



Trade Mark Regulations

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Welcome to the Trade Mark Regulations for Members effective from the 17th October 2022.

The Interflora wordmark and Mercury Man Emblem Trade Marks are powerful assets. We are in a privileged position for these to be recognised worldwide as symbols of outstanding quality, with a heritage spanning almost 100 years.

Whether customer, or recipient, our brand image plays a huge part in shaping overall perceptions of the service we offer. It is therefore important that our brand is projected in a clear and consistent manner. We all want to use the Trade Marks and Brand Identity to help drive business. These powerful assets enable you to enhance your business and promote the Interflora service to your customers.

In the past there has been confusion over how and where the Trade Marks and Brand Identity may be used. I want to clearly set out the basic principles for Members to apply when using the Trade Marks and Brand Identity. These principles relate to local and national use and at all times acting with honesty and integrity.

Principle 1 - Extent of Use of Brand

Members may use the Trade Marks and Brand Identity in all Advertising. It must be very clear in any advertising that the Advertisement belongs to the Member and is not an Advertisement for Interflora.

Members may use the Trade Marks and Brand Identity within all aspects of their retail environment e.g. shop front, in-store, websites, on promotional material and on delivery vehicles etc.

Principle 2 - Honesty & Integrity

Members must not use the Trade Marks and/or Brand Identity to create a false impression that they are based in a locale in which they do not have a physical presence or otherwise deceive consumers as to their geographical location.

Additionally Members must clearly distinguish their own product ranges from Interflora product ranges and local delivery from national delivery, which is made via the Interflora network.

For legal reasons, it is important that all Members follow the Regulations as required by our licensing agreements with Interflora Inc. and Florists' Transworld Delivery Inc. These Regulations have been prepared to ensure that the Trade Marks are used in line with other regulations set down by Interflora Inc., Florists' Transworld Delivery Inc. and Interflora British Unit.



Company Secretary

The Trade Marks & Brand Identity

2



The Trade Marks & Brand Identity

2.1

Ownership & Use

The Interflora wordmark is owned by Interflora Incorporated. The Mercury Man Emblem is owned by Florists' Transworld Delivery Inc. Both companies are based in the United States of America.

The Company is licensed to use the Interflora wordmark and Mercury Man Emblem within the United Kingdom and associated territories. In turn, these agreements allow use by Interflora British Unit Members providing they abide by the Regulations set out in this document.

In allowing the Company and its Members access to the Trade Marks, the owners clearly stipulate some 'DOs' and 'DON'Ts' in the way the Trade Marks are used.

In addition, the Company has developed these Regulations to protect the Company to ensure Members use the Trade Marks appropriately in order to protect and maintain the Interflora Brand.

Examples of how to use the Trade Marks (including the Brand Identity) correctly on shop fronts, vehicle livery, directory advertising etc. are shown within the Regulations. There is also a useful checklist summarising Points to Consider.

Regulations

Under Membership Bye-laws, Members must comply with these Trade Mark Regulations. The Company may amend these Regulations from time to time and Members will be advised of any changes.

Rights Limited to Members

Rights granted to use the Trade Marks (including the Brand Identity) are limited to the licensors, the Company and Members.

Members may not transfer or sub-license to a third party without the prior written approval of a Director of the Company. Any requests must be submitted to:

Retail Marketing

Email: retailmarketing@interflora.co.uk

The Brand Identity & Brand Values

2.2

We have developed our stylish new Brand Identity using the registered Trade Marks 'Interflora' and 'The Mercury Man Emblem' and our Strapline 'The Flower Experts', an unregistered mark.

We have refined the Mercury Man Emblem and are using this more prominently as part of our Brand Identity. We have selected black and gold as our primary colours to reflect the quality and heritage of

our brand. **Brand Values**

The Brand Identity reflects our brand values, demonstrating our personality and what we stand for. They are our 'DNA' and provide a means to express who we are and our points of difference from the competition.

Our Brand Values are:

Trusted

Our customers trust us to be there when they can't and to hand-deliver the finest quality flowers on time, every time.

Personal Touch

With everything we do, we strive to add a personal touch, from taking the order, to hand-delivering the flowers, we strive to add a personal touch.

WOW!

WOW! is the reaction we want every time a recipient opens their front door and is presented with a stunning Interflora bouquet, exceeding all expectations.

The Trade Marks

The following are correct versions of the Interflora wordmark and the Mercury Figure.

The Interflora Wordmark

The Interflora wordmark is owned by the American company Interflora Incorporated.

Interflora®

The Mercury Man Emblem

The Mercury Man Emblem is owned by the American company Florists' Transworld Delivery Inc.



There are some 'DOs' and 'DON'Ts' with regard to the format, positioning and colour of the TradeMarks. These are detailed in the sections entitled 'Format' and 'Colour'.

The Brand Identity consists of three basic elements:

The Interflora Wordmark
(a registered Trade Mark)

The Mercury Man Emblem
(a registered Trade Mark)

The Flower Experts (strapline)
(a registered Trade Mark)



The following are correct versions of the Brand Identity, showing Primary Usage, Secondary Usage and Enlarged Mercury Man Emblem.

Primary Usage

This is the preferred version of the Brand Identity.



Primary Usage



The Exclusion Zone



The Minimum Size

The Exclusion Zone

The Brand Identity must be reproduced with a clear area around it, this area is known as the 'exclusion zone'. Calculate the exclusion zone with the height of the initial capital 'I'. Keylines indicate exclusion zone only.

The Minimum Size

The Primary Usage should never be reproduced less than 30mm in width. For any applications that require a smaller size please use the Secondary Usage.

Secondary Usage

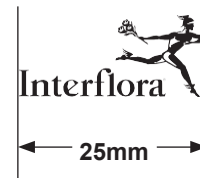
If there is a specific instance where it is not possible to use the preferred version of the Brand Identity, or in which there are size restrictions preventing its use, the secondary version below should be used.



Secondary Usage



The Exclusion Zone



The Minimum Size

The Exclusion Zone

The Brand Identity must be reproduced with a clear area around it, this area is known as the 'exclusion zone'. Calculate the exclusion zone with the height of the initial capital 'I'. Keylines indicate exclusion zone only.

