

The logo for 'Which?' is a red square with the word 'Which?' in white, bold, sans-serif font. The question mark is slightly larger and more prominent than the rest of the text.

Which?

Guidelines for using Which? Recommended Provider logos

July 2014

Foreword

Thank you for purchasing a Which? Recommended Provider licence. Which? was started more than 56 years ago by a volunteer group in Bethnal Green committed to providing expert and impartial advice. Today, we are the largest consumer body in the UK. Importantly, Which? remains an independent, group social enterprise working for all consumers and funded solely by our commercial ventures.

Our information and advice helps people navigate complex markets. Where choice and information isn't enough we campaign for fundamental changes to those markets. And, when an important market fails to deliver value to customers, we develop products and services that put customers' needs first and are worth paying for.

The Which? Endorsement Schemes were launched in 2007 to celebrate and reward the very best products and services in the market. The Recommended Provider scheme recognises excellence within a range of service industries including financial, insurance and telecommunications. Only those companies whose service is both highly rated by our members or the public, and meet high standards receive a Which? Recommended Provider endorsement.

Companies that receive a Which? Recommended Provider can apply for a licence to use the Recommended Provider logo in their marketing and promotional materials. The changes to the schemes in July 2014 reflect feedback we have received from companies and aim to maintain the value of the schemes for both businesses and consumers. One of the major changes is allowing for the logo to be used on retailers' websites, where the licence allows for online use. We hope this and the other changes are welcomed news and provide greater flexibility for your marketing strategies. The logo Licence details where you can use the logo and these regulations explain how the logo can be used in materials.

The Corporate Affairs Team is on hand to answer any queries you may have. For more information please call 0207 770 7570 or email corporateaffairs@which.co.uk.

Corporate Affairs Team

Which?

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Application process

Applying for a licence to use a Recommended Provider logo is simple and straightforward – the process is as follows:

1. Fill in the Recommended Provider application form, clearly stating the licence tier you wish to use and include a PO number if necessary. Email this to corporateaffairs@co.uk.
2. We will then issue you with an invoice for the licence.
3. Once you have paid, we will draw up the licence agreement and email it to you for you to sign.
4. Once you have signed and sent it back to us, we will email you the logo.

To make the whole process simpler and quicker, our licence terms are non-negotiable, but because of this we have made sure that the licence terms are fair and that the user guidelines are practical.

A licence to use an Which? Recommended Provider logo will be granted to the applicant only at the discretion of Which? Limited. The licence term is for six months.

General rules

1. We welcome the use of the Which? Recommended Provider logo in your promotional and marketing materials.
2. The Recommended Provider logo can only be used by those providers that have been awarded “Recommended Provider” status and subject to a Licence being granted by Which? Limited.
3. The Recommended Provider logo must be clearly distinguishable from any other claims or statements made by the Licensee or any other third party in respect of the Licensee’s business.
4. The term “Which? Recommended Provider” or “Recommended Provider” must not be used in any marketing, advertising or promotional material other than as part of the Recommended Provider logo.
5. Full terms of use are set out in the Recommended Provider logo Licence.
6. Any reference to the term “Licensees business” or “category” in these Recommended Provider logo User Regulations means the definitions for “Business” and “Category” as set out in the ‘Definitions and Interpretations’ section of the Recommended Provider logo Licence that is granted to the Licensee

Logo

1. The Rules

- 1.1 The Recommended Provider logo can only be used in accordance with these User Regulations and the Licence.
- 1.2 The Recommended Provider logo can only be used in connection with the Licensee's business or category of Recommended Provider including the marketing, advertising and promotion as defined in the Recommended Provider Licence that is granted to the Licensee for the term of the Licence in the territory specified in the Licence.
- 1.3 Any reference to or use of the Recommended Provider logo must be in accordance with the terms of the Licence and the rules of these User Regulations. All use of the Recommended Provider logo must also comply with all applicable laws and regulations of any governmental or regulatory body or any codes of practice in operation in the territory in which the Recommended Provider logo is used by the Licensee.
- 1.4 The Recommended Provider logo cannot be altered or modified in any way, except for use in a television advert as detailed on page 12.
- 1.5 The Recommended Provider logo cannot be used in any way that will or could harm its distinctiveness or validity or any goodwill attaching to it.
- 1.6 No other sign that is identical to or similar to the Recommended Provider logo may be used by the Licensee.
- 1.7 Full terms of use are set out in the Recommended Provider logo Licence. If you have been granted a Licence you should refer to that Licence for specific terms of use. These Regulations are intended to be read in conjunction with the Recommended Provider logo Licence.

