

**Which?**

**Guidelines for using  
Which? Best  
Buy logos**

July 2014

## Foreword

Thank you for purchasing a Which? Best Buy licence. Which? was started more than 56 years ago by a volunteer group in Bethnal Green committed to providing expert and impartial advice. Today, we are the largest consumer body in the UK. Importantly, Which? remains an independent, group social enterprise working for all consumers and funded solely by our commercial ventures.

Our information and advice helps people navigate complex markets. Where choice and information isn't enough we campaign for fundamental changes to those markets. And, when an important market fails to deliver value to customers, we develop products and services that put customers' needs first and are worth paying for.

The Which? Endorsement Schemes were launched in 2007 to celebrate and reward the very best products and services in the market. Each year we conduct independent and extensive tests on thousands of products across a wide range of sectors. We compare every aspect of product performance and specification against exacting criteria. We give a Which? Best Buy endorsement only to those products that score the highest in our testing.

Companies that receive a Which? Best Buy can apply for a licence to use the Best Buy logo in their marketing and promotional materials. The changes to the schemes in July 2014 reflect feedback we have received from companies and aim to maintain the value of the schemes for both businesses and consumers. One of the major changes is allowing for the logo to be used on retailers' websites, where the licence allows for online use. We hope this and the other changes are welcomed news and provide greater flexibility for your marketing strategies. The logo Licence details where you can use the logo and these regulations explain how the logo can be used in materials.

The Corporate Affairs Team is on hand to answer any queries you may have. For more information please call 0207 770 7570 or email [corporateaffairs@which.co.uk](mailto:corporateaffairs@which.co.uk).

### Corporate Affairs Team

Which?

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## Application process

Applying for a licence to use a Best Buy logo is simple and straightforward – the process is as follows:

1. Fill in the Best Buy application form, clearly stating the licence tier you wish to use and include a PO number if necessary. Email this to [corporateaffairs@co.uk](mailto:corporateaffairs@co.uk).
2. We will then issue you with an invoice for the licence.
3. Once you have paid, we will draw up the licence agreement and email it to you for you to sign.
4. Once you have signed and sent it back to us, we will email you the logo.

To make the whole process simpler and quicker, our licence terms are non-negotiable, but because of this we have made sure that the licence terms are fair and that the user guidelines are practical.

A licence to use a Best Buy logo will be granted to the applicant only at the discretion of Which? Limited. The licence term is for six months.

## General rules

1. We welcome the use of the Which? Best Buy logo in your promotional and marketing materials.
2. The Best Buy logo can only be used against those products that have been awarded a Which? Best Buy and is subject to the Licence for use being granted by Which? Limited. The Best Buy logo must not be used in respect of any product if the specification or any other qualities or features of that product has changed since it was tested and awarded a Best Buy.
3. The Best Buy logo must be clearly distinguishable from any other claims, statements or test results made by the Licensee or any other third party in respect of the product.
4. The term “Which? Best Buy” must not be used in any marketing, advertising or promotional material relating to goods other than those that have been awarded a Best Buy and must be used in conjunction with the Best Buy logo.
5. Full terms of use are set out in the Best Buy logo Licence.

# Logo

## 1. The Rules

- 1.1 The Best Buy logo can only be used in accordance with these User Regulations and the Licence.
- 1.2 The Best Buy logo can only be used in connection with specified products and services for the term of the Licence in the territory specified in the Licence.
- 1.3 Any reference to and use of the Best Buy logo must be done in accordance with the terms of the Licence and the rules of these User Regulations, and comply with all applicable laws and regulations of any governmental or regulatory body or any codes of practice in operation in the territory specified in the Licence.
- 1.4 The Best Buy logo cannot be altered or modified in any way, except for use in a television advert as detailed on page 12.
- 1.5 The Best Buy logo cannot be used in any way that will or could harm its distinctiveness or validity or any goodwill attaching to it.
- 1.6 No other sign that is identical to or similar to the Best Buy logo may be used by the Licensee.
- 1.7 Full terms of use are set out in the Best Buy logo Licence. If you have been granted a Licence you should refer to that Licence for specific terms of use. These Regulations are intended to be read in conjunction with a Best Buy logo Licence.

