



# Brand Assets Style Guide

June 2018

# We love that you love Trustpilot!

We've put together this comprehensive brand style guide to share detailed information about our rebranded logo, TrustBoxes, star images, and other assets. Follow our best practices and tips & tricks to effectively unlock the power of Trustpilot branding across all of your communications and channels.

For more details on how to integrate reviews on your website, follow our [service reviews integration guidelines](#).

# Brand mark

Our brand mark represents leadership, progress and people. Companies who correctly feature our brand mark across their various communications and materials will showcase to the world that they truly care about their customers.



Primary logo: light on dark



Primary logo: dark on light



Secondary logo: dark on light

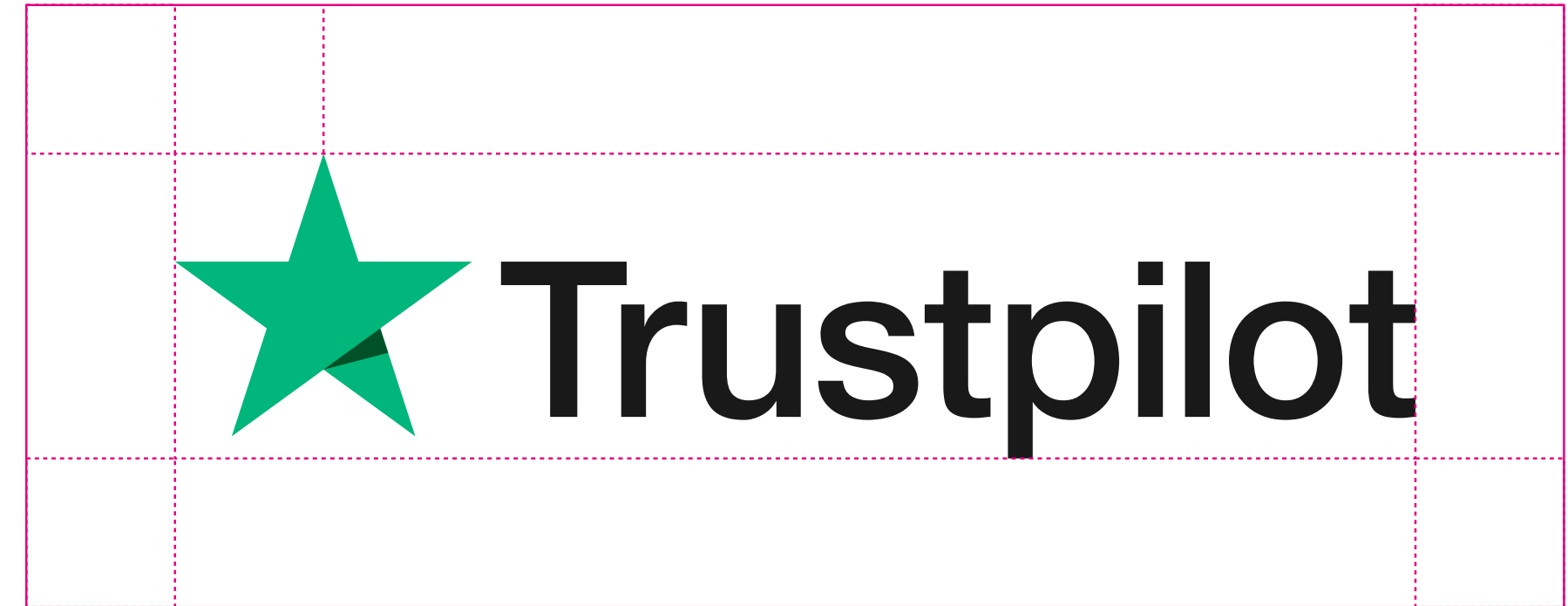


Secondary logo: light on dark

# Brand mark

## Safe space

We have created a safe space around the brand mark which is half the width of the star. Please do not put any other graphic elements, additional lettering or imagery anywhere in these areas.



## Minimum spacing

We recommended a minimum width of 72px for digital applications and 20mm in print.



# Brand mark

## Misuse

It's important that the appearance of the logo remains consistent. The logo should not be misinterpreted, altered, modified, or added to in any way. If you have any questions on how to feature our brand mark within campaigns or communications, send an email to [brandteam@trustpilot.com](mailto:brandteam@trustpilot.com).



## Brand mark – Usage Guidelines

You can use the Trustpilot logo on anything you like, from bags to boxes, banners to signage, digital ads to web. Using it in the best way possible allows it to add more value and credibility to your brand. Follow the guide below to get the most out of the Trustpilot logo.

### Backgrounds

Your first choice should always be for our primary logo. Our green star is the most recognizable of our assets, let it shine bright! Avoid cluttered backgrounds, use the dark version on light backgrounds and the light version on dark backgrounds.