2. Presentation

2.1 Use

There is only one form of the Recommended Provider logo and this is set out in FIG. 1. It must be used either in black and white or in colour using the specified pantone colours. The black and white version is shown in FIG. 2. The colour version and specified pantone colours are shown in FIG. 3.

The Recommended Provider logo may only be used subject to the terms of a Licence which is in force and in the manner set out in these User Regulations.

FIG. 1



FIG. 2



Process Black

FIG. 3



Pantone© 485

Process Black

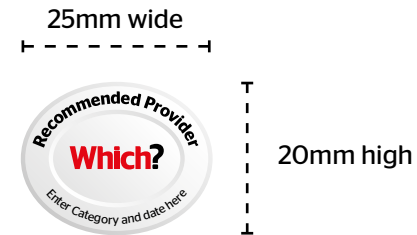
The colour on this page is a representation only and not accurate colour. Always refer to the relevant Pantone© swatch when colour matching.

2.2 Scaling and sizing restrictions

Minimum logo reproduction size is 20mm high and 25mm wide as shown in FIG. 4.

For online use the logo no smaller than 105 x 85 pixels.

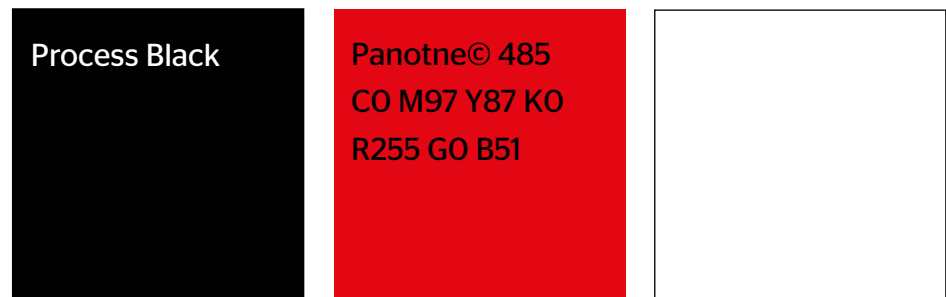
FIG. 4 Minimum usage size



2.3 Logo colours

The Recommended Provider logo, as licensed for use, shall be reproduced only in the following colours:

- When produced in black and white, the monochrome pantone colours shown on the right are to be used; and
- When produced in colour, the monochrome and colour pantone colours shown on the right are to be used.



The colour on this page is a representation only and not accurate colour. Always refer to the relevant Pantone© swatch when colour matching.

2.4 Exclusion zones

Unless stated otherwise in these User Regulations, no other text, image, logo/icon or other material shall appear within the exclusion zone that is indicated with a dotted grey line around the logo reproduced in FIG. 5.

2.4.1 Packaging

When appearing on packaging the exclusion zone should be as set out in FIG. 5, namely double the inside distance of the outside bevelled circle.

If the Recommended Provider logo is reproduced on packaging the minimum distance of the logo from the edge of the packaging should be 5mm as illustrated in FIG. 6.

2.4.2 Stickered

If the Recommended Provider logo is to be used as a sticker, the oval shape should be die cut around the edge and the sticker should be positioned to comply with the exclusion zone limits set out in FIGS. 5 and 6 in these User Regulations.

2.4.3 Internet and Broadcast use

If the Recommended Provider logo is to be used on or in an internet page or any broadcast, the minimum size restrictions apply but the exclusion zone may be reduced to the distance equivalent to the inside distance of the outside bevelled circle as indicated in FIG. 7.

