

National Restaurant Association Educational Foundation

Brand Guidelines



AUGUST 2020

1.0 INTRODUCTION

About the National Restaurant Association Educational Foundation

As the philanthropic foundation of the National Restaurant Association, the National Restaurant Association Educational Foundation's mission of service to the public is dedicated to enhancing the industry's training and education, career development and community engagement efforts.

The NRAEF and its programs work to Attract, Empower and Advance today's and tomorrow's restaurant and foodservice workforce. NRAEF programs include: ProStart® – a high-school career and technical education program; Restaurant Ready – partnering with community-based organizations to provide “opportunity youth” and justice-involved individuals with skills training and job opportunities; Military – helping military servicemen and women transition their skills to restaurant and foodservice careers; Scholarships – financial assistance for students pursuing restaurant, foodservice and hospitality degrees; and, the Hospitality Sector Registered Apprenticeship project – a partnership with the American Hotel & Lodging Association providing a hospitality apprenticeship program for the industry.

For more information on the NRAEF, visit [ChooseRestaurants.org](https://www.chooserestaurants.org).

OBJECTIVE

The purpose of these guidelines is to provide a road map for how to represent the NRAEF brand in various ways, which is essential to building strong communications. It is imperative for the brand materials to be used in a consistent manner to maintain its visual impact, reinforce public awareness, and protect the organization's name.

These guidelines are meant to provide a clearer understanding of the NRAEF's brand identity. Any collateral designed about or featuring the work of the NRAEF should reflect the specifications provided in this guide.

OUR MISSION

Founded in 1987, the National Restaurant Association Educational Foundation (NRAEF) is dedicated to providing people from all backgrounds the training, education, financial resources and career development they need to build pathways to meaningful jobs and careers in the restaurant and food service industry. The Foundation and its supporters share a mission to attract, empower and advance today's and tomorrow's restaurant and food service leaders.

BOILERPLATE LANGUAGE

When speaking about the NRAEF and its work, please defer to the language included above as well as the language on the NRAEF main fact sheet.

OUR VALUES

NRAEF represents the work of the restaurant industry and the people who make it thrive every day. We place value on visually representing people from all backgrounds and professions. We place equal weight in jobs related to culinary arts/back of house and restaurant management/front of house.

All visuals should reflect the NRAEF's values:

TRUST. We deliver on our promises to each other

SPIRIT OF HOSPITALITY. We graciously meet the needs of our stakeholders, creating loyal and lasting relationships

RESPECT. We appreciate and acknowledge the efforts of all

INTEGRITY. We guide our organizations on a path of honesty and respect

OPTIMISM. We look at each day with renewed vigor and enthusiasm

EXCELLENCE. We continuously improve the quality of our work for the benefit of those we serve

USAGE

This guide is intended to facilitate best practices. If you are working with a designer to create collateral materials, you may offer this guide as a reference. If you are a designer, use this guide to better understand logo usage, program brand identities, color palettes and typography, as well as visual direction for developing digital and video. Specific files and templates will be available for download. Questions? Contact comms@nraef.org.

2.0 NRAEF LOGO

USAGE

The revised NRAEF logo has been simplified from the red and blue version to one color, represented as a four-color (4C) Black or 100% Black. The red and blue logo will NO LONGER be used for any purpose.

CLEAR SPACE

To ensure readability and the maintain the integrity of the mark, no text or image should come closer than 1/4 inch (.25) to the logo.

MINIMUM SIZE

To ensure readability and the maintain the integrity of the mark, please use these minimum sizes when using the logo for print or digital uses.

LOGO VS. TYPE USAGE

Type usage “National Restaurant Association Educational Foundation” may be used when the logo will not fit or align with the existing design elements.

Four-color (4C) Black: C79.Y65.M47.K41. See additional color builds on p. 9

100% Black: ONLY use when black and white is the only option



Minimum width:
3/4 inch (.75) or
212 x 101 pixels



National Restaurant Association Educational Foundation

Optional type logo:
Mr. Eaves XL Sans OT
Heavy, 11 pt, 25 kerning

NOTE: use the alternate “a” character found in the glyphs options.

NATIONAL RESTAURANT ASSOCIATION EDUCATIONAL FOUNDATION

Optional tall-caps type logo



CO-BRANDING

› When used in conjunction with other logos (e.g., partner logos, state restaurant association logos) and referring to a program, product or related material owned by the NRAEF, the National Restaurant Association Educational Foundation logo should be placed to the left, centered horizontally with a dividing line to separate, and sized 25% larger than the partner logo. If, due to space constraints, the logos must be stacked vertically, the National Restaurant Association Educational Foundation takes the top spot.

