

# HD Voice

## Logo Usage Guidelines and FAQs

The HD Voice logo is designed for operators and device manufacturers to market and promote HD Voice capabilities on networks and products.

In 2010 HD Voice products and services were first introduced into the market place. Different logos started to appear. The operator community came together and quickly established that one common approach, across all mobile network operators and device manufacturers, would be preferable to promote HD Voice capabilities.



# The HD Voice logo

There are two versions of the logo, the HD Voice 'Text' version for general use, and the HD Voice 'Bubble' version to be used for smaller sizes. Application to register the logos as a CTM was made by the GSMA in August 2011. To date, no final decision has been advised. These guidelines will be updated once confirmed.

## Alternative languages

The word Voice in the HD Voice logo can be translated into different languages, as appropriate.

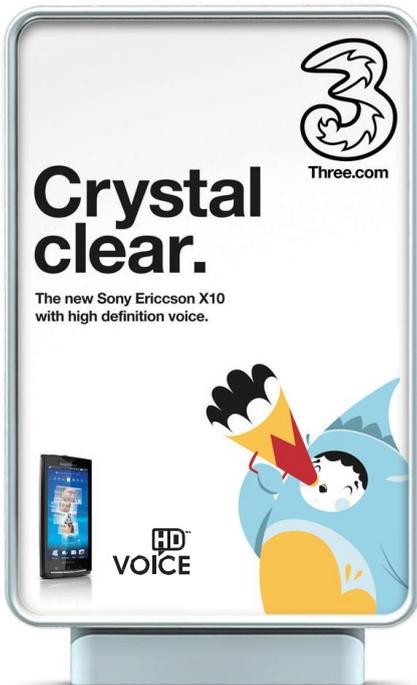
When producing logos in another language make sure you follow the dimensions given. The font used is Century Gothic Bold.



HD Voice 'Text' logo



HD Voice 'Bubble' logo



Alternative language construction



Alternative language examples

# Clear space and minimum sizes

## Clear space

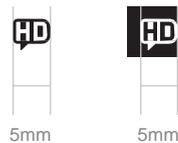
To give the logo enough room to be clearly legible use a minimum clear space of 0.5X around the logo.

## Minimum size

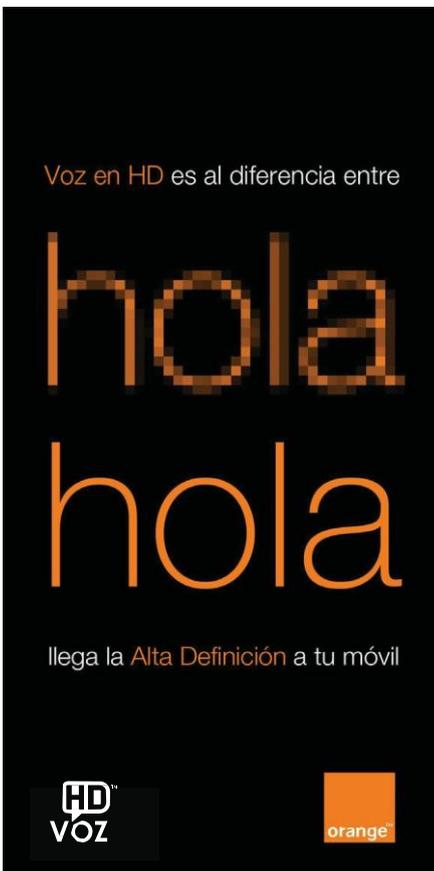
For print the minimum size is where the bubble logo is 5mm. Minimum size for screen and UI is where the bubble logo is 16px. At very small on-screen sizes the 'TM' symbol should not be used as it will not reproduce properly.



