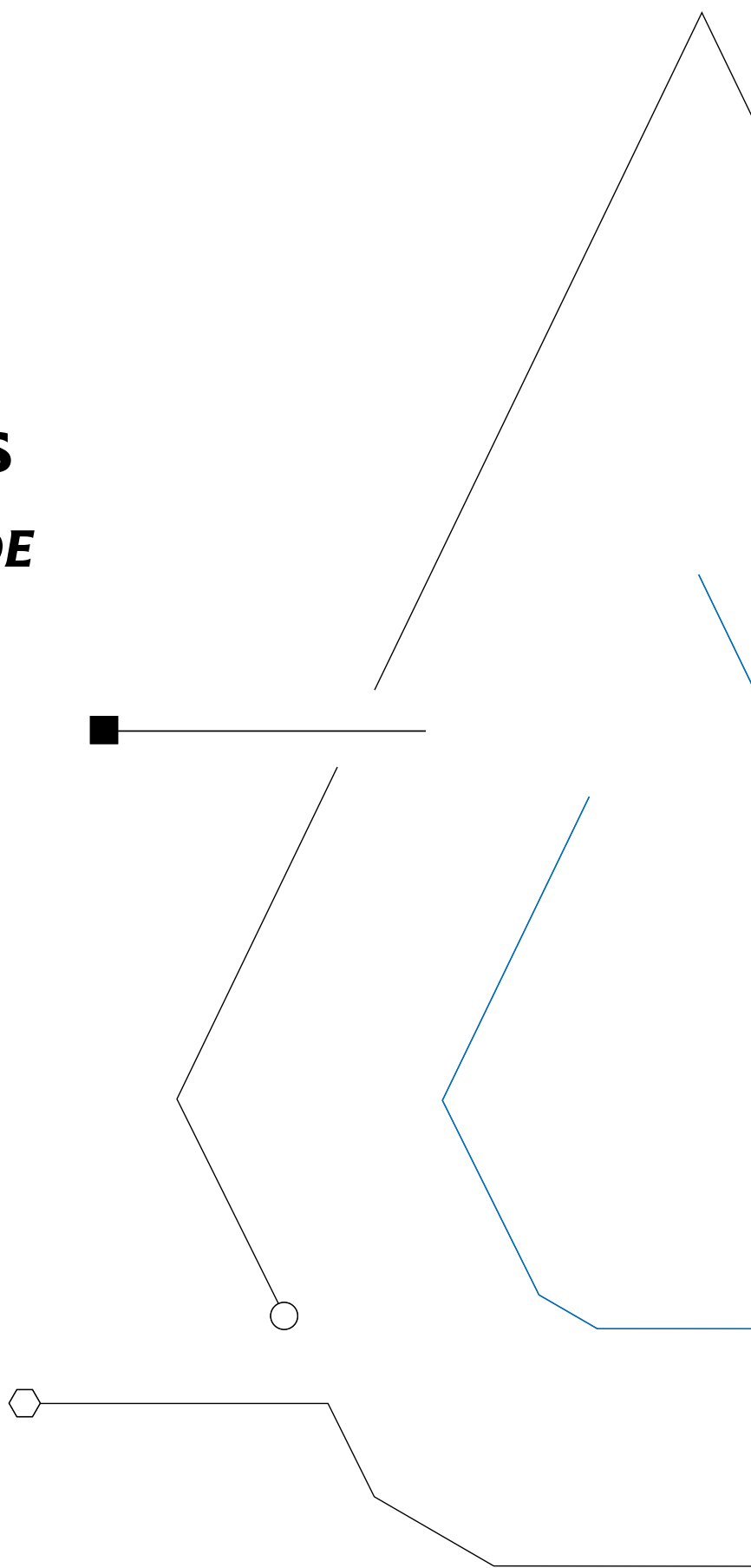


LSEG Lipper Fund Awards

LOGO & ACCOLADE Licensing Guide



Earned media is by far the most influential medium for influencing purchasing decisions and business outcomes. — OGILVYPR

About Logo & Accolade Licensing

Positive third-party recognition from a respected brand like Lipper is invaluable. Awards such as the LSEG Lipper Fund Awards lend credibility to your company, brand and services and solidify your industry leadership. Using award or list designations you've received in leading publications is one of the best promotional tools available. Promotional use of these winning designations is available through **Logo & Accolade** Licensing.

