

Ofgem Information Improvements: Implementation Guidelines

Version 3.0 | October 2012

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Version control

VERSION NUMBER	CREATED BY	DATE	DESCRIPTION
1.0	Andrew Boag	29 October 2012	
2.0	David Brown	30 October 2012	
3.0	David Brown	31 October 2012	

ABOUT THIS SPECIFICATION

This specification is based upon the design and development executed by BoagMcCann on behalf of Ofgem.

LAYOUT

All positional measurements are in millimetres.

Positional information is specified by the distance of a given element from the top or left edge of the page, or by the relative distance between two elements following a fixed position:

All vertical layout measurements for type are measured to the baseline of the line of type. All measurements for horizontal rules are measured to the bottom edge of the rule.

When a dimension is not specified on the layouts, it is for one of two reasons:

1. because that dimension is defined by the baseline to baseline distance of the relevant typographic specification, or
2. because it is part of a standard or recurring style component that has already been specified.

TYPOGRAPHY

Where a type size is not indicated on a layout it is because it is part of a standard or recurring style component that has already been specified.

Fonts

Fonts to be used are not prescribed, and are determined by supplier's brand guidelines

Font sizes

Size of fonts depends on the brand fonts used – and is relative. The smallest text requires a minimum x-height of 1.7mm. (The examples in this specification are set in 9 point Arial.)

Spacing

Inter-line spacing is 120% of font size.

ABOUT SUMMARY BOXES ON BILLS

The Summary Box on bills is made of 2 separate modules:

- 1. ‘Paying more than you need to?’ module – this appears on page 1 of the customer bill
- 2. ‘About your tariff’ module – this appears on page 2 of the bill

All **wording** in both modules is prescribed (except for variable text entries like customer specific data, tariff names, fuel type, prices, etc.).

Box content and positional information of elements within the box boundaries are prescribed, as indicated in this specification.

The visual style of boxes and the title blocks, are **not** prescribed – these can be varied according to the supplier’s brand requirements.

POSITIONING AND SIZE

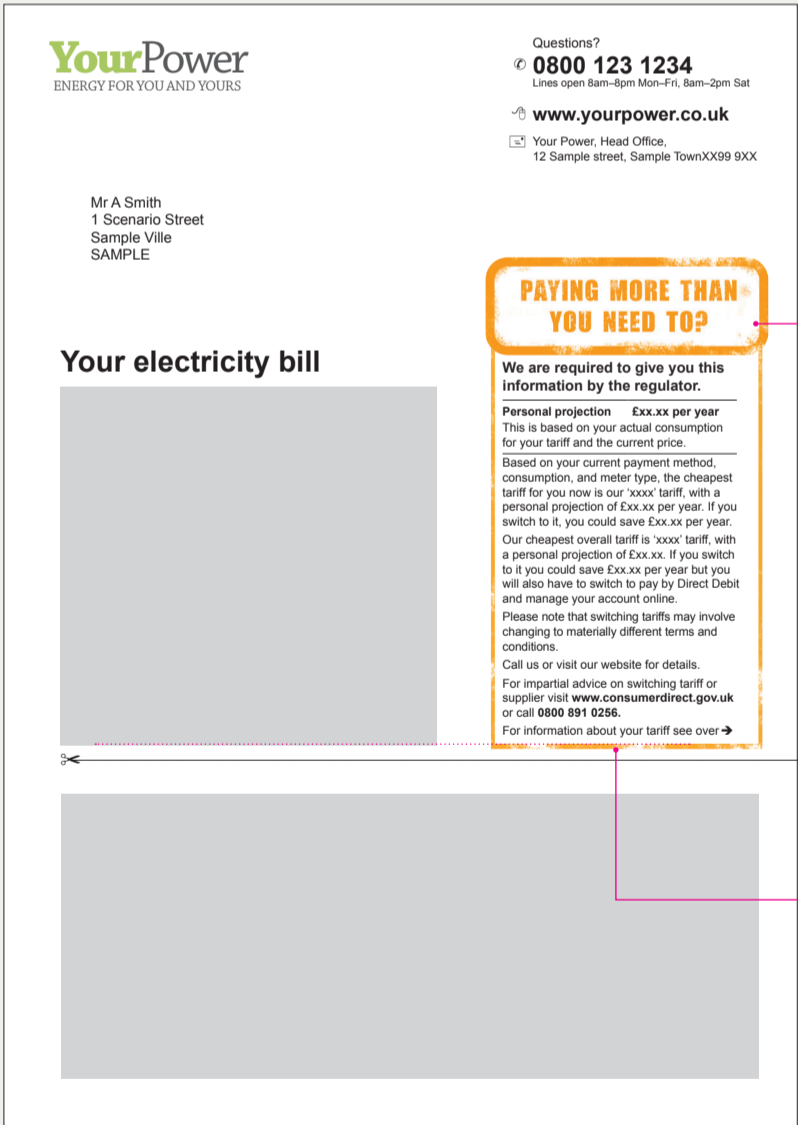
Summary Boxes on bills are positioned in the right-hand third of each page as illustrated below. Minimum widths and all positional information is shown on the following pages.

Note: the actual box depth will vary depending on length of variable entries (tariff names, fonts used, single or dual fuel, etc.).

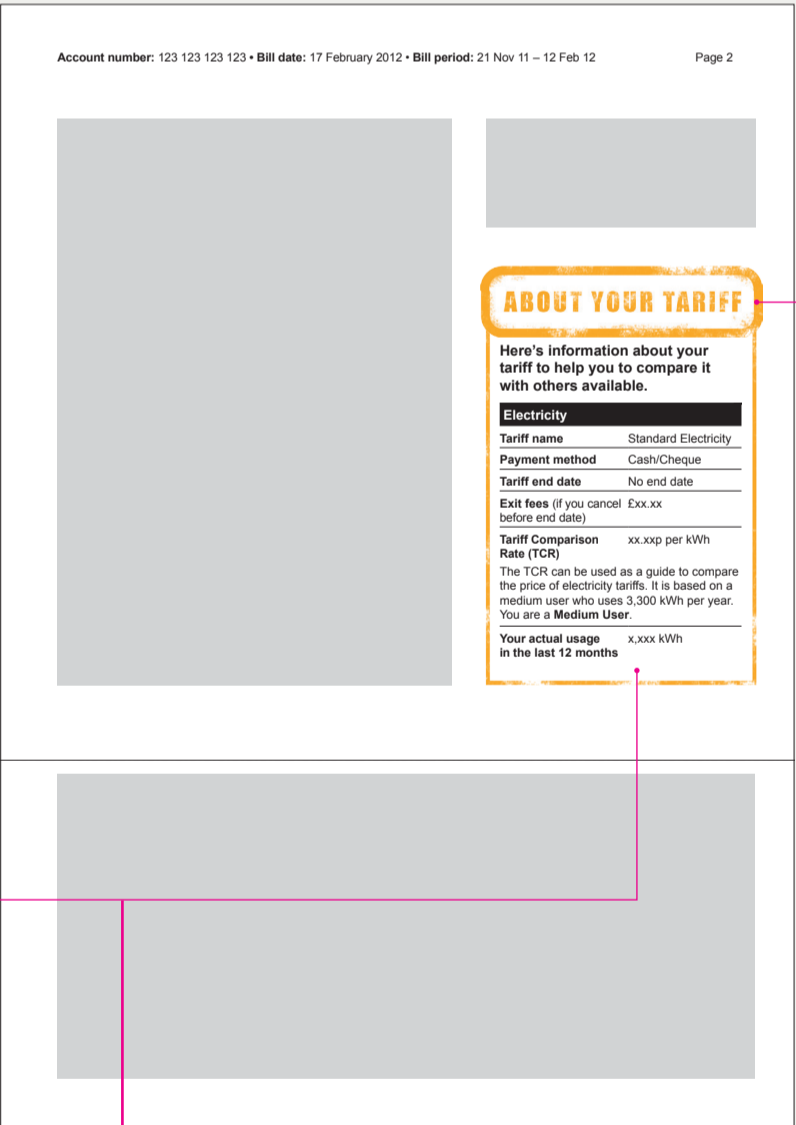
Summary Boxes on bills must not be obscured by background images, tints or colours.

Single fuel customer bill example:
‘Paying more than you need to?’ module
(page 1 of bill)

A4 nominal – 210 x 297 mm



Single fuel customer bill example:
‘About your tariff’ module
(page 2 of bill)



Wording of all text within these boxes is prescribed.

