

THE PEOPLE'S BEST NEW PASTRY CHEFSM COMPETITION – STYLE AND USAGE GUIDE

Hello, Chef – we're so happy you will be participating in this year's THE PEOPLE'S BEST NEW PASTRY CHEFSM competition. In past competitions, we've found that some chefs create their own promotional material – or even run their own vote-getting events. We wanted to make sure that if you do, you are using our very valuable (and proprietary) marks and logos properly. We've attached the logos separately.

Please, keep in mind that this Guide is part of the terms to which you agreed in order to be and remain included in the competition.

Please read carefully, though note: there are special considerations for social media, detailed in section 5 below.

1. What NOT to do

Neither the word mark or logo for THE PEOPLE'S BEST NEW PASTRY CHEF or the FOOD & WINE mark should be:

- ⊗ Shortened – always use the “THE” at the start of THE PEOPLE'S BEST NEW PASTRY CHEF
 - And power to the people! – it's THE **PEOPLE'S** BEST NEW PASTRY CHEF, not BEST NEW CHEF
- ⊗ Abbreviated – it's THE PEOPLE'S BEST NEW PASTRY CHEF – not TPBNPC or another acronym;
 - same goes for FOOD & WINE – never F&W or FW
- ⊗ Used with an apostrophe (other than in PEOPLE'S) or pluralized
- ⊗ Broken up onto more than one line
- ⊗ Made larger in part, or colored differently or used with varied fonts or anything that makes a portion of the mark stand out from the mark as a whole

The logo should also never:

- ⊗ Be used as part of a sentence or part of a textual phrase
- ⊗ Added to, layered upon, obscured in whole or in part, resized in part, or altered in any way (other than a total re-sizing for layout, and then not too drastically, please)

For the FOOD & WINE mark:

- ⊗ Never use “+” or “and” within FOOD & WINE – always use “&”.

2. What to ALWAYS do

For the THE PEOPLE'S BEST NEW PASTRY CHEF and FOOD & WINE word marks:

- ALWAYS distinguish marks from surrounding text with at least Initial Capital Letters or in ALL CAPITAL LETTERS. Marks can also be distinguished from surrounding text using **bold** or *italics*, or by placing the trademark within "quotation marks"
- ALWAYS use proper trademark notice with at least the first and/or most prominent use. That means
 - adding an “SM” as such: THE PEOPLE'S BEST NEW PASTRY CHEFSM
 - or “®” as such: FOOD & WINE®
- Unless merely using the mark standing alone, use the mark as an adjective followed by a noun:
 - Ex., “I'm a part of THE PEOPLE'S BEST NEW PASTRY CHEF competition this year!”
 - FOOD & WINE® magazine
- ALWAYS use “&” within the FOOD & WINE mark. Logo color preference: black or green (CMYK 50C 0M 100Y 0K; PMS Process DS 294-1 C; PMS Solid 267 U)

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3. Giving credit when it's due

When using the word marks and/or logos, give us credit where there is a reasonable amount of space. The line should read:

THE PEOPLE'S BEST NEW PASTRY CHEF competition and THE PEOPLE'S BEST NEW PASTRY CHEF marks and logos are service marks and copyrighted material of American Express Publishing Corporation. FOOD & WINE is a registered trademark of American Express Company.

(Note: please *do not* add a trademark symbol on American Express when used as part of the company name. (But thanks in the event you thought of it!))

4. If you run your own promotional events

If you run your own promotions or events, please keep in mind that you should run it by your own legal counsel first, especially if you hold any contests or sweepstakes. No matter what you do, please find a place on your displays and/or communications to add the following:

While THE PEOPLE'S BEST NEW PASTRY CHEF competition is the intellectual property of American Express Publishing Corporation (AEP), this promotional event is not sponsored or endorsed by AEP in any way and AEP does not, and will not, assume any liability or responsibility for any damage, expense, inconvenience, and/or loss to any persons or property whatsoever.

You may add the trademark attribution line in section 3 before or after this statement, too.

5. Social media usage

Okay, we get it: it's a long name for a competition. Not exactly ideal for a 140-character message, or easy to fit all on one line in a post. Within posts or conversations where more space is available, please, do endeavor to use the mark as set forth in numbers 1-4 above.

For social-media platforms with more limited space, such as Twitter or Instagram, AEP has established official hashtags and handles to make reference to the competition. These include our Twitter handle @fandw and the hashtag #PeoplesPastry. (We will keep you informed as we create more. We do want you to use these – and will be on the watch for retweeting opportunities!) But . . . *unless you have our express, prior, emailed permission, you may not create and/or use a hashtag, handle, or other identifier (including a URL or URL extension) using the marks or a version of them.* Please contact us at the email below at your earliest convenience if you are contemplating the use of one of these social-media tools in that way.

Questions:

If you have any questions, please email them to: Chelsea Morse at Chelsea.M.Morse@aexp.com

Thank you, and again – good luck!!