

My Best Buy Memberships™ Style Guide Wiki

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Contents

Who is this style guide for?

If you're reading this, it's probably for you. It's for **anyone creating membership-related content** for the product teams, mobile apps, or customer communications. This includes Content Designers, Experience Designers, Engineers, and Product partners.

This includes BestBuy.com pages & experiences, our mobile apps, email & text communications, notifications, surveys, test scripts, phone scripts, printed materials (it happens), pattern library guides, brand guides, and more.

Note: While this style guide offers resources and examples, it is best practice to have your content reviewed by your Content Designer and approved by Legal prior to publishing.

Purpose of this style guide

With the content (text, audio, graphics, image, and video) we publish about My Best Buy Memberships™, our goal is to:

1. **Educate.** Help customers:
 - understand the value of the benefits,
 - access and use their benefits,
 - keep track of their benefit use,
 - know which of the My Best Buy Memberships™ is best for their needs
 - foresee future tech needs
 - map core product categories and customer needs with the appropriate membership tier
2. **Engage.** Encourage exploration and interaction with membership tier benefits
3. **Be Personable.** Recognize members and address them as such, relevant to their shopping behaviors. Make members feel special and as if they're having an exclusive experience. Improve overall brand and customer relationship in alignment with our moments of truth.
4. **Guide:** Take customers on a clearly defined journey (Discover, Shop, Buy, and Enjoy) where they can easily make the membership tier of choice. Include a clear call-to-action (CTA) or relevant benefit that leads them to educational or engaging content in a way that is useful, establishes a relationship, and prevents a break in the relationship. Think about non-members vs existing members.

To achieve those goals, we have to make sure our content is:

1. **Simple and easy to understand.** Less mental math; use simple required steps to obtain, earn, or use the appropriate membership tier benefits.
2. **Consistent.** Our messaging and branding should create an experience that is easily recognizable to the user.
3. **Useful:** Share the right content at the right time. Be mindful of the frequency that you share membership related content in an experience and not be pushy with selling language.

- 4. **Truthful.** Be clear about what is free vs discounted; # of claims, terms of benefits, limitations that apply, etc.
- 5. **Dynamic.** Messaging for members vs non-members should vary and provide a sense of recognition and personalization.

Voice and Tone

Voice. Talk to the customer as if you're a shopping assistant guiding them through their discover and shopping journey. Speak to aspiring and existing members with professional expertise and passion as we care about tech as much as they do.

Tone. Friendly and personable. Content is written a more relaxed and less formal tone as if we're having a conversation with our members.

Use contractions. You're, we'll, couldn't, etc.

Use positive language when possible.

This: You get access to exclusive member-only deals.

Not This: You can't access these deals unless you're a member.

Use active voice.

This: We'll use this email to send you updates about your membership benefits.

Not This: This email will be used to send you updates about your membership benefits.

Tone for Awareness (Initial launch)

Important / Newsworthy: You don't want to miss this.

Exciting: We can't wait to tell you.

Inviting: Anyone can join.

Intriguing: Incite curiosity to learn more.

Assuring: With My Best Buy Memberships™, we've got your back.

Writing about My Best Buy Memberships™

Collectively, My Best Buy™, My Best Buy Plus™, and My Best Buy Total™ are membership tiers under **My Best Buy Memberships™**.

Each tier of membership begins with "My Best Buy."

This: My Best Buy Memberships™, My Best Buy™ membership (when referring to free tier only, lowercase "m")

Not This: Membership program, Subscription, My Best Buy program, My Best Buy Membership™ (singular not allowed with or without ™), Best Buy Membership

Writing about Membership Tiers

My Best Buy Memberships™ consists of 3 tiers. They are referred to as "membership tiers" or "tiers."

This: Membership tier, tier of membership, membership, tier.

Not This: Membership level, level of membership, Best Buy level.

Examples:

- Get to know the My Best Buy Memberships™ at every tier.
- Exclusive benefits at every tier.

Membership tier	This	Not This
My Best Buy™	My Best Buy™ for the first mention and any subsequent prominent mentions, like headlines. My Best Buy for other nearby mentions.	<ul style="list-style-type: none"> • Best Buy (free tier) • Best Buy free membership

My Best Buy Plus™	My Best Buy Plus™ for the first mention and any subsequent prominent mentions, like headlines. My Best Buy Plus for other nearby mentions.	<ul style="list-style-type: none"> • My Best Buy +. Spell out "Plus," don't use the + symbol. • Best Buy Plus
My Best Buy Total™	My Best Buy Total™ for the first mention and any subsequent prominent mentions, like headlines. My Best Buy Total for other nearby mentions.	<ul style="list-style-type: none"> • Best Buy Total • Totaltech

Writing Shorthand Names of Membership Tiers

Use the full membership tier logo or name with the trademark symbol (™) superscripted in prominent locations like headlines and the first use in copy. If the full membership tier logo or name cannot be used in copy, use the My Best Buy Memberships™ logo at the top to qualify the membership tiers. In other copy sections, shorthand versions you may use:

- Plus member
- Total member
- Plus and Total members or, if character space is limited, Plus & Total members
- Plus and Total tiers or Plus & Total tiers
- Select members (**BestBuy.com only**: In certain instances where character space is limited, "select members" can be used. If using "select members", full details about which members receive the offer AND full membership tier name(s) with necessary trademark(s) must be one-click away.)

