# CHOICE RECOMMENDED LOGO REGULATIONS

## Guidelines for use

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## APPLICATION PROCESS

Any individual, retailer, service provider or manufacturer who appears in a CHOICE What to Buy list, will be eligible to apply for a licence to use the CHOICE Recommended Logo in advertising and promotional activities ("Applicant Licensee"). A licence to use a CHOICE Recommended Logo will be granted to the Applicant Licensee solely at the discretion of CHOICE.

To apply for a licence the Applicant Licensee must sign the License agreement provided to them and return it to lmagee@choice.com.au at CHOICE. The Licence will incorporate terms and conditions for the use of the CHOICE Recommended Logo. Once the signed Licence is received and countersigned by CHOICE or its nominated solicitors, the Applicant Licensee will become a Licensee and be able to use the CHOICE Recommended Logo for the period set out in the Licence and subject to the Licence terms and conditions.

## GENERAL RULES

**1.** The CHOICE Recommended Logo can only be used on products tested and recommended by CHOICE and subject to a Licence being granted by CHOICE.

**2.** The CHOICE Recommended 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.

**3.** The term "CHOICE Recommended" must not be used in any marketing, advertising or promotional material relating to goods other than as part of the CHOICE Recommended scheme.

**4.** The term "CHOICE Recommended" must not be used in any marketing, advertising or promotional material or footage relating to the Licensee's business other than as part of the CHOICE Recommended scheme.

**5.** The term "CHOICE Recommended" must not be used in relation to any goods or services or on or in relation to any business (whether in any marketing, advertising or promotional materials of otherwise) unless expressly authorised in writing by CHOICE or its nominated Solicitors.

**6.** Further terms of use are set out in the CHOICE Recommended Licence.

**7.** Any reference to the term "Licensee's business" in these CHOICE Recommended Logo User Regulations means the definition for "Product" as set out in the 'Definitions' section of the CHOICE Recommended Licence that is granted to the Licensee.

# LOGO

## 1. THE RULES

**1.1** The CHOICE Recommended Logo can only be used where a Licence has been granted.

**1.2** The CHOICE Recommended Logo can only be used in accordance with these User Regulations and the Licence.

**1.3** The CHOICE Recommended Logo can only be used in connection with the business of the Licensee including the marketing, advertising and promotion as defined in the CHOICE Recommended Logo Licence that has been granted to you.

**1.4** Any reference to or use of the CHOICE Recommended Logo must be in accordance with the terms of the Licence and the rules of these User Regulations. All use of the CHOICE Recommended Logo must also comply with all applicable laws and regulations of any governmental or regulatory body or any codes of practice in operation in any country or territory in which the CHOICE Recommended Logo is used by the Licensee.

**1.5** The CHOICE Recommended Logo cannot be altered or modified in any way.

**1.6** The CHOICE Recommended Logo 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 CHOICE Recommended Logo may be used by the Licensee.

**1.8** Further terms of use are set out in the CHOICE Recommended 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 a CHOICE Recommended Licence.

**1.9** Any reference to the term "Licensee's business" in these CHOICE Recommended User Regulations means the definition for "Product" as set out in the 'Definitions' section of the CHOICE Awards Logo Licence that is granted to the Licensee.

## 2. PRESENTATION

### 2.1 Use

The only forms of the CHOICE Recommended Logo are set out in FIG. 1.1 and FIG. 1.2. 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 CHOICE Recommended 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.

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

Fig. 1.1

Fig. 1.2

| Pantone 2995 | Process black |
|---|---|
| 87/1/0/0 | 0/0/0/100 |
| 0/169/224 | 0/0/0 |

Fig. 2

Fig. 3

**2.2 Awards Logo colours**
The CHOICE Recommended 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.

Fig. 4

| | |
|---|---|
| Pantone Process Cyan 90%<br>C87 M1 Y0 K0<br>R0 G179 B240 | Pantone 429<br>C21 M11 Y9 K22<br>R165 G172 B175 |
| Process Black | White |

**2.3 Scaling and sizing restrictions**
Minimum logo reproduction size is 20mm square as shown in FIG. 4, or 57 pixels square for online.

Fig. 5

## 2.4 Exclusion zones

Unless stated otherwise in these User Regulations, no other text, image, logo/logo or other material shall appear within the exclusion zone that is indicated with a dotted black line around the logo reproduced in FIG. 6.

### 2.4.1 Packaging

When appearing on packaging the exclusion zone should be as set out in FIG. 6.

If the CHOICE Recommended Logo is reproduced on packaging the minimum distance of the logo from the edge of the packaging should be 5mm as illustrated in FIG. 7.

