



1 Introduction

- 1.1 As an approved trader, you are required to publicise that you are a member of the Buy with Confidence (BWC) Scheme and will have permission to use the BWC logo.
- 1.2 The BWC logo was specially created to achieve a strong identity for the scheme and as such must not be redrawn, reshaped or altered in any way. The logo should always be presented as large as comfortably possible, as strong branding and a consistent approach is essential.
- 1.3 The logo must only be produced in the official colour format (where possible) or in greyscale (black & white) for a single colour print.

2 Use of the logo

- 2.1 You will be provided with a copy of the Buy with Confidence logo, which can be used in the following ways:
 - On your business stationery (e.g. letterheads).
 - In your advertising or promotional literature
 - On your business website
 - On your business premises and vehicles.
- 2.2 In the case of approval limited to a specific branch or branches, the logo shall not be used in a way that implies approval of the whole organisation.
- 2.3 The use of any other local authority logo in a way, which implies a connection with Buy with Confidence, is not permitted within the terms of your membership.
- 2.4 If the logo you are supplied with includes one of the statements listed in 3.1, the wording and logo should not be altered in any way as to be misleading or give undue emphasis to any aspect (e.g. Trading Standards approved).
- 2.5 If you wish to use the logo in any other way, please contact us for approval first.
- 2.6 Use of any other Council Logo is not permitted within the terms of your membership unless specifically stated in writing by the approving authority.
- 2.7 Unauthorised use of the Buy with Confidence logo may be a criminal offence and may also result in your expulsion from the Scheme.
- 2.8 Applicants are reminded that the Buy with Confidence logo and associated claims may not under any circumstances be used unless and until approval of membership has been formally provided. Such unauthorised use would constitute a criminal offence and a trademark infringement, which will jeopardise the application and may result in prosecution.

3 Promotional Wording

- 3.1 As well as using the logo, you may wish to publicise your membership of the scheme by making a written statement in your advertisements etc. Once your business has been approved, permission is given for the following statements to be used in connection with your membership.

Approved Buy with Confidence member.
Trading Standards Scheme member.
Approved by Trading Standards/Trading Standards Approved

These statements may only be used in conjunction with the Buy with Confidence logo which must be of equal or greater size and prominence.

- 3.2 Other statements are **not acceptable for use**, some examples are listed below, they are not a definitive list:

Recommended by Trading Standards/ the relevant local authority.
Approved by the relevant local authority.

Working with or in conjunction with or in association with Trading Standards / the relevant local authority.

- 3.3 If you would like to use any other phrase, please make sure you contact us first in order to obtain written permission.

4 Termination of membership:

- 4.1 When applying the logo or wording to your stationery, adverts, vehicles etc. please remember that if your membership of the Scheme should end **for any reason**, permission to use the logo and statements will be revoked with immediate effect. All certificates and documentation indicating membership of the scheme shall be returned to the authority within 14 days. This may also result in your business having to amend adverts; vehicle livery etc. the approving Authority/Buy with Confidence will not be able to accept liability for any costs involved in taking this action.

- 4.2 All certificates and documentation indicating membership of the scheme shall remain the property of the scheme operator and shall be returned in the event that membership ends. Customers responding to advertisements based on the logo e.g. via Yellow Pages must be informed of the withdrawal of approval.

- 4.3 **Important:** Unauthorised use of logos or statements could result in your membership being terminated and may constitute a criminal offence. The Buy with Confidence Logo is a registered Trademark. Buy with Confidence reserves the right to take legal action against an individual or business, which mis-uses the mark.