



BRAND BOOK



*The Creative Style Guide for BBB
Verbal and Visual Communications*

Start With Trust[®]

About the BBB Brand Book

This Creative Style Guide complements the International Association of Better Business Bureaus, Inc. Name and Logo Policy and together provide instruction for proper use of BBB's intellectual property and trademarks. Brand assets are available in the [IABBB Digital Library](#) and print collateral including business cards, letterhead and envelopes are available in the Matchbox Print Shop. See the [IABBB Brand Resource Center](#) on the intranet for details.

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BRAND BOOK

The Creative
Style Guide
for BBB Verbal
and Visual
Communications

Table of Contents

4	Brand Story
5	Vision, Mission, and Core Values
6	Voice and Messaging
6	Tone
7	Respectful Communication
8	Intellectual Property
8	Trademarks
8	Primary Logo
9	Wordmarks
10	Secondary Logos
10	Logomark
11	Use of BBB Logos and Trademarks
12	Taglines, Program, and Affinity Program Names
13	Email
14	Visual Identity
14	Typography
15	Imagery
16	Stock Images, Illustrations, and Video
17	Photography
18	Iconography
18	Animation and Motion Graphics
19	Color Palette
21	Publishing Content on BBB.org
21	Mission and Audience
21	Unique and Original Content
23	Online Resources



- to acknowledge receipt of it
- to return it
- to pay for it
- to keep it beyond a reasonable time

If called for by the sender, in person, within a reasonable time, you are obliged to surrender it — but that seldom happens.

Check WITH

Your BETTER BUSINESS BUREAU

Don't rely on Mattress Labels... many are merely Price Fables



The Better Business Bureau is operated and financed by reputable business concerns to protect the public and thereby increase public confidence in business methods generally.

BETTER BUSINESS BUREAU

THIS KIND OF MAGIC..



When in doubt CALL...

BETTER BUSINESS BUREAU

CONSULT WITHOUT CHARGE • BEFORE YOU INVEST - INVESTIGATE!

Brand Story

Did you know that BBB got its start thanks to another iconic brand? A once illiterate farm boy was shocked to hear his company attorney respond to charges of false advertising by saying, “Why all advertising is exaggerated. Nobody believes it.”

That former farm boy was Samuel Candler Dobbs, sales manager and later president for The Coca-Cola Company. Dobbs believed advertising was only valuable when it was true.

Dobbs’ beliefs resulted in the 1912 adoption of the “Ten Commandments of Advertising” by Associated Advertising Clubs of America during their annual meeting in Dallas.

As the movement expanded, local “Vigilance Committees” were formed. They investigated dishonest advertising, provided public education, and sought voluntary commitment

to honest advertising. They were the building blocks of today’s Better Business Bureau®.

For more information on the history of BBB, contact your Resource Director about the Learning Management System.

DRIVING BUSINESS SUCCESS

More than 100 years later, people still want honest salespeople like Dobbs, businesses that do the right thing for the right reason, and ads that don’t mislead.

The eight BBB Standards for Trust are time-tested guidelines to put businesses on a course to achieve customer satisfaction and marketplace trust.

Customer satisfaction is key to repeat business and growth. No matter how good a product or service is, long term success relies on building trust.



Vision, Mission, and Core Values

VISION

An ethical marketplace where buyers and sellers trust each other.

MISSION

BBB's mission is to be the leader in advancing marketplace trust.

We do this by:

- Setting standards for marketplace trust
- Encouraging and supporting best practices by engaging with and educating consumers and businesses
- Celebrating marketplace role models
- Calling out and addressing substandard marketplace behavior
- Creating a community of trustworthy businesses and charities

CORE VALUES

Our core values shape how we behave with our stakeholders in business and the community.

BBB is:

- Honest and fair
- Accessible and credible
- Ethical and responsible
- Unbiased and impartial
- Knowledgeable and responsive
- Respectful of individual and cultural differences

Voice and Messaging

EXAMPLES OF AUDIENCE-FOCUSED MESSAGING

BBB's voice is confident, helpful, consistent, fair, established, inspirational, witty, educational, and authoritative.

It has personality, smart wit, and no fluff. We convey those messages through content, photos, video, stories, ideas, and conversations.

