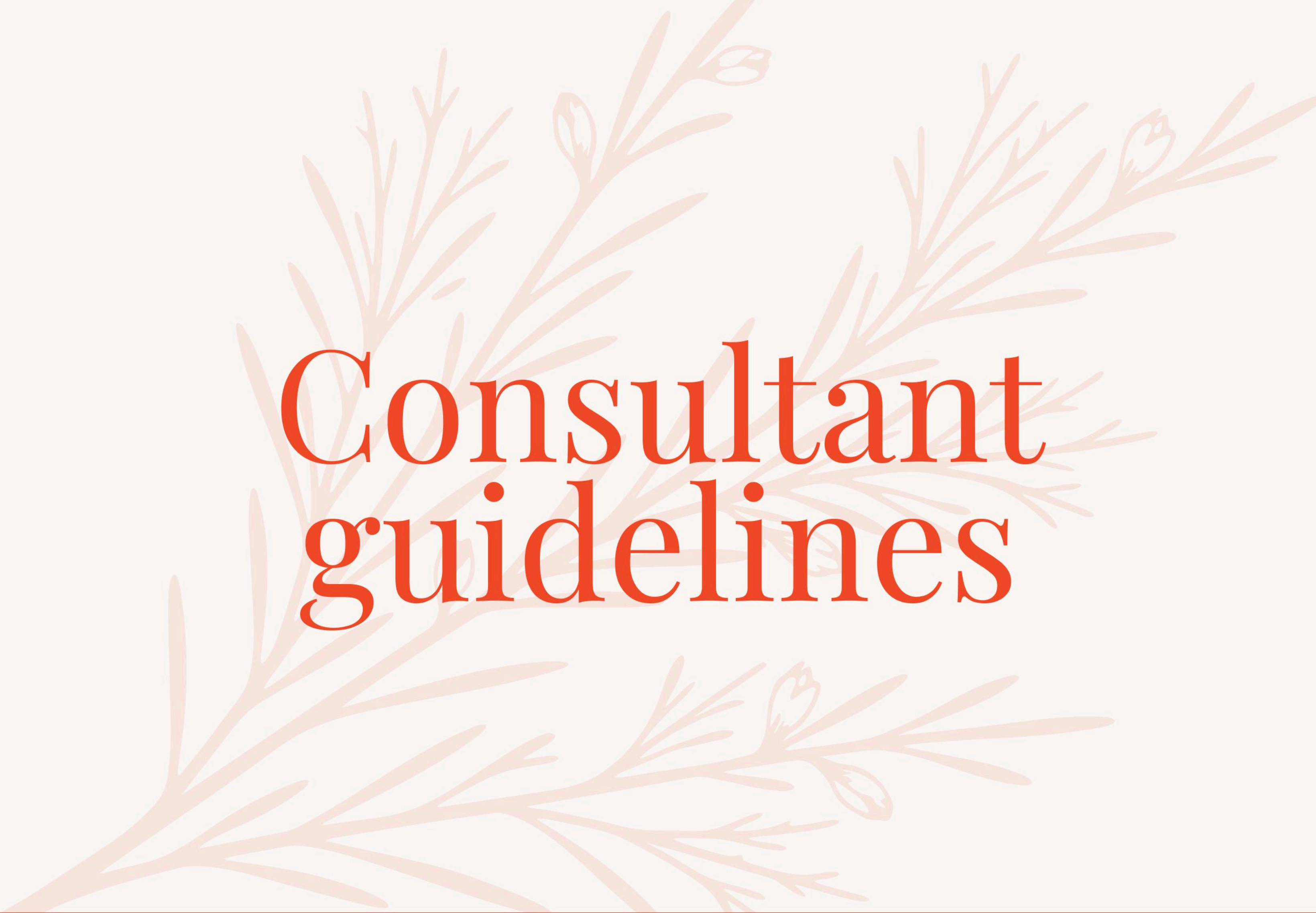




Consultant guidelines



Brand story

The Annique Rooibos story started in 1968 when Dr Annique Theron mixed her allergic baby's formula with Rooibos and discovered the anti-allergic powers of this wonder-herb. Today, Annique Rooibos is a direct selling business that enables people's dreams to come true by selling Rooibos-based skin care and wellness products. The business is South African-owned and manufactures products in SA.



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01 Our brand



Our brand values

01 Honesty

We conduct our business with absolute honesty, ensuring our Independent Consultants represent Annique Rooibos and our Rooibos skin care and wellness products genuinely and authentically.

02 Integrity

We uphold the highest moral standards, empowering our network to build their Annique Rooibos businesses on a foundation of strong, unwavering ethical principles.

03 Openness

We foster a culture of openness, encouraging clear and receptive communication between Annique Rooibos, our Consultants, and the customers who love our skin care and wellness.

04 Transparency

Every aspect of our direct selling model and the benefits of Rooibos is shared with full transparency, ensuring clarity in every transaction.



Our brand values

05 Truthfulness

We are committed to truthfulness in all claims about our skin care and wellness ranges, providing accurate information to support your journey.

06 Trust

We strive for excellence in everything we do, from formulating premium Rooibos skin care and wellness ranges to provide top-tier support for your independent business.

07 Excellence

Trust is the cornerstone of Annique Rooibos; we build lasting relationships by reliably supporting our Consultants and delivering exceptional Rooibos products.

08 Professionalism

We demonstrate unwavering professionalism and representing Annique Rooibos with respect, dedication, and a deep understanding of our unique offerings.



Our mission

Uplifting lives - rooted in the power of Rooibos.

Our vision

To create life-changing opportunities through beauty, wellbeing and purpose.





The golden rule

Brand first. Consultant second. Always together. Never separate.

The brand builds trust. Your name builds relationships. Both must be present – in the right order.



What is an "Independent Consultant"?

You are an independent business owner operating under the endorsement and support of the Annique Rooibos brand.

Brand hierarchy

- Annique Rooibos (**Master brand**)
- Consultant (**Endorsed brand**)



Brand hierarchy

- The Annique Rooibos logo must always be present.
- Brand colours and typography may not be altered when the Annique Rooibos brand is present.
- Your status as an "Independent Consultant" must always be clearly stated by using the Independent Consultant logo.
- Consultants may not present themselves as the corporate brand entity.

Naming & title rules

"Independent Consultant" usage

Always use sentence case for your title in written text. (e.g. Diamond Director)

"Consultant" vs personal brand

Your personal business name must never overshadow the Annique Rooibos brand.

Placement examples

Your title must be clearly visible in social bios, on business cards, and in WhatsApp communication profiles.



Personal brand integration

If you operate under a specific personal business name (e.g. Gertraida Rooibos Beauty Consultant), you must follow these clear integration rules:

- **Use the format:** "[Business name] by Annique Rooibos"
- **Or use the format:** "Independent Consultant for Annique Rooibos"



02

Core brand guidelines



Our logo





Independent Consultant logo

The Independent Consultant logo is one of the key building blocks of our identity. It is the primary visual element that identifies our Consultants. The logo is a combination of various elements that should never be changed in any way.

Download the Independent Consultant logo from the Annique Rooibos Academy.





Proportions

The logo has fixed proportions that should never be changed. The 'x' length must always stay in proportion to the 'y' height. The use of any stylised, hand drawn or decorated versions of the logo is not permitted, as this undermines the integrity and consistency of the brand.

Minimum size

A The minimum size the logo can be used is 30mm in length.





Clear space

It's important to keep the logo clear of any other graphic elements. To control this, an exclusion zone has been established around the logo. This 'clear space' indicates the closest distance any other graphic element or message can be positioned in relation to the logo. The logo should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

The clear space is the height of the 'A' of the logo.



A



ANNIQUE
rooibos

Independent Consultant

B



ANNIQUE
rooibos

Independent Consultant

C



ANNIQUE
rooibos

Independent Consultant

Colour variations

- A Cinnabar on light background
- B Forest on light backgrounds
- C Isabelline on dark backgrounds





Colour variations / on **dark** images

- A** The logo should be used in 'Isabelline' or 'White' on a dark background.
- B** The logo may not be used in 'Forest' or 'Cinnabar' on a dark background.
- C** The logo may not be used in a block.



Colour variations / on **light** images

- A** The logo should be used in 'Cinnabar' or 'Forest' on a light background.
- B** The logo may not be used in 'Isabelline' or 'White' on a dark background.
- C** The logo may not be used in a block.



Colour variations

The examples show some of the incorrect uses of the logo. Any variation of the correct logo is not permitted. Never redesign or recreate the logo. Always use the correct logo.

- A** Do not change the colours of the full colour logo.
- B** Do not stretch the logo or modify the layout.
- C** Do not rotate or change the logo orientation.
- D** Do not apply a drop shadow to the logo.

- E** Do not rearrange the logo in any way.
- F** Do not change the font used in the logo.
- G** Do not add gradients to the logo.
- H** Do not apply an outline around the logo.



Logo size relations —





Logo proportions

When displaying your personal business logo alongside the official brand logo, **the Annique Rooibos Independent Consultant logo must always take visual priority.**

To maintain this clear hierarchy, **your personal business logo must never exceed 70% of the width** of the Annique Rooibos Independent Consultant logo in any application. Both logos must always maintain their correct, fixed proportions without any stretching or distortion. Additionally, your personal business logo must never encroach on the established clear space surrounding the Annique Rooibos Independent Consultant logo.



Colour palette





Colour palette

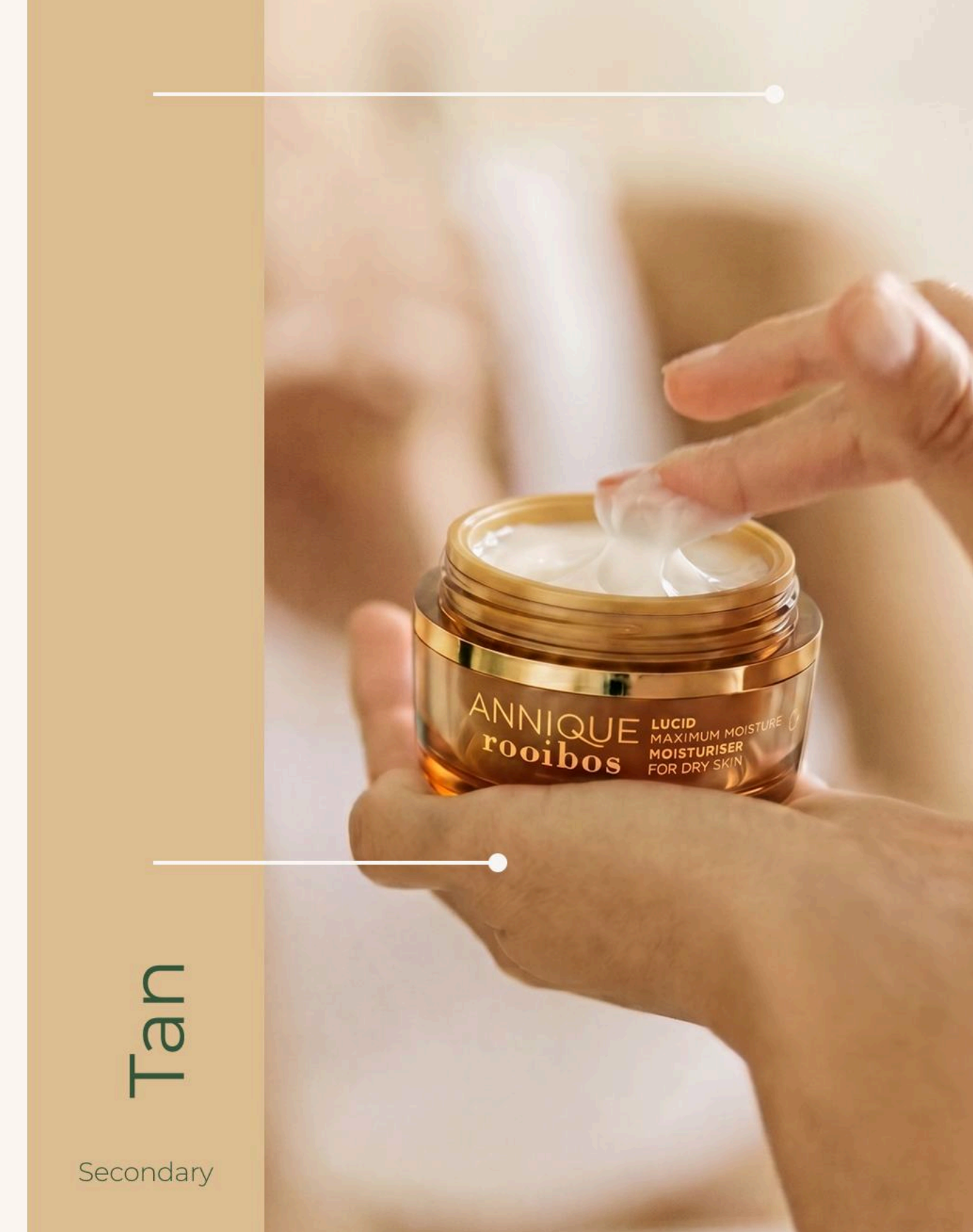
Primary

The three primary colours are **Cinnabar, Forest & Rooibos**. It can be used on any brand collateral.

Secondary

The four secondary colours are **Isabelline, Pistachio, Sage & Tan**. It should be used sparingly and mostly as accent or background colours.





Colour palette

Some colours in the palette, especially within the secondary range, are intended to be used only as subtle accent tones. These hues should appear primarily in imagery, textures or small design moments rather than as dominant layout colours. This controlled use helps maintain a curated, cohesive visual brand expression.

