

5280 HOME TOP DENVER DESIGN NAMING AND LOGO STANDARDS GUIDE '20-21



Congratulations! 5280 Home has named you a '**20-21 Top Denver Design Editors' Choice Winner** 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 Denver Design Winner** by using a logo in your marketing materials. Below please find guidelines for appropriate usage. Any questions may be directed to the 5280 Publishing, Inc. Creative Services department at production@5280.com.

NAMING

Our publication name is *5280 Home* magazine and *5280 Home* must always be italicized. When using the *5280 Home* name in communication materials, always use the full name for the initial reference. When referring to your '**20-21 Top Denver Design Editors' Choice** award in a text format, please use the following examples as guidelines:

Named Top Denver Design Editors' Choice Winner by *5280 Home* magazine

5280 Home's Top Denver Design Editors' Choice Winner

5280 Home magazine's Top Senior Living Community

LOGO USE AND PLACEMENT

As an advertiser, if *5280 Home* has named you a Top Denver Design Editors' Choice Winner, you are welcome to use the Top Denver Design Editors' Choice logo that coincides with that year on your marketing collateral including any advertisements running in *5280 Home* magazine and on your website. Placement examples are outlined to the right.

SELECTING YOUR LOGO

Choose the most appropriate Top Denver Design 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



Neutral Background



Black Background

THE TOP DENVER DESIGN LOGO MAY NOT BE ALTERED FOR ANY REASON