

“*Diablo* magazine’s Best Of the East Bay”

Naming & Logo Standards Specifications

Congratulations! *Diablo* magazine has named you BEST in your profession. We know that this honor will be beneficial to you and we are happy to have you share this honor with your clients and our community. Please use the following guidelines to assist you as you implement your BEST title:

Naming: Our name DIABLO in *Diablo* magazine is always italicized, with no exception. The word MAGAZINE is always with a lower case “m.” When referring to your BEST distinction, please state our full name and the year *Diablo* named you Best.

Example of our name in text format:

Diablo magazine or *Diablo* magazine’s

Example of our name with a BEST winner:

Dr. Richard Smith, *Diablo* magazine’s Best Doctor in 2018

Logo: We have developed a BEST logo for our BEST recipients. We will create one BEST logo per year. If *Diablo* magazine names you best, (i.e. Best Yoga Studio, Best Restaurant, Best Cocktail, etc.) you are welcome to use the BEST logo that coincides with that year on any communications or promotional materials, etc.

BEST logo: Using our .eps file format, you may enlarge the BEST logo to any size required. Please do not alter the BEST logo for any reason.



Three options for displaying multiple-year BEST logos: Multiple-year winning logos are to be displayed in chronological order, starting with the most recent year. Individual BEST logos can also be arranged horizontally, evenly spaced, with a consistent baseline and size. The Hall of Fame logo can be used for winners of multiple years or in place of an individual year distinction.



OR



OR



2019 Certificate