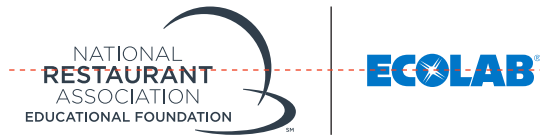
› When included as part of another brand's program, product or related material, the NRAEF logo should take on the cobranding requirements of that organization.

For questions about co-branding materials, please contact Gordon Lambourne, Vice President of Communications at Glambourne@nraef.org.

Negative space on each size of the vertical rule: 3/16 inch (.1875). Rule: .5 pt. stroke; 4C K (Black): C79.M65.Y47.K4I



The NRAEF logo should be larger than the sponsor logo (100:75% ratio).



When the co-branded logo is another shape, align with the center axis, and make sure the scale is proportional to the NRAEF logo.



If space doesn't allow for horizontal placement, you may stack the logos, always placing the NRAEF logo on top, utilizing the 3/16 inch (.1875) negative spacing in between.



TAGLINE

The tagline, “ATTRACT EMPOWER ADVANCE” is **always** used with the color bar. When reversed (white), the type will be white and the bars will remain in color.

The color bars represent the five current programs of NRAEF.

ATTRACT EMPOWER ADVANCE



Stand-alone; color rule is .125 inch (1/8) from type baseline

ATTRACT EMPOWER ADVANCE



Stand-alone, reversed



In combination with the NRAEF logo, use .125 inch (1/8) space between lowest point of curve and color rule; repeat same space between rule and cap height.



National Restaurant Association Educational Foundation



ATTRACT EMPOWER ADVANCE



In combination with NRAEF type; color rule is .125 inch (1/8) from type baseline and cap height.

URL/WEB ADDRESS

The “ChooseRestaurants.org” web address should be used in conjunction with the NRAEF digital products, and with print materials when required.

A suite of web addresses has been developed for consistent usage with each program.

The address can also be paired with the color bar.

ChooseRestaurants.org

ChooseRestaurants.org/RestaurantReady

ChooseRestaurants.org/Apprenticeship

ChooseRestaurants.org/Military

ChooseRestaurants.org/ProStart

ChooseRestaurants.org/Scholarships

ChooseRestaurants.org



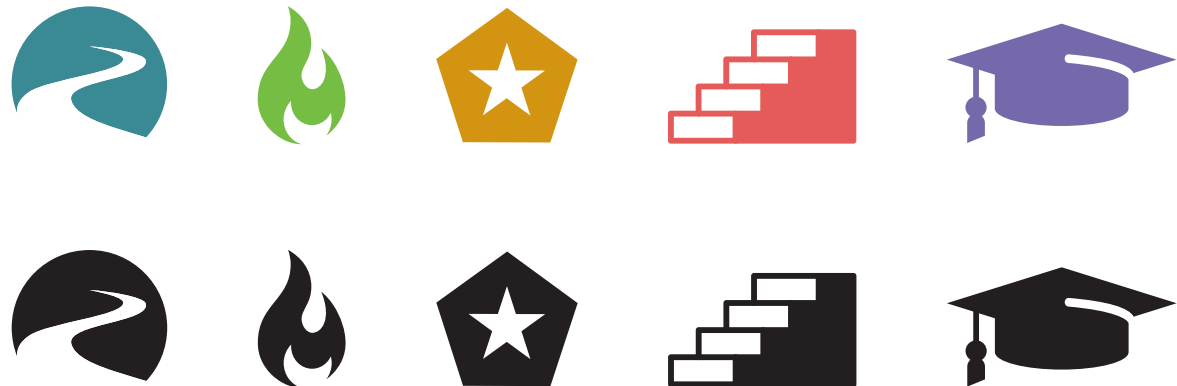
3.0 PROGRAM ICONS

USAGE

The program icons and colors were inspired by the ProStart® flame design. Each icon symbolizes its program with straightforward concepts for easy recognition.

The icons utilize a main color, with secondary palettes for expanded usage (see page 9).

The icons can be used with or without the program name, enclosed in a square, or as a standalone shape.



PROGRAM ORGANIZATION

Individual programs have subset assets, which will each be branded based on the main program icon and corresponding color palette.



PROSTART LOGO USAGE

Originally, the NRAEF's brand identity was solely the Foundation logo and the ProStart logo due to the nature of the organization's work.

