

# Digital Badges Frequently Asked Questions

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The verified Digital Badge is a high-resolution marketing asset that showcases earned recognition across your channels—building immediate credibility and reinforcing authority in a digital-first market. The frequently asked questions are listed in the Table of Contents below.

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## Branding & Recognition

### Why is Super Lawyers updating the Digital Badges?

Super Lawyers recognition has always been earned through peer nomination and independent research. That is not changing. What is changing is how the Super Lawyers brand and badges are licensed and used, to ensure consistency, quality, and brand integrity across all platforms.

While a complimentary badge remains available at no cost, the new paid badge options offer greater flexibility. These paid options allow you to choose historical years of Super Lawyers recognition and offer customization options. By formalizing these into licensed, professional-grade assets, they remain accurate, defensible, and valuable in today’s digital discovery environment.

In 2026, Super Lawyers is also introducing two new recognition lists: the Top 5 Practice Area list and the Top 5 Firms List. Badges for attorneys and firms recognized on these new lists will be available.

### **Why are we requiring a year on each Digital Badge?**

Super Lawyers generates a new selectee list annually. Including the year on the badge ensures accurate recognition of selectees and their firms, corresponding to the specific list and year of their selection.

### **Where is the Feature Story Badge?**

The Feature Story Badge has been retired. Selectees who are featured can still benefit from the story itself and are encouraged to highlight it on their website or social media.

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## **Badge Specifications & Usage**

### **Where can I display my Digital Badge?**

Selected attorneys and firms commonly utilize their Super Lawyers Digital Badges in several key locations, including their website's home page and attorney profile pages, social media platforms, email signatures, and local print materials.

### **Why do we include a higher resolution Digital Badge?**

Selectees have requested higher resolution badge files suitable for print media, such as local newsletters, newspapers, or billboards. This feedback has been incorporated.

### **Can I change the Digital Badge color to complement my website background?**

No. The colors of the Digital Badges are part of the new Super Lawyers branding and cannot be changed. By purchasing a badge, the selectee agrees to use it with the original colors.

### **When should the firm or attorney use the monochrome Digital Badge?**

Attorneys and firms are responsible for ensuring their use of the Super Lawyers Badge complies with their state bar association's rules. Super Lawyers provides a monochrome version of the badge; the decision of when to use it rests with the firm.

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## **Purchase & Eligibility**

### **Can a firm purchase multiple Digital Badges?**

Yes. A single firm is permitted to purchase multiple firm-level badges for which they qualify, in addition to attorney-level badges for their selected lawyers.

### Can a selectee list two Top Lists on their Top List Badge?

No. We cannot combine multiple Top Lists into a single Digital Badge.

Top List Digital Badges are purchased on a market-by-market basis. If an attorney has achieved Top Lists recognition in multiple markets in the same year (e.g., Maryland and Washington, D.C.), they must purchase a Top List badge for each market separately.

For a single market purchase, the attorney gains access to all Top Lists Badges achieved within that specific market for that year. For instance, if an attorney was named to the Top 100 Maryland and Top 50 Women Maryland, one purchase of the 2026 Top List Maryland Badge allows them to download both. If they were also named to the Top 100 Washington, D.C., a separate purchase of the 2026 Top List Washington, D.C. Badge is required to download that badge.

### Can I change the Digital Badge color to complement my website background?

No. The badges are designed to reflect the new Super Lawyers branding, and the colors cannot be altered. By purchasing the badge, the selectee agrees that the colors cannot be modified or altered.

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## Online Implementation & Linking

### Why does the Digital Badge link to my SuperLawyers.com profile?

The link from the badge to the SuperLawyers.com profile helps a legal consumer to verify the Super Lawyers rating and learn more about the attorney or firm. The link helps the selectee to prove the third-party rating and drives more traffic to their Super Lawyers profile.

The Super Lawyers Digital Badge links directly to the attorney's or firm's profile on SuperLawyers.com. This direct link serves two primary purposes:

1. **Verification for Legal Consumers:** It allows a legal consumer to easily verify the Super Lawyers rating and access more information about the selected attorney or firm.
2. **Validation and Traffic for Selectees:** The badge validates the third-party rating for the selected attorney or firm and drives increased traffic and AI-visibility to their Super Lawyers profile.

### How does a selectee follow the Super Lawyers Badge hyperlink guidelines on a social media platform?

Many social media sites do not allow posts that include images with embedded hyperlinks. To follow the Super Lawyers Badge guidelines, place the image in the post and add the profile link to the post, either separate from the image or in the comments section.

## How does the selectee follow the hyperlink guidelines on an email signature?

Super Lawyers prefers to have the link in place when the badge is on an email signature. And we realize that different providers have different abilities. We request that a link be added to the image, if possible, or a link be supplied below the badge.

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## Market-Specific & Print Details

### What are the geography options on the Attorney Expanded Badge? Can I list my state?

The geography listed on the Attorney Expanded Badge corresponds to the Super Lawyers state where the attorney was selected. This state may be named after a region (e.g., Southern California, Washington).

### A selectee wants their Top 5 Practice Area Badge in the magazine but does not have a website and does not need the Digital Badge. What is the process?

To feature the new "Top 5 Practice Area badge" in their magazine ad, selectees must purchase the Digital Badge. They have multiple avenues for using their Digital Badge beyond their website, including email signatures, social media, and print materials.

### A selectee would like to use their Digital Badge on their print ad. Is that possible?

Digital Badges vary on whether you can use them in print advertisements:

- **Super Lawyers Print Advertisement Use:**
  - The Attorney Top 5 Practice Area Badge and the Top Firms List Practice Area Badge can be included in Super Lawyers print advertisements, but only if both the badge and the print advertisement are purchased.
  - For purchased Super Lawyers print advertisements, an optional, print-ready version of the Attorney Top List and Attorney Anniversary Badges is provided at no extra charge for use within that ad.
- **Exclusion from Super Lawyers Print Advertisements:** The Attorney and Firm Expanded Badges are not permitted in Super Lawyers print advertisements, as the ad content already conveys the information these badges convey.

### Where are Top List selections visible before the magazine release date?

Top List selections are indicated on individual online profiles and in your Super Lawyers account immediately after selections are announced. The entire Top List is shared on SuperLawyers.com after the magazine is published.

### If I have another question not included in these FAQs, whom should I contact?

For additional questions, please reach out to your assigned Associate Publisher.