Single fuel Summary Box on bill

MEASUREMENTS AND TYPE SIZES

‘Paying more than you need to?’ module (page 1 of bill)

Minimum internal box width 70 mm

36 mm

PAYING MORE THAN YOU NEED TO?

We are required to give you this information by the regulator.

Personal projection £xx.xx per year

This is based on your actual consumption for your tariff and the current price.

Based on your current payment method, consumption, and meter type, the cheapest tariff for you now is our 'xxxx' tariff, with a personal projection of £xx.xx per year. If you switch to it, you could save £xx.xx per year.

Our cheapest overall tariff is 'xxxx' tariff, with a personal projection of £xx.xx. If you switch to it you could save £xx.xx per year but you will also have to switch to pay by Direct Debit and manage your account online.

Please note that switching tariffs may involve changing to materially different terms and conditions.

Call us or visit our website for details.

For impartial advice on switching tariff or supplier visit [www.consumerdirect.gov.uk](#) or call 0800 891 0256.

For information about your tariff see over →

5 mm

3 mm

4 mm

4.5 mm

2 mm

4 mm

5 mm

2 mm minimum internal padding on all sides

Box depth will vary depending on length of variable entries (tariff names, fonts used, single or dual fuel, etc.).

Prominent box title (colour, size, and treatment not prescribed)

11/13 pt Bold

9 pt Bold

9/11 pt Regular

0.25 pt solid rule

9/11 pt Regular

4 pt box rule, style not prescribed

9 pt Bold

Clear zone, minimum 5 mm, all sides

‘About your tariff’ module (page 2 of bill)

Minimum box width 70 mm

36 mm

ABOUT YOUR TARIFF

Here's information about your tariff to help you to compare it with others available.

Electricity

Tariff name	Standard Electricity
Payment method	Cash/Cheque
Tariff end date	No end date
Exit fees (if you cancel before end date)	£xx.xx
Tariff Comparison Rate (TCR)	xx.xxp per kWh
The TCR can be used as a guide to compare the price of electricity tariffs. It is based on a medium user who uses 3,300 kWh per year. You are a Medium User .	
Your actual usage in the last 12 months	x,xxx kWh

5 mm

3.5 mm

6 mm

4.5 mm

1.5 mm

5 mm

2 mm minimum internal padding on all sides

Box depth will vary depending on length of variable entries (tariff names, fonts used, single or dual fuel, etc.).

Prominent box title (colour, size, and treatment not prescribed)

11/13 pt Bold

10 pt Bold reversed, indented 1 mm

9 pt Regular and Bold

4 pt box rule, style not prescribed

9/11 pt Regular

Clear zone, minimum 5 mm, all sides

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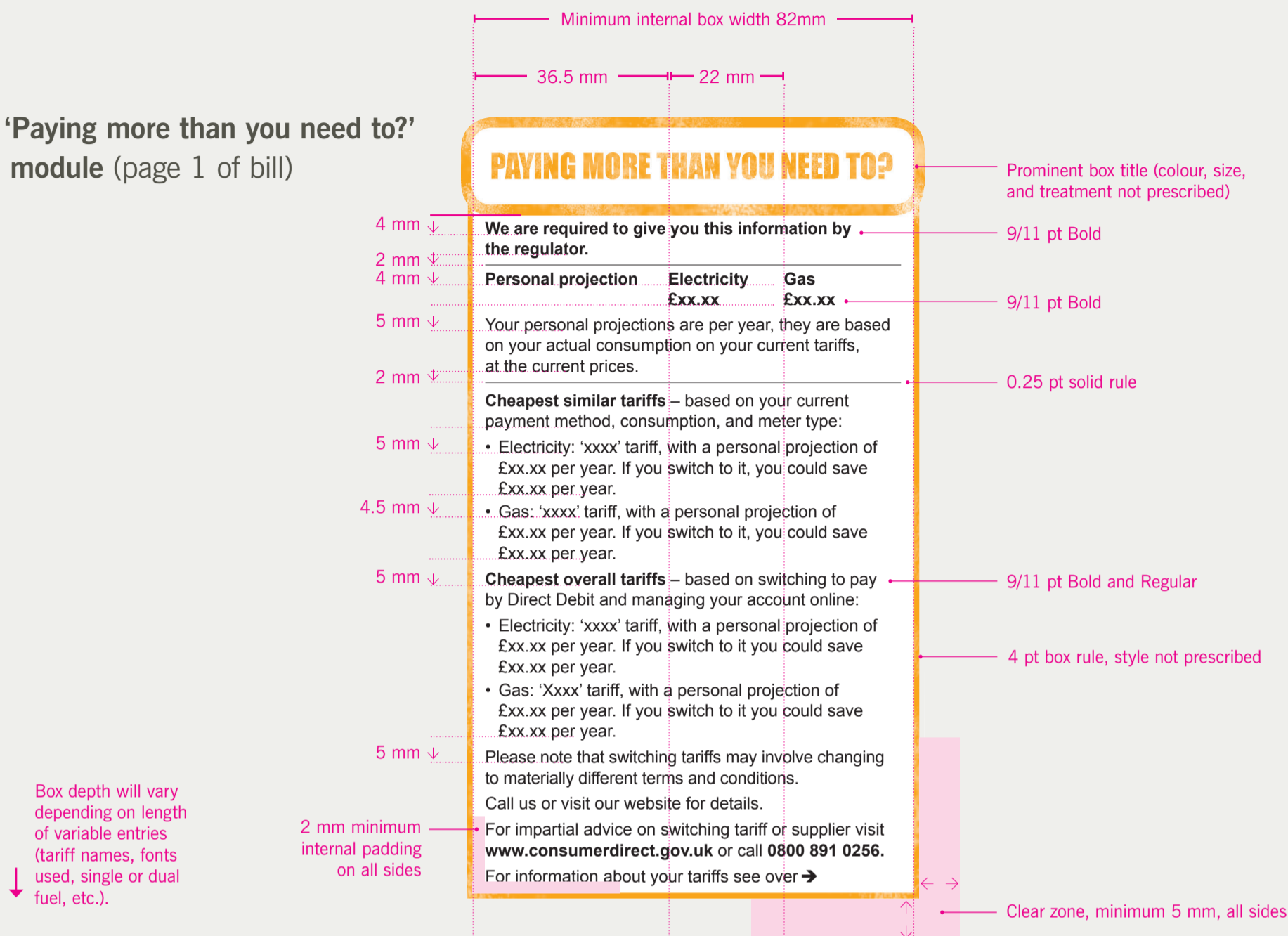
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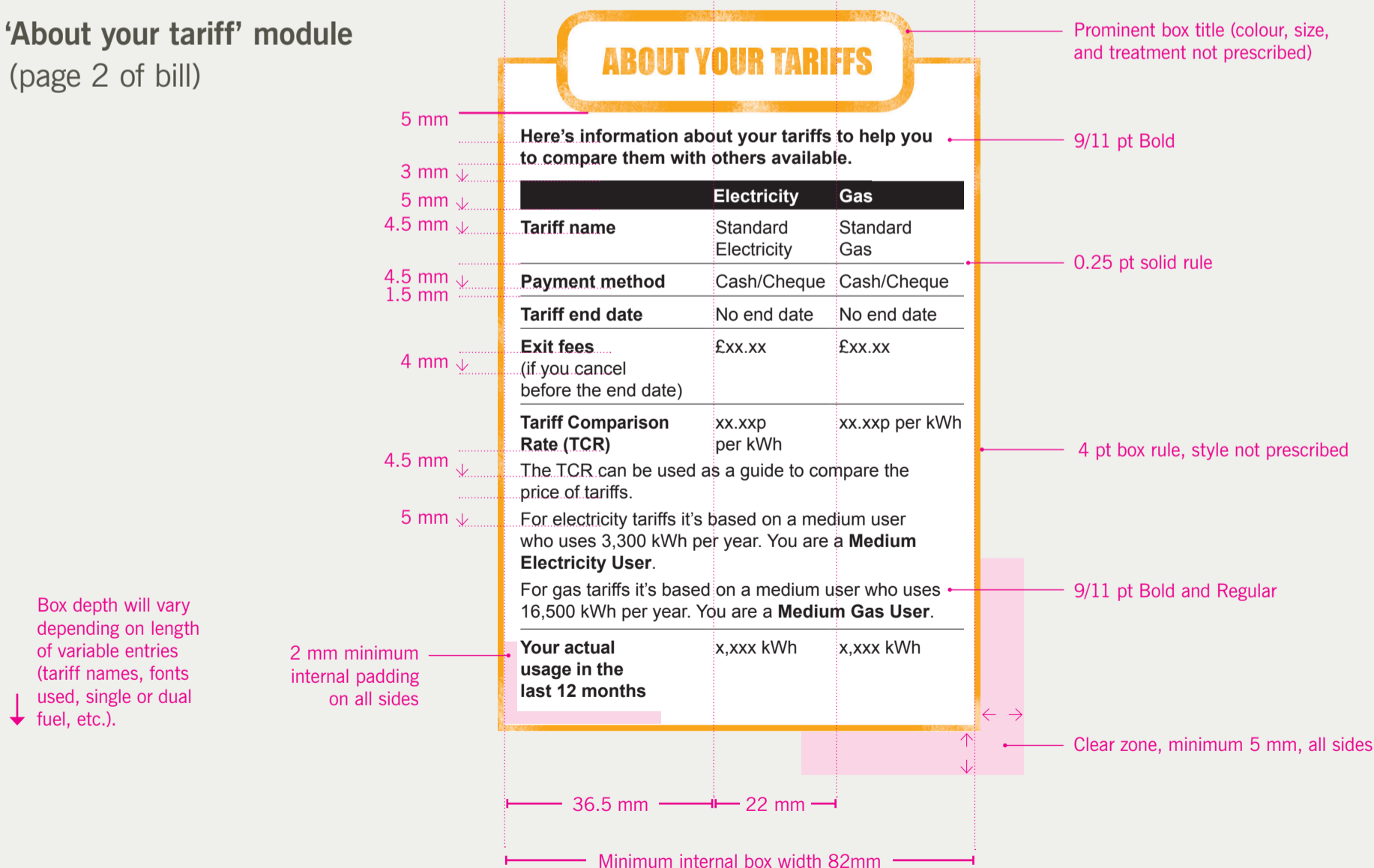
Dual fuel Summary Box on bill

