protects intellectual property.

For a brand this becomes a powerful tool to show that any human body in your communications has not been visually manipulated by means of retouching or filters.

This lets your audience know that your brand is truly authentic and can be trusted; two key qualities that millennials highly value from their brands as a recent study¹ showed.

To help you Bodyright your comms, we have created some Bodyright brand usage recommendations.

Of course, you know your brand best, but we hope this will help show how to integrate Bodyright with your own guidelines.

1. <https://www.multivu.com/players/English/8736051-2020-gustavson-brand-trust-index/>

To demonstrate your brand's commitment to using unretouched and non-filtered images of your models, the Bodyright B-Mark ⓑ can be used alongside or anywhere that the © would usually sit on your logo. The Bodyright B-Mark ⓑ is available for download as an Adobe Illustrator file in black and white but can be displayed in whatever colour fits with your brand's requirements.



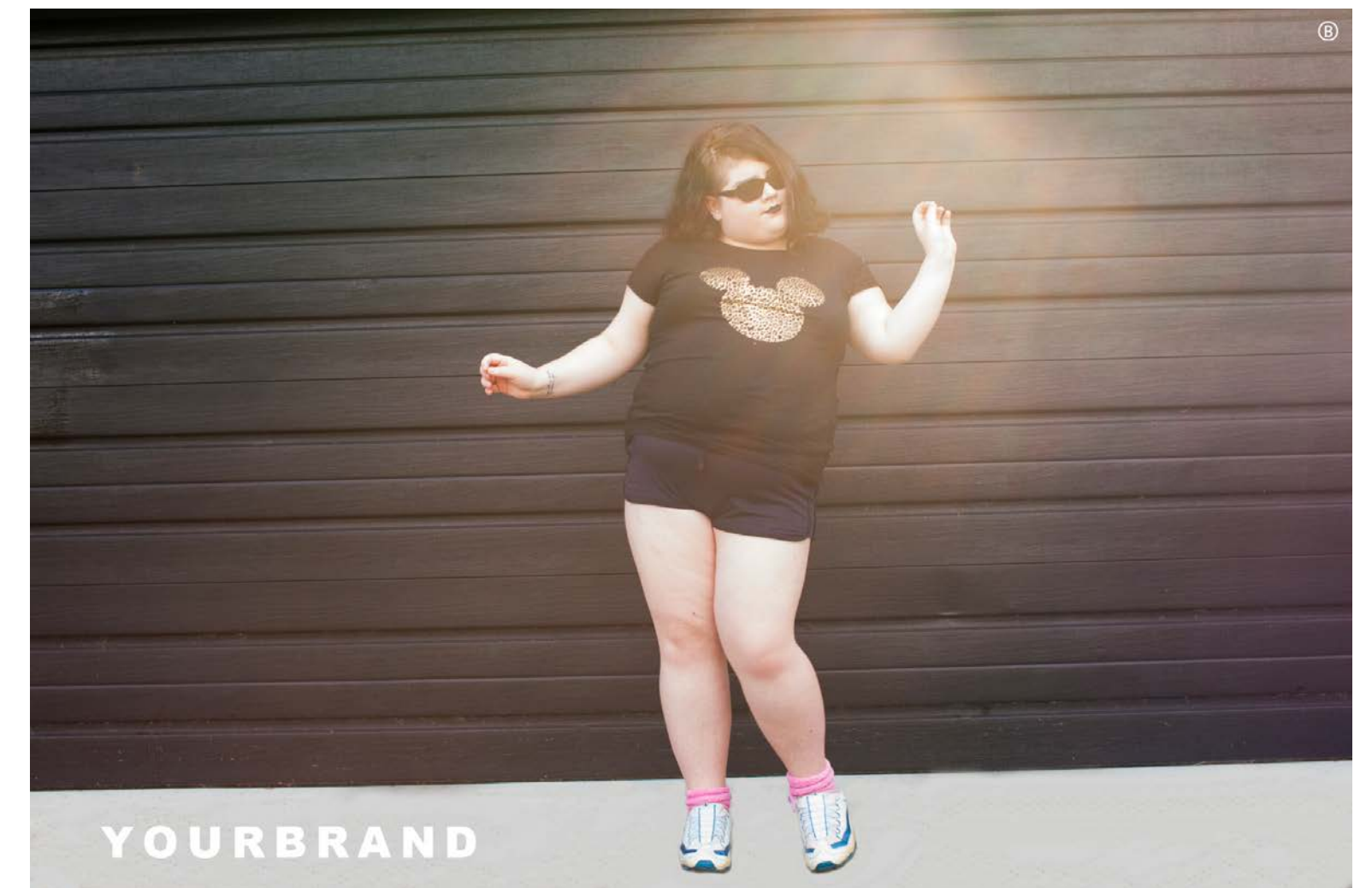
When used to communicate that a particular image features an un-retouched model, we recommend using the ⓑ B-Mark in the corner. For example, the backgrounds of the images below have been lightly retouched but the human form is completely unaltered. The Bodyright ⓑ protects the human body in the image regardless of where it sits.



e.g. The fabric has changed colour from orange to olive.



e.g. One leaf and dirt on shoes has been removed.



Egg. Spots in the background have been removed.

Thank you!®

Email: info@bodyright.me

Instagram: @bodyright.me