



SERVSAFE[®] TEXT AND LOGO USAGE STYLE GUIDE

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 trademark symbol (®) the first time it appears in both headline and body 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, and used under license by National Restaurant Association Solutions, LLC, a wholly owned subsidiary of the National Restaurant Association.”**

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, 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 Certified ServSafe Instructors are permitted to use the Certified ServSafe Instructor logo.

The ServSafe logo is a registered 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 registered trademark of the National Restaurant Association Educational Foundation, and used under license by National Restaurant Association Solutions, LLC, a wholly owned subsidiary of the National Restaurant Association.”**

There are a variety of approved ServSafe 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 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 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 logo. Shown on page 4.

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- ▶ **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 registered trademark symbol;
 - ▶ adding other elements to the logo;
 - ▶ producing the logo any smaller than indicated on page 4-5 of this Style Guide.
 - ▶ placing within a visually busy portion of a document;
 - ▶ printing in unapproved font or color combinations; or
 - ▶ 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
	<p>CMYK EPS logo</p>	<p>1.504" × .579" 9.02 × 3.47 (picas) 226 × 87 (pixels)</p>	<ul style="list-style-type: none"> ▶ Printed collateral, advertisements. ▶ For use in any 4-color (CMYK) printed materials.
	<p>1-color EPS logo</p>	<p>1.504" × .579" 9.02 × 3.47 (picas) 226 × 87 (pixels)</p>	<ul style="list-style-type: none"> ▶ Printed collateral, advertisements. ▶ For use in any black & white printed materials.
	<p>1-color reversed EPS logo</p>	<p>1.504" × .579" 9.02 × 3.47 (picas) 226 × 87 (pixels)</p>	<ul style="list-style-type: none"> ▶ Printed collateral, advertisements. ▶ For use in any 4-color (CMYK) printed materials. ▶ On color/non-white backgrounds.

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Logo Usage for Printed Materials			
Sample	Type	Minimum Size	Usage
 <p>The image shows the full color ServSafe logo. It features the word "ServSafe" in a bold, blue, sans-serif font, with a blue swoosh underneath. Below the logo is the tagline "Certified ServSafe Instructor" in a smaller, blue, sans-serif font.</p>	<p>CMYK EPS logo with Certified ServSafe Instructor tagline</p>	<p>1.484" × .729" 8.9 × 4.3 (picas) 223 × 108 (pixels)</p>	<ul style="list-style-type: none"> ▶ For Certified ServSafe Instructors' use only. ▶ Printed collateral, advertisements, business cards. ▶ For use in any 4-color (CMYK) printed materials.
 <p>The image shows the black and white version of the ServSafe logo. It features the word "ServSafe" in a bold, black, sans-serif font, with a black swoosh underneath. Below the logo is the tagline "Certified ServSafe Instructor" in a smaller, black, sans-serif font.</p>	<p>1-color logo with Certified ServSafe Instructor tagline</p>	<p>1.484" × .729" 8.9 × 4.3 (picas) 223 × 108 (pixels)</p>	<ul style="list-style-type: none"> ▶ For Certified ServSafe Instructors' use only. ▶ Printed collateral, advertisements, business cards. ▶ For use in any black & white printed materials.

For On-Screen Displays and Web site			
Sample	Type	Minimum Size	Usage
 <p>The image shows the color ServSafe logo without the tagline. It features the word "ServSafe" in a bold, blue, sans-serif font, with a blue swoosh underneath.</p>	<p>GIF or JPG logo</p>	<p>110 × 46 (pixels)</p>	<ul style="list-style-type: none"> ▶ Web site or other on-screen application.
 <p>The image shows the full color ServSafe logo with the tagline. It features the word "ServSafe" in a bold, blue, sans-serif font, with a blue swoosh underneath. Below the logo is the tagline "Certified ServSafe Instructor" in a smaller, blue, sans-serif font.</p>	<p>GIF or JPG logo with Certified ServSafe Instructor tagline</p>	<p>223 × 108 (pixels)</p>	<ul style="list-style-type: none"> ▶ Web site or other on-screen application.