



# Registered ServSafe Proctor and Certified ServSafe Instructor

## **BRAND GUIDELINES** for ServSafe® Instructors and Proctors

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

**Please contact Marketing Program Manager Maggie Schutz with any questions at [mschutz@restaurant.org](mailto:mschutz@restaurant.org).**

Brand guidelines will be updated on a regular basis; these guidelines are current as of August 2018

Instructor/Proctor will adhere to the Brand Guidelines for ServSafe® Instructors and Proctors. Instructor/Proctor is aware that the penalties for violating these brand guidelines may include, but are not limited to: warning, probation, temporary suspension of Course instruction and/or proctoring privileges, revocation of Course instruction and/or proctoring privileges at will, civil or criminal action, and/or any other action Solutions considers appropriate.

## 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 and the National Restaurant Association Educational Foundation. These guidelines are provided to you by the National Restaurant Association and the National Restaurant Association 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 Instructor/Proctor trademark for all.

## The ServSafe Brand Story

The ServSafe Instructor/Proctor logo is based on the principles of the National Restaurant Association logo. The National Restaurant Association logo is perhaps the quickest and most symbolic way people recognize the National Restaurant Association'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 National Restaurant Association and National Restaurant Association organizations.

## Requesting Permission to Use the ServSafe Instructor/Proctor logo

All parties must explicitly receive permission to use the ServSafe Instructor/Proctor logo from the National Restaurant Association before placing it in any materials or on a Web site. This right is granted through a permissions request form, available at [Servsafe.com/ServSafe/media/ServSafe/Documents/NRA\\_NRAEF\\_TrkMrkFrm.pdf](https://www.servsafe.com/ServSafe/media/ServSafe/Documents/NRA_NRAEF_TrkMrkFrm.pdf). You can also email to request a form at [permissions@restaurant.org](mailto:permissions@restaurant.org).

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

## Questions? Contact Us

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

- Review the FAQ provided at [ServSafe.com/Instructors-Proctors/FAQs#!/](https://www.servsafe.com/Instructors-Proctors/FAQs#!/)
- Email [permissions@restaurant.org](mailto:permissions@restaurant.org)

## Where the ServSafe Instructor/Proctor logo Can Be Used

As stated previously, you must first request permission to use the ServSafe Instructor/Proctor 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 Instructor/Proctor logo. That said, it is usually acceptable to use the ServSafe Instructor/Proctor 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 Instructor/Proctor trademarks on social media Web sites is addressed on page 14 of these guidelines.*

## Logo Dont's

No other ServSafe/National Restaurant Association logos may be used.

