

AWARD LOGO GUIDELINES

2019 Best of Staffing



INTRODUCTION

CONGRATULATIONS!

Your company has earned a great achievement! We encourage you to leverage your success by using the Best of Staffing® Award logo to display your company's commitment to providing remarkable service. This guide contains all you need to know about how to correctly use the Best of Staffing Award logos in your promotional materials in order to ensure brand consistency. Please take a moment to read through the following guidelines and adhere to them when using the logo to promote your accomplishment.



BEST OF STAFFING: CLIENT AWARD BADGES

COLOR



CLEARLYRATED BLUE

PANTONE 7467 U, 320 C

CMYK 82, 24, 35, 0

RGB 0, 150, 163

HEX #0096a3

B / W



BEST OF STAFFING: TALENT AWARD BADGES

COLOR



CLEARLYRATED GREEN

PANTONE 367 U, 367 C

CMYK 43, 0, 100, 0

RGB 159, 204, 59

HEX #9fcc3b

B/W



BEST OF STAFFING: AWARD BADGE USAGE



Clearspace: make sure to give the badge plenty of breathing room, equivalent to 2X the height of the "B" in "Best of Staffing."



Minimum size: do not reproduce the logo at sizes smaller than 1"

BEST OF STAFFING: AWARD BADGE RESTRICTIONS



DON'T alter the award badge text in ANY way.



DON'T alter the badge colors. Use only approved color combinations.



DON'T modify the badge's shape.



DON'T rotate the award badge.



DON'T alter the award badge shape.



DON'T remove the year awarded from the award badge.



DON'T add shine, gradient or other effects to the award badge.



DON'T apply drop shadows or other filters to the badge.

BEST OF STAFFING: DIAMOND CLIENT AWARD BADGES

HALFTONE



ABOVE BADGE FOR USE IN E-MAIL SIGNATURES ONLY

SOLID COLOR



BEST OF STAFFING: DIAMOND TALENT AWARD BADGES

HALFTONE



ABOVE BADGE FOR USE IN E-MAIL SIGNATURES ONLY

SOLID COLOR



BEST OF STAFFING: DIAMOND AWARD BADGE USAGE



Clearspace: make sure to give the badge plenty of breathing room, equivalent to 2X the height of the "B" in "Best of Staffing."



Minimum size: do not reproduce the logo at sizes smaller than 1.25."

CORPORATE STANDARDS: DIAMOND AWARD RESTRICTIONS



DON'T alter the badge's color in ANY way.



DON'T stretch or distort the award badge.



DON'T cover any portion of the award badge.



DON'T rotate the award badge.



DON'T add effects or filters to the award badge.



DON'T remove the year awarded from the award badge.



DON'T create your own variants of the logo. Use only files provided.



DON'T add additional shadows to the award badge.

BEST OF STAFFING: BRAND NAMES IN TEXT USAGE

Best of Staffing®	Do not capitalize “of.” Make sure to use the registered mark in first usage.
ClearlyRated’s Best of Staffing®	Capitalize the “C” and the “R” in ClearlyRated.
ClearlyRated’s Best of Staffing® Client Award	Capitalize the “C” in Client, the “C” and the “R” in ClearlyRated, and the “A” in Award.
ClearlyRated’s Best of Staffing® Talent Award	Capitalize the “T” in Talent, the “C” and the “R” in ClearlyRated, and the “A” in Award.
ClearlyRated’s Best of Staffing® Diamond Award	Capitalize the “C” and the “R” in ClearlyRated, the “D” in Diamond and the “A” in Award.
ClearlyRated®	Capitalize the “C” and the “R” in ClearlyRated.
Net Promoter®	Use the registration mark in first usage. It can be omitted in subsequent uses.
NPS®	Use the registration mark in first usage. It can be omitted in subsequent uses.

BEST OF STAFFING: BOILERPLATE

Legal Boilerplates

© Copyright 2019, ClearlyRated, All Rights Reserved.

Use this line on any materials produced by ClearlyRated. The copyright date should be updated only if materials are updated in that year.

Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld.

Use this line on all materials produced by ClearlyRated that include the words “Net Promoter,” “NPS,” and “Net Promoter Score.”

Additional Boilerplates

ClearlyRated’s Best of Staffing® is the nation’s only award that recognizes staffing agencies that receive remarkable reviews from their clients and candidates. Best of Staffing guides businesses and talent in their search to find the best staffing agencies to call when they are in need. For more information, contact by phone at (800) 921-2640 or [fill out this form](#).

Rooted in service quality research for professional service firms, ClearlyRated's online surveying software leverages the Net Promoter® Score methodology to measure the client and talent experience, build online reputation, and differentiate on service quality.

Questions?

If you have any questions, please [contact ClearlyRated](#) as we aren’t able to include every single detail in these brand guidelines, but hopefully this document answers most questions.