Primary logo with dark wordmark



# Usage Guidelines

## Busy backgrounds

The primary Trustpilot logo should only be used on simple light or dark backgrounds, without obstruction.



✗ Don't do this: A busy photographic background makes it difficult to see the Trustpilot logo.



# Usage Guidelines

## Coloured backgrounds

For busy backgrounds, especially photographs, place the Trustpilot logo on a white or navy card to help the star pop.



✓ Our brand dark blue (#000032) can be used as a background to make our logo pop.



Examples of using a white or dark blue background on top of a photograph



## Using our secondary logo

It's not always possible to use our primary logo, so we've created a simplified version in a single color. Use this only in cases where absolutely necessary. For maximum readability, it should not be obstructed by other design elements.



# Typography

Our wordmark is Helvetica Neue Medium, a clean, neutral font. It has been crafted to sit comfortably in your brand universe. It doesn't steal the show, but it's still strong enough to represent all that we stand for. Therefore, it's possible to maintain your company's branding together with our brand assets.

To fully take advantage of our brand equity and to achieve maximum recognition, you can use our brand typography Helvetica Neue light together with our logo.



Strapline in Trustpilot brand font

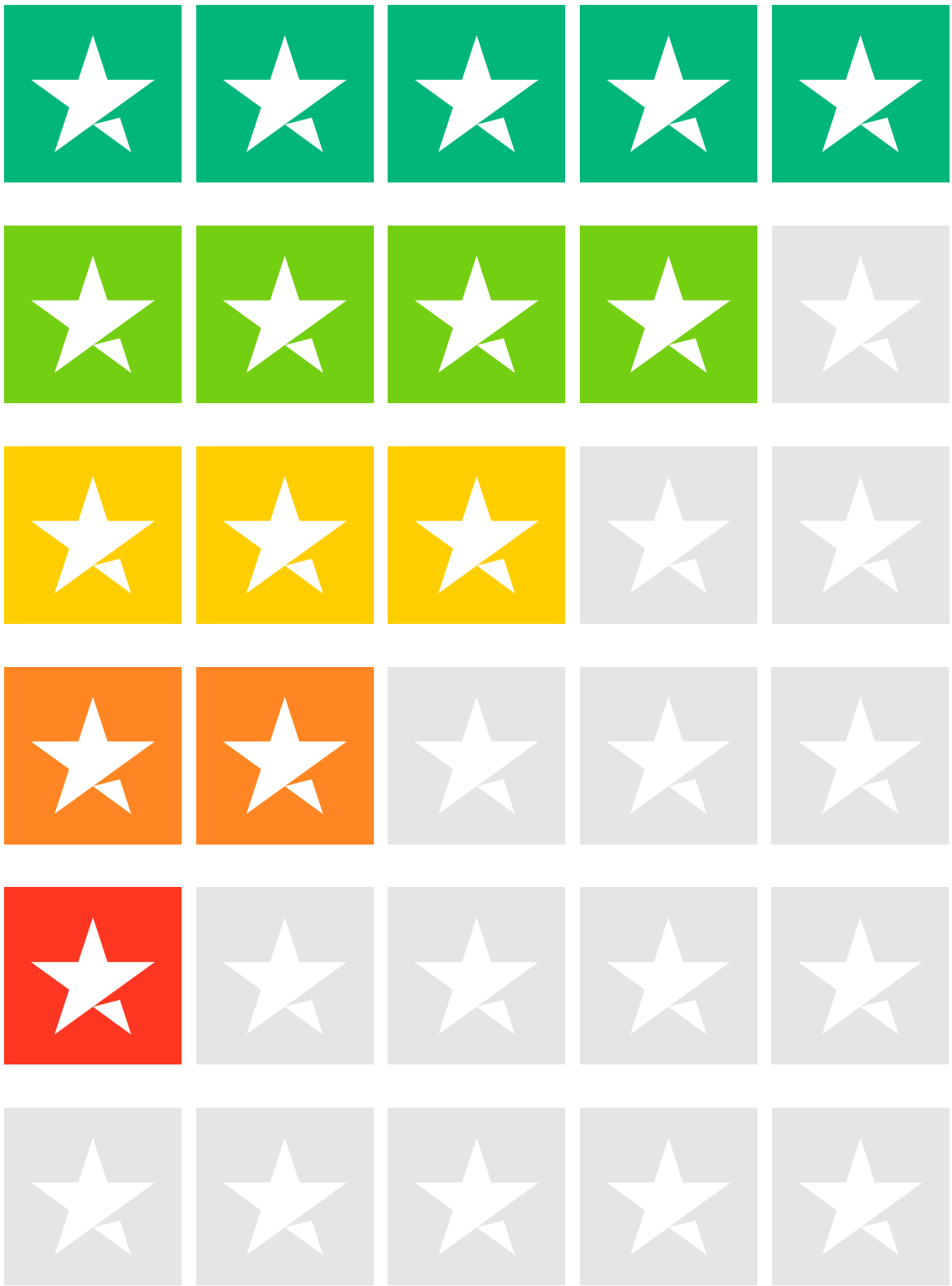


Strapline in the company's brand font



# Ratings

The default Trustpilot stars are available in six different colors, depicting no stars, one, star, two stars, three stars, four stars and five stars.