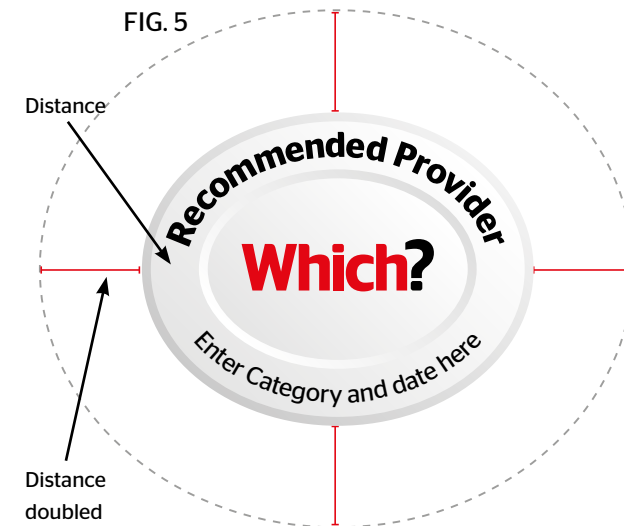
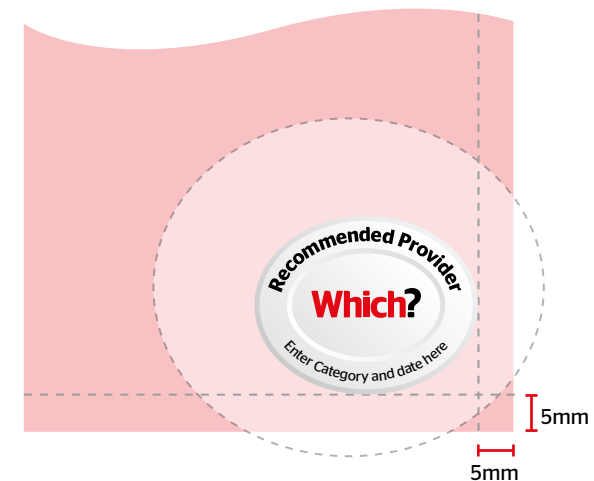


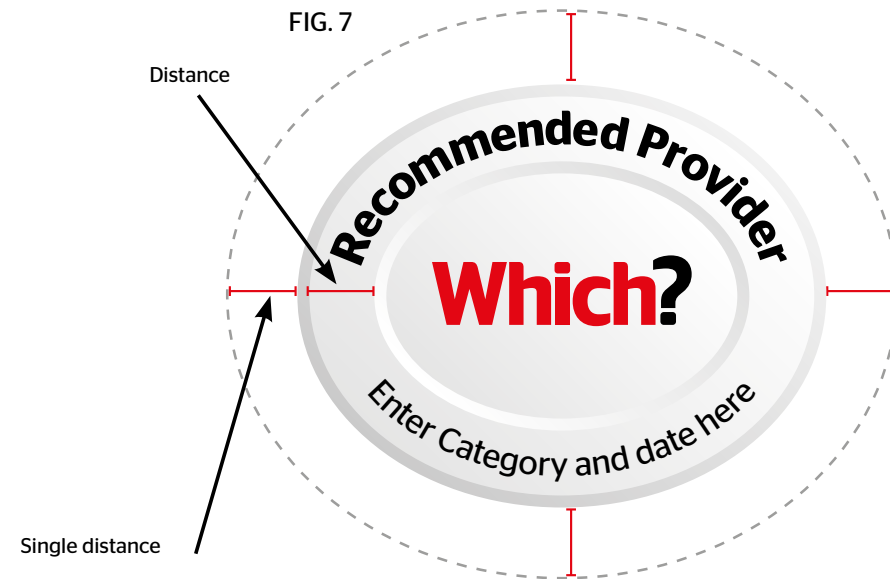
FIG. 6



2.5 Forbidden use

The Recommended Provider logo, as licensed for use, shall not:

- Be reproduced smaller than as stated in FIG.4;
- Be reproduced in such a way that it is larger than any trade mark, logo or name of the Licensee (“Licensee Name”) in any material containing any Licensee Name and the Recommended Provider icon;
- Cover more than 15% of the area of any material or more than 15% of the area of any side of any packaging on which it is reproduced;
- Be distorted, partially reduced, condensed, broken up, added to, animated or re-drawn in any way, save for in television adverts; or
- Be obscured by other text, images or other material nor shall any other text, images or other material be reproduced or included in the exclusion zone described FIG. 5 and 7.



