

**feefo** 



# Marketing Asset Guidelines

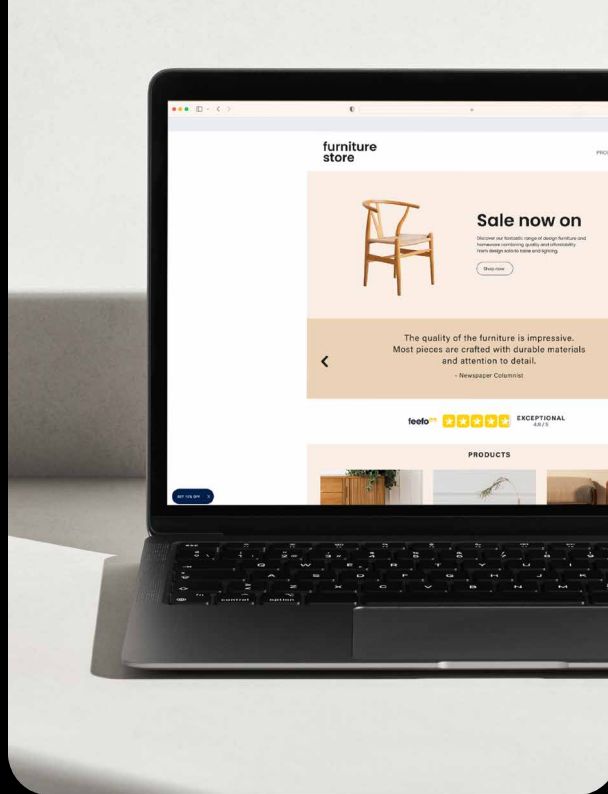
Guidelines for using Feefo's client assets





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# Introduction

The Feefo star is more than just a star. It's a symbol of trust, of excellence, of your commitment to putting your customers at the heart of everything you do.

By using Feefo's ratings assets on your collateral it shows you're a trustworthy brand and highlights how great your products and services are. Feefo badges allow for greater flexibility, so you have more opportunities to use them in your marketing collateral across multiple touchpoints.

We provide these guidelines for use on Feefo assets, however, if you have any alternative requirements, contact the Customer Success team.



# **Star ratings badge**

**EXCEPTIONAL**



**5 OUT OF 5**

**feefo** 

## **Star ratings badge**

Meet our new ratings badge, featuring the distinctive Feefo star. Surrounded by a bold yellow and unafraid to stand out, the Feefo star is confident and flexible.

It represents the gold standard of reviews.

Clients should ensure they're using the correct badge that relates to their overall Feefo star rating, and update accordingly as ratings change.

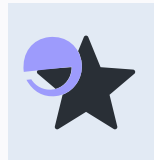
Show your customers what you're all about with your ratings badge.

## The Feefo star in the making...

Built with friendly, rounded points, the Feefo star is overlaid with the Feefo speech mark, symbolising the customer's voice at the heart of everything we do.

The speech mark rests on the shoulder of the star to represent reliability and trust – like someone putting an arm around you for reassurance.

The star is enclosed inside a rounded box to make it eye-catching, and features the familiar Feefo yellow.



## Ratings descriptors

The Feefo star rating measures overall reviewer satisfaction, based on all the service and product reviews a business receives.

The descriptors above the star ratings help customers to understand what each level of rating means, on a scale of 1 to 5, from very poor (0) to exceptional (5).

Star rating	Descriptor
4.7 to 5	Exceptional
4 to 4.6	Excellent
3 to 3.9	Good
2 to 2.9	Poor
0 to 1.9	Very Poor



## Clear space around the badge

The rating badge requires space around it to maximise its visual presence. By ensuring there's a clear area around the logo it prevents any graphic element from interfering with the format or design.

The clear space area measures the size of a boxed star halved, to create the clear space measurement (0.5x).







# Colours

## Colours

Colours for the rating badges use the Feefo brand palette. The strong yellow represents the gold standard of reviews, and the grey and black tones are used in contrast and work well with a range of other colour palettes.