In 2019, the Foundation grew substantially to five programs, all of which serve of equal importance to the NRAEF. Given this programmatic shift, the brand is evolving to a look and feel that will now incorporate a family of brands for each of the programs. As a result, the original ProStart logo will continue to be utilized, primarily at the state level, but with minimal usage at the national level. The new ProStart icon with the "ProStart" text underneath will be more heavily used from the NRAEF to encourage equal visibility of all programs, especially in the context of all of the programs together as part of one organization, and to create a consistent look and feel with the new programs now implemented by the NRAEF.

As the National Restaurant Association and Educational Foundation explore a new logo option in the future, the ProStart logo will remain intact as is with no disruption on its design to ensure SRAs do not need to overhaul their collateral or marketing materials. Additionally, the NRAEF will provide SRAs with the new flame iconography for state usage (see above for recommendations on how to use the flame with the appropriate ProStart state logo).

For additional questions on ProStart logo usage, please contact Gordon Lambourne, VP of Communications, at glambourne@nraef.org.

The ProStart style guide is an optional resource for State Restaurant Associations to develop ProStart collateral independently with a designer. The NRAEF has developed the following resources for the ProStart community to use: ProStart brochure, ProStart mentor menu, ProStart PowerPoint template, the ProStart Passport, ProStart Fact Sheet and ProStart Postcard. Each of these designs utilizes the branding guidelines provided for the ProStart program. The iconography provided here in this guideline is specifically for the NRAEF.

ProStart registered trademark usage can be found on page 20.



4.0 COLOR PALETTES

USAGE

The program icons and colors were inspired by the ProStart® flame design. Each icon symbolizes its program with straightforward concepts for easy recognition.

The updated blue and red will be used **only** for the main NRAEF branding as design elements.

The icons utilize a main color, with secondary palettes for expanded usage (*see pages 10–14*).

NOTE: The program order must **always** appear as follows:

1. Restaurant Ready
2. ProStart
3. Military
4. Apprenticeship
5. Scholarships

Main NRAEF New Blue and Red



CMYK: 93.51.6.4 CMYK: 0.90.100.0
RGB: 0.109.171 RGB: 239.65.35
#006dab #ef4123

4C Black for type



CMYK: 79.65.47.41
RGB: 52.64.79
#34404f

Restaurant Ready



CMYK: 65.11.25.27
RGB: 62.139.148
#3e8b94

ProStart



CMYK: 59.2.100.0
RGB: 118.188.67
#76bc43

Military



CMYK: 0.35.99.18
RGB: 211.148.21
#d39415

Apprenticeship



CMYK: 4.78.61.2
RGB: 225.92.89
#e15c59

Scholarships



CMYK: 61.64.3.0
RGB: 118.106.171
#766aab

RESTAURANT READY PALETTE



CMYK: 100.87.0.10
RGB: 22.55.132
#163784



CMYK: 99.50.0.0
RGB: 0.114.188
#0072bc



CMYK: 96.9.32.29
RGB: 0.118.129
#007681



CMYK: 54.0.27.0
RGB: 111.201.196
#6fc9c4



CMYK: 65.11.25.27
RGB: 62.139.148
#3e8b94

***Restaurant
Ready***

PROSTART PALETTE



CMYK: 100.87.0.10
RGB: 22.55.132
#163784



CMYK: 32.1.16.0
RGB: 171.218.216
#abdad8



CMYK: 54.0.27.0
RGB: 111.201.196
#6fc9c4



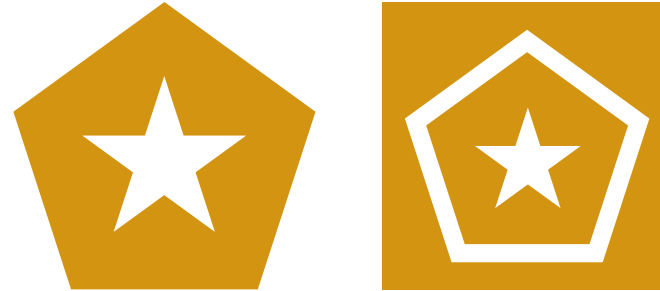
CMYK: 73.27.100.12
RGB: 79.133.61
#4f853d



CMYK: 59.2.100.0
RGB: 118.188.67
#76bc43

ProStart[®]

