

# Endorsement Logo Guidelines

## Canstar Blue Endorsement Logo Guidelines

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



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

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## Canstar Blue Approvals Team

**Email:** [marketing@canstarblue.com.au](mailto:marketing@canstarblue.com.au)

If you have any queries about the content of our Canstar Blue Logo Guidelines, please do not hesitate to get in touch.

# Approval Process

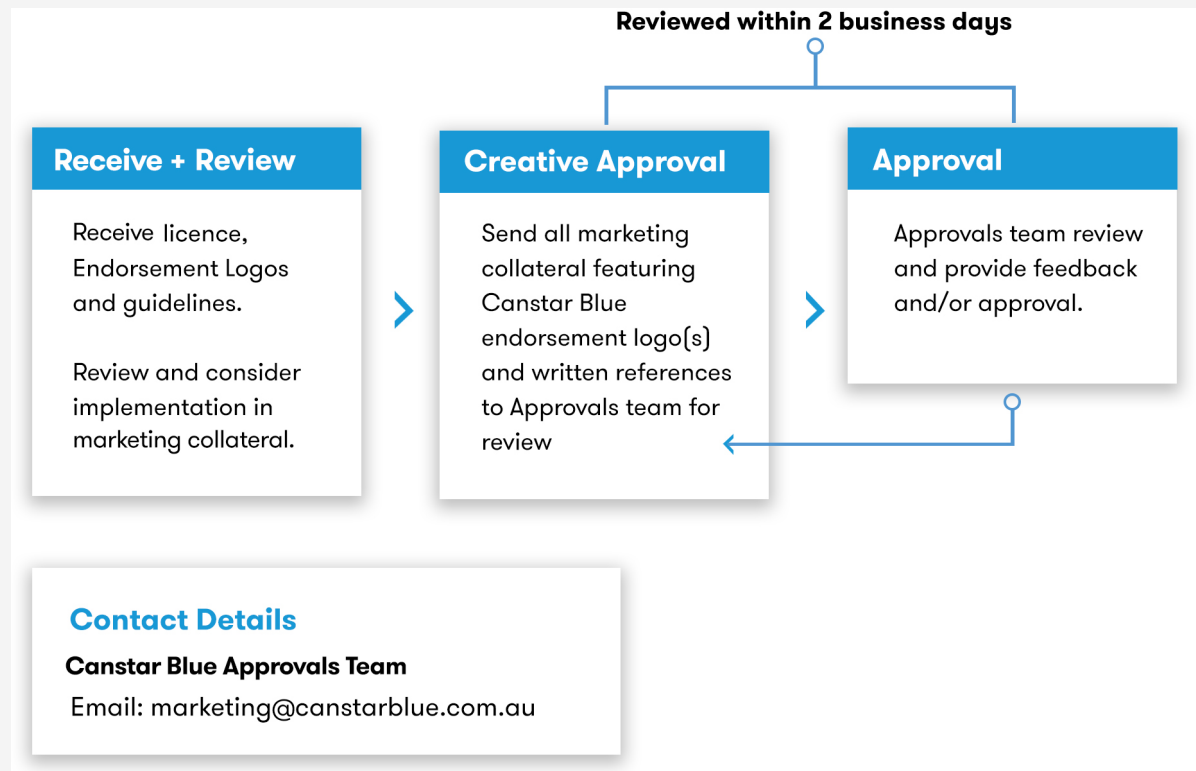
To use the Canstar Blue logo, you will need a trademark licence agreement with Canstar Blue. We then require that you obtain our written approval of your intended execution of the Canstar Blue logo.

Items for approval should be emailed to the following:

Canstar Blue Approvals Team  
Email: [marketing@canstarblue.com.au](mailto:marketing@canstarblue.com.au)

Requests will generally be reviewed within two business days, and approval or feedback will be supplied in writing via email.

If you require an urgent approval, please liaise with your Relationship Manager.



