

Standardizing  
Disclaimers.



# STANDARDIZING DISCLAIMERS

## BACKGROUND

Arising from a number of disputes, the PAS Standing Committee (CSC) on Code of Advertising Practice realized the need to standardize disclaimers used in advertisements and other communications executed on TV, Radio, Print and Outdoor medium.

The standardization would include:

- Fonts: Size, Type and Colour
- The Duration
- Positioning, etc.

Here, CSC also defines the purpose and use of disclaimers in the interest of the consumers.



# STANDARDIZING DISCLAIMERS

## The Rationale!

Without proper disclaimers, an advertisement can potentially be misleading that:

- Can result in unhealthy competitive practices, with long term repercussions.
- Is bound to draw attention from regulatory authorities like CCP with severe legal and financial implications.
- Will result in defamation and loss of credibility and reputation.

Also if advertisers do not set transparent and credible rules of practices for themselves, they will never be able to effectively influence the industry towards best practices.

### Note:

The guidelines are only applicable once a company decides to put a disclaimer!



# Essentials of Disclaimers.

- Disclaimers should be "precise".
- A disclaimer cannot contradict a statement contained in the main body of the copy, or alter the general impression created in the copy.
- The disclaimer notice must be "clear and conspicuous"

However, PAS encourages that all advertisements should be so clear that there should not be a need of a disclaimer, unless required by their respective regulatory bodies like State Bank of Pakistan, Pakistan Telecommunication Authority and Ministry of Health.



# STANDARDIZING DISCLAIMERS

Standardization  
for **TVC**

**Font Size:** English | 18pts  
Urdu | 16pts

(PAL format, 720 x 576 pixels or equivalent size in any other format/resolution)

**Font Type:** English | Helvitica  
Urdu | Noorie Nastaliq

**Colour:** Black on white background and vice versa OR  
A stark degree of colour contrast between the background colour and the disclaimer.

**Position:** Horizontal only (vertical not allowed).  
Within Title Safe Frame

**Duration:** Minimum 5 seconds per disclaimer.

**Implementation Date: 1st July 2014.**



# STANDARDIZING DISCLAIMERS

Standardization  
for **PRINT**

**Font Size:** English | 12pts  
Urdu | 09pts

**Note:** The above standard is for formats no larger than the standard poster size (24" x 36").  
Disclaimers for larger communications should be increased proportionately or be judged on a case to case basis.

**Font Type:** English | Helvetica  
Urdu | Noorie Nastaliq

**Colour:** Black on white background and vice versa OR  
A stark degree of colour contrast between the background colour and the disclaimer.

**Implementation Date: 1st July 2014.**



# STANDARDIZING DISCLAIMERS

Standardization  
for **OOH**

**Font Size:** Formats > 1,200sqft | 18pts  
Formats < 1,200sqft | 16pts

**Note:** Design ratio: 1cm = 1foot  
For odd size formats please use proportions  
while applying the above rule.

**Font Type:** English | Helvitica  
Urdu | Noorie Nastaliq

**Colour:** Black on white background and vice versa OR  
A stark degree of colour contrast between the  
background colour and the disclaimer.

**Implementation Date: 1st July 2014.**

