

# Canstar Logo Guidelines 2018



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Canstar was established over 25 years ago (formerly known as Cannex) and throughout that time we have helped customers make better financial decisions and provided insights to financial institutions to help them develop great products.

The Canstar brand is now used by hundreds of different businesses throughout Australia and New Zealand.

Our brand is an extremely valuable asset which can generate substantial success for all involved with it.

We have created this guide to help people who use the brand to understand its origin, the brand values and the best ways of getting the most out of it.

The guide is written with our licensees and partners in mind.

Andrew Spicer  
Managing Director

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# Purpose of this Guide

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Powerful brands are bold, consistent and instantly recognisable. The Canstar Gold Logo is the primary representation of our brand.

The Canstar Style Guide aims to make it as easy and convenient as possible for individuals and organisations to use the Canstar Gold Logo and will help ensure that the Canstar brand integrity is maintained.

## Canstar Gold



Canstar is the registered owner of and has exclusive rights to the use of the Canstar trademarks and word marks. Canstar's registered trademarks and word marks may only be used under a written licence agreement. Fees and other conditions may apply to your use of our trademarks or word marks.

To protect our brand, the Canstar Trademark and Word Mark licence agreement requires all institutions and partners to obtain written approval from our Communications Department for each implementation of the Canstar logo.

Any use of the Canstar logo or reference to a Canstar Star Rating or Award on external marketing and advertising collateral needs written approval by Canstar.

Items for approval should be emailed to Canstar's NZ Client Co-ordinator.

**Pritika Gloria Bonamis**

Market Coordinator - New Zealand

Phone: +64 21 486 331

Email: [enquiries@canstar.co.nz](mailto:enquiries@canstar.co.nz)

Requests for approval will be reviewed within two business days.

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

Our visual identity is comprised of four components (together 'the Canstar Gold Branding'):

1. Canstar Gold Logo
2. Canstar Stars
3. Canstar Word mark and
4. Rating or Award Descriptor

To maintain brand strength, correct and consistent use is vital.

All four components of the Canstar Gold Branding must be used together unless expressly permitted by Canstar in writing.



All four components of the Canstar Gold Branding must be used in all public documents, external marketing and advertising collateral (unless approved prior by Canstar in writing).

The Canstar Gold Branding must be used in its entirety. Elements should not be used by a third party as standalone items. For example the Canstar Stars should not be used without the logo, full descriptor and associated word mark, i.e. displaying the Canstar Gold Logo with the Outstanding Value wording but not with the specific reference to the product is not permitted.

Similarly the Canstar Gold Branding must not be treated or changed without express permission by Canstar

Gold is one of our greatest distinguishing features. The colour gold represents success, achievement and value. It is optimistic and positive and adds richness and warmth to everything associated with it.



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## Logo Typeface

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All logo descriptors should be written in Open Sans. We have chosen Open Sans for its simplicity and availability

### Open Sans

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#\$%^&\*()**



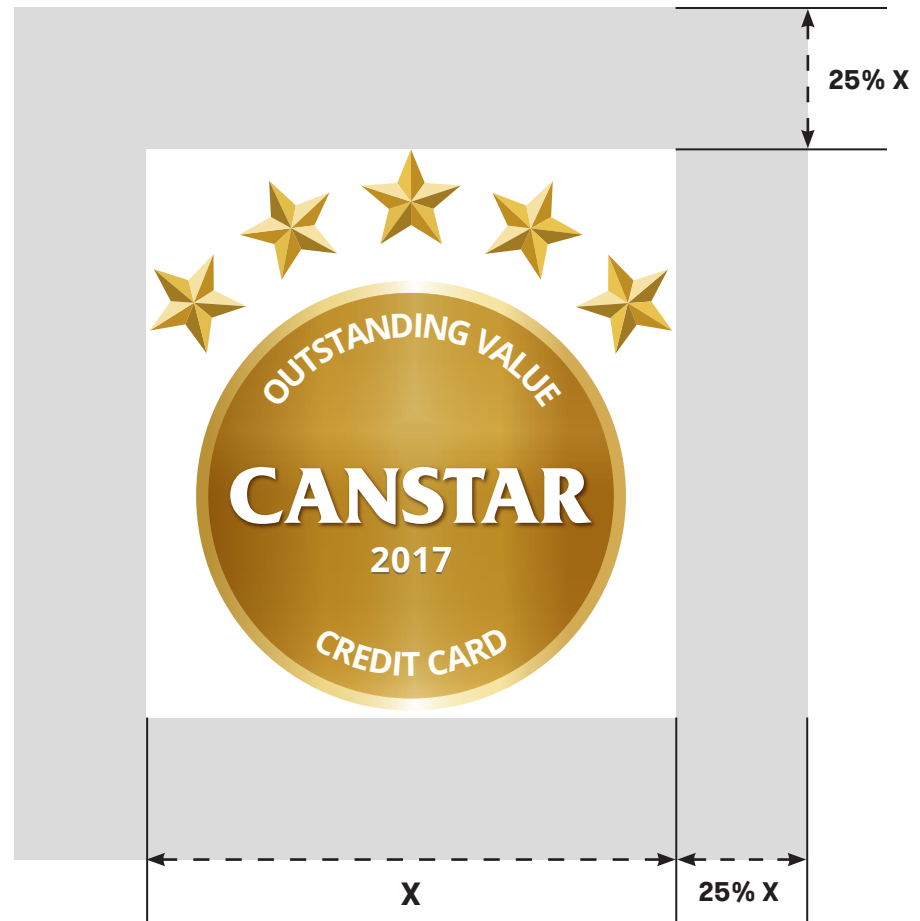
The clear space has been established to ensure logo visibility and impact. This is particularly important when using our logo with other partner logos to ensure customers are not confused.