## Minimum print size



## Minimum screen size



# Colour

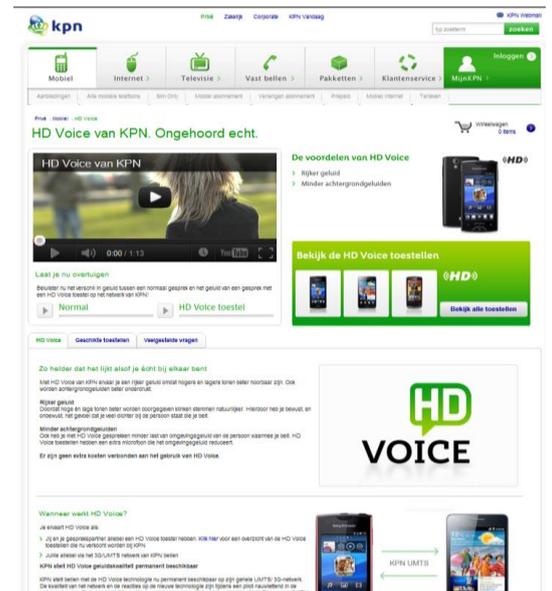
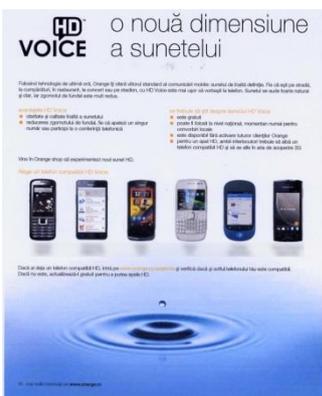
The HD Voice logo is supplied in three colours: black, reversed out to white and also grey (50% black).

When necessary, the logo can appear in any single colour that matches the network or vendor's brand. Its default colour, or when it appears on its own, is black or white or grey.

Examples of network or vendor brand colour



Corresponding logo colour



# FAQs

## About the Logo

### Q1. Who owns the logo?

The “HD Voice” Logo is owned by the GSMA Ltd. (“GSMA” or “Licensor”), GSMA Ltd. is an affiliate and subordinate organization of the GSM Association whose office is at 5 New Street Square, 7th Floor, London EC4A 3BF.

The GSMA acquired the ownership of the logo from its creator, Hutchinson Whampoa with a view to licensing and administering it on behalf of the industry.

### Q2. What is the purpose of the logo?

Mobile network operators agreed that multiple logos will confuse end users. It would be far better for the industry to support the notion of one HD Voice logo. Furthermore one logo, supported by the GSMA, has the potential to become a universally recognised symbol which easily identifies HD Voice enabled devices and services.

The logo was designed to be suitable for the purpose of promoting & marketing HD Voice on an international basis. It was also designed to be capable of representation in different colours & languages where necessary.

### Q3. Is the logo registered & where?

The logo is registered as a Community trade mark (CTM) and with the Madrid Protocol. This has formed the basis for additional international registrations including Canada, India, P.R. China, Russia and USA. Where Licensees wish for additional registrations to be filed, the GSMA will be willing to undertake the work, providing the Licensee pays the costs, typically between £500-£3000 Pounds Sterling, depending on the market.

### Q4. Where might you expect to see the logo in use?

Licensees will determine how and where the logo is deployed. The initial brand guidelines will include, but will not be limited to, the following usage examples; i.e. outer device packaging, in-box literature, retail staff communications, in-store Point of Sale communications, on line service and device communications, service and device advertising.

## Qualifying Products & Devices

### Q5. How do I know what devices qualify for the “HD Voice” logo?

To qualify to use the logo, as first step a company must become a Licensee accepting the terms and conditions as set forth in the GSMA “HD Voice” Logo License Agreement (the “License Agreement”). Hereby a Licensee grants the use of logo only with devices or services that meet the relevant requirements depending on the technology, as laid out in Annexes C, D, E and F of the License Agreement (this is not relevant to marketing licensees).

Q6. Do terminals supporting only wide band speech codecs (i.e. WB AMR, EVRC NW, G.722) without acoustics / speech processing improvements qualify? Terminals supporting wide band speech codecs only, even when codec is activated, will not be HD Voice Logo compliant (this is not relevant to marketing only licensees). There are 2 main reasons for this:

- i. A terminal which is just wide band speech codec activated (without acoustics / Noise Reduction improvements) may not lead to any improvement of the calls audio quality for some time as the number of e2e wideband speech codec calls is very limited initially. Users would be disappointed about the promise, i.e. it may ruin the whole HD Voice story.
- ii. The message to the end users must be kept simple: devices are HD Voice compliant or not; introducing an intermediate level may confuse the message, i.e. one single logo, for HD voice compliant device or services only.

