

Marine Industry CSI Award Badging Program

Badge Usage Guidelines



Introduction 01

Overview

The Marine Industry CSI Award Badging Program is designed to create enhanced awareness and visibility for the Marine Industry CSI Award winners among consumers. Award winners will have the opportunity to participate in this program by displaying NMMA-Awarded manufacturer and/or dealer customer satisfaction badges on many websites used by consumers during the boat shopping process. The badge proudly displays that a brand and/or its dealers have achieved a mark of excellence in customer satisfaction, instilling more trust and confidence in the buying process.

This guide illustrates the usage guidelines when displaying customer satisfaction badges on brand and dealer websites.

Badges 02

Branding



OEM-Level Badge

Badge presented to Marine Industry CSI Award winning **manufacturers** for superior customer satisfaction.



Dealer-Level Badge

Badge presented to Marine Industry CSI Award winning **dealers** for specific NMMA participating brands.

Usage

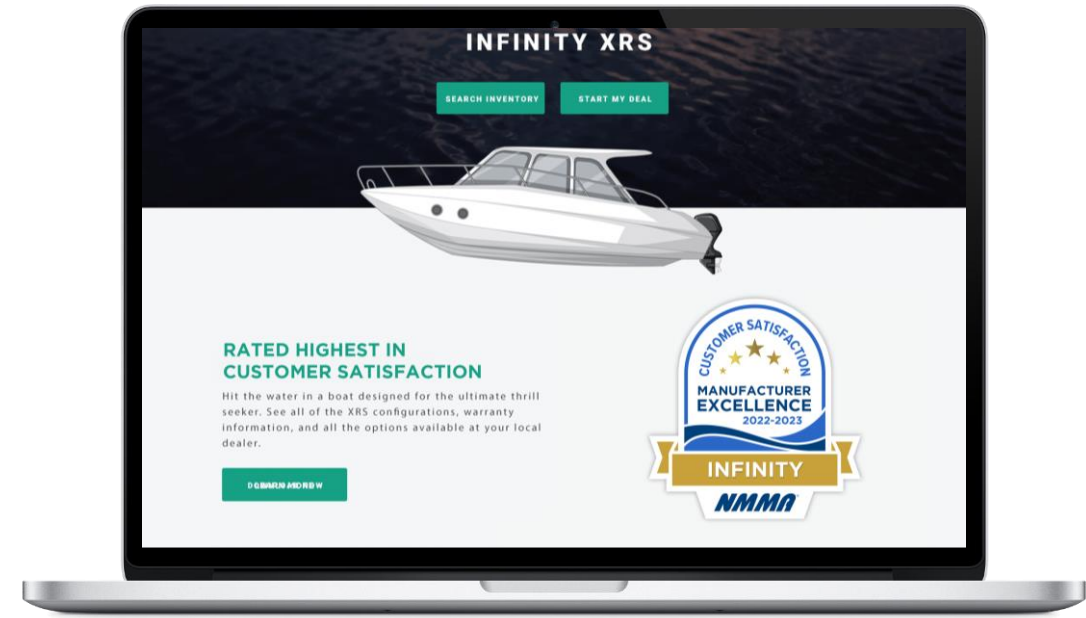
03

Overall Usage

- The badge cannot be used in a way that is false, misleading, or that denigrates specific competitors or other companies. The badge cannot be used to claim a competitive advantage over a competitor. In most cases, competitors cannot be mentioned in the advertisement.
- Companies are not allowed to use other companies' NMMA Award Badge concepts to copy, spoof, parody, satirize, criticize, reference, or make comments about them.
- If a claim is based on a model-year boat, it can be used for the next model-year boat as well, as long as it does not imply that the next year's model received the award. The awarded model year needs to be added to the claim, and additional explanatory content may be required.
- The claim can only be used with the product or service for which it was received. It cannot be used to imply that other products or services that were not part of the survey program received the award.

OEM Usage

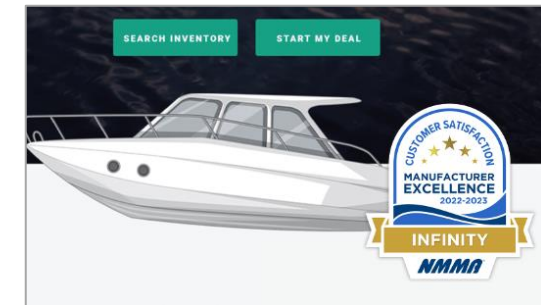
- You CAN display the badge on your website and marketing communications (emails, ads, events, etc.)
- Do NOT reproduce, replicate, or modify the design.
- Ensure images, text, and other design elements don't come in direct contact with the badge.