MEASUREMENTS AND TYPE SIZES

**‘Paying more than you need to?’
module (page 1 of bill)**



'About your tariff' module (page 2 of bill)



Single fuel Tariff Information Label, Standard Tariff

INDICATIVE MEASUREMENTS AND TYPE SIZES




Measurements and type sizes are indicative only and will vary depending on application of the Tariff Information Label

Tariff information

About this electricity tariff

Supplier	YourPower
Tariff name	YourPower Fixed Renewables
Tariff type	Green, Fixed price
Payment method	Direct Debit
Unit rate	14.01p per kWh
Standing charge	17.41p per day
Tariff ends on	18 February 2011
Price guaranteed until	18 February 2011
Exit fees (if you cancel this tariff before the end date)	£50.00
Discounts and additional charges	No discounts
Additional products or services included	Loyalty points

Estimated electricity cost for typical households on this tariff

	 Low user	 Medium user	 High user
Assumed annual consumption	1,650 kWh	3,300 kWh	4,600 kWh
Estimated annual cost	£294.71	£525.88	£708.01
Estimated monthly cost	£24.56	£43.82	£59.00
Tariff Comparison Rate (TCR)	17.86p per kWh	15.94p per kWh	15.39p per kWh

Estimated costs include VAT and are based on current prices for the tariff shown above.

Frequently asked questions

- What is a kWh?**
A kWh stands for kilowatt-hour – the unit used to measure energy use. 1 kWh will power a 40 watt light bulb for 25 hours.
- What is the Tariff Comparison Rate (TCR)?**
TCR is a rate per kWh that allows you to compare your tariff to other tariffs by taking account of the unit rate and standing charge. It is an average across Great Britain for this tariff.
- How is a low, medium or high user defined?**
The assumed annual consumption of a low, medium or high user is determined by the Regulator, and is the same for all suppliers.

Single fuel Tariff Information Label – Economy 7 Tariff

INDICATIVE MEASUREMENTS AND TYPE SIZES

Measurements and type sizes are indicative only and will vary depending on application of the Tariff Information Label

38 mm

17 mm

20.5 mm

15 mm

6 mm

4 mm

1.5 mm

4 mm

1.5 mm

4 mm

8 pt Bold

8/9.6 pt Bold

5 mm

4 mm

1.5 mm

6 mm

3 mm

1.5 mm

4 mm

1.5 mm

1.5 mm

5.5 mm

7 mm

8.5 mm

7.5 mm

4.5 mm

4.5 mm

8.5 mm




5, 4 mm

Tariff information

About this electricity tariff

Supplier	YourPower
Tariff name	YourPower Fixed Renewables
Tariff type	Economy 7 Electricity
Payment method	Direct Debit
Unit rate – Day	10.00p per kWh
Unit rate – Night	10.90p per kWh
Standing charge	27.4p per day
Tariff ends on	18 February 2011
Price guaranteed until	18 February 2011
Exit fees (if you cancel this tariff before the end date)	£50.00
Discounts and additional charges	No discounts
Additional products or services included	Loyalty points

Estimated electricity cost for typical households on this tariff

	 Low user	 Medium user	 High user
Assumed annual consumption	3,300 kWh	6,600 kWh	9,900 kWh
Estimated annual cost	£446.00	£793.00	£1,139.00
Estimated monthly cost	£37.17	£66.08	£94.92
Tariff Comparison Rate (TCR)	13.51p per kWh	12.02p per kWh	11.51p per kWh

Estimated costs include VAT and are based on current prices for the tariff shown above. These figures assume that 55% of electricity is used during the night.

Frequently asked questions

What is a kWh?

A kWh stands for kilowatt-hour – the unit used to measure energy use. 1 kWh will power a 40 watt light bulb for 25 hours.

What is the Tariff Comparison Rate (TCR)?

TCR is a rate per kWh that allows you to compare your tariff to other tariffs by taking account of the unit rate and standing charge. It is an average across Great Britain for this tariff.

How is a low, medium or high user defined?

The assumed annual consumption of a low, medium or high user is determined by the Regulator, and is the same for all suppliers.

22 pt Bold

10 pt Bold, reversed out of 100% black, 1 mm left indent

0.25 pt solid rule

8 pt Regular

C:0 M:0 Y:0 K:20

8 pt Bold, 1 mm left indent

Icons shown are indicative only, style and size not specified. Centred horizontally within table cell.

8 pt Bold

8/9.6 pt Regular

1 pt solid rule

8/9.6 pt Italic

14 pt Bold

1 pt solid border

10 pt Bold

8 pt Regular

Clear zone, minimum 5 mm, all sides

186 mm

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Dual fuel Tariff Information Label – Standard Tariff




INDICATIVE MEASUREMENTS

Measurements and type sizes are indicative only and will vary depending on application of the Tariff Information Label. Specification for the dual fuel Tariff Information Label is as per the single fuel Tariff Information Label, apart from measurements shown here. This is a suggested format for how the Tariff Information Label may be presented for a dual fuel customer.




Tariff information

5 mm
→

About this electricity tariff	
Supplier	YourPower
Tariff name	YourPower Fixed Renewables
Tariff type	Green, Fixed price
Payment method	Direct Debit
Unit rate	14.01p per kWh
Standing charge	17.41p per day
Tariff ends on	18 February 2011
Price guaranteed until	18 February 2011
Exit fees (if you cancel this tariff before the end date)	£50.00
Discounts and additional charges	No discounts
Additional products or services included	Loyalty points

Estimated electricity cost for typical households on this tariff			
	 Low user	 Medium user	 High user
Assumed annual consumption	1,650 kWh	3,300 kWh	4,600 kWh
Estimated annual cost	£294.71	£525.88	£708.01
Estimated monthly cost	£24.56	£43.82	£59.00
Tariff Comparison Rate (TCR)	17.86p per kWh	15.94p per kWh	15.39p per kWh

About this gas tariff	
Supplier	YourPower
Tariff name	YourPower Fixed Renewables
Tariff type	Green, Fixed price
Payment method	Direct Debit
Unit rate	4.26p per kWh
Standing charge	19.72p per day
Tariff ends on	18 February 2011
Price guaranteed until	18 February 2011
Exit fees (if you cancel this tariff before the end date)	£50.00
Discounts and additional charges	No discounts
Additional products or services included	Loyalty points

Estimated gas cost for typical households on this tariff			
	 Low user	 Medium user	 High user
Assumed annual consumption	11,000 kWh	16,500 kWh	23,000 kWh
Estimated annual cost	£540.58	£774.88	£1051.78
Estimated monthly cost	£45.05	£64.57	£87.65
Tariff Comparison Rate (TCR)	4.91p per kWh	4.70p per kWh	4.57p per kWh

Estimated costs include VAT and are based on current prices for the tariff shown above.

