1 Image licensing in VEP

1.1 Overview

In VEP Banners and Dialog panels there is the option for usage of images or graphic elements. Usually it is images on service agents to add a personal touch to the dialogue. Worth mentioning is that in most cases, customer are using their own images but in some customers needs image support.

1.2 Licensing Q&A

Are there any images included in the my VEP license?

- Yes. There are 5 "Vergic default images" that can be used as agent profile images and in banner:
    - iStock-157438056.jpg
        -
    - shutterstock_83468713.jpg
        -
    - shutterstock_114280858.jpg
        -
    - shutterstock_109087904.jpg
        -
    - shutterstock_124467304.jpg

o shutterstock_134527985.jpg

Why do Vergic offer only default 5 images?

- Companies' graphic guidelines are very different and usually companies have their own preferred marketing images. There is also culture difference between countries how to look at images and what's "good looking" is very subjective and hard to match.

What image are partners/customers allowed to use?

- **"Vergic default images"**
  - These are 5 images that Vergic bought extended license for and can be used in banners, agent images or in dialog panels (See "Vergic default images)
  - *Only Vergic is allowed to alter the original image but partners and customers can use the edited image in their instance of VEP*
- All images that partners/customers have **their own license** to
  - Customers can take own photos OR buy stock images with the correct licenses to use

Can Vergic help buying the right license/image?

- Yes. We can buy either a specific image or recommend a similar image trough our stock image partner istockphoto.com

Can Vergic help us recommend images

- Yes. We have sample- and inspiration images that you can select from.

How about icons?
All icons used in VEP are produced in-house in Illustrator and can be used without license

1.3 Summary

All images used in VEP (except for the 5 default images) is required to have valid image license owned by either the customer or Vergic. Vergic can help you get the right image and license.