Not This: Paid members.

Writing about Member Account

Best Buy account -> My Best Buy™ member account.

All tiers of membership under My Best Buy Memberships™ have a free My Best Buy™ member account.

When referring to a My Best Buy™ member account, include the term "free" in context so that the customer knows that you're referring to the free membership tier.

This: Member account, member account

Not this: Member Account

Writing about Member Account Terms (TBD):

Term	This	Not This
Renewal	<ul style="list-style-type: none"> • Renews on: Month DD, YYYY • Renews: MM/DD/YYYY 	Renewal Date
Billing date	Next billing date	Due Date
Membership start date	<ul style="list-style-type: none"> • Member since Month YYYY • Enrolled on: Month DD, YYYY • Enrollment date: Month DD, YYYY 	Purchased Purchase date

Writing about Member ID

Regardless of tier, whenever you share a membership ID in an email, app, or dashboard, use the **Member ID**.

Regardless of tier, the Member ID is the primary unique identifier to prioritize and display for customers across the site, membership dashboard, app and emails. This is the number customers can use to find their account at checkout, get support on the phone, and more. This number does not change in the life cycle of a customer account and every single customer account has a Member ID.

This: Member ID: 1234567890

Not This: Member Code, Member Number, Member #, or any variation of the paid membership tiers contract numbers

Writing about Plus or Total contract numbers:

A My Best Buy Plus™ or My Best Buy Total™ member is assigned a contract number. That contract number stays with the customer only for the duration of that contract. If the contract expires or they cancel, and then they re-enroll, the customer will be assigned a **new** contract number. The contract number is not necessary for the customer to access their membership benefits or get support. The customer contract can always be looked up via their Member ID.

This:

- My Best Buy Plus™ Contract Number: (number format TBD)
- My Best Buy Plus™ Contract #: (number format TBD)
- My Best Buy Total™ Contract Number: BBYPL1234567890123
- My Best Buy Total™ Contract #: BBYPL1234567890123

Not This:

- My Best Buy Plus™ Contract ID
- My Best Buy Plus™ Member Number
- My Best Buy Plus™ Member ID
- My Best Buy Plus™ Member Code
- My Best Buy Plus™ ID

Writing about Membership Support Staff

How to refer to the teams that support (chat and phone) and provide customer service to potential and existing My Best Buy™ members?

This:

- Best Buy® Member Support Team.
- Best Buy® Member Support Agent.
- **VIP member support.** This means that once a Best Buy Totaltech™/My Best Buy Total™ member is recognized, they get routed to an agent. Typically used for questions about orders, appointments, My Best Buy Memberships™, etc.

Not This: Unlimited tech support. VIP support. Membership Support, My Best Buy Member Support, Best Buy Expert, Totaltech Expert.

This is general support that may include questions about My Best Buy Memberships or an order. This is not the tech support benefit. See [Writing about the Geek Squad® Benefit](#) for details.

Writing about Members (potential and existing)

- Speak from a place of expertise, provide educational content in plain language so that they easily make a decision.
- Reassure customers that they have the right information and where to go should they have questions or need support.
- Encourage customers to take the next best step. Provide clear CTAs.

This table includes a quick snapshot of target customers for each tier of membership. This is not an in-depth persona or user-research analysis; it is a simple guide to help you create content for different types of members.

Membership tier	Customer profile	How we want customers to feel
My Best Buy™	Free shipping and a free My Best Buy™ account to easily track and manage orders	Makes shopping easy. We want the customer to feel appreciated so much so that we don't charge them for shipping.
My Best Buy Plus™	Deal seeker, wants to be invited to exclusive sale events, and be the first to know about discounts/special offers	Makes shopping easy and provides me ultimate tech value. We want the customer to feel confident that they're getting the best value.
My Best Buy Total™	Personalized service, online support, in-home support, values product protection	Makes shopping easy, provides me ultimate tech value, and total tech value. We want customers to feel confident that Best Buy® will have their back if something goes wrong with their tech.
My Best Buy® Credit Cardmember	Frequent shopper at Best Buy®, values reward points and certificates, wants access to flexible financing options	We want the customer to feel appreciated and rewarded for their loyalty.

How to refer to My Best Buy Memberships™ members?

- All members with a free My Best Buy™ account are My Best Buy™ members.
- My Best Buy Plus™ members.
- My Best Buy Total™ members.

- Customer with a My Best Buy® Credit Card is a cardmember **not** a cardholder.

How to invite non-members to become a member?

For any instance of adding a membership tier to cart for Plus and Total members, include an auto renew disclaimer (see [Writing Benefits with Legal Disclaimers](#)) and a link to the full subscription terms. Legal review required.

This: Add or Join. Become a *membership tier* member, i.e. Become a My Best Buy Plus™ member today.

- Add to Cart (with price and context to the tier)
- Add My Best Buy Plus™ to cart
- Add My Best Buy Total™ to cart
- When you become a *membership tier* member

Not This:

- Sign up* *May be used for My Best Buy™ (free tier)*
- Upgrade
- Register
- Enroll

How to invite existing members to become a member of another tier?

For any instance of adding membership to cart for Plus and Total members, include an [auto renew disclaimer](#) and a link to the full subscription terms. Legal review required.

This: Add, Upgrade, Join, Become a *membership tier* member, i.e. Become a My Best Buy Total™ member today.

