



Marketing Guidelines & Use of the BFB Logo

Article V of the BFB Bylaws– Logo Use

Use of the Seal or other logos created by the Organization will be subject to qualifications deemed appropriate by the Board of Directors. Specific permission is required when using such seals or logos.

Promote Your Medals

Best Florida Beer wants you to celebrate your award-winning beers! To preserve the integrity of the Best Florida Beer Competition and the credibility of its results for all those concerned, reference to BFB awards are governed by these rules. Please feel to use our name and imagery on your website and marketing efforts with the following guidelines:

1. Always include the year, award category, award type, and name of the beer. For example: (Best Florida Beer Professional 2018 - Gold Medal in IPA - “name of beer”)
2. Any labeling or packaging artwork, including award imagery or information, should be approved by Best Florida Beer. This can be done by emailing an image of the proposed artwork to marketing@bestfloridabeer.org- and artwork will be approved within 2 weeks.
3. In all cases, reference to an award must include the name of the beer and brewery exactly as entered in the BFB Professional Competition for the year in which the award was received
4. All of the above-required items must be in a font size large enough to be read in the format in which they are presented and in direct conjunction with the reference to the award.
5. Failure of any brewing company or of any person acting on a brewing company’s behalf or at a brewing company’s direction to comply with these rules may result in suspension from participation in the BFB Professional Competition for a duration to be determined at the absolute discretion of the BFB Board of Directors. In no event shall a suspension be terminated while a brewing company remains in violation.
6. Website imagery can be found on the Best Florida Beer website at the Promote Your Medals link under the Professional tab. If other artwork is desired, please contact the Board of Directors at Board@bestfloridabeer.org.

Thank you for following these guidelines. It helps us to preserve and protect the integrity of the competition.