

LOGO USAGE GUIDELINES

# Customer Approved or Employee Approved Award

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2020



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

**PERMITTED USE**

You may use the award logos 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](mailto: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:

2020 NRC Health *Customer Approved* award  
or  
2020 NRC Health *Employee Approved* award

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

## 2020 Customer Approved or Employee Approved award logos

### COLOR



### CORRECT DISPLAY

Color versions of the 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.

### BLACK AND WHITE



### 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.

### REVERSE (WHITE)



### ALTERNATE BACKGROUNDS

If the 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 half the height its central opening.



Human understanding

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