



# Canstar Blue

Logo Guidelines  
2019

# Introduction

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Canstar Blue is a consumer comparison website and are experts at customer satisfaction research and ratings since 2010. Canstar Blue is focused on product and service excellence and aims to act as the real voice of consumers, ultimately helping them make better informed purchase decisions.

We engage respected professional market research companies (such as Qualtrics) to ask Australians about their experiences with particular purchased products or services. Our ratings are unbiased and come straight from consumers. We compare over 150+ categories, and cover 800+ brands each year.

We have developed this style guide for award winners who are licensed to utilise our award logos as an endorsement for their brand, and for those who want to learn more about Canstar Blue's unique visual identity.

Given the fact that our logo is recognised by over 69% of Australians\*, it's correct usage can deliver a powerful message to consumers across the country.

\* Source: Qualtrics Sep 2018 n=3,001

## Approval Process

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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 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.

# Writing About Canstar Blue

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## **Canstar Blue company name**

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.

You should print our name in title case (e.g. Canstar Blue), except where it is printed within the logo itself. Within the logo image, our name should appear in upper case as CANSTAR BLUE.

## **Referencing our awards**

When speaking about a Canstar Blue award, you must refer to it correctly. We rate brands based on customer satisfaction, so an award winner in the Ovens category would achieve:

‘Most Satisfied Customers Award – Category, Year’

‘Most Satisfied Customers Award – Ovens 2019’

Ensure you only use the most recent award logos supplied to you by your relationship manager.

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

Approved words:

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

# Logo Usage

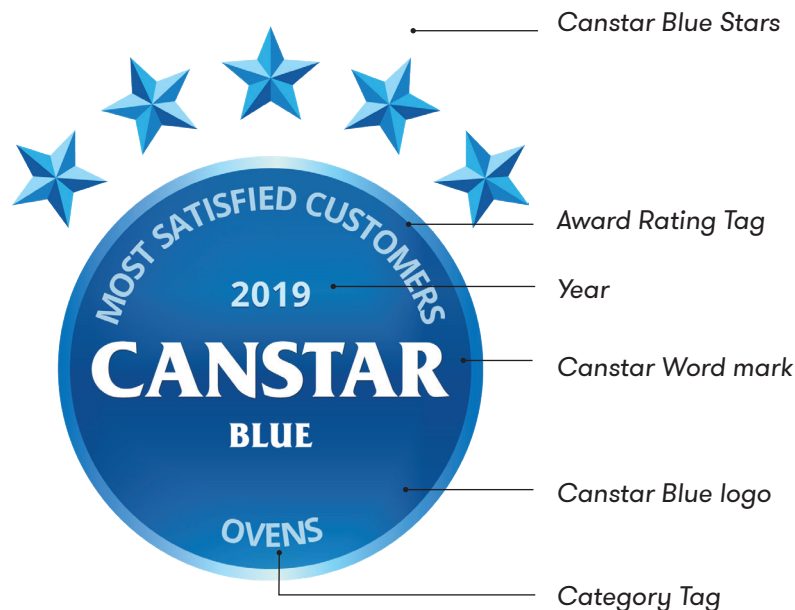
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The logo we provide for use in any external marketing and advertising collateral must be used in its entirety with all elements as shown.

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. That being said, we are more than happy to send you alternate file formats upon request.



## Logo Colours

The font colour used for our landscape logos is as follows:

C:1.0000 / M: 0.3535 / Y: 0.0000 / K: 0.2235 (CMYK)

R: 0 / G: 128 / B: 198 (RGB)

#0080c6 (HEXADECIMAL)

# Logo Sizing

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The endorsement will be that much more effective if it isn't surrounded by too slim a margin, or other objects.

Minimum clear space

Proximity horizontal: 25% from width [of the logo]

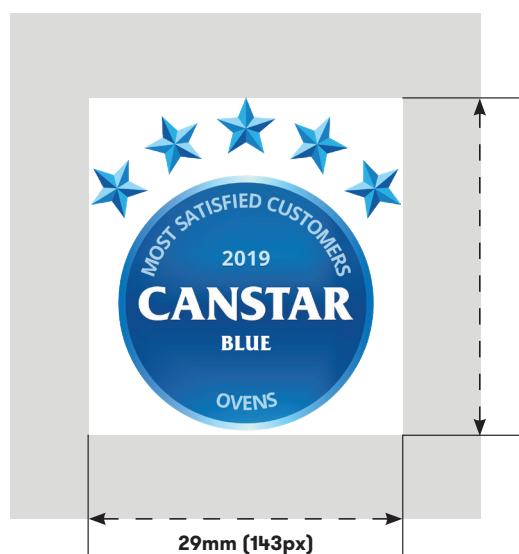
Proximity vertical: 25% from width

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

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



Logo clear space:



# Online Executions

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Some web banners are shorter than our logo’s minimum height. In these cases a smaller logo will be acceptable. However, as the award text wont be legible at this size there needs to be a clearly legible logo located on the page which the banner redirects to.

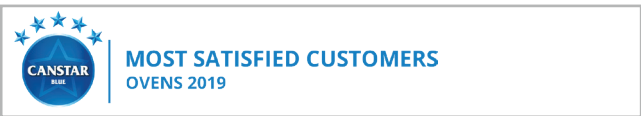
The recommended logo is the horizontal version, the smallest size for this logo is 48px high

The standard Canstar Blue logo’s minimum size is 65px wide x 70px high.

300 × 250px MREC



320 × 50px mobile banner



728 × 90px leaderboard



# Logo Linkbacks

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Licensees of the Canstar Blue awards are required to provide a link on their website to the Canstar Blue domain.

Links can be either a text link or a link back from the award logo itself.

## **Destination URL (href)**

<http://www.canstarblue.com.au> unless a more appropriate URL relating to your licence category has been provided (e.g. <http://www.canstarblue.com.au/appliances/air-conditioners>)

## **Alt Text**

Must match the text on the award. (e.g. Canstar Blue Most Satisfied Customers Award, Air Conditioners, 2016)

# Quoting Canstar Blue

When quoting Canstar Blue, please ensure that the relevant online source is referred to and backlinked.

Should you require an additional quote or comment, please email **marketing@canstarblue.com.au**

# Design Variations

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Canstar Blue – ‘Most Satisfied Customers’ award with category & date – portrait & landscape

## Landscape



## Portrait



Canstar Blue – ‘Most Satisfied Customers’ award with category & date (multiple years) – portrait & landscape

## Landscape



## Portrait





# Design Variations

Multi Year Award  
[2 Years in a Row]  
style 1



Multi Year Award  
[2 Years in a Row]  
style 2



Multi Year Award  
[3 Years in a Row]  
style 1



Multi Year Award  
[3 Years in a Row]  
style 2



With state / region



Special Award Type



# Examples of What Not To Do

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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.

Do not change colours in the logo or logotype



Do not disproportionately scale the logo



Do not use Canstar Blue Logo without the specific award or category



Do not use effects such as drop shadow



Do not change font in the logo or logotype



Do not remove logotype from the logo



Do not reposition stars

