

Guide to Angie's List Brand Promotion

We understand that you're proud of your reputation on Angie's List and want to make it known to your customers. To help, we have a number of free approved options to use our trademarked name to promote your placement on Angie's List and encourage reviews on your business.

For more information on using the Angie's List Review Generation Tools, Web Badges and Super Service Award (current winners only), please review the Angie's List Brand Guidelines on Business.AngiesList.com.

Angie's List Review Generation Tools are available at <http://business.angieslist.com/Visitor/Tools/ReportGeneration.aspx>.

Angie's List Web Badges are available at <http://reviews.AngiesList.com/webbadges/sp.aspx>.

Angie's List Review Generation Tools and Web Badges

Marketing Venues	Angie's List Review Graphic*	Angie's List Review Web Link & Graphic (AngiesList.com/review)	Angie's List Web Badge**	Super Service Award Badge & Logo (Current Winners Only)
Company Website	✓	✓	✓	✓
Non-Competitor Social Media Sites (Facebook, Twitter, LinkedIn, etc.)	✓	✓	⊘	✓
Email Signatures	✓	✓	✓	✓
Email Messages/Content	✓	✓	✓	✓
Invoices, Estimate Forms & Thank You Notes	✓	✓	⊘	✓
Business Cards & Brochures	✓	✓	⊘	✓
Newsletters	✓	✓	⊘	✓
Company Video, not included in advertisements	✓	⊘	⊘	✓
Business Vehicles & Awnings	⊘	⊘	⊘	✓
Business Apparel	⊘	⊘	⊘	✓
Yellow Page & Other Print/Online Directory Ads	⊘	⊘	⊘	⊘
Coupon Books & Flyers	⊘	⊘	⊘	⊘
Billboards & Yard Signs	⊘	⊘	⊘	⊘
Newspaper, Radio, Magazine, TV Ads	⊘	⊘	⊘	⊘

*Angie's List Review Generation Tools: Business.AngiesList.com.
 **Angie's List Web Badges: <http://reviews.angieslist.com/webbadges/sp.aspx>.
 ✓ Signifies "Approved Use" ⊘ Signifies "Unapproved Use"

Additional Unapproved Uses of the Angie's List Brand:

1. Providers may not refer to their business as a 'member' of Angie's List, verbally or in print (even if the owner or employees of the business have personal memberships with us).
2. Businesses may not reference ratings in print. Printing claims such as 'high ratings' or 'A ratings' may be accurate one day but not the next.
3. Businesses may not, under any circumstances, reproduce, print, copy, forward, distribute or email Angie's List member reviews for commercial gain.
4. The use of all Angie's List trademarks, including but not limited to the Angie's List Super Service Award trademark and related logos, in yellow page and other directories is expressly prohibited. Any service provider using Angie's List trademarks in yellow page advertisements may be subject to immediate penalties enforced by Angie's List.

For more information or questions about Angie's List brand guidelines, contact Brand Encouragement at BrandEncouragement@angieslist.com or 1-877-321-7333.

Index

Guide to Angie's List Brand Promotion Chart	1
Guide to Approved Angie's List Brand Promotion	2
Angie's List Review Generation Tools	2
Angie's List Review Forms and Materials	2
Angie's List Review Graphic.....	3
Angie's List Personalized Review Link and Graphic	3
Angie's List Review Generation Language	3
Social Media Sites	3
Email Signatures	3
Email Messages/Content	3
Print Marketing	4
Video Options	4
Angie's List Web Badges	5
Display Options	5
Details of Use	5
Super Service Award	5
Online Marketing Options	5
Email Marketing Options	7
Print Marketing Options	7
Other Marketing Options	7
Unapproved Super Service Award Promotion	7
Guide to Unapproved Angie's List Brand Promotion	8

Guide to Approved Angie's List Brand Promotion

Angie's List Review Generation Tools

Angie's List permits all companies to use the Angie's List Review Generation Tools. Free tools include review forms, review web link and graphics, and review generation language to encourage reviews on their company. Review Generation Tools for purchase include professionally printed review forms, review tear pads, review graphic stickers, and other materials. These tools are available for download (for free options) at Business.AngiesList.com or purchase (for paid materials) at <http://www.mailmadesimple.com/new.htm>.

1) Angie's List Review Forms and Materials

- a) Review Form available online to download or print for free at Business.AngiesList.com.
- b) Customizable; enter your company information prior to printing!
- c) We Pay Postage for reviews; each form can be printed with a business reply side for easy mailing by the consumer.
- d) Web-friendly; contains a web address for customers who prefer online submission of feedback.
 - i) AngiesList.com/Review
- e) Professionally printed review forms, tear pads, stickers, and other materials can be purchased at <http://www.ALReviewTools.com>.



