



# **“HD Voice” and “HD Voice +”**

## **Logo Usage Guidelines**

## **and FAQs**

The HD Voice and HD Voice+ logos are 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.

Version 9, April 2017

The HD Voice logo, featuring the letters "HD" inside a speech bubble shape, with the word "VOICE" in a bold, sans-serif font below it. A small "TM" trademark symbol is to the right of the "HD" speech bubble.

The HD Voice+ logo, featuring the letters "HD" inside a speech bubble shape, followed by a plus sign "+", with the word "VOICE" in a bold, sans-serif font below it. A small "TM" trademark symbol is to the right of the "HD" speech bubble.

# The HD Voice logo

Use of the HD Voice logo requires compliance with the requirements in Annex C, D, E, F, G & H of the license agreement.

The HD Voice + logo requires compliance with the requirements in Annex H of the license agreement.

Both logos are registered trademarks.

## Alternative languages

The word "Voice" in the HD Voice and 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.

Please notify HD Voice at [hdvoice@gsma.com](mailto:hdvoice@gsma.com) for final approval prior to using a translated version of the logo.



|      |    |      |
|------|----|------|
| HD   | TM | X    |
| VOIX |    | 0.2X |
|      |    | 0.8X |

Alternative language construction



Alternative language examples

# Clear space and minimum sizes

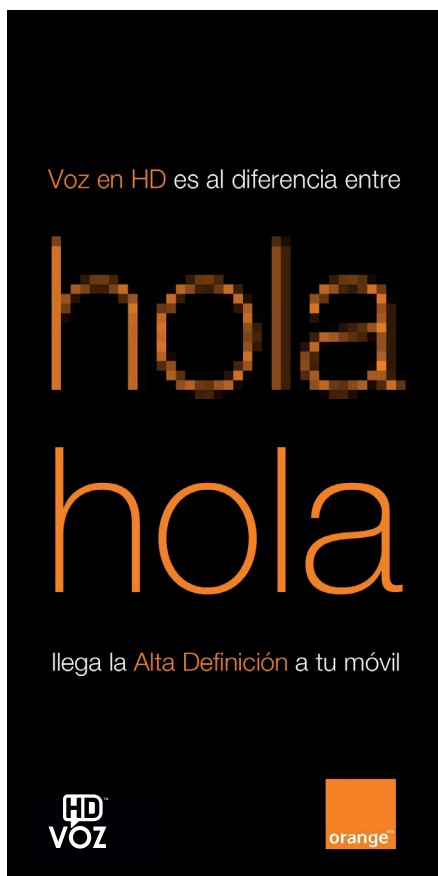
## Clear space

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 for the HD bubble logo is 5mm and for the HD+ bubble logo it is 8mm. Minimum size for screen and UI is where the HD bubble logo is 16px and the HD+ bubble logo is 25px.

At very small on-screen sizes the 'TM' symbol should not be used as it will not reproduce properly.



Minimum print size



Minimum screen sizes



# Colour

The HD Voice logo and 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” and “HD Voice +” Logos are owned by the GSM Association (“Licensor”), a Verein incorporated in Switzerland whose registered office is at GSMA Head Office, Floor 2, The Walbrook Building, 25 Walbrook, London, EC4N 8AF, UK.

The GSMA acquired the ownership of the HD Voice logo from its creator, Hutchinson Whampoa with a view to licensing and administering it on behalf of the industry. HD Voice + logo was wholly developed by GSMA.

### 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 HD Voice and HD Voice + Logos are registered as International trade marks (WIPO). We have also filed various national registrations which are completed or in process as detailed in Schedule 1. We have limited budget for such activity, but will provide a list of countries where we intend to file once the process commences. Where Licensees wish for additional registrations to be filed, the GSMA will be willing 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” or “HD Voice +” logo?

To qualify to use either of the logos, first you must become a Licensee. This means accepting the terms and conditions as set forth in the GSMA “HD Voice” Logo License Agreement (the “License Agreement”). It means the device or service that you wish to promote meets the requirements for HD Voice laid out in:

Annex C - GSM/UMTS

Annex D - CDMA2000

Annex E - DECT (Digital Enhanced Cordless Telecommunications)

Annex F - ‘HD voice’ logo with LTE

Annex G - HD Voice Logo with Headset Electrical Interface

Annex H - ‘HD Voice+’ logo with LTE of the License Agreement.

### Q6. Please confirm whether devices which are WB-AMR only qualify?

Devices supporting WB-AMR only, even when codec is activated, will not be HD Voice compliant. There are 2 main reasons for this;

- i. A device which is just WB-AMR activated (without acoustics/VQE improvements) may not lead to any improvement of the calls audio quality for some time as the number of e2e WB-AMR 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 kept simple: devices are HD Voice compliant or not; introducing an intermediary level may confuse the message. i.e. one single logo, for HD voice labelled only devices.