## 2. Presentation

### 2.1 Use

There is only one form of the Best Buy logo and this is set out in FIG. 1. It must be used either in black and white or in colour using the specified pantone colours. The black and white version is shown in FIG. 2. The colour version and specified pantone colours are shown in FIG. 3.

The Best Buy logo may only be used subject to the terms of a Licence which is in force and in the manner set out in these User Regulations.

FIG. 1



FIG. 2



Process Black

FIG. 3



Pantone© 485

Process Black

The colour on this page is a representation only and not accurate colour. Always refer to the relevant Pantone© swatch when colour matching.

## 2.2 Scaling and sizing restrictions

Minimum logo reproduction size is 20mm high and 25mm wide as shown in FIG. 4.

For online use the logo no smaller than 105 x 85 pixels

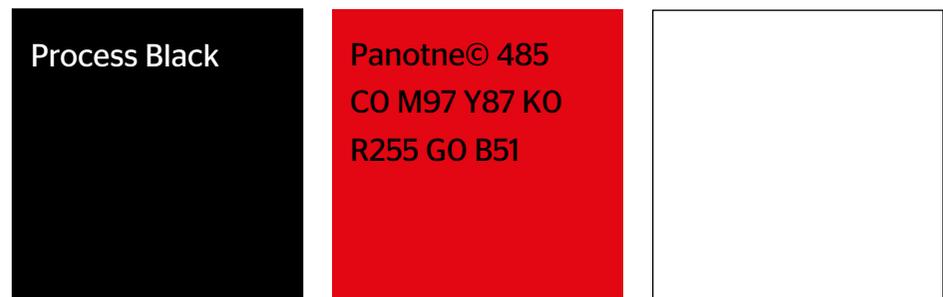
FIG. 4 Minimum usage size



## 2.3 Logo colours

The Best Buy logo, as licensed for use, shall be reproduced only in the following colours:

- When produced in black and white, the monochrome pantone colours shown on the right are to be used; and
- When produced in colour, the monochrome and colour pantone colours shown on the right are to be used.



The colour on this page is a representation only and not accurate colour. Always refer to the relevant Pantone© swatch when colour matching.

## 2.4 Exclusion zones

Unless stated otherwise in these User Regulations, no other text, image, logo/icon or other material shall appear within the exclusion zone that is indicated with a dotted grey line around the Best Buy logo reproduced in FIG. 5.

### 2.4.1 Packaging

When appearing on packaging the exclusion zone should be as set out in FIG. 5, namely double the inside distance of the outside bevelled circle.

If the logo is reproduced on packaging the minimum distance of the logo from the edge of the packaging should be 5mm as illustrated in FIG. 6.

### 2.4.2 Stickered

If the Best Buy logo is to be used as a sticker, the oval shape should be die cut around the edge and the sticker should be positioned to comply with the exclusion zone limits set out in FIGS. 5 and 6 in these User Regulations.

### 2.4.3 Internet and Broadcast use

If the Best Buy logo is to be used on or in an internet page or any broadcast, the minimum size restrictions apply but the exclusion zone may be reduced to the distance equivalent to the inside distance of the outside bevelled circle as indicated in FIG. 7.

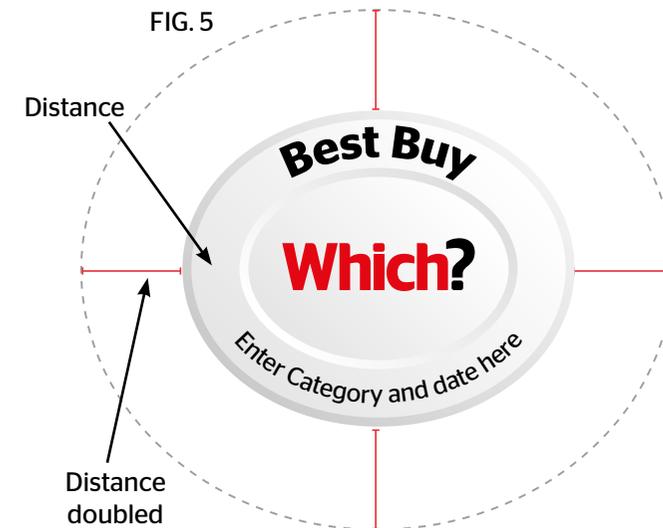
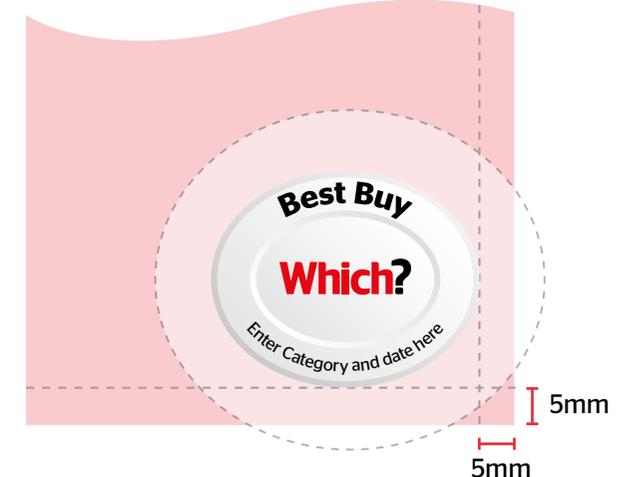


