

## 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](mailto:jgiarratano@gsu.edu).

#### **Procedures, Approvals & Requirements**

- To request a Best Graduate Schools 2019 Badge, please email [jgiarratano@gsu.edu](mailto:jgiarratano@gsu.edu).
- Screenshots of proposed use must be submitted to Jennifer, who must submit them to Wright's Media for their approval **prior** 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/>)

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#### **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](mailto:jgiarratano@gsu.edu) or 3-0028 regarding additional questions related to usage and permissions.