The Minimum Size

The Secondary Usage should never be reproduced less than 25mm in width.

Enlarged Mercury Man Emblem

The example below shows how the Mercury Man Emblem can be enlarged within the Brand Identity when increased impact and emphasis is required, e.g. signage.



Enlarged Mercury Man Emblem



The Exclusion Zone

The Enlarged Mercury Man Emblem can be used when the branding requires increased impact and emphasis, for example on signage. This configuration may be used for high-impact applications where the Interflora brand itself is the key message being communicated.

Members must apply for permission to use the Enlarged Mercury

Man Emblem. Please contact:

Retail Marketing

Email: retailmarketing@interflora.co.uk

There are some 'DOs' and 'DON'Ts' with regard to the format, positioning and colour of the Brand Identity. These are detailed in the sections entitled 'Format' and 'Colour'.

Please be aware that breaches of these Regulations may jeopardise Membership of the Association under the general sanctions in the Bye-laws.

Where a Member is in breach of these Regulations this will result in a review by the Directors.

Under Membership Bye-law 23.1 a financial penalty of up to £10,000 may be imposed on a Member who is considered to be in breach of the Bye-Laws.

Furthermore, in addition to the Company's rights under Trade Mark law, the Company may take action under Membership Bye-law 23.1.

Full details of the Bye-laws are available to download from the Online Library, www.membermarketing.co.uk. Access to the Online Library can be gained by contacting:

Retail Marketing

Email: retailmarketing@interflora.co.uk

All advertising containing any of the Trade Marks must comply with the Brand Standards contained herein. Under Membership Bye Law 10.2.3 Members are required to apply for approval, prior to publication, of any Advertisement (see words and meanings) that contains any of the Trade Marks. Such application for approval is not mandatory if the advertising complies with the Brand Standards, but is recommended in order to ensure this is the case.

Advertisements should be submitted to:

Retail Marketing

Email: retailmarketing@interflora.co.uk

Important - Please Note

The major publishers of Directories (paper, telephonic and internet) have copies of the Regulations and have been asked to co-operate fully in their implementation. The ultimate responsibility for ensuring the Regulations have been followed rests with Members.

If you require any further information or have a particular query, please contact Retail Marketing, see details above.

DOs

Members must be consistent in the way the Trade Marks and Brand Identity are used.

- The Trade Marks and Brand Identity must always be shown in a size that is legible.
- The placement of the ® symbol against the Interflora wordmark and Mercury Man Emblem is fixed. The ® symbol must always be displayed, as shown earlier in the Trade Marks Section and must always be clearly legible.
- The Brand Identity, Primary Usage, must be used in the format shown earlier in the Brand Identity Sections 2.4 and 2.5.
- The Brand Identity, Secondary Usage, must be used in the format shown earlier in the Brand Identity Section 2.6.
- The Brand Identity must always be reproduced with a clear area around it, this area is known as the 'exclusion zone'. Calculate the exclusion zone with the height of the initial capital 'I'. Please see example shown earlier in the Brand Identity Sections 2.4, 2.5 and 2.6.
- The Strapline 'The Flower Experts', when used as part of the Brand Identity must be reproduced in the stylised format shown earlier in the Brand Identity Section, and must include the ™ symbol.
- Any of the Company's Intellectual Property such as Trade Marks or straplines e.g. The Flower Experts, must be produced in the correct format, with no extra words or graphics added or removed.
- The Interflora wordmark can only be used on its own where the advertising space is insufficient to allow either the Primary or Secondary Usage of the Brand Identity to be used.
- The Enlarged Mercury Man Emblem within the Brand Identity may be used to achieve increased impact and emphasis, e.g. on vehicle signage, or to create an interesting dynamic on applications where the Brand Identity appears within a large area of black background (See note below).

Important - Please Note

Any Member wishing to use the following versions of the Interflora Trade Marks or Brand Identity, in any form of Advertising, must apply for permission to do so.

- The Interflora wordmark on its own (other than where 'Interflora' is referred to in copy).
- The Enlarged Mercury Man Emblem

Please contact:

Retail Marketing

Email: retailmarketing@interflora.co.uk

DON'Ts

- The Brand Identity, Primary Usage, must never be reproduced less than 30mm in width.
- The Brand Identity, Secondary Usage, must never be reproduced less than 25mm in width.
- Do not obscure, stretch, squeeze, distort or crop the Trade Marks or Brand Identity in any way.
- The Interflora wordmark and Mercury Man Emblem must not be used to form a graphical device of any sort. For example, repetition of the Interflora wordmark to form a border, or use of the Mercury Man Emblem to form the centre of a flower or a floral border.
- The Interflora wordmark, Mercury Man Emblem and Brand Identity may not be animated.
- The typeface or use of capitals in the Interflora wordmark must not be changed, this also applies to the Interflora wordmark within the Brand Identity.
- When using the Brand Identity do not insert anything between the Trade Marks.

Correct examples of the Trade Marks and Brand Identity are available via the Online Library.

Access to the Online Library can be gained via our Online Marketplace

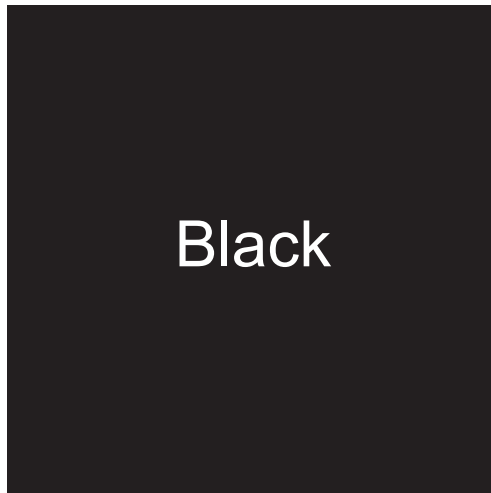
www.interfloramarketplace.co.uk/digital-assets :

Retail Marketing

Email: retailmarketing@interflora.co.uk

Our Colours

The following are our brand colours.



