

# Locals Love Us – Award Promotion Guidelines

*Last Revised 10/09/19*

If you are currently listed as an award winner at LocalsLoveUs.com, you are granted the rights to use our identity, as it relates to our annual survey results, to your benefit. Thoroughly read through each section in this document for important information regarding such use. Failure to abide by the policies set forth in this document may result in false advertising claims, trademark infringement or other potential violations. Locals Love Us is not liable and will not be held responsible for any damages incurred due to such use. Please direct all questions regarding usage to [support@LocalsLoveUs.com](mailto:support@LocalsLoveUs.com)

## NATURE OF USE

Usage must be in association with the winner's identity and be truthful in nature. You may only use our identity to promote yourself in categories where you were a winner. You must not use our identity to promote yourself as "the best," "most loved," or "#1" in your category, unless you received the number one ranking.

## TIME OF USE

The Locals Love Us program runs on a 12-month cycle. This cycle differs from market to market. Check [LocalsLoveUs.com/awardkit](http://LocalsLoveUs.com/awardkit) for your market's "end use by" date. Every 12 months new winners are released from the most recent annual survey (note: we release this information first on our website, [LocalsLoveUs.com](http://LocalsLoveUs.com), and then in a printed directory distributed locally). Prior winners are limited to displaying only prominently dated signage beyond the end date of use. Notice: be careful not to use our identity in a non-dated, permanent fashion (eg, don't use our undated logo in an annual publication that will be in circulation long after the "end use by" date, as you won't have the ability to pull it from circulation in the event that you don't win again).

## FILE FORMATS & CONFIGURATIONS

Each file is available as a high-resolution EPS, PDF and JPG and a 72-ppi PNG

- **EPS files** are for use in high-quality offset printing. Use EPS files for printing CMYK or spot color.
- **EPS, PDF & JPG files** are for use in Microsoft Word, PowerPoint or Excel. JPG color mode is RGB.
- **PNG files** are for use in web applications. Color mode is RGB.



### LLU Award Graphic

This is our standard award graphic. **It must be at least .6" wide when used in an LLU directory ad.**

For other purposes, the use of the standard award graphic should be determined by legibility.



### Alternate LLU Award Graphic

Use of this graphic is an option in instances where the standard award graphic would not be legible.

**It must be used in place of the standard award graphic in LLU directory ads when the published size of the graphic will be less than .6" wide.**

## **FONTS, TEXT USAGE and COLORS**

Locals Love Us' standard headline fonts are Helvetica, Bebas Neue, and Bubba Bold.

- Recommended font for internal documents, such as Word and PowerPoint, is Century Gothic or Helvetica.
- When the name is written in plain text, the L, L and U are all capitalized.

Our logo uses LLU Orange (Pantone 1665) and LLU Grey (Pantone 7545). These are standards colors to be used for 2-color printing and should be matched as closely as possible for all other printing methods.

LLU Orange – CMYK: 0 / 85 / 100 / 0; RGB: 240 / 78 / 35

LLU Grey – CMYK: 23 / 2 / 0 / 63; RGB: 92 / 112 / 124

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## **LINKING TO YOUR WINNER PAGE**

We encourage you to post the award sign on your website and link it to your winner page. To get the link, search for your winner page on <http://LocalsLoveUs.com> and copy the URL from your browser's address bar.

## **ALTERATION OF FILES, SPECIAL REQUESTS AND REVERSES**

**Locals Love Us' identity must be used as provided by Locals Love Us and may not be altered. Any special need outside these guidelines must be requested in writing and approved. Original art will be generated and provided as needed. As a rule, reverses are not permitted. Direct requests to [support@LocalsLoveUs.com](mailto:support@LocalsLoveUs.com)**