SERVSAFE® TEXT AND LOGO USAGE STYLE GUIDE

Permission to Use the ServSafe® Brand Name and Logo

Any party who wants to use the ServSafe® brand name and logo must first receive written permission expressly granting usage rights from the National Restaurant Association Educational Foundation (NRAEF). To receive an NRAEF Copyright/Trademark Usage Request Form, contact the NRAEF's Copyright/Trademark Permissions at 312.715.1010, ext. 708 or permissions@nraef.org.

TEXT AND LOGO USAGE SPECIFICATIONS

Text Usage Specifications

The ServSafe® brand name is a registered trademark of the National Restaurant Association Educational Foundation (NRAEF). Therefore, the ServSafe® brand name must be followed by a registered symbol (®) every time it is used, or the first time it is used repeatedly in a body of text. Furthermore, the following statement should appear either on the page of first use or in another conspicuous section reserved for trademark attributions: **"ServSafe is a registered trademark of the National Restaurant Association Educational Foundation."**

The ServSafe brand name must always be used as a proper adjective modifying a common descriptive noun (e.g., ServSafe® food safety training, the ServSafe® Program, the ServSafe® Certificate, etc.).

Individuals who have successfully completed the ServSafe Food Protection Manager Certification Examination are permitted to use the following language to promote their credential: "Certified, ServSafe® Food Protection Manager Certification Examination, National Restaurant Association Educational Foundation, Date Certified."

Logo Usage Specifications

The ServSafe logo is the keystone of the program's identity and must be used properly in order to help build and maintain recognition for the program in the restaurant and foodservice industry. The logo should only be used for marketing, advertising and public relations initiatives that promote ServSafe training classes or products. The logo should not be used in conjunction with any other product, service or training materials that are marketed or sold, or imply endorsement of any kind. Only Registered ServSafe Instructors are permitted to use the Registered ServSafe Instructor logo.

The ServSafe logo is a trademark of the National Restaurant Association Educational Foundation. Therefore, the following statement should appear either on the page of first use or in another conspicuous section reserved for trademark attributions: **"The ServSafe logo is a trademark of the National Restaurant Association Educational Foundation."**

There are a variety of approved ServSafe logo options as shown on pages 4-6 of this Style Guide. Please note: these logos are representations only and should not be used for reproduction.

▶ **Color:** Approved colors for the logo are dark blue and light blue, or black. Industry-standard, solid-color, ink-match values for the ServSafe logo are Pantone® 2738 (dark blue) and Pantone® 299 (light blue). If producing in 4-color process, use the conversion C=100, M=87, Y=0, K=2 for (dark blue) and C=85, M=19, Y=0, K=0 for (light blue).

▶ **Typography:** The fonts used in the logo and tagline are fixed elements of the logo and should not be altered in any way.

▶ **Placement:** The ServSafe logo must always stand alone and may not be combined with any other graphical elements. It may not be less prominent than the most prominent third-party trademark appearing in the same area.

▶ **On Color/Non-white backgrounds:** Use the reverse ServSafe logo. Shown on page 4.

▶ **Logo Misuse:** The following are considered misuse of the ServSafe logo and should be avoided:

▶ resetting, redrawing or altering any element of the logo, including its trademark symbol;

▶ adding other elements to the logo;

▶ producing the logo any smaller than indicated on page 4-6 of this Style Guide.

▶ placing within a visually busy portion of a document;

▶ printing in unapproved font or color combinations; or

▶ producing without written permission from the NRAEF

▶ placing the logo on anything that resembles a certificate or implies certification.

Logo Files

The following table below describes the logo files being made available by the NRAEF and the appropriate use for each. The table is divided according to display requirements into the following categories:

▶ **Printed Materials:** (For use only in CMYK or black & white printed materials and reverse.)

▶ **On-Screen Displays and Web Sites**

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Logo Usage for Printed Materials

Sample	Type	Minimum Size	Usage
	CMYK EPS logo	1.504″ × .579″ 9.02 × 3.47 (picas) 226 × 87 (pixels)	► Printed collateral, advertisements. ► For use in any 4-color (CMYK) printed materials.
	1-color EPS logo	1.504″ × .579″ 9.02 × 3.47 (picas) 226 × 87 (pixels)	► Printed collateral, advertisements. ► For use in any black & white printed materials.
	1-color reversed EPS logo	1.504″ × .579″ 9.02 × 3.47 (picas) 226 × 87 (pixels)	► Printed collateral, advertisements. ► For use in any 4-color (CMYK) printed materials. ► On color/non-white backgrounds.

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Logo Usage with Tagline for Printed Materials

Sample	Type	Minimum Size	Usage
	CMYK EPS logo with tagline	1.484″ × .729″ 8.9 × 4.3 (picas) 223 × 108 (pixels)	► Printed collateral, advertisements. ► For use in any 4-color (CMYK) printed materials.
	1-color EPS logo with tagline	1.484″ × .729″ 8.9 × 4.3 (picas) 223 × 108 (pixels)	► Printed collateral, advertisements. ► For use in any black & white printed materials.
	CMYK EPS logo with Registered Instructor tagline	1.484″ × .729″ 8.9 × 4.3 (picas) 223 × 108 (pixels)	► For Registered ServSafe Instructors' use only. ► Printed collateral, advertisements, business cards. ► For use in any 4-color (CMYK) printed materials.
	1-color logo with Registered Instructor tagline	1.484″ × .729″ 8.9 × 4.3 (picas) 223 × 108 (pixels)	► For Registered ServSafe Instructors' use only. ► Printed collateral, advertisements, business cards. ► For use in any 4-color (CMYK) printed materials.

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Sample	Type	Minimum Size	Usage
	GIF or JPG logo	110 × 46 (pixels)	► Web site or other on-screen application.
	GIF or JPG logo with tagline	223 × 108 (pixels)	► Web site or other on-screen application.
	GIF or JPG logo with Registered Instructor tagline	223 × 108 (pixels)	► Web site or other on-screen application.