### 2.4.2 Stickered

If the CHOICE Recommended Logo is to be used as a sticker, the 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.

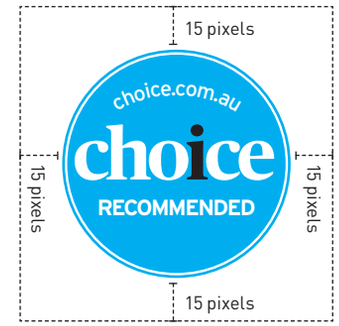
### 2.4.3 Internet and Broadcast use

If the CHOICE Recommended Logo is to be used on or in an internet page or any broadcast, the minimum size restrictions apply (see 2.2) but the exclusion zone is illustrated in Fig 8.

Fig. 6

Fig. 7

Fig. 8



**2.5 Forbidden use**

The CHOICE Recommended Logo, as licensed for use, shall not:

- Be reproduced smaller than as stated in FIG.4;
- 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 in FIG. 6.
- Be used to imply the product is a CHOICE product

## USE ON PACKAGING

**1.** The CHOICE Recommended Logo must always be positioned on the front of any product packaging.

**2.** If the CHOICE Recommended Logo is used on the front of any packaging it may also be used on the back and the side(s) of the product or its packaging.

## INTERNET USE

**1.** The Licensee must use the internet only logo shown in FIG. 9.

**2.** The Licensee must embed the referral link as supplied to them by CHOICE when using the CHOICE Recommended Logo in any internet webpage.

**3.** The Licensee must ensure that a hypertext link between the internet logo and the product or service web page operated by CHOICE or as specified by CHOICE remains operational at all times during any use of the internet logo by the Licensee or on the Licensee's behalf.

**4.** Minimum logo production size is 57 pixels, as shown in FIG. 4.

Fig. 9

# BROADCAST USE

**1. General**

**1.1** Any broadcast use of the CHOICE Recommended Logo or reference to the CHOICE Recommended Logo must be in accordance with these User Regulations.

**1.2** The Licensee must provide CHOICE with a copy of scripts and storyboards for approval prior to production. The final broadcast advertisement and broadcast schedule must be provided a minimum of 24 hours before using the CHOICE Recommended Logo in any broadcast advertising.

**1.3** The tone and context of use of the CHOICE Recommended Logo in any broadcast advertising must not be damaging or disparaging to the CHOICE Recommended Logo or the CHOICE brand.

**2. Television***

**2.1** Any use of the CHOICE Recommended Logo in Television broadcasting must be in one of the following ways:

**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:

"A CHOICE Recommended product".

**2.2** Only the TV Voiceover can be used with the CHOICE Recommended Logo in television broadcasting.

**2.3** The TV Voiceover must be spoken while the CHOICE Recommended Logo is visible on the screen.

**2.4** Any use of the CHOICE Recommended Logo in television broadcasting shall be for a minimum "on screen" duration of 4 seconds.

**3. Radio**

**3.1** The CHOICE Recommended Logo can only be referred to in radio broadcasting using the approved radio voiceover (the "Radio Voiceover") which is as follows:

"A CHOICE Recommended product".

**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.

***Broadcast licence required**

## MARKETING MATERIAL AND MEDIA

**1.** The CHOICE Recommended Logo, as licensed for use, must not be used:

**1.1** in any marketing, advertising or promotional material or footage relating to the licensees business other than in the form set out in the CHOICE Recommended Licence, or;

**1.2** in any way that is likely to reduce or diminish the reputation, image or prestige of the CHOICE Recommended Logo or CHOICE.

**2.** The Licensee must not quote from any article of CHOICE or reproduce any other material by CHOICE including any marketing, promotional or advertising material (including test result tables) in the use upon or in connection with the Licensees business.

**3.** Marketing copy may include:

- Actual score
- Overall best performer (if applicable)
- Best performer (if applicable)
- Top scorer (if applicable)
- Green buy (if applicable)

**4.** Marketing copy may **not** include:

- Results, scores, attributes in isolation or one highlighted over another
- True statements out of context
- Best Buy status
- The word 'choice' in advertising copy eg 'You've made the right Choice'
- Reference to competitor brands
- Any ambiguous use of the CHOICE brand
- Implied partnership or association with CHOICE
- Implied exclusivity of CHOICE recommendation

## THIRD PARTY USE

Use of the CHOICE Recommended Logo in third party marketing materials such as retailer catalogues is subject to all CHOICE Recommended Use Regulations and must be previewed and approved by CHOICE before publication.

## FURTHER INFORMATION CAN BE OBTAINED FROM:

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