



BRAND GUIDELINES

for ServSafe® Instructors & Proctors

This document provides initial guidance on the usage of the ServSafe logo.

Please contact our IP administrator Florence Pittman with any questions at permissions@restaurant.org or 312-715-6761.

Brand guidelines will be updated on a regular basis; these guidelines are current as of 11/5/2012

The Industry Standard

The ServSafe program sets the global standard for safe, knowledgeable, scientifically sound practices for anyone serving food or alcohol. With so much at stake, our clients recognize that second-best isn't good enough. With unique access to industry and regulatory expertise for the past four decades, decision-makers recognize that our leadership, experience and consultative approach make ServSafe the most trusted provider of critical safety education and training.

Protecting and Defending Excellence

Protecting and defending the ServSafe trademarks is a primary goal of the National Restaurant Association (NRA) and the National Restaurant Association Educational Foundation (NRAEF). These guidelines are provided to you by the NRA and the NRAEF and have detailed information about how to use and refer to the ServSafe trademark and logo in different situations. As a valued partner, we appreciate your support and adherence to these guidelines, which serve to strengthen the value of the ServSafe trademarks for all.

The ServSafe Brand Story

The ServSafe logo is based on the principles of the NRA logo. The NRA logo is perhaps the quickest and most symbolic way people recognize the NRA's work on behalf of the industry. The arcs symbolize our representation of the entire foodservice industry and our commitment to being its trusted advisor. Their dynamism evokes the opportunity and success we will create for our members. It juxtaposes our industry's warmth and professionalism and allows us to implement a brand architecture that cohesively links our products and programs to the NRA and NRAEF organizations.

Requesting Permission to Use the ServSafe Logo

All parties must explicitly receive permission to use the ServSafe logo from the NRAEF before placing it in any materials or on a Web site. This right is granted through a permissions request form, available at **ServSafe.com/customer-assistance/copyrightrequests/Trademark-Request-Form**. You can also email to request a form at permissions@restaurant.org.

Please note that only Certified ServSafe Instructors, Registered Proctors and ServSafe Alcohol® Approved Instructors may request to use the ServSafe logo in marketing materials.

Questions? Contact Us

Need help? You can find more information on how to use the ServSafe trademarks and contact us through these ways:

- Review the FAQ provided at **ServSafe.com/customer-assistance/copyrightrequests**
- Email permissions@restaurant.org
- Talk to our IP administrator, Florence Pittman, at 312-715-6761

Where the ServSafe Logo Can Be Used

As stated previously, you must first request permission to use the ServSafe logo in marketing materials; each request is evaluated individually to ensure that the logo will be used in accordance with best practices for intellectual property protection. When requesting permission, you must specifically identify all items on which you'd like to use the ServSafe logo. That said, it is usually acceptable to use the ServSafe logo on the following types of promotional materials:

- Web sites*
- Brochures and flyers
- Business cards
- Banners and ads
- Posters

Placement on physical items, such as shirts and hats, is also sometimes approved. It often depends on the desired position of the logo and the overall intended usage of the items.

**Usage of the ServSafe trademarks on social media Web sites is addressed on page 14 of these guidelines.*

All Uses Require Attribution

You must identify NRAEF ownership of the ServSafe trademark and/or logo. If you do not have a specific credit notice section on your print piece or Web site, then place the credit on the printed or electronic page where you first used a ServSafe trademark. Follow this format:

©2012 National Restaurant Association Educational Foundation (NRAEF). All rights reserved. ServSafe is a registered trademark of the NRAEF, used under license by National Restaurant Solutions, LLC. The logo appearing next to ServSafe is a trademark of the National Restaurant Association.

Alignment

When used in conjunction with other logos, the ServSafe logo should be placed to the left, centered horizontally with a dividing line to separate. If, due to a vehicle's space constraints, the logos must be stacked vertically, the ServSafe logo takes the top spot.



Let It Breathe



Keep the logo clear of any graphics, imagery, or text. The logo should at minimum have as much “white space” surrounding it on all sides equal to height of the letter S in ServSafe. The exact measurement will vary as the logo is enlarged or made smaller.

Print Size Considerations

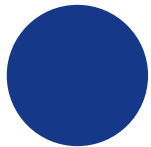


To preserve its integrity and legibility, the minimum size of the logo for print is:

- .625” high.
- 9 x 4.36 picas
- 450 x 218 pixels

Primary Palette

The logo is made of two colors: a rich dark blue and a light blue. Utilize the primary blue, emphasizing general brand equity.

