



Award mark guidelines

Use the award mark to identify the recognised product clearly and link it to the official record.

Name and scope

Use Health Choice Award for an individual recognition and Health Choice Awards for the programme. State the product name and actual award year. Use the mark only for the models, formulation or software identified in the award record.

Where the mark can appear

Approved artwork is provided through the recipient account without a licence fee. Digital use and reproduction on the awarded product's packaging are permitted within these rules. You may use your own production supplier; ordering official labels is optional.

Accurate award statements

Use	Avoid
Award name, actual year and awarded product	A company-wide or range-wide endorsement
The use or context identified in the record	A claim covering unassessed people, products or uses
A link to the exact official record	An unrelated product page presented as verification
The current award status	A superseded or withdrawn claim presented as current

Do not describe the award as government approval, market authorisation, medical certification or a consumer vote. Avoid unsupported superlatives, guaranteed outcomes or claims of clinical testing by IAHPM.

Artwork and legibility

Keep the original proportions, colours and annual mark year. Do not redraw, crop or distort the artwork. Leave clear space of at least one tenth of the seal diameter on every side. Use at least 160 CSS pixels digitally or 30 mm in print, and larger where the production method requires it.

Changes and status

Report a material product change before extending the mark to the changed version. Stop new use if an award is suspended or withdrawn and follow written instructions for existing materials.

Next steps

[Open your award materials](#)

[Report a product change](#)