MONEYFACTS ANNUAL STAR RATINGS

LOGO USAGE GUIDE 2027

WHAT ARE MONEYFACTS ANNUAL STAR RATINGS?

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- or Four- 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.

LOGO USAGE OPTIONS

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.

PRODUCT

Example: Five-Star Product Logo

Example: Four-Star Product Logo

SERVICE

Example: Five-Star Service Logo

Example: Four-Star Service Logo

MULTI-YEAR

Example: Five-Star Product Multi-Year Logo

Example: Four-Star Service Multi-Year Logo

* Minimum purchase for 3 years

PRODUCT SPECIFIC

Example: Five-Star Bespoke Logo

Example: Four-Star Bespoke Logo

File formats supplied

WEB: 72dpi, minimum width 120px

PRINT: 300dpi, minimum width 30mm

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 us on the details below or email stars@moneyfacts.co.uk.**

NICOLA SEED
Senior Client Account Manager

E: nseed@moneyfacts.co.uk
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INSURANCE

- Home Insurance
- Home Emergency Cover
- Landlord Home Insurance
- Car Insurance
- Pet Insurance
- Travel Insurance

BUSINESS

- Current Accounts
- Credit Cards
- Commercial Mortgage

PERSONAL

- Current Accounts
- Credit Cards
- Unsecured Personal Loans

INVESTMENT LIFE & PENSIONS

- SIPP & SSAS
- Equity Release
- Private Medical Insurance

SERVICE

- Personal Savings Easy to Open
- Personal Current Account Easy to Open

USING THE LOGO

COLOUR

Logo use on colour backgrounds

The Moneyfacts Annual Star Ratings logo should appear on a white or neutral colour background wherever possible.

PHOTOGRAPHIC

Logo use on photographic backgrounds

The Moneyfacts Annual Star Ratings logo can also be shown against photographic images, but the same rules should be

ADDITIONAL

Additional logo versions

Bespoke versions of the Moneyfacts Annual Star Ratings logo (as shown opposite) are available on request for use against dark colour backgrounds or mono applications.

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 change the logos orientation.

Don't bevel or emboss the logo.

Don't place the logo on a busy photograph or pattern.

Don't change the logo colours.

Don't crop the logo in any way.

Don't add 'glow' effects to the logo.

Don't show the logo as 'outline only'.

Don't place the logo on a similarly coloured background.

Don't outline the logo in any colour.

Don't put a white box around the logo when placing it on a dark or busy background.

Don't reconfigure or change the size or placement of any elements within the logo.

Don't stretch or squeeze the logo to distort its proportions.

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).

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