- Learn more about My Best Buy Memberships™
- Add My Best Buy Total™ to cart
- Add My Best Buy Plus™
- Add to Cart
- Become a My Best Buy Total™ member
- Become a My Best Buy Plus™ member

Not This:

- Sign up* *May be used for My Best Buy™ (free tier)*
- Register
- Enroll

Writing to Best Buy Totaltech™ Members

The general message is that Best Buy Totaltech™ is now My Best Buy Total™.

This announcement should only appear in a single instance. For example, when a Totaltech member first logs in or first interacts with an agent or chatbot.

The announcement should not remain perpetual since there will be other content sharing the details about Best Buy Total™(emails, marketing pages, press releases, etc.).

Sample messages:

- Did you know that Best Buy Totaltech™ is now My Best Buy Total™? Explore what's new.
- Best Buy Totaltech™ is now My Best Buy Total™. Learn what's new.

Include a link to the FAQ on My Best Buy Memberships™ page

Note: Go to the [Logo](#) section for details on using the Best Buy Totaltech™ logo and the [Navigation](#) section for the URLs.

Writing about Deals

Terms to use for member-related offers (given that the [Writing Shorthand Names of Membership Tiers](#) guidelines are followed and the logo name or full membership tier name with the trademark superscripted is in a prominent location near the deal/price):

- Exclusive member deal
- Exclusive member-only deal
- Member-only deal
- Plus member deal
- Plus member offer**
- Total member deal
- Total member offer**
- Plus and Total member deal(s)

- Plus & Total member offer(s)**

Not This: Sale, Member sale, Member pricing, Member price. Savings*, Member-exclusive deal.

Non-members: "Savings" should only be used at the cart level when calculations show the total amount saved including the cost of the membership tier.

Members: "Savings" should only be used at the cart level.

"Savings" can be used generally when discussing [membership benefits](#).

**Offer: Is it truly an offer, or is it a deal or a price that is exclusive to members? Offers are typically when the customer gets extra points, an additional item at no extra cost, a trial, sample, etc. Not just a lower price.

Writing about Prices

Show maximum of two member-related prices on a PDP:

Be mindful of other prices that users see on a product such as original price, deal/sale price, financing price, savings amount, valued amount, etc.

Aim to include a maximum of two member-related prices on a product.

Membership prices (cost of membership tiers)

This: \$179.99 per year, \$179.99/year

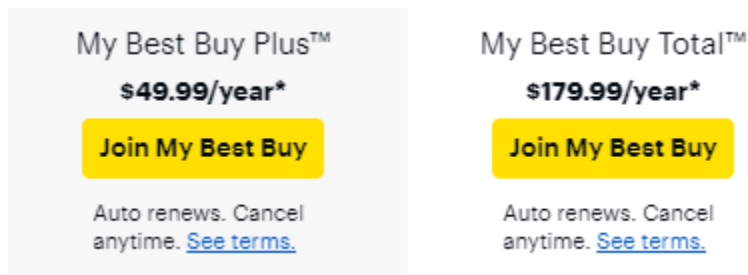
Not This: \$179.99/yr, \$179.99 annually

This: Yearly membership, yearly membership.

Not This: Annual membership, annual membership.

For any mention of the cost of My Best Buy Plus™ and My Best Buy Total™ membership tiers (\$49.99/year and \$179.99/year respectively) include an [auto renew disclaimer](#) and a link to the full subscription terms. For example:

Auto renews. Cancel anytime. See terms.



Terms to use for member-specific prices (for products and services):

For the first mention and any subsequent prominent mentions of My Best Buy Plus™ and My Best Buy Total™, use the logo or include the trademark symbol.

- My Best Buy Plus™ price
- My Best Buy Total™ price
- Plus member price
- Total member price
- Plus and Total member price
- Exclusive member-only price

Not This: Plus price, Total price, My Best Buy Total Total, Paid Member, Member pricing.

*Try to limit the term "savings" to only when the customer can actually see the amount they'll be saving when discussing pricing. For example, when they're on a PDP or in the cart experience. "Savings" can be used generally when discussing [membership benefits](#).

** Try to limit the term "offer." Is it truly an offer, or is it a deal or a price that is exclusive to members?

Writing about Product Protection

How to talk about product protection

Product protection is a benefit that helps the customer have peace of mind and reduces stress regarding their Best Buy® purchases. Do not talk about product protection as a financial benefits or savings amount. Do not display the potential savings of product protection as it is not a guarantee.

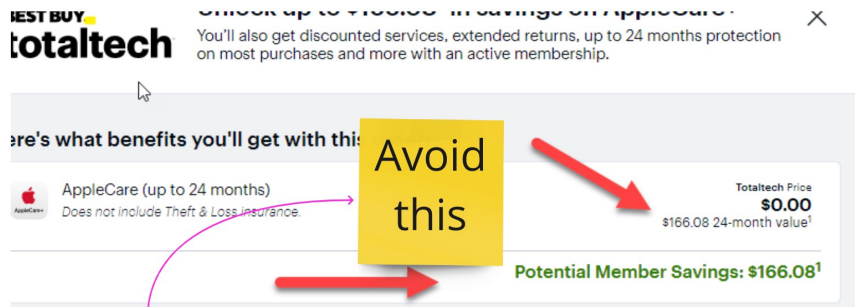
Note: For a customer to receive the full 2 years of product protection included with My Best Buy Total™/Best Buy Totaltech™ they must maintain an active membership for the full duration of that 2 year period. If their membership is cancelled, any active product protection plans they have at that time will also be cancelled.