Frequently asked questions

- What is a kWh?**

A kWh stands for kilowatt-hour – the unit used to measure energy use. 1 kWh will power a 40 watt light bulb for 25 hours.
- What is the Tariff Comparison Rate (TCR)?**

TCR is a rate per kWh that allows you to compare your tariff to other tariffs by taking account of the unit rate and standing charge. It is an average across Great Britain for this tariff.
- How is a low, medium or high user defined?**

The assumed annual consumption of a low, medium or high user is determined by the Regulator, and is the same for all suppliers.

Dual fuel Price Increase Notification letter – Standard Tariff

PRESCRIBED TABLES, MEASUREMENTS AND TYPE SIZES

Price change table
(content and format prescribed)

Personal projection table
(content and format prescribed)

Green shaded areas show example text only.
The information that must be displayed in these areas is prescribed. The exact text and formatting is not prescribed.

Questions?

0800 123 1234

Lines open 8am-8pm Mon-Fri, 8am-2pm Sat

www.yourpower.co.uk

Your Power, Head Office, 12 Sample street, Sample Town XX99 9XX

Your customer number:

123 123 123 123

Supply address: 20 Sample Street, Sample Town, Sample Ville SAMPLE

Your electricity tariff: Standard Electricity
Payment method: Direct Debit
Your gas tariff: Standard Gas
Payment method: Direct Debit

Mr A Smith
2 Sample Street
Sample Ville
SAMPLE

02 November 2011

Dear Mr Smith,

Your energy prices are increasing from 01 December 2011

Due to an increase in wholesale prices, from 01 December 2011, the prices you pay for your electricity and gas are increasing. Your standing charges will remain the same. Here's a breakdown of how your prices are changing:

	Current prices until 30 Nov 2011	New prices after 01 Dec 2011
Electricity	Standing charge (per day)	x.xxp
	Unit rate (per kWh)	x.xxp
Gas	Standing charge (per day)	x.xxp
	Unit rate (per kWh)	x.xxp

All charges exclude 5% VAT, which will be added to your total bill.

Your projected costs for the next 12 months

In the last 12 months you've used 3,300 kWh of electricity and 16,500 kWh of gas (including estimated readings). Here's an idea of how the price increases will affect you, assuming you continue to use the same amount of energy over the next 12 months:

	Current prices until 30 Nov 2011	New prices after 01 Dec 2011	Increase in personal projection
Your personal projection for the year	Electricity	£xxx.xx	£xxx.xx
	Gas	£xxx.xx	£xxx.xx

Your personal projection includes 'xxxx' discount and VAT but does not include 'xxxx'.

Choosing the right tariff

We may be able to help you save money with one of our other tariffs.

Cheapest similar tariffs – based on your current payment method, consumption, and meter type:

- Electricity: 'xxxx' tariff, with a personal projection of £xxx.xx per year. If you switch to it compared to your new prices, you could save £xxx.xx per year.
- Gas: 'xxxx' tariff, with a personal projection of £xxx.xx per year. If you switch to it compared to your new prices, you could save £xxx.xx per year.

Cheapest overall tariffs – based on switching to pay by Direct Debit and managing your account online:

- Electricity: 'xxxx' tariff, with a personal projection of £xxx.xx per year. If you switch to it compared to your new prices, you could save £xxx.xx per year.
- Gas: 'xxxx' tariff, with a personal projection of £xxx.xx per year. If you switch to it compared to your new prices, you could save £xxx.xx per year.

Please note that switching tariffs may involve changing to materially different terms and conditions. Call us on 0800 123 1234 or visit www.yourpower.co.uk/tariffs for details.

EXAMPLE TEXT

Turn over for important information about your right to switch

Page 1

Your right to switch

As your energy supplier we have an obligation to remind you that you may also wish to consider changing your supplier.

The Tariff Comparison Rate (TCR) can be used as a guide to compare the price of tariffs. For electricity tariffs it's based on a medium user who uses 3,300 kWh per year. You are a Medium Electricity User. For gas tariffs it's based on a medium user who uses 16,500 kWh per year. You are a Medium Gas User.

Based on the new prices, your current electricity tariff has a TCR of xx.xxp per kWh, and your current gas tariff has a TCR of xx.xxp per kWh.

If you would like information, impartial advice or details about changing your energy supply, this is available from Consumer Direct on 0800 9910 256 or by visiting consumerdirect.gov.uk. Further details on your right to switch are shown below.

Your rights as a consumer

You have a right to end your contract for gas or electricity (or both) because of the increase in prices. There will be no exit fee for ending your current contract in any circumstances.

If you wish to end your contract, you can either:

- Switch to another one of our tariffs, or
- Switch to another supplier.

We recommend you enter into a new contract with us or another supplier as soon as possible, or on or before 01 December 2011, as you may be able to avoid the increase in prices.

Please bear in mind that

- To avoid the prices increase when you switch to another one of our tariffs, we must start to supply you under another tariff by [date which is 20 working days from the effective date of the price increase].
- If you switch to another supplier, we won't charge you any increase if by [date which is 20 working days from the effective date of the price increase], your proposed new supplier has told us that they'll be taking over your supply within a reasonable period of time.
- If you have unpaid charges on your account, we may prevent the switch until you have paid them. If so, we will write to tell you. If you pay the balance on your account within 30 working days of us telling you this, your switch can still go ahead and we won't apply a price increase during the switching period.