MILITARY PALETTE



CMYK: 100.87.0.10
RGB: 22.55.132
#163784



CMYK: 31.8.6.11
RGB: 156.188.205
#9cbccd



CMYK: 73.27.100.12
RGB: 79.133.61
#4f853d



CMYK: 2.99.62.11
RGB: 209.25.71
#d11947



CMYK: 0.35.99.18
RGB: 211.148.21
#d39415

Military

APPRENTICESHIP PALETTE



CMYK: 100.87.0.10
RGB: 22.55.132
#163784



CMYK: 90.47.20.13
RGB: 0.106.147
#006a93



CMYK: 61.64.3.0
RGB: 118.106.171
#766aab



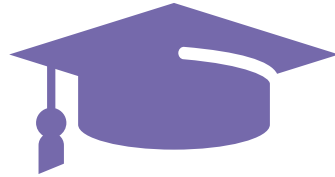
CMYK: 38.100.35.10
RGB: 153.32.98
#992062



CMYK: 4.78.61.2
RGB: 22.92.89
#e15c59

Apprenticeship

SCHOLARSHIPS PALETTE



CMYK: 100.87.0.10
RGB: 22.55.132
#163784



CMYK: 90.66.0.0
RGB: 34.97.174
#2261ae



CMYK: 31.8.6.11
RGB: 156.188.205
#9cbccd



CMYK: 36.39.2.5
RGB: 156.146.188
#9c92bc



CMYK: 61.64.3.0
RGB: 118.106.171
#766aab

Scholarships

COMPREHENSIVE PALETTE

This color chart shows each of the five program icons with their corresponding five colors. Screens of each color are approved for use, but new colors are not optional.



Restaurant Ready



CMYK: 100.870.10
RGB: 22.55.132
#163784



CMYK: 99.50.0.0
RGB: 0.114.188
#0072bc



CMYK: 96.9.32.29
RGB: 0.118.129
#007681



CMYK: 54.0.270
RGB: 111.201.196
#6fc9c4



CMYK: 65.11.25.27
RGB: 62.139.148
#3e8b94



ProStart



CMYK: 100.870.10
RGB: 22.55.132
#163784



CMYK: 32.116.0
RGB: 171.218.216
#abdad8



CMYK: 54.0.270
RGB: 111.201.196
#6fc9c4



CMYK: 73.27100.12
RGB: 79.133.61
#4f853d



CMYK: 59.2.100.0
RGB: 118.188.67
#76bc43



Military



CMYK: 100.870.10
RGB: 22.55.132
#163784



CMYK: 31.8.6.11
RGB: 156.188.205
#9cbccd



CMYK: 73.27100.12
RGB: 79.133.61
#4f853d



CMYK: 2.99.62.11
RGB: 209.25.71
#d11947



CMYK: 0.35.99.18
RGB: 211.148.21
#d39415



Apprenticeship



CMYK: 100.870.10
RGB: 22.55.132
#163784



CMYK: 90.47.20.13
RGB: 0.106.147
#006a93



CMYK: 61.64.3.0
RGB: 118.106.171
#766aab



CMYK: 38.100.35.10.
RGB: 153.32.98
#992062



CMYK: 4.78.61.2
RGB: 22.92.89
#e15c59



Scholarships



CMYK: 100.870.10
RGB: 22.55.132
#163784



CMYK: 90.66.0.0
RGB: 34.97.174
#2261ae



CMYK: 31.8.6.11
RGB: 156.188.205
#9cbccd

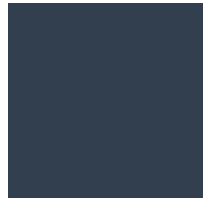


CMYK: 36.39.2.5
RGB: 156.146.188
#9c92bc



CMYK: 61.64.3.0
RGB: 118.106.171
#766aab

4C Black for type



CMYK: 79.65.47.41
RGB: 52.64.79
#34404f

5.0 TYPOGRAPHY

NEW FONT FAMILY: MAIN

The new master font family is Mr Eaves XL San OT and Mr Eaves XL Sans Narrow OT, developed by Zuzana Licko for Emigré type foundry.

Mr Eaves XL San OT Regular and Regular Italic, will be used as the main fonts, and the Narrow versions will be used for secondary content, such as sidebar and stats copy (see Fact Sheets template examples on page 21–22). When emphasis is needed within content, please use **heavy** vs. **bold**.

This font family provides a variety of weights that can be used for all print and digital needs.

The font is available via Adobe Fonts (with a proper Adobe Creative Suite subscription). ALL external communications must use these font families for print or digital usage.

