

NERUS Win Badge Guidelines

Badge Inclusion

- Win badges **can be** placed on any ad in the magazine regardless of spend level being met
- Any current year win badge **can be** used in any print advertising within a best of initiative without spend (winner magazine, results newspaper section, healthy magazines)
- Win badges **cannot** be used in any non-NERUS advertising without client having met or exceeded the spend level
- Badges will **not** be included on copies of ads given to clients who have not met spend

Categories & Placement

- When applicable, winning categories **need to be placed** under or typeset around the win badge at no smaller than 9 pt font
- The winning category **needs to be contained** within the width of the badge
- At minimum, the winning category **needs to be present** on the ad in written form
- You **cannot** reference first, second or third place, it must be Gold, Silver or Bronze

Badge Design & Sizing

- A designer **can** add a shadow, white stroke, or glow to distinguish the win badge from the background
- Win badges are **not** to be rotated or skewed
- You **cannot** change the colors of the win badge to match company branding
- You **cannot** add new design elements to a win badge
- You **cannot** create an alternate badge to represent your win
- A win badge **cannot** take up more than 50% of the ad space
- A win badge **cannot** be covered by other elements on the ad
- Win badges **cannot** be smaller than .25"
- Win badges **cannot** go into the bleed of a print ad or be cut off on digital ads

Multiple Badges

- A designer can overlap multiple win badges at **no more than 40%**
- If two win badges are on the ad, most prominent **needs to be** on the left
- Win badge prominence should **always** be Gold, Silver and Bronze
- The most current year badge **must** be most prominent on the ad
- The most current year win badge **has to** appear in the ad
- Competing contest (non-NERUS) badges need to be **no greater** than 50% of size of winning badges (NERUS) and **less prominent** on page