Feefo Yellow



c: 0 m: 17 y: 93 k: 0  
hex: #FFD100

Off Black



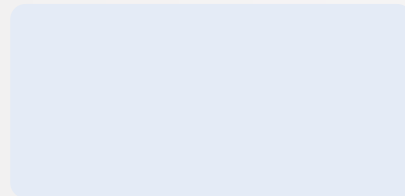
c: 79 m: 65 y: 53 k: 63  
hex: #292F36

Carbon



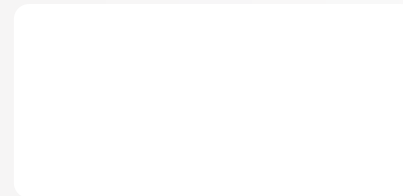
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Blue Light



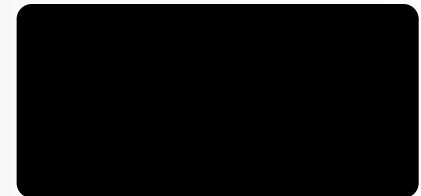
c: 13 m: 5 y: 2 k: 0  
hex: #E2EAF4

White



c: 0 m: 0 y: 0 k: 0  
hex: #FFFFFF

Black



c: 91 m: 79 y: 62 k: 97  
hex: #000000



### All badge colour variations

The ratings badges exist in a multitude of colours to work alongside clients' branding. Here are all the colour variants you can download and use. No other colour variants should be used other than what is represented here.