Terms to use to regarding the product protection benefit:

- Protection plans
- Product protection
- AppleCare+
- Up to 2 years of product protection
- Up to 2 years of product protection, including AppleCare+
- Protection plans, including AppleCare+

This: \$150.00 24-month value.

Not This: Potential member savings \$150.00



Writing about Events/Experiences

Terms to use to regarding My Best Buy Memberships™ sale-related events:

- Sale event
- Exclusive sale event
- Member-only sale event

Sale events should have a specific start and end date or time period.

Writing about Services

Please note that free in-home standard installation services and other in-home services are no longer included benefits for My Best Buy Total™/Best Buy Totaltech™ members.

Note that only My Best Buy Total™/Best Buy Totaltech™ members get 20% off repairs, not installation services.

This:

- Keep your [tech products/appliances/products] in great shape with reduced-cost product repair and maintenance services.
- Enjoy savings on repairs and maintenance services for your favorite Best Buy® products.
- Enjoy savings on expert repair and maintenance services.

Not This: Free delivery and standard installation, free standard installation, standard services, installs.

Writing about the Geek Squad® Benefit

Best Buy Totaltech™/My Best Buy Total™ members get two types of support benefits:

- 1. VIP member support.** This means that once a Best Buy Totaltech™/My Best Buy Total™ member is recognized, they get routed to an agent. Typically used for questions about orders, appointments, membership, etc.
- 2. Geek Squad® tech support.** This tech support is specific to when a member has a question about a product, whether they purchased it at Best Buy® or not. It also includes basic services such as handling computer viruses, computer checkups, etc.

Note: Geek Squad technical support and troubleshooting services provided in-store, over the phone, and chat; in-home services is **not** included.

Terms to use when referring to these benefits:

- 24/7 Geek Squad® tech support
- Geek Squad® tech support on all your tech, no matter where you bought it.
- Geek Squad® tech support
- VIP member support
- Geek Squad® technical support and troubleshooting services provided in-store, over the phone, and chat for all your devices, regardless of where purchased, at no additional cost.

Not This: Unlimited tech support. VIP support. Membership Support, My Best Buy Member Support, Best Buy Expert, Totaltech Expert. These terms refer to the person or group of people that provide customer service to all My Best Buy members. See [Writing about Membership Support Staff](#) for details.

Writing about the My Best Buy® Credit Card

When referring to the My Best Buy® credit card as a benefit for My Best Buy™ members, you can use the headline and descriptions below. Please note that the content below should ONLY be used to promote credit card sign-up in conjunction with Membership content. For all other instances of how to promote the My Best Buy® Credit Card, teams need to reference their style guide.

Headline option	Short copy	Long copy
Get even more benefits as a My Best Buy® Credit Cardmember.	Earn 5% back* in rewards or choose flexible financing with the My Best Buy® Credit Card. See Terms and Conditions.	Earn 5% back* in rewards or choose flexible financing with the My Best Buy® Credit Card. *Get 2.5 points per \$1 spent (5% back in rewards) on qualifying Best Buy® purchases when you choose Standard Credit with your My Best Buy® Credit Card. Points are not awarded on promotional credit purchases. Does not include tax. Additional limitations may apply. Subject to My Best Buy™ Program Terms. Subject to change without notice.

Writing about Benefits in General (Functional and Emotional)

Here is an overview of the benefits for each membership tier. Refer to the benefit-specific sections below and [disclaimer](#) sections as needed.

My Best Buy™	My Best Buy Plus™	My Best Buy Total™
<ul style="list-style-type: none"> • Free shipping* • Member account 	<ul style="list-style-type: none"> • Exclusive member prices on thousands of items • Exclusive access to sales, events and products • Free 2-day shipping* • Extended 60-day return and exchange window on most products* 	<ul style="list-style-type: none"> • Protection plans, including AppleCare+* • 24/7 Geek Squad® tech support • Exclusive member prices on thousands of items • Exclusive access to sales, events and products • Free 2-day shipping* • Extended 60-day return and exchange window on most products* • VIP member support • 20% off repairs*

To help build a relationship through My Best Buy Memberships™, you can talk about the perks/benefits in a way that helps our customers save time, money, and minimize stress.

My Best Buy™ emotional benefits

Emotional benefit	Functional benefit
My Best Buy™ members get free shipping with no minimum purchase required.	Free shipping*

Free My Best Buy™ account to access your orders, purchase history, and membership details.	Saved items: Keep a wish list at hand by saving your favorite items for easy reference and faster checkout when you're ready to make a purchase.
Track your orders with the peace of mind that comes from knowing where your order is.	Order tracking: Track all your orders, including Curbside or Store Pickup timing and up-to-date shipping information. Purchase history: Reference all your previous purchases at a glance. Great for reordering frequently purchased items such as paper, ink, filters, batteries, coffee pods, etc. Plans and subscriptions: See all your My Best Buy™ membership tier details, protection plans, and expiration dates, and more. Service information: Enjoy one-click access to a Home Expert for in-home consultation, virtual appointments, online chat, and phone help.
	No mention of deals, offers, savings, rewards, points, or member prices.