Pantone

Matches to Pantone® Process Black

Four Colour Process

Cyan - 0%
Magenta - 0%
Yellow - 0%
Black - 100%

RGB

R - 0
G - 0
B - 0

HEX

#000000

If a 'Rich' black is required: 100%
Solid Process Black can be combined
with a Cyan underpin of 40%.



Pantone

Matches to Pantone® 10127c (Premium Metallic)

Four Colour Process

To match this colour out of four colour
process, specify the following breakdown:

Cyan - 23%
Magenta - 29%
Yellow - 78%
Black - 0%

RGB

R - 202
G - 173
B - 89

HEX

#CAAD59

The following colour variants show how the Brand Identity must always be used. Other colour ways are not permitted.

Colour Variants

Primary Colourway - Below is the colour treatment of the Brand Identity.



Primary Colourway

Secondary Colourways - For wider applications where use of the Primary Colourway is not possible or not applicable (for example: single colour directory printing) use the colourways shown below.

When applying the Brand Identity in this way it must appear either black-on, gold-on or white-out.



Secondary Colourways

Important - Please Note:

If a Member wishes to use the Trade Marks and/or Brand Identity on background colours other than black or white they must apply for permission to do so. Approval is at the Company's discretion and must be given prior to publication.

The Company owns or has rights to use the copyright in connection with certain floral product designs, photographs, images, slogans, text and advertising material.

Please note that there are restrictions relating to the time period for which Interflora product images can be used. The time period usually relates to the period of the promotion.

Members may use the Company product images in their own Advertising, but when doing so Members must:

- Display the Brand Identity/Trade Marks
- If the advertising is a Members website, the Brand Identity/Trade Marks must be used, at a minimum, on the Home page of a Member's website.
- Ensure usage of the Brand Identity in any Advertising (which includes websites) conforms with Principle 1 e.g. it must be clear that the Advertising belongs to the Member and is not an Advertisement for Interflora

On a Members own website Members must acknowledge copyright to Interflora British Unit, once only, as follows:

© Copyright used with permission of Interflora British Unit.

If using Interflora copyright images with other non Interflora imagery it is important that the latter imagery is identified and ownership clearly marked.

Images must not be sub-licensed to a third party without prior written approval of a Director of the Company.

Members may only use Interflora copyright images that have been downloaded from the Interflora Marketing Portal <http://interflora.icuprint.co.uk/UserContentStart.aspx>. Or, other portal as may be advised from time to time.

Use of Interflora copyright images is subject to separate Terms and Conditions which are clearly displayed on the Marketing Portal and these should be read carefully before downloading.

All orders generated by the use of any Interflora copyright images must be cleared through Interflora British Unit.

Any request must be submitted to:

Retail Marketing

Email: retailmarketing@interflora.co.uk

The following items are available via the Online library

- Images from the Collection
- Images from Seasonal Promotional items
- The Trade Marks and Brand Identity
- The Trade Mark Regulations

Access to the Online Library can be gained via our Online Marketplace

www.interfloramarketplace.co.uk/digital-assets

Retail Marketing

Email: retailmarketing@interflora.co.uk

These Regulations control the use of the Brand Identity to promote a Member's Retail image.

The potential exists for Members to incorporate the Brand Identity into all aspects of their retail image, such as the shop front, shop blinds, shop awnings, vehicle livery, stationery, wrapping, cards, websites etc.

Members are encouraged to display well designed signs using the Brand Identity and to ensure such signage is kept in good order.

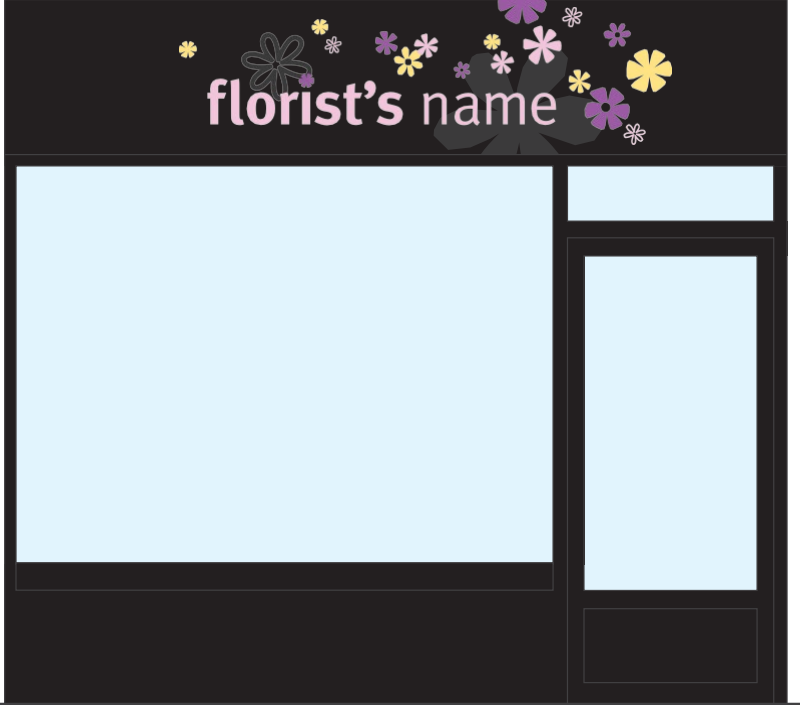
In accordance with the Membership Bye-laws:

Members must display the Trade Marks (including the Brand Identity) at premises which have been registered with the Company and that have been granted Membership.