When using any version of the Canstar Gold Logo, a clear space area should be maintained. No graphic elements, typography, illustration or images should appear in this area.

**Minimum clear space:**

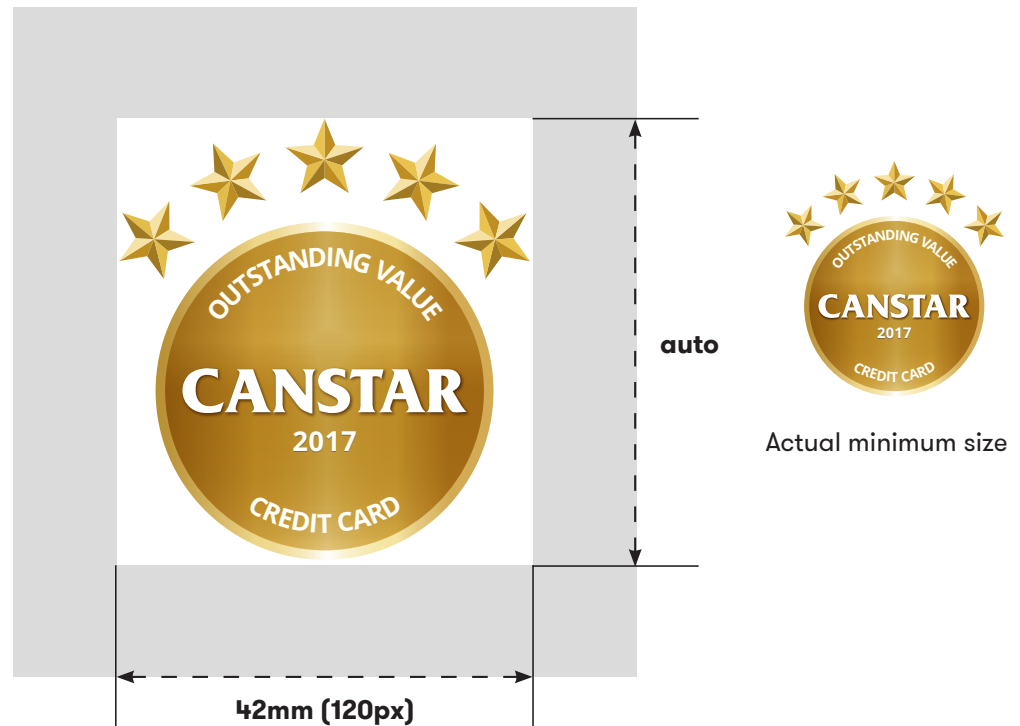
Proximity horizontal: 25% from width

Proximity vertical: 25% from width



# Logo Minimum Size

A minimum size requirement is relevant to ensure the logo is clear and legible.  
The minimum width of the Canstar Gold Logo should be no less than 42mm.



# Logo Minimum Size - Exceptions

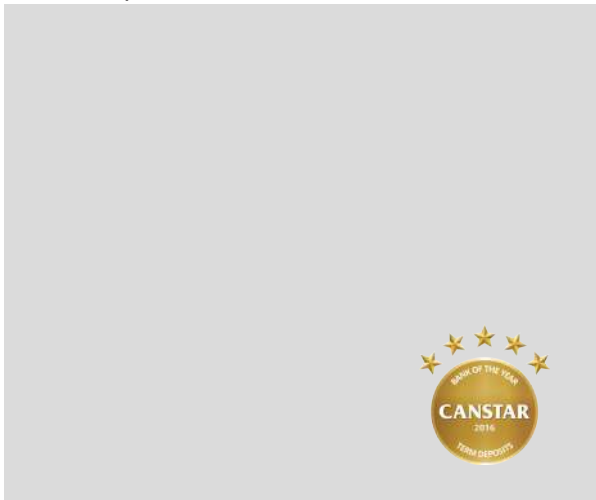
Some web banners are shorter than our logo's minimum height. In these cases a smaller logo will be acceptable. However, as the award text won't be legible at this size there needs to be a clearly legible logo located on the page which the banner redirects to.