My Best Buy Plus™ emotional benefits

Emotional benefit	Functional benefit
My Best Buy™ members get free shipping with no minimum purchase required. My Best Buy Plus™ members get fast, free 2-day shipping.*	Free 2-day shipping*
<ul style="list-style-type: none"> • Exclusive savings just for being a My Best Buy Plus™ member • Member-only prices • Savings on this and future purchases when you become a member • My Best Buy Plus™ members get exclusive member prices on thousands of items every day • My Best Buy Plus™ members get exclusive prices on all types of tech 	Exclusive member prices
<ul style="list-style-type: none"> • Exclusive member-only sale events • Access to exclusive product launches and releases • Be the first to access hard-to-find products • Get early access to product releases • Member-only sale event • Invitation-only shopping event • Exclusive shopping opportunity • Exclusive access to discounted prices 	Exclusive member events & experiences
Extended 60-day return window on most products.*	60-day return window on most products

My Best Buy Total™ emotional benefits

Emotional benefit	Functional benefit
<ul style="list-style-type: none"> • Connect with tech-savvy professionals who can offer free support 24/7/365. • Free Geek Squad® tech support for your favorite products available no matter where you purchased. • Geek Squad® tech support is available regardless of purchase location, at no extra cost. • Free shipping and 24/7/365 tech support on all your tech products. 	Free Geek Squad® tech support available 24/7/365.
<ul style="list-style-type: none"> • Up to 2 years of product protection, including AppleCare+ on most new Best Buy® purchases while you're a member. • My Best Buy Total™ members get protection plans, including AppleCare+*, and 24/7 Geek Squad® tech support to help you make the most of your tech. 	Up to 2 years of product protection, including AppleCare+, on most new Best Buy® purchases while you're a member.*
<ul style="list-style-type: none"> • Free shipping on your purchases. No minimum required. • My Best Total™ members get free shipping with no minimum purchase required. • My Best Buy Total™ members get fast, free 2-day shipping.* 	Free 2-Day Shipping.*

<ul style="list-style-type: none"> • Exclusive member support when you need it most. • VIP access to phone and chat teams. • VIP access to the Member Support team. 	VIP member support.
<ul style="list-style-type: none"> • Keep your [tech products/appliances/products] in great shape with reduced-cost product repair services. • Enjoy savings on repairs services for your favorite Best Buy products. • Enjoy savings on expert repair services. 	Everyday savings on repair services and more.
Extended 60-day return window on most products.*	Extended 60-day return and exchange window on most products.*
<ul style="list-style-type: none"> • Enjoy exclusive member-only deals and discounts on selected products that you love • Member-only prices • Savings on this and future purchases when you become a member • My Best Buy Total™ members get exclusive member prices on thousands of items every day • My Best Buy Total™ members get exclusive prices on all types of tech 	Access to exclusive My Best Buy Total™ member prices.
<ul style="list-style-type: none"> • Exclusive member-only sale events • Access to exclusive product launches and releases • Be the first to access hard-to-find products • Get early access to product releases • Be the first to know about product launches and releases • Invitation-only shopping event • Exclusive shopping opportunity • Exclusive access to discounted prices 	Exclusive events and experiences

Writing Benefits with Legal Disclaimers

Membership tier	Benefit	Short copy	Short disclaimer (social media, banners ads, and BestBuy.com)	Long-form disclaimer
My Best Buy™ My Best Buy Plus™ My Best Buy Total™	Free Shipping	Free shipping with no minimum purchase	Exclusions, terms and conditions apply. See BestBuy.com/Shipping for details. For BestBuy.com only: Exclusions, terms and conditions apply.	Exclusions, terms and conditions apply. See BestBuy.com/Shipping for details.
My Best Buy Plus™ My Best Buy Total™	Free 2-day shipping	Free 2-day shipping with no minimum purchase	Exclusions, terms and conditions apply. See BestBuy.com/Shipping for details. For BestBuy.com only: Exclusions, terms and conditions apply.	2-day shipping not available in all areas. Select items limited to free standard shipping at the time of purchase. Limitations apply, including extra days for shipping due to limited inventory or constrained carrier capacity. Orders to P.O. Boxes may result in additional shipping time.
My Best Buy Plus™ My Best Buy Total™	60-day returns on most products	Extended 60-day return and exchange window on most products	Exclusions, terms and conditions apply. See BestBuy.com>Returns for details. For BestBuy.com only: Exclusions, terms and conditions apply.	Members will benefit from a 60-day return and exchange period on “most products,” as indicated in our Returns and Exchanges Policy. All other terms and conditions of our Returns and Exchanges Policy apply, including, for example, the 14-day return period on activatable devices (select carriers may have a longer return period). See BestBuy.com>Returns for complete terms and conditions.
My Best Buy™ My Best Buy Plus™ My Best Buy Total™	Member account	Member account for order tracking and purchase history	For BestBuy.com only: Exclusions, terms and conditions apply.	
My Best Buy Plus™ My Best Buy Total™	Exclusive member prices	Exclusive member prices on thousands of items every day		