Yours sincerely,

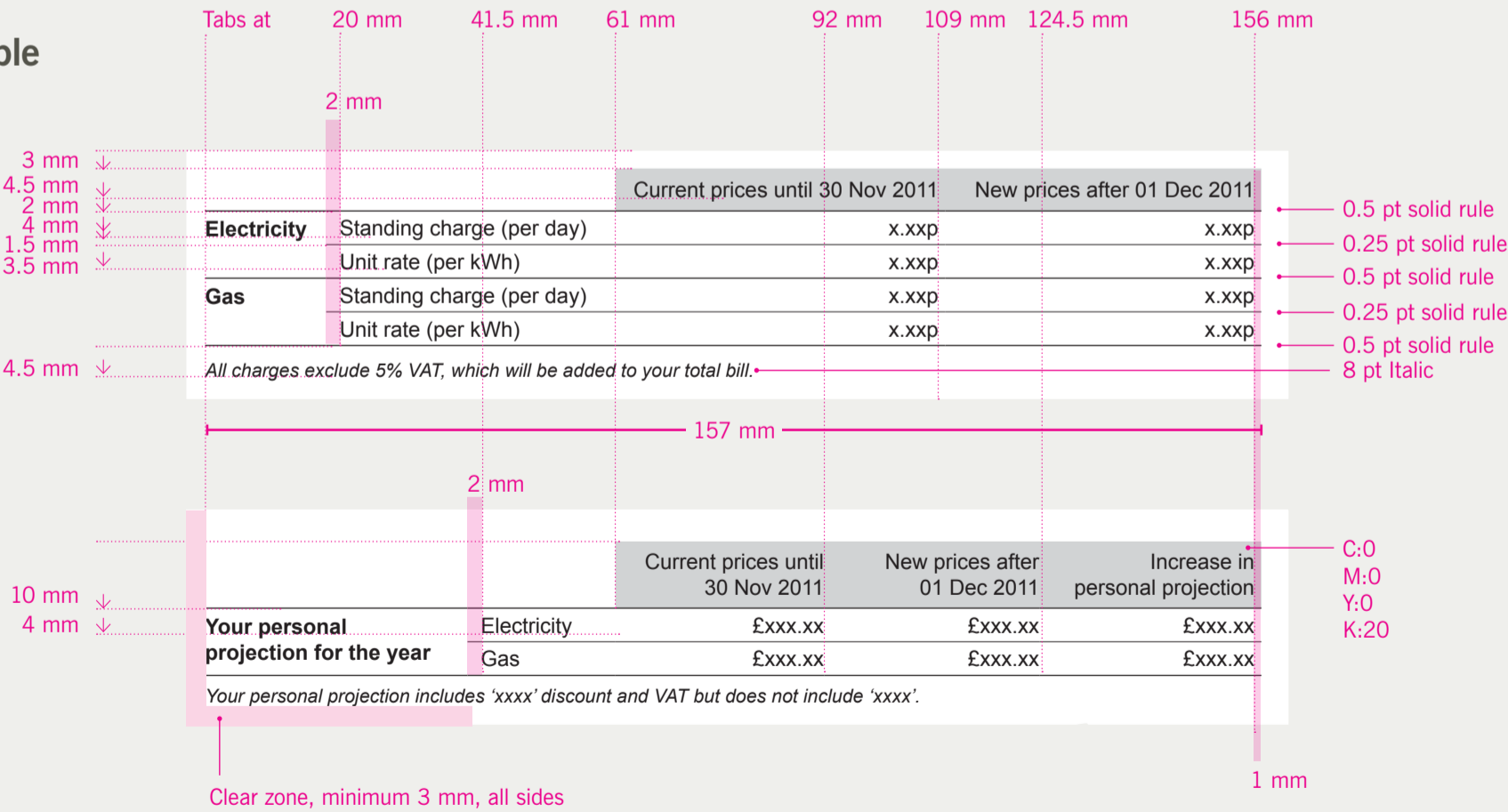
Name – Title/position

Page 2

All text in both tables is 9/11 pt, Bold and Regular except where specified otherwise.

Price change table

Personal projection table



PRESCRIBED TABLES, MEASUREMENTS AND TYPE SIZES



Green shaded areas show example text only.
The information that must be displayed in
these areas is prescribed. The exact text
and formatting is not prescribed.



Page 1

All text in both tables is 9/11 pt, Bold and Regular except where specified otherwise.

Price change table

Personal projection table

The diagram illustrates the layout of a utility bill with various dimensions and design rules. The layout is divided into two main sections: a top section for current and new prices, and a bottom section for the personal projection.

Top Section Dimensions:

- Horizontal dimensions (from left to right): Tabs at 20 mm, 61 mm, 92 mm, 109 mm, 124.5 mm, and 156 mm.
- Vertical dimensions (from top to bottom): 3 mm, 4.5 mm, 2 mm, 4 mm, 1.5 mm, 3.5 mm, and 4.5 mm.

Table Content:

		Current prices until 30 Nov 2011	New prices after 01 Dec 2011
Electricity	Standing charge (per day)	x.xxp	x.xxp
	Unit rate (per kWh)	x.xxp	x.xxp

All charges exclude 5% VAT, which will be added to your total bill.

Bottom Section Dimensions:

- Horizontal dimension: 157 mm (spanning the width of the table).
- Vertical dimensions (from top to bottom): 10 mm and 4 mm.

Table Content:

	Current prices until 30 Nov 2011	New prices after 01 Dec 2011	Increase in personal projection
Your personal projection for the year	£xxx.xx	£xxx.xx	£xxx.xx

Your personal projection includes 'xxxx' discount and VAT but does not include 'xxxx'.

Design Rules and Notes:

- 0.5 pt solid rule (for table borders).
- 0.25 pt solid rule (for table borders).
- 0.5 pt solid rule (for table borders).
- 8 pt Italic (for the VAT note).
- Clear zone, minimum 3 mm, all sides (for the bottom section).
- 1 mm (margin for the bottom section).
- C:0, M:0, Y:0, K:20 (color specifications for the bottom section).

Single fuel Price Increase Notification letter – Economy 7 Tariff

PRESCRIBED TABLES, MEASUREMENTS AND TYPE SIZES

Price change table
(content and format prescribed)

Personal projection table
(content and format prescribed)

Green shaded areas show example text only.
The information that must be displayed in these areas is prescribed. The exact text and formatting is not prescribed.

Questions?

0800 123 1234

Lines open 8am–8pm Mon–Fri, 8am–2pm Sat

www.yourpower.co.uk

Your Power, Head Office, 12 Sample street, Sample Town XX99 9XX

Your customer number:

123 123 123 123

Supply address: 20 Sample Street, Sample Town, Sample Ville SAMPLE

Your electricity tariff: Economy 7 Electricity

Payment method: Direct Debit

EXAMPLE TEXT

Mr A Smith

2 Sample Street

Sample Ville

SAMPLE

02 November 2011

Dear Mr Smith,

Your energy prices are increasing from 01 December 2011

EXAMPLE TEXT

Due to an increase in wholesale prices, from 01 December 2011, the prices you pay for your electricity is increasing. Your standing charge will remain the same. Here's a breakdown of how your prices are changing:

	Current prices until 30 Nov 2011	New prices after 01 Dec 2011
Electricity		
Standing charge (per day)	x.xxp	x.xxp
Unit rate – Day (per kWh)	x.xxp	x.xxp
Unit rate – Night (per kWh)	x.xxp	x.xxp

All charges exclude 5% VAT, which will be added to your total bill.

Your projected costs for the next 12 months

EXAMPLE TEXT

In the last 12 months you've used 3,300 kWh of electricity (including estimated readings). Here's an idea of how the price increases will affect you, assuming you continue to use the same amount of energy over the next 12 months:

	Current prices until 30 Nov 2011	New prices after 01 Dec 2011	Increase in personal projection
Your personal projection for the year	£xxx.xx	£xxx.xx	£xxx.xx

Your personal projection includes 'xxxx' discount and VAT but does not include 'xxxx'.

Choosing the right tariff

EXAMPLE TEXT

We may be able to help you save money with one of our other tariffs.

Based on your current payment method, consumption, and meter type, the cheapest tariff for you now is our 'xxxx' tariff, with a personal projection of £xxx.xx per year. If you switch to it, compared to your new prices, you could save £xxx.xx per year.

Our cheapest overall tariff is 'xxxx' tariff, with a personal projection of £xxx.xx. If you switch to it, compared to your new prices, you could save £xxx.xx per year but you will also have to switch to pay by Direct Debit and manage your account online.

Please note that switching tariffs may involve changing to materially different terms and conditions.

Call us on 0800 123 1234 or visit www.yourpower.co.uk/tariffs for details.

Turn over for important information about your right to switch

Page 1

Your right to switch

EXAMPLE TEXT

As your energy supplier we have an obligation to remind you that you may also wish to consider changing your supplier.

The Tariff Comparison Rate (TCR) can be used as a guide to compare the price of tariffs. For electricity tariffs it's based on a medium user who uses 3,300 kWh per year. You are a Medium Electricity User. For gas tariffs it's based on a medium user who uses 16,500 kWh per year. You are a Medium Gas User.

Based on the new prices, your current electricity tariff has a TCR of xx.xxp per kWh, and your current gas tariff has a TCR of xx.xxp per kWh.

If you would like information, impartial advice or details about changing your energy supply, this is available from Consumer Direct on 0800 9910 256 or by visiting consumerdirect.gov.uk. Further details on your right to switch are shown below.

Your rights as a consumer

You have a right to end your contract for gas or electricity (or both) because of the increase in prices. There will be no exit fee for ending your current contract in any circumstances.

If you wish to end your contract, you can either:

1. Switch to another one of our tariffs, or

2. Switch to another supplier.

We recommend you enter into a new contract with us or another supplier as soon as possible, or on or before 01 December 2011, as you may be able to avoid the increase in prices.

Please bear in mind that

To avoid the prices increase when you switch to another one of our tariffs, we must start to supply you under another tariff by [date which is 20 working days from the effective date of the price increase].

If you switch to another supplier, we won't charge you any increase if by [date which is 20 working days from the effective date of the price increase], your proposed new supplier has told us that they'll be taking over your supply within a reasonable period of time.

If you have unpaid charges on your account, we may prevent the switch until you have paid them. If so, we will write to tell you. If you pay the balance on your account within 30 working days of us telling you this, your switch can still go ahead and we won't apply a price increase during the switching period.

Yours sincerely,

Name – Title/position

Page 2

All text in both tables is 9/11 pt, Bold and Regular except where specified otherwise.

