

# CANSTAR Logo Guidelines 2016



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CANSTAR was established over 21 years ago (formerly known as Cannex) and throughout that time we have helped customers make better financial decisions and provided insights to financial institutions to help them develop great products.

The CANSTAR brand is now used by hundreds of different businesses throughout Australian and New Zealand.

Our brand is an extremely valuable asset which can generate substantial success for all involved with it.

We have created this guide to help people who use the brand to understand its origin, the brand values and the best ways of getting the most out of it.

The guide is written with our licensees and partners in mind.

Andrew Spicer  
Managing Director

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# Purpose of this Guide

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Powerful brands are bold, consistent and instantly recognisable. The CANSTAR Gold Logo is the primary representation of our brand.

The CANSTAR Style Guide aims to make it as easy and convenient as possible for individuals and organisations to use the CANSTAR Gold Logo and will help ensure that the CANSTAR brand integrity is maintained.

## Canstar Gold



CANSTAR is the registered owner of and has exclusive rights to the use of the CANSTAR trademarks and word marks. CANSTAR's registered trademarks and word marks may only be used under a written licence agreement. Fees and other conditions may apply to your use of our trademarks or word marks.

To protect our brand, the CANSTAR Trademark and Word Mark licence agreement requires all institutions and partners to obtain written approval from our Communications Department for each implementation of the CANSTAR logo.

Any use of the CANSTAR logo or reference to a CANSTAR Star Rating or Award on external marketing and advertising collateral needs written approval by CANSTAR.

Items for approval should be emailed to CANSTAR's NZ Client Co-ordinator.

**Chumin Yu**

Client Co-ordinator

Landline +64 21 486 331

Email: [chumin.yu@CANSTAR.co.nz](mailto:chumin.yu@CANSTAR.co.nz)

Cc [enquiries@CANSTAR.com.au](mailto:enquiries@CANSTAR.com.au)

Requests for approval will be reviewed within two business days.

If you have an urgent approval, please liaise with your Relationship Manager.

Our visual identity is comprised of four components (together 'the CANSTAR Gold Branding'):

1. CANSTAR Gold Logo
2. CANSTAR Stars
3. CANSTAR Word mark and
4. Rating or Award Descriptor

To maintain brand strength, correct and consistent use is vital.

All four components of the CANSTAR Gold Branding must be used together unless expressly permitted by CANSTAR in writing.



All four components of the CANSTAR Gold Branding must be used in all public documents, external marketing and advertising collateral (unless approved prior by CANSTAR in writing).

The CANSTAR Gold Branding must be used in its entirety. Elements should not be used by a third party as standalone items. For example the CANSTAR Stars should not be used without the logo, full descriptor and associated word mark, i.e. displaying the CANSTAR Gold Logo with the Outstanding Value wording but not with the specific reference to the product is not permitted.

Similarly the CANSTAR Gold Branding must not be treated or changed without express permission by CANSTAR

Gold is one of our greatest distinguishing features. The colour gold represents success, achievement and value. It is optimistic and positive and adds richness and warmth to everything associated with it.





All logo descriptors should be written in Open Sans. We have chosen Open Sans for its simplicity and availability