# Visual Identity

Our visual identity is comprised of five main components, together the Canstar Blue Endorsement Logo.

1. Canstar Blue Stars
2. Canstar Blue Word Mark
3. Rating or Award Tag
4. Category Tag
5. Year

The logo we provide for use in any external marketing and advertising collateral must be used in its entirety with all elements as shown.

Similarly the logo must not be changed without express written permission by Canstar Blue. Do not use elements of our logotype separately (e.g. just the stars).

It cannot be reduced to anything smaller than the specified minimum sizes, to ensure the detail of the award can be seen.

Always use the master artwork files to avoid mistakes and ensure consistent brand recognition and integrity. We are more than happy to provide you with alternate file formats upon request.



# What Not To Do



The Canstar Blue Logo has been specially 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.

Do not change colours in the logo or logotype



Do not change font in the logo or logotype



Do not use Canstar Blue Logo without the award, year, or category taglines



Do not reposition stars



Do not disproportionately scale the logo



Do not remove logotype from the logo



# Multi Year Endorsement Logo Use

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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 Blue Endorsement Logo, a clear space area should be maintained. No graphic elements, typography, illustration or images should appear in this area.

The minimum width of the Canstar Blue Logo should be no less than 29mm.

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

Minimum Size 29mm  
(actual minimum size)

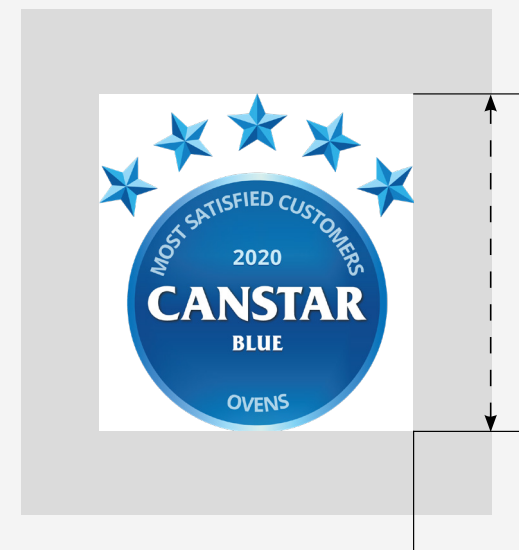


Minimum Size 18mm



**MOST SATISFIED CUSTOMERS**  
OVENS 2020

Logo clear space:



# Approved Brand Terms

## 1. Do not use 'CANSTAR'

Please use Canstar Blue as proper nouns, with just the first letter in capitals.

## 2. Canstar Blue not Canstar

Canstar Blue is a separate company to Canstar Pty Ltd. As such, when referring to a Canstar Blue award, you must appropriately disclaim it is an award from this particular company and not any other.

## 3. Canstar Blue Awards

All Canstar Blue awards should be capitalised as proper nouns.

The correct reference to a Canstar Blue award is:

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

**Eg.** Received Canstar Blue's Most Satisfied Customers - Ovens 2020

## 4. Company pronouns

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

## 5. Approved Terms

Due to the way our research is conducted, words such as voted or best do not align with our methodology.

- **Rated**
- **Number one / no. 1**
- **Most Satisfied Customers**

## Please Note

When referencing a Canstar Blue Award or Customer Satisfaction, we request that the award tagline remain intact.

For example:

Most Satisfied Customers - Ovens  
**not** Ovens of the year



# Logo Linkbacks

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

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## 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.canstarblue.com.au> will suffice.

## Filename

Please contain the word "Canstar Blue" at the minimum.

## Alt Text

Please match this to the award tagline  
i.e. Canstar Blue Most Satisfied Customers Ovens 2020

## HTML Example

```
<a href="https://www.canstarblue.com.au/"><imgsrc="/images/Canstar_Blue_ovens_  
award_2020.png alt="Canstar Blue Most Satisfied Customers Ovens 2020"/></a>
```