

# AWARD LOGO GUIDELINES

2019 Best of Legal



## INTRODUCTION

# CONGRATULATIONS!

Your company has earned a great achievement! We encourage you to leverage your success by using the Best of Legal™ 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 Legal 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 LEGAL: 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 LEGAL: 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 Legal."



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

## BEST OF LEGAL: 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 LEGAL: BRAND NAMES IN TEXT USAGE

Best of Legal™	Do not capitalize “of.” Make sure to use the trademark in first usage.
ClearlyRated’s Best of Legal™	Capitalize the “C” and “R” in ClearlyRated.
ClearlyRated’s Best of Legal™ Award	Capitalize the “C” and “R” in ClearlyRated and the “A” in Award.
ClearlyRated®	Capitalize the “C” and “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 LEGAL: BOILERPLATE

## Legal Boilerplates

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

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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.”

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## Additional Boilerplates

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ClearlyRated’s Best of Legal client satisfaction and award program recognizes law firms that have proven high service quality marks based completely on the ratings given to them by their clients. The award program provides statistically valid and objective service quality benchmarks for the legal industry, revealing which firms deliver the highest quality of service to their clients. For more information, contact by phone at (800) 921-2640 or [fill out this form](#).

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

## Questions?

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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.