2) Angie's List Review Graphic

- a) Available online to download for free at <http://business.angieslist.com/Visitor/Tools/ReportGeneration.aspx>
- b) Add this graphic to your email signature or your Newsletters.
- c) Print this graphic onto your Estimates, Invoices, Business Cards, Brochures, Thank You notes, and similar materials addressed to current or prospective clients who have proactively contacted your business.
- d) Please note that the Angie's List Review Graphic may not be altered in any way.

3) Angie's List Personalized Review Link and Graphic

- a) Available for free; sign into Business.Angieslist.com, go to Review >Your Review Link from the drop down menu.
- b) Add this personalized graphic and link to the company website and/or e-Newsletters.
- c) Links to a customized review form for the business.
- d) The design of the review graphic and links cannot be altered in any way without written permission from Angie's List.
- e) The personalized review link may also be added to company email signatures.

4) Angie's List Review Generation Language

a) Use the following approved text in Email Messages/Content, Non-Competitor Social Media Sites, Newsletters, Estimates, Invoices, Business cards, Brochures and Thank You notes:

- i) For Classic providers: "We use Angie's List to assess whether we're doing a good job keeping valued customers like you happy. Please complete your review at AngiesList.com/Review in order to grade our quality of work and customer service."
- ii) For Health providers: "We use Angie's List to assess whether we're keeping valued patients like you happy. Please complete your review at AngiesList.com/Review in order to grade our quality of care and customer service."
- iii) The message content cannot be altered in any way without written permission from Angie's List.
- iv) Due to character limits, the following language is approved for use on Twitter:
 - (1) "Did you know we're on [@AngiesList](https://twitter.com/AngiesList)? If we've worked with you, please submit a review & let us know how we did: <http://www.AngiesList.com/review>."

5) Social Media Sites

a) Angie's List Review Web Link - AngiesList.com/Review

- i) Providers may encourage review submission and promote inclusion on Angie's List by sharing the Angie's List Review Web Link, AngiesList.com/Review, via non-competitor social media sites, including Twitter, Facebook, etc.

b) Angie's List Approved Review Generation Language

- i) Providers may use the following language to accompany the Angie's List Review Web Link via non-competitor social media sites:
 - (1) "We use Angie's List to assess whether we're doing a good job keeping valued customers like you happy. Please complete your review at AngiesList.com/Review to grade our quality of work and customer service."
 - (2) Due to character limits, providers may use the following language on Twitter:
 - (a) "Did you know we're on [@AngiesList](https://twitter.com/AngiesList)? If we've worked with you, please submit a review & let us know how we did: <http://www.AngiesList.com/review>."
 - (3) The message content cannot be altered in any way without written permission from Angie's List.

6) Email Signatures

a) Angie's List Review Graphic and the Angie's List Review Web Link - AngiesList.com/Review

- i) Providers may use an Angie's List Review Graphic or Angie's List Review Web Link in their email signatures.
- ii) Authorized use of the graphic and link are limited to employees' business email accounts (e.g. "info" or "contact" accounts).
- iii) The graphic and link are not permitted to be used in email messages sent to a purchased distribution list or a list procured from an outside source.

- iv) The appearance and content of the graphic may not be altered in any way.
- v) The link may not be altered in any way.

7) Email Messages/Content

a) Angie's List Review Generation Language

- i) Providers may use the following language in email messages sent to its customer base:
 - (1) "We use Angie's List to assess whether we're doing a good job keeping valued customers like you happy. Please complete your review at AngiesList.com/Review in order to grade our quality of work and customer service."
- ii) Approved review generation language is not permitted to be used in email messages sent to a purchased distribution list or a list procured from an outside source.
- iii) Contact our Brand Encouragement Department at BrandEncouragement@AngiesList.com or 1-877-321-7333 for permission to display other language.

b) Angie's List Web Badge and Angie's List Review Graphic

- i) Similar to the Angie's List Review Generation Language, the web badge or review graphic may be used in email messages.