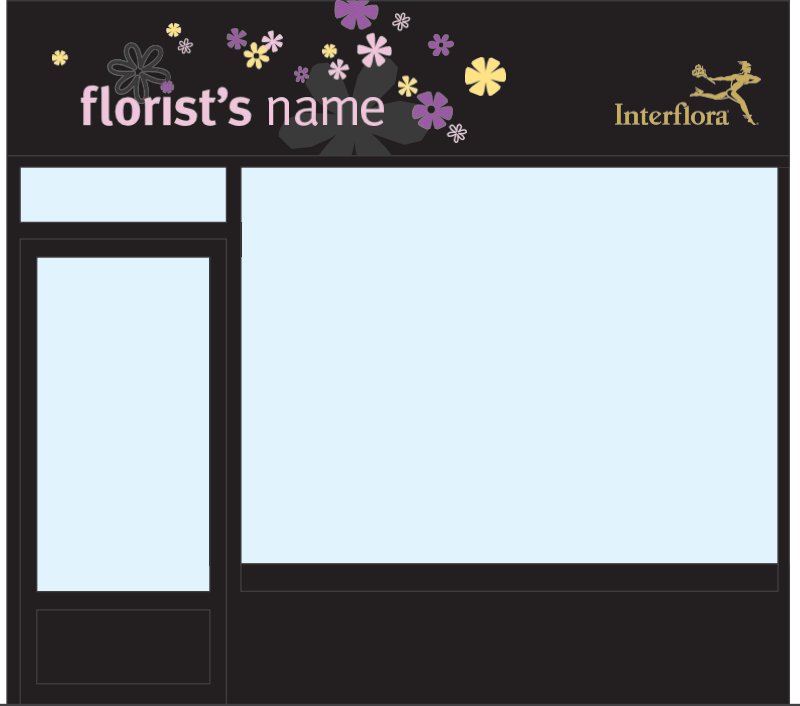
The following examples show how to incorporate the Brand Identity on a Member's shop front.



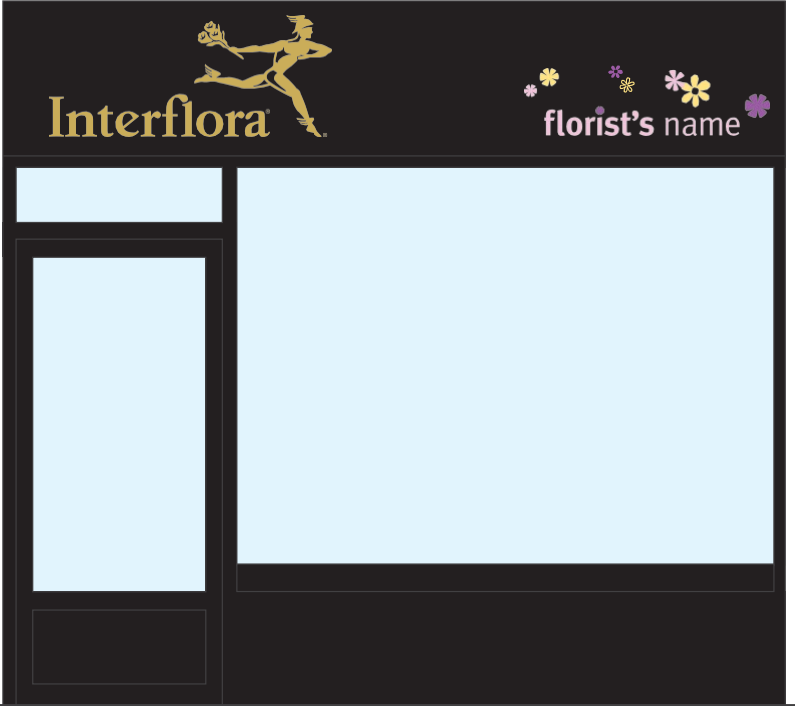
Interflora Branded Shop Front



Member Branded Shop Front



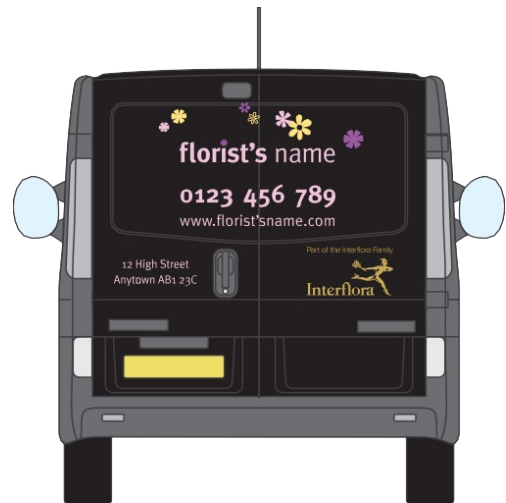
Co-Branded Shop Front



Co-Branded Shop Front

Interflora Branded Vehicle Livery

The following examples show how to incorporate the Brand Identity on a Member's delivery vehicle.



