

Endorsement Logo Guidelines

Canstar Endorsement Logo Guidelines 3.0

The Canstar Endorsement Logo Guidelines aim to make it as easy and convenient as possible for individuals and organisations to use the Canstar Endorsement Logo and will help ensure that the Canstar brand integrity is maintained.



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Powerful brands are bold, consistent and instantly recognisable.
The Canstar Endorsement Logo is a key representation of our brand.

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Canstar Approvals Team

Email: approvals@canstar.com.au

Phone: (07) 3837 4151

If you have any queries about the content of our Canstar Logo Guidelines, please don't hesitate to get in touch.

Congratulations!

Achieving an award is not easy, and we are proud to act as an endorsement for you.

Canstar was established over 25 years ago (formerly known as Cannex) and throughout that time we have helped customers make better financial decisions and provided insights to financial institutions to help them develop great products.

The Canstar brand is now used by hundreds of different businesses throughout Australia and New Zealand.

Our brand is an extremely valuable asset which can generate substantial success for all involved with it.

We have created this guide to help people who use the brand to understand its origin, the brand values and the best ways of getting the most out of it.

Please get in touch if you have any further questions.

The Canstar Team



1 in 3 Australians
visit our site each year[^]



2 in 3 people
recognise the Canstar logo^{*}

How have previous award winners integrated the endorsement logo?

- TV campaigns
- Product webpages
- Email signatures
- Social media posts
- Out-of-home advertising
- Print and display ads
- In-store promotional materials
- Paid search copy
- Direct marketing materials
i.e. letters, envelopes & flyers
- Mobile apps

[^] Source: ABS Australian population stats as at Jul 2019, compared to annualised users from Google Analytics from Jan 2019 to end June 2019

^{*} Source: Canstar brand tracking, June 2019

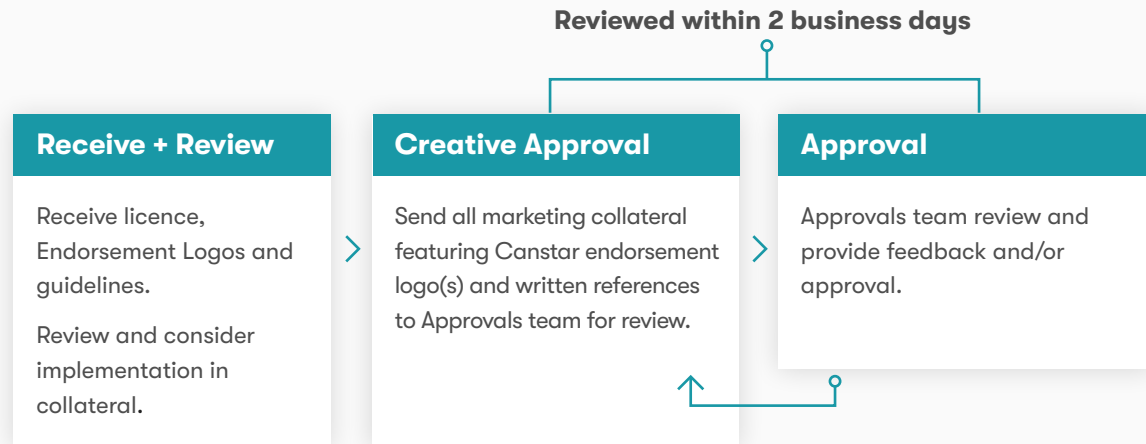
Approval Process

Canstar is the registered owner of and has exclusive rights to the use of the Canstar trademarks and word marks. Canstar's registered trademarks and word marks may only be used under a written licence agreement. Fees and other conditions may apply to your use of our trademarks or word marks.

To protect our brand, the Canstar licence agreement requires all institutions and partners to obtain written approval from our approvals team for any use of the Canstar Endorsement Logo. This also includes written references to a Canstar Award on marketing collateral.

If you have an urgent approval, please liaise with your National Client Manager or Group Manager.

Please note that approval from our team does not extend to written approval for your entire campaign or marketing collateral, for which you are responsible.



Contact details

Approvals team

Email: approvals@canstar.com.au

Phone: (07) 3837 4151

Visual Identity

Our visual identity is comprised of four components, together the Canstar Endorsement Logo:

