



Advertising with the TCS test label

Guidelines for use and technical data sheet

1. Use the official TCS test label for your products and services

The official TCS test label is a seal of quality that contains the official TCS logo (which is protected by trademark law), as well as details of a test carried out by TCS. Test labels are sent as PDF and .ai files and in German, Italian and French. Versions in other languages can be ordered on request and for a fee.

The usage rights belong exclusively to the customer that has placed the test label order. Usage rights may only be transferred to other parties with the written consent of TCS.

2. Contents and form

The standard (single-language) version of the TCS test label has six components:

- **TCS logo:** Placed bottom-left in a prominent position, in accordance with the corporate design standards.
- **Test result:** Expressed as a star rating and in words
- **Name of the product:** A clearly stated brand and model
- **Specifications and details** of the product
- **Date:** Test, month/year
- **Website:** Reference is made to the **test.tcs.ch** website. This is where the full details of the test are published.

3. Using the test label

TCS test labels may only be used under the following conditions:

- The test results must be reproduced unaltered

and unedited, i.e. they must not be «reinterpreted» or put into your own words.

- Test results must be published in full. Publishing partial results is not permitted. In particular, individual favourable statements from the test results must not be reproduced in isolation if others are less favourable.

- Test labels may only be used as long as the test statements remain valid for the advertised products/services and only until new tests have been carried out.

4. Visual design and presentation

- The label must be placed next to the corresponding product, leaving no room for confusion about which product it applies to. It is prohibited to state or imply that a test result for a tested product applies to an untested one or to one with a different result, or to suggest or imply this to a consumer.
- Test labels may only be used in the form supplied by TCS. Changes to the design and content are not permitted in any form. You may not produce your own interpretations or versions of the TCS test result statements.
- The size of the test label can be scaled up or down proportionally. However, all content shown on the TCS test label, especially the text, must be clearly legible.

For print applications, the minimum width is set at 20 millimetres.

5. Release for publication

Prior to publication, all advertising materials and texts must be submitted to TCS, Test & Technik, **tus@tcs.ch** for approval as a PDF document or in another suitable file format. This requirement also applies to advertising on radio and TV.

6. Legal information

TCS test labels may only be used with the written consent of Touring Club Switzerland (TCS). The terms of use for TCS test labels must be complied with.

