



# **BEST OF 2019**

## **Branding Guidelines**

— Updated 08/08/2019 —

# Burlington County Times

## Best of 2019 Logo Usage

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The Best of 2019 logo is the creation and property of the Burlington County Times. It may not be reproduced or used in whole or in part by anyone other than those companies whose accumulated votes awarded them the Best of 2019 title, as calculated by a third party. The logo must be used as provided; no alterations.

Any prior contest logos (such as Reader's Choice) will not knowingly be allowed to publish in any Burlington County Times product. In addition, advertisers may not publish any other "Best of..." logo or award in any Burlington County Times product without prior permission from our Advertising Manager.

The 2019 logo may not be used in any form before the Best of 2019 Tab publishes in September 2019 except by the Burlington County Times for promotional purposes of the event. The logo is not to be altered in any way — including recreating a logo to show multiple years. Each logo must be used to represent each year the award was won. Alternatively, a client may use the most current year logo, and make text reference to the number of years they have won the award.

After the tab publishes in September 2019, the logos will be available to winners in EPS and PDF format for graphic and promotional purposes (banners, signs, etc.). Only First Place Winners may use the First Place Logo. (See following pages for samples with graphic guidelines. Guidelines are FOR VIEWING PURPOSES ONLY.)

Winners may use the logo on their web site or for other digital purposes. PNG files are included within the ZIP file. PNG files are not to be used for printing purposes, as they do not contain enough resolution for quality printing purposes.

NOTE: All winners must be kept in confidence until the event date of September 10, 2019. Winners will be listed in the Best of 2019 publication in September 2019. First place winners will be designated as such, at the top of each category; runners up will be placed in random order, so that there is no designation of 2nd or 3rd place.

Congratulations to you for being voted one of the Burlington County Times' BEST OF 2019.

## Best of 2019 Logos

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The most concise, recognizable representation of the Best of 2019 event is the logo. It's one of our most valuable assets, so altering or re-creating it in any way – both internally or to the public – greatly diminishes the integrity of the brand.

We have 2 versions of the logo; color and monochrome.



### **FIRST PLACE LOGO - Full Color / Black & White**

The first place logo can only be used by FIRST PLACE WINNERS. All other winning businesses must use the standard "One of the Best" logo. The logo is available in color and monochrome.

# Logo Do's & Don'ts

The success of the Best of 2019 brand identity relies on the clarity and consistency with which it is implemented. Distorting or changing it reduces its legal protection and diminishes its impact.

The following examples demonstrate correct and incorrect renderings of the Best of 2019 logo. Whilst it does not cover every possible scenario, you will formulate a good idea of what is acceptable and what is not.



**COLORS**  
The logo colors have been chosen and are not to be altered.



**TOO SMALL**  
We do not care how large you make the logo, but we draw the line at how small it can go:  
.625" width - Print  
50px width - web



**DISPROPORTIONATELY SCALED**  
Never unconstrain the proportions.



**WEB 2.0**  
DO NOT ADD SPECIAL EFFECTS TO THE LOGO.



**CRAPPY CROP**  
The logo should never be improperly cropped.



**DROP SHADOW**  
We're cool with a little dimension between the logo and its background. Just not too crazy though.



**FULL TILT**  
Up to 15° rotation is acceptable.



**AS IS**  
Do use the logo as it is.



**DESATURATE**  
We have a black and white version of the logo available.



the  
**BEST**  
2019  
Burlington County Times

We hope you'll find these guidelines clear and easy to use. But if you need any help or further information on any aspect of the Best of 2019 identity, or if you have any feedback for us, please contact:

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**BRAND MANAGER**  
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