

COLORADO PARENT FAMILY FAVORITES NAMING AND LOGO STANDARDS GUIDE 2021



Congratulations! *Colorado Parent* has named you a **2021 Family Favorite** 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 **Family Favorite** 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 *Colorado Parent* and *Colorado Parent* must always be italicized. When using the *Colorado Parent* name in communication materials, always use the full name for the initial reference. When referring to your 2021 Family Favorite award in a text format, please use the following examples as guidelines:

Named Family Favorite by *Colorado Parent* magazine

Colorado Parent's Family Favorite 2021

Colorado Parent's magazine's Family Favorite

LOGO USE AND PLACEMENT

As an advertiser, if *Colorado Parent* has named you Family Favorite in any specialty, you are welcome to use the Family Favorite logo that coincides with that year on your marketing collateral, including any advertisements running in *Colorado Parent* magazine and on your website. Placement examples are outlined to the right.

SELECTING YOUR LOGO

Choose the most appropriate Family Favorite 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 FAMILY FAVORITES LOGO MAY NOT BE ALTERED FOR ANY REASON