### Q7. Can a mobile network operator or a device manufacturer use the logo independently?

The logo is intended to be used by either mobile network operators or device manufacturers without additional dependence on being associated with particular devices or networks. As shown in the illustrative examples below this permits:

- i. A device manufacturer can market a device using the HD Voice logo provided that when it is used on a call with a further HD Voice compatible device on a network that supports the HD Voice criteria, a full HD Voice experience is provided to the user. This enables a device vendor to market a device using the HD Voice logo in distribution channels other than those associated with a specific mobile network.
- ii. A device manufacturer can also use the logo to market any combination of devices and headsets, if these meet all the requirements specified for mobile terminals and headsets.
- iii. A mobile network operator can market their network service using the HD Voice logo provided that when two HD Voice compatible devices are used on their network (or where one device is on an interconnected network) a full HD Voice experience is provided to the user. This enables a mobile network operator to market their network using the HD Voice logo without having to market or supply a specific HD Voice compatible device.

### Q8. Have there been any considerations whether this logo could be reusable in the fixed line world?

GSMA believes that from the user perspective, HD Voice is one service regardless of the access technology. It is important for the customer to see one single logo over mobile and fixed services. At this stage DECT device manufacturers may use the HD Voice logo, providing they adhere to the relevant minimum requirements criteria in Annex E.

# FAQs

**Q9. Why are GSMA specifying the Requirements for the HD Voice Logo?**

GSMA are specifying the necessary requirements to be met by mobile network operators and/or device manufacturers to qualify for use of the Logo. GSMA are undertaking this to serve an urgent market need to enable standardised HD Voice services to be brought to market and to be promoted across the industry.

It should be noted that it is not GSMA's intention to override relevant specifications as they evolve in other fora. GSMA shall open and continue the dialogue with organisations on this work, including 3GPP, 3GPP2, ETSI and DECT, to ensure appropriate reference to existing and future standards specifications.

GSMA shall also collect market feedback about the relevance of the parameters chosen for all characteristics and correct the requirements if needed.

**Q10. If my device is GSM, UMTS, LTE &/or CDMA compatible, does it need to meet the requirement for all of these technologies to display the HD Voice logo? To display the HD Voice logo, the device only needs to meet the requirements in one of the technologies to be promoted with the HD Voice logo, however for the best user experience it's preferable that the device meet the HD Voice requirements on all of the technologies.**

**Q11. Will changes to the qualifying criteria be applied retrospectively?**

In the case of an update, it is not expected that manufacturers or mobile network operators apply retrospective compliance to the HD Voice logo requirements in Annexes C, D, E and F. Any devices currently in market would only be expected to meet the requirements as published and in force at the time of product release. When the GSMA issues new technical requirements, revisions have to be communicated to licensees and will only become binding after the notice period (110 days) has expired.

## Getting the logo

**Q12. Who will be the contact?**

Any company, member or non-GSMA member, may apply for the HD Voice Logo.

The GSMA Marketing team will act as the point of contact for all requests to become a licensee and additional contact thereafter, detailed technical and marketing queries would be handled by appropriate GSMA staff. GSMA members will be able to access the License Agreement and relevant documents via the InfoCentre<sup>2</sup>. Non-members will be able to access all relevant documentation from our corporate website [www.gsma.com/hd-voice](http://www.gsma.com/hd-voice).

**Q13. Is there a cost associated with becoming a Licensee?**

The logo is free of charge, e.g. no licence fees are payable to the GSMA. The only cost you might incur is if you ask for the GSMA to file further registrations in specific countries/markets. See Question 3.

## About the License Agreement

**Q14. What does the License Agreement cover?**

The License Agreement comprises a general Terms & Conditions document which offers the logo on an "AS IS" basis, and incorporates the following Annexes

- Annex A: "HD Voice" Logo Artwork
- Annex B: "HD Voice" Logo Usage Guidelines
- Annexes C, D, E and F: "HD Voice" Minimum Requirements for Network providers, Mobile Device and DECT Device Manufacturers (this is not relevant to marketing only licensees)

GSMA will not defend or enforce the registrations in any jurisdiction; however a Licensee may, at its option and cost, decide to do so.