The BBB message reinforces:

- Value
- Trust
- Standards
- Inspiration
- Aspiration for honest business and smart living

TONE

BBB's tone should be positive, inspirational, informative, community-driven, and educational. It is okay to be light-hearted and to incorporate humorous content (videos, memes, gifs), but our humor should not be in any way offensive, off-color, or slapstick. It should stay true to the tones listed. Always keep our target audience top of mind and ensure that our tone aligns appropriately. Focusing on your target audience will help BBB messaging resonate.

For example, when speaking with the B2B market, be corporate-friendly; when speaking to B2C – depending on the age group – be conversational and informal, but not too casual.

BUSINESS

Not all businesses are created equal. Better Business Bureau raises the bar with its BBB Standards for Trust. Companies that meet those standards exemplify honesty, integrity, and excellence in every aspect of their business.

CONSUMER

Customers' needs are changing, and the demand for trust has never been higher. With more than 15 million monthly website visits, people count on BBB.org to find honest, vetted, and reputable businesses.



Voice and Messaging

When speaking with the public, be warm, approachable, and conversational. Aim to make consumers feel confident and empowered by presenting no-nonsense, fair, and unbiased information.

RESPECTFUL COMMUNICATION

Avoid defensive, short, combative, or abrasive language.

Do not compare BBB to other review or rating sites, never disparage.

When warning of unethical businesses or people, be fair, factual, accurate, and professional.

When using images, videos, gifs, memes, and other digital media, remember to show people in a positive light and only incorporate only images and clips that BBB has full license to use.

By consistently representing the brand, you'll inspire confidence so more consumers and businesses will turn to BBB and Start With Trust®.

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to BBB and Start With Trust®.

Intellectual Property

TRADEMARKS

The BBB brand uses several types of logos. Up-to-date, brand-compliant art is available to BBBs at dam.gettyimages.com/iabbb. For more information and user access, contact your office Brand Champion or visit the [IABBB Digital Library Info and Resources page](#) on the intranet.

PRIMARY LOGO

The BBB Torch logo with registration mark (®) is for use in the U.S. and Mexico.

In Canada, the registration mark is replaced with an asterisk (*) and a statutory notice must also be included somewhere on the page, ad, or screen that says

****Trademark(s) of the International Association of Better Business Bureaus used under license.***

PRIMARY LOGO

For use in the U.S. and Mexico with ®.



PRIMARY LOGO (CANADIAN VERSION)

Registration mark is replaced with an asterisk and the statutory notice ***must be included*** somewhere on the page, ad, or screen.



STATUTORY NOTICE

* Trademark(s) of the International Association of Better Business Bureaus used under license.

Intellectual Property

WORDMARKS

When using multiple wordmarks in a single document or article, only the first, most prominent use of the wordmarks in your copy requires the registration symbol (U.S. and Mexico) or asterisk (Canada).

In addition, the following approved translations, which are not officially registered, can be used in French and Spanish speaking service areas:

La Confiance D'Abord

and

Comunidad de Confianza

may be used as a translation of

Start With Trust®

ENTERPRISE CERTIFIÉE

and

BBB ACREDITADO

may be used in place of

ACCREDITED BUSINESS

OEUVRE DE

BIENFAISANCE CERTIFIÉE

may be used in place of

ACCREDITED CHARITY

U.S., CANADA, AND MEXICO WORDMARKS

BBB®

Better Business Bureau®

Start With Trust®

CANADA ONLY WORDMARKS

BEC*

Bureau d'éthique
commercial*

Intellectual Property

SECONDARY LOGOS

Most BBB secondary logos are considered “combination marks.” These marks combine the BBB torch with one or more elements. Please refer to the [IABBB Digital Library](#) to view all logos and seals currently approved for circulation.

The IABBB Brand Committee approved a design series for secondary logos. BBBs may request a customized logo from the “family” for a recurring program, event, etc.,. To avoid dilution of the brand, any logo bearing a BBB trademark must be obtained through IABBB by request. IABBB Legal will file for trademark protection for secondary logos created using an approved template.

LOGOMARK

The torch element by itself is ***only allowed for use as a background element*** on a page, exhibit backdrop, or other design and “BBB®” or “Better Business Bureau®” must be referenced somewhere on the page or in the design. ***Otherwise, the torch may not be separated from the rest of the logo.***

BBBs may not publish any new secondary logos without getting prior IABBB Brand and Legal approval. The creation of new combination marks can dilute the brand, confuse our audiences, and is discouraged (see page 12, [Taglines, Program, and Affinity Program Names](#)).

