



## **SERVSAFE ALCOHOL® TEXT AND LOGO USAGE STYLE GUIDE**

### **Permission to Use the ServSafe Alcohol® Brand Name and Logo**

Any party who wants to use the ServSafe Alcohol® 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](mailto:permissions@nraef.org).

## **TEXT AND LOGO USAGE SPECIFICATIONS**

### **Text Usage Specifications**

The ServSafe Alcohol® brand name is a registered trademark of the National Restaurant Association Educational Foundation (NRAEF). Therefore, the ServSafe Alcohol® brand name must be followed by a trademark 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 Alcohol® is a registered trademark of the National Restaurant Association Educational Foundation.”**

The ServSafe Alcohol® brand name must always be used as a proper adjective modifying a common descriptive noun (e.g., ServSafe Alcohol® responsible alcohol service, the ServSafe Alcohol® Program, the ServSafe Alcohol® Certificate, etc.).

Individuals who have successfully completed the ServSafe Alcohol® Advanced Examination are permitted to use the following language to promote their credential: “ServSafe Alcohol Advanced Certificate, National Restaurant Association Educational Foundation, Examination Date.”

## ServSafe Alcohol® Style Guide

Individuals who have successfully completed the ServSafe Alcohol® Primary Examination are permitted to use the following language to promote their credential: “ServSafe Alcohol® Certificate, National Restaurant Association Educational Foundation, Examination Date.”

### Logo Usage Specifications

The ServSafe Alcohol® 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 Alcohol® 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 Approved ServSafe Alcohol® Instructors are permitted to use the Approved ServSafe Alcohol® Instructor logo.

The ServSafe Alcohol® 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 Alcohol® logo is a registered trademark of the National Restaurant Association Educational Foundation.”**

There are a variety of approved ServSafe Alcohol® logo options as shown on pages 4-5 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 green, or black. Industry-standard, solid-color ink-match values for the ServSafe Alcohol® logo are Pantone® 2738 (dark blue) and Pantone® 390 (green). If producing in 4-color process, use the conversion C=100, M=87, Y=0, K=2 for (dark blue) and C=35, M=0, Y=100, K=0 for (green).
- ▶ **Typography:** The fonts used in the logo and tagline are fixed elements of the logo and should not be altered in any way. Fonts used in main books are ITC Franklin Gothic and AGaramond.

## ServSafe Alcohol® Style Guide




- ▶ **Placement:** The ServSafe Alcohol® logo must always stand alone and may not be combined with any other graphic 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 Alcohol® logo. Shown on page 4.
- ▶ **Logo Misuse:** The following are considered misuse of the ServSafe Alcohol® 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 pages 4 and 5 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 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:** (Only for use in CMYK or black & white printed materials and reverse.)
- ▶ **On-Screen Displays and Web Sites**

## ServSafe Alcohol® Style Guide


Logo Usage for Printed Materials			
Sample	Type	Minimum Size	Usage
	CMYK EPS logo	1.504" × .579" 9.02 × 3.47 (picas) 226 × 87 (pixels)	<ul style="list-style-type: none"> <li>▶ Printed collateral, advertisements</li> <li>▶ For use in any 4-color (CMYK) printed materials</li> </ul>
	1-color EPS logo	1.504" × .579" 9.02 × 3.47 (picas) 226 × 87 (pixels)	<ul style="list-style-type: none"> <li>▶ Printed collateral, advertisements</li> <li>▶ For use in any black &amp; white printed materials</li> </ul>
	1-color reversed EPS logo	1.504" × .579" 9.02 × 3.47 (picas) 226 × 87 (pixels)	<ul style="list-style-type: none"> <li>▶ Printed collateral, advertisements</li> <li>▶ For use in any 4-color (CMYK) printed materials</li> <li>▶ On color/non-white backgrounds</li> </ul>

## ServSafe Alcohol® Style Guide

### Logo Usage with Tagline for Printed Materials

Sample	Type	Minimum Size	Usage
	CMYK EPS logo, with Certified Instructor tagline	1.484" × .729" 8.9 × 4.3 (picas) 223 × 108 (pixels)	<ul style="list-style-type: none"> <li>▶ For Approved ServSafe Alcohol Instructors' use only</li> <li>▶ Printed collateral, advertisements, business cards</li> <li>▶ For use in any 4-color (CMYK) printed materials</li> </ul>
	1-color logo, with Certified Instructor tagline	1.484" × .729" 8.9 × 4.3 (picas) 223 × 108 (pixels)	<ul style="list-style-type: none"> <li>▶ For Approved ServSafe Alcohol Instructors' use only</li> <li>▶ Printed collateral, advertisements, business cards</li> <li>▶ For use in any 4-color (CMYK) printed materials</li> </ul>

### For On-Screen Displays and Websites

Sample	Type	Minimum Size	Usage
	GIF or JPG logo	1.484" × .729" 8.9 × 4.3 (picas) 223 × 108 (pixels)	<ul style="list-style-type: none"> <li>▶ Web site or other on-screen application</li> </ul>