



# Affiliate brand guidelines 2016

Version 1.0



## Brand and content guidelines

The following guidelines covers use of our assets, terminology and key messages we would like to communicate through affiliate activity.

All copy in this document is meant as a guide only and must not be lifted directly from the document.

If you have a question which isn't covered here, please contact [affiliates@ratedpeople.com](mailto:affiliates@ratedpeople.com).



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## About Us

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### Who are we

We're the UK's leading online marketplace connecting homeowners with over 50,000 local tradespeople nationwide.

We connect good people with good people. Homeowners can trust us and our tradespeople with their homes and ambitions. Tradespeople can build a business based on that trust.

We inspire homeowners to create their own environments, to be ambitious and creative about their personal spaces. We inspire tradespeople to build their businesses, gain more clients and strive for renowned reputations.

### Our goal

We aim to take the stress out of home improvements for both homeowners and tradespeople.

We provide homeowners with a cost effective way to source reliable tradespeople and offer tradespeople a highly effective marketing channel to build their business and reputation.

In the last year we've seen more than 1 million jobs posted on our site, with a job value of £1.3 billion in our market. Over time, we've accumulated more than 655,000 closed-loop, community ratings of our tradespeople members. These ratings all come from verified jobs, providing homeowners with a priceless source of genuine consumer reviews.

### Facts and figures

- 75,000+ new jobs are posted by homeowners every month
- 8,000+ gardening jobs are posted by homeowners every month
- 8000+ new plumbing jobs are posted by homeowners every month
- 6000+ new building jobs are posted by homeowners every month
- 3500+ new plastering jobs are posted by homeowners every month

*Note: Please check with us before using trade specific statistics to make sure your information is accurate. You may change '+' for 'over' as long as one is used consistently.*



## Logos

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### Logo usage

How our brand should be used:

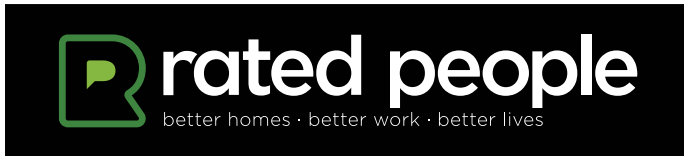
With strapline



Without strapline



White out with strapline



White out with strapline



### Don't

- Don't alter the shape, aspect ratio or colour of the Rated People logos as supplied
- Never crop or obscure the Rated People logo in a composition
- Always use the full colour version of the Rated People logo, use white text on dark background and grey on light backgrounds
- All text should be set in Gotham
- Always use the colours defined in the palette provided



## Imagery

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### Feel natural

People should be captured in natural environments and situations, not looking at the camera.

Scenarios should be real and authentic, with natural light and composition. Where people can't be used, imagery should tell an emotive story.





## Key messages

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### Homeowner

- It doesn't matter how big or small your job, we can put you in touch with people who can help
- You can be confident that you've found the right person for the job
- Our review system is more powerful than word of mouth – the collective voice of our homeowner community gives you a better indication of a tradesperson than a lone opinion

### This translates into:

#### **1) The largest, most dependable network of tradespeople**

We have over 50,000 local tradespeople covering the whole of the UK. As the market leader, we give you the most choice when it comes to finding a tradesperson.

We regularly check and assess the tradespeople registered with us, running fraud checks and validating reviews.

#### **2) Tradespeople you can trust, based on your reviews**

Create a job and get up to three quotes from trusted tradespeople. It's fast, simple and reliable.

We've got over 30 main trade types, from your builder to your gardener.

We take away the hassle of going through directories and online searches – tell us what work you need doing and we'll put you in touch with reliable tradespeople.

#### **3) Real ratings from local people like you**

Only customers who found their local tradesperson through us can rate them.

Put your mind at rest and be confident in your choice of tradesperson knowing other homeowners in your area had a great service from them.



## Key messages

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### Tradespeople

- Find work and grow your reputation with us
- You'll build up a list of homeowner contacts who will come to you for future work
- We do all the marketing so you don't have to, providing constant value even when your diary is full with work

This translates into:

#### 1) Build your reputation

Become known as a trustworthy tradesperson in the areas you work. We'll put you in touch with more homeowners than anyone else. We'll give you your own profile page to showcase your business.

It's like a small website to promote yourself. Over 75,000 jobs are posted on our site each month – we're the biggest of our kind.

#### 2) Stay in control

Pick up work as and when you need it. Our apps for Apple and Android are specially designed for those devices, making it easy to pick up work on the move.

#### 3) Good reviews win you work

Homeowners rely on the views of other homeowners. By building up good reviews you can put your business on the map, reaching more people than you would through word of mouth alone.

Once you've got some great reviews to your name, potential customers will see that you're a trusted tradesperson.

Here's an example of an affiliate partners landing page copy (focused on driving gardeners to sign up with us)\*:

### Grow your reputation

You'll get your own Rated People profile page to showcase your business.

### Take control

Choose when you work, taking on new jobs as and when you want to.

### Build up reviews to get more work

Good reviews will show new clients that you're the right person for the job.





## Tone of voice

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### Glossary

A_Z	Term	Notes
C	customers	Do not use. Use homeowners instead.
E	email	Not e-mail or Email or eMail (or any other variation).
H	homeowner checklist	Lower case, it's not a proper noun.
H	homeowner, homeowners	Not home owner or home owners. Use this rather than 'user' or 'customer' when talking to tradespeople.
J	job leads	We can't say jobs on its own as it implies employment.
J	jobs board	The jobs board is a feature that only tradespeople see. Do not use with homeowner comms, or at least be aware that context would be required.
L	log in / login	'You will need to log in' - verb. 'You will be emailed a login' - noun / adjective.
O	online	Not 'on line' or 'on-line'
P	profile page	Use this to describe the tradesperson's public profile on Rated People.
R	Rated People	Please refer to us in the third person. E.g. Rated People is here to help rather than We're here to help in your comms. A distinction needs to be made between you as the affiliate and us providing the service.
R	rating	The star rating the tradesperson receives.
R	review	The descriptive review the tradesperson receives.
T	tradesman, tradesmen, tradesperson, tradespeople	Use tradesman/tradesmen in headlines and metadata to maintain SEO value. Body copy and all other uses, including print, should be gender neutral - i.e. tradesperson or tradespeople. Avoid any other variation to keep it simple and consistent.
T	Trust	Please don't use (for the moment). Words like quality and reliable are okay. We also emphasise our tradespeople are local (to the homeowner)
W	website	Not web-site or web site.

**Thank you**