My Best Buy Total™	20% off repairs	20% off repairs	Exclusions, terms and conditions apply. See BestBuy.com/Memberships for details For BestBuy.com only: Exclusions, terms and conditions apply.	Discount applies to labor only. Fees for necessary parts, accessories or permits will be charged.
My Best Buy Plus™ My Best Buy Total™	Exclusive access	Exclusive access to sales, events, and highly anticipated products	Access to exclusive, limited-supply items is a My Best Buy Plus™ and My Best Buy Total™ membership tier benefit; the retail value of such items purchased during membership may be deducted from eligible refunds if membership is canceled. See full terms and conditions .	Access to exclusive, limited-supply items is a My Best Buy Plus™ and My Best Buy Total™ membership tier benefit; the retail value of such items purchased during membership may be deducted from eligible refunds if membership is canceled. See full terms and conditions . To qualify for limited-time, exclusive access events customers must be a Plus or Total member prior to purchase. My Best Buy Plus or My Best Buy Total and exclusive access product cannot be purchased on the same transaction. <i>Event start times are approximate, and events end same day at 4 p.m. CT or when items are sold out.</i> We are unable to guarantee that all Plus or Total members will receive a product. Limited quantities. No rainchecks. Online only.
My Best Buy Total™	24/7 Geek Squad® tech support	24/7/365 Geek Squad® tech support on all your tech, no matter where you bought it*		
My Best Buy Total™	VIP member support	VIP access to phone and chat teams for help with orders, appointments and more		
My Best Buy Total™	Protection Plans, including AppleCare+	Up to 2 years of product protection, including AppleCare+, on most new Best Buy® purchases while you're a member.* For BestBuy.com only: My Best Buy Total™ members get up to 2 years of product protection included on most new Best Buy purchases while an active member. - OR - My Best Buy Total™ members get up to 2 years of AppleCare+ protection included on most new Apple purchases at Best Buy while an active member.	Exclusions, claim limits, service fees and terms and conditions apply. See BestBuy.com/Memberships for details. For BestBuy.com only: Exclusions, claim limits, service fees and terms and conditions apply.	Product protection only applies to purchases at Best Buy®. Terms and conditions apply. The complete Terms and Conditions for Best Buy Protection and AppleCare+ can be found at BestBuy.com/ServicesTermsConditions under the "Protection" tab. Canceling your membership will cancel any remaining months of protection plan(s). Best Buy Product Protection, Inc. is the Obligor and Administrator of the Coverage under Best Buy Protection Plans. The company obligated under AppleCare+ in the United States is AppleCare Service Company, Inc., an Arizona corporation and wholly owned subsidiary of Apple Inc., doing business in Texas as Apple CSC Inc. Service fees apply to Coverage under AppleCare+ and Best Buy Protection. Claim limits apply to Best Buy Protection.
My Best Buy Plus™			Terms and conditions apply. See BestBuy.com/Memberships for details. For BestBuy.com only: Terms and conditions apply.	[Auto-renew disclaimer for My Best Buy Plus™:] A My Best Buy Plus™ membership is subject to complete Terms and Conditions. A My Best Buy™ account is required, subject to the My Best Buy™ Program Terms. This membership renews automatically each year and your chosen card will be charged \$49.99, or the then-current price, plus tax, on your yearly renewal date unless you cancel before then by calling 1-888- BEST BUY (1-888-237-8289) or by managing subscriptions on your BestBuy.com account. Cancel anytime.
My Best Buy Total™			Terms and conditions apply. See BestBuy.com/Memberships for details. For BestBuy.com only: Terms and conditions apply.	[Auto-renew disclaimer for My Best Buy Total™:] A My Best Buy Total™ membership is subject to complete Terms and Conditions. A My Best Buy™ account is required, subject to the My Best Buy™ Program Terms. This membership renews automatically each year and your chosen card will be charged \$179.99, or the then-current price, plus tax, on your yearly renewal date unless you cancel before then by calling 1-888- BEST BUY (1-888-237-8289) or by managing subscriptions on your BestBuy.com account. Cancel anytime.
My Best Buy Plus™ My Best Buy Total™			Terms and conditions apply. See BestBuy.com/Memberships for details. For BestBuy.com only: Terms and conditions apply.	[Auto-renew disclaimer for My Best Buy Plus™ and My Best Buy Total™:] My Best Buy Plus™ and My Best Buy Total™ memberships are subject to complete Terms and Conditions. A My Best Buy™ account is required, subject to the My Best Buy™ Program Terms. The memberships renew automatically each year, and your chosen card will be charged \$49.99 for My Best Buy Plus or \$179.99 for My Best Buy Total, as applicable, or the then-current membership price, plus tax, on your yearly renewal date unless you cancel before then by calling 1-888-BEST BUY (1-888-237-8289) or by managing subscriptions on your BestBuy.com account. Cancel anytime.

Actual policies and terms and conditions are written by the legal team. In general, references to disclaimers are written in a concise and easy-to-understand matter so that the customer feels confident and well-informed about the membership tier information we're providing.

Disclaimers should include language that is relevant, clear, succinct, always has a link that leads to a page or area that is more in-depth.

This: Asterisk in digital experiences

Note: Try to limit superscripted numbers in the initial reference to a disclaimer; in general they are not accessible in the digital experience. Superscripted numbers are used in print i.e. store signage and direct mail. Also, numbers are used when multiple disclaimers are listed on a page to ensure customer clarity. Disclaimers should include an asterisk that is relevant, clear, succinct, always has a link that leads to a page or area that is more in-depth.