**The smallest logo size for a web banner is 65px wide x 70px high.**

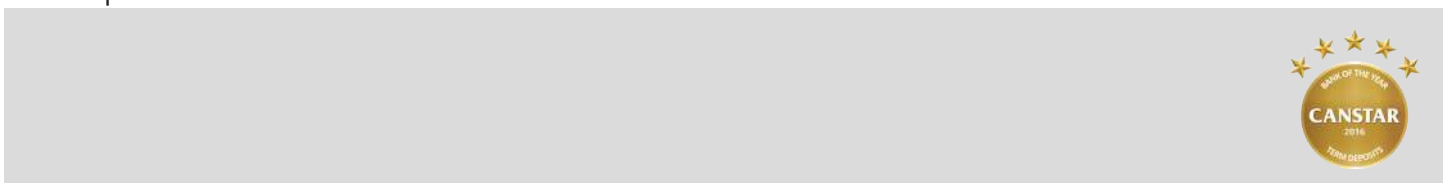


**Actual minimum size**  
65px wide x 70px high

300 x 250px MREC



728 x 90px leaderboard



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

Where practical each use of Canstar logo online should include a link to the Canstar domain. Please use the following values inside the respective `<a>` and `<img>` tags / attributes.

## Destination URL (href)

<https://www.Canstar.co.nz> unless a more appropriate URL relating to your licence has been provided (e.g. <https://www.Canstar.co.nz/star-rating-reports/credit-cards/>)

## Alt Text

Must match the text on the award. (e.g. Canstar Outstanding Value, Credit Card, 2017)

## Filename

Must contain the words 'Canstar'

## HTML Example

```
<a href="https://www.Canstar.co.nz/"></a>
```



Single descriptor  
with year



Single descriptor  
without year



Dual descriptor  
with year



Dual descriptor  
without year



With a location



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



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



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



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



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



# Examples of What Not To Do

The Canstar Gold 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.

## Don't!

Do not use elements of our logotype separately





# Examples of What Not To Do

## Don't!

Do not mix elements of the Canstar logos



Do not use Canstar Gold Logo without the specific award or rating



Do not change the font



Do not rearrange text positioning



Do not rearrange text positioning



Do not tilt or skew logo.



# Examples of What Not To Do

## Don't!

Do not disproportionately scale the logo



Do not use effects such as drop shadow



Do not change colours in the logo



Do not reposition stars



Do not remove logotype from the logo



Do not change colours in the logo or logotype



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# Use of Award and Five Star Rating Logos

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Where a client has attained an Award or a Five Star Rating for a particular product but has many of that type of products a disclaimer must be included. This disclaimer must make it clear to a consumer that the Award or Five Star Rating (as applicable) only relates to the particular product for which it has been awarded.

The disclaimer text will be provided to all clients prior to completion of the contract negotiations.

The following is an example of the disclaimer to be incorporated into collateral or marketing materials.

*The Canstar (Award/5 Star Rating) was awarded on (X date) for the (X Product) for the (X Profile).*

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# Multiple Five Star Products

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Where a client has attained multiple Five Star Ratings for multiple products or across multiple profiles, please contact your Relationship Manager for further advice as to the disclaimer to be included.

## 1. Canstar versus CANSTAR

Please use Canstar, Canstar Blue and Canstar Research as proper nouns, with just the first letters in capitals, for the company names. It is best to use Canstar when referring to the brand as a whole.

## 2. Company pronouns

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

## 3. Canstar Awards

All Canstar awards (e.g. Canstar's Travel Insurance Award) should be capitalised as proper nouns.

The correct reference to a Canstar award is:

- Canstar [Year] [Award Name] [Profile] E.g.:
  - Canstar's 2018 Provider of the Year – Reverse Mortgages Award
  - Canstar's 2018 Bank of the Year – First Home Buyers Award

## 4. Canstar Star Ratings

Please use Star Rated and Star Rating not star-rated or star rating. Likewise, please use 5-Star Rating not Five-Star Rating or five star rating.

The correct reference to a Canstar Star Ratings is:

- Canstar's 5-Star Rating for Outstanding Value [Category Name]+[Profile] E.g.:
  - Canstar's 5-Star Rating for Outstanding Value Low Rate Credit Cards
  - Canstar's 5-Star Rating for Outstanding Value Investor Variable Rate Home Loan

If you have any queries about the content of our Canstar Logo Guidelines, please don't hesitate to get in touch.

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