Video Usage Guide

from

T H WHITE
Machinery Imports

Purpose

- This guide explains how authorised T H WHITE Machinery Imports dealers can use, share and promote official videos produced by T H WHITE.

- Following these steps helps ensure consistent, professional representation of our brands and products across all channels.

Accessing Official Videos

- All approved videos are available via the T H WHITE Dealer Portal
- Videos are organised by brand
- If you require access or a download link, contact peita.conway@thwhite.co.uk

Approved Usage

- Dealers may use T H WHITE videos for:
  - Social media posts (Facebook, Instagram, YouTube, TikTok, LinkedIn)
  - Dealer websites and blogs
  - Email newsletters or marketing campaigns
  - Showroom screens, trade events or local events
  - Paid digital advertising (only with T H WHITE approval)

Do not use T H WHITE videos for resale, redistribution or promotion of non-affiliated brands or products.

Brand & Content Rules

DO:

- Use the videos exactly as provided — no editing, trimming or adding overlays.
- Tag or mention T H WHITE Machinery Imports or specific brand (Instagram only) on all social media posts
- Maintain original aspect ratios

DON’T:

- Add logos, watermarks, filters, or background music
- Modify titles, specifications or product information
- Upload T H WHITE videos to third-party platforms not approved by T H WHITE
- Misrepresent the product, brand or warranty details

Customisation Guidelines

Dealers may customise videos only at the start or end as follows:

- Allowed Customisation:
  - Add dealer logo, contact details or short intro/outro slides.
  - Include a brief message such as “Available now at [Dealer Name].”
  - Ensure any additions are clean, professional and aligned with T H WHITE branding.

- Not Allowed:
  - Altering or editing the main body of the video (middle content).
  - Adding overlays, filters, effects or background music.
  - Trimming or reordering footage.
  - Changing voiceovers, captions or specifications.

If you’re unsure whether your edit is permitted, please send it to peita.conway@thwhite.co.uk for review before posting.

Support

Any questions, please get in touch:

peita.conway@thwhite.co.uk