EXAMPLES OF SECONDARY LOGOS OR COMBINATION MARKS



LOGOMARK



Intellectual Property

USE OF BBB LOGOS AND TRADEMARKS

Full height of logo no smaller than 0.375" or 36 pixels



Height of BBB no smaller than 0.125" or 12 pixels

DO:

- ✓ Refer to the [IABBB Digital Library](#) for the latest versions of approved and licensed logos.
- ✓ Always ensure the logo/seal stands out in the design. The sole exception is the BBB logomark “background element” noted on page 10 in the [Logomark section](#).
- ✓ Allow protected space around all logos (at least half of “B” on all sides).
- ✓ Ensure the letters “BBB” have a minimum height of 1/8” inch.
- ✓ Check saved color settings annually. While PMS colors for traditional print generally do not change, CYMK and HEX codes are routinely updated.
- ✓ Display the logo in PMS 7469 (or its RGB/CYMK/Hex conversion) at 100% or 50% opacity only, OR in black at 100% or 50% opacity, OR in white at 100% on any color background, or white in any opacity on PMS 7469.

DON'T:

- ✗ Stretch or crop the logo/seal.
- ✗ Alter the color or orientation.
- ✗ Add stylistic effects (shadows, outlines, etc.,).
- ✗ Display the logo/seal without country-appropriate trademark information.
- ✗ Design a background with color or elements such as text, images, etc., that detract from, or compete with, the logo/seal.
- ✗ Use a repeated logo pattern except as a background element on a page, or exhibit backdrop.
- ✗ Create a new combination mark by adding a pipe “|” or by putting the BBB logo and something else (text, icon or other logo) in a box/circle.

Variations for engraved, etched, or relief carved signs, and awards must be approved by IABBB Brand and Legal.



Taglines, Program, and Affinity Program Names

Taglines, program, and affinity program names developed for use at a single BBB, by you or your vendor, do not require IABBB Brand or Legal review, so long as they do not include BBB trademarks (“BBB,” “Better Business Bureau,” or a BBB logo/trademark). Review by your own, independent counsel is highly recommended.

- If your plan is to share content with other BBBs, please obtain prior approval from IABBB Brand and Legal.
- If the tagline or program name has the potential to extend to other BBB markets at any time in the future, it should be submitted to IABBB Brand and Legal prior to implementation at the local BBB. This step is necessary to avoid disruptive and costly mistakes, which can prevent its use regionally, nationally and/or internationally.

If the tagline or program name has the potential to extend to other BBB markets at any time in the future, it should be submitted to IABBB Brand and Legal prior to implementation at the local BBB.

Email

BBB email messages should be written in Verdana 10 pt, black. It's a good idea to check and adjust default fonts for sending and replying to email as necessary.

OPTIONAL CONTACT INFORMATION

Office address and secondary phone/fax numbers are optional.

OPTIONAL EVENT OR PROGRAM PROMOTION

One optional event or program name with a call to action and a logo are acceptable beneath the employee's signature.

SOCIAL MEDIA ICONS

Additionally, you may include links to your BBB's social media channels using the appropriate channel icons.

MATCHBOX PRINT SHOP

Letterhead, business cards, and other collateral are available for order at the [Matchbox Print Shop at iabbb.go.customprintcenter.com](http://iabbb.go.customprintcenter.com).

SAMPLE EMAIL SIGNATURE WITH EVENT PROMOTION AND SOCIAL ICONS

Firstname Lastname ————— **Verdana Bold**, 10pt, BBB Primary Blue
(Hex or RGB depending on email provider)
Accredited Business Support Specialist ————— **Verdana Italics**, 10pt, Black
BBB Serving States and Provinces ————— **Verdana Bold**, 10pt, Black
1234 Marketplace Avenue, Hometown, ST 12345 ————— (Optional) **Verdana**, 10pt, Black
123-456-7890 ————— **Verdana**, 10pt, Black
BBB.org ————— **Verdana**, 10pt, Black



————— (Optional) Promotion Banner



————— (Optional) Social Media Icons



Visual Identity

TYPOGRAPHY

Typefaces strengthen the visual distinctiveness and personality of the BBB brand. The list below features *the only brand-approved font families*.