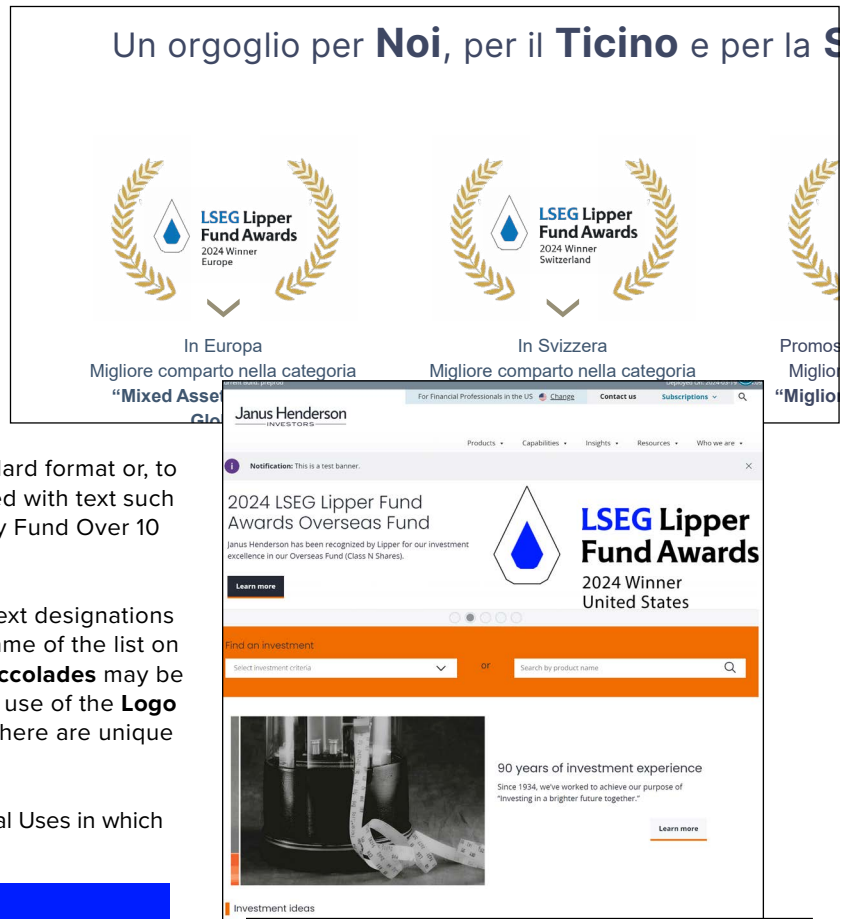
Logos & Accolades are copyrighted and trademarked content so all uses must be licensed and approved. As the official licensing partner for some of the most exclusive lists, PARS will help you license **Logos & Accolades** for approved uses within publisher guidelines. **Logos** may be used in their standard format or, to further qualify your achievement, they can be annotated with text such as "Best Group Over 3 years" or "Top-performing Utility Fund Over 10 Years."

You may also opt to use an **Accolade**. **Accolades** are text designations that combine your company or brand name with the name of the list on which you're featured or the award you've received. **Accolades** may be used separately or in conjunction with the **Logo**. While use of the **Logo** is most popular, **Accolades** are a helpful option when there are unique design requirements or space limitations.

There is an endless variety of Advertising and Promotional Uses in which you can use **Logos and Accolades**.

LSEG Lipper Fund Awards

Winners have excelled in providing consistently strong, risk-adjusted performance relative to their peers. Individual classifications of 3, 5, and 10-year periods, as well as fund families with high average scores for the three-year period, are also recognized. The merit of the winners is based entirely on objective, quantitative criteria. Proprietary methodology is the foundation of the Award qualification. This, coupled with the unmatched depth of fund data, results in a unique level of prestige, and ensures the award has lasting value.