**EXCEPTIONAL** — Off Black

★ ★ ★ ★ ★ — Feefo Yellow

★ ★ ★ ★ ★ — Off Black  
Blue Light

4.8 OUT OF 5 — Carbon

**feefo** 🧐

Off Black star on Feefo Yellow square - dark text

**EXCEPTIONAL** — White

★ ★ ★ ★ ★ — Feefo Yellow

★ ★ ★ ★ ★ — Off Black  
Blue Light

4.8 OUT OF 5 — White

**feefo** 🧐

Off Black star on Feefo Yellow square - light text

**EXCEPTIONAL** — Off black

★ ★ ★ ★ ★ — Feefo Yellow

★ ★ ★ ★ ★ — White  
Blue light

4.8 OUT OF 5 — Carbon

**feefo** 🧐

White star on Feefo Yellow square - dark text

**EXCEPTIONAL** — White

★ ★ ★ ★ ★ — Feefo Yellow

★ ★ ★ ★ ★ — White  
Blue Light

4.8 OUT OF 5 — White

**feefo** 🧐

White star on Feefo Yellow square - light text

**EXCEPTIONAL** — Off Black

★ ★ ★ ★ ★ — Feefo Yellow

— Blue Light

4.8 OUT OF 5 — Carbon

**feefo** ☺

Knock out star on Feefo Yellow square - dark text

**EXCEPTIONAL** — White

★ ★ ★ ★ ★ — Feefo Yellow

— Blue Light

4.8 OUT OF 5 — White

**feefo** ☺

Knock out star on Feefo Yellow square - light text

**EXCEPTIONAL** — Black

★ ★ ★ ★ ★ — Black 20%

4.8 OUT OF 5

**feefo** ☺

Black with knocked out stars

**EXCEPTIONAL** — White

★ ★ ★ ★ ★ — White 40%

4.8 OUT OF 5

**feefo** ☺

White with knocked out stars

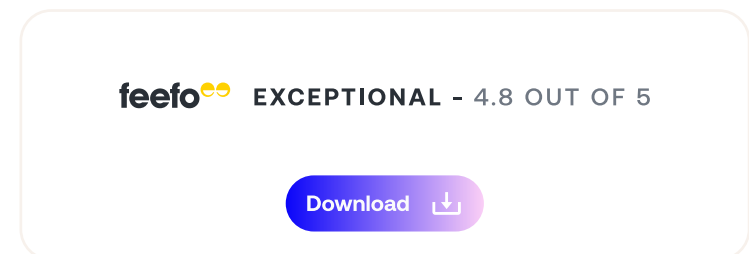
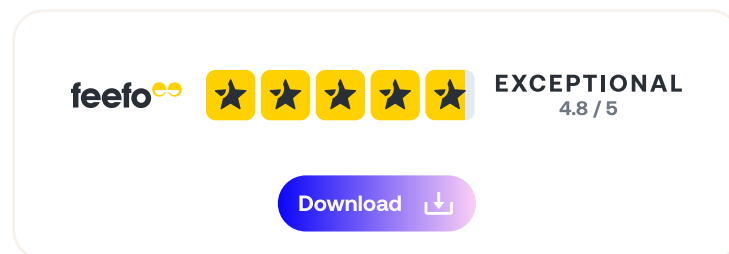
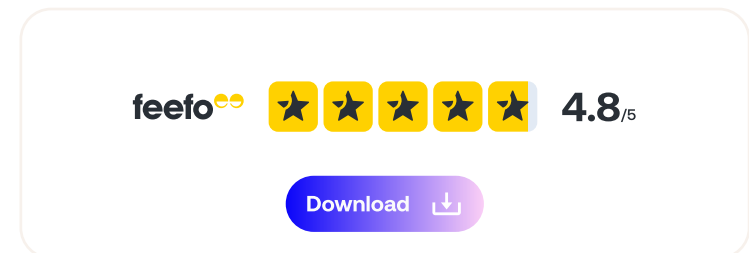
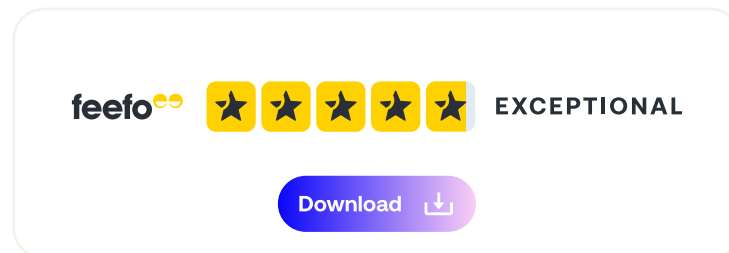
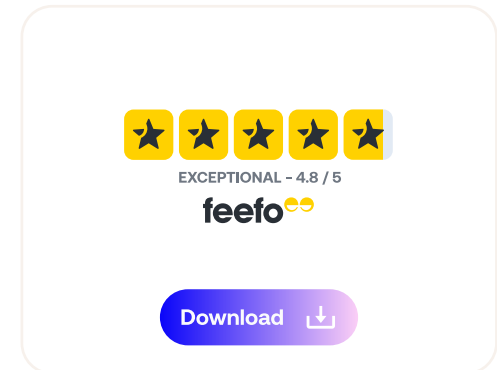
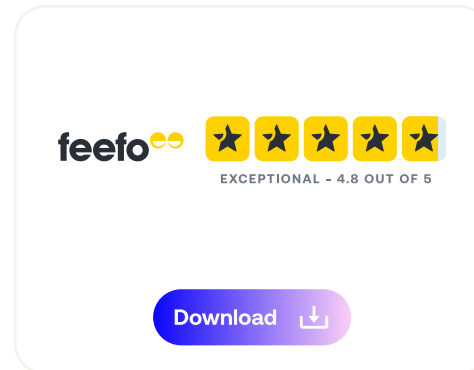
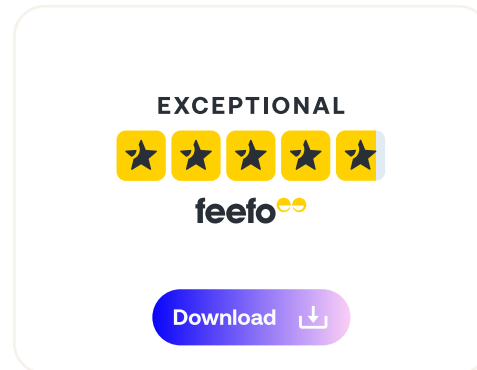
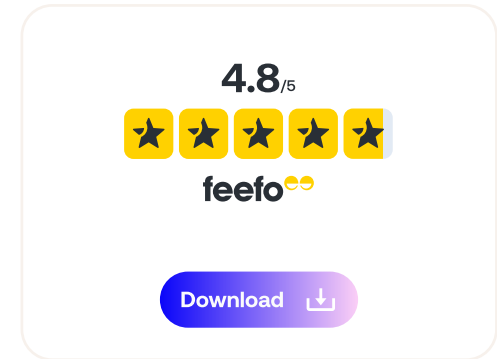
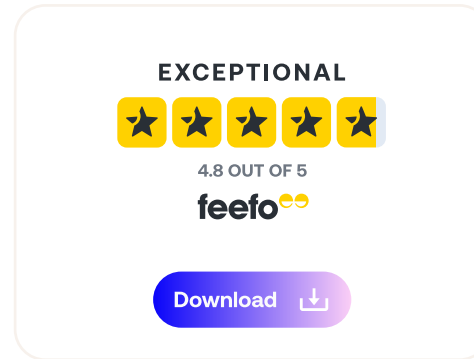
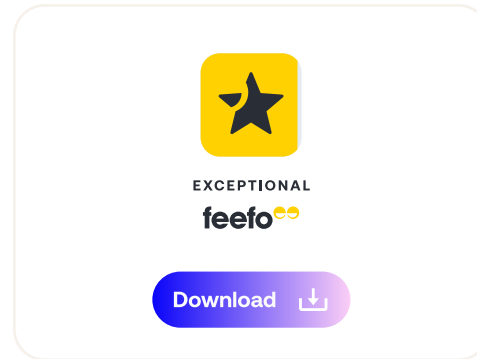