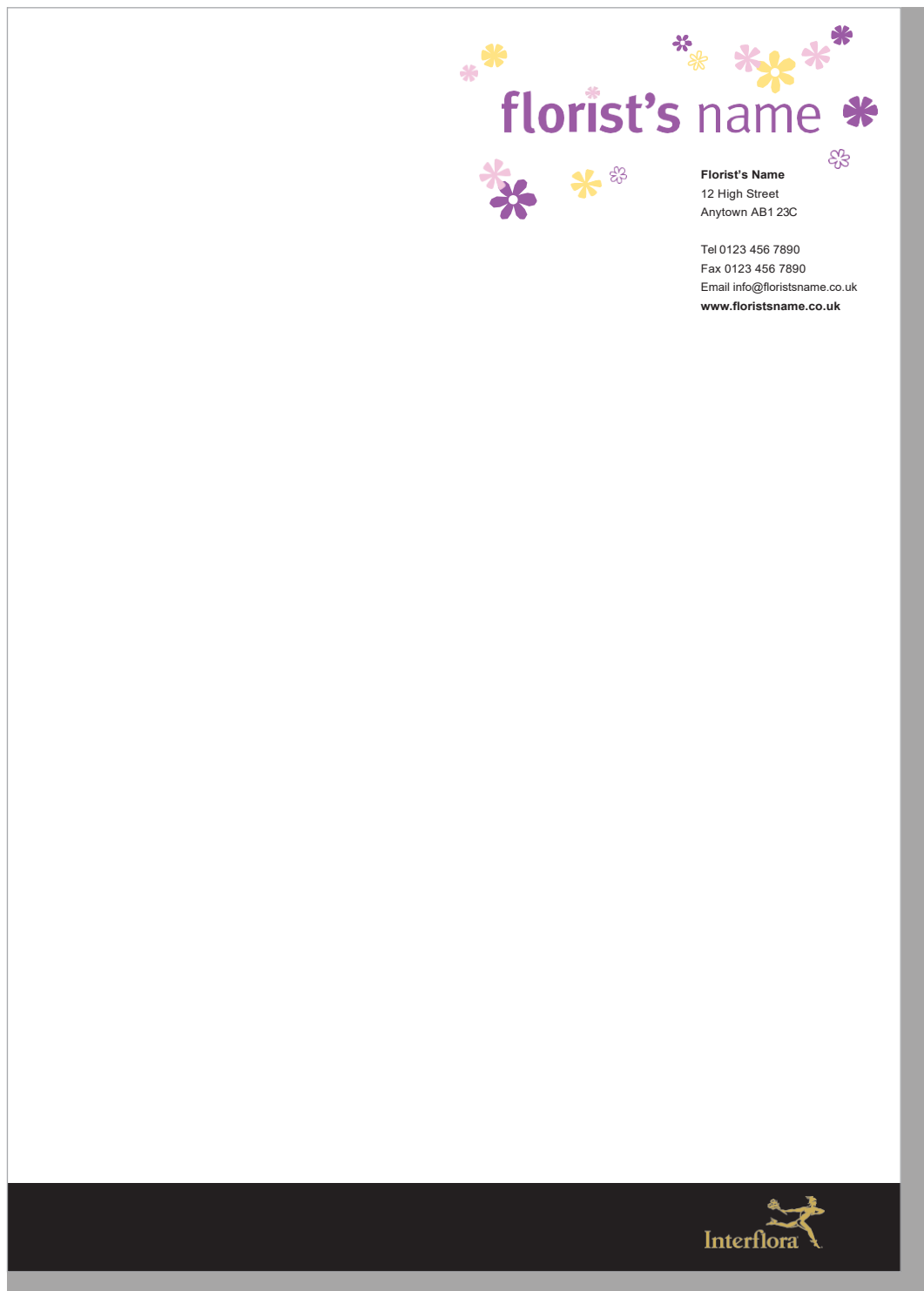
Member Branded Vehicle Livery



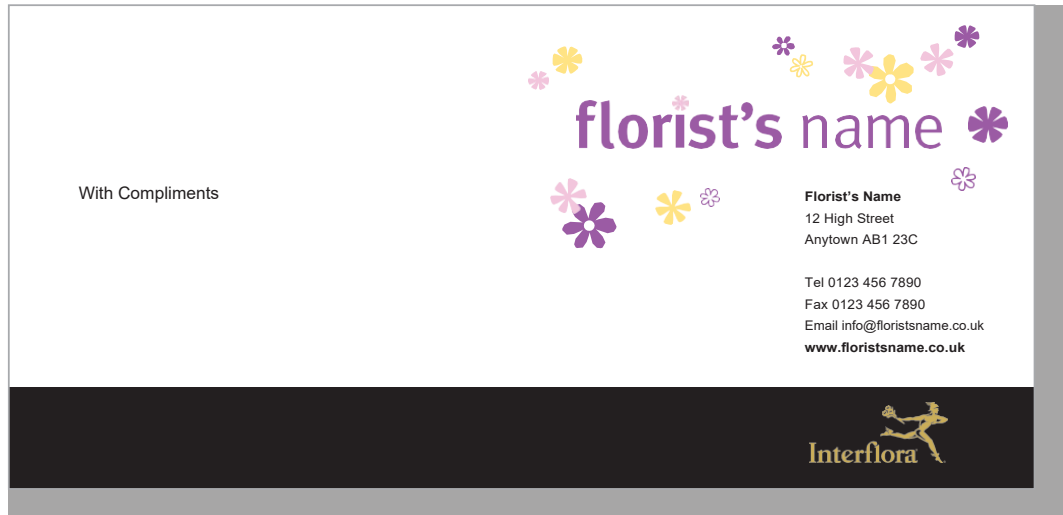
Important - Please Note

Sales Support items e.g. pavement signs, vinyls etc. that include the Trade Marks and/or Brand Identity and/or Company Intellectual Property (IP) must be kept in good order. If they become defaced or damaged in anyway they must be removed and disposed of.

The following examples show how to incorporate the Brand Identity on various items of a Member's stationery.



Letterhead



Compliment Slip



Business Card

Important - Please Note

Where Membership of the Association ceases for any reason, all reference to and usage of the Interflora wordmark, the Mercury Man Emblem Figure, Brand Identity and all the Company's IPR must be removed immediately from shop premises, signage, shop blinds, websites, directory advertisements, promotional material and all other forms of Advertising.

The final Clearing House balance due to the Member will be withheld until the proof of removal of the Trade Mark and Company IPR has been provided to the Company.

Dear

We are sorry that you were not available to receive your Interflora delivery...

Date Time

Your Interflora delivery has been left with:

.....

Please contact us so that we can make other arrangements. Our address and telephone number appear on the reverse of this card.




Sorry, we missed you...

Florist's Name
 12 High Street
 Anytown
 AB1 23C
 0123 456 789
www.floristsname.co.uk




'Called Today' Card

These Regulations apply to how a Member can use the Trade Marks and Brand Identity to promote their Membership of Interflora to customers.

Members must carefully consider the prominence of their Membership details when used in conjunction with the Trade Marks and/or Brand Identity within their shop environment and when Advertising their business in directories, newspapers etc. See Section 1.1 relating to principles.

