

# AWARD BADGE QUICK REFERENCE

## TOP 100 GLOBAL TECHNOLOGY LEADER AWARD

### OVERVIEW

The award badge artwork is available in various color variations and file formats.

Here we break down the file naming convention:



### STRATEGIC JUSTIFICATION

Thomson Reuters analyzes key indicators and market data to recognize companies and organizations that are leading industries, practice areas, and emerging topics. This document provides proper use of award badges used to clearly recognize named leaders in the respective area, while also providing appropriate attribution to Thomson Reuters.

### USE OF TRADEMARKS

Thomson Reuters grants each winning facility a limited license to use the Thomson Reuters Top 100 Global Technology Leader Award trade name and trademark in its marketing efforts under the guidelines provided in this document.

Thomson Reuters requires that use of the achievement in marketing efforts, including award badges, be restricted to the award's intended context and properly cited as published by Thomson Reuters. Data tables and individual company results may not be used in any promotional materials. A winning company may not redesign or alter the official logo of the Thomson Reuters Top 100 Global Technology Leader Award.

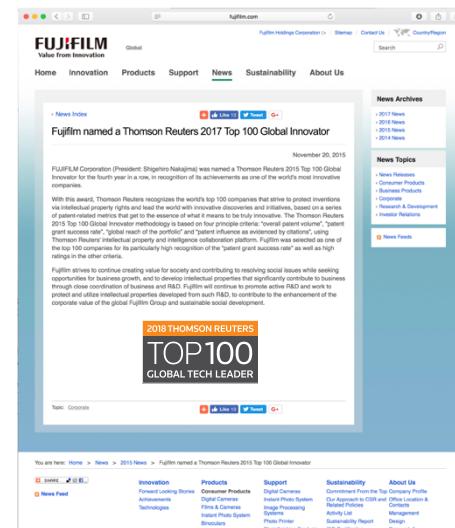
If we identify materials or other promotional activities that misquote, misinterpret, or misrepresent the award's intended context, including misuse of the Thomson Reuters Top

100 Global Technology Leader Award award badge, we will require such materials to be withdrawn from the market immediately. Requests to use the trademarks in any other manner require approval.

### PRINCIPLES FOR USE

#### For Award Recipients

Primary use of award badges is for distribution to named winners for use within their respective marketing and communication materials as recognition of the honor.

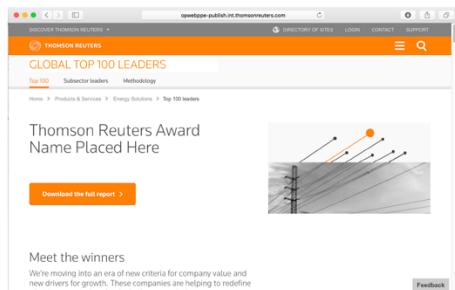


# Top 100 Global Technology Leader Award

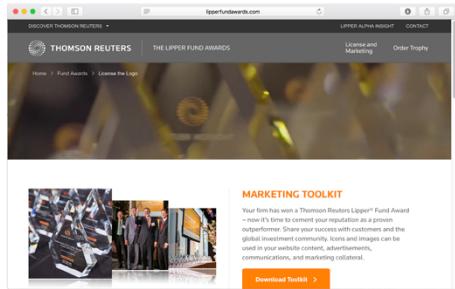
## PRINCIPLES FOR USE, CONTINUED

### For Thomson Reuters

When a Thomson Reuters communication describes the award program, Thomson Reuters standard design elements should be used.



When describing the benefits or resources award recipients receive as recognition of their award in Thomson Reuters materials, the award badges associated with the respective program may be used.



If physical awards are created and distributed, production constraints will likely prevent the badge artwork from being used. For assistance on what should be used, please reach out to the Thomson Reuters Brand Team at [our.brand@tr.com](mailto:our.brand@tr.com).

## COLOR VARIATIONS AND BACKGROUND CONTROL

The badge is provided as a single 2-color option which should be used on a white background whenever possible. The artwork does include a rule around it to provide some separation from the background if it isn't possible to place it on white.



## CLEAR SPACE

Clear space isolates the artwork from other visuals such as type and graphics, as well as layout features such as trims and gutters.

As shown below, the minimum allowable clear space for most applications is equal to 1x, with "x" being the height of the orange bar. At least this amount of clear space must surround the artwork on all sides whenever it is used.



## MINIMUM SIZE

To make sure the artwork is always clear and legible, we've tested and established a minimum reproduction size. There may be an exceptional case where a smaller size is necessary. In these cases, you must receive special approval from the Brand Team.

For print applications, the minimum size for the width of the bug is 1".



For digital applications, the minimum size for the width of the badge is 120 pixels.



## DO NOT

Do not disproportionately scale badge:



Do not change the type contained in the badge:



Do not change the colors in the badge:



Do not use within close proximity to the Thomson Reuters logo:



Do not adjust the award badge logo to include the Thomson Reuters logo:



## FOR MORE INFORMATION

For questions, please contact the Thomson Reuters brand team at [our.brand@tr.com](mailto:our.brand@tr.com).