

American Customer Satisfaction Index (ACSI®) Badge Usage Cheat Sheet

The badge is meant for you to proudly display as a symbol of your commitment to customer service. It is separate from claims and must be presented without commentary or alteration. **Badge-related claims will be immediately rejected.**

DO:

- Display the badge on your website and have the badge link to your boilerplate statement.
- Display the badge in newsletters or other communications.
- Use the proper disclaimer in minimum 9pt font (Separate disclaimers are required for claims and badges)
 - **Boilerplate Statement Disclaimer:**
 - Award criteria are determined by the ACSI® and are based on customers rating their satisfaction in a survey independent of the syndicated ACSI Energy Utility Study. For more about the ACSI, visit www.theacsi.org/badges. ACSI and its logo are registered trademarks of the American Customer Satisfaction Index LLC.
 - **Badge Alone Disclaimer:**
 - [CO-OP] earns this award based on data modeled by the ACSI® in 202X. Award criteria are determined by the ACSI based on customers rating their satisfaction with [CO-OP] in a survey independent of the syndicated ACSI Energy Utility Study. For more about the ACSI, visit www.theacsi.org/badges. ACSI and its logo are registered trademarks of the American Customer Satisfaction Index LLC.

DO NOT:

- Incorporate or reference badge directly in claims or graphics.
- Present the badge with any commentary or alter the boilerplate statement or disclaimers.
- Alter the badge design in any way (e.g., adding laurels, changing the shape, text, or colors).

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Examples of Proper Badge Use

Cooperative Website

- 1) Include the badge at the footer of your webpage (remember that you shouldn't include any commentary about the badge)
- 2) Include the text of the disclaimer "Badge Alone Disclaimer" next to the badge
- 3) Link the badge to the "Boilerplate Statement"
- 4) Link the text of the disclaimer "Badge Alone Disclaimer" to this URL:
www.theacsi.org/badges



Link badge to boilerplate statement.

Link "Badge Alone Disclaimer" to URL
www.theacsi.org/badges

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Cooperative Newsletter

- 1) Include the badge underneath an article (remember that you shouldn't include any commentary about the badge)
- 2) Include the text of the disclaimer "Badge Alone Disclaimer" next to the badge
- 3) Link the text of the disclaimer "Badge Alone Disclaimer" to this URL:
www.theacsi.org/badges



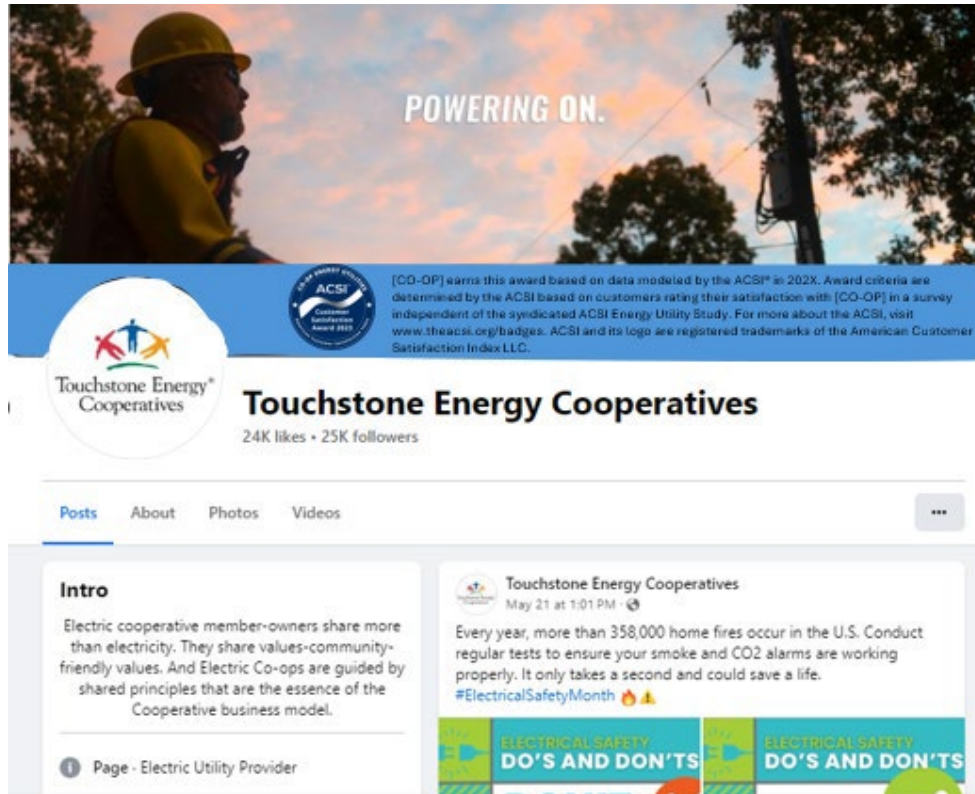
Link badge to boilerplate statement

Link "Badge Alone Disclaimer" to URL
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Cooperative Social Media 1 (Include badge in header)

- 1) Include badge at the header of your social media account (remember that you shouldn't include any commentary about the badge)
- 2) Include the text of the disclaimer "Badge Alone Disclaimer" next to the badge
- 3) Please be careful that the badge and the disclaimer are not hidden by the profile picture



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Cooperative Social Media 2 (include badge in post)

- 1) Include badge in post. Remember that you may not include any commentary.
- 2) Include the text of the disclaimer “Badge Alone Disclaimer” with the badge

