



**Better Business Bureau of Greater Houston & South Texas**  
**2025 BBB Awards for Excellence**

Jordan Rzas, Vice President of Marketing

Dear Award Recipient,

Congratulations on being recognized at the 2025 BBB Awards for Excellence!  
Your dedication to integrity and excellence in the marketplace represents the very best of our community.  
We're proud to celebrate your commitment to trust and ethics in business.

**Digital Graphics and Auto Decals**

Attached to this email are your official digital award graphics and BBB logo use guidelines. These files are approved for marketing purposes, including websites, social media, and print.

**Physical auto decals are currently in production and will be mailed to you soon.**

Each winner will receive two decals:

- The 2025 BBB Awards for Excellence Winner decal
- A ribbon decal (Winner of Distinction, Pinnacle Winner, or Overall Winner)

Please display your decals using the new official BBB standard.

Place the ribbon decal directly above the "2025 BBB Awards for Excellence Winner" decal, centered and aligned.

This layout will serve as the official BBB standard moving forward.

# How to Stack Your Auto Decals

This will be the standard  
going forward.



## Logo Use and Branding Guidelines

By accepting your award, you agree to follow BBB's usage policies.

The 2025 Awards for Excellence logos may be displayed across digital and print channels, but must follow these guidelines:

Due to ongoing design and guideline changes, we advise against using the logo on any permanent or semi-permanent items such as company vehicles, signage, or buildings. If you choose to use it in such contexts, please consider using magnetic signs or other removable materials.

As a condition of accepting this award, you agree to adhere to the guidelines outlined in this correspondence, as well as any future versions that may be amended at the sole discretion of the Better Business Bureau of Metropolitan Houston, Inc. ("Houston BBB") and the Better Business Bureau Educational Foundation. Each year, no later than seven (7) days after the Awards for Excellence event, the updated guidelines will be posted on the BBB's website <https://www.bbb.org/local/0915/awards-for-excellence-hou>

By accepting this award, you commit to reviewing the guidelines posted on the BBB's website within thirty (30) days of each future Awards for Excellence event and agree to comply with these guidelines within forty-five (45) days of the respective event. If you do not agree to these terms, please return your award, cease all mentions of it, and stop using the logo immediately.

You must follow these guidelines:

- Whenever you advertise or acknowledge your award, you must specify the year (2025) you received it. Adjacent to the logo, you must also indicate the year of the award. If you have won the award in multiple years, you may list those years.
- You may only advertise your award within the 18-county BBB service area, except on your company website.
- You may not claim to be the "best" in customer service, ethics, or any other business category.
- The term "endorse" is prohibited; however, you may use the word "congratulations."
- You must specify whether the corporate office or a franchisee won the award. The award is only applicable to the entity and name listed on the application and does not extend to any affiliated companies.
- You are no longer permitted to use the logo with the wreath/branches, even if you indicate the year. You can only utilize the logo in the manner outlined in the materials provided regarding this award.

- You may use the logo only as long as you maintain your accredited status and remain in good standing with the Houston BBB. If you lose your accredited status or are not in good standing, you must immediately stop using the logo across all platforms, including removal from your website, advertisements, commercials, billboards, social media, signage, and vehicles. Membership or accreditation with another BBB branch does not grant you the right to use the logo.

For any questions regarding advertising rules, don't hesitate to get in touch with Leah Napoliello at [lnapoliello@bbbhou.org](mailto:lnapoliello@bbbhou.org) or 713-341-6179.

For marketing inquiries, reach out to Jordan Rzad ([jrzad@bbbhou.org](mailto:jrzad@bbbhou.org), 713-341-6156).

### **Event and Winners Photos**

We invite you to relive the celebration and download your professional photos from the event!

📁 Event Photos: <https://dan-n-rose.client-gallery.com/gallery/event>

📁 Winners Photos (Use Code 4901):  
<https://proofs.foreverdayphotos.com/bbbawards2025/>

### **Contact**

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