How to use the Superbrands seal and maximise its impact



74% of consumers who recognised the Superbrands name claimed to be much or more likely to buy products or services associated with the Superbrands Award logo.

The Superbrands Awards Seal provides brands a significant competitive advantage Brands with Superbrand status are entitled and should use the Superbrands award seal to show

customers that they have achieved this recognition for their branding excellence. The Superbrands Seal can be used in many different ways across the full range of collateral and

communication material, both internally and externally. Here are some usage examples...

For a printable version or artwork, please ask your Superbrand representative

Examples

- Packaging - Advertisements

- Letter heads - Email signatures - Shop windows or

- On their website

The seal can be used on:

Stickers on company vehiclesBusiness cards

entrance to points of sale



The minimum size for the seal is 16mm in diameter



Basic guidelines The Seal underlines the Brand, it is not the Brand, it reassures the client, it is worn proudly, it should not be obtrusive, yet it is visible. As a rule of thumb 30 to 50 % of Brand logo size achieves a good visibility without overpowering the Brand Warning!

The Seal should not be modified in any way, It should always be used in full colour, Artwork is available both with and without a drop shadow



Seal is 30% area of the Logo CONCEPT DESIGNS ESIGNS the quick brown fox jumps over the lazy dog Vehicle Seal is 30% area of the Logo



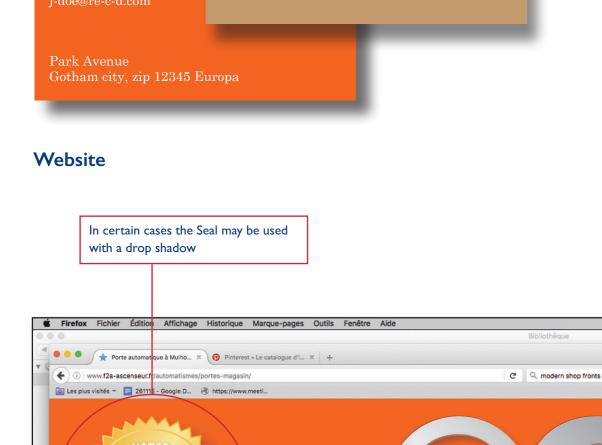
Advertising

CONCEPT









FEE PLANET

Business cards

John Doe

+33 (0)1 23 45 67 89

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Furniture and textiles

+33 (0)1 23 45 67 89

j-doe@re-c-d.com 765 Park Avenue Gotham city zip 12345 Europa





• Oscillation • LED display

Adjustable height and tilt setting

• AC: 220-240V 50/60Hz 60W