GEORGIA

Works well in subheads.

Also works well as body copy.

GOTHAM

A great choice for print for use in headers, titles, and subheads.

Also works well as body copy. This font must be licensed to the user.

HELVETICA / HELVETICA NEUE

Helvetica is good substitute for Gotham. **Helvetica Neue** is also acceptable.

PROXIMA NOVA

Proxima Nova is used on BBB.org and as a substitute for Gotham.

The Proxima Nova font family is now available for free activation by Adobe Creative Cloud licensed users.

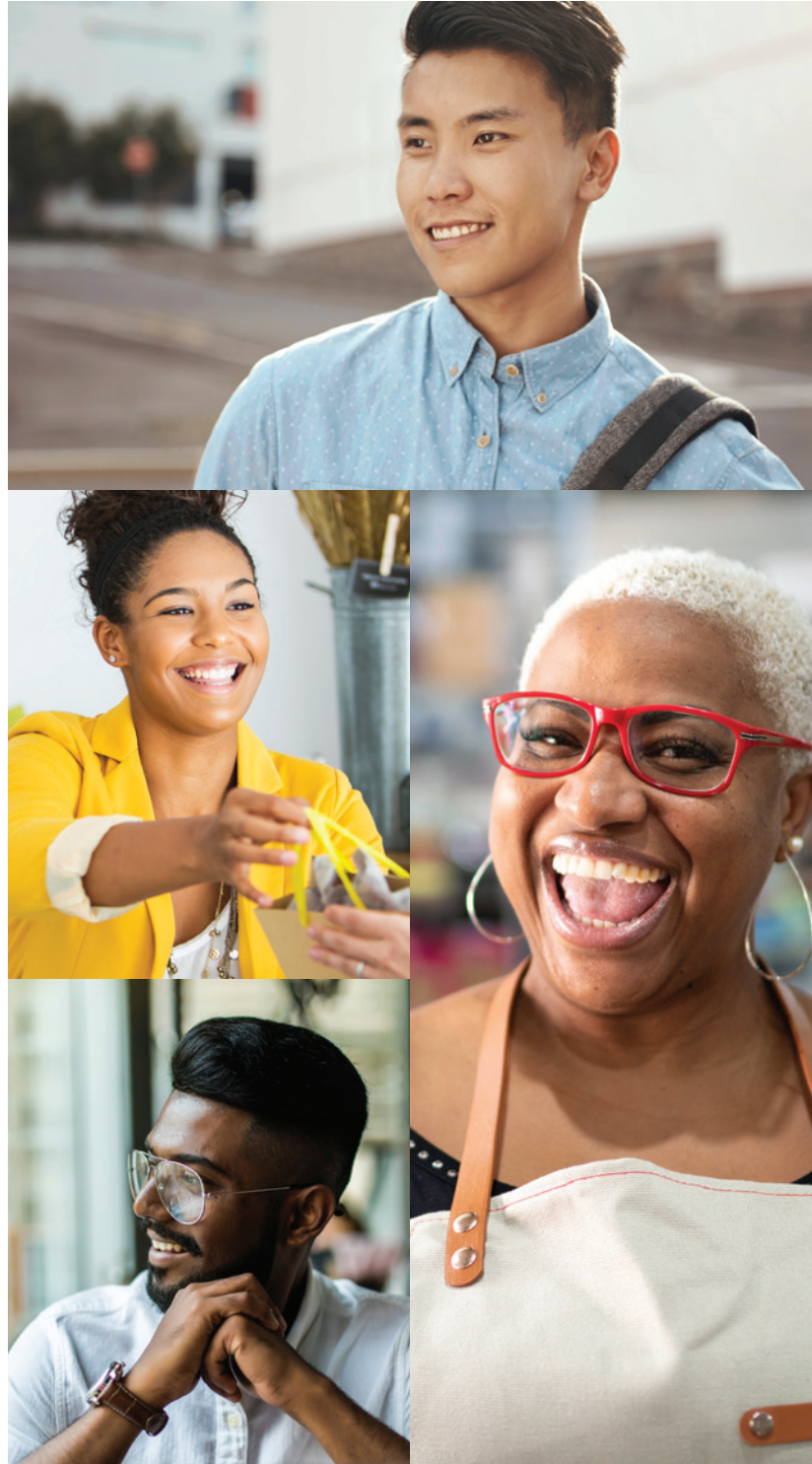
VERDANA

Verdana is useful in print and online. Default for email text and signatures and subheads.