Internet use

1. The Licensee may only use that version of the Recommended Provider logo that is intended for use on the internet as supplied by Which? (“Internet Icon”) in any internet webpage.
2. The Licensee must ensure that a hypertext link between the internet logo and the product or service web page operated by Which? or as specified by Which? remains operational at all times during any use of the internet logo by the Licensee or on the Licensee’s behalf (save in connection with use on a social media website or banner adverts or retailers’ websites).
3. The Licensee must ensure that the Social Media Tag (specified by Which?) and details of the product lease are used alongside all use of the internet logo by the licensee on a social media website (as defined in the licence). The Social Media Tag must remain operational at all times during any use of the internet logo by the Licensee or on the Licensee’s behalf on a social media website.

Broadcast use

1. General

- 1.1 Any broadcast use of the Recommended Provider logo or reference to the Recommended Provider logo must be in accordance with these User Regulations.
- 1.2 The logo may be animated and integrated into the advert however the final image of the logo must be in the same shape and format, and have the same text as the original logo.
- 1.3 The Licensee must provide Which? with a copy of the final broadcast advertisement a minimum of 24 hours before using the Recommended Provider logo in any broadcast advertising, and creatives and script shared with Which? prior to production of the advert.

2. Television

- 2.1 Any use of the Recommended Provider logo in Television broadcasting must be in the following way:
 - 2.1.1 in visual form only; or
 - 2.1.2 in visual form accompanied with the approved TV voiceover (the “TV Voiceover”) which is as follows:

“Awarded Which? Recommended Provider for [state category] [state month and year of publication]”.

- 2.2 Only the TV Voiceover can be used with the Recommended Provider logo in television broadcasting.
- 2.4 Any use of the Recommended Provider logo in television broadcasting shall be for a minimum “on screen” duration of four seconds.

3. Radio

- 3.1 The Recommended Provider logo can only be referred to in radio broadcasting using the approved radio voiceover (the “Radio Voiceover”) which is as follows:

“Awarded Which? Recommended Provider for [state category] [state month and year of publication]”.

- 3.2 Any radio broadcast that uses the Radio Voiceover must specify the exact name and year of the award during the course of the advertisement.

Marketing material and media

1. The Recommended Provider logo, as licensed for use, must not be used:
 - 1.1 In any marketing, advertising or promotional material or footage relating to the provider if the Recommended Provider logo Licence cannot be complied with;
 - 1.2 In any marketing, advertising or promotional material other than that Licensed and it must be reproduced in whole; and
 - 1.3 In any way that is likely to reduce or diminish the reputation, image or prestige of the Recommended Provider logo or Which? Limited.
2. When referring to your Which? Recommended Provider status as the endorsement refers to the provider rather than a particular product or service, please make the category clear in all wording, for example
 - 2.1 “Which? Recommended Provider for <holiday companies/ mortgages/car insurance etc>”
 - 2.2 Use the name “Which? Recommended Provider” in its entirety, rather than just “...recommended by Which?”
 - 2.3 Do not claim that we have endorsed a particular product, for example: “Which? thinks our car insurance is best...”.
3. If your service is significantly statistically better than other providers in the table, confirmation from the Which? Corporate Affairs Team is required, you may say:
 - 3.1 “<xxx> came top of the table”; or
 - 3.2 “<xxx> is top scoring in Which? research”.
4. When writing about what our endorsements mean you can use the following phrases:
 - 4.1 “Which? Recommended Providers are companies that are both rated highly by Which? members / the public (use applicable one/s) and have products that meet the high standards of their researchers.”
 - 4.2 “Which? only endorses the best products and services.”
 - 4.3 “As a completely independent organisation, a Which? Recommended Provider truly reflects what they think – not what someone else wants them to say.”
5. For multiple awards across a number of years, if the surveys are the same, references can be made if the relevant licences are purchased. The references can include:
 - 5.1 “Which? Recommended Provider <xxx> for the <x> year running.”

6. You can not make the following claims:
 - a. Voted;
 - b. Won;
 - c. Winner;
 - d. Best; and
 - e. Recommendation/recommended; and
7. References can be made to Which?'s review content in marketing, promotional or advertising material. A maximum of two short references can be used in individual marketing and promotion material, and must be an accurate representation of the review. They must be taken directly from the review and cannot be a full reproduction of the review or an edited or an abbreviated version.

Referring to Which?

1. Any reference to Which? must be according to the following:
 - 1.1 Which?, the consumer champion;
 - 1.2 Consumer champion Which?; or
 - 1.3 Which? (do not make reference to - Which? magazine).

Further information can be obtained from:

External Affairs Team

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