**** see details on page 35 (colour grading & editing)***

✓ FAF7F4	✓ FAF7F4	✓ F04A29	✓ 36573B	✓ FAF7F4
✗ 36573B	✓ A6C9AC	✓ 36573B	✓ F04A29	✗ F04A29
✗ DDBE92	✗ F04A29	✗ A6C9AC	✗ FAF7F4	✗ 36573B

Accessibility

Our colour palette must always support clear, inclusive communication. To ensure accessibility, colours should be paired in combinations that provide sufficient contrast for all users, including those with visual impairments.

✗ - Low contrast

Occurs when colours are too similar in brightness or tone, making text or details difficult to read.

✓ - High contrast

Uses clearly different colours, ensuring text and elements stand out and remain easily legible for all users.



Typography and font usage



Bold Semibold Regular

Playfair Display

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Rr Ss Tt Uu Vv Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 , . ; “ ‘ ?

Primary

A refined, elegant serif with a timeless feel. Playfair Display brings a sense of calm luxury and credibility, ideal for headlines, product names and core brand statements.

[Download the font here](#)



Bold Medium Regular

Montserrat

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Rr Ss Tt Uu Vv Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 , . ; “ ’ ?

Secondary

A clean, contemporary sans-serif known for its clarity and warmth. Montserrat keeps longer text approachable and easy to read while supporting a modern, premium aesthetic.

[Download the font here](#)



Iconography





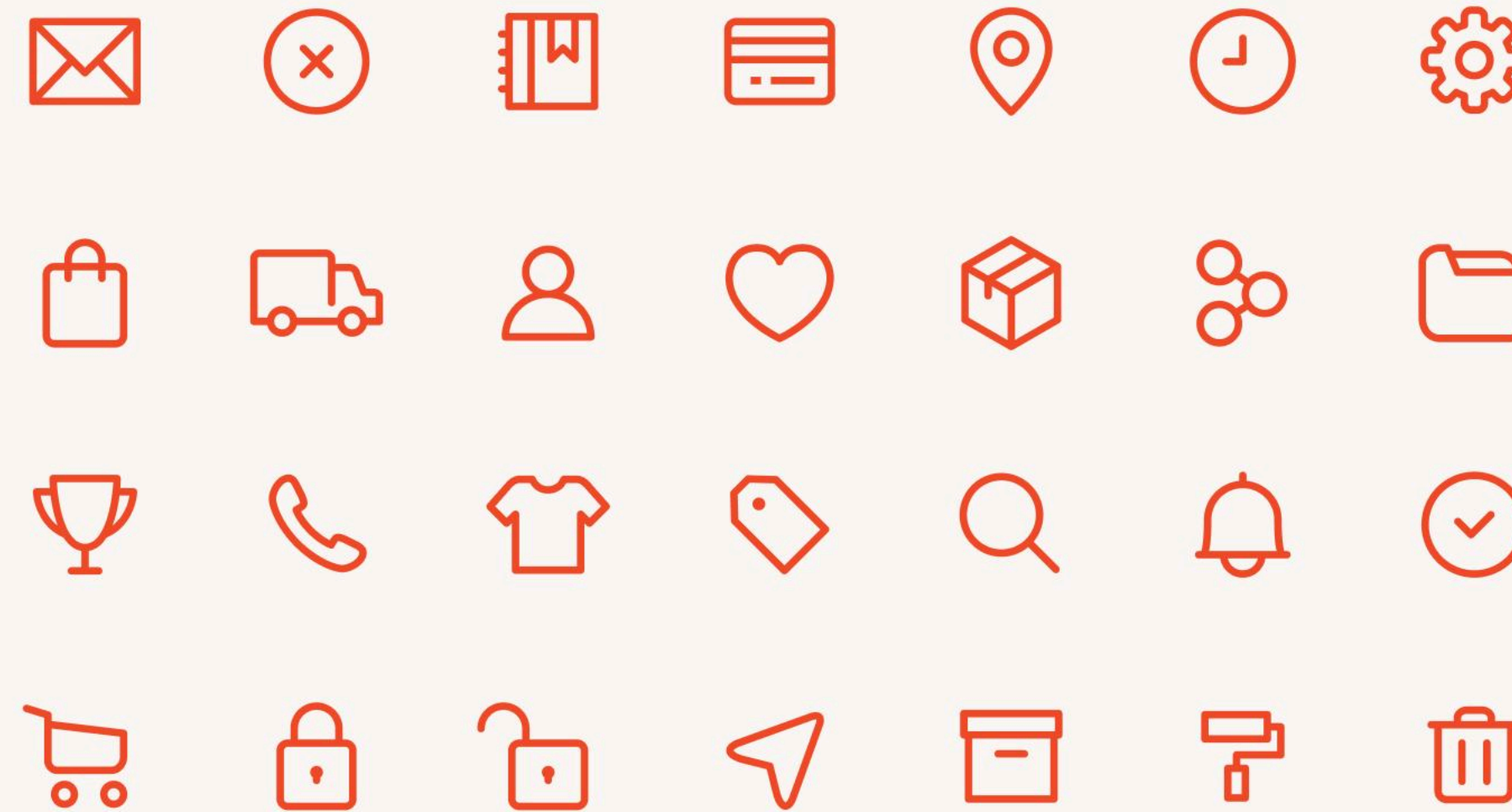
Iconography

Intricate icons

Intricate brand icons feature more detail and personality, making them ideal for larger formats like print, packaging or hero visuals where their craft can be appreciated.

Download the intricate icons from the Annique Rooibos Academy.





Iconography

Web icons

Simplified web and mobile icons use clean, minimal shapes to stay clear and legible at small sizes, ensuring fast load times and strong usability across digital platforms.

Download the web icons from the Annique Rooibos Academy.



Photography





Photography

Photography should strike a balance between people and product, showcasing both the efficacy of the range and the lifestyle it supports. Use people-focused shots for emotion and context and product-focused shots for clarity and detail.



Photography

Photography should strike a balance between people and product, showcasing both the efficacy of the range and the lifestyle it supports. Use people-focused shots for emotion and context and product-focused shots for clarity and detail.

Colour grading & editing

Subtle colour grading may be applied to align images with the brand palette, enhancing warmth and cohesion without compromising realism. Editing should remain light and natural, ensuring skin tones stay true and the overall visual language feels consistent across all touchpoints.

**** see details on page 24 (colour palette)***



Before editing



After editing



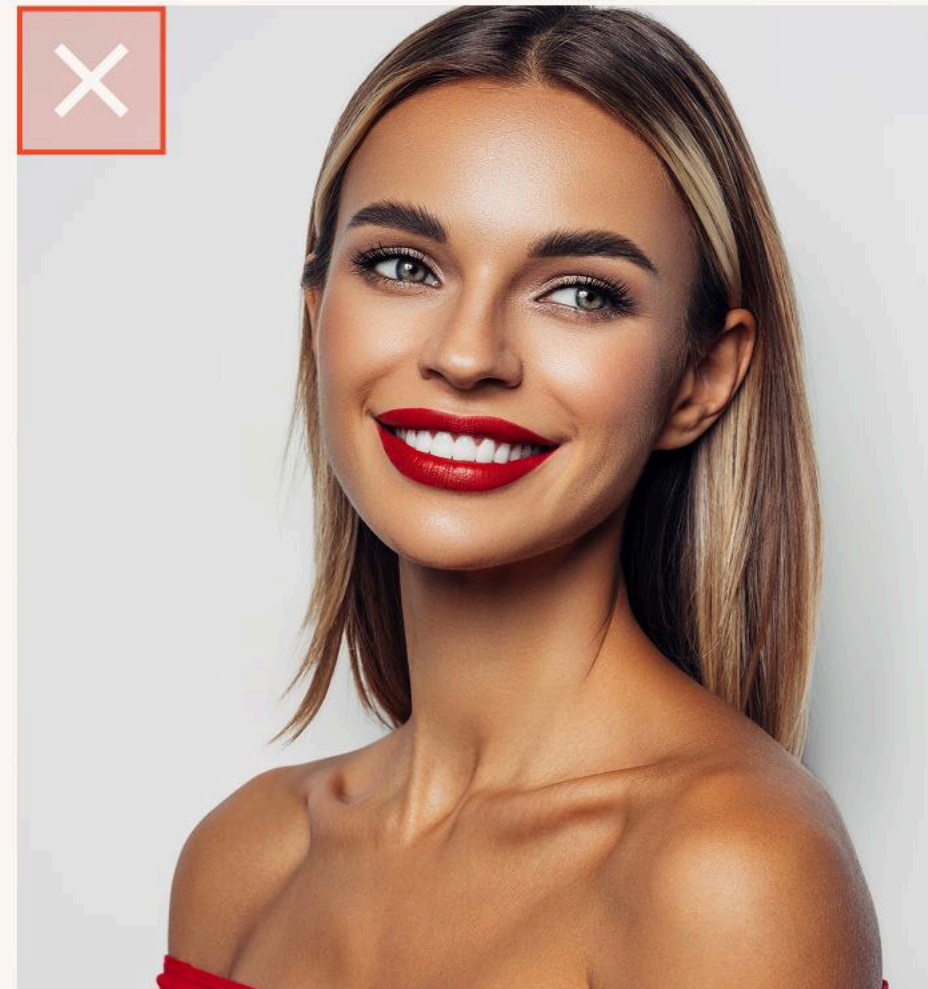
Before editing



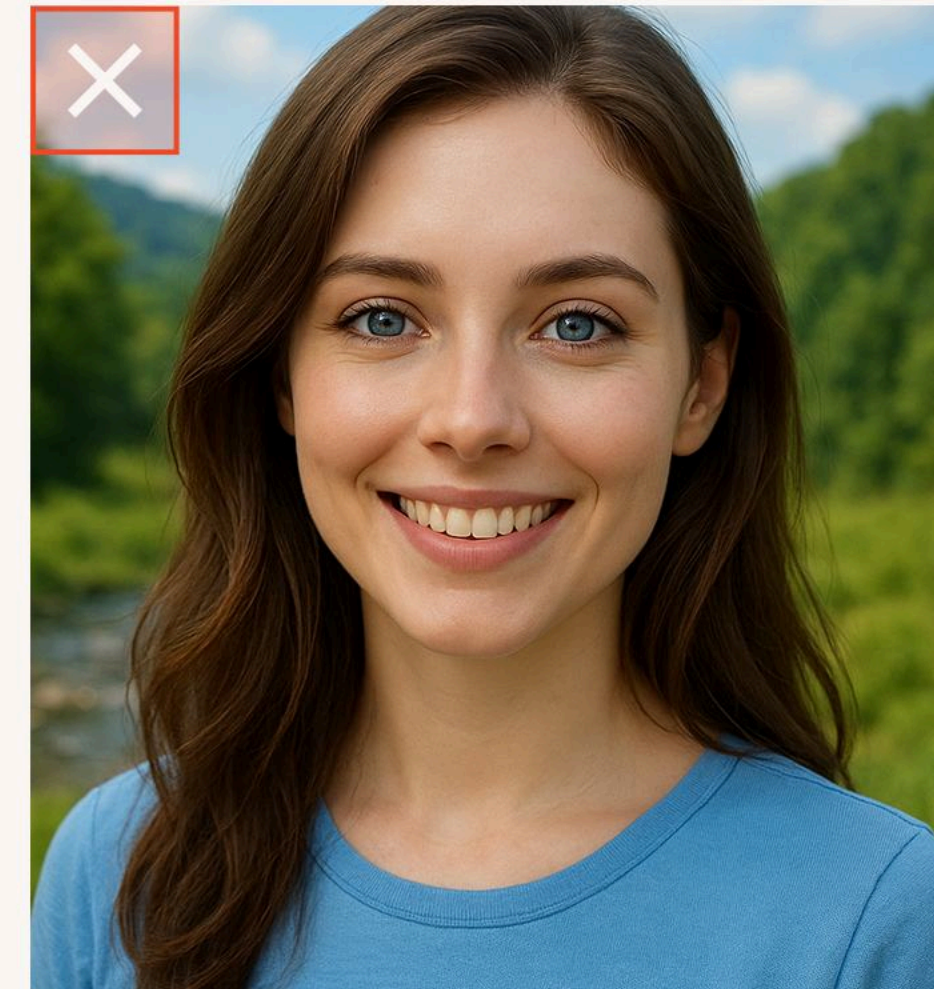
After editing

Stock images

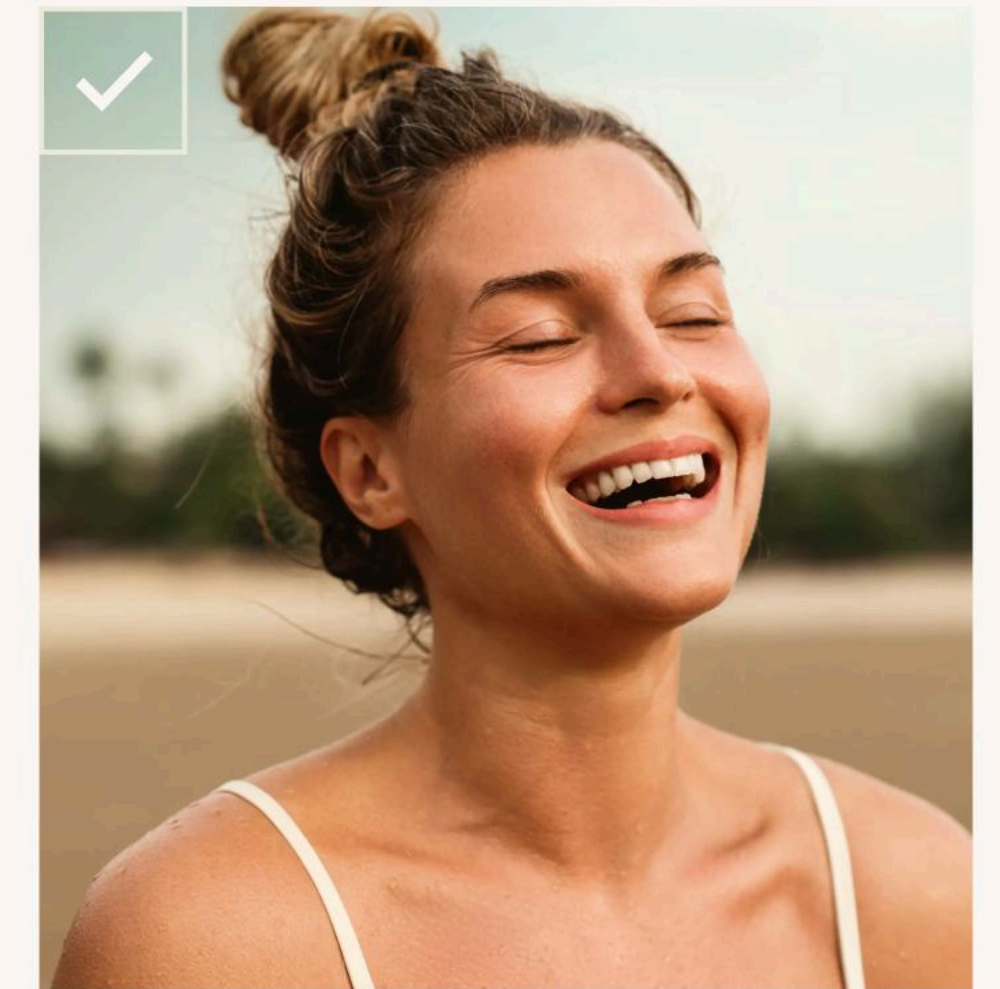
Stock images must closely match the brand's visual style, featuring natural light, earthy tones and genuine, real-looking moments. Choose images that feel authentic and unposed, avoiding anything overly edited, staged or inconsistent with the brand's overall look and feel.



