Usage Guidelines
U.S. News & World Report’s Best Graduate Schools 2019 Digital Badges

We have permission to use U.S. News & World Report’s Best Graduate Schools digital badges that follow. **At no time should these badges be used on PRINTED publications, flyers, advertising, reports or other products.**

The badges available are for Public Affairs along with four categories: Urban Policy, Public Finance & Budgeting, Local Government Management and Non-profit Management.

Our school has obtained the Full Digital Marketing License (FDML), which allows the following uses: The FDML consists of the right to use the U.S. News badge(s) at online properties, social media outlets, online advertising, e-mail campaigns, and signature blocks that are dedicated to promoting the Eligible Program(s).

It also includes the right to use **U.S. News-approved phrases** describing the School’s ranking(s) in online advertisements. These phrases may include:

- “Ranked Among the Best Graduate Schools”
- “Among the Best”

*If there is a specific claim you’d like to reference along with a badge, it must be reviewed by our contact at Wright’s Media prior to its use.*

We are required to follow the guidelines U.S. News has provided below to maintain this permission. If you have any questions about a badge’s use, please contact Jennifer Giarratano at jgiarratano@gsu.edu.

**Procedures, Approvals & Requirements**
• To request a Best Graduate Schools 2019 Badge, please email jgiarratano@gsu.edu.
• Screenshots of proposed use must be submitted to Jennifer, who must submit them to Wright’s Media for their approval prior to their proposed use.
• All badges must link digitally back to our U.S. News overview webpage. (Link all badges to https://aysps.gsu.edu/points-of-distinction/)

Permitted Uses

• PNG formats are for web and digital use only.
• No U.S. News badge is transferable. It shall only be used by the badge-eligible school and may not be used by any parent, subsidiary, related or affiliated institutions.
• A U.S. News badge shall only be used for the purpose of identifying the school.

Acceptable Formats

• Use designated badge supplied by AYS; do not copy and paste badge(s) from other sources.
• Badge should not appear smaller than 70 pixels wide on the screen.
• Removal, manipulation and/or alteration of any trademark/copyright from the logo is prohibited.
• U.S. News badges shall only be used in the form and colors indicated, without modifications or alterations. Badges will not be used in a way that would reflect poorly on U.S. News.
• Transparent backgrounds are acceptable. No specific rule, for the badge placement/location, is in effect at this time.

Additionally,

• Any references to our school’s ranking, statements about its relative standing in a particular geographic area, or references to ratings in advertisements or promotions must be approved in advance by U.S. News or Wright’s Media (see bullet above about sending your screen shot to Jennifer to begin this process) and must be displayed along with one or more relevant, licensed badges.

Please contact Jennifer Giarratano at jgiarratano@gsu.edu or 3-0028 regarding additional questions related to usage and permissions.