Visual Identity

IMAGERY

Images are a potent way to evoke emotions and make a connection with audiences. Images are often more powerful and effective than words. Imagery must support the brand personality in the same way written and spoken words do.



Visual Identity

STOCK IMAGES, ILLUSTRATIONS, AND VIDEO

Stock images, illustrations, and video on BBB.org must come from IABBB's Getty Images subscription and note Getty in the photo credit field. Refer to [IABBB Digital Library Info and Resources](#). Exceptions include those needed for a local event or speaker used with permission from the venue, speaker, sponsor, photographer and proper attribution is posted as an image credit.

Illustrations and vector files should be professional and not cartoony. Variations for children's coloring books or age appropriate designs must be approved by IABBB Brand and Legal.



Visual Identity

PHOTOGRAPHY

Selecting the right image is fundamental to any good design. When selecting images, use the following guidelines:

Be message-driven

Be emotive

Be relational

Be diverse

Be positive

“Hero images” of business owners in workplace settings are the preferred choice for business photos.

Select images that show diversity when possible.

The [IABBB Digital Library](#) has a wide selection of options already downloaded and ready to use.



Visual Identity

ICONOGRAPHY

Solid, digital font icons are preferred for their clean, business-like appearance.

Font Awesome icons are used in UX design and on BBB.org.

ANIMATION AND MOTION GRAPHICS

The use of animation or motion graphics is permissible as long as the design complies with BBB brand aesthetics.

*When creating animation and motion graphics, **AVOID:***

- ✗ The flame icon from Font Awesome to avoid dilution of BBB's brand identity.
- ✗ Characters, caricatures and cartoonish images. *Variations for children's coloring books or age appropriate designs must be approved by IABBB Brand and Legal.*
- ✗ The personification of inanimate objects.
- ✗ Distorting the BBB logo.

ICONS FROM FONT AWESOME



Visual Identity

COLOR PALETTE

The BBB color palette offers a wide range of colors, providing bold contrasts and harmony among design. Color is a key element in design. Our color palette is reflective of our brand personality.

Blue reflects trust and credibility. It represents our authentic and honest attributes. *Designers should maximize their use of blue in BBB projects.*

PMS (Pantone Matching System)

Use these standardized formulas for designing projects for professional, offset printing.

CMYK (Cyan, Magenta, Yellow, Black)

Use this formula for creating projects intended for digital or offset printing on surfaces.

RGB (Red, Green, Blue)

Use this formula for digital design and variation of color opacity.

Hex (Hexadecimal Code)

Select Hex colors when designing for optimal web design/performance.

PRIMARY BRAND BLUE (COLOR FOR BBB LOGOS)

PMS: 7469C, 3015U
CMYK: 100, 31, 8, 42
RGB: 0, 95, 134
Hex: 005F86

SECONDARY BRAND BLUES

PMS: 7468C, 307U
CMYK: 90, 18, 7, 29
RGB: 0, 115, 152
Hex: 007398

PMS: 638C, 638U
CMYK: 86, 0, 9, 0
RGB: 0, 175, 215
Hex: 00AFD7

PMS: 294C, 294U
CMYK: 100, 69, 7, 30
RGB: 0, 47, 108
Hex: 002F6C

Visual Identity

BRAND ACCENT COLORS can be used to compliment a blue theme.

BRAND NEUTRAL COLORS should be used sparingly.