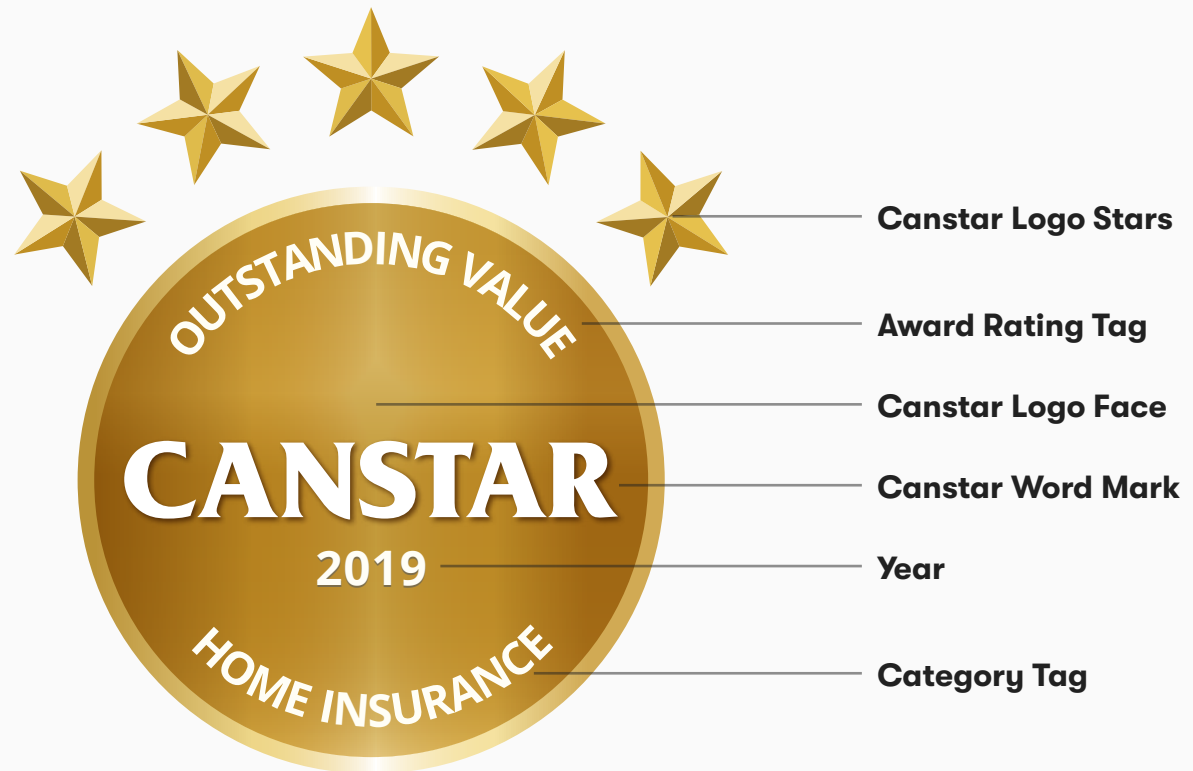
1. **Canstar Logo**
2. **Canstar Stars**
3. **Canstar Word Mark**
4. **Rating or Award Tag**

To maintain brand strength, correct and consistent use is vital.

All four components of the Canstar Endorsement Logo must be used together in its entirety unless expressly permitted by Canstar in writing. This includes all public documents, external marketing and advertising collateral.

For example, the Canstar Stars should not be used without the Canstar Logo, full tag and associated word mark.

Similarly the Canstar Endorsement Logo must not be treated or changed without express written permission by Canstar.



What Not To Do

The Canstar Endorsement Logo has been specifically designed to work with all elements and specific colours for maximum legibility and recognition. It must never be re-created or distorted in any way.

Always use the master artwork files to avoid mistakes and ensure consistent brand recognition and integrity.

Use of Animation

If you wish to apply animation to the Endorsement Logo, please submit an example of the desired visual treatment and we will review on a case by case basis.

Please don't:



123 Company
a. Use elements of our logo separately



b. Mix elements of the logo



c. Change the font or its colour



d. Tilt or skew the logo



e. Disproportionately scale the logo



f. Use effects such as a drop shadow



g. Reposition the stars



h. Overlay logos on busy backgrounds



i. Change the colours in the logo



j. Rearrange or remove text



k. Stack award logos



l. Use the Canstar brand logo

Multi Year Endorsement Logo Use

How you may display your multi year award successes:

Style 1



Style 2



Style 3



Please note: if you have received an endorsement logo from a previous year that features a different award or category tag to that used in the 2019 version, the original logo received (in previous years) must still be used.

Minimum Size & Clear Space

A minimum size requirement is needed to ensure the logo is clear and legible.

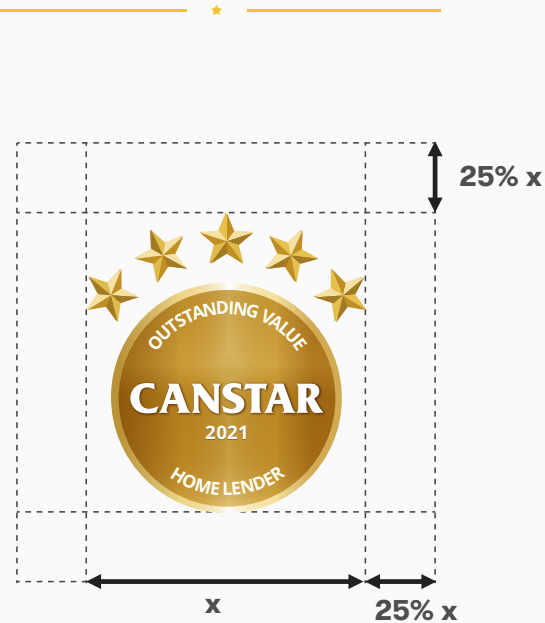
When using any version of the Canstar Endorsement Logo, a clear space area should be maintained. No graphic elements, typography, illustration or images should appear in this area.

