

Vibe Creator Program Welcome Guide

Incentives, Policies, Brand Guidelines & How to Get Started



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■ INTRODUCTION

Hello Vibe creator! We're so excited that you want to spread the word about Vibe and share your authentic experience with our products. Vibe users come from an incredibly diverse set of backgrounds, industries, and organizations, and having your testimonial and support means the world to us.

As a Vibe creator, spreading the word as much as possible gets you the most mileage out of your [unique referral link](#). We want to do everything we can to help you create great content that will demonstrate to your network how you've been able to grow and succeed while using Vibe, and show how they can reach those same heights as Vibe users.

In this e-Guide, we'll dive into how to be the best Vibe creator you can be – we'll cover [Incentives & Perks, Brand Guidelines](#), and How to [Get Started Creating Content](#). Reference this e-Guide to help you create videos, social media posts, emails, and creative content that adheres to our brand guidelines while also educating the Vibe community. Ready? Let's get started!



■ PERKS OF BECOMING A CREATOR PARTNER

To show our appreciation for your time, influence and support, we've included many exclusive incentives for Vibe creators and ambassadors.

Monetary incentives

For all partners:

- Receive a \$300 or \$500 off product discount on your purchase order.
- Vibe creators will be granted a unique referral link upon signing up [here](#). The referred customer will receive a \$150 discount on their order, and the Vibe creator will receive a \$150 commission in cash.

Product benefits

For all Vibe creators:

- Work directly with Vibe to improve the Vibe experience for your use cases. We love the fun of bringing in new functionalities to the devices with our customers. As always, feel free to contact us at support@vibe.us with any questions, concerns, or product suggestions.

Vibe Ambassadors receive **everything included above, plus:**

- Early access to Vibe's new products and free Vibe software licenses
- The opportunity to join our Product Advisory roundtable to help shape our next product roadmap



■ PERKS OF BECOMING A CREATOR PARTNER

Marketing benefits

For all Vibe creators:

- Your brand and videos will be included in the onboarding and customer story pages on vibe.us
- Your personal/organizational brand & content will be mentioned in social media posts (+ support of your own posts), community announcements, email campaigns, etc.
- The opportunity to collaborate with Vibe on thought leadership content and customer stories

Vibe Ambassadors receive **everything included above, plus:**

- A dedicated co-branded landing page
- The opportunity to access Vibe Marketing Fund (free rental board to showcase Vibe at events)
- The opportunity to refer potential customers/followers to you
- A dedicated Customer Success Manager and Marketing contact person at Vibe for whenever you may need assistance



PARTNER REQUIREMENTS

Promotional Rights and Case Study Participation:

All partners must be willing to permit Vibe to use their name and/or logo and agree to participate in a case study or testimonial if requested by Vibe.

For all Creator Partners:

- Upload a public use case video on YouTube

For Vibe Ambassadors:

- A good knowledge of Vibe products, key features and the ability to use Vibe innovatively
- 2 instructional videos per quarter to engage your audience in a fun and educational way
- Add your unique referral link in the Vibe videos
- An authentic media review at Amazon/Review io at your choice

REFERRAL LINK & COMMISSIONS

Sign up [here](#) to claim your unique referral link. The referred customer will receive a \$150 discount on their order, and the Vibe creator will receive a \$150 commission in cash.

Referred customers must use this unique code when purchasing a Vibe Board in order for the purchase to count as a creator purchase.

Commissions will be automatically paid out every 35 days via PayPal.

Correct distribution of the creator code is the responsibility of the creator. Commissions will only be paid on sales that are made when the customer clicks through qualified, correctly structured creator links.

Full payment must be received from a referred customer at the time of purchase for any commission to be awarded to the creator.



■ BRAND GUIDELINES

Take a look at our [Brand Guideline E-Book](#), which includes notes on Tone and Personality, Visual Elements, and Visual Application. Feel free to reference and combine that with your own brand voice.

■ STYLE GUIDE

Your why, how and what:

Vibe wants to reimagine the future of work. We're on a mission to transform the way you create, collaborate, and connect with other human beings.

Brand promise:

However you communicate, Vibe will enhance it tenfold.

Brand Personality

Vibe's brand personality is that of a peer to the typical consumer; specifically, an entrepreneur, creative, or educator who is navigating the new normal of work. Vibe has the following personality traits:

- Friendly
- Straightforward
- Casual
- Supportive
- Uplifting
- Motivational
- Slightly Humorous



■ STYLE GUIDE

Our Voice Should Be...

Motivational and supportive, like an optimistic peer who wants to see you succeed.

“2022 is your year, and Vibe wants to help enhance your presentation game with these new features.”

Concise, yet complete; confident, yet casual. Not only should we be clear about the call to action, we should explain why our customers will benefit.

“Spin the wheel to unlock Vibe discounts on our 55” Interactive Smartboard, the smartest way to improve your home office.”

Relatable and inclusive. We understand what it’s like to work with a team or audience, so we know what our customers need in their day-to-day operations. We don’t have to over-explain any aspects, rather we subtly imply and recommend solutions to common issues. Vibe isn’t for the elite, Vibe is for everybody.

