

BT Supplier Policy



BT MARKS & BRANDING

Scope

Our brand is one of our biggest and most valuable assets. It's what we stand for, what we're known for, and what sets us apart. It's how we look, feel and act.

This Policy applies to all suppliers doing business with BT or acting on our behalf where the supplier will be using the BT Corporate Marks or BT branding to perform its obligations under its agreement with BT ("**Contract**").

Use

If necessary for the supplier to perform and fulfil its obligations under the Contract, the supplier will be permitted to use the BT name and the BT Corporate Mark in accordance with the specifications and directions provided by BT to the supplier.

The supplier shall be permitted access to BT's Brand Central at www.btbrand.bt.com which provides guidelines on how the BT Corporate Marks should be used in relation to goods and services together with details on BT's typography, colours and general branding style, which the supplier should adhere to absolutely, ensuring that any products supplied under the Contract comply with BT's look and feel requirements.

Approvals

Any goods or services supplied under the Contract require the sign off of BT Group Brand and Marketing prior to supply and distribution.

Nothing in this Policy gives the right to the supplier to use the BT name or BT Corporate Marks to promote its own goods or services.

Definitions

For the purposes of this Policy, the following definitions will apply:

"Affiliate" means any company, partnership or other entity which from time to time BT:

- (i) owns (directly or indirectly) at least twenty (20) per cent of the voting stock of another entity;
- (ii) has the power (directly or indirectly) to appoint the majority of the board of directors or power (directly or indirectly) to control the general management of another entity; or
- (iii) both BT and the supplier agree in writing may be considered as under control of that Party for the purposes of this Policy;

"BT" means British Telecommunications plc and its Affiliates from time to time; and

"BT Corporate Marks" means the registered or unregistered trade marks and service marks, house marks and marks of ownership, trading names, brand names, domain names, distinctive colour schemes, devices, styles, emblems and other manifestations associated with BT including the logotype comprising the letters BT and the piper device and/or the letters BT and the connected world device and/or any elements of these marks.

Policy Owner: Trade Marks Legal Team