How to use the Superbrands seal and maximise its impact

uperbrands Superbrands Superbrand Superbrands Superbrands Super uperbrands Superbrands Superbrand Superbrands Superbrands Super **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.

VOTED

UAE's Choice

2017

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



but should not exceed 50% of the Brands Logo size

The minimum size for the seal is 16 mm 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









RC CONCEPT DESIGNS

Advertising



Letterheads