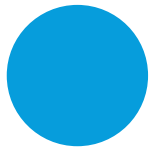


Pantone 2748

4-Color Process:
C-100 M-87 Y-0 K-19

RGB:
R-22 G-55 B-132

HTML:
001B96



Pantone 299

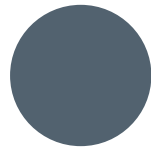
4-Color Process:
C-85 M-19 Y-0 K-0

RGB:
R-0 G-157 B-220

HTML:
009DDC

Secondary Palette

When designing a marketing piece, consider using neutral cool greys to help offset the blue primary palette of the logo.

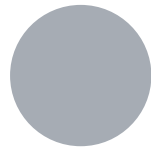


PMS 431

4-Color Process:
C-45 M-27 Y-17 K-51

RGB:
R-94 G-106 B-113

HTML:
5E6A71



PMS Cool Gray 6

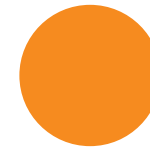
4-Color Process:
C-18 M-11 Y-8 K-23

RGB:
R-173 G-175 B-175

HTML:
ADAFAF

Accent Color

Creates contrasts in small amounts, used in copy and/or separation between sections. The use of too many soft colors can get monotonous and soften the message.

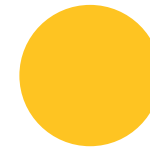


PMS 151

4-Color Process:
C-0 M-55 Y-100 K-0

RGB:
R-255 G-155 B-27

HTML:
FF7900



PMS 123

4-Color Process:
C-0 M-24 Y-94 K-0

RGB:
R-255 G-197 B-37

HTML:
FFB02E

BRAND GUIDELINES:
B&W and Reversed



In one-color, black-and-white, printed materials, the entire logo is to appear at 100% black.



When reversing the logo out of a solid color, the logo is to appear entirely reversed to paper color.

BRAND GUIDELINES: Logo “Don’ts”

fdfdEbit vessele cupatendam, ut expelis?
Ilibus. Cus eat. Ximporeiur, vellandiciis dpsamus aut et
esequam et a doluptatis elitae.
Erovideliqui ommodis quatur a
ipide simet elestiu ntius, si velles
est, cum ape pre.
Et odi omnimi, quam sondaer speria qui adignatque mil in
nobisquasit, sintiscio unt vellecta voluptatem nonesequasit
labo. Uptiur, officio volorest eost essit quatur.



Placing within a visually busy portion
of a document



Adding other elements to the logo



Producing the logo any smaller than
as indicated on page 11 of these brand
guidelines



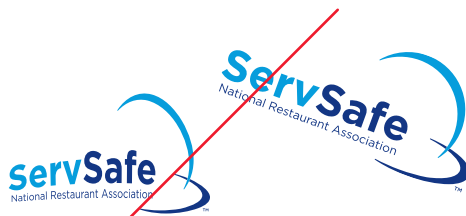
Resetting, redrawing or altering any
element of the logo including its
trademark symbol



Printing in unapproved font or color
combinations



Placing the logo on anything that
resembles a certificate or implies
certification



Distorting the logo or placing it
on an angle



Overprinting the logo



Using an incomplete logo
(For example: using the type
elements without the arcs)

Guidelines for Print or Electronic Text

Note that the ServSafe brand has two registered trademarks: the word “ServSafe” and the ServSafe logo. Each has specific requirements for use. Follow the guidelines on the next few pages when using the word “ServSafe.”

1. Identify your relationship to the ServSafe program correctly

Use accurate, descriptive tag lines when identifying your connection to the ServSafe brand.

CORRECT: Certified ServSafe Instructor; Registered ServSafe Proctor; Approved ServSafe Alcohol Instructor

Also, make sure that your company name or individual name appears as the primary focus when identifying yourself. The ServSafe name may not be used in place of, as part of, or instead of your own organization’s identity.

NOTE: Only Certified Instructors, Registered Proctors and Approved ServSafe Alcohol Instructors are eligible to apply for permission to use the ServSafe logo. Individuals who have become ServSafe certified but are not instructors or proctors may use the following language:

Certified, ServSafe® Food Protection Manager Certification Examination, National Restaurant Association, [date certified].

2. Spell and capitalize “ServSafe” correctly, and use it as an adjective

The word ServSafe must always be used as an adjective that modifies a descriptive noun (e.g., ServSafe food safety training). Never use it as a noun or verb.

Note that ServSafe is always one word, with no spaces between the “Serv” and “Safe.” Refer to the examples below.

CORRECT: the ServSafe program; ServSafe training; ServSafe classes

INCORRECT: ServSafe is available here. Welcome to ServSafe.

