

# GUIDELINES OF USE



RECOMMENDED PROVIDER  
ICON USER REGULATIONS

MAY 2010

## FOREWORD

In January 2010 Which? launched a licensing scheme to allow recommended providers to use a “Recommended Provider Icon” in advertising and promotional activity for those products that have satisfied the criteria. To help ensure that the “Recommended Provider Icon” is used in appropriate and consistent ways the following regulations have been produced. They are intended for use only by those who are eligible for a Recommended Provider Licence and should be read in conjunction with the Licence terms.

These regulations are effective immediately and apply to the use of the Recommended Provider Icon in all marketing material, advertisements, articles and information made available via television, radio, press release and/or any other marketing activity.

**External Affairs**

**Which? Limited**

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## APPLICATION PROCESS

Any financial provider that has been awarded Recommended Provider status will be eligible to apply for a licence to use the Recommended Provider Icon in advertising and promotional activities.

A licence to use a Recommended Provider Icon will be granted to the Applicant Licensee only at the discretion of Which? Limited and upon payment of an administration fee.

To apply for a licence, the Applicant Licensee must contact the External Affairs team at Which? Limited (Email: [externalaffairs@which.co.uk](mailto:externalaffairs@which.co.uk)) and request a Recommended Provider licence application form. The application form must be completed by the Applicant Licensee and returned to the External Affairs team so that the request can be considered by Which? Limited. Provided the preliminary application is approved, the Applicant Licensee will be sent an invoice requesting payment of the administration fee before the application can proceed. Once payment of the administration fee is received by Which? the Applicant Licensee will be sent two copies of the Recommended Provider Icon Licence (“the Licence”) for signature which will incorporate terms and conditions for the use of the Recommended Provider Icon. The Licence is non-negotiable. The Applicant Licensee must sign both copies of the Licence and return it to the nominated Solicitors of Which? Limited before the Recommended Provider Icon can be used in any way.

## GENERAL RULES

1. The Recommended Provider Icon can only be used by those providers that have been awarded “Recommended Provider” status and subject to a Licence being granted by Which? Limited.
2. The Recommended Provider Icon 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.
3. 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 Icon.
4. Full terms of use are set out in the Recommended Provider Icon Licence.
5. The Which? Recommended Provider icon must not be used if the Which? Recommended Provider Licence terms cannot be complied with.
6. Any reference to the term “Licensees business” or “category” in these Recommended Provider Icon User Regulations means the definitions for “Business” and “Category” as set out in the ‘Definitions and Interpretations’ section of the Recommended Provider Icon Licence that is granted to the Licensee.

## ICON

### 1. THE RULES

- 1.1 The Recommended Provider Icon can only be used where a Licence has been granted.
- 1.2 The Recommended Provider Icon can only be used in accordance with these User Regulations and the Licence.
- 1.3 The Recommended Provider Icon 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.
- 1.4 Any reference to or use of the Recommended Provider Icon must be in accordance with the terms of the Licence and the rules of these User Regulations. All use of the Recommended Provider Icon 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 Icon is used by the Licensee.
- 1.5 The Recommended Provider Icon cannot be altered or modified in any way.
- 1.6 The Recommended Provider Icon cannot be used in any way that will or could harm its distinctiveness or validity or any goodwill attaching to it.
- 1.7 No other sign that is identical to or similar to the Recommended Provider Icon may be used by the Licensee.
- 1.8 Full terms of use are set out in the Recommended Provider Icon 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 Icon Licence.
- 1.9 Any reference to the term "Licensees Business" or "Category" in these Recommended Provider Icon User Regulations means the definition for "Business" and "Category" as set out in the 'Definitions and Interpretations' section of the Recommended Provider Icon Licence that is granted to the Licensee.

## 2. PRESENTATION

### 2.1 Use

There is only one form of the Recommended Provider Icon 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 Icon 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



70% BLACK

FIG. 3



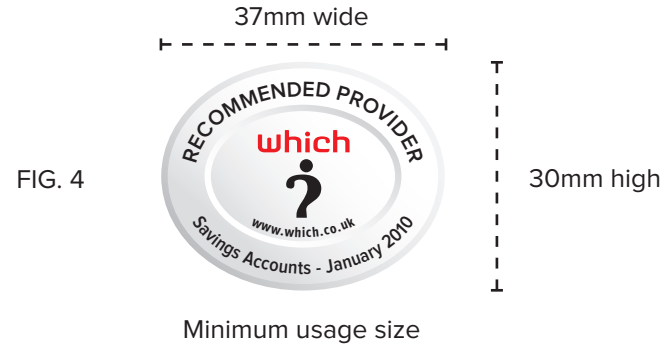
PANTONE© 185

PROCESS BLACK

## 2.2 Scaling and sizing restrictions

Minimum icon reproduction size is 30mm high and 37mm wide as shown in FIG. 4.

For online use the icon must be no smaller than 105 x 85 pixels.



## 2.3 Recommended Provider Icon colours

The Recommended Provider Icon, 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.



## 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 icon 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 Icon is reproduced on packaging the minimum distance of the icon from the edge of the packaging should be 5mm as illustrated in FIG. 6.

### 2.4.2 Stickered

If the Recommended Provider Icon 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 Icon 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, page 9.

