

Definitions for the test logos

Vertical test logo

Horizontal test logo

Wide horizontal test logo

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Standard cases

1 Vertical

2 Horizontal | All three formats are possible for the variants in section 2.

3 Wide horizontal



Variants

1. Online publication:

A link to the place where the test is published on www.test.de must be added.



2. Stiftung Warentest Finances:

The word "Finances" must only be stated if you are referring to an issue of "Stiftung Warentest Finances".



3. Identical products:

The name of the tested product must be stated.



4. Food:

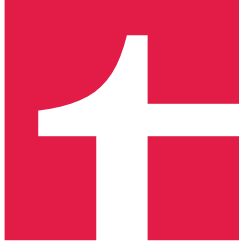
The best before date must be stated.



Variants

5. Group verdict:

If a test result from the group verdicts is stated without the quality verdict summary, all of the group verdicts must be stated.



**Stiftung
Warentest**

Sicherheit: **sehr gut (1,0)**
Schadstoffe: **sehr gut (1,0)**
Warnhinweise und Kennzeichnungen: **sehr gut (1,0)**

Ausgabe 03/2025
www.test.de

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6. An **evaluation** not using the Stiftung semantics. For example: "Permanently good" for current accounts.



**Stiftung
Warentest**

Dauerhaft gut
Angebot x hat in den letzten 24 Monaten mindestens 22-mal zu den besten 20 Angeboten ohne Befristung gehört.

Veröffentlicht am 01.01.2025:
www.test.de/logocheck
www.test.de

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7. An **evaluation** in the form of a comment not using the Stiftung semantics.



**Stiftung
Warentest**

Stiftung-Warentest-Kommentar: Interessant ist der Grüne Strom von X für alle, die noch keinen Ökostrom beziehen und in einem teuren Tarif ihres Grundversorgers stecken. Dann lohnt sich der Wechsel gleich doppelt: Für die Umwelt und für Ihr Portemonnaie. Auch überzeugte Umweltfreunde können X als Ökostromanbieter wählen, da ihr Geld unter anderem in neue Ökokraftwerke fließt.

Veröffentlicht am 01.01.2025:
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8. Combination of product test and CSR test:

The verdict for the CSR test may not be stated without the test result for the product test. Alternatively, it is possible to state the test result for the product test in a separate test logo.



**Stiftung
Warentest**

**CSR-Engagement
SEHR GUT**

Qualitätsurteil
Warentest:
Befriedigend (2,8)

Ausgabe 03/2025
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Usage

The test logos always have the following four elements:
a white background, the logo, the test result field and a licence number.

If using a light or white background, it is also possible to add a thin grey line around the logo, using the same shade of grey used for the test result field. The design of the logo may not have a black or dark background.

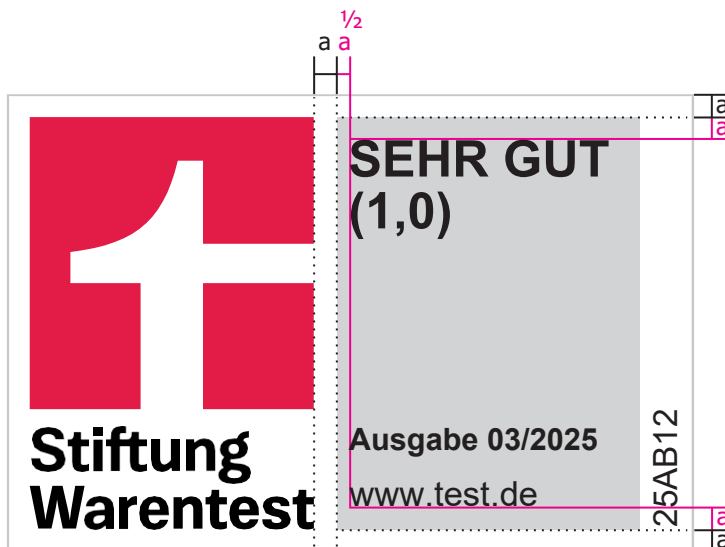


Guidelines

The information in the test result field must always be entered using the fonts Arial Bold and Arial Regular. The colour black must always be used.

Definitions for the text verdicts:

- Quality verdict: Arial Bold, capital letters
- Issue number: Arial Bold
- Description: Arial Regular
- Licence number: Arial Regular, consisting of numbers and capital letters, minimum size ≥ 6 pt.



The two lines show the position of the reference to the publication in relation to the licence number

Colour values for the areas

Figurative mark, red:

- CMYK: 5 / 100 / 70 / 0
- RGB: 219 / 8 / 60
- #db083c
- Uncoated Pantone 199U
- Coated Pantone 199C

Text area, grey:

- CMYK: 0 / 0 / 0 / 20 (if used for a line, K = 25)
- RGB: 218 / 218 / 218
- #dadada
- Uncoated Pantone Cool Gray 10C 27%
- Coated Pantone Cool Gray 9C 27%





Stiftung Warentest
2025, January

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