

CarGurus Assets Trademark Usage Guidelines

The following Trademark Usage Guidelines (the “**Guidelines**”) show proper (and improper) use of the CarGurus digital assets, including without limitation badges, (collectively, “CarGurus Assets”) and shall be followed by all parties authorized to use the CarGurus Assets by CarGurus.

- Always use the approved artwork for the CarGurus Assets that has been made available to you at the applicable websites below. These are the only versions of the CarGurus Assets that you are authorized to use.
 - US:
insights.cargurus.com/top-dealer/usa/home-usa,
insights.cargurus.com/top-dealer/usa/assets-usa
 - UK
insights.cargurus.com/top-dealer/uk/home-uk,
insights.cargurus.com/top-dealer/uk/assets-uk
 - Canada (English):
insights.cargurus.com/top-dealer/can-eng/home-can-eng,
insights.cargurus.com/top-dealer/can-eng/assets-can-eng
 - Canada (French):
insights.cargurus.com/top-dealer/can-fr/home-can-fr,
insights.cargurus.com/top-dealer/can-fr/assets-can-fr
- Always maintain the original proportions of the CarGurus Assets when resizing the approved artwork. You must ensure that the CarGurus Assets are clear and legible in their entirety. Do NOT enlarge the downloaded file by more than 20% or reduce it by more than 15% to avoid distortion.
- Always display the CarGurus Assets with sufficient clear space to separate the CarGurus Assets from other images, copy, etc. Leave a space that is at least 20% of the height/width of the CarGurus Assets on all sides.
- Always display the CarGurus Assets in their entirety. Ensure that the 20% guideline is followed and that no element of the CarGurus Assets is ever cut-off.
- You may NOT do any of the following:
 - Stretch or condense the CarGurus Assets
 - Change the colors of the CarGurus Assets
 - Change the logotype of the CarGurus Assets
 - Add or delete any additional graphic or textual element to the CarGurus Assets
 - Rearrange the elements of the CarGurus Assets
 - Remove any trademark symbol (i.e., ® or ™ or ™) applied to the CarGurus Assets
 - Display any element of the CarGurus Assets separate and apart from the whole
 - Rotate or flip the CarGurus Assets or otherwise display the CarGurus Assets on an angle
 - Use the CarGurus Assets within narrative text
 - Pair the CarGurus Assets with any other name, logo or graphic element
 - Create a new logo that incorporates one of the CarGurus Assets

If you have any questions regarding the Guidelines, please contact legal@cargurus.com.