FIG. 5

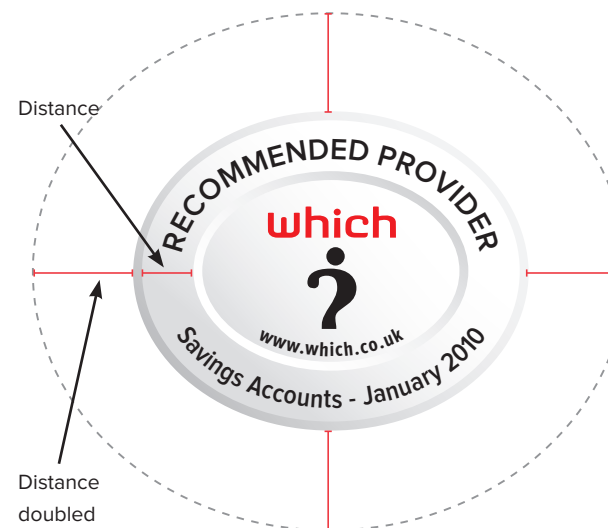
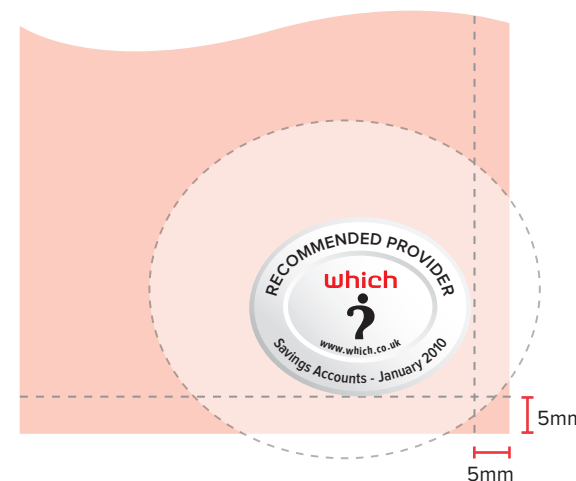


FIG. 6

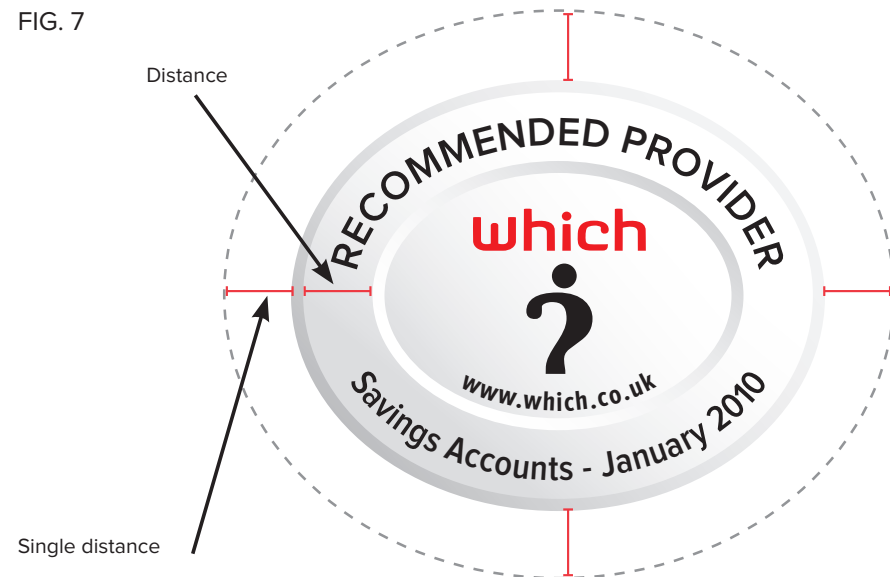


## 2.5 Forbidden use

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

- be reproduced smaller than as stated in FIG.4, page 7;
- 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; 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. 7, page 9.

FIG. 7



## INTERNET USE

1. The Licensee must use the referral link as supplied to them by Which? when using the Recommended Provider Icon in any internet web page.
2. The Licensee must ensure that any hypertext link between the internet icon and the web page specified in the Recommended Provider Licence remains operational at all times during any use of the internet icon by the Licensee or on the Licensee's behalf.
3. The Licensee cannot complete listings (on one web page) of categories which have been awarded Recommended Provider status (even if the Licensee has received licences for those categories).

## BROADCAST USE

### 1. GENERAL

- 1.1 Any broadcast use of the Recommended Provider Icon or reference to the Recommended Provider Icon must be in accordance with these User Regulations.
- 1.2 The Licensee must provide Which? with a copy of the final broadcast advertisement and broadcast schedule a minimum of 24 hours before using the Recommended Provider Icon in any broadcast advertising.
- 1.3 The tone and context of use of the Which? Recommended Provider Icon in any broadcast advertising must not be damaging or disparaging to the Recommended Provider Icon or the Which? brand.

### 2. TELEVISION

- 2.1 Any use of the Recommended Provider Icon in Television broadcasting must be in the following way:

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 Icon in television broadcasting.
- 2.3 The TV Voiceover must be spoken while the Recommended Provider Icon is visible on the screen.
- 2.4 Any use of the Recommended Provider Icon in television broadcasting shall be for a minimum “on screen” duration of 4 seconds.

### 3. RADIO

- 3.1 The Recommended Provider Icon 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 Icon, 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 Icon Licence cannot be complied with, or;
  - 1.2 in any marketing, advertising or promotional material other than that licensed and it must be reproduced in whole.
  - 1.3 in any way that is likely to reduce or diminish the reputation, image or prestige of the Recommended Provider Icon or Which? Limited.
2. The Licensee must not quote from any article of Which? Limited or reproduce any other material by Which? Limited including any marketing, promotional or advertising material (including test results) in the use upon or in connection with the Licensees business.



## FURTHER INFORMATION CAN BE OBTAINED FROM:

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