

# ConsumerAffairs Media Kit Usage Guidelines

## Logo usage

- Use only the approved logo files provided in this media kit.
- Do not alter, stretch, recolor or add effects to the logo.
- Maintain clear space around the logo equal to the height of the “C” in ConsumerAffairs.
- Do not combine the ConsumerAffairs logo with other logos or brand marks.

## Brand name

- Always write ConsumerAffairs as one word with a capital C and capital A.
- Do not abbreviate as “CA” or write as “Consumer Affairs.”

## Colors and styling

- Use the official color palette included in this kit when referencing our brand visually.
- Do not create alternate color versions of the logo.

## Images and graphics

- Only use images or graphics provided in this kit.
- Do not edit, crop, recolor or modify assets in a way that changes their meaning, presentation or context.
- Do not place ConsumerAffairs assets into new designs or graphics in a way that changes their presentation or context.

## Content attribution

- Attribute findings, quotes or data to ConsumerAffairs in the first mention.
- When citing our data or research, include a link to the original article, study or report.
- Ensure any summaries or references accurately reflect the original content.
- Do not attribute opinions or conclusions to ConsumerAffairs that are not present in our published content.

## Editorial neutrality

- Do not imply partnership, endorsement or sponsorship unless explicitly stated by ConsumerAffairs.

## Appropriate context

- Use our assets only in accurate, factual and non-misleading contexts related to reporting.