# Badge variations

## Badge variations

We have several approved layout variations for the ratings badges you can use in your marketing collateral. You may use any of these variations but cannot use any layout variation that is not represented here.

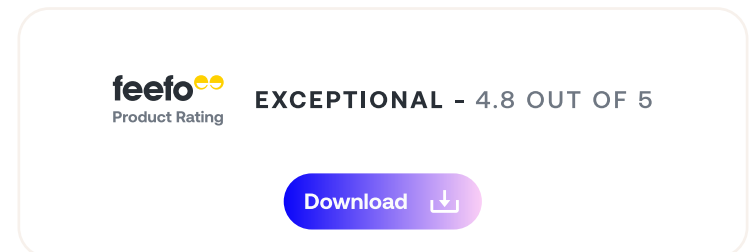
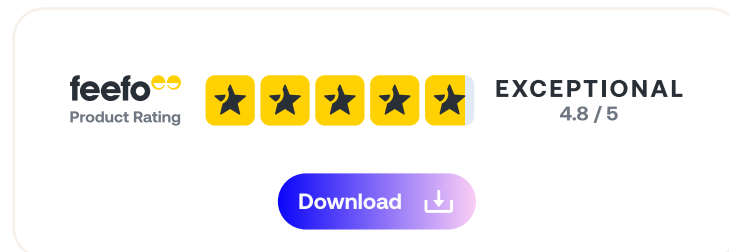
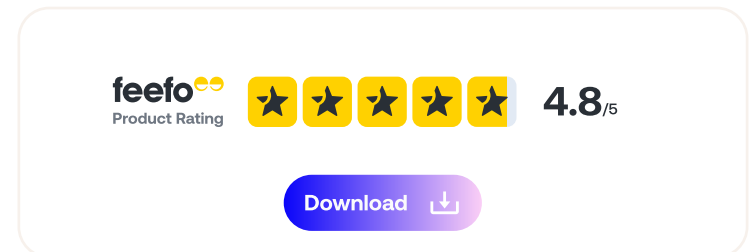
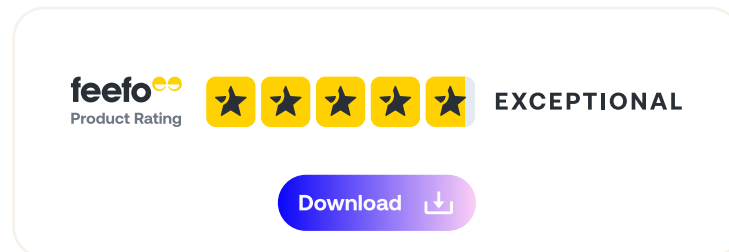
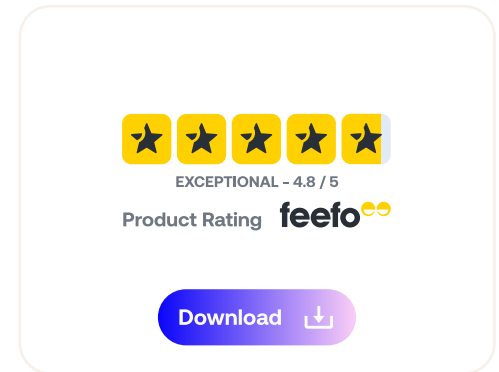
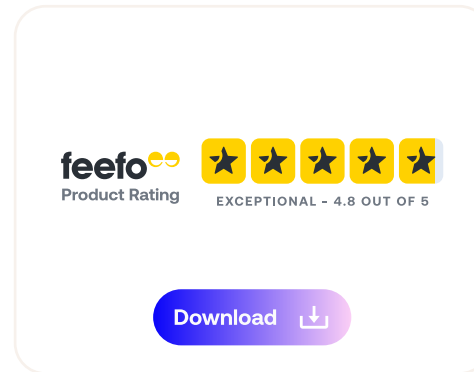
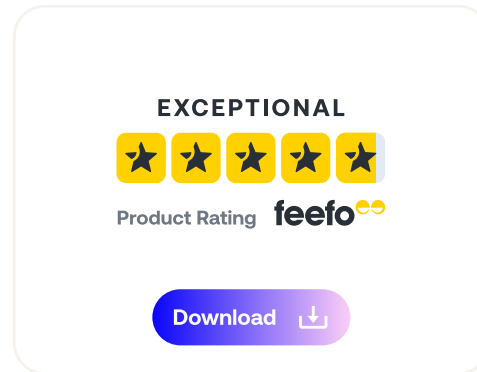
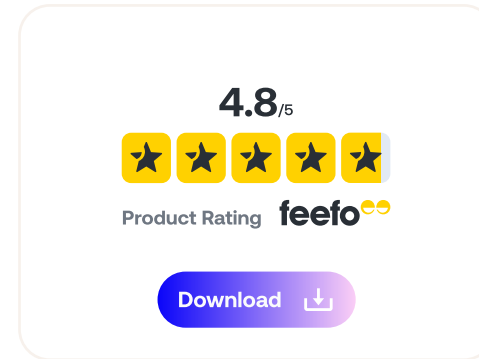
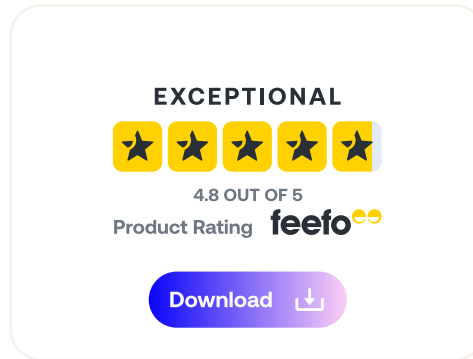
If you require an alternative format, please contact the Customer Success team.



## Product rating badge variations

Here are product rating versions of all the badges. You may use any of these variations but cannot use any layout variation that is not represented here.

If you require an alternative format, please contact the Customer Success team.







# Misuse

# Misuse

This page covers examples of incorrect use of the Feefo logo and rating badges.

You should always use the Feefo logo as supplied in the master artwork folder and should never recreate or alter the logo.

Examples of logo misuse:

1. Do not alter the spacing of the stars.
2. Do not use any other colour for the badge, other than the approved colour variations from the Feefo colour palette.
3. Do not distort or stretch the badge.
4. Do not edit the badge or rearrange the badge lock-up unless you have approval from Feefo.
5. Do not change the stars or shape of the rounded square.
6. Do not add an outline to the stars.
7. Do not rotate the badge.
8. Do not change the font of the badge.
9. Do not use tints or change the opacity of the badge.

