

Digital award-mark guidelines

For authorized recipients of Mom's Pick Awards recognition.

Free permission for the recognized product

A recognized product receives permission to use the official digital award mark at no charge. This permission accompanies the free digital certificate and public NPF registry record.

No recipient package, annual digital license payment or purchase of physical items is required. Permission covers the product, model or version and scope identified in the approved award record.

Digital access is through the verified recipient area. A public award reference does not authorize another person to download private recipient files.

1. Check the identity before using artwork

Compare the product name, brand, model or version, award year and public reference in the record with the product on which you intend to use the mark.

The year is the year the authorized award decision was issued. It is not the application year, print year or current calendar year.

The mark may remain in use for the unchanged recognized product within these guidelines. Do not update the year to suggest a new decision. Report changes that may affect the scope before applying an existing mark to a revised product.

2. Use it where the product is clearly identified

The official mark may be used in materials about the recognized product, including:

- The corresponding product page.
- Packaging or instructions for the included product and version.
- A product-specific advertisement, brochure or social post.
- A retailer listing that clearly identifies the recognized product.
- A press announcement accurately describing the recognition.

A company page may describe a particular recognized product, but it must make that product clear. Do not place the mark where it appears to endorse the entire company, every product in a collection or a different model.

A retailer or other representative using the mark must keep the same scope. The recipient remains responsible for providing the correct artwork and product information.

3. Preserve the official artwork

Use the supplied official file. Keep its proportions, wording, colors, stars, ribbon and NPF identity together. State the recorded award year beside the mark.

Do not:

- Change the award year, name or wording.
- Stretch, crop, rotate, redraw or separate parts of the mark.
- Add a medal level or award category not stated in the record.
- Add a trademark registration symbol to the supplied artwork.
- Add claims such as certified safe, doctor approved, best in America or tested by NPF.
- Replace the NPF identity with another organization.
- Use an altered version to imply a partnership, government approval or clinical endorsement.

Choose a file suited to the intended use from the approved recipient downloads. A raster image should not be enlarged beyond a readable reproduction, and placing it inside an SVG file does not make it a scalable vector drawing.

4. Keep it readable

Leave visible clear space on all sides, including around the outer stars and ribbon. Nearby wording and graphics should not touch or overlap the artwork.

Use a size at which the award name and accompanying award-year statement can be read at the final display or print size. Check the finished page, image or proof rather than relying only on the editing view.

Preserve the transparency of the supplied artwork. Place it on a plain background with enough contrast for the edges and wording to remain clear. Do not add a white rectangle to a transparent file as part of the artwork.

If a format is too small for a readable mark, use a factual text statement and record link instead. Ask for guidance before producing an alternative layout.

5. Describe the recognition accurately

Use a concise statement that names the recognized product and year.

A useful statement is: "This product received Mom's Pick Awards recognition in [award year]." Replace the bracketed field with the year in the approved record and keep the product identifiable in the surrounding material.

Include the relevant model or version if there could be confusion. For a bundle, size range, formulation or platform-specific resource, stay within the approved scope.

Avoid wording that implies:

- NPF conducted laboratory tests, family trials or hands-on product testing.
- The product has regulatory approval or medical certification from the program.
- The award guarantees suitability for every child or use.
- All products from the brand are recognized.
- The product won a national ranking or competitive placement not stated in the record.

The electronic certificate is an award certificate. The NPF registry records recognition; it is not a laboratory health certificate.

6. Link to the official record

On a product webpage, link the mark or its accompanying statement to the corresponding official record. Use the stable record address, rather than a general homepage or private access link.

For printed material, a public reference, readable record address or QR code can help readers identify the record. A QR code should open the correct public NPF record over HTTPS and remain readable at the final size.

Before publication:

- Open the link from the final page or file.
- Check the product identity and award year.
- Confirm the current status.
- Scan any QR code from a printed proof.
- Make sure no private application link or access token appears in the material.

A QR code can be copied. The official record and its identity fields are the basis for comparison.

[Verify a reference](#)

7. Product changes and record status

Report a change in formulation, materials, components, function, limits, edition or substantial digital content. Explain what changed and provide the relevant instructions or evidence.

Minor corrections may update the record without changing the recognized product. A material change may require a new application, which is free. Do not assume that a new version inherits a prior mark.

Record status	What it means for use
Active	Use the approved mark and recorded award year for the recognized product within its scope.
Updated	Read the update and use the current approved identity and information.
Replaced	Follow the replacement relationship. Do not present the earlier record as a current independent award for a different product.
Withdrawn	Stop presenting the product as currently recognized. Follow the notice about award–mark use and retain the historical status accurately.

Public history remains available where the record has been updated, replaced or withdrawn. Changing the record status is separate from any physical order.

[Report product changes](#)

8. Physical items are a separate choice

NPF may supply a trophy, printed certificate or physical labels through the optional recipient order process. These items reproduce the approved identity and scope; purchasing them does not add another recognized product or extend the permission.

You may use the free approved digital artwork in product-specific materials within these guidelines. Buying NPF physical labels is not a condition of that permission.

A physical-item request leads to an itemized quote and proof. Check the exact product, year and reference before confirming production.

[Optional physical items](#)

Artwork and publication checklist

- ☐ The product and version match the approved record.
- ☐ The award year matches the authorized decision.
- ☐ The artwork comes from the official recipient files.
- ☐ No wording, proportions or parts of the artwork have been altered.
- ☐ The award name and accompanying award year are readable at the final size.
- ☐ Clear space and contrast are sufficient.
- ☐ The surrounding statement stays within the recognized scope.
- ☐ The record link opens the corresponding public record.
- ☐ Any printed QR code has been scanned from the proof.
- ☐ The record status permits the planned use.
- ☐ Retailer or representative materials use the same identity and scope.

Get access or ask a question

Use verified recipient access for the awarded digital files. For a usage question, identify the product, public reference and proposed placement. Include a proof or description if it helps explain the question.

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