Price change table

	Tabs at	20 mm	61 mm	92 mm	109 mm	124.5 mm	156 mm	
3 mm	↓							
4.5 mm	↓							
2 mm	↓							
4 mm	↓							
1.5 mm	↓							
3.5 mm	↓							
								0.5 pt solid rule
								0.25 pt solid rule
								0.25 pt solid rule
								0.5 pt solid rule
4.5 mm	↓							8 pt Italic

Personal projection table

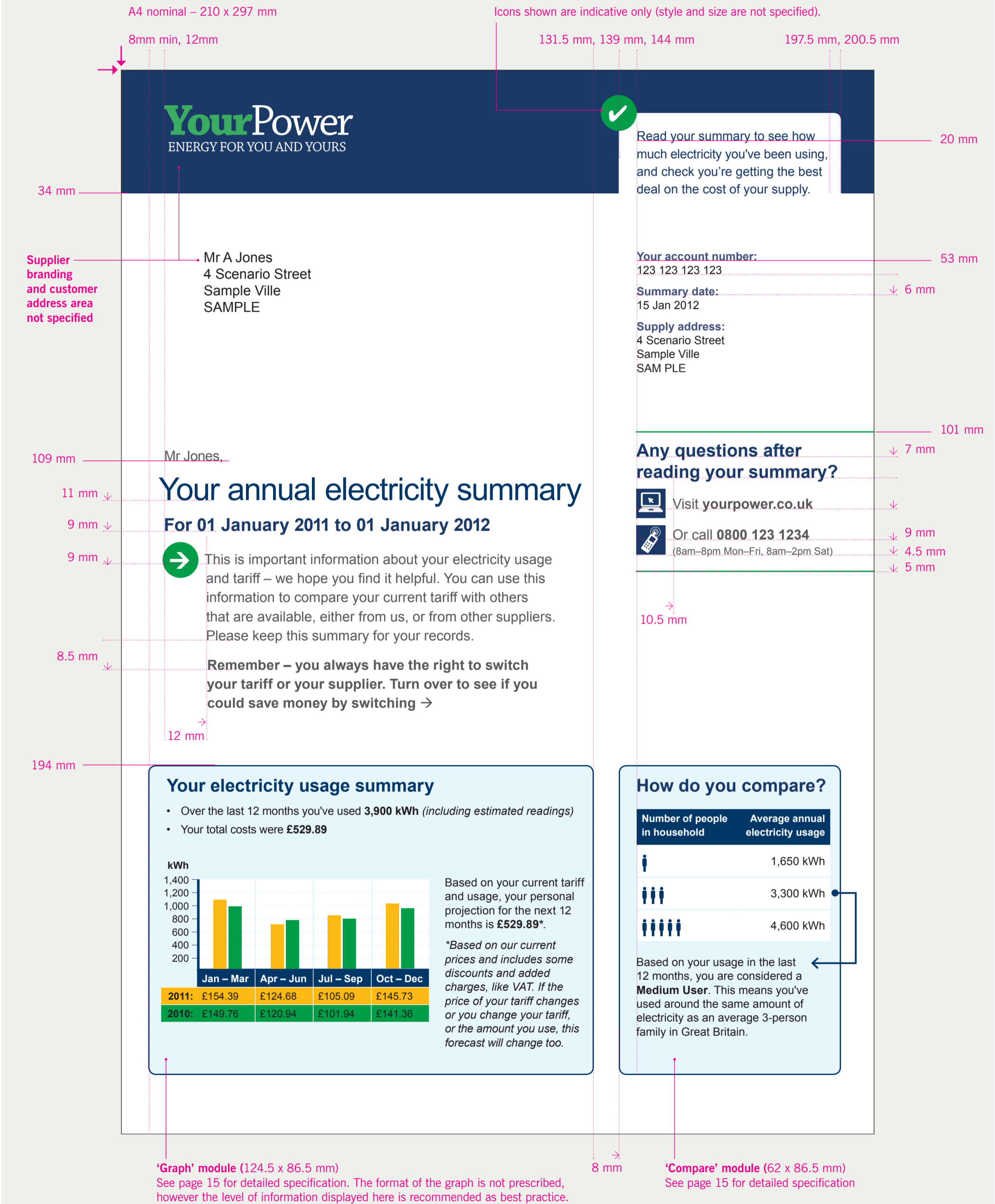
				157 mm	
					C:0
					M:0
					Y:0
					K:20
10 mm	↓				
4 mm	↓				
					1 mm
					Clear zone, minimum 3 mm, all sides

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MEASUREMENTS



All text is 9/11 pt Regular except where specified otherwise.



Read your summary to see how much electricity you've been using, and check you're getting the best deal on the cost of your supply.

Mr A Jones
4 Scenario Street
Sample Ville
SAMPLE

Your account number:
123 123 123 123

Summary date:
15 Jan 2012

Supply address:
4 Scenario Street
Sample Ville
SAM PLE

Any questions after reading your summary?



Visit **yourpower.co.uk**



Or call **0800 123 1234**
(8am–8pm Mon–Fri, 8am–2pm Sat)

11 pt Regular ————— Mr Jones,

25 pt Regular — Your annual electricity summary

14 pt Bold —————→ **For 01 January 2011 to 01 January 2012**

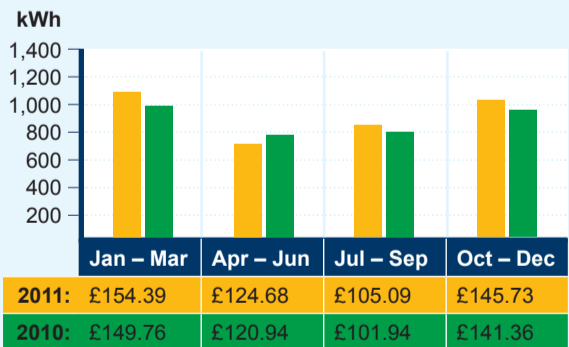


This is important information about your electricity usage and tariff – we hope you find it helpful. You can use this information to compare your current tariff with others that are available, either from us, or from other suppliers. Please keep this summary for your records.

11/5 pt Bold — Remember – you always have the right to switch your tariff or your supplier. Turn over to see if you could save money by switching →

Your electricity usage summary




- Over the last 12 months you've used **3,900 kWh** (*including estimated readings*)
- Your total costs were **£529.89**



Based on your current tariff and usage, your personal projection for the next 12 months is **£529.89***.

**Based on our current prices and includes some discounts and added charges, like VAT. If the price of your tariff changes or you change your tariff, or the amount you use, this forecast will change too.*

How do you compare?

Number of people in household	Average annual electricity usage
	1,650 kWh
	3,300 kWh
	4,600 kWh

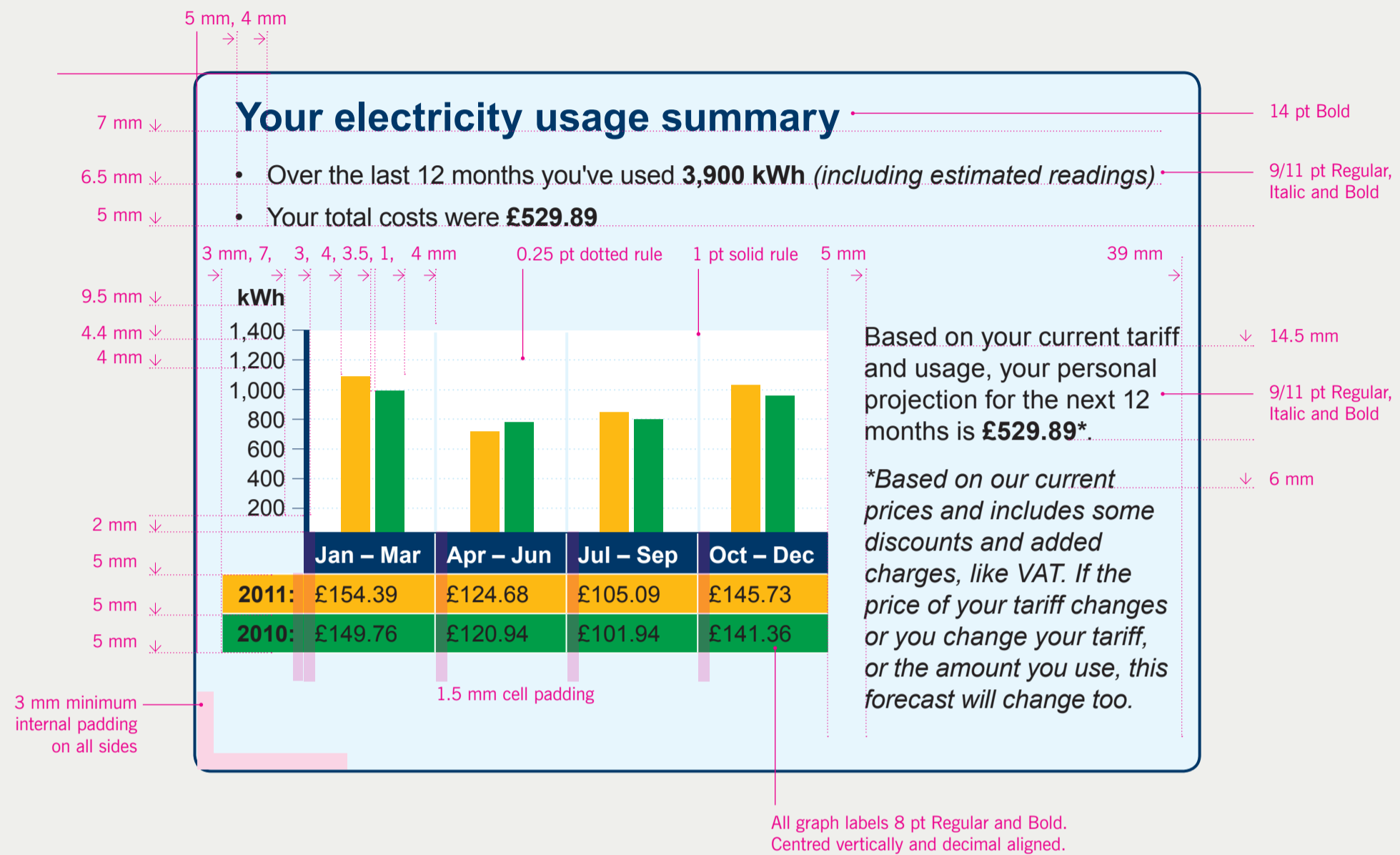
Based on your usage in the last 12 months, you are considered a **Medium User**. This means you've used around the same amount of electricity as an average 3-person family in Great Britain.

