

National Research Corporation *Excellence* Award

Logo Usage Guidelines

Congratulations for winning the *Excellence* award! Winners are eligible to use the *Excellence* award logo in their marketing materials. You can download the logos [here](#).

Permitted Use

You may use the Path to Excellence 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 Kayla Lounsbery at klounsbery@nationalresearch.com with your request.

Correct Display

Color versions of the *Excellence* 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.

Alternate Backgrounds

If the *Excellence* award logo needs to be placed against a black background, the reverse logo should be used in white.



Minimum Size

The logo may not be displayed smaller than 180px (width) x 223px (height).

Spacing

The minimum amount of clear space around the logo is equal to half the height its central opening.



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

Text-only Award Mentions

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

2016 National Research Corporation *Excellence* Award

If you have any questions not covered in these guidelines, please contact Kayla Lounsbery at klounsbery@nationalresearch.com with your request.