



Consumer credit awards

# Badge licence and usage conditions



# Congratulations on your achievement in Smart Money People's Consumer credit awards

Our award badges are designed to help consumers identify the best companies, products and services in the credit industry. By buying an award badge from us you get access to a recognisable symbol of the very best companies within the financial services industry. You'll also get recognition of the endorsement your customers have given you through their reviews on Smart Money People. We can't wait to see how you use your badge on your collateral. Feel free to tag us in your social media when you're using it.

The licence conditions in this document include all official versions of the award badge you receive when you buy a package from us. We add conditions to the use of our award badges to make sure we protect Smart Money People's Consumer credit awards brand, and help to strengthen the credibility of the awards and your achievement.



If you have any questions or special requests  
please contact us: [events@smartmoneypeople.com](mailto:events@smartmoneypeople.com)





# Your Consumer credit awards badge

There are three versions of your badge, and you can use any of them. Choose the one which provides the most contrast on backgrounds and is most sympathetic to your communications.

## Usage

- You can use your badge on all mediums and channels for example digital, print, media and broadcast
- You can only use the badge on collateral for the brand that won the award. It can't be used for any associated or subsidiary brands that the company owns or is a shareholder in
- Your badge licence is valid for five years from the year you win the award. If you'd like to keep using the badge after this time, please contact us for permission

## Non compliance

- We reserve the right to withdraw usage of all Consumer credit awards assets with immediate effect if any of the conditions are breached

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White out badge for use on strong background colours or photography. **Never use on a white background.**



# Using your Consumer credit awards badge

To ensure the badges are instantly recognisable by consumers we have some rules about how to present your badge on collateral.

## General presentation

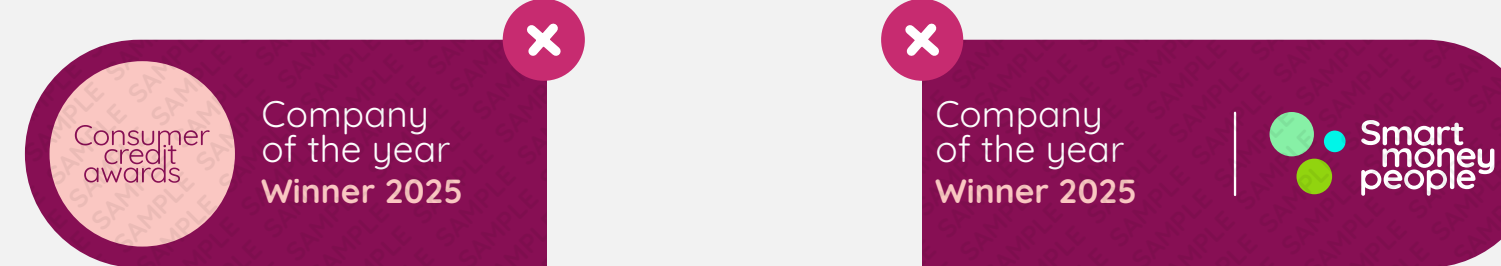
- Don't stretch, distort or alter the aspect ratio of your badge
- Don't trim or crop any part of your badge
- Don't amend the badge in any way, including the colour or adding your own text or adding your own text
- Don't overlay anything over the badge
- Keep a clear space around the badge
- Use the transparent version of the badge on a coloured background to make sure your badge stands out
- The minimum size height of the badge is 14mm in print and 65pixels in digital applications
- Make sure the year and award category are visible are all times

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Never stretch, distort, or alter the aspect ratio of your badge



Don't trim or crop any part of your badge



Don't amend the badge in any way, including the colour or adding your own text



## Minimum size

Minimum size height of the badge is 14mm in print and 65pixels in digital applications

### Print size

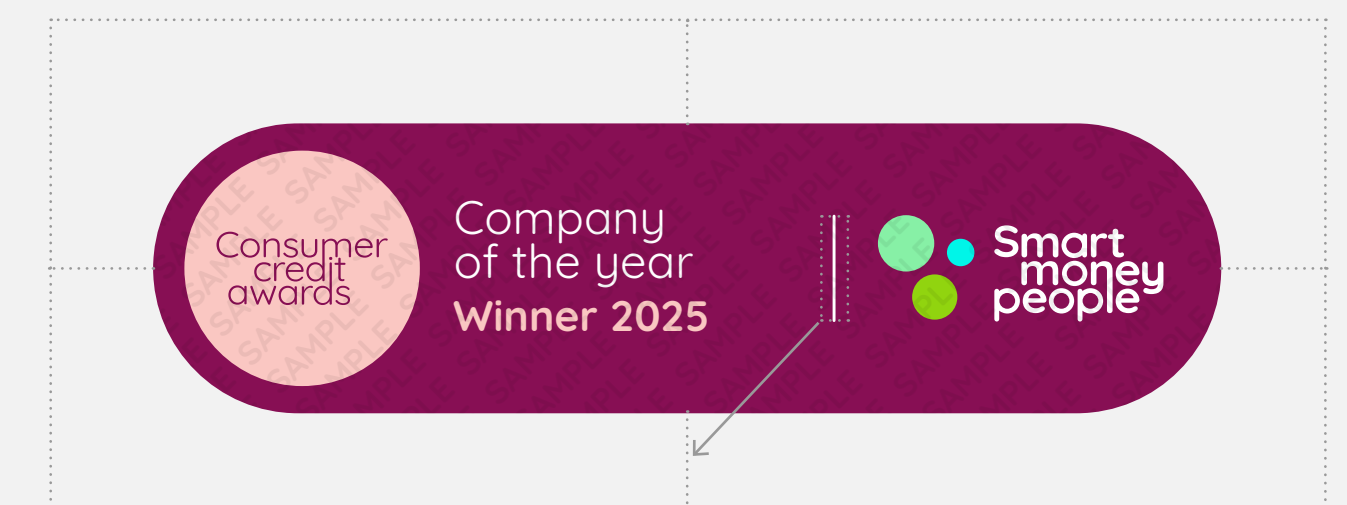


### Digital size



## Clear space

Keep a minimum clear space around the badge that is equal to the length of the straight line separating the Smart Money People logo from the Consumer credit awards / winner wording





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