## Open Sans

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#\$%^&\*()**

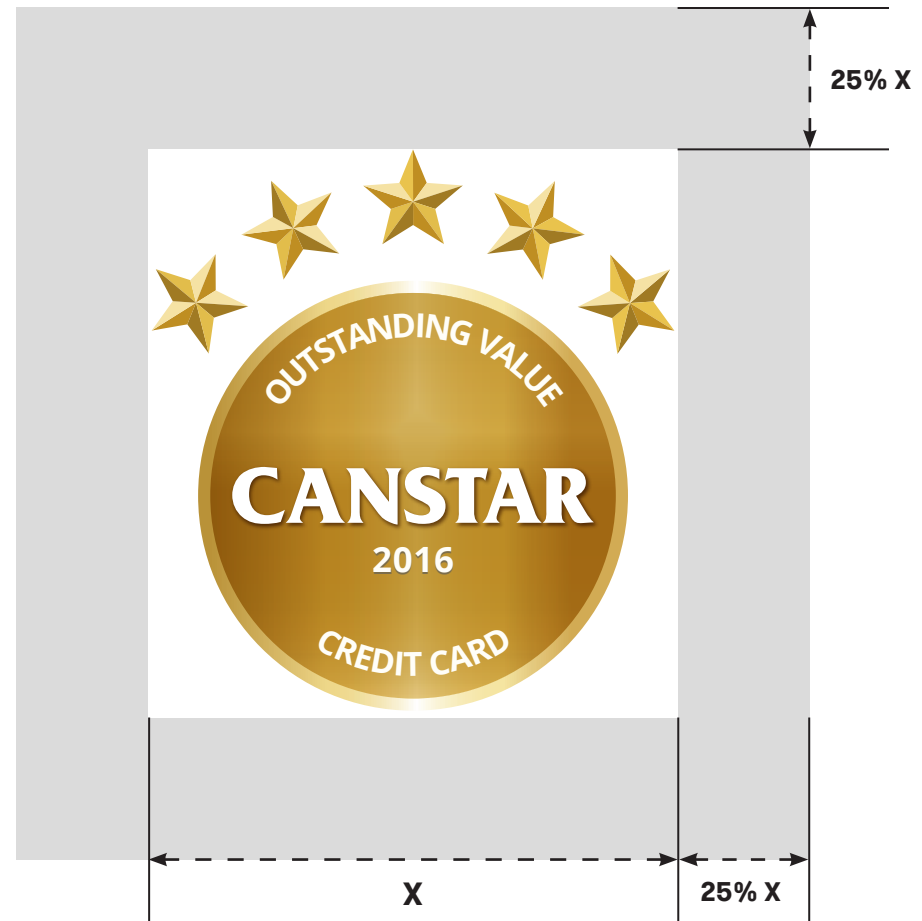
The clear space has been established to ensure logo visibility and impact. This is particularly important when using our logo with other partner logos to ensure customers are not confused.

When using any version of the CANSTAR Gold Logo, a clear space area should be maintained. No graphic elements, typography, illustration or images should appear in this area.