✓ Correct Usage



Modified Badge

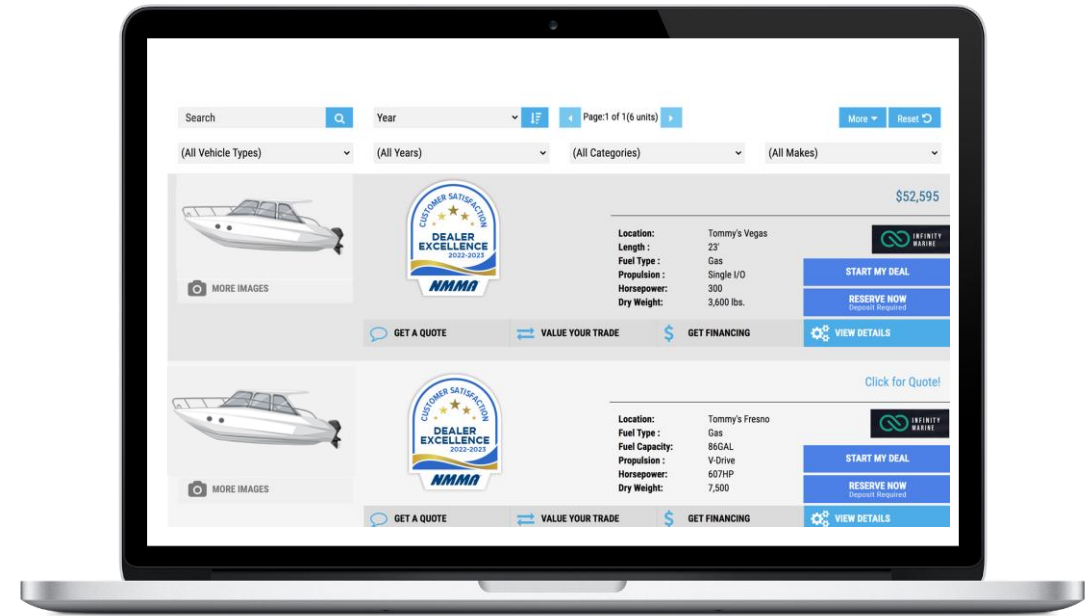


Contact with Design Elements



Dealer Usage

- You CAN display the badge on your website and marketing communications (emails, ads, events, etc.)
- Do NOT reproduce, replicate, or modify the design.
- Ensure images, text, and other design elements don't come in direct contact with the badge.
- **Badge can only be used where a specific brand appears (IF that brand participates in the NMMA CSI program). Placement on inventory units can only occur if that brand participates in the NMMA CSI program.**
- **Badge CAN also be used on pages where there are no specific brand call-outs, such as the home page or About Us page.**



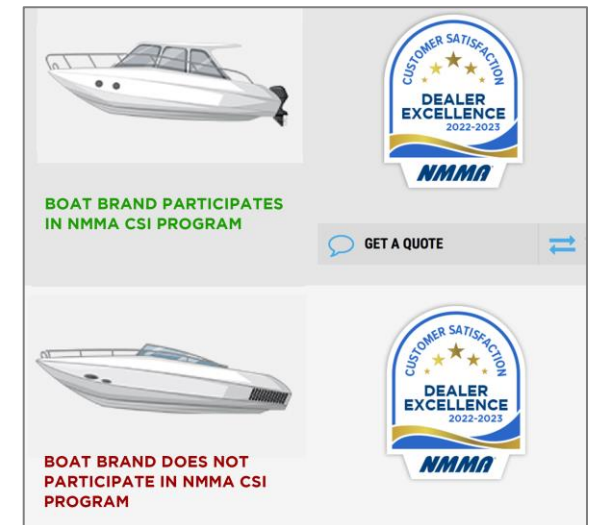
✓ Correct Usage



Modified Badge



Badge placement on brand that does NOT participate in program.



Questions?

Contact Rollick at CSIsupport@Rollick.io