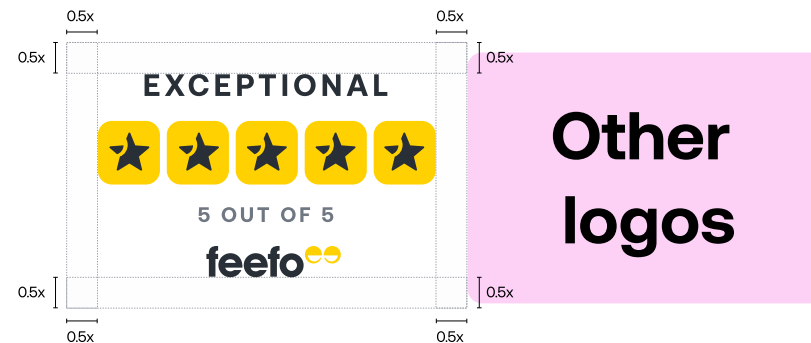





# Pairing badges

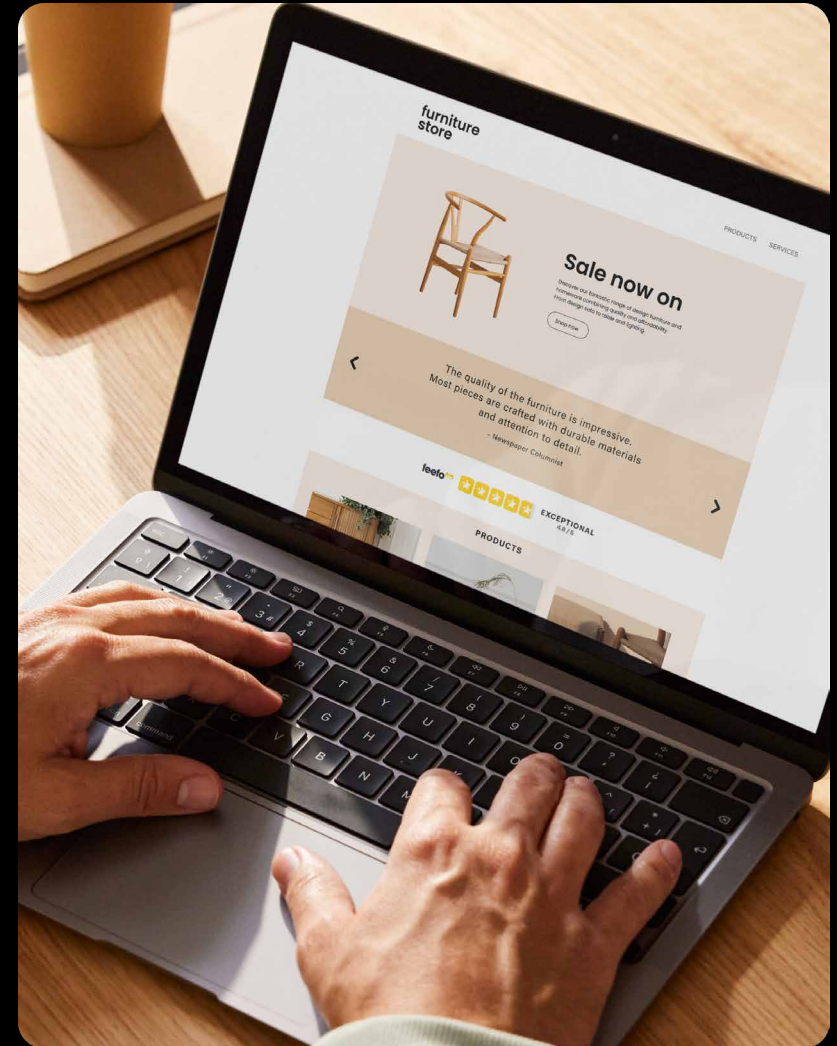