**Minimum clear space:**

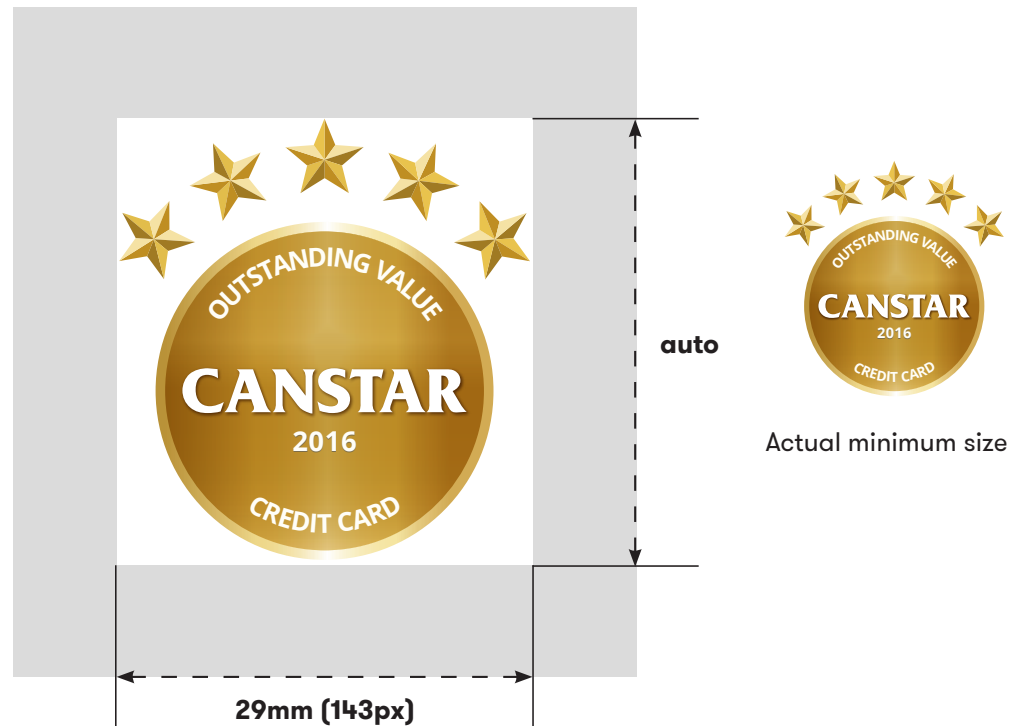
Proximity horizontal: 25% from width

Proximity vertical: 25% from width



# Logo Minimum size

A minimum size requirement is relevant to ensure the logo is clear and legible.  
The minimum width of the CANSTAR Gold Logo should be no less than 29mm.



Use of the CANSTAR Gold Logo online should include a CANSTAR dofollow link. Please use the following values inside the respective `<a>` and `<img>` attributes.

**Href:** <http://www.CANSTAR.co.nz/> (Unless another URL has been provided as part of your licence)

**Alt text:** Must match the text on the award. For example  
**CANSTAR Outstanding Value, Credit Card, 2016**

**Filename:** must contain the word CANSTAR

**HTML Example:** `<a href="http://www.CANSTAR.co.nz/"></a>`



# Star Ratings and Award Ratings Example

Single descriptor  
with year



Single descriptor  
without year



Dual descriptor  
with year



Dual descriptor  
without year



With a location



# Star Ratings and Award Ratings Example

Multi Year Award  
[2 Years in a Row]  
style 1



Multi Year Award  
[2 Years in a Row]  
style 2



Multi Year Award  
[3 Years in a Row]  
style 1



Multi Year Award  
[3 Years in a Row]  
style 2



Multi Year Award  
[4 Years in a Row]  
style 1



Multi Year Award  
[4 Years in a Row]  
style 2



Multi Year Award  
[5 Years in a Row]  
style 1



Multi Year Award  
[5 Years in a Row]  
style 2



# Examples of what not to do

The CANSTAR Gold Logo has been specially designed to work with all elements and specific colours for maximum legibility and recognition. It must never be re-created or distorted in any way. Always use the master artwork files to avoid mistakes and ensure consistent brand recognition and integrity.

## Don't!

Do not use elements of our logotype separately





# Examples of what not to do

## Don't!

Do not mix elements of the Canstar logos



Do not use CANSTAR Gold Logo without the specific award or rating



Do not change the font



Do not rearrange text positioning



Do not rearrange text positioning



Do not tilt or skew logo.