INCORRECT SPELLINGS: SafeServ; ServeSafe; Servsafe

3. Use trademark notices and symbols

Use of the ServSafe trademark may not imply ownership by any party other than the NRAEF. Whenever you use the word ServSafe, use the registered trademark symbol ® the first time the word appears in your document or Web page. Subsequent uses do not need the symbol.

Also, NRAEF’s registered owner, its agents, licensees and other authorized parties must identify NRAEF ownership of the ServSafe trademark and/or logo. If you do not have a specific credit notice section on your print piece or Web site, then place the credit on the printed or electronic page where you first used a ServSafe trademark. Follow this format:

©2012 National Restaurant Association Educational Foundation (NRAEF). All rights reserved. ServSafe and ServSafe Alcohol are registered trademarks of the NRAEF, used under license by National Restaurant Solutions, LLC. The logo appearing next to ServSafe is a trademark of the National Restaurant Association.

The only exception to this policy is when you have created a physical piece that is smaller than a postcard. In those cases, attribution is not required. Examples of this include business cards, advertisements smaller than a 1/4 column, and premiums such as pens.

Refer to the NRA Correctly

The National Restaurant Association name is often used in conjunction with the ServSafe brand in text. Therefore, it is important to note the acronym “NRA” may **ONLY** be used in a document if the first use appears physically close to the full name “National Restaurant Association.” Thereafter, you can simply use “NRA” in the document. The use of the acronym must pertain to goods or services related to restaurant, foodservice or hospitality fields.



The ServSafe trademark or logo can be used only to describe the ServSafe program and products owned by the NRAEF. Additionally, NRAEF trademarks may not be used in any manner that could cause confusion about NRAEF sponsorship, affiliation, or endorsement. The following list is not inclusive of all prohibited use. Contact us if you have questions. Prohibited use includes:

- **TITLES:** ServSafe trademarks may not be used as the title of magazine or periodical articles.
- **PHYSICAL ITEMS:** ServSafe trademarks may not be used in or on manuals, products, or packaging without explicit permission.
- **COMPANY, PRODUCT OR SERVICE NAMES:** ServSafe trademarks and all potentially confusing variations may not be used as all or part of your company, product, or service names. If you wish to note the relationship of your products or services to NRAEF products or services, please use an appropriate identifier as detailed previously in these guidelines.
- **EMAIL ADDRESSES AND DOMAINS:** You may not register, use, or otherwise affiliate your business with an email address that uses the name ServSafe, in whole, in part, or through any intentional misspellings in the domain or address that would likely create confusion as to NRAEF's sponsorship or endorsement of your company, product, or service. It is not the policy of the NRAEF to sponsor or explicitly endorse instructors under any circumstance.

Prohibited Name Examples:

Examples of Prohibited Company or Service Names

ServSafe Training by Thomas
Serve Safe Training School
ServSafe California Company
AA ServSafe

Examples of Prohibited Domain Names

www.servsafeclasses.com
www.nashvilleservsafe.net
www.servingsafeclasses.org

Examples of Prohibited Email Addresses

thomas@servsafeschool.com
servsafe@aaaatraining.net
servsafeclasses@gmail.com

We understand the value of today's social media landscape to help build our customer's brands and reputation. Similarly, we are invested in protecting the ServSafe trademarks in this growing and changing space. To that end, permission to use the ServSafe trademarks in social media networks is dependent on following these guidelines:

Name / Handle

Do not incorporate the ServSafe name as part of the name of your social media page or site.

The ServSafe name or logo should not be used to identify a customer's profile and/or business online. Use of the word ServSafe within profile titles, fan page headings, or usernames is strictly prohibited. Instead, customers can create a distinguishable business identity online by creating and using a business name that does not incorporate NRAEF trademarks.

However, Certified ServSafe Instructors, Registered ServSafe Proctors and Approved ServSafe Alcohol Instructors may identify themselves as such, and may reference the ServSafe program within a newsfeed, wall/blog post, Twitter message, in the information section on Facebook or create a separate tab within a fan page dedicated to ServSafe.

Personal Identity

Distinguish your personal identity from your personal / company brand online

Remember: The ServSafe trademarks may be used only to promote the products and services associated with the ServSafe program. You are responsible for what you post. What you individually create for publishing on public and personal online sites should never be attributed to the NRAEF or the ServSafe brand and should not appear to be endorsed by or originated from the NRAEF or NRA. Linking to materials provided by the ServSafe program is encouraged.

Profile Photo

Do not use the ServSafe logo to represent your business graphically on social media sites

Usage of NRAEF logos as the main profile picture or within any "feed" is strictly prohibited. However, if you would like to incorporate a picture that will identify your instructor or proctor status, the following images are available. This is the only pictures that is approved for usage on social media sites. Certified ServSafe Instructors, Registered ServSafe Proctors and ServSafe Alcohol Instructors may ask for it as part of a trademark permission request.