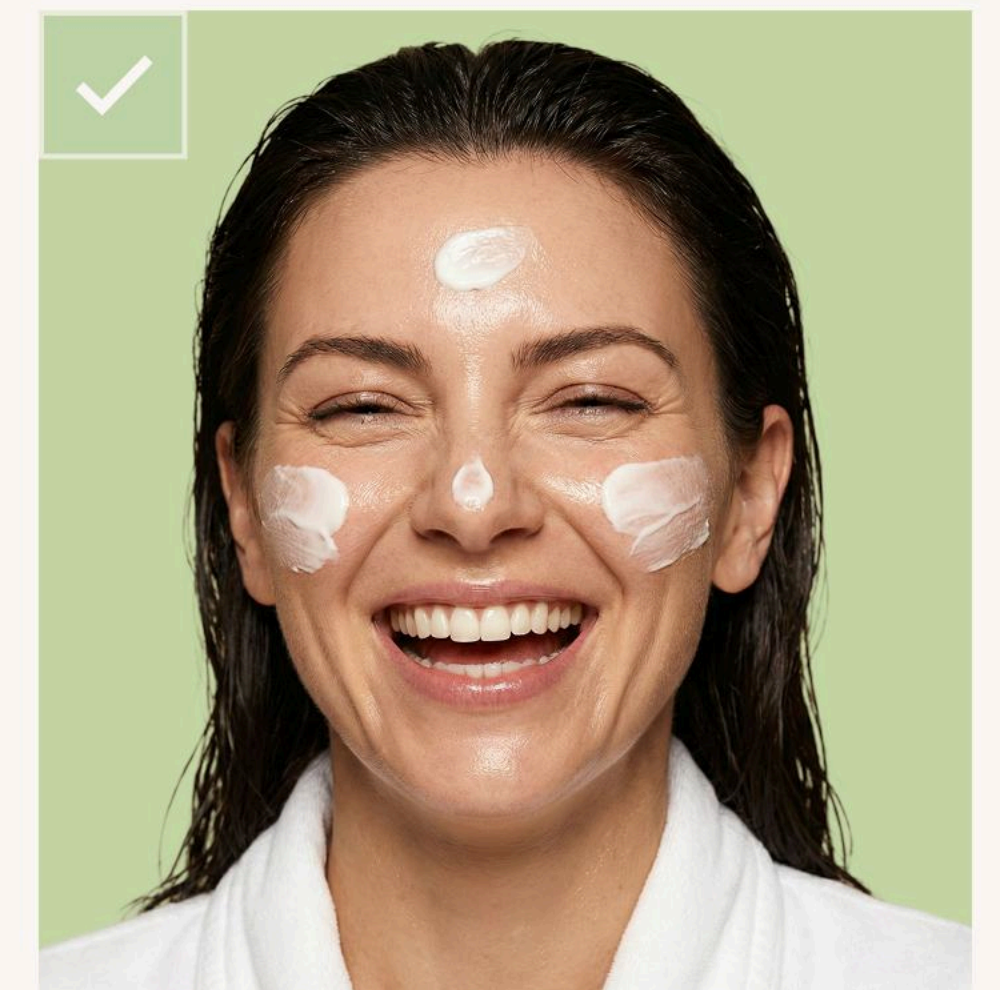
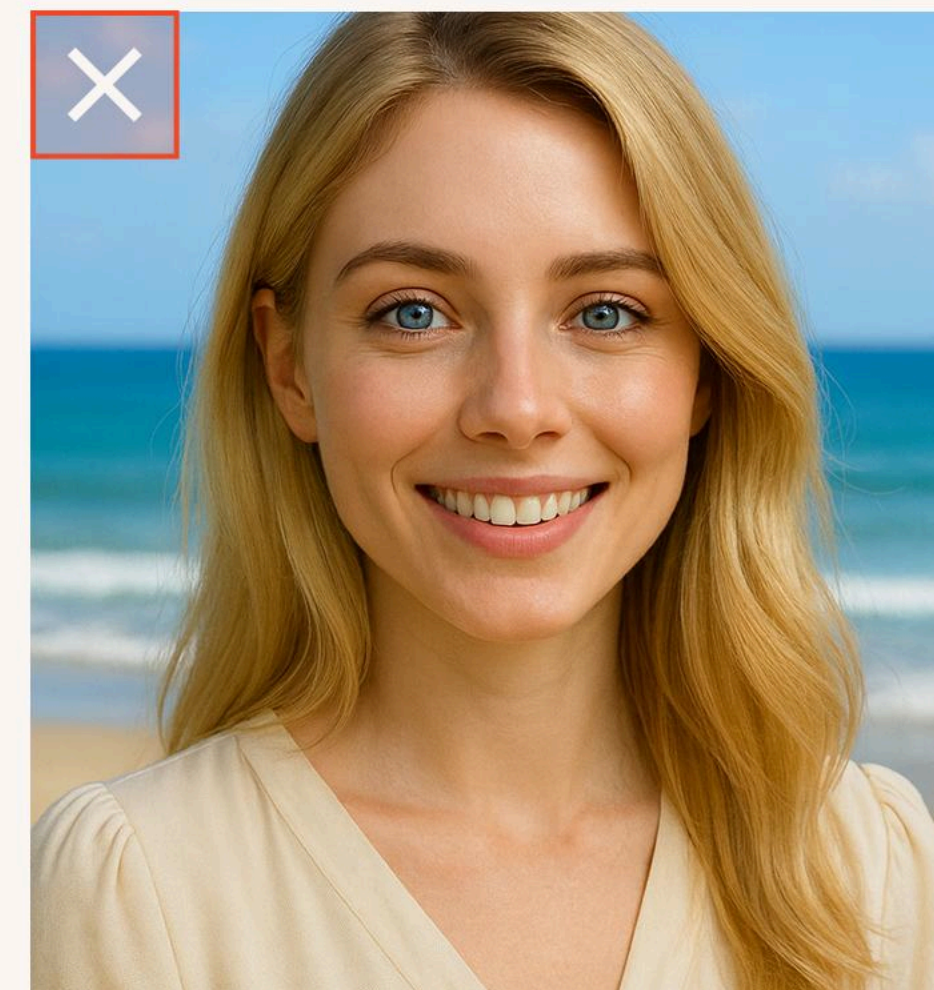
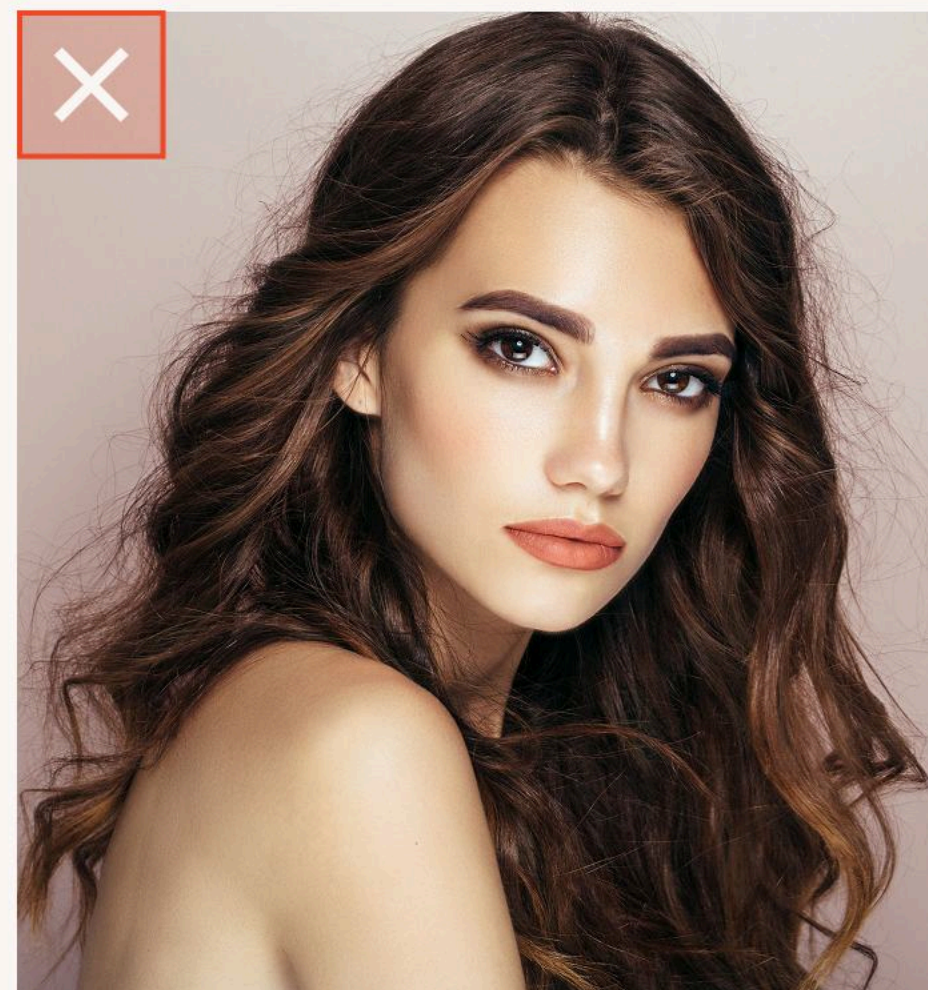
Avoid too much make-up



Avoid AI images



Use 'real', authentic imagery



Product photography

Our existing products have beautifully designed packaging and the photography should always do them justice by presenting them with clarity, care and attention to detail.

Clean photography

Skin care and wellness products should primarily be photographed on clean, minimal backgrounds to ensure clarity, consistency and a premium, clinical feel. These clean shots form the core of the brand's product presentation.

'Studio' photography

Studio backgrounds, with controlled lighting and subtle textures, can also be used to add depth, warmth and storytelling when needed.



Product photography

- A** Product shot on a clean background - perfect for using on any background colour.
- B** Should then be used as the entire artwork background as the product is already in an 'environment'.

