

5280 TOP OF THE TOWN READERS' CHOICE NAMING AND LOGO STANDARDS GUIDE 2020

5280

Congratulations! 5280 has named you a **2020 Top of the Town Readers' Choice** in your category and we think you deserve some recognition. We encourage you to take this opportunity to announce to customers, clients, and the community-at-large that you are a **Top of the Town** by using a logo in your marketing materials. Below please find guidelines for appropriate usage. Any questions may be directed to the 5280 marketing department at marketing@5280.com.

NAMING

Our publication name is 5280 Magazine and 5280 must always be italicized. When using the 5280 name in communication materials, always use the full name for the initial reference. After using our full name, you may refer to the magazine as 5280. When referring to your 2020 Top of the Town award in a text format, please use the following examples as guidelines and be sure to specify Readers' choice or Editor's Choice:

Named Top of the Town Readers' Choice by 5280 Magazine

5280's Top of the Town Readers' Choice 2020

5280 Magazine's Top of the Town Readers' Choice

LOGO USE AND PLACEMENT

As an advertiser, if 5280 has named you Top of the Town in any specialty, you are welcome to use the Top of the Town logo that coincides with that year on your marketing collateral including any advertisements running in 5280 Magazine and on your website. Placement examples are outlined to the right.

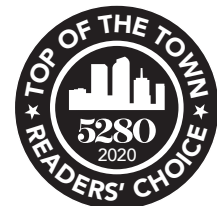
SELECTING YOUR LOGO

Choose the most appropriate Top of the Town logo based on the printing method and the value of the background. Of course, it's always acceptable to reference past awards in text format along with the current award if the use of multiple logos is not desired or simply difficult because of space restrictions.

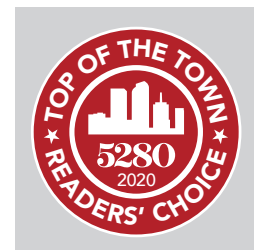
SELECTING YOUR LOGO



Color



Black and White



Light Background



Neutral Background

THE TOP OF THE TOWN LOGO MAY NOT BE ALTERED FOR ANY REASON