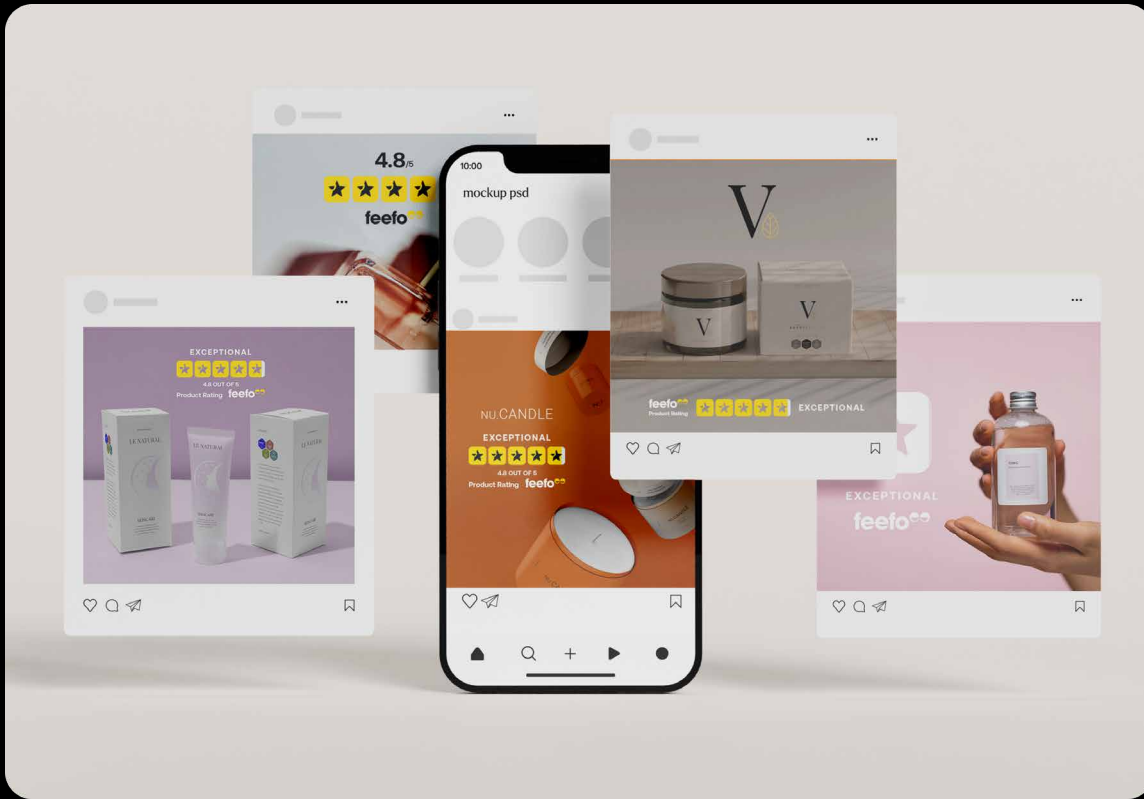
## Using the Feefo ratings badges alongside other badges