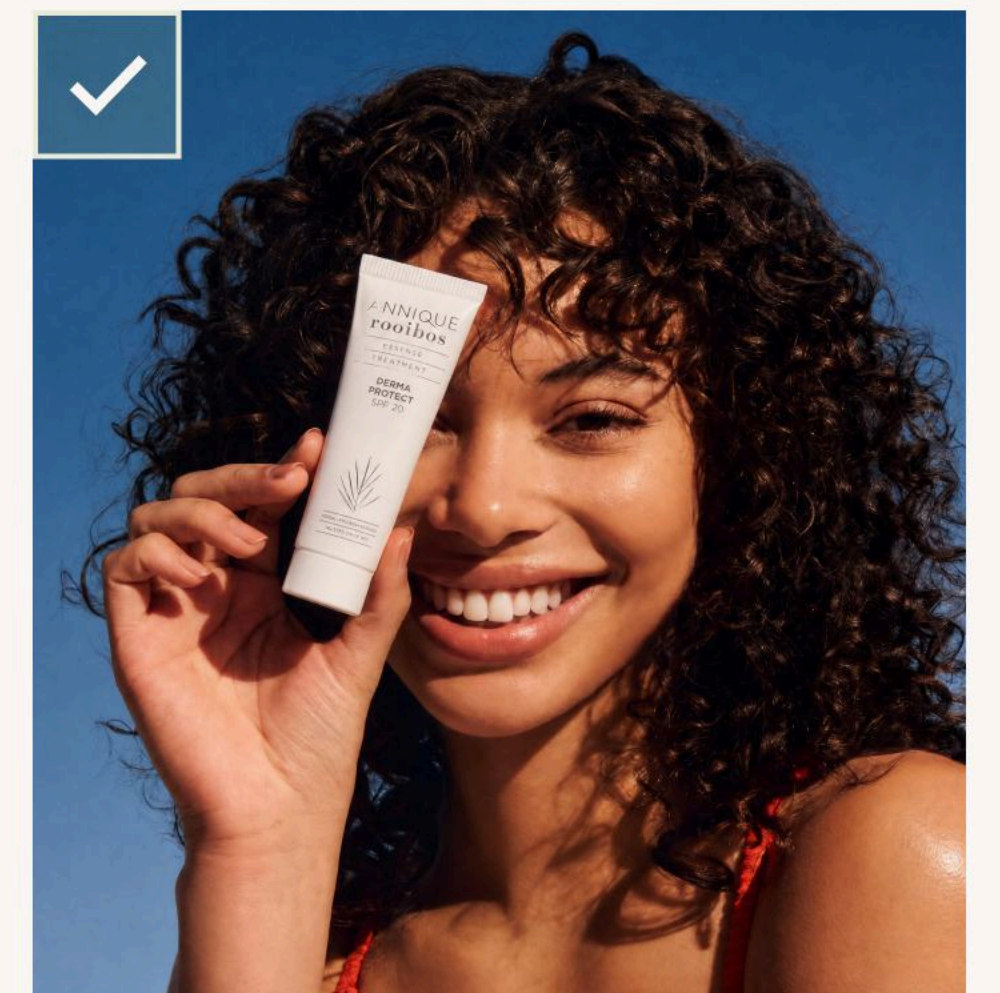
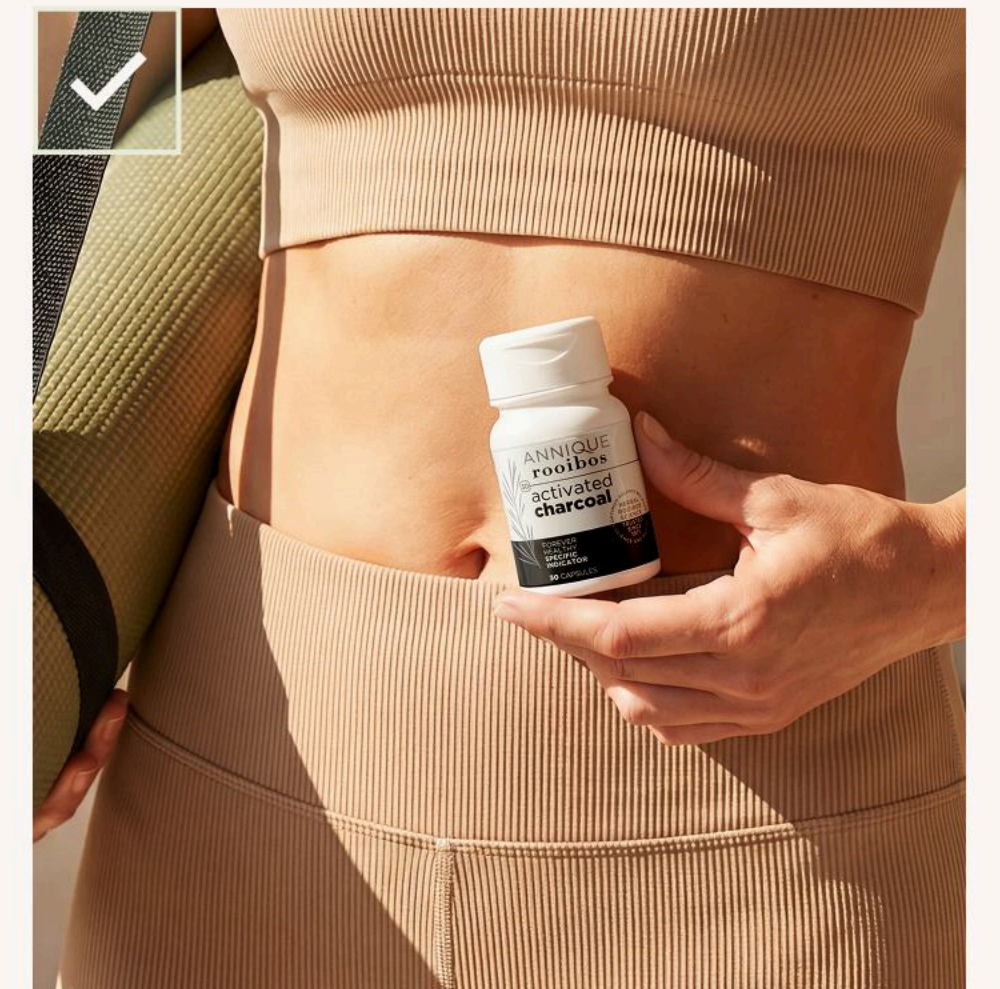
Using AI-generated imagery

Artificial intelligence is a great tool for creating content, but authenticity is key to building trust with your audience. When generating images for your Annique Rooibos Independent Consultant business, obvious, overly stylized, or artificial-looking AI imagery is not permitted.

All generated images must mimic real-life photography as accurately as possible. Your visuals should look like genuine photographs taken in natural settings to maintain the credibility of your promotions.



Non-compliant imagery



'Real' imagery

AI-generated imagery

Keywords for 'realistic' prompting

- Photorealistic
- Natural lighting
- Lifestyle photography
- Shot on a DSLR camera
- Authentic and unedited
- Soft sunlight
- Documentary style

What to avoid

- **Do not use terms** like "3D render", "illustration", "digital art", "hyper-realistic painting", or "cartoon".
- Always **double-check generated images** for strange artifacts, such as distorted faces, extra fingers, or strange backgrounds.
- Never use AI to generate fake Annique Rooibos product packaging or textures; **always use the official product imagery provided skin care and wellness items as a visual reference.**

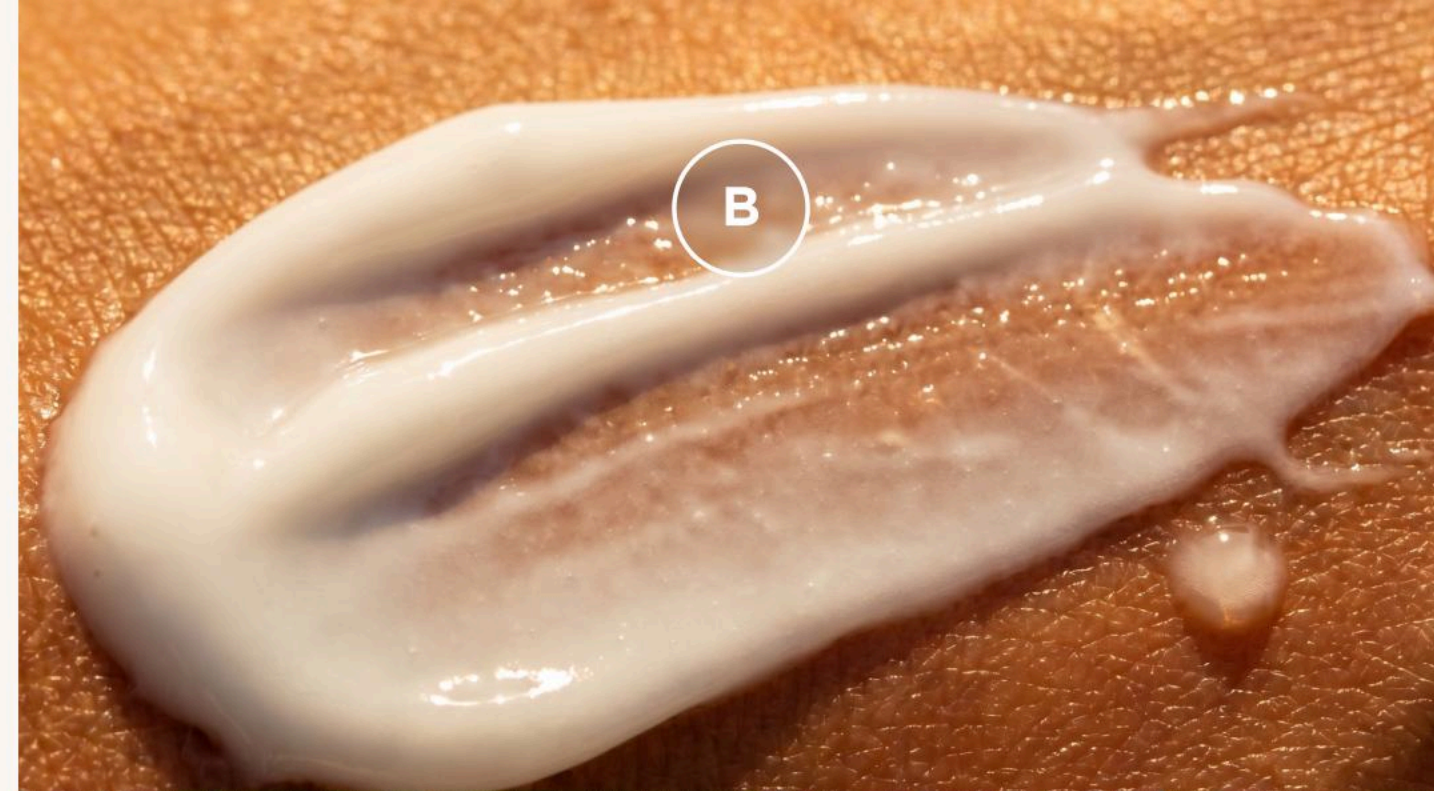
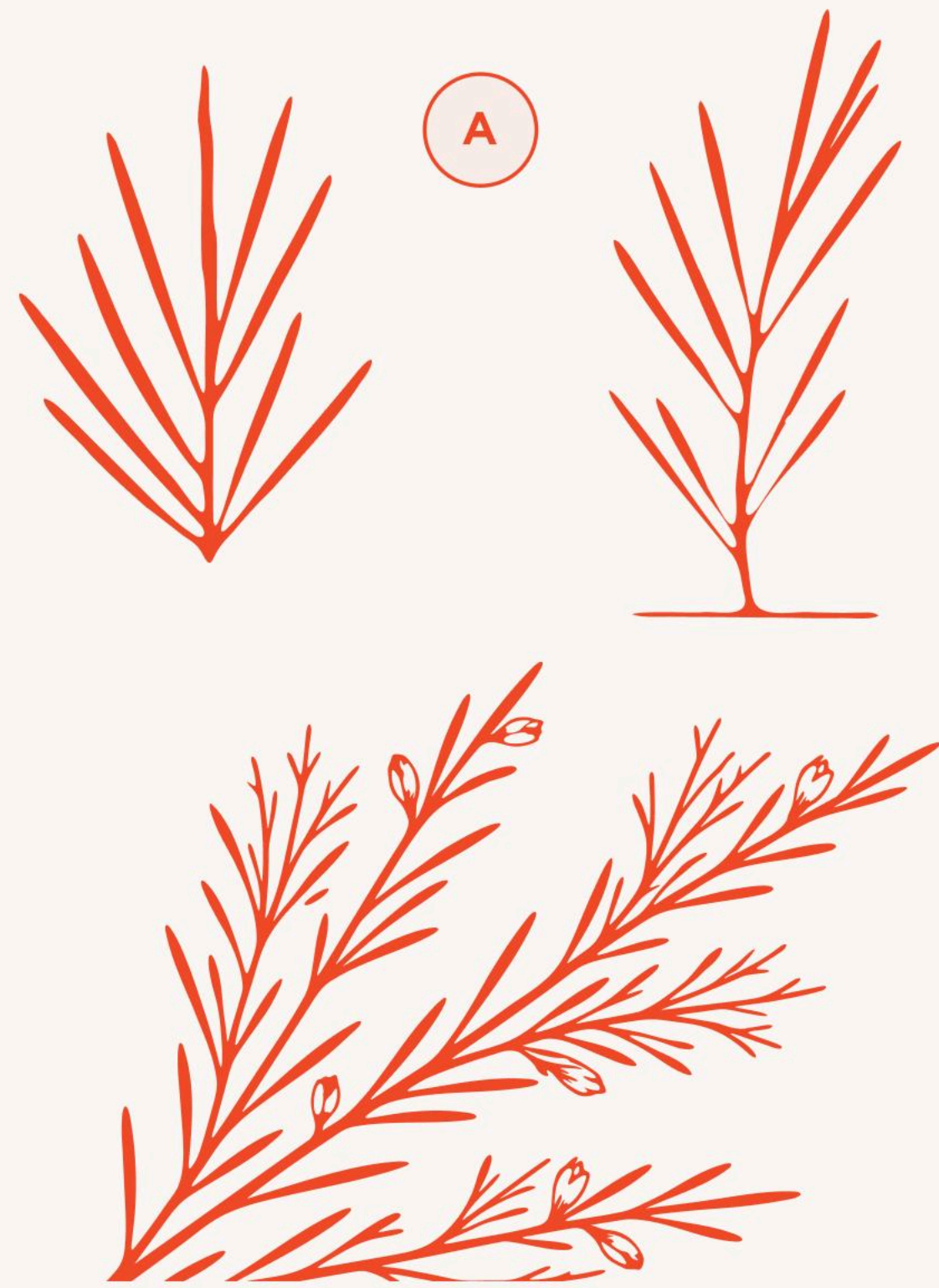
Additional notes

- **Do not** generate images that **resemble celebrities.**
- **Refer to p.28 - p.29** for correct fonts to use when prompting.
- **Refer to p.24** for correct colours to use when prompting.
- **Provide the correct Annique Rooibos and Annique Rooibos Independent Consultant logos when prompting.**