# Examples of what not to do

## Don't!

Do not disproportionately scale the logo



Do not use effects such as drop shadow



Do not change colours in the logo



Do not reposition stars



Do not remove logotype from the logo



Do not change colours in the logo or logotype

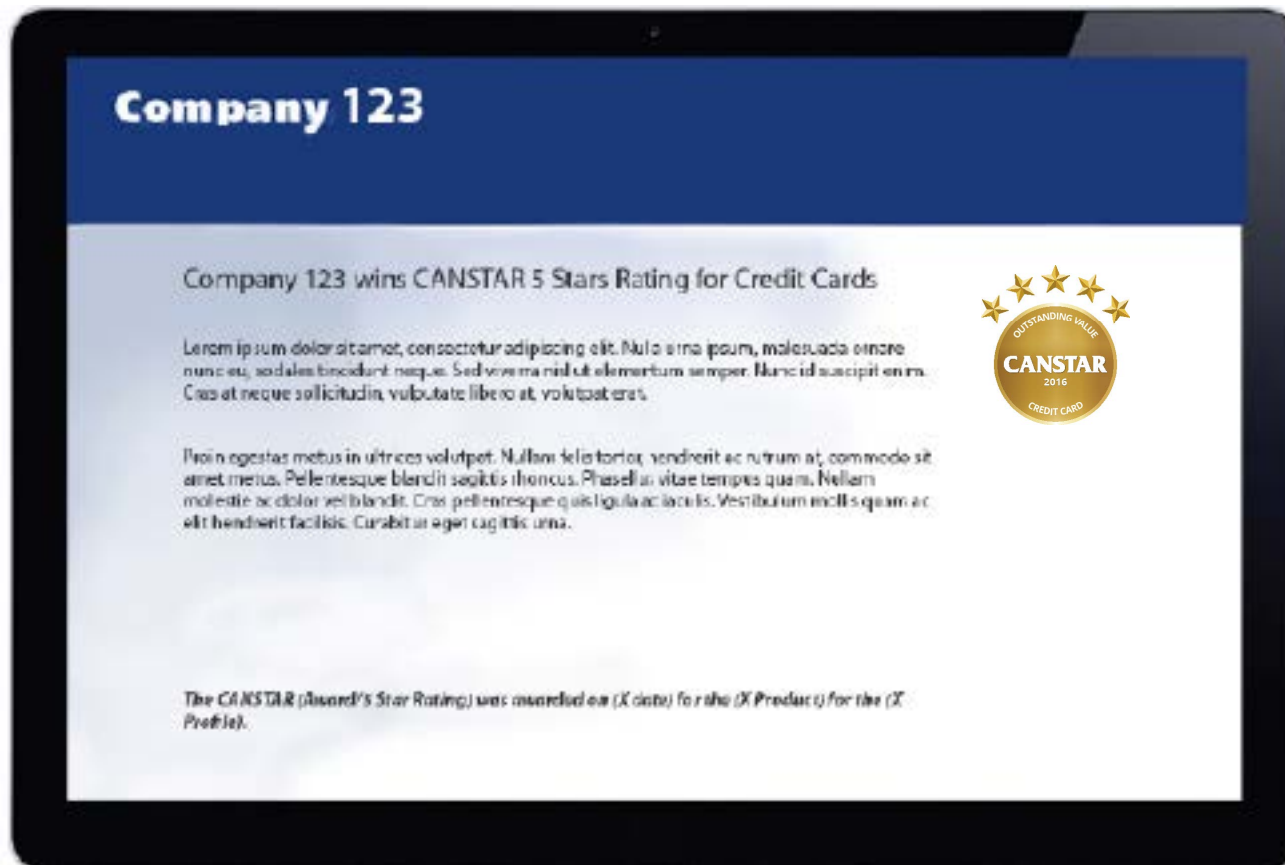


Where a client has attained an Award or a Five Star Rating for a particular product but has many of those type of products a disclaimer must be included. This disclaimer must make it clear to a consumer that the Award or Five Star Rating (as applicable) only relates to the particular product for which it has been awarded.

The disclaimer text will be provided to all clients prior to completion of the contract negotiations.

The following is an example of the disclaimer to be incorporated into collateral or marketing materials.

The CANSTAR (Award/5 Star Rating) was awarded on (X date) for the (X Product) for the (X Profile).



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# Multiple Five Star Products

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Where a client has attained multiple Five Star Ratings for multiple products or across multiple profiles, please contact your Relationship Manager for further advice as to the disclaimer to be included.

If you have any queries about the content of our CANSTAR Logo Guidelines, please don't hesitate to get in touch.

**Jose George**

General Manager, NZ

Landline +64 21 486310

Email [jose.george@CANSTAR.co.nz](mailto:jose.george@CANSTAR.co.nz)

**Chumin Yu**

Co-ordinator - NZ

Landline +64 21 486 331

Email: [chumin.yu@CANSTAR.co.nz](mailto:chumin.yu@CANSTAR.co.nz)

CANSTAR DIGITAL TEAM

[enquiries@CANSTAR.com.au](mailto:enquiries@CANSTAR.com.au)

+61 7 3837 4108