NRC Health
Consumer Loyalty
Best in Class Award

2021

Congratulations for winning the 2021 NRC Health *Consumer Loyalty Best in Class* Award! Winners are eligible to use the award logo in their marketing materials. You can download the logo here.

PERMITTED USE

You may use the 2021 NRC Health *Consumer Loyalty Best in Class* Award logo in the following marketing materials:

→ Websites
→ Press releases
→ PowerPoint presentations
→ Online and print advertisements
→ Videos
→ Other marketing collateral

If you would like to use the logo in other types of material, please email the NRC Health Events Team at events@nrchealth.com with your request.

TEXT-ONLY AWARD MENTIONS

All mentions of the award in press releases, advertisements, presentations, web content or printed materials must be referred to as:

2021 NRC Health *Consumer Loyalty Best in Class* Award

If you have any questions not covered in these guidelines, please contact the NRC Health Events Team at events@nrchealth.com with your request.

2021 *Consumer Loyalty Best in Class* Award logos

COLOR

BLACK AND WHITE

REVERSE (WHITE)

CORRECT DISPLAY

Color versions of the *Consumer Loyalty Best in Class* Award logo must be displayed as shown for web, video, and other online uses. The black and white version may only be used for newspaper placement, or within similar print marketing material (e.g. press releases).

Use the complete logo. Use of only part of the logo is not permitted.

DISPLAY RESTRICTIONS

DO NOT alter or add to the logo
DO NOT place the logo on a busy or patterned background
DO NOT combine with illustrations or graphics
DO NOT modify logo colors
DO NOT use only part of the logo

MINIMUM SIZE

The logo may not be displayed smaller than 2" wide.

ALTERNATE BACKGROUNDS

If the *Consumer Loyalty Best in Class* Award logo needs to be placed against a black background, the reverse logo should be used in white.

SPACING

The minimum amount of clear space around the logo is equal to the width of the NRC Health logo.

nrc | Human understanding
HEALTH

06.09.1.0