



OBSERVER-REPORTER'S BEST OF THE BEST Branding Guidelines

— Updated 07/19/2017 —

The Observer-Reporter Best of the Best Logo Usage

The Best of the Best logo is the creation and property of the Observer-Reporter. 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 the Best title, as calculated by a third party. The logo must be used as provided; no alterations.

The Observer-Reporter's Best of the Best contest was branded in 2017. Any prior contest logos (such as Reader's Choice) will not knowingly be allowed to publish in any Observer-Reporter products. In addition, advertisers may not publish any other "Best of..." logo or award in any Observer-Reporter products without prior permission from our Marketing Director.

The 2017 logo may not be used in any form before the Best of the Best Tab publishes November 10, 2017, except by the Observer-Reporter 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 November 10, 2017, the logos will be available to first place winners in EPS and PDF format for graphic and promotional purposes (banners, signs, etc.). Only "First Place" may use the First Place Logo. All other Best of the Best Recipients must use the standard Best of the Best logo. (See following pages for samples with graphic guidelines. Guidelines are FOR VIEWING PURPOSES ONLY.)

Best of the Best Recipients 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.

NOTE: All Best of the Best Recipients must be kept in confidence until the event date of November 9, 2017. Best of the Best Recipients will be listed in the Best of the Best publication after the event on or about November, 2017. First place winners will be designated as "First Place", 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 Observer-Reporter's BEST OF THE BEST.

Best of the Best Logos

The most concise, recognizable representation of the Best of the Best 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; First Place (color and monochrome) and Standard (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 Best of the Best logo. The logo is available in color and monochrome.



FINALIST or STANDARD LOGO - Full Color / Black & White

The Finalist logo is the standard logo used for all communications not associated with a First Place winning title or designation. It is also the standard logo for marketing and communications of the Best of the Best contest(s). The logo is available in color and monochrome.

Logo Do's & Don'ts

The success of the Best of the Best 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 the Best logo. Whilst it does not cover every possible scenario, you will formulate a good idea of what is acceptable and what is not.

X



COLORS

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

X



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

X



DISPROPORTIONATELY SCALED

Never unconstrain the proportions.

X



WEB 2.0

DO NOT ADD SPECIAL EFFECTS TO THE LOGO.

X



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.

NOTE: Example shown with Best of the Best Standard logo, but rules also apply for First Place logo version.



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 the Best identity, or if you have any feedback for us, please contact:

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Observer-Reporter

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