We understand the value of today's social media landscape to help build our customer's brands and reputation. Similarly, we are invested in protecting the ServSafe trademarks in this growing and changing space. To that end, permission to use the ServSafe trademarks in social media networks is dependent on following these guidelines:

Integrity

Represent yourself, your company and the ServSafe program appropriately

When participating in any online community, customers should disclose their identity and affiliation with the ServSafe program where appropriate. Never create an alias or post anonymously when creating or managing information related to the ServSafe program. Do not post any information or conduct any online activity that may violate applicable local, state, or federal laws or regulations.

Respect for Copyright

Include all credit lines appropriately, and request permission to use copyrighted material

Be mindful that all material on the Internet is not free for use elsewhere online. As such, you must request permission before placing online any copyrighted or trademarked NRAEF material via your own website or via a social media page. Identify all copyrighted or trademarked material from the NRAEF with the appropriate credit lines. Linking to materials provided by the ServSafe program is encouraged and does not require permission.

When publishing any material online that includes another's direct or paraphrased quotes, thoughts, ideas, photos, or videos, always give credit to the original material or author, where applicable. In some cases, NRAEF allows material to be reproduced for classroom use. That does not allow you to place that material online for public use without explicit permission to do so.

Solicitation

Do not attempt to solicit business by using the official ServSafe or other National Restaurant Association social media profile pages

Customers may not use the official National Restaurant Association and/or ServSafe Facebook Fan Page, Twitter feed, or other social media platform to solicit business or drive people to personal/business fan pages, newsfeeds, websites, or other personal/business marketing efforts.

These guidelines will help you to create marketing materials that highlight the strengths of the ServSafe program.

CREATIVE RECOMMENDATIONS

STRAIGHT-FORWARD

Keep communications about the ServSafe program concise and factual, which cuts through the clutter and appeals to today's busy decision-makers.

CRISP, CLEAN AESTHETICS

Illustrate the experience of engaging with ServSafe programs with clear, uncluttered visual treatments that are easy to understand.

CREDIBILITY

Always underscore the fact that ServSafe is the industry leader developed by regulatory and industry veterans.

CONVENIENCE

Reassure prospects that you offer the only end-to-end program that doesn't rely on third parties or providers who are not industry specialists.

HUMAN CONNECTION

The use of people to help tell the story creates confidence and an emotional reason to select ServSafe.

LEADERSHIP

Inform audiences that ServSafe is the official program of the National Restaurant Association, an industry organization that invests time, money and effort to promote a positive image for the industry, advocate for food safety and alcohol training while investing in the future through initiatives such as the ProStart® high school program.

These guidelines will help you to create marketing materials that highlight the strengths of the ServSafe program.

COPY RECOMMENDATIONS

LANGUAGE

The following are examples of the kind of language that you can use to further enhance the emotional connection between the ServSafe program and current or prospective clients:

Minimize risk. Maximize protection. Only with ServSafe.

We've awarded almost five million certificates. And delivered peace of mind to millions more.

The Safer. The Better. ServSafe.

Created by and for the industry, the safe choice is ServSafe.

ServSafe – Delivering better protection for your business and your customers for nearly 40 years.

PHOTOGRAPHY RECOMMENDATIONS

Overall, the photography used in marketing should create trust and confidence. It should feel sophisticated in comparison to the competition, friendly but not intimidating. It must comply with all ServSafe food safety standards.

Use details to create a separation and interest in texture.

Show consumers in warm, inviting environments providing a sense of security.

Use selective focus whenever possible to eliminate clutter, creating an emotional and calming effect.

Show diversity amongst gender, ethnic background, and industry segments (e.g. chefs vs. quick service).

Use images that comply with ServSafe food safety standards.

The logo is composed of fonts from the Gotham family of fonts: Gotham Light and Gotham Bold. Fonts from the Gotham family of fonts also serve as the primary fonts in the overall National Restaurant Association brand. Gotham is a clean and easily-readable font. This simple clarity conveys our organization’s “spirit of hospitality.”

Gotham Font Family

Gotham Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Medium:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternative Font Options

Needs vary and there are times when a serif or script font will be judged to be a better choice than our primary logo font:

Minion Font Family

Minion is a clean, modern serif font. It provides a nice contrast when used in conjunction with Gotham (i.e. in publication layouts)

SAMPLE - Minion Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bickham Script Font Family

Bickham is an elegant — but not extravagant — script font. Use should be limited to materials such as invitations and awards.

SAMPLE - Bickham Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890