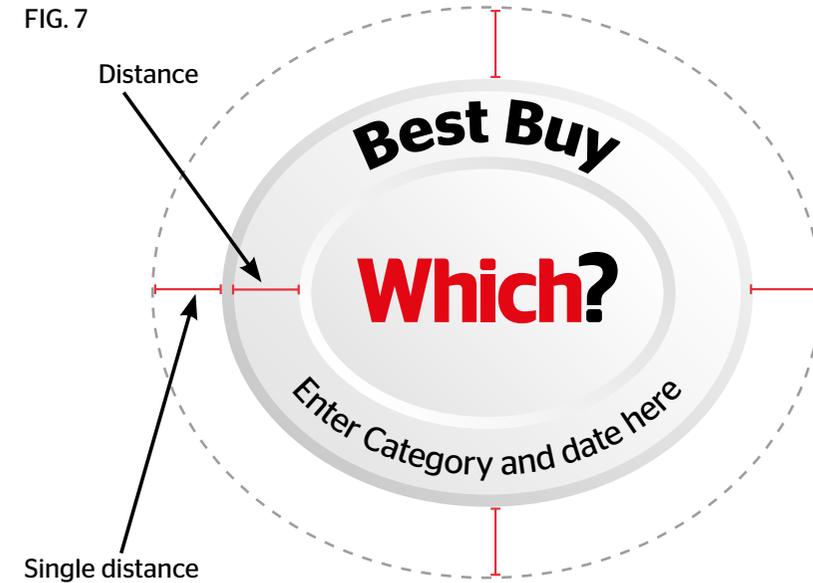
FIG. 6



## 2.5 Forbidden use

The Best Buy logo, as licensed for use, shall not:

- Be reproduced smaller than as stated in FIG.4;
- Be reproduced in such a way that it is larger than any trade mark, logo or name of the Licensee (“Licensee Name”) in any material containing any Licensee Name and the logo;
- Cover more than 15% of the area of any material or more than 15% of the area of any side of any packaging on which it is reproduced;
- Be distorted, partially reduced, condensed, broken up, added to, animated or re-drawn in any way, save for in television adverts; or
- Be obscured by other text, images or other material nor shall any other text, images or other material be reproduced or included in the exclusion zone described FIG. 5 and 7.



## Use on packaging

1. The Best Buy logo must always be positioned on the front of any product packaging.
2. If the Best Buy logo is used on the front of any packaging it may also be used on the back and the side(s) of the product or its packaging.

## Internet use

1. The Licensee may only use that version of the Best Buy logo that is intended for use on the internet as supplied by Which? (“Internet Icon”) in any internet webpage.
2. The Licensee must ensure that a hypertext link between the internet logo and the product or service web page operated by Which? or as specified by Which? remains operational at all times during any use of the internet logo by the Licensee or on the Licensee’s behalf (save in connection with use on a social media website or banner adverts or retailers’ websites).
3. The Licensee must ensure that the Social Media Tag (specified by Which?) and details of the product or service are used alongside all use of the internet logo by the licensee on a social media website (as defined in the licence). The Social Media Tag must remain operational at all times during any use of the internet logo by the Licensee or on the Licensee’s behalf on a social media website.

