



Brand Standards for Star Rating, Endorsed & Enviro Award Logos

Star Rating Logos



Endorsed Logos



Enviro Award Logos



The Qualmark Star Rating, Endorsed and Enviro Award suite of logos has been created for use with a wide range of print and digital media.

They are available in CMYK colour mode for print as well as RGB for digital media.

The use of the Qualmark logo is restricted to registered participants only. If you are not a participant, you must obtain permission from Qualmark to reproduce the logo, or any element of the logo. Any use of the elements other than that shown must be referred to Qualmark for prior approval.

Logos must be reproduced as supplied and may not be altered in any way.

Logo Requests

To request logos or to discuss the use of these logos, please contact Qualmark, enquiries@qualmark.co.nz



Guidelines for using Star Rating, Endorsed & Enviro Award Logos



Logo Combinations

Where applicable, you can combine your Qualmark Star Rating or Endorsed logo with an Enviro Award logo. The Enviro Award logo can be used alongside your Qualmark licence. It does not replace your Star Rating or Endorsed logo.

If you score the same in your next assessment in this area, you retain the logo you already have; and if your score increases or decreases you will be eligible to use the logo according to that score (if applicable).

CMYK Full Colour



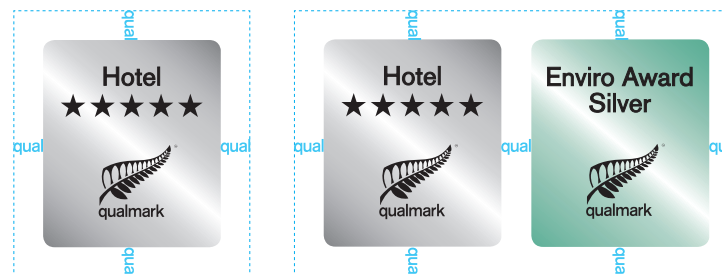
Logo Colours

The Qualmark logo suite has been carefully created for a range of print and digital media.

Each logo is available in CMYK only for full colour print and in RGB formats for web and digital use.

Please note: There are no spot colour versions of these logos.

Please note: You may not change the colours or the gradient.



Logo Clear Space Protection & Minimum Size

The clear space protection area surrounding the logo is required to ensure maximum clarity and recognition. No other graphics or copy must intrude into this area.

The size of the clear space is determined by the width of the **qual** from the Qualmark wordmark. This is the minimum clear space that must be provided.

The minimum size for print reproduction is 10mm in height.

DO NOT use the logo smaller than this.

These specifications apply to all Qualmark logos.