

# Product of the Year 2020

Logo Guidelines



# PRODUCT OF THE YEAR 2020

## Logo Guidelines

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The contents can be downloaded from the Product of the Year website : [www.productoftheyear.in](http://www.productoftheyear.in)



**ALL ADVERTISING AND/OR COMMUNICATIONS USING THE  
LOGO MUST BE SUBMITTED TO PRODUCT OF THE YEAR  
FOR APPROVAL PRIOR TO USE**

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## 1. THE GOLDEN RULES

The value of Product of the Year is in its universally recognised logo and that only one winner is voted in each category. Therefore, it is important that where ever the logo is represented, it is not changed in any way, and that the category is always clearly presented.

**A.** All advertising and/or communications using the logo **must** be submitted to Product of the Year for approval prior to use. Please send it to [maresh@productoftheyear.in](mailto:maresh@productoftheyear.in)

**B.** The 2020 logo must be consistent wherever it appears – always used in full, must detail 2020, same colour, font and shape as provided by Product of the Year to you.

**C.** The 2020 logo must always be **accompanied by** the number of people who voted in the Product of the Year survey to award it and the category that it won (this is explained further in the next section).



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## 2. LEGAL DISCLAIMER

The following information must be communicated in any forms of communication referencing Product of the Year whether with or without the logo:

- A:** Which Category your product won, e.g. Winner Shampoo Category.
- B:** The wording 'Survey of over 2400 people by Nielsen across categories.'

### 1. Leading product claims

Any use of a comparative statement must be factually correct if utilising Product of the Year as the source for such statements. Any claims of 'No. 1', 'the best', 'the leading' etc. can only be made when clearly identifying that it is 'No. 1', 'the best', 'the leading' etc. in its category in the Product of the Year survey of innovation.

If other claims or comparisons are made which are based on other information, this detail must be separately and distinctly represented to the public in a clear manner so as to avoid confusion as to the source of the claim or comparison.

The number of people voting must always be made clear (over 2400). You must make it clear that this was the total number in the survey - NOT the number who voted for you as category winner.

### 2. TVCs

If the Product of the Year logo appears on screen without any voice over (VO), then the legal disclaimer must appear in a super alongside the logo as above.

If reference to Product of the Year is made in a VO, it must be accompanied by the category also in VO, as well as the legal disclaimer as a super.

### 3. Digital

Every time the logo is represented in digital or social media, it must be accompanied by the legal disclaimer (e.g. Winner Shampoo Category. Survey of over 2400 people by Nielsen across categories). If necessary due to space restrictions on a digital banner, the legal disclaimer may be placed on the product page to which the banner clicks through, with an asterisk (\*) appearing by the original logo.



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### 4. Packaging

Displaying the 2020 Product of the Year logo on packaging can be a great way to attract consumers to your award-winning product at point of sale, however in some cases lack of space can cause difficulties with displaying the logo correctly. Please remember that the 2020 logo must always be reproduced in full and display the legal disclaimer.

There are two ways of displaying the 2020 logo on your packaging - as a sticker, or as printed packaging.

1. Sticker - the 2020 logo and disclaimer must be displayed together, as shown in the examples here.



2. Printed packaging. It is preferred that the 2020 logo and disclaimer are displayed together, as shown here.



However we understand that in some cases this may not be possible due to the size or shape of your product packaging. Therefore we allow the logo to be asterisked and the disclaimer displayed elsewhere, e.g. on the back or side of a carton. Please see the images below for examples.



The asterisk must appear by the side of the logo as shown here. It must not be placed within the logo. Please note that we do not allow the 2020 logo to be displayed on packaging without the legal disclaimer under any circumstances.

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### 3. CROSS SELLING

The 2020 logo must only appear on or alongside the product that won the category. If any advertising covers multiple products in the same range, it must be made clear that the award has only been given to the winning product. Any inference that it was awarded across the whole range must be avoided. The logo cannot be put on another product – even if the winning product is referenced.