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

The logos are intended to be used by either 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 or HD Voice + logo provided that when it is used on a call with a further HD Voice / HD Voice + compatible device on a network that supports the HD Voice or HD Voice + criteria a full HD Voice or HD Voice + experience is provided to the user. This enables a device vendor to market a device using the HD Voice or 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 network operator can market their network service using the HD Voice or HD Voice + logo provided that when two HD Voice or HD Voice + compatible devices are used on their network (or where one device is on an interconnected network) a full HD Voice or HD Voice + experience is provided to the user. This enables a network operator to market their network using the HD Voice or HD Voice + logo without having to market or supply a specific HD Voice or HD voice + compatible device.

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

This could be considered in future phases of the HD Voice logo project, assuming an MNO wishes to sponsor such a move and proposes it through the appropriate GSMA forum.

# FAQs

As an example, Hutchinson presented the HD Voice logo to the DECT Forum in June 2011. It might well be that in the future Hutchison requests at an EMC meeting that DECT products be incorporated into the scheme. Clearly the network and device requirements would differ slightly but it is perfectly possible that this additional product area would be included at a future date in time, if the appropriate support was evident, i.e. there was a high interest to work together.

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

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

It should be noted that it is not GSMA's intention to override relevant ETSI or 3GPP specifications as they evolve, GSMA shall open and continue the dialogue with both organisations on this work, including 3GPP SA4 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 to correct the values as needed.

**Q10. Will changes to the qualifying criteria be applied retrospectively?**

In the case of an update, it is not expected that manufacturers or network operators apply retrospective compliance to the HD Voice or HD Voice + logo requirements in Annex C, D, E, F, G & H. Any devices currently in market would only be expected to meet the requirements as published and in force at the time of product release.

**Getting the logo**

**Q11. Who will be the contact?**

Access to the License Agreement and relevant documents via the corporate website  
<http://www.gsma.com/network2020/licensing-guidelines/>

**Q12. 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 Q3.

**Q13. If I have a device which is compliant to Annex H (HD Voice +) and I am selling it with a Headset which is compliant to Annex G. Can I still use the "HD Voice +" logo?**

Yes but you should state within the device information that the Headset being supplied would not give a complete "HD Voice +" user experience.

**Q14. My device supports Annex C, F, G and Annex H. Should I use the "HD Voice" or the "HD Voice +" logo?**

You can use either logo, however it would be recommended to use the "HD Voice" + logo.

## About the License Agreement

**Q15. 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
- Annex B: "HD Voice" Logo Usage Guidelines
- Annex C: "HD Voice" Minimum Requirements for Network providers and Device Manufacturers
- Annex C - GSM/UMTS
- Annex D - CDMA2000
- Annex E - DECT (Digital Enhanced Cordless Telecommunications)
- Annex F - 'HD voice' logo with LTE
- Annex G - HD Voice Logo with Headset Electrical Interface
- Annex H - 'HD Voice+' logo with LTE

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

**Q16. How many different types of License Agreements are there?**

There is only one standard License Agreement. It has been created so that any company can become a Licensee, regardless of whether it is an OEM manufacturer, a Mobile Network Operator or indeed both a company that is a manufacturer and a network operator, or any other type of company.

As additional products are included within the scheme, additional Annexes will be drafted, and the License Agreement, once signed, will remain in effect in perpetuity or until either party wishes to terminate the contract.

**Q17. Are Licensees required to 'declare' each device /service they attribute the logo to? Are there forms to complete and send to the GSMA?**

There is no additional paperwork requirement for Licensees. By accepting the terms and conditions of the License Agreement when signing, Licensees are agreeing to meet the requirements contained therein, i.e. you are self-certifying that your product or service is compliant. No further test reports have to be submitted.

**Q16. 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 EMC 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.

## Contact

For further information regarding the HD Voice logo, please contact [hdvoice@gsma.com](mailto:hdvoice@gsma.com)

# Schedule 1

## HD VOICE Logo and HD Voice + Logo Trade Mark Applications

| Country                            | Type of Registration | Legal Status | Application/<br>Registration Date |
|------------------------------------|----------------------|--------------|-----------------------------------|
| International                      | HD VOICE Logo        | Registered   | 05/03/2012                        |
| Community Trade Mark Office (OHIM) | HD VOICE Logo        | Registered   | 06/01/2012                        |
| United States of America           | HD VOICE Logo        | Registered   | 05/11/2013                        |
| Canada                             | HD VOICE Logo        | Registered   | TBC                               |
| Russia                             | HD VOICE Logo        | Registered   | 01/08/2013                        |
| India                              | HD VOICE Logo        | Application  | 14/11/2011                        |
| China                              | HD VOICE Logo        | Application  | 21/11/2012                        |
| International                      | HD VOICE + Logo      | Registered   | 20/07/2016                        |
| China                              | HD VOICE + Logo      | Application  | 20/07/2016                        |
| European Union                     | HD VOICE + Logo      | Application  | 20/07/2016                        |
| India                              | HD VOICE + Logo      | Application  | 20/07/2016                        |
| Japan                              | HD VOICE + Logo      | Application  | 20/07/2016                        |
| Russia                             | HD VOICE + Logo      | Application  | 20/07/2016                        |