



Recognizing Excellence in the Marketplace

Javelin Strategy & Research's comprehensive research identifies and awards firms that rise to the top. Javelin's awards programs recognize these firms for exceptional solutions or client experience and ability to meet customer demand.

Award & Logo Usage Guidelines

1. The award mentions must be used only in association with products and/or services that have won the award.
2. Winners are permitted to use only the award logo licensed by their organization. Licensing fees may apply. Licensees are permitted unlimited use of the award logo asset. Javelin award logos should be used as is and cannot be altered or edited.
3. Winners are not allowed to use Javelin's corporate logo in any award announcements or communications.
4. Awards must be referenced appropriately in all promotional material. Use the exact wording as it appears on materials publicly released by Javelin Strategy & Research—including the award name and year.
5. Winners may announce their award after Javelin's public announcement.
6. Winners should highlight only their own designation. Other firms may not be cited by name in external communication.
7. All winners are required to obtain approval from Javelin for all mentions before public release.

Javelin encourages winners to use their award designation on publicly released information and in many more ways listed below:



Print/banner ads



Business cards



Email signature blocks



Press releases, annual reports, newsletters



Promotions in the branches



Websites



Team or sales meetings



Boilerplate mentions

Acceptable

1. The General Award or Specific Category may be listed:

- Bank X won the 2019 Javelin Mobile Banking Leader award.

OR

- Bank X was named the 2019 Javelin Mobile Banking Leader in the Money Movement category.
- Vendor Y was named the 2019 Javelin Identity Protection Leader.

OR

- Vendor Y was named the 2019 Javelin Identity Protection Leader in Prevention.

2. “Best in Class” overall award mentions: Vendor X received the 2019 Javelin “Best in Class” Mobile Banking award.

Unacceptable

1. Creating award logo designs:



Violations or Improper Usage

Javelin Strategy & Research actively monitors use of the Javelin Awards name, logos and associated text. Javelin will contact firms who improperly use award assets or references. A reasonable amount of time will be given to correct the error(s). Javelin will also follow-up to ensure that the error(s) has been corrected. Failure to make the required changes may result in withdrawal of award logo usage. For any questions about award mentions, award logo usage, and for content approvals, please contact marketing@Javelinstrategy.com.

For more information, please call us at 1.925.225.9100 or send us an email at inquiry@javelinstrategy.com. You can also visit www.javelinstrategy.com to review our services in more detail.

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