BRAND ACCENT COLORS

PMS: 130C, 129U
CMYK: 0, 32, 100, 0
RGB: 242, 169, 0
Hex: F2A900

PMS: 144C, 144U
CMYK: 0, 51, 100, 0
RGB: 237, 139, 0
Hex: ED8B00

PMS: 200C, 200U
CMYK: 3, 100, 70, 12
RGB: 186, 12, 47
Hex: BA0C2F

PMS: 1805C, 1797U
CMYK: 5, 96, 80, 22
RGB: 175, 39, 47
Hex: AF272F

PMS: 2622C, 2622U
CMYK: 65, 100, 5, 40
RGB: 101, 49, 101
Hex: 653165

PMS: 272C, 272U
CMYK: 61, 56, 0, 0
RGB: 116, 116, 193
Hex: 7474C1

PMS: 340C, 334U
CMYK: 99, 0, 84, 0
RGB: 0, 150, 94
Hex: 00965E

PMS: 576C, 576U
CMYK: 54, 5, 94, 24
RGB: 120, 157, 74
Hex: 789D4A

BRAND NEUTRAL COLORS

**PMS: Cool Gray 3C,
Cool Gray 3U**

CMYK: 8, 5, 7, 16

RGB: 200, 201, 199

Hex: C8C9C7

**PMS: Cool Gray 11C,
Cool Gray 11U**

CMYK: 44, 34, 22, 77

RGB: 83, 86, 90

Hex: 53565A

**PMS: Black C,
Black U**

CMYK: 63, 62, 59, 94

RGB: 45, 41, 38

Hex: 2D2926

PMS: 4645C, 4655U **CMYK: 11, 46, 64, 30** **RGB: 173, 124, 89** **Hex: AD7C59**

PMS: 460C, 460U **CMYK: 2, 2, 55, 3** **RGB: 228, 215, 126** **Hex: E4D77E**

Publishing Content on BBB.org

MISSION AND AUDIENCE

Content created for BBB.org should support our mission to advance trust in the marketplace.

UNIQUE AND ORIGINAL CONTENT

ARTICLES SHOULD NOT DUPLICATE

or summarize existing content by another BBB or IABBB on BBB.org

NEVER COPY A THIRD PARTY'S CONTENT

(such as a TV or newspaper website) or another BBB's content without permission. Linking to third party content is allowable.

CONTENT SHOULD BE FORMATTED AS

AN ARTICLE, not a press release. In the case of a local investigation or other story with a significant local component, it is okay to include the BBB's contact information at the bottom of the article.

As much as possible, **WRITE FROM THE PERSPECTIVE OF THE ENTIRE ORGANIZATION** and use "Better Business Bureau" and "BBB." Include the full name of your BBB when the information is specific to your BBB (for instance, if you led an investigation). For more information on hyper-local content, refer to the [IABBB Content Guidelines](#) on the intranet.

THE HEADER/FOOTER DESIGN USED ON BBB.ORG/US SHOULD BE MIRRORED when creating local pages.

Consumer-facing information should help individuals make informed purchasing decisions, avoid potential scams, and find trusted businesses and charities. *Content should not focus on product selection, but rather on finding a trusted business.*

Business-facing content should offer best practices, advice, and insight on marketplace trends. *Business content should always relate back to the BBB Standards for Trust.*



Publishing Content on BBB.org

ALWAYS USE AP STYLE (U.S.) OR CP STYLE (CA). See the [IABBB Content Guidelines](#) on the intranet for exceptions and more detail.

WRITE A MINIMUM OF 250 WORDS, 400 plus words is preferred. Write to an 8th grade

reading level. Avoid long sentences and jargon, and use shorter words whenever possible.

FOR GUIDELINES ON SPONSORED CONTENT, LINKS, COPYRIGHTS, and more, review the [IABBB Content Guidelines](#) on the intranet.

For additional information, refer to the [IABBB Content Guidelines](#) on the intranet.



Online Resources

IABBB BRAND RESOURCE CENTER

[*bbb-services.bbb.org/intranet/viewpage.php?marketing-resource-page*](http://bbb-services.bbb.org/intranet/viewpage.php?marketing-resource-page)

IABBB DIGITAL LIBRARY INFO AND RESOURCES

[*bbb-services.bbb.org/intranet/viewpage.php?image-library-info-resources*](http://bbb-services.bbb.org/intranet/viewpage.php?image-library-info-resources)

IABBB DIGITAL LIBRARY

[*dam.gettyimages.com/iabbb*](http://dam.gettyimages.com/iabbb)

IABBB CONTENT GUIDELINES

[*bbb-services.bbb.org/intranet/viewpage.php?content-guidelines-for-bbborg*](http://bbb-services.bbb.org/intranet/viewpage.php?content-guidelines-for-bbborg)

MATCHBOX PRNT SHOP

[*iabbb.go.customprintcenter.com*](http://iabbb.go.customprintcenter.com)

FONT AWESOME

[*fontawesome.com*](http://fontawesome.com)



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