Patterns, textures & illustrative elements —





Patterns, shapes, textures & illustrative elements

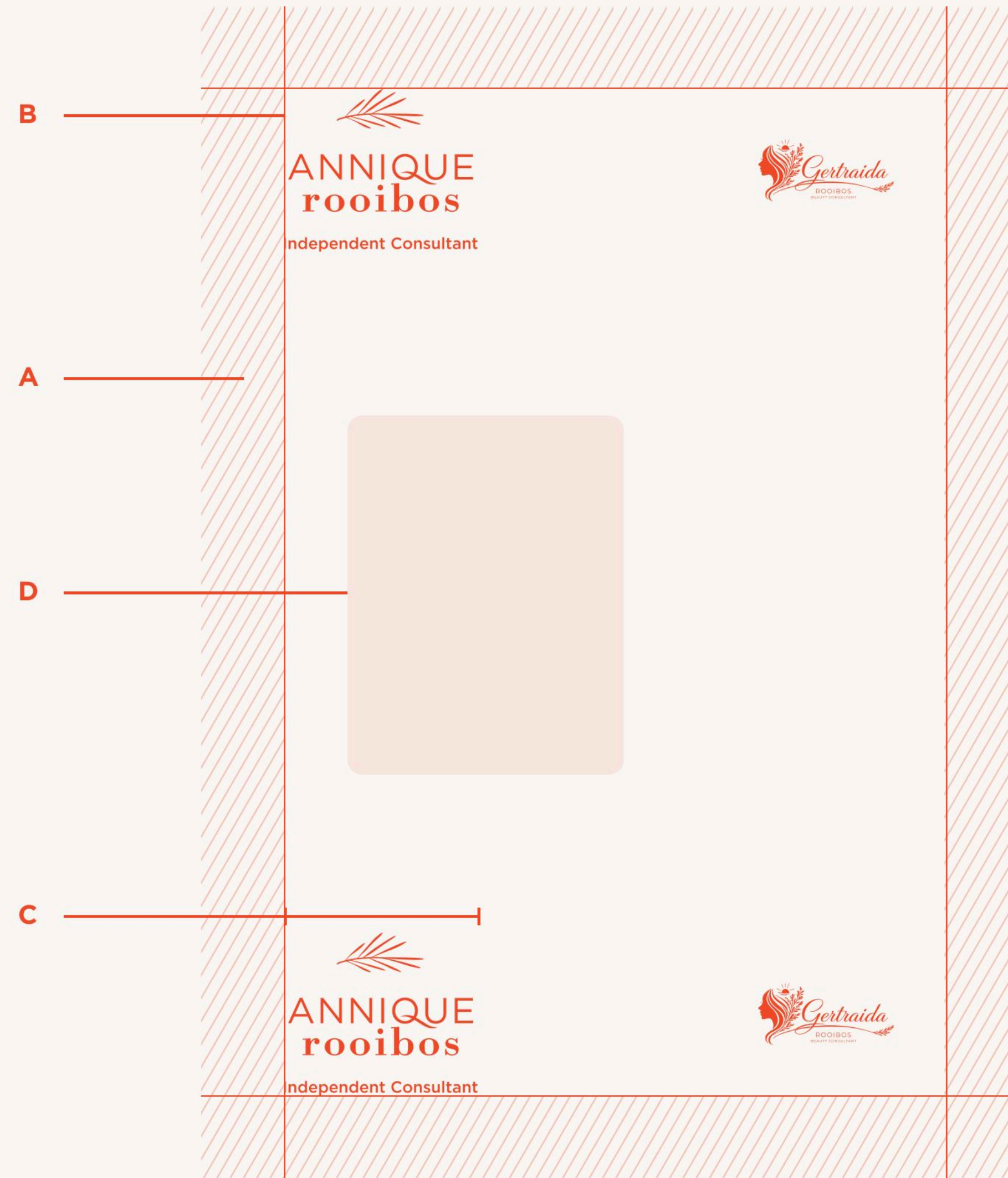
- A** Rooibos illustration to be used as a subtle background element - only on designs where images are not also used.
- B** Rooibos plant & skin textures (photograph) to be used as a background image.
- C** Skin care and wellness textures (photograph) to be used as a background image.

Grid system



Portrait logo placements

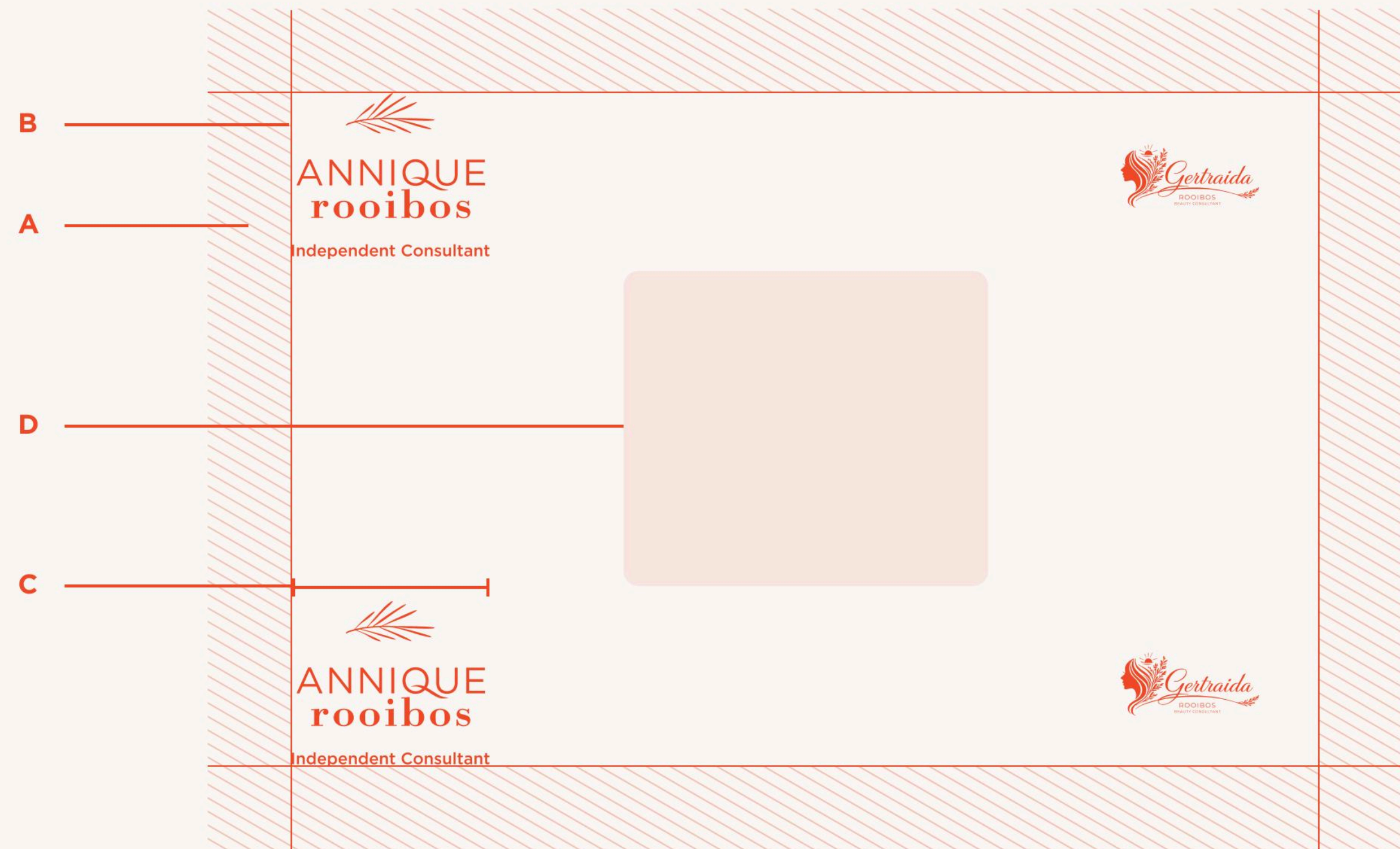
- A** Use **10%** of the artworks **width** as clear space - any content should sit within this space.
- B** The Annique Rooibos Independent Consultant logo can only be used at the **top or bottom of the artwork on the left side** and the personal business logo at **70% scale on the right**.
- C** The Annique Rooibos Independent Consultant logo size should never be bigger than **20% of the width** of the artwork (scaling the personal business logo in relation).
- D Alignment:** Group related text content together so the design remains clear and easy to interpret, preventing the viewer from having to scan multiple areas to understand the message.



The logo groups can **either** be placed at the top of the page **or** at the bottom of the page

Landscape logo placements

- A** Use **10%** of the artworks **height** as clear space - any content should sit within this space.
- B** The Annique Rooibos Independent Consultant logo can only be used at the **top or bottom of the artwork on the left side** and the personal business logo at **70% scale on the right**.
- C** The Annique Rooibos Independent Consultant logo size should never be bigger than **20% of the width** of the artwork (scaling the personal business logo in relation).
- D Alignment:** Group related text content together so the design remains clear and easy to interpret, preventing the viewer from having to scan multiple areas to understand the message.



The logo groups can either be placed **at the top of the page or at the bottom of the page**

Core business collateral



Business cards, email signatures & flyers



Core business collateral

Business cards 1/2

Purpose: Quick and professional sharing of your contact information.

Why we suggest this

A business card is a highly personal form of marketing that makes a strong, professional first impression while getting your details into a customer's hands in seconds.

- Use a clear, simple layout with **Rooibos red on Isabelline** or **Isabelline on Rooibos red** on the front.
- Ensure your photograph **shows you from the chest up**, wearing **semi-formal attire** with appropriate and **minimal make-up** when using the business card option that allows for a photo.

Option with image - with personal business logo included.



Core business collateral

Business cards 2/2

Why we suggest this

- A generic, approved background when using the business card option to display your information in a clean, straight-forward manner.
- Include your **name, Consultant status, and the Independent Consultant logo** on the front.
- **Business Name, business email, number, and personal business logo** should be placed on the back in the correct relation to the Annique Rooibos Independent Consultant logo.

Option without image - Annique Rooibos Independent Consultant logo only.



Core business collateral

Email signature

Purpose: To professionalize and authenticate your digital communication.

Why we suggest this

An aligned email signature makes any business email look professional and provides quick access to your contact information.

- Use a clear, simple layout with **Rooibos red on Isabelline or Isabelline on Rooibos red.**
- Ensure your photograph **shows you from the chest up, wearing semi-formal attire** with appropriate and **minimal make-up when using the business card option that allows for a photo.**
- **Remove the background** from your image and place it on a generic, approved background when using the business card option that allows for a photo.
- **Name, number, and the personal business logo should be placed on the signature in the correct relation to the Annique Rooibos Independent Consultant logo.**

Option with image - with personal business logo included.



Option with product image - Annique Rooibos Independent Consultant logo only.



Core business collateral

Flyers

Purpose: Local area marketing and product promotions.

Why we suggest this

Standardised templates maintain brand consistency during transactions and promotions.

- **Standard** A5 or DL sizes.
- Copy must **strictly follow sentence case rules** and focus on the benefits of Rooibos skin care and wellness.
- Options to **include Consultant business logo** are available.
- Options with **no Consultant logo** are available.



Option with Annique Rooibos Independent Consultant logo only.



Option with Consultant's business logo.



Packaging & delivery touchpoints



Packaging & delivery touchpoints

Sample pack stickers

Purpose: Ensure brand recognition on small, distributed items.

Why we suggest this

It clearly identifies the sample's origin and helps direct potential customers back to you.

- Round **30mm or 50mm stickers** featuring the Annique Rooibos logo.
- **30mm stickers** may only display the Annique Rooibos **monogram logo**.
- **50mm stickers** may display the **Annique Rooibos logo and package type descriptor**.



Packaging & delivery touchpoints

Thank-you cards

Purpose: Improve customer retention and add a personalized touch to deliveries.

Why we suggest this

Adding a personalized touch improves customer retention and elevates the perceived value of your Rooibos products.

- **A6 postcard size.**
- Include an area for a **handwritten note** alongside standard Annique Rooibos branding.
- **Two options are available** to explore.



Area allocated for
handwritten messages



Area allocated for
handwritten messages



Packaging & delivery touchpoints

Tissue paper

Purpose: Provide a premium unboxing experience for customers.

Why we suggest this

Adding a personalized touch improves customer retention and elevates the perceived value of your Rooibos products.

- **Custom printed.**
- Subtle **pattern** with solid Annique Rooibos **colours.**



Physical branding



Physical branding

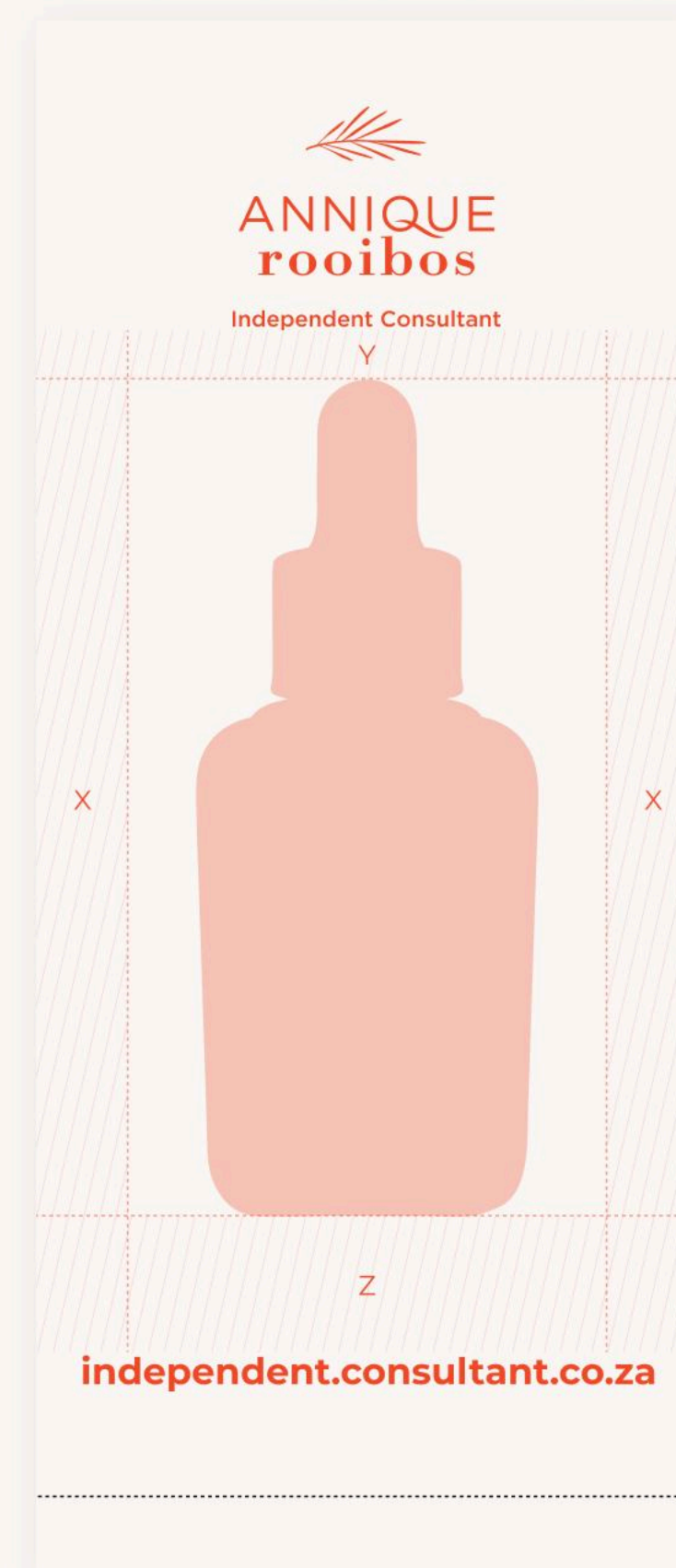
Banners

Purpose: High-visibility displays for events, markets, or expos.