DOs

- A Member's full Membership name and address, as registered and approved by the Company, must always be displayed on Advertisements that include the Trade Marks and/or Brand Identity.
- Only registered Members of the Association are entitled to advertise using the Trade Marks and/or Brand Identity.
- When displaying the Trade Marks and/or Brand Identity with a registered Membership name, within shop premises, signage and on delivery vehicles, the Trade Marks and/or Brand Identity may be more prominent.
- When displaying the Trade Marks and/or Brand Identity with a registered Membership name, it must be clear that the business is a Member of the Association providing the Interflora relay service, not the Company itself. See Section 1.1 relating to principles.
- When displaying the Trade Marks and/or Brand Identity with a registered Membership name, in all forms of Advertising, the Membership name must be more prominent than the Trade Marks and/or Brand Identity.
- Members may use the Interflora wordmark to promote the fact that they are Members of the Association as follows:

(Show full Membership name)



Your local Interflora florist
A Member of Interflora

Interflora at



(Show full Membership name)

DON'Ts

- Businesses that do not hold Membership of the Association must not be included in any Advertising that features the Trade Marks and/or Brand Identity.
- Trading names that include the Interflora wordmark or any name that is confusingly similar to the Interflora wordmark must not be used. e.g.

Intaflora

Flowersintaflora

Inter-flora Limited

Petalsinterflora

- Trading names that include any other Company IPR must not be used.
- The Company's address should not be included in any Member Advertising that includes the Interflora wordmark and Mercury Man Emblem.
- The Interflora wordmark should not be used in Advertisements to imply any 'special' or 'official' status other than Membership of the Association.
- The use of phrases such as 'Central Office', 'Main Office' or 'Head Office', etc. is not allowed where it could mislead the consumer into thinking that this relates to the Company.
- Comparative Advertising, e.g. 'Leading Interflora Florist in Bristol' or 'Windsor's Premier Interflora Florist' is not permitted as this may falsely imply that the business is better than other Members in the area. Implying the business is the only Interflora Member in a location is also not permitted e.g. Interflora of Bristol.

Regulations exist to ensure that all Members have access to the Trade Marks and Brand Identity to promote the Interflora relay service.

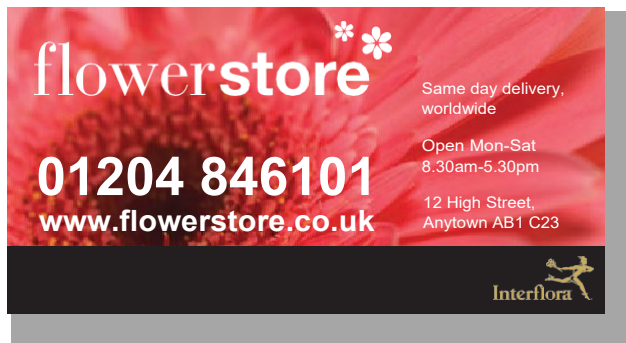
DOs

- Members may include their own freephone, hotline, central order taking number or telephone number on Advertisements and/or websites that depict the Brand Identity. However, it must be clear within the Advertisement that the number belongs to the Member and not Interflora. See Section 1.1 relating to principles.
- Members may advertise an 'out of hours' telephone number, such as a mobile number or home telephone number, providing it is related to Interflora business and/or shop(s) that have Membership of the Association.

Below is an example of the Brand Identity incorporated into an Advertisement, this layout is intended for use in Directories, local press ads etc.



125x100mm Advertisement



125x65mm Advertisement



60x65mm Advertisement

Members must not place their logo or contact details within the Interflora branded black strip.

Important - Please Note

The examples above show full-colour printing versions of directory Advertisements. All directories have their own rate of charges relating to the use of colour and it is important to carefully consider the number of colours intended for use, as this can result in a more cost-effective Advertisement.

DON'Ts

- Any telephone number advertised must not be linked to Interflora, or by implication be associated to. It must be clear that the number belongs to the Member and not the Company. See Section 1.1 relating to principles.
- The Interflora wordmark, or any confusingly similar words must not be used in an alpha numeric telephone number.
- Members must not advertise in telephonic directories (e.g. 118 services) using the Interflora wordmark, they must only use their own Membership name.
- Important note: Where telephonic directories have an information section, Members may say that they are a Member of Interflora.

Important - Please Note

Members are required, when quoting prices over the telephone, to separate the product value from the Interflora Delivery and, where appropriate, any registered house charges.



The Company places no limitations on the general Advertising practices of its Members. Members may advertise their business outside their Interflora delivery area. However see principle 2. Honesty and Integrity.

Members may use domain names with location extensions for locations outside of their local/additional delivery areas. However, see principle 2. Honesty and Integrity.

Important - Please Note

When using the Trade Marks and/or Brand Identity online, Members cannot say they deliver to areas not included in their delivery areas without making clear that this will be delivered through the Interflora network.

When Advertising outside a local area the following applies:

- Members may not use any names which are confusingly similar to the Interflora wordmark in any publications e.g. newspapers, magazines or leaflets with a national or international circulation or in directories (paper, telephonic).
- Members' Advertising on the internet using the Trade Marks and/or Brand Identity is not permitted on sites or search engines based outside of the UK or Ireland. Interflora British Unit holds an exclusive license for the UK and Ireland only. Other territories are licensed exclusively to other National Units.

The following Regulations apply when Members advertise their business on the internet.