# Ratings – Usage Guidelines

The Trustpilot TrustBoxes get billions of impressions every month and are a highly recognizable element of our brand. The TrustBox carries strong credibility and gives your customers buyer confidence. We have therefore designed a flexible system which closely reflects the TrustBox sizing ratio so that you can achieve the maximum benefit.

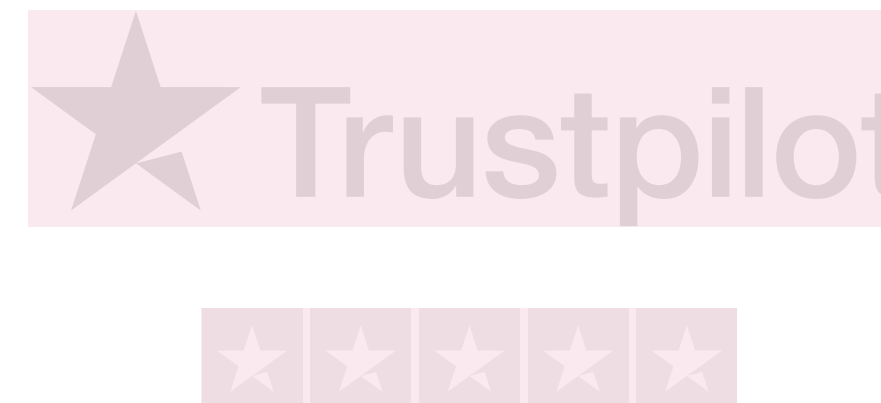
## 1. Hero the rating. Ratio = 0.6:1



## 2. Equal weighting. Equal in width.



## 3. Hero the brand mark. Ratio = 1:0.6



## 4. The brand mark only





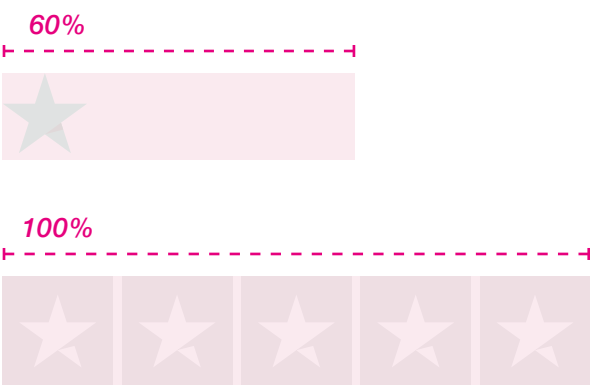
# Ratings – Usage Guidelines

## 1. Hero your rating

When you want to showcase your Trustpilot stars, use the ratio of 6:10.

Additional information can be added to the assets to give extra credibilty or call to action.

Ratio 6:10



★ Trustpilot



★ Trustpilot

Share your experience  
at [trustpilot.com](https://www.trustpilot.com)

Check out our **1,376** reviews



★ Trustpilot

TrustScore **9.2 out of 10**



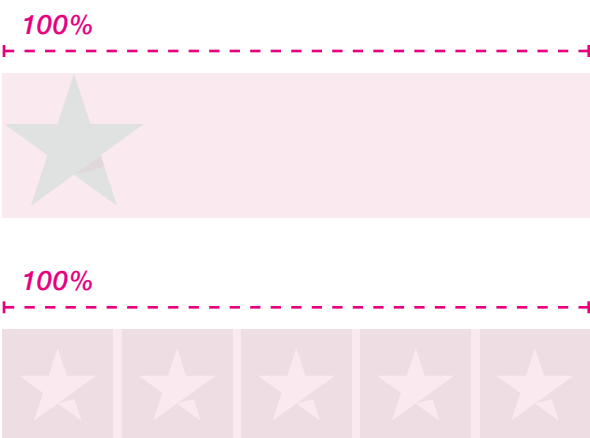
Based on **1,295** reviews on ★ Trustpilot

# Ratings – Usage Guidelines

## 2. Equal weighting

When you want the Trustpilot brand mark and the your rating to equally shine, use them at the same width.  
Additional information can be added to the assets to give extra credibilty or call to action.

