

HBF star rating scheme

Scheme rules v.1 (February 2014)

Introduction

Scheme rules

Logo usage
design guidelines

Introduction

Introduction

Each year the Home Builders Federation awards its members a Star Rating of between one and five stars for customer satisfaction in its HBF Star Rating Scheme.

The award is based on homeowners feedback collected via the National New Homes customer satisfaction survey carried out by NHBC. Further information on the survey and how star ratings are allocated may be found on the HBF website (www.hbf.co.uk).

The HBF Star Rating logo appearing in Section 3 is a trademark of the Home Builders Federation and the HBF Star Rating logo and the HBF Star Rating awards may only be used in accordance with the rules laid out in Section 2.

Scheme rules

Scheme rules

1) In these Rules:

- a) **'HBF'** refers to the Home Builders Federation [details of company number etc].
 - b) **'HBF Member'** refers to HBF members whose membership is current (with all fees paid up to date). Any person, firm or company that is not a member of HBF with its fees paid up to date is not a 'Member' for the purpose of these Rules.
 - c) **'Rules'** means the rules set out in this document.
 - d) **'Star Rating Logo'** means the logo appearing in Section 3 which is a trademark of the Home Builders Federation.
 - e) **'Star Rating'** refers to the Star Ratings awarded to an individual HBF Member under the HBF Star Rating Scheme.
 - f) **'HBF Star Rating Scheme'** refers to the scheme for awarding and use of Star Ratings as described in this document.
 - g) Words in the singular shall include the plural and vice versa.
 - h) Any reference to the HBF Star Rating Scheme shall be construed as a reference to the scheme in force for the time being and as amended, varied or supplemented from time to time by HBF.
- 2) HBF will inform Members in writing of their HBF Star Rating, only when all Star Ratings to be awarded in the year in question have been decided by HBF.
- 3) Subject to Rule 4), the HBF Star Rating Scheme is for the benefit and use of Members awarded a Star Rating for Customer Satisfaction (if the award is confirmed to them in writing by HBF). Any Member may use the Star Rating awarded to them (if the award is confirmed to them in writing by HBF) together with the Star Rating Logo, but only in the manner stated in these Rules (any other use is not permitted unless it is with the separate written permission of HBF).
- 4) The decision to award a Star Rating to a Member and the permission to use the Star Ratings awarded and the permission to use the Star Rating Logo are all at HBF's sole discretion. HBF has the right to and may decide i) not to award a Star Rating to any Member, ii) to withdraw an Member's permission to use a Star Rating awarded and/or to withdraw an Member's permission to use the Star Rating Logo; in which case the Member concerned must cease to use the Star Rating and Star Rating Logo upon being informed in writing by HBF.
- 5) Any person firm or company not being a Member is not entitled to use or refer to the HBF Star Rating Scheme, a Star Rating or the Star Rating logo for any purpose unless they have the written permission of HBF.
- 6) Members may only use the Star Rating Logo and their Star Rating for promotional purposes and may not use or rely on the Star Rating for any other purpose without HBF's written permission.

- 7)** Members may only use the Star Rating Logo and their Star Rating in a manner whereby the number of stars actually awarded and the year in which they were awarded is clearly stated.
- 8)** Members may not make any alteration (as to size, shape, colour and any other characteristics) to the Star Rating Logo nor at any time use any other logo or device which is similar to or may be confused with the Star Rating Logo. The design guidelines for use of the Star Rating logo are defined in Section 3.
- 9)** Members may not use the HBF Star Rating Scheme, Star Rating Logo or their Star Rating for any purpose or in any way that would be unlawful and Members must ensure that all use of and references to the Star Rating Scheme, Star Rating Logo or their Star Rating is in compliance with the requirements of the Advertising Standards Authority's UK Code of Non-Broadcast Advertising, Sales Promotion and Direct Marketing (CAP Code) or UK Code of Broadcast Advertising (BCAP Code) (as applicable).
- 10)** Members may not make any claims by reference to the HBF Star Rating Scheme, Star Rating Logo or their Star Rating which specifically or generally refers to or makes a direct comparison with or denegrates in any way any other person, firm or company (whether Members or not).
- 11)** Members may not use or refer to the statistical data underlying their Star Rating.
- 12)** Members that are part of a group of companies may only use the Star Rating awarded to the group and may not use the Star Rating awarded to any other member of the group without HBF's written permission.
- 13)** HBF Star Rating Scheme should not be used for any purpose that in the opinion of HBF brings the Scheme into disrepute.

Logo usage design guidelines

Logo usage design guidelines

The preferred format for HBF star rating logo is white-out against a coloured background.



There is also a two-colour version available for situations where the white-out format is not practical.



Primary colour 1 (C20/M0/Y30/K68)

Primary colour 2 (C0/M0/Y20/K35)

The mono logo may only be used for one-colour documents such as fax sheets.



Logo



Minimum Size



Exclusion Zone



The exclusion zone is the height of 'x' (i.e. the width of the 'H') all the way around the logo.

Colours

1



C: 20
M: 0
Y: 30
K: 68

2



C: 0
M: 0
Y: 20
K: 35

Logo



Do's and don'ts



Logo



Contact Details

Home Builders Federation
HBF House, 27 Broadwall, London, SE1 9PL
T: 020 7960 1600 F: 020 7960 1601 E: info@hbf.co.uk www.hbf.co.uk