## Broadcast use

### 1. General

- 1.1 Any broadcast use of the Best Buy logo or reference to the Best Buy logo must be in accordance with these User Regulations.
- 1.2 The logo may be animated and integrated into the advert however the final image of the logo must be in the same shape and format, and have the same text as the original logo.
- 1.3 The Licensee must provide Which? with a copy of the final broadcast advertisement a minimum of 24 hours before using the Best Buy logo in any broadcast advertising, and creatives and script shared with Which? prior to production of the advert.
- 1.4 The tone and context of use of the Best Buy logo in any broadcast advertising must not be damaging or disparaging to the Best Buy logo or the Which? brand.

### 2. Television

- 2.1 Any use of the Best Buy logo in Television broadcasting must be in one of the following ways:
  - 2.1.1 in visual form only; or
  - 2.1.2 in visual form accompanied with the approved TV voiceover (the “TV Voiceover”) which is as follows:

“Awarded Which? Best Buy [state category] [state month and year of publication]”.

- 2.2 Only the TV Voiceover can be used with the Best Buy logo in television broadcasting.
- 2.3 Any use of the Best Buy logo in television broadcasting shall be for a minimum “on screen” duration of 4 seconds.
- 2.4 It must be clear which product has received the Best Buy, and the logo must be used against that product only.

### 3. Radio

- 3.1 The Best Buy logo can only be referred to in radio broadcasting using the approved radio voiceover (the “Radio Voiceover”) which is as follows:

“Awarded Which? Best Buy [state category] [state month and year of publication]”.

- 3.2 Any radio broadcast that uses the Radio Voiceover must specify the exact product type and name during the course of the advertisement.

## Marketing material and media

1. The Best Buy logo, as licensed for use, must not be used:
  - 1.1 In any marketing, advertising or promotional material relating to the products or services in any other form other than that licensed and it must be reproduced in whole;
  - 1.2 In any marketing, advertising or promotional material relating to the products or services if there have been any amendments or variations to the specification, qualities or features of the products or services since they were tested by Which? Limited or awarded Best Buy status;
  - 1.3 In any marketing, advertising or promotional material which also relates to any other products, services or brands which were not awarded Best Buy status unless it is made clear that the Best Buy logo relates solely to the licensed product or service; and
  - 1.4 In any way that is likely to reduce or diminish the reputation, image or prestige of the Best Buy logo or Which? limited.
2. Any reference to a Best Buy must be in accordance with the following or an approved variation of the following:
  - 2.1 Which? Best Buy;
  - 2.2 Which? thinks our <product> is a Best Buy;
  - 2.3 Our <product> is a Which? Best Buy;
  - 2.4 <product> awarded a Which? Best Buy;
  - 2.5 <product> endorsed as a Which? Best Buy;
  - 2.6 <product> reviewed as a Which? Best Buy;
  - 2.7 <product> achieved a Which? Best Buy; or
  - 2.8 <product> received a Which? Best Buy.
3. To reference how a product has performed the following terms can be used, if statistically significantly better than other products, confirmation from the Which? Corporate Affairs Team is required:
  - 3.1 Top of the Which? <xxxx> comparison table;
  - 3.2 Top scoring in the Which? <xxxx> comparison table; or
  - 3.3 Best on test (if top scoring of all products including those previously tested and no further tests are scheduled within the licence period).
4. For multiple awards across a number of years, if the testing is the same, references can be made if the relevant licences are purchased. The references can include:

## Referring to Which?

- 4.1 Which? Best Buy <product> for the <x> year running.
5. Which? Best Buys are based on comparative testing and not all products in the market are included in these therefore the following claims can not be made:
  - 5.1 Voted;
  - 5.2 Won;
  - 5.3 Winner;
  - 5.4 Best (unless Which? review content uses this direct reference);
  - 5.5 Recommendation/recommended; and
  - 5.6 Number 1.
6. References can be made to Which?'s review content for the product in marketing, promotional or advertising material. A maximum of two short references can be used in individual marketing and promotion material, and must be an accurate representation of the review. They must be taken directly from the review and cannot be a full reproduction of the review or an edited or an abbreviated version.
  1. Any reference to Which? must be according to the following:
    - 1.1 Which?, the consumer champion;
    - 1.2 Consumer champion Which?; or
    - 1.3 Which? (do not make reference to - Which? magazine).

**Further information can be obtained from:**

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