DOs

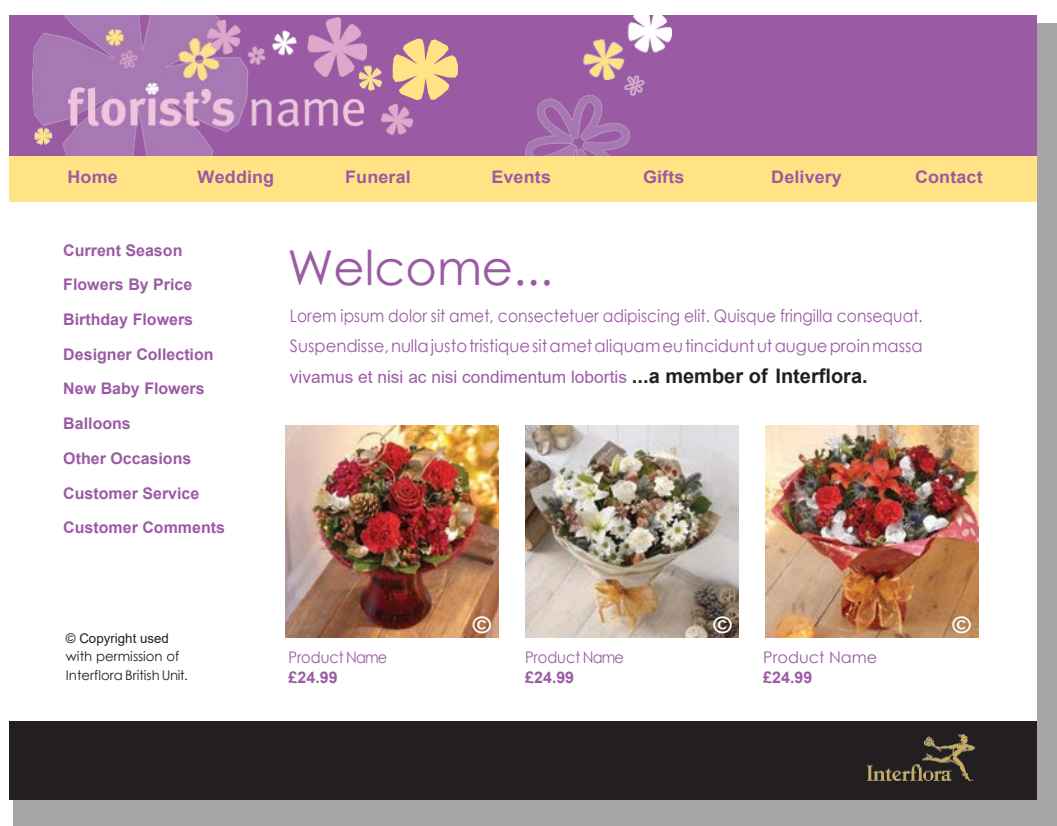
- Show the full Membership name, address (as registered with the Company) and telephone number.
- A Member's details must be more prominent on their website than the Trade Marks and/or Brand Identity.
- The Trade Marks and/or Brand Identity may be used on the Homepage of a Member's website. It must be clear that the website is that of the Member and not Interflora itself. See Section 1.1 relating to principles.
- The Interflora wordmark may be used within the content of the website more than once, but should not be used excessively. Excessive use of words is deemed as 'page stuffing' and could result in a Member's website being black listed by a Search Engine.
- Members may register and use domain names with location extensions for areas that are registered as their local or additional delivery areas. Any web pages such domains link to that feature any Interflora product images, must include the Interflora Trademarks as detailed in section 7.1 Copyright.

Important - Please Note

Members are required to show product prices separately to the Interflora Delivery. House charges must also be shown separately and registered with the Company.

If you are using other images in conjunction with Interflora copyright images, ownership of the non Interflora images must also be clearly marked.

Below is an example of how the Trade Marks and Brand Identity can be used on a Member's internet site.



Florist Internet Site

- Statements such as 'a member of Interflora' can be used within text.
- Any images provided by Interflora should be credited as follows:
© Copyright used with permission of Interflora British Unit
- Member details must be more prominent than the Brand Identity, this has been achieved by using the Secondary Brand Identity, positioned bottom right, within a black strip at the foot of the Homepage.
- The Brand Identity can only be used on the Home Page.

DON'Ts

- The Interflora wordmark and/or The Flower Experts Strapline or any confusingly similar names, may not be used by Members as part of a domain name/URL.

e.g. **www.petalsinterflora.co.uk**
www.flowersintaflora.co.uk
www.theflowerexpertsflorist.co.uk

- The Interflora wordmark and/or The Flower Experts Strapline or any confusingly similar names, may not be used by Members as part of a company name, trading name or business name with any electronic publications.
- The Interflora wordmark and/or The Flower Experts Strapline or any confusingly similar names, may not be used by Members as part of an email address, e.g. flowers@intaflora.co.uk.
- The Interflora wordmark and/or The Flower Experts Strapline or any confusingly similar names, may not be used by Members in banner Advertising or any other type of electronic Advertising that would, in the opinion of the Company, mislead the consumer into believing the site belongs to the Company.
- Any links to a Members website mutually agreed with a third party must not include Interflora or any confusingly similar name.
- Members should not engage in any Search Engine Optimisation methods which are deemed as bad practice or methods which are outlawed by Search Engines, e.g. link buying as this could result in the website being black listed.
- Any Member Affiliates may not use the Trade Marks or Brand Identity in any way on their websites.
- Interflora images must not be sub-licensed to a third party without prior written approval of the Company.

Any request must be submitted to:

Retail Marketing

Email: retailmarketing@interflora.co.uk

Member's Responsibility

Members are ultimately responsible for the content of their website, even if it has been created and is monitored by a third party. Please ensure that sites comply with these Regulations.

The Company accepts no responsibility or liability for the contents of Members' websites.

EFLORA WEBSITES

DOs

The Trade Mark Regulations which apply to the eflora service are detailed in sections 13.5 and 13.6. The Trade Mark Regulations in sections 13.1 to 13.4 remain in force subject to the amendments in sections 13.5 and 13.6.

- It must be clear that the website is that of the Member and must not mislead a customer to think it is the Company's website. See Section 1.1 relating to principles.
- Show the full Membership name, address and telephone number (as registered with the Company).
- The Interflora wordmark may be used within the content of the website more than once, but should not be used excessively. Excessive use of words is deemed as 'page stuffing' by Search Engines and could result in the website being black listed.
- The Interflora wordmark may be used by Members in any text reference on other sites such as classified directories (e.g. Yell.com, ThomWeb).

EFLORA WEBSITES

DON'Ts

- The Interflora wordmark, or any confusingly similar name, may not be used as part of the domain name/URL or email address.
- The Interflora wordmark, and/or The Flower Experts Strapline, or any confusingly similar name, may not be used by Members as part of a company name, trading name or business name with any electronic publications.
- Members must not use Framesets or Frames on their Florists Online websites.
- The Interflora wordmark and/or the Brand Identity and/or The Flower Experts Strapline, or any confusingly similar name, may not be used by Members in banner Advertising or any other type of electronic Advertising that would, in the opinion of the Company, mislead the consumer into believing the site belongs to Interflora British Unit. See Section 1.1 relating to principles.
- Any links to a Members Florists Online website, mutually agreed with a third party, must not include Interflora or any confusingly similar name.
- Members should not engage in any Search Engine Optimisation methods for their Florists Online website which are deemed to be bad practice or methods which are outlawed by Search Engines e.g. link buying as this could result in their website being black listed.
- Interflora copyright images must not be sub-licensed to a third party without prior written approval from a Director of the Company.
- House charges are not permitted.