Mr Eaves XL Sans OT

Mr Eaves XL Sans OT Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL Sans OT Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL Sans OT Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL Sans OT Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL Sans OT Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL Sans OT Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL Sans OT Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL Sans OT Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL Sans OT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL Sans OT Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL Sans OT Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL Sans OT Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL Sans OT Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL Sans OT Ultra Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

NEW FONT FAMILY: NARROW

When space is tight, use Mr Eaves XL Sans Narrow OT. This family is perfect for tables, agendas, and other support content.

Mr Eaves XL Sans Narrow OT

Mr Eaves XL San Narrow OT Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL San Narrow OT Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL San Narrow OT Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL San Narrow OT Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL San Narrow OT Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL San Narrow OT Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL San Narrow OT Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL San Narrow OT Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL San Narrow OT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL San Narrow OT Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL San Narrow OT Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL San Narrow OT Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL San Narrow OT Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Mr Eaves XL San Narrow OT Ultra Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

NEW FONT FAMILY: SERIF

Mrs Eaves XL Serif OT will be used for NRAEF events.

Wherever you would traditionally think of using script font, use the italic version of this font instead. The italic option creates a clean, modern, alternative to traditional script fonts, and adds cohesion to the overall NRAEF brand.

Mrs Eaves XL Serif OT

Mrs Eaves XL Serif OT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 \$%&

Mrs Eaves XL Serif OT Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 \$%&

Mrs Eaves XL Serif OT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 \$%&

Mrs Eaves XL Serif OT Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 \$%&

Mrs Eaves XL Serif OT Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 \$%&

Mrs Eaves XL Serif OT Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 \$%&

OPENTYPE®

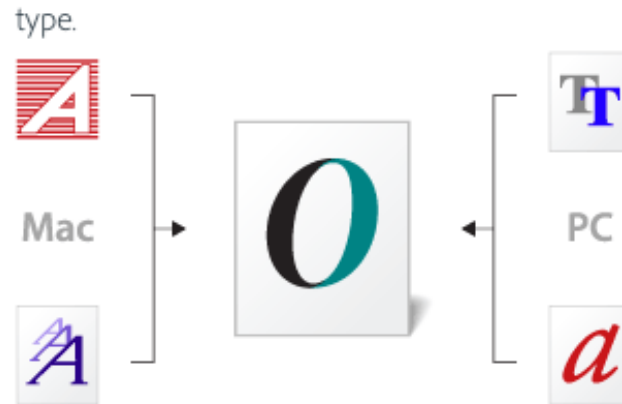
The new NRAEF brand will utilize font families that are cross-platform, or “opentype.” OpenType® is a cross-platform font file developed jointly by Adobe and Microsoft. The main benefits of the OpenType format is its cross-platform compatibility (the same font file works on Macintosh and Windows computers).

OpenType lets you move font files back and forth between platforms, simplifying font management.

An Opentype font is labeled with an “OT” at the end of the font name, and is accessible with an Adobe Creative Cloud subscription through Adobe Fonts.

PC ALTERNATIVES

If you do not have access to Adobe fonts, we have chosen the PC-friendly substitute, Verdana, shown .



Verdana

Verdana Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Verdana Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Verdana Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

Verdana Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%&

6.0 EDITORIAL

The way we communicate directly impacts how others perceive us. Our messaging — whether in a blast email, news release or other piece — should be consistent across the organization. With each audience (and across audiences, where possible), it is critical that we follow consistent guidelines regarding tone, terminology, grammar and style. These guidelines are intended to address frequently asked questions regarding our print and online collateral.

TO NE

As the industry's trusted advisor, the NRAEF voice is warm and straightforward. We explain complex concepts directly and in the simplest terms possible. We reflect the language of our members and try to minimize/avoid buzzwords and corporate-speak language.

STYLE PREFERENCES

TRAINING PRODUCTS AND MATERIALS

Training products and materials within them generally adhere to the Chicago Manual of Style, 16th edition (CMS).

EDITORIAL AND NEWS CONTENT

Our editorial team adheres to the Associated Press Stylebook (AP). The latest edition of Webster's New World College Dictionary should be used to check spelling and compounding.

USE IN TEXT

NRAEF branded materials should have "National Restaurant Association Educational Foundation (NRAEF)" in first reference and then can use the acronym NRAEF thereafter.

ACRONYM USAGE

The NRAEF acronym should be used with "the" in all instances.