**Q15. How many different types of License Agreements are there?**

There are two versions of the License Agreement. The first, the Standard License Agreement, has been created so that any company can become a Licensee and use the Logo to promote compliant networks or devices. Companies that may use this agreement could include an original equipment manufacturer, a mobile network operator or indeed both a company that is a manufacturer and a mobile network operator, or any other type of company. The License Agreement comprises a general Terms & Conditions document which offers the logo on an "AS IS" basis, and incorporates the following Annexes

- Annex A: "HD Voice" Logo artworks
- Annex B: "HD Voice" Logo Usage Guidelines

Annexes C, D, E and F: "HD Voice" Minimum Requirements for Network providers, Mobile Device and DECT Device Manufacturers

The second is a limited purpose "marketing only" version of the license agreement, applicable for organizations that would like to use the HD Voice Logo for marketing complementary services, e.g. testing, only. Companies that may use this agreement could include component vendors, test equipment providers and test houses. It comprises the general Terms & Conditions document which offers the logo on an "AS IS" basis, and incorporates the Annexes A ("HD Voice" Logo artworks) and B ("HD Voice" Logo Usage Guidelines). Annexes C, D, E and F are not relevant to the "marketing only" license agreement.

The License Agreement, once signed, will remain in effect in perpetuity or until either party wishes to terminate the contract.

# FAQs

**Q16. Are Licensees required to 'declare' each device /service they attribute the logo to? Are there forms to complete and send to the GSMA?**

By accepting the terms and conditions of the License Agreement when signing, Licensees are agreeing to meet the requirements contained therein, i.e. a Licensee is self-certifying that its product or service is compliant to the relevant technical requirements set forth in the relevant Annex. No further test reports have to be submitted to the GSMA.

**Q17. How can companies challenge where a network/device have been confirmed compliant? In the first instance the GSMA would propose that interested parties work through any such dispute themselves. Where the parties are not able to work through themselves the GSMA Chief Technology Officer will oversee any dispute with the GSMA PSMC acting as final arbitrator if required.**

Where any (re)testing is required to disprove or establish compliance for a device or network's eligibility to qualify for the logo, the costs for such testing shall be borne by each individual company commissioning the testing.

## About Market Adoption

**Q18. What's the benefit to deploy HD Voice? HD Voice delivers higher quality voice transmissions and thus a better overall user experience. From the customer perspective, it provides a real comfort of communication and a sensation of presence. Customer surveys have shown that the improved voice quality is greatly appreciated (satisfaction ratio up to 96%). It results an increase of the voice usage (by more than + 3% observed in several countries). HD customers have a better opinion of their mobile network operator which thus appears as more innovative. For more than 70% of surveyed customers, HD voice is a loyalty factor and more than 85% would recommend HD Voice. Further details can also be found in [IR.36 – Adaptive Multirate Wide Band](#).**

**Q19. What is the global plan to deploy HD Voice service? HD Voice is globally rolled out by mobile and fixed network operators and terminal manufacturers. The GSA <http://qsacom.com/> and HD Voice News <http://hdvoiceneeds.com/> provide the latest updates. As HD Voice is based on standards that are supported by all the industry, the deployment over a network is well controlled. As proof of this, there are at least a 100 HD Mobile networks over the world presently.**

**Q20. Is HD Voice strictly restricted to 3G (UMTS) networks? No. HD Voice can also be supported by GSM, CDMA2k, LTE or fixed networks. Today, GSMA offers the logo use for GSM, CDMA2k, UMTS networks and mobile and fixed phones. In addition, the GSMA has collaborated with the DECT Forum to provide terminal requirements for DECT**

handsets. See [www.gsma.com/hd-voice](http://www.gsma.com/hd-voice).

**Q21. What's the technology to realize HD Voice? HD Voice is enabled in particular through the use of Wideband speech codecs extending the frequency to wideband audio range (50 Hz to 7000 Hz), and enhanced background noise reduction. Through this, HD Voice delivers higher quality voice transmissions and thus a better overall user experience. In particular, voices are better recognized, sounds of fricatives, such as s, z, and f are easier distinguished, background noises (pub, train, car, office, etc.) are minimized and the speech has a more natural sound.**

**Q22. Is the price of HD voice higher than traditional voice? Pricing the HD Voice service remains an operator-only decision. Today we find that operators provide the service with no additional fee but rather as part of general quality assurance.**

**Q23. Are test cases for HD voice available for reference? HD Voice technical requirements based on standards, specification and test cases are available through 3GPP and 3GPP2 for mobile and DECT Forum for fixed. The HD Voice Logo technical requirements as available through [www.gsma.com/hd-voice](http://www.gsma.com/hd-voice) give references to the relevant standards and test cases.**