# LOGO USAGE GUIDE 2025



### WHAT ARE MONEYFACTS ANNUAL STAR RATINGS?

LOGO USAGE

**OPTIONS** 

Every year our impartial experts assess the features of **your Client's financial products**, to identify the very best available in the market. Moneyfacts rate everything from **business and personal finance** products to **insurance and investment products**.

By comparing the data for thousands of products we award a **Five-**, **Four- or Three-Star Rating** to those that have stand-out features.

The Moneyfacts Star Rating makes sure that **your Clients' customers** have the extra confidence that **their product** is of exceptional quality.

When a logo licence is purchased we will provide the artwork files in various formats.

Although we're flexible and can support Agencies in making the most of it, the logo cannot be altered and it should only be used on marketing material relating to the specific product for which a licence has been purchased.



### SUPPORT FOR AGENCIES

The Moneyfacts Sales and Marketing Teams are here to support you. For ideas and advice on how to use the Star Ratings in your Client's marketing campaigns please **contact the relevant Client Account Manager or contact us at stars@moneyfacts.co.uk**.



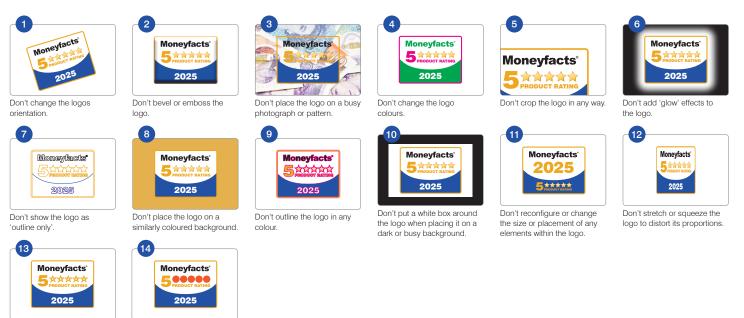
moneyfactsgroup.co.uk/product-ratings/annual-star-ratings/

# **USING THE** LOGO



# HOW NOT TO **USE THE LOGO**

You protect your Client by adhering to their brand guidelines and, as you'd expect Moneyfacts protects the integrity of the Annual Star Ratings logo.



Don't recreate any elements of the logo.



Don't replace any elements of

the logo.

Terms of use: Moneyfacts Annual Star Ratings are copyright and may only be used or replicated by licence. The Moneyfacts Annual Star Ratings are assessed annually and inorder to benefit from the above marketing potential a licence must first be obtained from Moneyfacts Group. The licence runs for one calendar year starting from the release date of the annual assessment regardless of when purchased. In order not to miss market advantage, early purchase is strongly recommended. Licences only apply to the accredited product and not across a range (unless a range of products has been accredited and a multi-licence has been purchased from Moneyfacts Group).

#### moneyfactsgroup.co.uk/product-ratings/annual-star-ratings/

### DESCRIBING YOUR MONEYFACTS ANNUAL STAR RATINGS

If you wish to support your Moneyfacts Annual Star Ratings with an explanation, here are some examples of wording you could use:

Awarded Moneyfacts' highest rating	Our [product name] has been awarded the highest rating from Moneyfacts Group plc of Five Stars based on standout features, which set us apart from the rest of the market.
Moneyfacts Group plc	Moneyfacts Group is the UK's leading provider of personal finance data, nationally recognised as the foremost source of independent data and commentary on the UK finance market.
Moneyfacts Annual Star Ratings	Moneyfacts Annual Star Ratings are an annual assessment of the technical merit of financial products, paying attention to the 'added quality' features.

# WORDING TO USE

- Your Star Rating has been 'awarded' to a product.
- The words 'Star Rating(s)' should always have a capital S and R; this is to make them stand out with authority.
- The number of stars you have been awarded are to be displayed as a word, rather a digit: 'Five-Star Rated', for instance.
- A Star Rating is allocated or given, rather then being won.

Here are some examples of wording you can use:

- Has been awarded a Five-Star Rating
- Has received a Five-Star Rating
- Has been given a Five-Star Rating