Principle 1 – Extent of Use of Brand

Is it clear that the Advertisement belongs to you and not the Company?

Principle 2 - Honesty and integrity

Do not give any false impression regarding your geographical location. Clearly distinguish own product ranges from Interflora product ranges and local delivery from national delivery.

Format of the Trade Marks & Brand Identity

Are you using the correct version of the Trade Marks/Brand Identity?

Are all the elements of the Brand Identity in the correct typeface?

Does the ® symbol appear correctly on the Advertising to indicate use of a registered Trade Mark?

Remember not to insert anything between the Trade Marks.

Do not reproduce the Brand Identity less than the recommended width.

Positioning of the Trade Marks & Brand Identity

Ensure the Trade Marks and Brand Identity are not being used to form a border or as part of a graphic.

Ensure the exclusion zone around the Brand Identity is adhered to.

Trade Mark Colour

The Trade Marks and Brand Identity must appear in solid colours.

Tints, tones, highlighting or shading must not be used.

The Trade Marks and Brand Identity must be used on either a black or white background by using either gold-on, black-on or white-out.

In some instances the Trade Marks and Brand Identity can be used within a black or white strip.

Membership Name & Address

Ensure the full Membership name, together with registered address is displayed on all Advertisements displaying the Trade Marks and Brand Identity.

Consider correct prominence of Membership details to Trade Marks and/or Brand Identity. It must be clear that the business is a Member of the Association providing the Interflora service and not the Company itself.

Member Telesales

A central order taking point may be advertised, but customers must not be misled into believing it is an Interflora order line.

'Out of Hours' telephone numbers may be displayed providing they relate to Interflora business and shops that have Membership.

Freephones, Hotlines & Telephone numbers

A Member's telephone number should never be associated with Interflora.

Special Status

Never imply any sort of special status within an Advertisement.

Internet

Never use the wordmark or other IPR as part of a domain name or email address.

Never use the Trade Marks or Brand Identity on banners or electronic Advertising that could mislead customers to believe the site belongs to the Company.

Do not engage in Search Engine Optimisation methods that are considered bad practice or outlawed by Search Engines.

Within these Regulations the following words have the following meanings:

Advertising/Advertisements

Promotion of a business in all forms of media, including for example, Advertisements in newspapers, directories, on TV, radio, the internet (which includes websites), mobile phones and retail shop environment e.g. shop signage etc.

Association

The unincorporated Association of florists and others which is known as "Interflora" and is carried on in accordance with the Bye-laws.

Alt Tag

An HTML (hyper text mark-up language) tag, for non visual software, that displays information presented in a graphic which cannot be displayed.

Brand Identity

See IP/IPR.

Bye-laws

The General Bye-laws together with the Membership, Order Procedure and Clearing House Bye-laws shall together constitute the Bye-laws of the Association as amended or supplemented from time to time.

Collection

The Collection is a range of floral products designed by the Company from time to time.

Company

Interflora British Unit, an unlimited company registered in England and Wales under no. 297087.

Copyright

Copyright in images, photographs and other material included in point-of-sale and other Advertising material owned by the Company. All orders generated by the use of Interflora images must be cleared through Interflora.

Director

Any Director, from time to time of the Company.

Directory Companies

Companies displaying listings of florists' names. Such directory companies include, but are not limited to, Yellow Pages, Thomson Directories, 118 247.

Domain Name/URL

A website address.

Electronic Advertising

All forms of Advertising and promotion via electronic media such as, but not limited to, the internet, e.g. Google, MSN.

Intellectual Property/ Intellectual Property Rights (IP/IPR)

The Interflora wordmark, Mercury Man Emblem Trade Mark, The Flower Experts Trade Mark, the Copyright and other Intellectual Property Rights, owned by Interflora Incorporated, Florists' Transworld Delivery Inc. or the Company that may be used by Members in accordance with the Regulations.

Brand Identity

Our Brand Identity is part of our Intellectual Property and comprises of three elements, The Interflora wordmark (a Registered Trade Mark), the Mercury Man Emblem (a Registered Trade Mark), and the Strapline 'The Flower Experts' (a Registered Trade Mark).

Primary Usage

The Interflora wordmark, The Mercury Man Emblem and the Strapline 'The Flower Experts'.

Secondary Usage

The Interflora wordmark and the Mercury Man Emblem.

Exclusion Zone

The clear area around the Brand Identity,

Local/Additional Delivery Area

A Member's local and additional delivery areas as currently submitted by the Member and accepted and published by the Company.

Member

A person who is at the relevant time a Member of the Association in Good Standing and references to "Membership" shall be construed accordingly. For the purpose of these regulations a Member is a Premier Member.

Metatags

Hidden words that describe some aspect of a website and that are used by Search Engines to index and describe websites and includes meta name keywords, meta name descriptions and titles etc.

National Circulation

Any media such as, but not limited to, newspapers, magazines and periodicals that are distributed nationwide.

Registered Address

The business premises of a Member or, if any Member has more than one address from which he carries on business, each of the premises from which he carries on business and from which he is entitled from time to time to receive and/or transmit orders through the Company.

Regulations

The Regulations entitled 'Trade Mark Regulations' as issued by the Company in accordance with Membership Bye-laws.

Strapline

The Strapline is 'The Flower Experts'.

Trade Marks

The wordmark 'Interflora', The Mercury Man Emblem, The Strapline, The Brand Identity and any other Trade Marks, the use of which the Company is entitled to license to Members and which the Company notifies Members in writing is to be taken to be licensed pursuant to the Bye-laws.

Interflora British Unit

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