Ratio 1:1



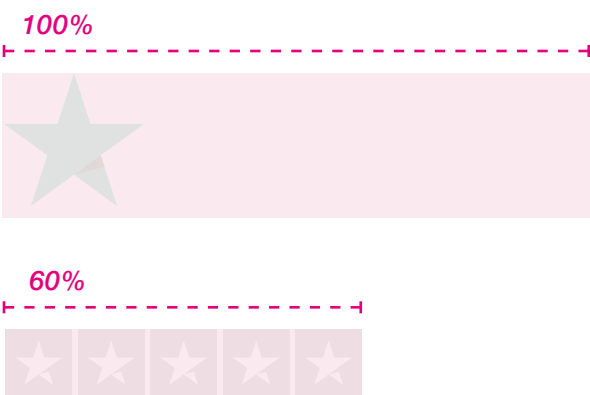


# Ratings – Usage Guidelines

## 3. Hero the Trustpilot brand mark

When you want the Truspilot brand mark and the your rating to equally shine, use them at the same width.  
Additional information can be added to the assets to give extra credibilty or call to action.

Ratio 10:6

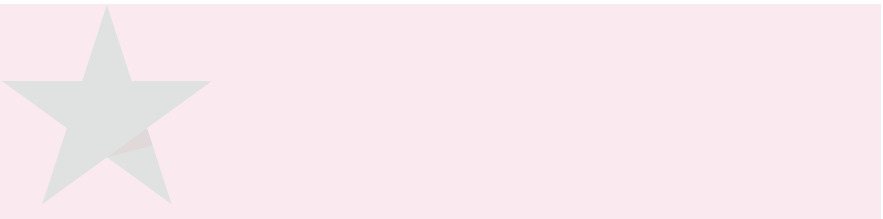


# Ratings – Usage Guidelines

## 4. Trustpilot brand mark only

When you only want to show that you are on Trustpilot, use the brand mark on it's own or together with a strapline or call to action.

## 4. The brand mark only




Share your experience  
on **trustpilot.com**



**Great** 8.4 out of 10

Share your experience on **trustpilot.com**

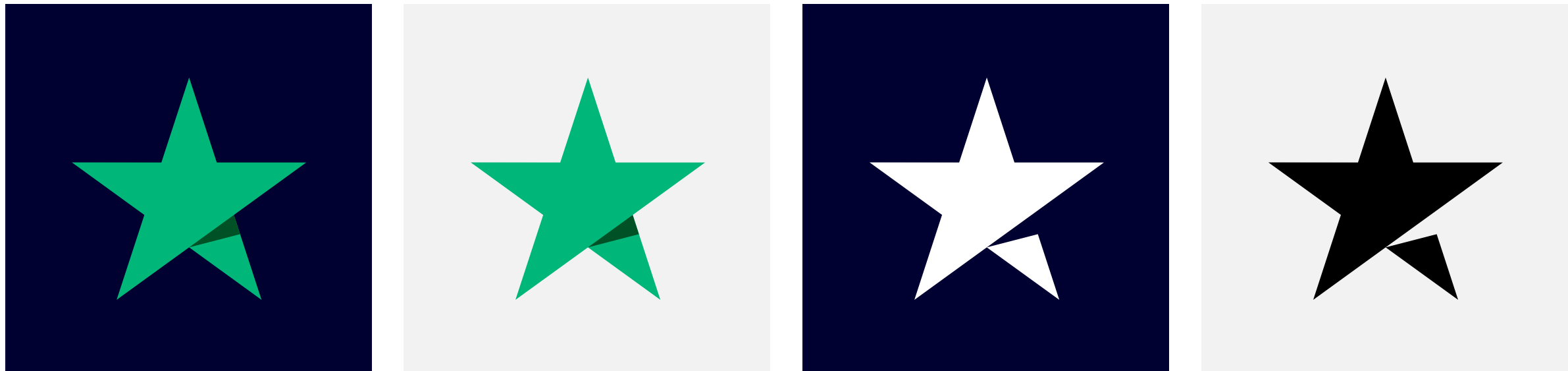


Rated '**Excellent**' on 



# Social Media

The Trustpilot star can be used on its own, but only as a social media icon. Use it together with other social media platforms, such as Facebook, Twitter or Instagram.



Sign up for puppies, pet tips, and promotions straight to your inbox!

Email Address

Submit



Our Blog DAILY TREAT



Sign up for puppies, pet tips, and promotions straight to your inbox!

Email Address

Submit



Our Blog DAILY TREAT

## Questions?

If you have any questions about using the Trustpilot brand assets, feel free to contact us at **[brandteam@trustpilot.com](mailto:brandteam@trustpilot.com)**

**Have fun!**