8) Print Marketing of the Angie's List Review Graphic and/or Review Generation Language

a) Approved Materials:

- i) Invoices
- ii) Estimate forms
- iii) Business cards
- iv) Brochures that are not mailed (e.g. those located at a place of business or carried by employees)
- v) Company newsletters sent to named, existing customers
- vi) Thank You notes

b) Examples of Unapproved Materials:

- i) Yellow page and all other print and online directories
- ii) Newspaper, magazine, radio, television, or internet ads
- iii) Company websites
- iv) Flyers, doors hangers, coupon books
- v) Direct or mass marketing mail, email or fax
- vi) Billboards and yard signs

c) Contact our Brand Encouragement Department at BrandEncouragement@AngiesList.com or 1-877-321-7333 for permission to display review graphic and/or review generation language in venues that are not indicated above.

9) Video Options

a) Angie's List Review Graphic

- i) Companies may include the Angie's List Review Graphic in company videos that are not being used for advertising/mass marketing.
- ii) Company video containing the Angie's List Review Graphic may be used only in the following venues:
 - (1) Company website
 - (2) YouTube
 - (3) Presentations
 - (4) Video played at the place of business

Angie's List Web Badges

Display the Angie's List Web Badge on your company website and in employees' email signatures. Information and customization available at <http://reviews.AngiesList.com/webbadges/sp.aspx>.

1) Angie's List Web Badge Display Options:



2) Angie's List Web Badge - Details of Use

- Providers may add an Angie's List web badge to their company website or to employees' business email signatures (e.g. for "info" or "contact" email accounts). These badges can be customized according to location and service category.
- Authorized online use of the badge is limited to company-owned websites, and may not be accompanied by any additional text.
- The web badge is not permitted to be used in email messages sent to a purchased distribution list or a list procured from an outside source.
- The appearance of the badge and the generated link cannot be altered in any way without written permission from Angie's List.
- Providers rated in more than one category or in more than one market may add multiple badges to their company website or employees' email signatures.

Super Service Award

Winning the Super Service Award is an impressive accomplishment that affords you multiple opportunities to promote your company's standing on Angie's List. Please remember, however, that because the Angie's List name and logo are trademarked, the Super Service Award has specific guidelines for approved use. These guidelines are in place to maintain the value and integrity of Angie's List and the Super Service Award program so your award maintains its prestige.

Access the complete guidelines as well as the Award Web Badge, logo, press release and order form by visiting Business.AngiesList.com, signing into the Business Center, and selecting the "Super Service Awards" section.

1) Online Marketing Options

a) Free Super Service Award Web Badge

- Current Angie's List Super Service Award winners may display the current year's logo on their website as part of Super Service Award web badge.
 - The badge link will be customized to show a specialized Angie's List content page based on the market and primary service category in which the award was won.
 - Authorized use of the Super Service Award web badge is limited to company-owned websites.
 - The Super Service Award logo may not be used without the accompanying link, and neither the link nor the image may be altered in any way.
 - Providers that have won the Super Service Award in multiple categories for the current year may list each of the categories in which they have won on their websites below the badge.
 - If a current winner has also won the Super Service Award in past years, they may list the previous year(s) in which they won below the current badge.

b) Super Service Award Press Release

- Current winners may include the current Super Service Award press release on their company website, blog, and non-competitor social media sites.
 - The press release provided by Angie's List is available through the company profile on the Angie's List Business Center website.

- (2) Winners may customize the highlighted sections of the Press Release, but must email BrandEncouragement@AngiesList.com for approval of any changes before posting.

c) Social Media Options

- i) Current winners may use the current Super Service Award Web Badge or Super Service Award logo on non-competitor social media sites.
- ii) Current winners may include the current Super Service Award Press Release on non-competitor social media sites.
- iii) Winners of the current Super Service Award may use the following language on non-competitor social media sites:
 - (1) "We earned the 2012 Super Service Award from Angie's List. The award reflects consistent high levels of customer service. Check our reviews at AngiesList.com."
 - (a) For Facebook, the Angie's List reference in the first sentence may link to the Angie's List Facebook page, <http://www.facebook.com/Angieslist>.
 - (2) Due to character limits, the following language is approved for use on Twitter:
 - (a) "Happy to announce we've received the 2012 @AngiesList Super Service Award! Thanks to all our customers for making it possible."

d) Video Options

- i) Current winners may use the current Super Service Award logo and language from the current Super Service Award press release in company video not included in advertising.
 - (1) Company video containing approved Super Service Award information may be used in the following venues:
 - (a) Company website
 - (b) YouTube
 - (c) Presentations
 - (d) Video played at the place of business
 - (2) Consecutive winners may include previous years won in these company videos, although only the current Super Service Award logo and press release language may be used.
 - (3) Winners may reference in these company videos the category or categories in which the award was won.

