



USAGE GUIDELINES FOR
AVID RATINGS® & AVID RATINGS CANADA®

Avid Award®, Avid Cup, Avid Diamond, Avid Gold, Avid Benchmark, Avid Ratings® and Avid Ratings Canada® are trademarks of Avid Ratings Inc.

The Avid Awards® 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. 17th Annual Avid Cup, Highest Customer Ratings In North America
 - B. 17th Annual Avid Diamond Award, Highest Customer Ratings In The US/Canada
 - C. 17th Annual Avid Gold Award, Highest Customer Ratings Pre-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
 - E. 17th Annual Avid Benchmark Award, Customer Ratings Top 25% Nationwide
- 3.1) Acceptable shorter version:
- A. 17th Annual Avid Cup
 - B. 2020 Avid Diamond Award
 - C. 2020 Avid Gold Award - [Add Category Below]
 - a. North Central U.S.
 - b. Northeast U.S.
 - c. South Central U.S.

- d. Southeast U.S.
 - e. Western U.S.
 - f. Alberta
 - g. British Columbia
 - h. Ontario
 - i. Saskatchewan
- E. 2020 Avid Benchmark Award

4. In copy, region of the award must always be represented. It must be represented in text size no less than 75% than that of the award heading.

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5. The official Avid Award® **logo** may be used, but not attached to another logo. The official Avid Award® logo 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.

6. Always use the register (®) symbol immediately following the name and at the shoulder of the mark. The trademark must be used at least once per document section or web page, always within the first usage.

- A. Avid Ratings® is a registered trademark and the registered trademark® symbol should be used in Avid Ratings® and Avid Ratings Canada® at least once per section.

7. 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 2020 Avid Gold Award - Highest Customer Ratings In The North Central U.S.
- B. **CORRECT:** [COMPANY] was the recipient of the 2020 Avid Benchmark Award - Customer Rating Top 25% Nationwide.
- C. **INCORRECT:** [COMPANY] has received an award for Highest Customer Ratings.
- D. **INCORRECT:** [COMPANY] received Avid's 2020 Customer Ratings Award.

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

- A. For example: Avid Benchmark Award and Avid Ratings® are trademarks of Avid Ratings Inc.

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 Ratings ®



Avid Ratings Canada ®



Avid
Ratings
Canada®