Earned media lifted brand familiarity 88% more than branded content and 50% more than user reviews. — NIELSEN

Where Do I Use Logos & Accolades?

Each Use must be specifically permitted on your license for it to be eligible for use. Below are the definitions we use and examples of types of licensable Uses.

Advertising Use

Inclusion of a logo and/or accolade in a layout that will be used in a paid medium.

Some examples:

- Paid Social Media use (e.g. promoted Tweets; sponsored Facebook and LinkedIn posts)
- Web banner and video ads
- Mobile web ads
- Search advertising
- Television advertising
- Out-of-home advertising
- Print advertising

Promotional Use

- Inclusion of a Logo and/or Accolade in a layout that will be used in an owned medium. Some examples:
- Unpaid Social Media use - (e.g., company managed Twitter, Facebook and LinkedIn pages)
- In-store signs
- Corporate website pages
- Brochures printed and distributed to employees and existing customers.

The PARS Team will help you explore individual options and custom licensing packages that fit your promotional plans and budget. Licenses can be purchased for one-time only or for up to 12 months based on the intended use. Special allowances are often made for extension beyond the 12-month term; the majority of licenses are renewable upon expiration.

Are There Fees for Logo & Accolade Licensing?

All commercial, promotional and advertising use of LSEG Lipper Fund Awards' copyrighted content and trademarks, including **Logos & Accolades**, requires submission of a signed agreement and payment in full prior to use. **Logo & Accolade Licensing** fees are calculated by publication, industry sector, and scope of use so please be sure to [submit your detailed request online](#). The more details you provide about your intended use, the better we are able to target the best and most cost-effective options and put together a great licensing package for you.

How Do I Retrieve the Logo and Use It Correctly?

For **Logo** use, once we have received your signed agreement and payment, the PARS Team will supply you with high resolution artwork in .jpg, .ai, .eps or .png formats depending on what has been made available to us by LSEG Lipper Fund Awards. For **Accolade** use, the PARS Team will confirm that the text you wish to use is accurate and that it properly represents the editorial content. PARS requires that you submit your proposed layout for review. The process is quick and easy and ensures that you remain within LSEG Lipper Fund Awards guidelines and that you've used the **Logo** in accordance with the terms of your signed agreement.

When your draft is ready, note it with the agreement number your PARS Rep supplied and submit it via e-mail to: layoutapproval@parsintl.com.



**Traditional media sources (Newspapers, Magazines, Newswires)
retain greatest credibility. — OGILVYPR**



**LSEG Lipper
Fund Awards**



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Fund Awards**

Two logos will be provided—one for Print use and one for Digital use. Please make sure to use the proper version when you are submitting your artwork for review. (An all-white version may also be used if needed)

0/30/255
#001EFF

Pantone 2935 C
100/56/0/0

Creative Guidelines

1. Keep the Logo clear and distinct; do not crowd it with other artwork around it.
2. Do not change the Logo artwork colors, modify their shape or add effects like drop shadows.
3. Do not use the full-color Logo on colors other than our primary colors.
4. Do not use the all-white reverse Logo on backgrounds that are complex or provide insufficient contrast for visibility.
5. Do not rotate the Logo or position it at an angle.
6. Do not place it in text or with any other graphic.
7. You may scale the Logo but do not stretch it.
8. Do not change the Logo typeface.
9. Do not use the icon alone without the text.
10. Do not create your own Logo design.
11. Logos and Accolades must include any credit notices and disclaimers as outlined in the signed agreement.
12. The complete award designation must be used in all Accolades and annotated text. For example, If your company was named the best performing fund in a specific region, you must include the regional designation in your annotation, i.e. “Global Islamic,” “Europe,” etc.

To ensure readability of the Logo design, Logos should be:

- 1” minimum height
- Minimum 300dpi for printing
- Minimum 72dpi for digital use

How Do I Get Started?

With PARS! Simply [submit your request online](#) and a member of the PARS Team will get back to you promptly.

