

 AutoTrader.ca

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Best Priced Dealer Award

Logo Usage Guide

For 2026 Winners



Congratulations!

You have won an AutoTrader Best Priced Dealer Award.
We're proud to recognize Canada's top dealers for their ongoing commitment to transparency and fair pricing.

We encourage winners to use the 2026 AutoTrader Best Priced Dealer Award logo across your dealership marketing materials to enhance your online presence and evoke instant customer confidence.

This guide provides you with 2026 AutoTrader Best Priced Dealer Award badge usage guidelines.

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AutoTrader Best Priced Dealer Award Branding



The **AutoTrader Best Priced Dealer** Award logo can be used in the following ways:

- On your dealership website
- In your dealership email templates
- Physically within your dealership premises
- Across your online display ads
- Embedded to inventory photos
- We automatically apply the logo to your Vehicle Detail Pages (VDPs), dealer pages and elsewhere on the AutoTrader.ca Marketplace.

Please note that we do not authorize use, without written consent, in:

- TV advertising
- Paid search ad copy

AutoTrader.ca reserves the right to rescind rights to usage of its logos and trademarks at any time. When used in written copy, refer to the award as: **the 2026 AutoTrader Best Priced Dealer Award**. If used online, you should hyperlink to <https://autotrader.ca/dealerawards/> so that your prospects can learn more about the award and why your dealership was recognized.

Where possible the logo should link to <https://autotrader.ca/dealerawards/> as well for the same reason.

Colour Usage

The primary red colour of the badge uses:



HEX: #ED1C24

RGB: R237, G28, B36

CMYK: C0, M99, Y97, K0

AutoTrader.ca encourages winners to use the full colour logo when possible. Logos must be used as provided and cannot be altered under any circumstance. Alteration may result in forfeiture of the award.

The best application for the badge is to be used on a solid colourless background. Do not colour or use coloured background with knockout and outlined badges.

The white “forehead” and “chin” of the badge should not ever appear transparent.

Correct usage:



Incorrect usage, please avoid:



Too similar

Poor contrast

Placed on another image

*Rules apply to all badges

Clear Space

To ensure legibility, always keep a minimum amount of clear space around the logo. This isolates the logo from any competing graphic elements like other logos or body copy that might conflict with, overcrowd or reduce the impact of the logo.

The minimum clear space is defined by the height and width of the box, shown in blue. It is two times the height of the AutoTrader logo. The proportions of this minimum space should be maintained as the size of the logo is scaled.



Incorrect Usage

It is essential for the integrity of the AutoTrader.ca branding that the 2026 AutoTrader Best Priced Dealer Award logo be displayed correctly and in accordance with the guidelines outlined. This includes using the correct colours, relative positioning and size of the elements.

To maintain the integrity of the brand, do not compromise the logo by rotating, skewing, or distorting it in any way. This includes adding text treatments like drop shadows and outlines. Incorrect usage of the logo may result in forfeiture of the award.



Shadows



Skewing



Skewing



Skewing



Contain in box



Edit colour



Edit colour



Edit colour

Logo Variations

Knockout Logo

When applying the knockout logo, make sure there is good contrast with the background. Do not alter the solid areas of the badge nor place any element behind it.



Multiple Logos

If you have more than one logo to display, please ensure adequate spacing between logos. Do not overlap or stack any areas of the logos.

Correct usage:



Incorrect usage, please avoid:



Program Forfeitures & Suspension

AutoTrader reserves the right to revoke AutoTrader Best Priced Dealer (hereinafter the 'Program') recognition for dealerships that do not comply with the correct usage of the logo, documented in this guide. In cases where dealerships misuse the Program logo or misrepresent recognition within the Program, AutoTrader will take immediate action to ensure the dealership's inclusion and recognition within the Program is revoked, which includes, but is not be limited to: (i) removal of the Program badge on AutoTrader.ca / AutoHebdo.net Marketplace Vehicle Detail Pages (VDPs), and, (ii) withdrawal from the "Winners List" available on the Program website (<https://go.trader.ca/dealerawards/>).

The Program is exclusively available to AutoTrader dealer partners with an active AutoTrader.ca / AutoHebdo.net Marketplace subscription. Should a dealership exit their subscription to the AutoTrader.ca / AutoHebdo.net Marketplace, Program recognition will be suspended immediately and the dealership forfeits the right to Program logo usage across online and / or offline marketing and / or promotional materials, including, but not limited to: printed informational / promotional material, digital or legacy in dealership displays, social media profiles, dealership website, display advertising programs and imprints to promotional material. In cases where a customer re-instates their subscription to the AutoTrader.ca / AutoHebdo.net Marketplace, the Program logo will be restored to the dealership's AutoTrader.ca / AutoHebdo.net Marketplace Vehicle Detail Pages (VDPs) and the dealership name will be reintroduced to the "Winners List" accessible on the Program website (<https://go.trader.ca/dealerawards/>).

For any questions or concerns that relate to the Program, please send inquiries to b2bmarketing@trader.ca.