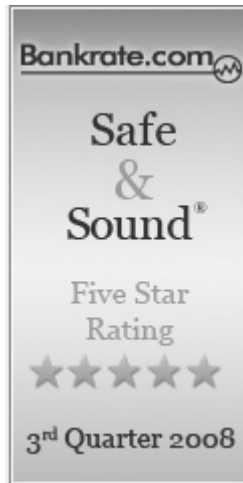


BANKRATE, INC. SAFE & SOUND® RATINGS LOGO USAGE GUIDELINES



Approved Usage

Safe & Sound® Award Graphic Usage

The 4 or 5 Star award icon provided may be placed directly on the Institution's website or within the Institution's print advertisements or other marketing material.

The most current quarter's award icon must be used, regardless of the Institution's current star status (if star status is the same for Q3 and Q4, and Q4 information is available, Institution must use Q4 award icons).

Award graphics have been created in IAB standard sizes for convenient placement on your Web site. EPS files of the award icons are provided so that Institutions may resize the award icons to other specifications without any loss of quality. The award icons must retain the original scale and must not be modified in any way.

Color versions of the Safe & Sound award icons must be used as shown. Black & white versions may also be used for newspaper placement or within other marketing materials.



180x150 rectangle



120x240 vertical banner



125x125 square button

Bankrate.com Logo Standards

Colors: Approved colors of the Bankrate.com logo are PMS 288 (or hexadecimal #122A72), black and white. When white, the approved background color of the logo is PMS 288 (or hexadecimal #122A72), or black. The lettering, underline and fever must always appear in the same color. Hexadecimal #122A72 is the conversion of the corporate PMS 288 color to a hexadecimal value.

Directions and dimension: The logo should never be smaller than .5" from the "B" to the end of the fever. The circle with the trend line inside it is called the "fever." The Bankrate.com logo must never be placed on an angle or skewed to fit narrower spaces.

The logos cannot be used as part of a headline. Usage as a citation in a footnote is approved. The look, design and placement of the logos in advertising must be approved by Bankrate prior to use.

1. The Bankrate.com logos below are shown in the PMS 288 color and in black.



2. **Bankrate.com logo with border:** The logos below are PMS 288 and black on a white background with a PMS 288 frame and a black frame. There should be at least .11" of white space around the Bankrate.com logo from the frame.



3. **Bankrate.com logo with approved background colors:** The logos below show the variations of approved color when using the Bankrate.com white logo with no frame. There should be at least .11" of space around the Bankrate.com logo from the edge of the color box.



White logo and PMS 288 background



White logo with black background

4. **Bankrate.com logo with double frame:** The logos below show the variations of approved color when using the Bankrate.com logo and a double frame. There should be at least .11” of space around the Bankrate.com logo from the inner frame. When using the double frame the inner frame is always .5” less than the outer frame. The distance from the inner frame to outer frame is .03”.



PMS 288 logo, white background and double frame



White logo, PMS 288 background and double frame



White logo, black background and double frame