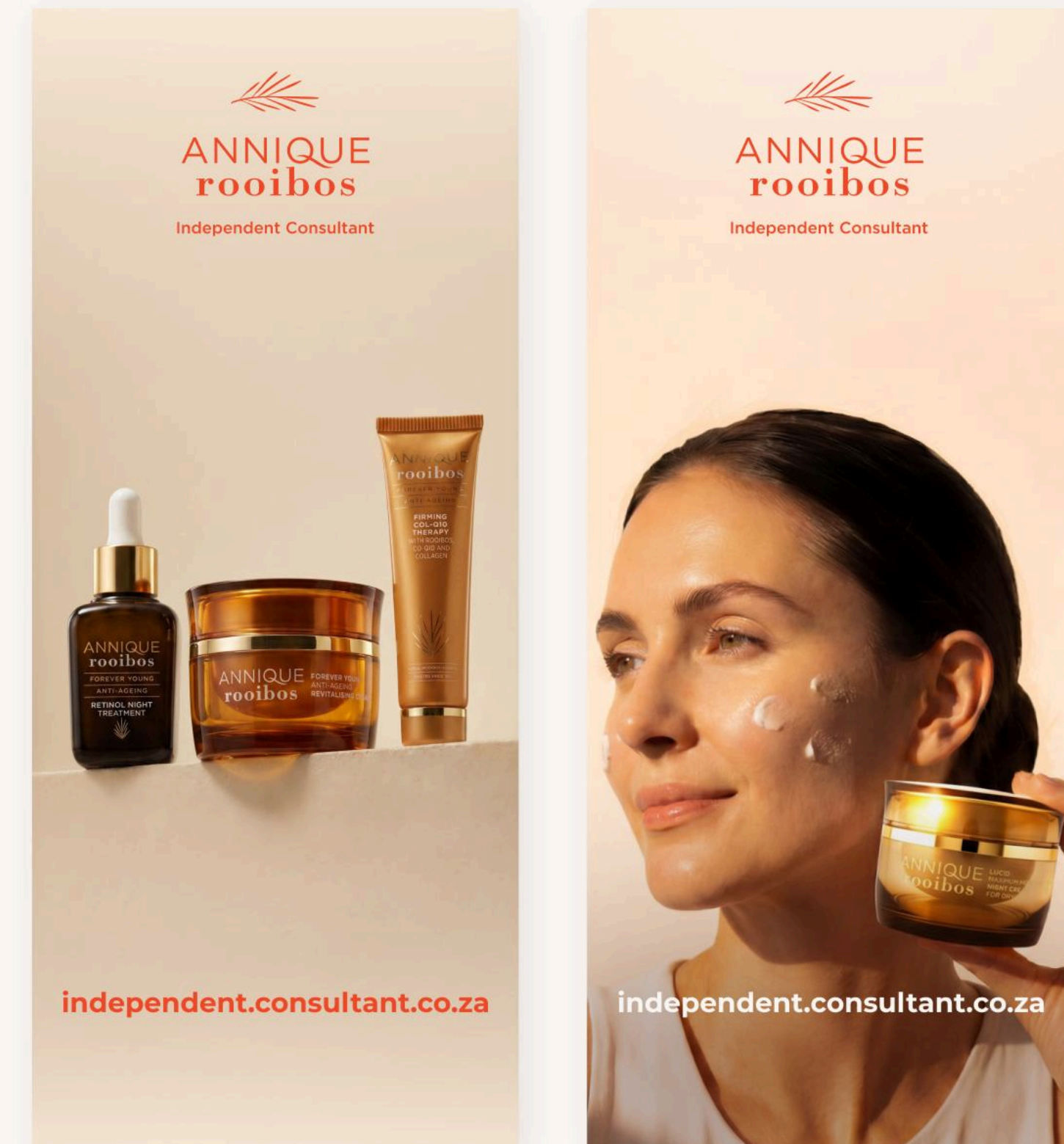
Why we suggest this

They effectively display the products and draw foot traffic to your setup.

- Clean and simplistic design.
- Always featuring the **Annique Rooibos logo at the top** and **Consultant website at the bottom**.
- Pull-up banner size is **2000mm x 850mm**.
- **Safe area for product image** is **610mm x 1075mm** and is placed **(Y) 150mm between** the Annique Rooibos logo and Consultant website and **(X) 120mm from the sides** of the pull-up banner.



Option with Consultant's website.



Application examples

Physical branding

Car magnets

Purpose: Often the first physical touchpoint a customer has with the brand.

Why we suggest this

It creates daily, passive local awareness for your services.

- Clean and simplistic design.
- Always featuring the agent's **contact information**.
- Suggested car magnet size is **500mm x 300mm**.
- An additional car magnet for **Consultant business** promotion - size is **300mm x 200mm**.



Physical branding

Car branding (additional)

Purpose: Often the first physical touchpoint a customer has with the brand.

Why we suggest this

It creates daily, passive local awareness for your services.

- Clean and simplistic design.
- Always featuring the agent's **contact information**.
- Can easily be **applied to other vehicles**.



Side view



Rear view

Social media & WhatsApp system



Profile setup & content guidelines



Profile setup & content guidelines

Naming conventions & bio structure

Purpose: Ensure easy searchability and immediate brand alignment.

Why we suggest this

A clear bio and varied content mix keep your audience engaged without feeling overwhelmed by sales pitches.

- Profile names should **incorporate the Consultant's name and Consultant role**, e.g., "Jane Doe | Annique Rooibos Independent Consultant".
- Bio must **state the categorisation of the Consultant and include a business WhatsApp link and Annique Rooibos Online Shop link**. The **Consultant's Online Shop or website links** are also acceptable.

Profile image



Naming convention

**Gertraida van Nieuwenhuizen | Annique Rooibos
Independent Consultant**

Bio structure

Skin care and wellness, Skin Care | Wellness or Entrepreneur
Business WhatsApp Link | Annique Rooibos Online Shop Link



Profile setup & content guidelines

Content mix

Purpose: Keep the audience engaged with a balanced feed rather than excessive selling.

Why we suggest this

A clear bio and varied content mix keep your audience engaged without feeling overwhelmed by sales pitches.

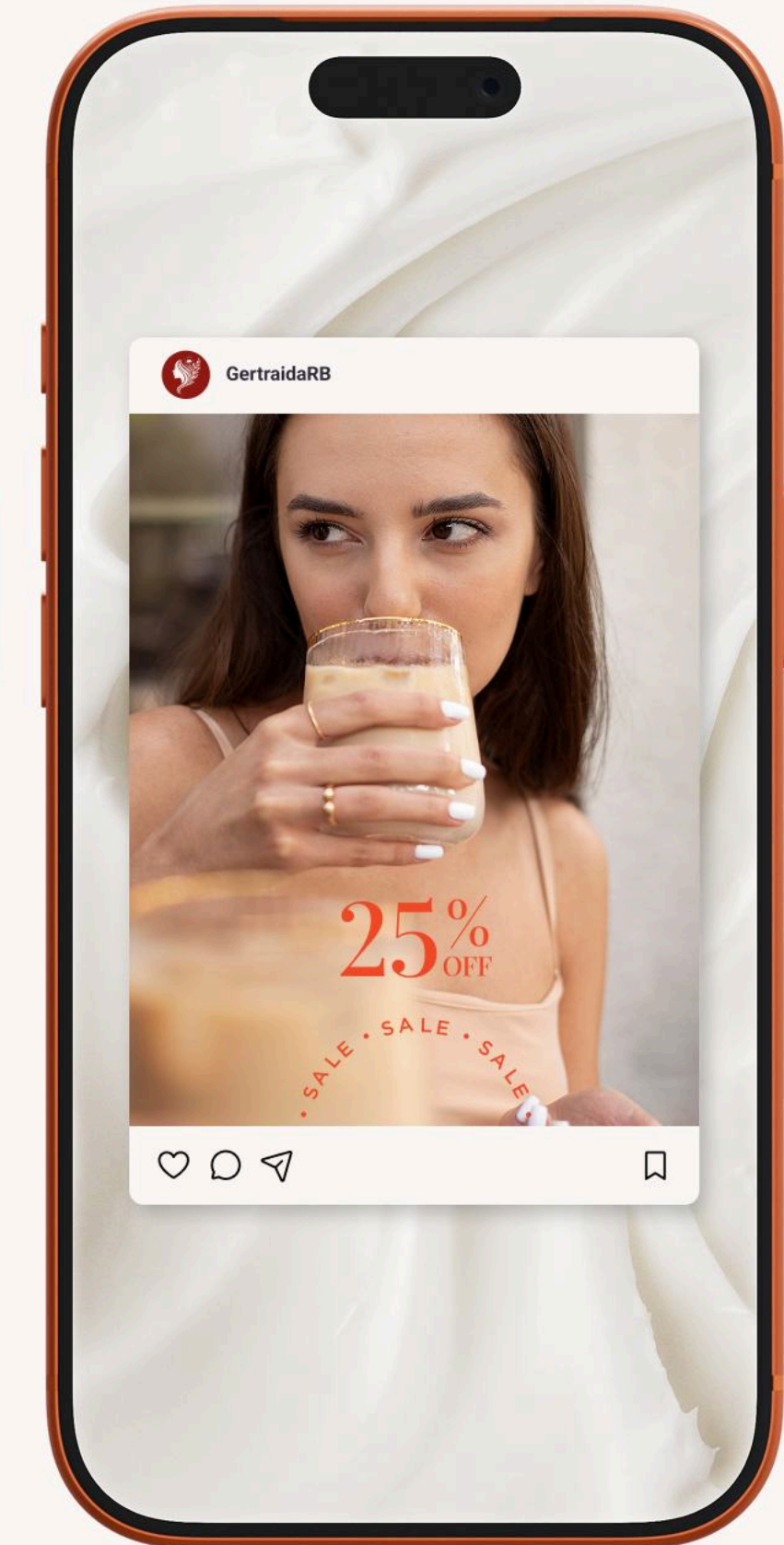
- Ratio of promotions / marketing
 - **50% lifestyle-based** (how the products fit into daily routines),
 - **30% product-based** (features of items), and
 - **20% personal-based** (Consultant's use, etc.).



