

CITYGRID®

Brand Guidelines for Publishers
Last Updated: February 2011

CITYGRID[®] Publisher

Congratulations on becoming a CityGrid[®] Publishing partner. Please read through our detailed guidelines for proper use of the CityGrid Media logos and brands. We look forward to a successful partnership.

Logo Usage



Use when referencing the company



Use for attribution of the entire page

Use when referencing the feeds

Use for ad units (This is created within ad)

Featured Results for: Sushi in Los Angeles, CA

powered by **CITYGRID**

- 1 Yanagi Japanese Bistro** (Featured)

2400 Artesia Blvd Redondo Beach, CA 90278

Freshest Sushi in the South Bay

More Info | Phone | Website
- 2 Kiwami** (Featured)

11920 Ventura Blvd Studio City, CA 91604

Traditional Japanese Favorites & Exotic New Cuisine

More Info | Phone | Website
- 3 Zen Lounge Hermosa Beach** (Featured)

705 Pier Ave Hermosa Beach, CA 90254

Learn more about this business

More Info | Phone | Website

Logo Usage (Cont)



Use for individual content attribution such as business message and user reviews

Insider Pages Reviews for Andres Auto Repair Service:

Have experience with this business? [Write a Review.](#)

Latest reviews from Citysearch

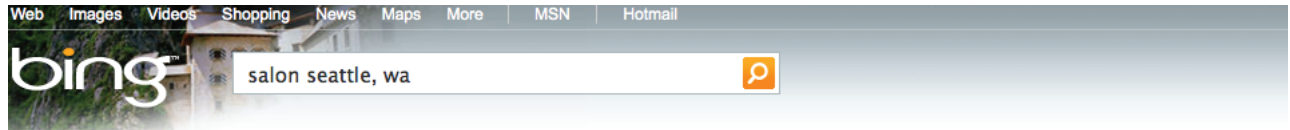


Honest business, honest mechanics
myxoma

When I first moved to Chicago, I was looking for the best mechanics that could repair the various problems I was having with my VW Jetta. I turned to Eliot's first as he had great reviews on the internet, boy were those people wrong! He was rude, dishonest and tried overcharging me (\$500 dollars for a mass airflow replacement?! Insane) just because I am a female that doesn't make me a dope to being taken advantage of. I left there discouraged that all mechanics in the city would be dishonest jerks. When I found Andres Auto Repair, I was skeptic. At the appearance it doesn't seem like much, but the manager Luis is so helpful and friendly. Him and his mechanics were able to identify the main issue my car was having, they fixed the mass airflow and saved me about 400 dollars, as well as welding my catalytic converter which saved me a good 1200 dollars. I haven't had any issues with my car since, and the welded part is still in tact.

Pros: honest cheap service for VW, fast and great communication

Cons: none



Mode Organic Salon - Downtown

★★★★★ · Reviews (54)
1424 4th Ave Ste 415, Seattle, WA 98101
(206) 623-0195 · [Website](#)
[Directions](#) · [Menu](#) · [Send to mobile](#)

DESCRIPTION

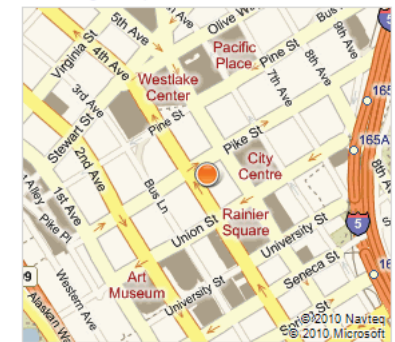
This 1800 square-foot space overlooks the heart of the downtown shopping district from the 4th floor of the 4th & Pike Building. A combination of urban modernism and sophisticated elegance help create the most welcoming salon atmosphere in the area. We carry only the finest organic and all-natural products including more

Sponsored By Citysearch

CATEGORIES

Beauty Salons, Hair Removal, Barbers, Cosmetics & Perfumes, Facial & Skin Care Spas & Salons, Day Spas

[View Larger Map](#)



NEIGHBORHOOD
CBD

HOURS
Tue-Fri 10am-7pm Sat 9am-6pm

Trademark Usage



The ® symbol should not be used in connection with our company name because “CityGrid Media” refers to the company, and not the CityGrid® product.



The ® symbol should always be used when referring to the CityGrid® network. It is okay to use the brand “CityGrid®” by itself for the network (i.e., “CityGrid®” instead of “CityGrid® network”), so long as somewhere on the web page, press release, document, etc. we use the brand as an adjective to describe the network (for example, “. . . the CityGrid® content and advertising network”)

The ® symbol should also be used for products referencing the network, for example, “CityGrid® Complete”.

Taglines and Descriptions



Tagline: Connecting businesses and consumers *everywhere local happens™*

Shortened Tagline: *everywhere local happens™* (EVERYWHERE LOCAL HAPPENS should use the ™ sign with the slogan and it should not be used in a sentence or text; otherwise, it could be deemed as descriptive or simply not as trademark use. Instead, EVERYWHERE LOCAL HAPPENS™ should be set apart from the surrounding text, in a different font, color, size etc)

Company Description: A new local media company focused on connecting the millions of businesses and customers on the local web



Tagline: The largest content and advertising network for local

Official Description: CityGrid® aggregates local ads and content and distributes them to publishers.

Alternate Description: CityGrid® network aggregates more than 800K paying advertisers and reaches over 140M unique users across hundreds of leading web and mobile partners



Tagline: No current tagline

Description: The essential guide for living bigger, better and smarter in your city

Communications Guidelines

Any usage of the CityGrid name in external communications materials must be reviewed and approved by CityGrid Media prior to release. If you wish to issue a press release or public announcement on your involvement as a CityGrid publisher, please send a draft of your materials to your CityGrid partner manager and public.relations@citygridmedia.com.

Quotes or endorsements of any kind from CityGrid Media are not guaranteed for press releases and are reviewed on a case-per-case basis. Please be mindful that it can take up to 10 business days for CityGrid Media to respond to your request.

Copy Usage

CityGrid Media

- Capital C, G, and M
- CityGrid and Media are two separate words

CityGrid[®] network

- Capital C and G
- The "n" in network is never capitalized

Citysearch

- One word, the "s" is lowercase
- Italicized

Brand Mark “Don’ts”

CGM LOGO:



CGM ICON:



CITYGRID network



N/A



1. Don't reverse or place logos on top of images or blocks of color.

2. Don't change logo colors.

3. Don't scale logo without correct proportions.

4. Don't remove or edit necessary logo elements.

5. Don't edit fonts.

Typeface



It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum'.

Trade Gothic Bold - ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trade Gothic Light - lowercase

abcdefghijklmnopqrstuvwxyz



Color Palette



Web & Print Colors

WEB



HEX	#
	# 34B8E2
	# 0078AE



RGB	R	G	B
	0	164	228
	0	120	174



HEX	#
	# 646464
	#000000



RGB	R	G	B
	100	100	100
	225	225	225

PRINT

Pantone	Spot Color
	Pantone 2995
	Pantone 307

Process Color	C	M	Y	K
	73	20	0	0
	87	47	11	0

Pantone	Spot Color
	Pantone 7540
	Pantone Process Black

Process Color	C	M	Y	K
	60	50	50	15
	70	60	50	100