

Award seal guidelines

Use the Mom's Pick Awards seal to identify the product and year in your official award record. Share this guide with the person preparing your packaging, website or award announcement.

Free permission for the awarded product

Approved digital artwork and permission are included with the award at no cost. Permission applies to the particular product and version, within its current recorded scope. A physical purchase is unnecessary.

Public media artwork identifies the program. It does not confer an award for a product or authorize a recipient claim without a corresponding decision.

1. Check the identity before using artwork

Compare the product name, brand, model or edition and year with the decision notice and NPF record. Check any included variants. Similar names or shared packaging can identify different products.

The artwork has no printed year. State the recorded award year beside it and keep that year when using the award later. A calendar change does not issue a new award.

2. Use it where the product is clearly identified

The seal may accompany the awarded product on its website page, package, product materials and factual award announcements. On a page featuring several models, label the one receiving the award.

Keep the seal distinct from a general brand logo or regulatory marking. A placement should let readers identify the covered product without assuming that an entire range received an award.

3. Preserve the official artwork

Use the supplied files. Keep the wording, NPF identity, stars, ribbon and colors. Resize the whole image proportionally; avoid stretching, cropping or redrawing identifying details.

Do not add an award level, change the wording or combine the seal with another qualification. Approved transparent PNG, AVIF and WebP files are available through recipient access.

4. Keep it readable

Check the award name and NPF identity at the actual display size. Allow clear space around the seal so nearby text and graphics remain distinct. For websites, check both desktop and smaller screens.

For print, review the proof at its final size and placement. Use a file with enough detail for the intended reproduction rather than enlarging a small preview. The accompanying year and awarded product must remain clear.

5. Describe the award accurately

Use “Mom’s Pick Awards recipient” or “Recipient of a Mom’s Pick Award” with the actual product name, version and recorded year. Link to the official record when the placement allows it.

The award follows online review of submitted information and supporting documents. Do not describe it as “NPF-certified safe,” “government approved,” “clinically proven,” “laboratory tested by NPF” or “chosen by mothers nationwide.” It does not establish individual suitability or an award for every item from the brand.

6. Link to the official record

Use the product-specific NPF URL or reference from the certificate. The record identifies product, version, year, scope and current status. A certificate's QR code links to that entry.

Readers can verify without an account. The public reference is not a sign-in credential and cannot authorize private files. Keep access links out of publicity and packaging.

7. Product changes and record status

Report changes to design, material, formulation, functions, intended users, warnings or claims before transferring an earlier seal to a revised product. A substantial change may require a new free application.

Active records identify current recognition. Updated records carry a correction or clarification. Replaced records link to a related entry; check that version. Withdrawn recognition must not be presented as current. Read dated explanations and replace inaccurate certificate or product wording where necessary.

An unchanged awarded product can continue using its original award under the guidelines, with the original recorded year.

8. Physical items are a separate choice

Trophies, official paper certificates and preprinted labels are optional production services. Their specifications, price and delivery are confirmed by quote. You may print the free PDF or use approved artwork with your own supplier within these guidelines.

Orders, cancellation and refunds have no effect on the decision, free files, permission or listing. An order cannot broaden the scope or create a higher award.

Artwork and publication checklist

- ☐ The placement identifies the awarded product and version.
- ☐ The stated year matches the official record.
- ☐ The current status permits the award statement.
- ☐ Artwork wording, NPF identity, colors and proportions are unchanged.
- ☐ The name and identity remain readable at the final size.
- ☐ The statement describes an award rather than a medical or government qualification.
- ☐ Any record link points to the corresponding product.
- ☐ Significant product changes have been reported before using an earlier award.

Get access or ask a question

Use the authorized recipient email for approved files. For a wording or placement question, give the product reference and a description or proof of the intended use. Keep private file links and personal information out of the message.

[Recipient access](#)

[Product changes](#)

[Ask about seal use](#)