

BCTV[®]

**BRAND
GUIDELINES**

These guidelines outline the general rules when using BCTV's brand assets and showcasing BCTV content. Consistent use of these assets helps people easily recognize references to BCTV and protect company trademarks.

All of our brand features are protected by applicable trademark, copyright and other intellectual property laws. If you would like to use any of our brand features on your website, in an ad, in an article or book, or reproduce them anywhere else, or in any other medium, you'll need to receive permission from BCTV first. And please note that the user experience with all our products should never be altered.

BCTV doesn't permit or license its trademarks, logos or other intellectual property for use on merchandise or other products such as clothing, hats or mugs.

BCTV is registered trademark in EU and/or other countries. Cel.Mar.Media Ltd. is authorised agent for BCTV trademark in Croatia, Czech republic, Slovakia and Serbia.

Do's

Do display the word "BCTV" in the same font size and style as the content surrounding it

Write the word "BCTV" in capital letters except when it's part of a web address

Do follow guidelines found in this guide

Do keep enough space around BCTV's brand assets so they appear clean and uncluttered

Do maintain the shape and proportion of each of BCTV's brand assets and reproduce assets at a legible size

Do request brand permissions through our Brand Permissions Request Form when using BCTV assets in television broadcast or film.

Don'ts

Don't assert rights over the BCTV brand whether by trademark registration, domain name registration or anything else

Don't modify BCTV brand assets in any way, such as by changing the design or color.

Don't use:

- Trademarks, names, domain names, logos or other content that imitates or could be confused with BCTV
- Any icons, images or trademarks to represent BCTV other than you may received by us
- Any combination of any part of the BCTV brand with your name, marks or generic terms

Don't represent BCTV brand in a way that:

- Implies partnership, sponsorship or endorsement
- Makes it the most distinctive or prominent feature of what you're creating
- Features BCTV on materials associated with pornography, illegal activities, or other materials that violate the BCTV Terms

Don't feature BCTV assets on materials associated with pornography, illegal activities, or other materials that violate the BCTV Terms

Requesting Permission

In order to use BCTV's brand assets in TV or film, review the general guidelines and then request permission at brand-protection@bctv.hr.

To process your request, you must send a request via your company's email address.

Allow up to 2 weeks for review and approvals.

Please make sure you have the following information readily available to process your request:

The final version of commercial, film, or program showing how any BCTV brand asset will be featured in your materials.

The portion of the commercial, film, program that references BCTV - a screenshot of the final version.

A detailed synopsis of the commercial, film, program, or final script that references BCTV.

Translations for any requests for non-English or non-Croatian broadcasts.

Frequently Asked Questions

Why does BCTV need rules about how to use its brand assets?

These rules are intended to promote consistent use of the BCTV brand. This makes it easier for people to instantly recognize references to BCTV and prevents consumer confusion. These guidelines also help protect company trademarks.

What does BCTV do if people misuse its brand assets?

BCTV dedicates substantial resources to the development and protection of its intellectual property. In addition to seeking registration of its trademarks and logos around the world, BCTV enforces its rights against people who misuse its trademarks.

Am I allowed to use BCTV assets on merchandise?

BCTV does not permit or license its trademarks, logos or other intellectual property for use on merchandise or other products such as clothing, hats or mugs.

Can I combine BCTV brand assets with new terms or artwork to create my own marks and logos, or modify the color or design to fit with the style of my website or packaging?

You may not modify BCTV brand assets in any way, such as by changing the design or color.

The exception is if you are working in print media or product packaging and you're unable to use the correct color due to technical limitations. In those cases, you can revert to black and white. You may scale the size of brand assets to suit your needs, as long as they are not the most distinctive or prominent feature on your web page, printed material, or other content.

Can I use the term "BCTV" as a verb?

The trademark may only be used as a proper noun, never as a verb, and never in the plural or possessive form.

Can I use BCTV brand assets in my play, film or book?

You can use the word BCTV as part of your book, play or film title to fairly and accurately describe your subject matter, as long as it's clear that BCTV doesn't endorse or sponsor your project. You may not use BCTV logos or images in your book, film or play without written permission from BCTV.

I still can't find what I'm looking for. How can I get in touch with someone?

If you have a question that isn't covered in this guide or on the website, please send us an e-mail at brand-protection@bctv.hr.

Please allow 1-2 weeks for a response.

BCTV Brand guidelines

Thank you for reviewing and respecting the BCTV trademark.

In case you need our logo or any trademark in any format, please send us a request.