Lifestyle example
50% of all marketing must be lifestyle-based



Product example
30% of all marketing must be product-based



Personal example
20% of all marketing must be personal-based

Website landing page



Website landing page

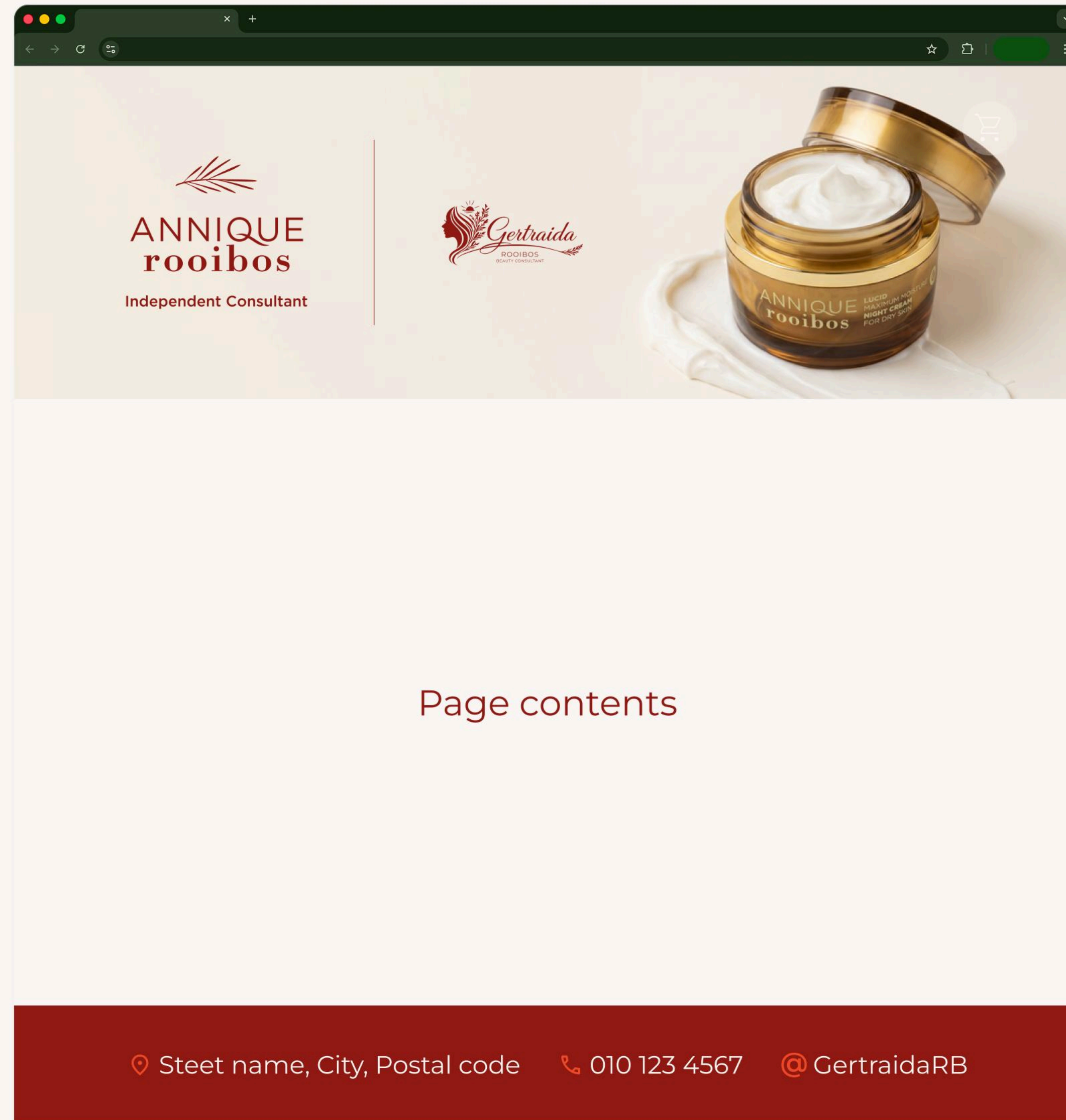
Consultant website

Purpose: Build a feed that connects before it sells, prioritising presence over pressure.

Why we suggest this

A structured landing page immediately assures visitors they are dealing with an official Consultant.

- Clean and simplistic design.
- The Annique Rooibos Consultant website page should feature **strong Annique Rooibos bands** at the **top and bottom** of the landing page.
- The top band must include the **Consultant brand logo accompanied by an Annique Rooibos product.**
- The bottom band can feature the **physical address** and **contact numbers.**
- The space between the bands is used to display products and promotional offers.



Page contents

Facebook & LinkedIn cover images



Facebook & LinkedIn cover images

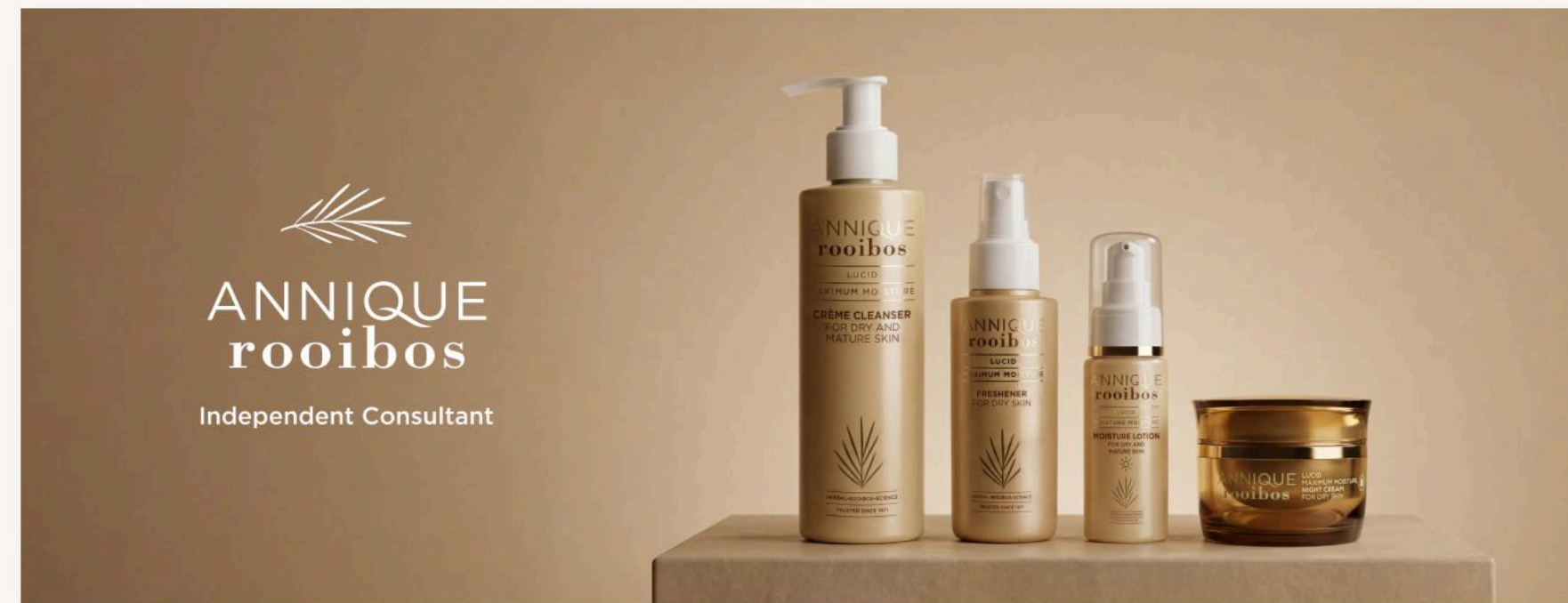
Facebook

Purpose: To brand your social profiles instantly.

Why we suggest this

Pre-designed covers save you time and ensure high-quality visual alignment across the Consultant network.

- Choose from the 3 provided images.
- Download these images directly from the Annique Rooibos Academy.



Facebook & LinkedIn cover images

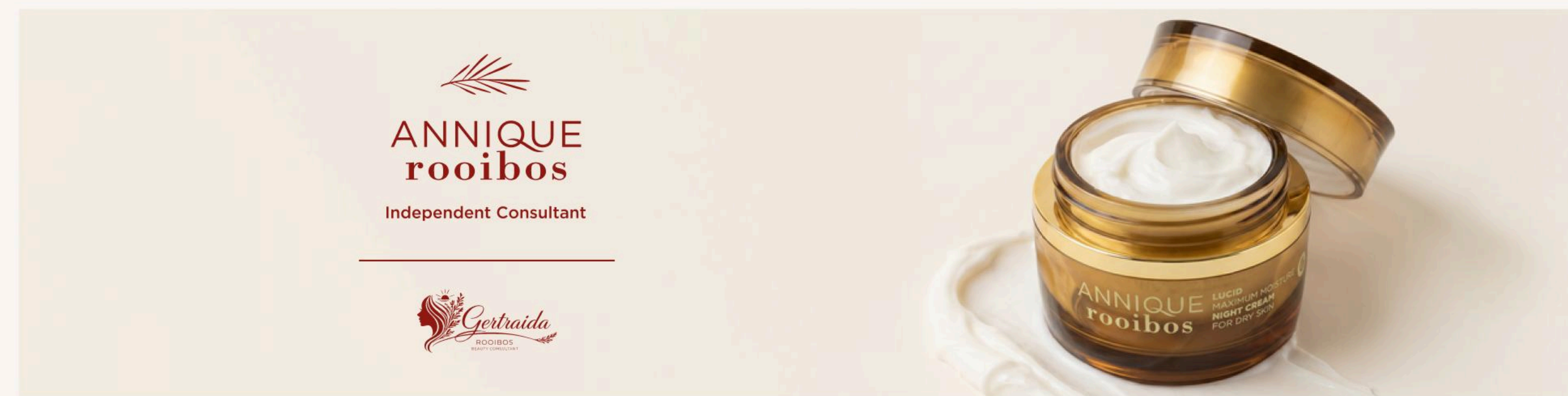
LinkedIn

Purpose: To brand your social profiles instantly.

Why we suggest this

Pre-designed covers save you time and ensure high-quality visual alignment across the Consultant network.

- Choose from the 3 provided images.
- Download these images directly from the Annique Rooibos Academy.



WhatsApp ads & broadcasts



WhatsApp ads & broadcasts

WhatsApp ads

Purpose: Direct-to-customer marketing optimised for mobile.

Why we suggest this

WhatsApp is highly personal; structured broadcasts ensure your messages are professional and non-intrusive.

- Start broadcasts with a **greeting, state the offer, list the products, and end** with one clear instruction.
- **Use product tiles** to cleanly **display the product and price**.
- Ensure images are high-contrast and text overlays use sentence case.
- Always mention **“while stocks last”**.
- Always mention the **validity of the offer’s dates**.



All-in-one skin renewal oil

Essense Rooibos
Miracle Tissue
Oil 200ml

Helps even skin-tone

Fast-absorbing
Nourishing plant oils
Refines skin texture
Improves elasticity

★ **R519**

Upsize

Save R519
Value R1038
SCESS23002

ANNIQUE rooibos

Only available from 1 - 30 June 2026



Soothe & restore feet

Resque Foot Balm
150ml

Intensive care for
dry, cracked and
tired feet

Deeply nourishes
and softens rough,
dry skin

★ **R129**

43% OFF
Save R100
Value R229
BCRES23166

ANNIQUE rooibos
Jolly June

12 - 19 June 2026

While stocks last



WhatsApp ads & broadcasts

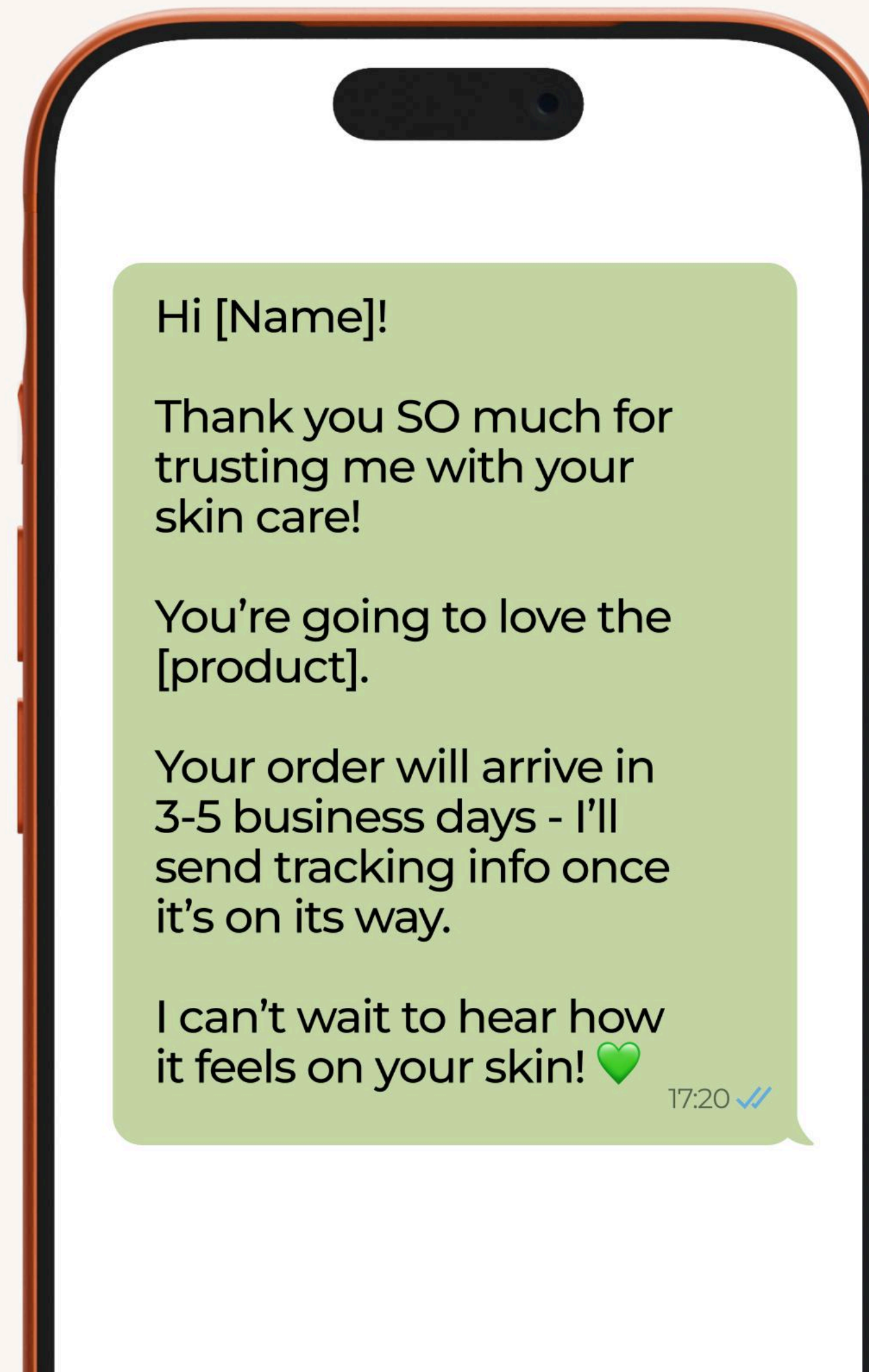
WhatsApp ads

Purpose: Direct-to-customer marketing optimised for mobile.

Why we suggest this

WhatsApp is highly personal; structured broadcasts ensure your messages are professional and non-intrusive.

