

AWARDS BADGES

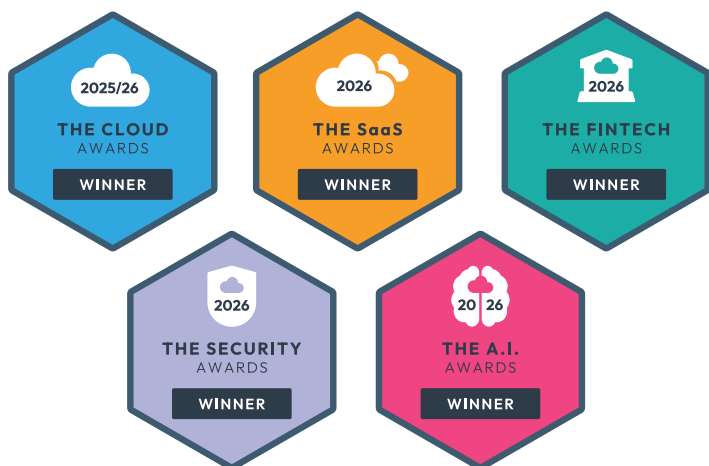
Using the awards badges

DO'S AND DON'TS

The awards badges are an important part of The Cloud Awards visual identity – they should look professional, consistent, and recognisable across every platform.

This guide shows you how to use the awards badges correctly. Please follow these simple do's and don'ts to maintain quality and consistency wherever you're using the badges— whether online, in print, or on social media.

If you have any questions reach out to The Cloud Awards team.



- **Do:** Add to your email signature, website header, or footer.
- **Do:** Use multiple badges together if you've received more than one award.
- **Do:** Use the black and white versions where colour contrast is an issue.
- **Do:** Use the correct file type for the intended use – EPS or PDF for print, PNG or SVG for digital.
- **Do:** Scale proportionally – never stretch or squeeze the logo.
- **Do:** Maintain clear space around the logo.
- **Do:** Use approved colour versions (full colour, black, or white) depending on the background.
- **Do:** Place on suitable backgrounds with enough contrast for legibility.

DO'S AND DON'TS

- **Don't:** Stretch, distort, or rotate the logo.
- **Don't:** Make them smaller than 75px wide.
- **Don't:** Edit or alter the badge content.
- **Don't:** Alter the logo colours or apply gradients, filters, or effects.
- **Don't:** Add shadows, outlines, or embellishments.
- **Don't:** change the typeface or recreate the logo in another font.
- **Don't:** place on busy or clashing backgrounds.
- **Don't:** Attach taglines or text directly to the logo.
- **Don't:** Use outdated or unapproved versions.

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