2) Email Marketing Options

a) Email Signatures

- i) Current Super Service Award Logo or Web Badge
 - (1) Current winners may use the current Super Service Award logo or web badge in email signatures.
 - (2) Authorized use of the Award logo and web badge is limited to business employees' business email accounts (e.g. "info" or "contact" accounts).
 - (3) Award logo and/or web badge are not permitted to be used in email messages sent to a purchased distribution list or a list procured from an outside source.

b) Email Messages/Content

- i) Current Super Service Award Press Release
 - (1) Current winners may utilize the approved Angie's List Super Service Award press release in e-newsletters.
 - (2) Because the Angie's List name is trademarked, any other text references to "Angie's List" or the "Super Service Award" are not permitted.
- ii) Current Super Service Award Logo or Web Badge
 - (1) Similar to the email signatures, the current Super Service Award logo or web badge may be used in an email message.

3) Print Marketing Options

a) Current Super Service Award Logo

- i) Approved Uses:
 - (1) Invoices
 - (2) Estimate forms
 - (3) Brochures that are not mailed (e.g. those located at a place of business or carried by employees)
 - (4) Business cards
 - (5) Company newsletters sent to named, existing customers
 - (6) Thank You notes
 - (7) Mail addressed to named, existing customers

4) Other Marketing Options

a) Current Super Service Award Logo may be used in the following ways:

- i) Ads in the Angie's List Publication
- ii) Awnings and Signs at the Business
- iii) Company Apparel and Uniforms
- iv) Non-competitor social media sites that will not support the Web Badge

b) Other Super Service Award Materials

- i) Super Service Award Certificates and Plaques
 - (1) May be displayed at the place of business, at home shows or in sales folders.
- ii) Current Angie's List Super Service Award Press Release
 - (1) Current winners may utilize the current Press Release in company newsletters and distribute it to news venues.
 - (a) Recipients wishing to distribute the press release to the media and/or publish in newsletters must seek permission regarding the venue and text of the press release prior to use.
 - (b) Please send customized press releases for review to BrandEncouragement@AngiesList.com.
 - (2) Current winners may utilize the current Press Release on the company website, blog, and non-competitor social media sites.
 - (a) Press releases being used in these venues are not required to be review for approval.
- iii) Verbal References
 - (1) Current winners may indicate "Current Angie's List Super Service Award winner" on voicemail greetings, "on-hold" messages, and in video presentations.

c) Referencing Previous Years the Award was Won

- i) For all approved marketing options, current winners may list previous years in which the company has won the award (e.g. "Previous winner in 2010").

5) Unapproved Super Service Award Promotion

- a) Any reference to the Super Service Award by a company that is not a current winner.
- b) Any artwork/language that is not supplied by Angie's List. Alterations to logos must be approved by Brand Encouragement.
- c) Any text referencing the Super Service Award. Only the logo and press release are permitted for use.
- d) Past award logos may not be displayed. Super Service Award logos are created each year, and use of previous years' logos must cease upon announcement of our new winners.
- e) Any form of mass marketing. Mass Marketing includes, but is not limited to:
 - i) Yellow page and all other print and online directories
 - ii) Newspaper, magazine, radio, television, or internet ads
 - iii) Flyers, doors hangers, coupon books
 - iv) Direct or mass marketing mail, email or fax
 - v) Billboards and yard signs

Guide to Unapproved Brand Promotion

Because the Angie's List name and logo are trademarked, they are not permitted for use on company marketing materials, except in the approved manners described above.

The most common venues in which we find unauthorized use of the trademarked Angie's List and Super Service Award names and logos are:

- 1) Yellow page and all other print and online directories
- 2) Newspaper, magazine, radio, television, or internet ads
- 3) Company websites (not including the approved 'badges' mentioned above)
- 4) Flyers, door hangers, coupon books
- 5) Direct mail, email, or fax
- 6) Billboards and yard signs

Additionally:

- 1) Providers are never to refer to their company as a 'member' of Angie's List, verbally or in print (even if the owner or employees of the company have personal memberships with us).
- 2) Providers may not reference ratings in any medium (e.g. "A ratings," "Highly Rated," etc.).
- 3) Providers may not, under any circumstances, reproduce, print, copy, forward, distribute or email Angie's List member review for commercial gain.
- 4) The use of all Angie's List trademarks, including but not limited to the Angie's List Super Service Award trademark and related logos, in yellow page and other directories is expressly prohibited. Any service provider using Angie's List trademarks in yellow page advertisements may be subject to immediate penalties enforced by Angie's List.