Note: colour not specified throughout. Colours must ensure good visual contrast and legibility of all text.

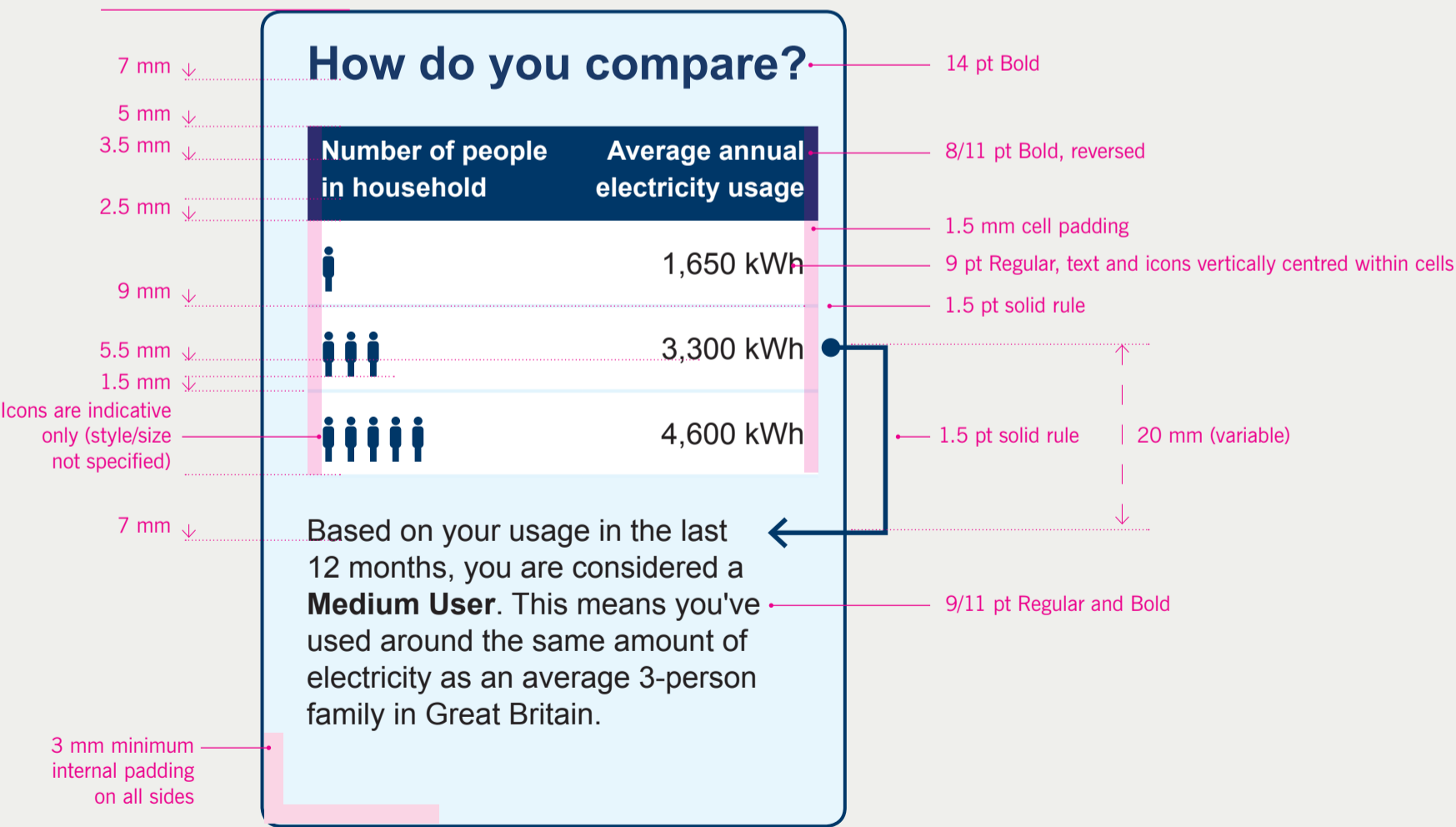
Module
measurements
and type sizes
shown on page 15

MEASUREMENTS AND TYPE SIZES

'Graph' module (150% scale) The format of the graph is not prescribed, however the level of information displayed here is recommended as best practice.



'Compare' module (150% scale)



MEASUREMENTS

9 mm14 mm

80 mm

136.5, 139.5, 145 mm

200, 201, 210 mm

10 mm

7 mm ↓

6.5 mm ↓

5.5 mm ↓

10.5 mm ↓

12 mm ↓

7 mm ↓

7 mm ↓

3.5 mm ↓

4 mm ↓

1.5 mm

1.5 mm cell padding

0.25 pt solid rule

4.5 mm ↓

2 mm

10.5 mm ↓

6.5 mm ↓

7.5 mm ↓

5 mm ↓

4 mm ↓

5 mm ↓

13 mm ↓

4 mm

Could you save money on your electricity?

Based on your current payment method, consumption, and meter type, the cheapest tariff for you now is our 'Clear and Simple' tariff, with a personal projection of £425.00 per year. If you switch to it, you could save £79.89 per year.

Our cheapest overall tariff is 'Online Saver', with a personal projection of £425.00. If you switch to it you could save £104.89 per year but you will also have to switch to pay by Direct Debit and manage your account online.

Please note that switching tariffs may involve changing to materially different terms and conditions.


Call us or visit our website for details.


Why are we sending you this?

As your energy supplier, we are required to give you this information about your usage and your right to switch.


Need independent advice about switching your tariff or supplier?


You can get advice on switching suppliers from **Consumer Direct**:

 consumerdirect.gov.uk

 [08454 04 05 06](tel:08454040506)

Consumer Focus has a Confidence Code for online switching sites to ensure consumers receive accurate, detailed and unbiased price comparisons.

 consumerfocus.org.uk

 [08454 12 34 56](tel:08454123456)

Icons shown are indicative only (style and size are not specified).

About your electricity tariff

Tariff name	Standard Electricity
Tariff type	Standard
Payment method	Cash/Cheque
Tariff ends on	No end date
Tariff length	Ongoing
Price guaranteed until	Does not apply
Exit fees (if you cancel this tariff before the end date)	Does not apply
Discounts and additional charges	£x.xx
Additional products or services	Loyalty points
Personal projection (based on your actual consumption)	£529.89 per year
Tariff Comparison Rate (TCR)	14.22p per kWh

You are a **Medium User** – use the medium user figures when comparing tariffs.