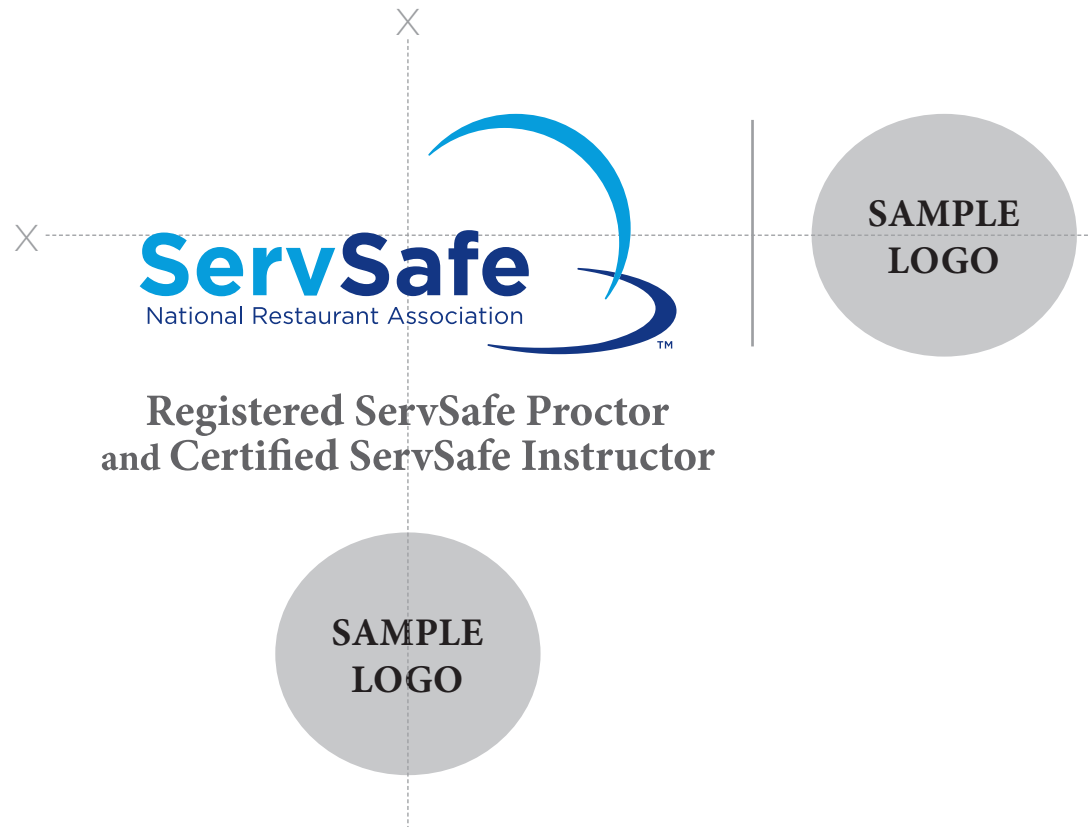
## All Uses Require Attribution

You must identify National Restaurant Association ownership of the ServSafe Instructor/Proctor 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:

**©2018 National Restaurant Association Educational Foundation (National Restaurant Association). All rights reserved. ServSafe is a trademark of the National Restaurant Association Educational Foundation. National Restaurant Association® and the arc design are trademarks of the National Restaurant Association.**

# Alignment

When used in conjunction with other logos, the ServSafe Instructor/Proctor 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 Instructor/Proctor logo takes the top spot.



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

## Primary Palette

PMS 2748

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

**RGB:**  
R-22 G-55 B-132

**HEX:**  
163785

PMS 299

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

**RGB:**  
R-0 G-157 B-220

**HEX:**  
009DDB

## Secondary Palette

Dark Gray

**4-Color Process:**  
C-0 M-0 Y-0 K-90

**RGB:**  
R-65 G-64 B-66

**HEX:**  
414042

Gray

**4-Color Process:**  
C-0 M-0 Y-0 K-40

**RGB:**  
R-167 G-169 B-172

**HEX:**  
A7A9AC

Light Gray

**4-Color Process:**  
C-0 M-0 Y-0 K-8

**RGB:**  
R-235 G-235 B-235

**HEX:**  
EBEBEB

## 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

BRAND GUIDELINES:  
**B&W and Reversed**



**Registered ServSafe Proctor  
& Certified ServSafe Instructor**

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



**Registered ServSafe Proctor  
& Certified ServSafe Instructor**

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



# BRAND GUIDELINES: Logo “Don’ts”

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Placing within a visually busy portion of a document



Registered ServSafe Proctor  
and Certified ServSafe Instructor

Adding other elements to the logo



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



Registered ServSafe Proctor  
and Certified ServSafe Instructor

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



Registered ServSafe Proctor  
and Certified ServSafe Instructor

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 Instructor/Proctor 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 National Restaurant Association. 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, National Restaurant Association’s registered owner, its agents, licensees and other authorized parties must identify National Restaurant Association 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:

**©2018 National Restaurant Association Educational Foundation (National Restaurant Association). All rights reserved. ServSafe is a trademark of the National Restaurant Association Educational Foundation. National Restaurant Association® and the arc design are trademarks 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.

## Using National Restaurant Association in Text

### Refer to the National Restaurant Association 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 **NOT** be used. The full name must always be used.



The ServSafe trademark can be used only to describe the ServSafe program and products owned by the National Restaurant Association. Additionally, National Restaurant Association trademarks may not be used in any manner that could cause confusion about National Restaurant Association 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 National Restaurant Association 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 National Restaurant Association's sponsorship or endorsement of your company, product, or service. It is not the policy of the National Restaurant Association 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@aaatraining.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 National Restaurant Association 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.

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## 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 National Restaurant Association or the ServSafe brand and should not appear to be endorsed by or originated from the National Restaurant Association or National Restaurant Association. Linking to materials provided by the ServSafe program is encouraged.

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## Profile Photo

**Do not use the ServSafe Instructor/Proctor logo to represent your business graphically on social media sites**

Usage of National Restaurant Association 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. These are the only pictures that are approved for usage on social media sites. Certified ServSafe Instructors, Registered ServSafe Proctors and ServSafe Alcohol Instructors may ask for these 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.

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## 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 National Restaurant Association material via your own website or via a social media page. Identify all copyrighted or trademarked material from the National Restaurant Association 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, National Restaurant Association 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.

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## 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, Web sites, or other personal/business marketing efforts.

# Brand Fonts (In Print)

For ServSafe brands only, Futura is the primary font used in materials. Headlines or large type should be formatted in Futura Bold. Blocks of copy should be formatted in Futura. Small captions or supporting information should be formatted in Futura Italic. If Futura is not available, Arial may be used as a substitute.

## Futura

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ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy**z**  
1234567890

## Clarendon

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ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy**z**  
1234567890

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy**z**  
1234567890