

Avid Awards Usage Guidelines For Avid Ratings® & Avid Ratings Canada®

Avid Award®, Avid Ratings® and Avid Ratings Canada® are trademarks of Avid Ratings Inc.

The Avid Award® program recognizes builders who have achieved a high level of customer satisfaction within the residential homebuilding industry. The marks Avid Award, Cup, Diamond, Gold, Benchmark, Avid Ratings® and Avid Ratings Canada® symbolize quality, excellence and the high levels of customer satisfaction associated with the Avid Award program.

All award winners must follow the guidelines set forth below whenever using the marks in marketing communications.

1. Always use the exact mark, rather than a similar or abbreviated mark.
2. A specific logo, and specified variations of this logo, may be substituted for the mark in copy. This logo is provided by Avid Ratings® or Avid Ratings Canada®.
3. In copy, the award year and category must always be represented:
 - A. 19th Annual Avid Award, Cup Winner, Highest Customer Ratings In North America
 - B. 19th Annual Avid Diamond Award, Highest Customer Ratings In The US/Canada
 - C. 19th Annual Avid Gold Award, Highest Customer Ratings Region/Province
 - 1) North Central US
 - 2) Northeast US
 - 3) South Central US
 - 4) Southeast US
 - 5) Western US
 - 6) Alberta
 - 7) British Columbia
 - 8) Ontario
 - 9) Saskatchewan
 - D. 19th Annual Avid Benchmark Award, Customer Ratings Top 25% Nationwide
4. Acceptable shorter version:
 - A. 19th Annual Avid Cup
 - B. 19th Avid Diamond Award
 - C. 19th Avid Gold Award - [Add Category Region or Province]
 - 1) North Central US

- 2) Northeast US
 - 3) South Central US
 - 4) Southeast US
 - 5) Western US
 - 6) Alberta
 - 7) British Columbia
 - 8) Ontario
 - 9) Saskatchewan
- D. 19th Avid Benchmark Award

5. In copy, the region of the award must always be represented. It must be represented in text size no less than 75% of the award heading.
6. The official Avid Award® logo may be used, but not attached to another logo. The official Avid Award logos must be set reasonably apart from any other elements, including text. Background colors and textures around the outside the logo are at the discretion of the user; the official Avid Award logo is composed of a photo quality image of the Avid Award trophy on a transparent or white background, with or without a reflection. Avid Ratings® will provide you with an electronic file containing the exact logo.
7. Avid Ratings® and Avid Ratings Canada® are registered trademarks and the registered trademark symbol should be used in Avid Ratings and Avid Ratings Canada at least once at least once per document section or web page, always within the first usage. Always use the register (®) symbol immediately following the name and at the shoulder of the mark.
8. Always use the trademarks as an adjective followed by the generic name of the service. This shows that the mark indicates the source, not the type, of service. DO NOT use the mark as a noun, in the plural or possessive form, as a verb, or as an adjective not modified by the generic name of the product.
 - A. **CORRECT:** [COMPANY] was the recipient of the 19th Annual Avid Cup Award - Highest Customer Ratings In North America
 - B. **CORRECT:** [COMPANY] was the recipient of the 19th Avid Benchmark Award - Customer Rating Top 25% Nationwide.
 - C. **INCORRECT:** [COMPANY] has received an award for 2022 Annual Avid Cup Award for Highest Customer Ratings.
 - D. **INCORRECT:** [COMPANY] received Avid's 2022 Customer Ratings Award.

9. Always attribute the marks to Avid Ratings® on any materials where the marks are used.

To preserve its valuable rights on all trademarks, Avid Ratings may from time to time review the use of its marks and may take appropriate steps to ensure proper usage.

LOGO SPECIMENS [FOR REFERENCE ONLY]

Avid Rating®



Avid Ratings Canada®