Key contractual terms

Cancellation fees and arrangements for ending the contract

You may end your contract at any time without being charged a cancellation fee, but you must give us 28 days' notice, provide a final meter reading and settle any outstanding debt for electricity.

Other terms

Discounts

Your tariff includes our [x] discount of [x]. This discount will continue to apply if you continue to meet the following conditions [x]. If we decide to withdraw this discount we will notify you in advance and inform you of your rights.

Moving house

If you move house you must give us at least 2 days' advance notice or you will continue to be liable for the supply until the earlier of:

- the second working day after you have subsequently notified us of that you have moved house; or
- the date another person begins to own or occupy the premises and starts to consume electricity.

Additional charges

We may charge you for any additional visits, tests or work carried out at your request. Details of these charges are provided in the enclosed leaflet.

Jargon explained

kWh (kilowatt hour) – one kilowatt of power being used for one hour. It's the same as a 40-watt light bulb being left on for 25 hours. Also known as a 'unit' of energy.

Personal projection – this is based on your actual consumption and is a projection of your future yearly charge. You could compare the personal projection for your current tariff with a personal projection given to you for an alternative tariff by your current supplier, an alternative supplier or a switching site.

Switch – to change from the current supplier to a different supplier, or to change from the current tariff to a different tariff with the same supplier.

Tariff – the package of charges and conditions that a supplier offers you for providing electricity.

Tariff Comparison Rate (TCR) – TCR is a figure that can be used to compare the price of the tariff you are on against alternative tariffs from your own or other suppliers. The TCR is calculated as the estimated yearly bill, divided by the amount of energy used each year by a typical low, medium or high user of electricity. The TCR takes account of any standing charge and the unit rates(s) that make up the tariff. The TCR is not based on your personal consumption and should be used as a guide only.

7 mm

6.5 mm

6.5 mm

1 pt solid rule

Note: colour not specified throughout. Colours must ensure good visual contrast and legibility of all text.

BOAG MCCANN | Ofgem Information Improvements: Implementation Guidelines | Version 3.0, October 2012

Page 16

Commercial in confidence
Aidan McCann (aidan@boagmccann.com)
BoagMcCann. Registered in England and Wales 4635352. Registered office 38 Oxford Street, Woodstock, OX20 1TT

TYPE SIZES

All text is 9/11 pt Regular except where specified otherwise.

14 pt Bold

Could you save money on your electricity?

Based on your current payment method, consumption, and meter type, the cheapest tariff for you now is our 'Clear and Simple' tariff, with a personal projection of £450.00 per year. If you switch to it, you could save £79.89 per year.

Our cheapest overall tariff is 'Online Saver', with a personal projection of £425.00. If you switch to it you could save £104.89 per year but you will also have to switch to pay by Direct Debit and manage your account online.

Please note that switching tariffs may involve changing to materially different terms and conditions.

Call us or visit our website for details.

14 pt Bold

Why are we sending you this?

As your energy supplier, we are required to give you this information about your usage and your right to switch.

Need independent advice about switching your tariff or supplier?

You can get advice on switching suppliers from **Consumer Direct**:

 **consumerdirect.gov.uk**

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 **consumerfocus.org.uk**

 **08454 12 34 56**

12/14 pt Bold

9 pt Bold

9/11 pt Bold and Regular

14 pt Bold

About your electricity tariff

9 pt Bold

Tariff name	Standard Electricity
Tariff type	Standard
Payment method	Cash/Cheque
Tariff ends on	No end date
Tariff length	Ongoing
Price guaranteed until	Does not apply
Exit fees (if you cancel this tariff before the end date)	Does not apply
Discounts and additional charges	£x.xx
Additional products or services	Loyalty points
Personal projection (based on your actual consumption)	£529.89 per year
Tariff Comparison Rate (TCR)	14.22p per kWh
You are a Medium User – use the medium user figures when comparing tariffs.	

14 pt Bold

Key contractual terms

9 pt Bold

Cancellation fees and arrangements for ending the contract

You may end your contract at any time without being charged a cancellation fee, but you must give us 28 days' notice, provide a final meter reading and settle any outstanding debt for electricity.

9 pt Bold

Other terms

9 pt Bold Italic

Discounts

Your tariff includes our [x] discount of [x]. This discount will continue to apply if you continue to meet the following conditions [x]. If we decide to withdraw this discount we will notify you in advance and inform you of your rights.

Moving house

If you move house you must give us at least 2 days' advance notice or you will continue to be liable for the supply until the earlier of:

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14 pt Bold

kWh (kilowatt hour) – one kilowatt of power being used for one hour. It's the same as a 40-watt light bulb being left on for 25 hours. Also known as a 'unit' of energy.

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9/11 pt Bold and Regular

TINT VALUES

All solid black except tints as indicated here.

YourPower
ENERGY FOR YOU AND YOURS



Read your summary to see how much electricity you've been using, and check you're getting the best deal on the cost of your supply.

(icons)
C:0
M:0
Y:0
K:80

Mr A Jones
4 Scenario Street
Sample Ville
SAMPLE

Your account number:
123 123 123 123

Summary date:
15 Jan 2012

Supply address:
4 Scenario Street
Sample Ville
SAM PLE

Mr Jones,

Your annual electricity summary
For 01 January 2011 to 01 January 2012



This is important information about your electricity usage and tariff – we hope you find it helpful. You can use this information to compare your current tariff with others that are available, either from us, or from other suppliers. Please keep this summary for your records.

Remember – you always have the right to switch your tariff or your supplier. Turn over to see if you could save money by switching →

Any questions after reading your summary?



Visit yourpower.co.uk

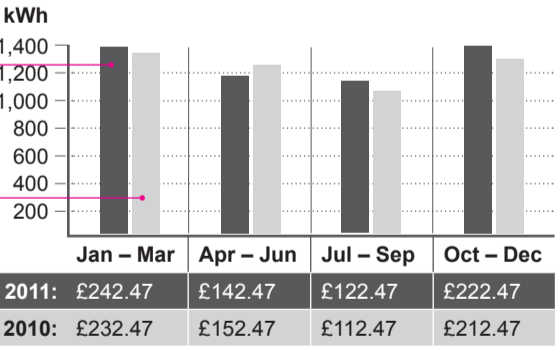


Or call **0800 123 1234**
(8am–8pm Mon–Fri, 8am–2pm Sat)

(icons)
C:0
M:0
Y:0
K:80

Your electricity usage summary

- Over the last 12 months you've used **5,200 kWh** (including estimated readings)
- Your total costs were **£729.89**



Based on your current tariff and usage, your personal projection for the next 12 months is **£729.89***.

**Based on our current prices and includes some discounts and added charges, like VAT. If the price of your tariff changes or you change your tariff, or the amount you use, this forecast will change too.*

How do you compare?

Number of people in household	Average annual electricity usage
1	2,900 kWh
2	5,000 kWh
3	8,300 kWh

Based on your usage in the last 12 months, you are considered a **Medium User**. This means you've used around the same amount of electricity as an average 3-person family in Great Britain.

C:0
M:0
Y:0
K:80

TINT VALUES

All solid black except tints as indicated here.

Could you save money on your electricity?

Based on your current payment method, consumption, and meter type, the cheapest tariff for you now is our 'Clear and Simple' tariff, with a personal projection of £650.00 per year. If you switch to it, you could save £79.89 per year.

Our cheapest overall tariff is 'Online Saver', with a personal projection of £625.00. If you switch to it you could save £104.89 per year but you will also have to switch to pay by Direct Debit and manage your account online.

Please note that switching tariffs may involve changing to materially different terms and conditions.

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 consumerfocus.org.uk

 **08454 12 34 56**

(icons)
C:0
M:0
Y:0
K:80

About your electricity tariff

Tariff name	Economy 7 Electricity
Tariff type	Economy 7
Payment method	Cash/Cheque
Tariff ends on	No end date
Tariff length	Ongoing
Price guaranteed until	Does not apply
Exit fees (if you cancel this tariff before the end date)	Does not apply
Discounts and additional charges	£x.xx
Additional products or services	Loyalty points
Personal projection (based on your actual consumption)	£729.89 per year
Tariff Comparison Rate (TCR)	14.22p per kWh
You are a Medium User – use the medium user figures when comparing tariffs.	

Background tint:
C:0
M:0
Y:0
K:20

Solid rules:
C:0
M:0
Y:0
K:80

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C:0
M:0
Y:0
K:80

Key contractual terms

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Other terms

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