

Which?

Guidelines for using the

Which?

Trusted Trader

endorsement logo (the ‘User Regulations’)

April 2023





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Welcome

Thank you for joining Which? Trusted Traders. As an endorsed trader, you can now display the Which? Trusted Trader endorsement logo (the 'logo') on all your communications, from your van to your business card, your adverts to your letterheads, and on your website. The purpose of these User Regulations is to explain in further detail how the logo can be used in marketing and promotional material.

For further information or any questions contact Which? Trusted Traders:

Which? Trusted Traders,
2nd Floor, 3 Capital Quarter,
Tyndall Street, Cardiff CF10 4BZ
Email: trustedtraders@which.co.uk
Tel: 029 2267 0040



General rules

- 1** The Which? Trusted Trader endorsement logo (referred to as the 'logo') can only be used where a Which? Trusted Traders Agreement (referred to as the 'agreement') has been signed by a Which? Trusted Trader (referred to as the 'trader') and a Licence granted.
- 2** These user regulations are incorporated into the agreement, which contains further terms governing use of the logo. The logo may only be used in accordance with these user regulations and the agreement when read together.
- 3** The logo can only be used in connection with the business of the trader, including the marketing, advertising and promotion of the business as detailed in the agreement.
- 4** The logo cannot be altered or modified.
- 5** The logo cannot be used in any way that will or could harm its distinctiveness or validity or any goodwill attached to it.
- 6** No other sign that is similar to the logo may be used by the trader.



Presentation

2.1 Use

There is only one form of the logo and this is set out in colour and black and white form in FIG. 1 and FIG. 2 below. The logo must be reproduced in colour (as shown in FIG. 1). If printing in black and white, then the logo may be used in black and white form. Only in these circumstances can the black and white version in FIG. 2 be used. The applicable Pantone® colours specified in FIG.3 must be used when reproducing the logo. The colours on these pages are a representation only and not accurate colour. Always refer to the relevant Pantone® swatch when colour matching.

FIG. 1



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

FIG. 2



Process
Black
(greyscale)

FIG. 3



Black Pantone®
1788

2.2 Logo colours

The Which? Trusted Trader logo may be used in either black and white or in colour using the specified Pantone, RGB or CMYK colours. The monochrome that needs to be used for both versions is as stated on the right.

Process Black
C0 M0 Y0 K100
R0 G0 B0
#000000

Pantone® 1788
C0 M100 Y88 K0
R232 G28 B48
#E81C30



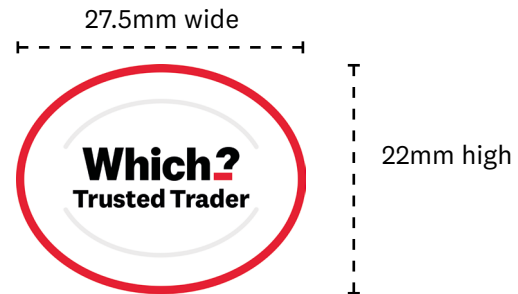
2.3 Scaling and sizing restrictions

Minimum logo reproduction size is 22mm high and 27.5mm wide as shown in FIG. 4.

For online use the logo must be no smaller than 115.5 x 93.5 pixels.

The Which? Trusted Trader logo must not be larger than the trader's name or logo.

FIG. 4 Minimum usage size



2.4 Exclusion zones

Unless stated otherwise in these User Regulations, no other text, image, logo or other material shall appear within the exclusion zone that is indicated with a dotted grey line around the logo reproduced in FIGS. 5–7. The distance of the exclusion zone around the logo should be at least the height of the top of the logo.

FIG. 5

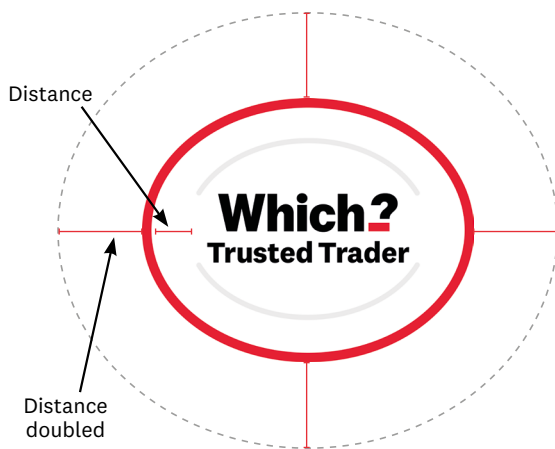


FIG. 6

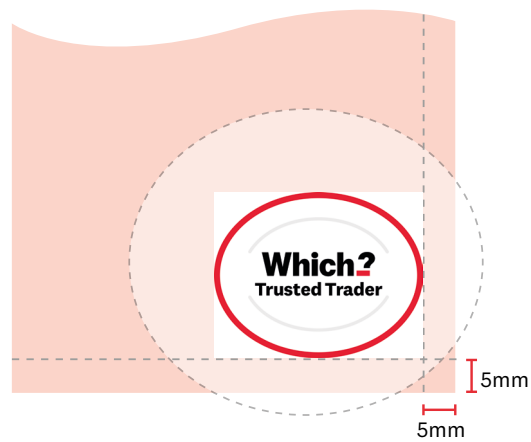
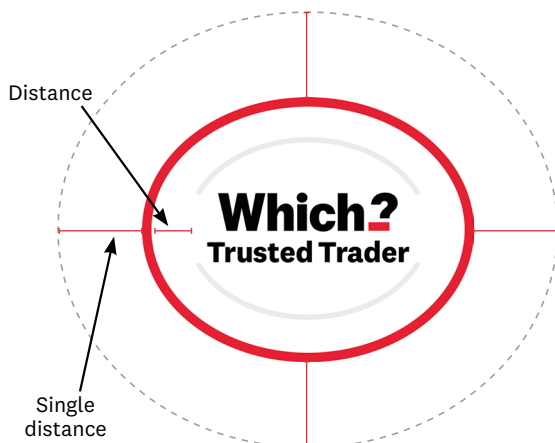


FIG. 7





2.5 Forbidden use

The Which? Trusted Trader logo shall not:

- Be reproduced smaller than as stated in FIG. 4.
- Be reproduced so that it is larger than any trademark, logo or name of the trader;
- 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, except 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 as shown in FIG. 5, 6 and 7.

Internet use

- 1 The trader must ensure that a hyper text link between the logo and the Which? Trusted Traders site www.trustedtraders.which.co.uk remains operational at all times.
- 2 The logo must not be used where because of space restrictions (for example in Pay-Per-Click advertising, digital banners and social media) it would not meet the requirements in section 2.3. Please refer to the Copy guidance in Section 5 and refer to examples set out in the back of this document for guidance on how to describe the Which? Trusted Traders endorsement. All references to the endorsement online must link back to <http://trustedtraders.which.co.uk>

Broadcast use

- 1 The trader must provide Which? with a copy of the final broadcast advertisement and broadcast schedule a minimum of 24 hours before using the logo in any broadcast advertising.
- 2 The tone and context of use of the logo in any broadcast advertising must not be damaging or disparaging to the logo or the Which? brand.



Marketing material and media

- 1** The logo, as licensed for use, must not be used in any way that is likely to reduce or diminish the reputation, image or prestige of the logo, the Which? Trusted Traders scheme, or Which? Limited.
- 2** The trader 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 trader's business, without written permission from Which? Ltd.

Which?

Further information can be obtained from:

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