Example:

As a My Best Buy Plus™ member, when you purchase new appliances from Best Buy®, you get exclusive member deals and savings on the corresponding installation services listed below.*

Location: Disclaimers should be complete and in close proximity (the proximity requirements will depend on the content or offer) or at least 1-click away, if approved by Legal.

Trademarks

Use the trademark symbol (™) superscripted when writing any of the full membership tier names, for the first mention and any subsequent prominent mention in locations like headlines. Once referenced with the ™, you may use the following shorthand member or tier names:

- Plus member
- Total member
- Plus and Total members or, if character space is limited, Plus & Total members
- Select members (**BestBuy.com only:** In certain instances where character space is limited, "select members" can be used. If using "select members", full details about which members receive the offer AND full membership tier name(s) with necessary trademark(s) must be one-click away.)

If the full membership tier names cannot be used in copy, one of the above-referenced shorthand versions may be used, but it must include the My Best Buy Memberships™ logo at the top to qualify the membership tiers.

Buttons and Text Links

Capitalize the membership tier names in buttons and text links (CTAs).

This: Learn about My Best Buy Memberships™

Not This: Learn about My Best Buy memberships, Learn about My Best Buy Membership (singular)

Navigation (Links/URLs)

Page Name	Current/New	Page URL
My Best Buy Memberships™	New Page	https://www.bestbuy.com/site/electronics/best-buy-membership/pcmcat1679668833285.c?id=pcmcat1679668833285
My Best Buy™	MyBBY page	https://www.bestbuy.com/site/best-buy-membership/my-best-buy/pcmcat309300050007.c?id=pcmcat309300050007
My Best Buy Plus™	New Page	https://www.bestbuy.com/site/best-buy-membership/best-buy-membership-plus/pcmcat1679669359180.c?id=pcmcat1679669359180
My Best Buy Total™	Totaltech Page	https://www.bestbuy.com/site/best-buy-membership/best-buy-membership-total/pcmcat1629315977983.c?id=pcmcat1629315977983
My Best Buy Memberships™ FAQs	Totaltech FAQs	https://www.bestbuy.com/site/best-buy-membership/best-buy-membership-faqs/pcmcat1630361388557.c?id=pcmcat1630361388557
Member Benefits Comparison	Totaltech comparison page	https://www.bestbuy.com/site/best-buy-membership/totaltech-comparison/pcmcat1627319108452.c?id=pcmcat1627319108452
Top Deals Exclusive Member Deals	New Page	https://www.bestbuy.com/site/top-deals/member-exclusive-deals/pcmcat1651770167686.c?id=pcmcat1651770167686

Update Member Plan	New Page	https://www.bestbuy.com/site/best-buy-membership/membership-conversion/pcmcat1680888225000.c?id=pcmcat1680888225000
Best Buy Totaltech™ Geek Squad® Benefits	Keep live for Totaltech legacy Members	https://www.bestbuy.com/site/totaltech/geek-squad-member-benefit/pcmcat1608643408172.c?id=pcmcat1608643408172
My Best Buy® Credit Card		

Logos, Icons, Colors, Images, Design Elements, and Typography

For design references, rules, and visual treatments, refer to the Brand Guide - Log into DAM: <https://author-p33352-e143942.adobecloud.com/assetdetails.html/content/dam/approved/document/style-guide/brand-style-guide/>

Then find the PDF file titled: MyBestBuy_Membership_StyleGuide (it will be a PDF file with the date of the current version at the end)

Membership assets such as images, logos, icons, colors: https://author-p33352-e143942.adobecloud.com/mnt/overlay/dam/gui/content/collections/collectiondetails.html/content/dam/collections/public/F/FI3NKb8oSq-eColgBztX/fy24_mybestbuy_memberships

DAM (Digital Asset Management) Instructions: [DAM Access.pdf](#)


Any questions around the new Brand Assets, please contact the DAS team at DigitalAssetSpecialist@BestBuy.com.

To obtain assets, please use the below links:

Internal DAM Users: Log in to [DAM](#) and search for "My Best Buy Memberships" or "MyBestBuyMemberships." Designers will have access to all assets, including logos. All other DAM users will have access to assets with the exception of logos.

Internal Corporate Users: Visit the [Best Buy Employee HUB](#) to find the most up-to- date information on the Brand Guidelines and assets that are available for use, and to submit a request for the logo.

Vendors: Go to the [Best Buy Partner Portal](#) and follow the instructions to submit a [Logo Authorization Request Form](#).

My Best Buy™	Default	Reversed
	<p>https://pisces.bbystatic.com/image2/BestBuy_US/dam/MyBestBuy-a4f61749-deaa-4292-b8b0-b437d3e15143.png</p> <p>https://pisces.bbystatic.com/image2/vector/BestBuy_US/dam/MyBestBuy-7dc4daea-9565-4433-850b-aae6aa356c17.svg</p>	<p>https://pisces.bbystatic.com/image2/vector/BestBuy_US/dam/MyBestBuy_R ev-a15542bc-305b-4ab6-a50c-1b551214c9a4.svg</p> <p>https://pisces.bbystatic.com/image2/BestBuy_US/dam/MyBestBuy_R ev-25c1fd19-2e3c-4f61-b589-8fda405c7f5b.png</p>



https://pisces.bbystatic.com/image2/vector/BestBuy_US/dam/MyBestBuy_VT-0e147df8-0204-480a-8c7f-7f3d3087412b.svg
https://pisces.bbystatic.com/image2/BestBuy_US/dam/MyBestBuy_VT-f792a32a-237c-4d99-9d9c-e7f478faecbb.png