- Start with a **friendly, personalised greeting** using the customer's name.
- **Thank the customer for their purchase** and build excitement around their selected product.
- Clearly **communicate the expected delivery timeframe** and mention that tracking information will be shared once the order has been dispatched.
- **End with a warm, conversational closing** that encourages excitement.



Editable templates



Editable templates

Social posts

Purpose: To create professional, on-brand content for your digital feeds quickly and easily.

Why we suggest this

Using pre-designed templates ensures your grid looks cohesive, maintains the masterbrand's visual standards, and saves you hours of design time so you can focus on building relationships.

- Use the provided layouts optimised for platforms like **Instagram and Facebook**.
- Maintain the predefined exclusion zones (**clear space**) around the Annique Rooibos logo.
- **Only edit the designated text areas**, ensuring any added text follows the sentence case rule.
- **Do not** alter the approved fonts, colours, or core layout.



Editable templates

Social stories

Purpose: To create professional, on-brand content for your digital feeds quickly and easily.

Why we suggest this

Using pre-designed templates ensures your grid looks cohesive, maintains the masterbrand's visual standards, and saves you hours of design time so you can focus on building relationships.

- Use the provided layouts optimised for platforms like **Instagram and Facebook**.
- Maintain the predefined exclusion zones (**clear space**) around the Annique Rooibos logo.
- **Only edit the designated text areas**, ensuring any added text follows the sentence case rule.
- **Do not** alter the approved fonts, colours, or core layout. Stick to approved grid system.



Editable templates

Product slides

Purpose: To clearly and attractively highlight specific products and their promotional offers.

Why we suggest this

Product slides ensure the visual focus remains on the product benefits and pricing hierarchy. This allows you to share monthly specials quickly and effectively while maintaining a high-end, professional aesthetic.

- **Use the provided layout example** to showcase product offers, ensuring the product name and pricing details (such as percentage off, savings, and final price) are clearly organized and visible. Stick to approved grid system.
- **Write all descriptive text using strict sentence case** (e.g., "Nourish and restore"), keeping the focus on the specific benefits of the product
- **Ensure promotional validity dates** (e.g., "Only available from 1 – 30 June 2026") and relevant product codes are clearly stated at the bottom of the slide

Product slide title followed by the product name

Product slide pricing details and codes

Annique Rooibos logo and promotional dates

Nourish and restore

Miracle Tissue Oil Body Lotion 200ml

A fast-absorbing body lotion enriched with Rooibos-infused Miracle Tissue Oil

40% OFF

Save R150 Value R369

BCMTB19014

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Only available from 1 – 30 June 2026



Editable templates

Flash Sales

Purpose: To create high-impact promotional material for short-term or limited-time offers.

Why we suggest this

Flash Sales require immediate action from your customers. Using high-contrast templates ensures the urgency, pricing, and massive savings are communicated instantly.

- **Use high-impact layouts** to highlight time-sensitive offers (e.g., "One day only offer").
- **Showcase product offers**, ensuring the product name and pricing details (such as percentage off, savings, and final price) are clearly organized and visible.
- **Write all descriptive text and benefit statements using strict sentence case** (e.g., "Helps reduce the visible signs of ageing").
- **Always state the exact date of the Flash Sale** (e.g., "26 June 2026") and include the relevant product codes.

Flash sale title followed by the product name and sub-heading

Campaign branding space

**Upsized
radiance**

ANNIQUE
rooibos
Jolly June

**Forever Young Revitalising
Cream 75ml Upsize**

A trusted
antiageing
favourite

**Helps reduce
the visible
signs of ageing**

✦ **R755**

**49%
OFF**
Save R744
Value R1499
SCFYO26002

26 June 2026

One day only offer

Flash sale pricing details and codes

Dates and additional urgency indicators



Examples & best practices —



Examples & best practices

Non compliant Consultant pages

Explanation: Uses unapproved colours, custom "DIY" logos, cluttered text, or obscuring the Annique Rooibos master brand. Non brand-compliant fonts and colours, illegible text or imagery that does not showcase Annique Rooibos products accurately or recognisably.



Examples & best practices

Preferred Consultant pages

Explanation: Features official Annique Rooibos red bands, clear Independent Consultant logo placement, a professional waist-up photograph, and clean product-focused imagery.



05

Generic assets for new Consultants



Ready-to-post digital content



Ready-to-post digital content

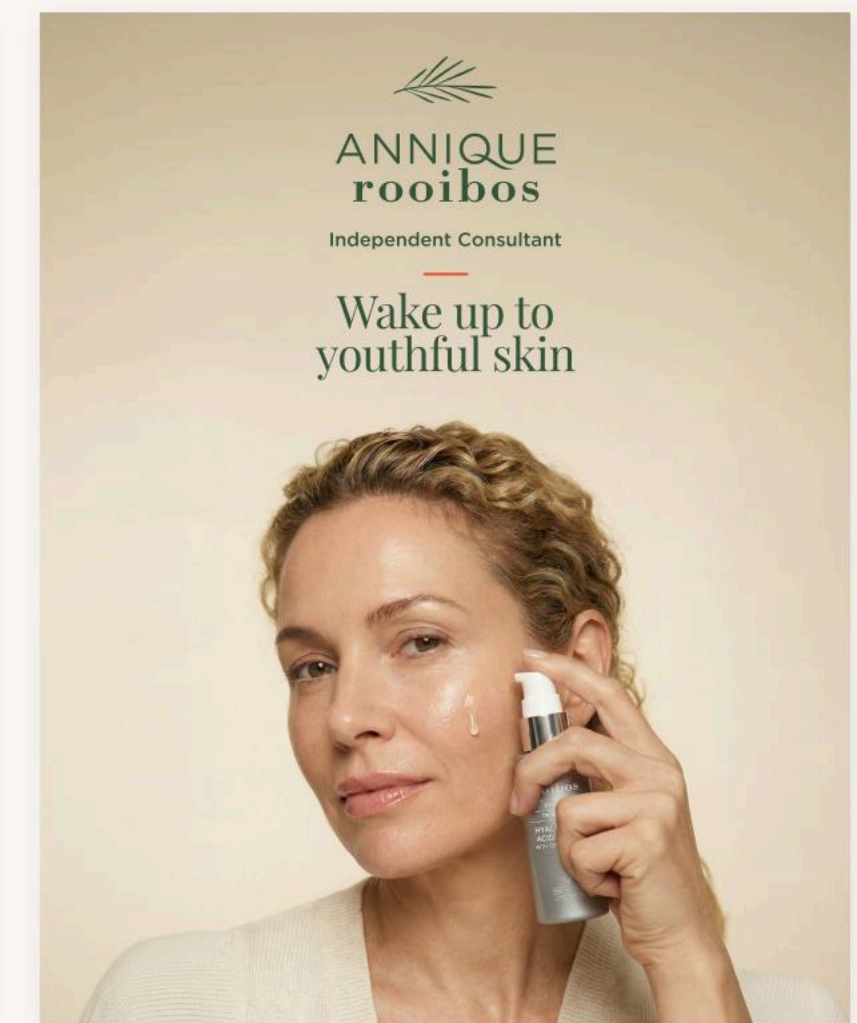
Social media starter tiles

Purpose: To provide immediate, high-quality social media assets for Consultants launching their business.

Why we suggest this

It eliminates the need for DIY branding while you learn the ropes, ensuring your profiles look professional and aligned with the masterbrand from day one.

- Use the provided social media starter tiles to **introduce your Annique Rooibos business** and the core benefits of Rooibos skin care and wellness.
- **Apply the pre-designed** Facebook and LinkedIn cover images available on the Annique Rooibos Academy.
- **Copy and paste the plug-and-play bio templates**, ensuring your role as an "Independent Consultant" is written in lowercase.



Ready-to-post digital content

Cover images - Facebook

Purpose: To provide immediate, high-quality social media assets for Consultants launching their business.

Why we suggest this

It eliminates the need for DIY branding while you learn the ropes, ensuring your profiles look professional and aligned with the masterbrand from day one.

- Use the provided social media starter tiles to **introduce your Annique Rooibos business** and the core benefits of Rooibos skin care and wellness.
- **Apply the pre-designed** Facebook and LinkedIn cover images available on the Annique Rooibos Academy.
- **Copy and paste the plug-and-play bio templates**, ensuring your role as an "Independent Consultant" is written in lowercase.



Ready-to-post digital content

Cover images - LinkedIn

Purpose: To provide immediate, high-quality social media assets for Consultants launching their business.

Why we suggest this

It eliminates the need for DIY branding while you learn the ropes, ensuring your profiles look professional and aligned with the masterbrand from day one.

- Use the provided social media starter tiles to **introduce your Annique Rooibos business** and the core benefits of Rooibos skin care and wellness.
- **Apply the pre-designed** Facebook and LinkedIn cover images available on the Annique Rooibos Academy.
- **Copy and paste the plug-and-play bio templates**, ensuring your role as an "Independent Consultant" is written in lowercase.



Essential business _operations



Essential business operations

Standardised email signature

Purpose: To standardise your initial digital communication and sales materials.

Why we suggest this

Having compliant operational tools immediately available builds trust with your very first customers, allowing you to focus entirely on building relationships.

- Use the **text-and-logo standardised email signature** until you have your approved **waist-up photograph** ready for the personalized version.



Essential business operations

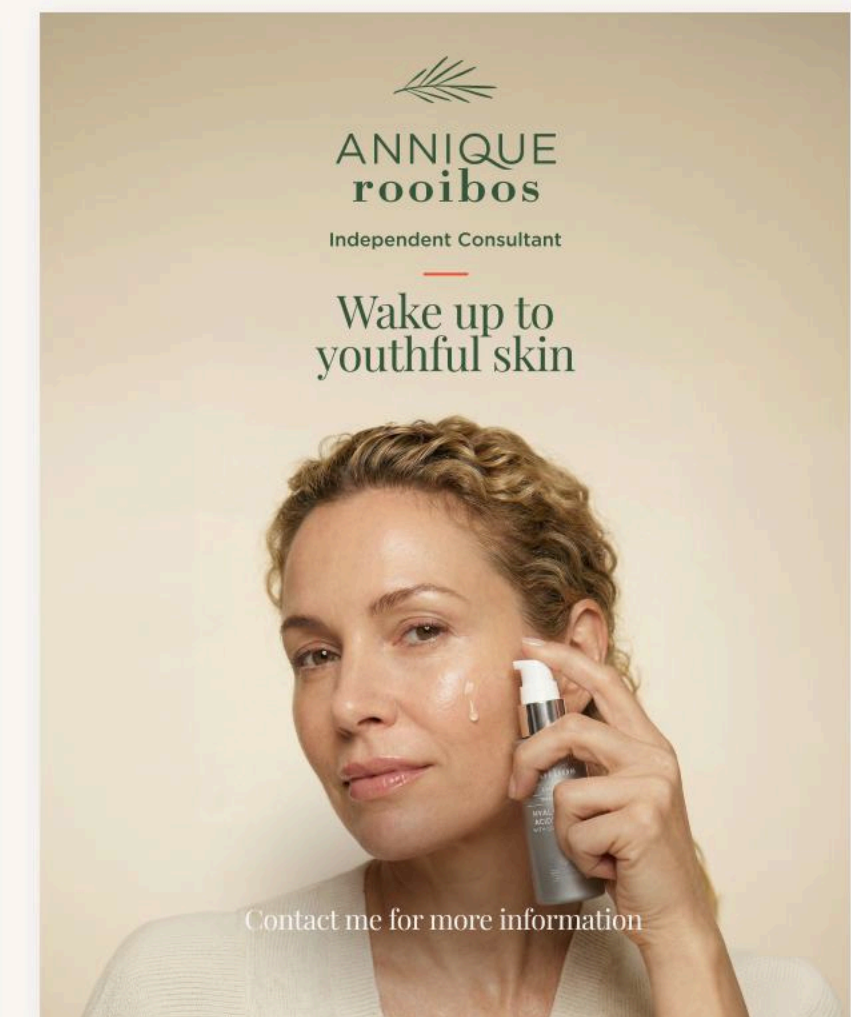
Digital starter flyer

Purpose: To standardise your initial digital communication and sales materials.

Why we suggest this

Having compliant operational tools immediately available builds trust with your very first customers, allowing you to focus entirely on building relationships.

- Distribute the digital starter flyer **via email or WhatsApp** to easily share the core benefits of Rooibos with interested leads.
- Ensure any small text additions you make strictly follow the sentence case rule.



Essential business operations

Order form template

Purpose: To streamline and standardize the purchasing and administrative process for your customers.

Why we suggest this

A clean, professional order form builds immediate trust, reduces errors in product selection, and makes the administrative side of your Independent Consultant business much easier to manage.

- Design the templates in a **standard A4 size** for easy digital sharing and printing.
- **Include clear, organized sections** for customer details, product selections, and total pricing.
- Feature your name, contact details, and the Annique Rooibos Independent Consultant logo prominently at the top of the page.
- Keep typography **clean and highly legible**, using the approved Montserrat font and sentence case throughout.



Order form

Date:

Order no.:

Customer details

Name:

Email:

Cell no.:

Address:

Order details

Product name	Qty	Unit price	Total

Notes

Delivery ☐

Pick up ☐

Ship no.:

Ship date:

☐ Cash

☐ EFT

☐ Card

☐ Other

Subtotal:

VAT:

Delivery:

Total:

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rooibos

Essential business operations

Voucher template

Purpose: To incentivize repeat business, reward referrals, and run special promotions for your customers.

Why we suggest this

Vouchers add a tangible, premium feel to your offers, encouraging customer loyalty and providing an excellent way to introduce new clients to our ranges.

- Clearly state the **terms, conditions, and expiry dates**.
- Ensure the Annique Rooibos Independent Consultant logo is clearly visible, maintaining the correct clear space.
- Stick to the approved **Rooibos and Isabelline colour palette** to maintain master brand alignment.





Thank you.

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