The Feefo ratings badge should always be positioned alongside other badges using the clear space guideline on page 7, at minimum, on a ratio of 0.5x clear space all the way around.





# **Badge use case examples**





📻 RADIO  
“Holiday Lodges  
Rated Exceptional  
by Feefo reviews...”





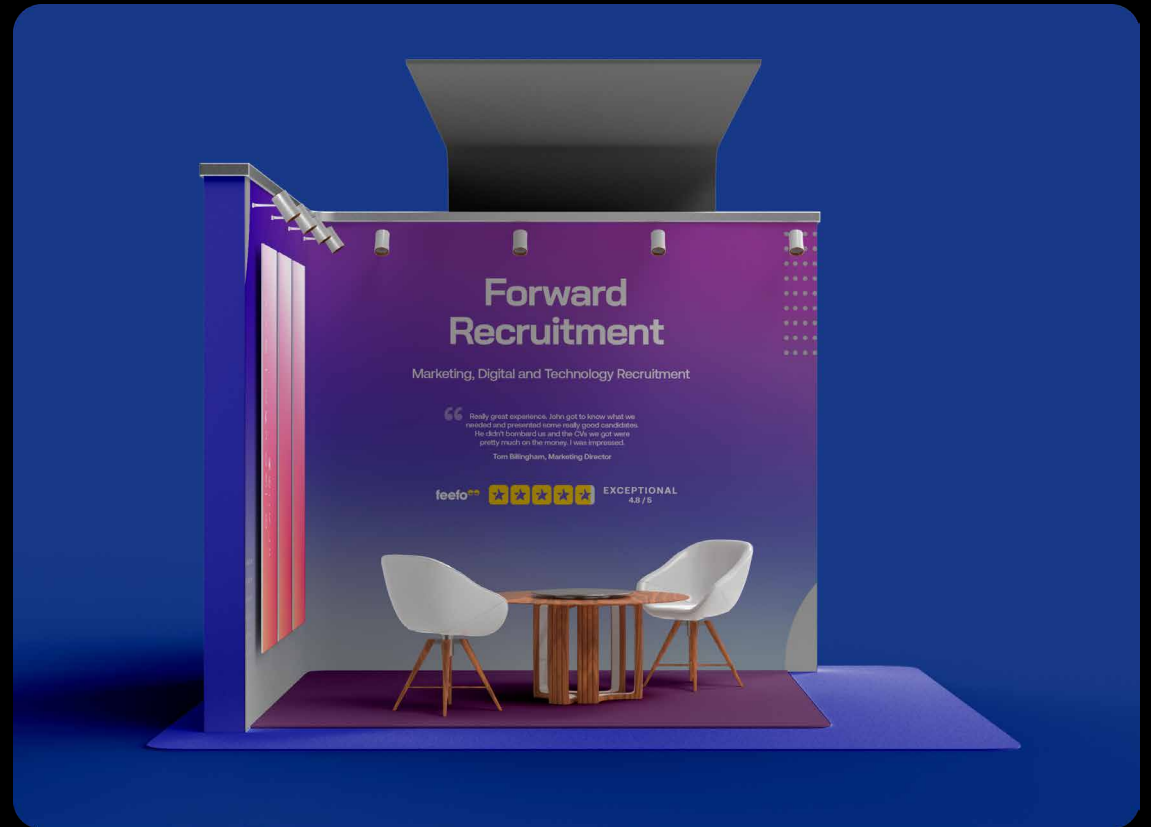


EXCEPTIONAL  
★★★★★  
feefo<sup>co</sup>







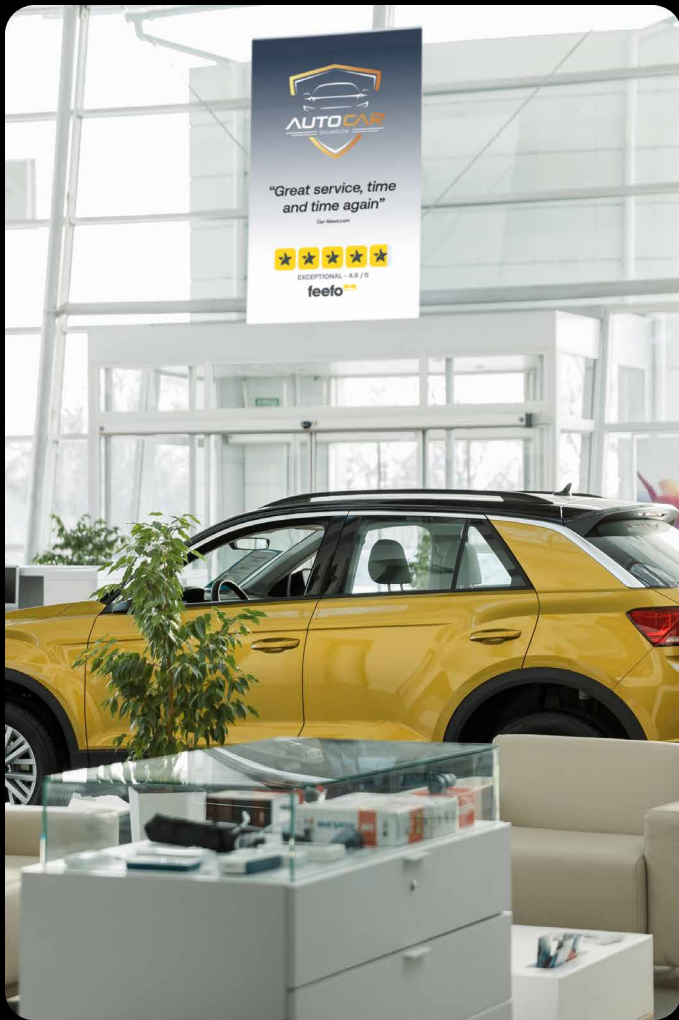












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