“Keep your remote team engaged with Vibe’s powerful suite of presentation capabilities.”

Show, don’t tell. Not all Interactive Smartboards have the same suite of features, so we want to educate on how multifaceted our product is and the full range of benefits, using language that creates a visual of ‘Life with Vibe’.

“Don’t let cramped legroom stop your mind from flying free with the Vibe Canvas app. Effortlessly create, draw, annotate, collaborate, and share from any device, anywhere.



STYLE GUIDE

Characteristic	Description	Do's	Don'ts
Motivational and supportive	We believe work is an opportunity, not a chore. Vibe wants to inspire our customers to reach new heights.	• Be light and upbeat • Use playful language around work • Keep an exciting attitude towards the future	• Overuse exclamations (!) • Overpromise (ex. "You'll easily retire a millionaire") • Talk down to or pander to the customer base
Concise, yet complete; confident, yet casual.	Vibe values your time, so want to get our point across fast.	• Speak with authority • Use complete sentences • Get to the point	• Use technical jargon • Over-explain concepts • Use repetitive language • Use quid pro quo language (i.e., in exchange for...)
Relatable and inclusive.	Vibe wants you to feel heard and considered.	• Inject some light humor into the conversation; feel free to be yourself • Use words / context everyone will understand	• Be coy or overly cute • Use inside jokes, trending internet slang, or language geared towards one generation
Show, don't tell.	Vibe wants to paint the new and improved lifestyle it can provide.	• Use colorful illustrations and examples • Use action verbs and avoid passive verbs	• Use boring or dry phrases. • Use old-fashioned language or overdone cliches



HOW TO SUBMIT VIDEO

A 45 sec - 2 min video of the user(s) using Vibe demonstrating industry specific use cases and covering how they use key features such as annotation, presentation, whiteboard, split screen, VC, using 3rd party apps etc. Post this video on your youtube channel and share the link.

GET STARTED CREATING CONTENT

Now that we've covered the brand and style guidelines, here's some inspiration to help you get started creating content. The following are simply high-level topics for your consideration. Use these as jumping off points as you create your own unique story about your Vibe experience.

If you ever get stuck or need some more inspiration, check out how some of our top Vibe users are creating content that engages their audience in fun and exciting ways, while also spreading the word on Vibe: [Meet the Vibe Community](#)

Looking to add some Vibe imagery to your content? We've created a [Vibe Media Kit](#) where you can find Vibe logos, product images, as well as scenario images that showcase Vibe's various use cases. Please refer to the Brand Guidelines and Policies sections of this document when using these images. Note that these images may not be changed in any way when used by Vibe creators.





GET STARTED CREATING CONTENT

Your Daily Use Cases

How do you use Vibe in your day-to-day life? Whether it's for brainstorming, organizing your thoughts, collaborating on a team project, presenting dynamically to a client, or even watching Netflix late at night, show us how Vibe plays a part in your work/play time. Simply put, walk us through all the ways you engage with Vibe, and even show yourself using Vibe to perform these activities.

Your Favorite Feature(s)

What is your favorite aspect of Vibe? Could it be whiteboarding? Annotation? Split Screen? App integrations? What made you choose Vibe in the first place? Walk your audience through what makes Vibe your go-to tool at work or at home.



Meeting



Teaching & Training



Project Management



Brainstorming

Your Authentic Review

Tell us your honest opinion on Vibe Boards. What do you love most? What needs improvement? How has Vibe helped to achieve your goals? People love influencers for their honest and trustworthy opinions, and so do we.

Instructional Videos

Want to teach your audience how to use some of Vibe's features? Explaining and demonstrating through live photos or instructional videos of yourself Vibing are some of the easiest ways to engage your audience in a fun and educational way. Walk us through drawing on a Canvas and sharing in real-time, using your favorite Vibe Templates, or creating a new presentation from scratch...the sky's the limit!

Most importantly, **don't forget to add your referral link! :)**



POLICIES & OTHER LEGAL STUFF

Vibe creators are permitted to use the Vibe logo and marketing materials found in the [Vibe Media Kit](#). These logos and other assets cannot be modified. The creator does not gain any trademark, copyright, or any other rights to these materials.

Vibe creators may never imply that they are acting on behalf of Vibe and may never bid for advertisements that compete with Vibe.

Vibe creators may never represent themselves, Vibe, or their relationship with Vibe in a false or misleading way.

Vibe creators may never engage in the distribution of an unsolicited bulk email (spam) mentioning or referencing Vibe.

Either party has the right to terminate the agreement immediately without prior notice.

FINAL THOUGHTS

Ready to start sharing with your network on social, email, and around the web? Feel free to tag us on social and we'll repost and shout out to the Vibe network. We're so excited to see what you come up with, and thank you again for being a cherished member of the Vibe creator community.



[Youtube](#)



[Instagram](#)



[Linkedin](#)



[Facebook](#)



[Twitter](#)



Ready to start creating with Vibe?

Please contact affiliate@vibe.us for any questions.
We are happy to help.