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https://pisces.bbystatic.com/image2/BestBuy_US/dam/MyBestBuy_Rev_VT-caf4c46b-1a72-4be6-b9e2-9aa451976af4.png

My Best Buy Plus™

Default

Reversed



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https://pisces.bbystatic.com/image2/vector/BestBuy_US/dam/MyBestBuy_Plus_Rev-107d0b02-42db-4f32-819c-8211e199414c.svg
https://pisces.bbystatic.com/image2/BestBuy_US/dam/MyBestBuy_Plus_Rev-ff4cb246-ea78-465a-9c53-0d8cedf345f8.png



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https://pisces.bbystatic.com/image2/BestBuy_US/dam/MyBestBuy_Plus_VT-c12d0a2e-2ec4-437a-9675-176151b79ffb.png

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https://pisces.bbystatic.com/image2/BestBuy_US/dam/MyBestBuy_Plus_Rev_VT-85b8e80d-8853-452f-9ad4-2e4b333d910b.png

<p>Plus Member Price</p>	<p>https://pisces.bbystatic.com/image2/vector/BestBuy_US/dam/MyBestBuyPlusMember_Price-05eccf89-bc08-45af-b702-2882531f436f.svg</p> <p>https://pisces.bbystatic.com/image2/BestBuy_US/dam/MyBestBuyPlusMember_Price-cc0ae174-3ef9-45cc-8783-d8667c1a858d.png</p>	
<p>My Best Buy Total™</p>	<p>Default</p>	<p>Reversed</p>
<p>my BEST BUY. total™</p>	<p>https://pisces.bbystatic.com/image2/vector/BestBuy_US/dam/MyBestBuy_Total-7d42dbd8-4842-4f9e-a12b-a9ccedbc136e.svg</p> <p>https://pisces.bbystatic.com/image2/BestBuy_US/dam/MyBestBuy_Total-e07a1c3d-4043-4a7c-acbc-153095906456.png</p>	<p>https://pisces.bbystatic.com/image2/vector/BestBuy_US/dam/MyBestBuy_Total_Rev-6c6f9bc8-bfb1-48f0-8df7-a62439245383.svg</p> <p>https://pisces.bbystatic.com/image2/BestBuy_US/dam/MyBestBuy_Total_Rev-d65ef1da-242f-4fc3-92d3-29d720dea429.png</p>
<p>my BEST BUY. total™</p>	<p>https://pisces.bbystatic.com/image2/vector/BestBuy_US/dam/MyBestBuyTotal_VT-5c19d7f9-3693-423a-a23e-84cd2cf9390d.svg</p> <p>https://pisces.bbystatic.com/image2/BestBuy_US/dam/MyBestBuyTotal_VT-142acbcf-7768-4584-a9dd-92cd370e5552.png</p>	<p>https://pisces.bbystatic.com/image2/vector/BestBuy_US/dam/MyBestBuyTotal_Rev_VT-e2662430-940c-4e3e-9cf0-e19d1390e9cc.svg</p> <p>https://pisces.bbystatic.com/image2/BestBuy_US/dam/MyBestBuyTotal_Rev_VT-02b264d6-667c-4a13-a3c5-4aff6132e39f.png</p>
<p>Total Member Price</p>	<p>https://pisces.bbystatic.com/image2/vector/BestBuy_US/dam/MyBestBuyTotalMember_Price-ba04f0cb-9005-4f10-8b0b-f9939095a91f.svg</p> <p>https://pisces.bbystatic.com/image2/BestBuy_US/dam/MyBestBuyTotalMember_Price-977ab9a9-b200-4e1a-bd95-56e95e03e304.png</p>	
<p>My Best Buy Memberships™</p>	<p>Default (Note: Logo must have the "s" in "Memberships")</p>	<p>Reversed</p>

my BEST BUY 

MEMBERSHIPS™

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My Best Buy™ Member Price

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https://pisces.bbystatic.com/image2/BestBuy_US/dam/MyBestBuyMember_Price-caaa62e4-d2e9-4dfd-b619-c74bb68269ec.png

Legacy Totaltech



Within non-consumer facing systems (list below) the legacy Best Buy Totaltech logo should continue to be utilized ONLY as a legacy member's status indicator until the member's contract renews into the My Best Buy Total™ program. This will allow for quick recognition of members that continue to retain their legacy benefits of included in-home services, haul-away and standard installation with applicable product purchases. This logo can be found in the DAM system [here](#), logged under the file path [BBY_totaltech_Lockup_Primary_Logo_RGB.ai](#).

Applicable systems: Customer Purchase History/POS, Solution Sidekick (SSK), CoreBlue/POS, Nova, Repair Workbench, UWO, FMS, Breeze, Symphony, Support Workbench, LMI, Twilio Chat, DOLI, RXO Connect, Manada, Bringg, MyTools, Nightingale IVR, Nuance IVR, Triage & Routing, STAR, NOVA, AgentUI, Agent Portal, Claiming & Cost Management, Enterprise Chat, OM, Customer Look up.

Did you see any inconsistencies or discrepancies about My Best Buy Memberships™ messaging or content?

Let us know! Send it to our Slack channel: **#help-content-design**