OTHER NRAEF ACRONYMS

SRA State Restaurant Association

NPSI National ProStart Invitational Restaurant Industry Awards

TJB Ted J. Balestreri Leadership Classic

MFA Military Foodservice Awards

EEA Educators of Excellence Awards

HOPES Hospitality Opportunities for People (Re)Entering Society

COA *Certificate of Achievement for ProStart students*

MARKETING COLLATERAL

Marketing collateral adheres to AP style with some flexibility based on type of marketing collateral, distribution channel, etc.

REGISTERED WORD MARKS

Registered work marks such as ProStart® will use the "®" symbol the first time the word appears in a title or headline AND the first time the word appears in the body text of your document or Web page. Subsequent uses do not need the symbol.

ONLINE VS. PRINT

The NRAEF website will reflect AP style for ease of reading online.

WEBSITE URLS

In online and print materials, website urls should simply begin with the primary domain name in upper case (e.g., ChooseRestaurants.org instead of www.chooserestaurants.org). This allows for easier reading, and one can still apply hyperlinks as necessary.

7.0 PHOTOGRAPHY

Make every effort to include original photography depicting program participants. Stock photos may be used if no original photography is available.

Prior to use, please confirm with the NRAEF communications team that the photos selected for external purposes have signed release forms from all participants in the image. Do not use photography of individuals who have not signed a NRAEF photo release form.

8.0 DIGITAL

In general, when referring the NRAEF in general or all NRAEF programs BUT ProStart, **tag NRAEF channels**. When referring to ProStart, the National ProStart Invitational and Educators of Excellence Awards, **tag ProStart channels**.

› **NRAEF FB:** <https://www.facebook.com/NRAEFoundation/>

› **NRAEF IG:** <https://www.instagram.com/nraefoundation/>

› **NRAEF YouTube:** https://www.youtube.com/channel/UC_NUt6nYjyVXqfsQjAUJk7w?view_as=subscriber

› **NRAEF Twitter:** <https://twitter.com/NRAEF>

› **NRAEF LinkedIn:** <https://www.linkedin.com/company/nraef>

› **ProStart FB:** <https://www.facebook.com/ProStartprogram/>

› **ProStart IG:** <https://www.instagram.com/prostartprogram/>

› **ProStart Twitter:** <https://twitter.com/ProStart>

› **ProStart LinkedIn:** <https://www.linkedin.com/company/prostart-program/>

9.0 FILE USAGE

EPS, PDF, and PNG formats are the **only** file types that preserve background transparency. A white (reverse) logo/icon is included as an EPS, PDF, and PNG, but not as a JPG because a **JPG file cannot maintain a transparent background**.

EPS and PDF are *vector* images, while JPG and PNG are *raster* images.

Vector images are made of lines and curves that make up paths that are scalable.

Raster images are made of pixels and may be reduced in size but **never** enlarged; enlarging them will result in poor reproduction.

Saving an EPS file as an EPS 8 file should eliminate cross-platform problems and solve uploading issues for programs that require PC coding.

NOTE: JPG files are widely accepted for photograph files for both print and web usage.

IMAGE RESOLUTION:

Print: “high res” (300 dpi) files are required for any print usage. Web screen shots are **not** an acceptable format since they are low quality and will have a “bitmapped” effect when printed. Please also be aware that images embedded in Word documents do not qualify as usable files. You must go back to the source and get a “live” image file for print reproduction.

Web: “low res” files are preferred for any digital use, since their file sizes are much smaller and compressed.

Design Application	Design Program	EPS	JPG	PNG	PDF
Banners/ Signs/ Promotional Items	Adobe Illustrator, InDesign, Photoshop	R			O
Excel Documents	Microsoft		O	O	O
Online	Web Publishing Software		O	R	
Publisher Documents		O	R	O	O
PowerPoint	Microsoft PowerPoint		R	O	O
Word Documents	Microsoft Word		R	O	O
Video/Quicktime Movie	Adobe After Effects, Final Cut Pro	R		O	O

R: Required; O: Optional

10.0 FAQs

STYLE GUIDE UPDATES

The materials presented in the Style Guide will be updated accordingly, depending on program updates from the NRAEF that affect the content provided in designed materials. The NRAEF communications team will also revisit the Style Guide on a yearly basis to ensure the design look, feel and messaging presented in these guidelines continue to reflect the NRAEF's work.

MATERIALS REQUEST

Please contact the NRAEF Communications team (contact information provided on this page) with any questions on requesting specific branding materials.

CONTACT INFORMATION

NRAEF COMMUNICATIONS TEAM:

Gordon Lambourne

Vice President, Communications

Overall brand and design

glambourne@nraef.org