The clear space identified has been established to ensure logo visibility and impact. This is particularly important when using our logo with other partner logos to ensure customers are not confused.

Digital Exception

We understand some digital banners are shorter than our logo's minimum height. In these cases, a smaller logo is acceptable.

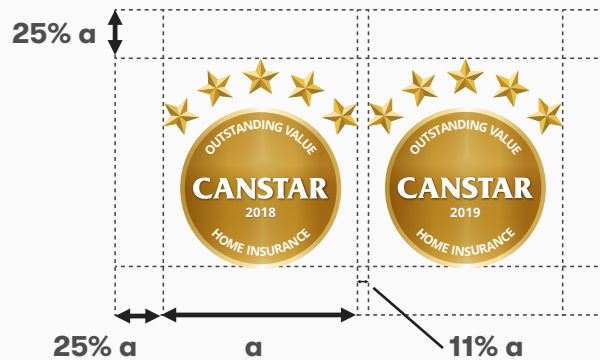
However, as the logo's text won't be legible at this size, there needs to be a clearly legible logo located on the landing page which the banner redirects to.



Actual Minimum Size



42mm/120 px wide



Digital Exception Minimum Size



65 px wide

Approved Canstar Brand Terms

1. Do not use 'CANSTAR'

Please use Canstar, Canstar Blue and Canstar Research as proper nouns, with just the first letters in capitals, for the company names as opposed to all caps. It is best to use Canstar when referring to the brand as a whole.

2. Company pronouns

Companies are single entities and we don't pluralise them ('Canstar is' not 'Canstar are'). Singular pronouns are used ('it' instead of 'they') when referring to companies.

3. Canstar Awards

All Canstar awards should be capitalised as proper nouns.

The correct reference to a Canstar award is:

Canstar's [Year] [Award Name] -
[Category] Award

Eg. Received Canstar's 2019 Most Satisfied Customers - Health Insurer Award

Please note:

When referencing a Canstar Award or Star Rating, we request that the award tagline remain intact. For example:

Bank of the Year - Online Banking,
not *Online Bank of the Year*

Outstanding Value Home Lender,
not *Best Value Home Lender*

When Disclaimers are Required

Where a client has attained an Award for a particular product but has many of that type of products, a disclaimer must be included. This disclaimer must make it clear to a consumer that the Award only relates to the particular product for which it has been awarded.

The following are examples of the disclaimers to be incorporated into collateral or marketing materials.

Canstar Award

The Canstar [Year] [Award Name] was received in [Month, Year] for the [Product^]/[Award Category^].

Eg. *The Canstar 2019 Innovation Excellence Award was received in April, 2019 for the XYZ product.*

Please note:

In addition, if an Award is to be promoted on print materials that will be in circulation for extended periods of time (e.g. fridge magnets, notepads, stationary), we request that a disclaimer is included to identify the year awarded.

Please contact your National Client Manager or Group Manager if you have any queries regarding disclaimer use.

Logo Linkbacks



Licensees of the Canstar Endorsement Logos are required to provide a link on their website to the Canstar domain.

This will allow a reference for customers to find further information regarding the award received.

Please use the following information within the respective image attributes.

Webpage URL

Preferably the Award or Star Rating report page url, as provided by our Approvals team. If this hasn't been provided, <https://www.canstar.com.au> will suffice.

Filename

Please contain the word "Canstar" at the minimum.

Alt Text

Please match this to the award tagline
i.e. [Canstar Outstanding Value Home Lender 2019](#)

HTML Example

```
<a href="https://www.canstar.com.au/"><imgsrc="/images/Canstar_home_lender_award_2019.png alt="Canstar Outstanding Value Home Lender Award 2019"/></a>
```

Checklist



Prior to submitting your marketing material for review by our Approvals team, use this checklist as a final review:

Are all four components forming the Endorsement Logo in-tact and unaltered?

[Refer to pages 5-6 for dos and don'ts](#)

Are you displaying more than one Endorsement Logo on your marketing collateral? If so, have the multi year Endorsement Logo usage requirements been abided by?

[Refer to page 7 for guidelines](#)

Have the minimum size and clear space considerations been applied?

[Refer to page 8 for guidelines](#)

Have the Canstar brand terms been used appropriately?

[Refer to page 9 for guidelines](#)

Have you received an Award for a particular product or profile? If so, do you have a disclaimer on your materials to qualify your achievement?

[Refer to page 10 for examples](#)

Is there an active link to the Canstar website from your website?

[Refer to page 11 for more information](#)