### 4. DURATION OF USE OF THE NAME AND LOGO

The 2020 logo may be used on winning products and in advertising of winning products on sale from 9th April 2020 until the 30th June 2021, by which point it must be removed from all communications and packaging. It is a condition of your licence that all advertising, point of sale material and promotional packaging featuring the logo is removed by that date. As stock management is not always precise, you have a grace period of one month for pre-30th June 2021 stock which is in circulation to be sold through. You should consider stock levels well in advance to ensure that you meet the 30th June 2021 deadline.

#### IMPORTANT:

The trademark (logo of Product Of The Year) may be used by the winning products to advertise their "Product Of The Year 2020" status but may not be used to make any reference to the other winners or participants in any category.

Product Of The Year (India) Pvt. Ltd. will not be held responsible and accepts no responsibility to any person for the failure of any award winner to comply with the terms and conditions of Product Of The Year, or with any requirements of ASCI or any other body in India governing advertising and advertising standards.

Product Of The Year does not endorse any claims made regarding the performance of the product or any other award or certification. These must be stated separately with no reference to Product Of The Year.

For more information, please refer to clause 4 of the Product Of The Year 2020 [Terms and Conditions](#).

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## 5. THE RIGHT WAY TO REPRODUCE THE LOGO

**A.** When reproducing the 2020 logo on a white background, this is the correct format:



Winner Shampoo Category.  
Survey of over 2400 people by Nielsen across categories .

**B.** When reproducing the 2020 logo on a patterned or coloured background, this is the favoured format



Winner Shampoo Category. Survey of over 2400 people by Nielsen across categories.



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**C.** Alternatively, you may reproduce the 2020 logo with this white border.



### **D.** Size of logo

We understand that the 2020 logo will be used in different marketing channels and in some cases such as packaging space is restricted. There are no specific size restrictions, however, the logo must always be clear and readable.



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### F. Online

When advertising winning products online, for example, on supermarket websites, the full logo must always be displayed to introduce the category or within the header. However, when individual products are displayed on the same web page you are able to use the reduced logo that details just the date. Please see examples below.

**FULL LOGO**

The screenshot shows the Sainsbury's online groceries website. The full logo is used in the header area and on product listings. A red circle highlights the full logo on a product listing, and another red circle highlights the full logo on a product listing.

**REDUCED LOGO WITH DATE**

The screenshot shows the Tesco.com website. The reduced logo is used on a product listing. A red circle highlights the reduced logo on a product listing.

**Don't forget to include the POY logo on all your digital brand content!**

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## 6. THE WRONG WAY TO REPRODUCE THE LOGO

### DON'T:



Don't change the colour of any part of the logo



Don't change the shape of the logo or drop any copy



Don't add a drop shadow to the logo



Don't change the border colour or thickness



Don't include an asterisk inside the logo



Don't use reduced logo unless it's displayed online e.g. on a supermarket website. Use only when the full logo is displayed on the same webpage

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## 7. TECHNICAL INFORMATION

**A.** The logo must be reproduced in one colour only:



**Pantone®**  
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**B.** Where CMYK Process is used, the logo may be reproduced with these values:

**CMYK** Cyan 0; Magenta 100; Yellow 100; Black 0

**C.** It is recommended that the accompanying copy uses the font Interstate:

**Font Family:** Interstate

**D.** The logos are available from the Product of the Year website, [www.productoftheyear.in](http://www.productoftheyear.in), in these formats:

- 1) EPS (CMYK)
- 2) JPEG (CMYK)
- 3) PNG (RGB)

**E.** The logo should always be reproduced in **colour**. The only time that you are able to use the logo in black & white is if the media is totally produced in black & white.



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## 8. CONTACT INFORMATION

Should you have any questions concerning reproduction of the logo, contact:

**Mahesh Gupta**  
General Manager - Marketing & Sales  
**Product of the Year India**  
mahesh@productoftheyear.in  
T: 022 4004 6396/97

[www.productoftheyear.in](http://www.productoftheyear.in)