



## **BRAND GUIDELINES**

This document provides initial guidance on the usage of the National Restaurant Association Educational Foundation logo.

**Please contact Gordon Lambourne with any questions at [Glambourne@nraef.org](mailto:Glambourne@nraef.org) or (202) 315-4100.**

## National Restaurant Association (NRA) & National Restaurant Association Educational Foundation (NRAEF) Shared Vision

We will lead America's restaurant industry into a new era of prosperity, prominence and participation, enhancing the quality of life for all we serve.

## NRA Mission

We exist to help our members — the cornerstone of their communities — build customer loyalty, rewarding careers and financial success.

## NRAEF Mission

As the philanthropic foundation of the National Restaurant Association, we exist to enhance the restaurant industry's service to the public through education, community engagement and the promotion of career opportunities.

## Positioning Statement

*The positioning statement is a succinct, one sentence description of the National Restaurant Association Educational Foundation:*

The NRAEF impacts the prosperity of the restaurant industry by developing a stronger workforce and building the next generation of industry leaders.

## Taglines

At this time, the NRA and NRAEF do not have taglines associated with their logos.

## 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 the height of the letter R in Restaurant. 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.

BRAND GUIDELINES:  
**Brand Color Palette**

The logo is made of two colors: a bold red and a rich dark blue. These colors are an important part of our identity — we are proud to be a national organization.

Please note that the 4-color process colors are not a direct conversion from Pantone.



Pantone 485

**4-Color Process:**

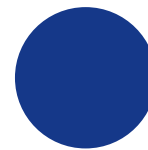
C-0 M-100 Y-90 K-0

**RGB:**

R-237 G-27 B-47

**HEX:**

ec1c2f



Pantone 2748

**4-Color Process:**

C-100 M-87 Y-0 K-19

**RGB:**

R-22 G-55 B-132

**HEX:**

163785

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



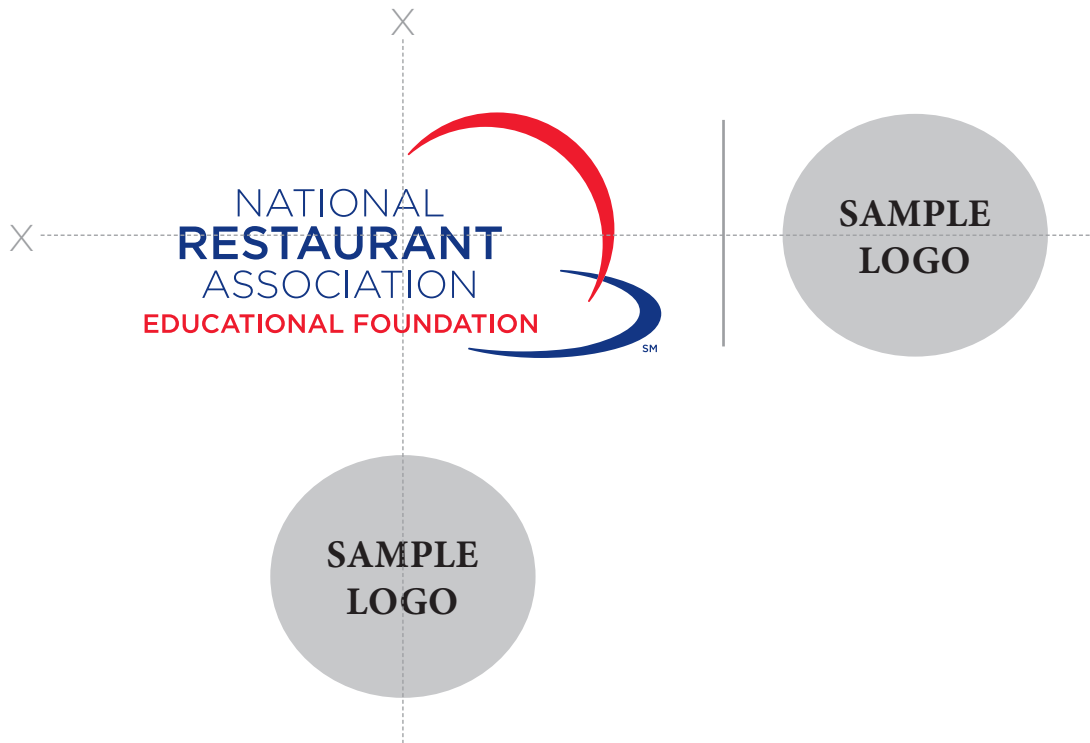
In one-color, black-and-white, printed materials, the entire logo is to appear at 100% black.



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

# Alignment

When used in conjunction with other logos (e.g., partner logos, state restaurant association logos), the NRAEF 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 NRAEF takes the top spot.



## Brand Architecture

Our brand architecture allows for continuity across the enterprise and within departments/product lines. Because “National Restaurant Association Educational Foundation” is included in new logos, there is no need to “co-brand” with the umbrella organization. In addition, there are now criteria in place for determining what new endeavors will receive a logo or typographical treatment alone.

# BRAND GUIDELINES: Logo “Don’ts”



Do not use blue/red other than as specified in this document



Do not add drop shadow to the logo



Do not use fonts other than as specified in this document



Do not rearrange or rescale elements of the logo



Do not squeeze the logo’s natural dimensions



Do not stretch the logo’s natural dimensions



Do not add outlines to any element of the logo



Do not place the full color logo on a color that makes elements of the logo unreadable



Do not place the logo on a busy background

## Print (Designed Collateral)

- The logo is composed of fonts from the Gotham family of fonts: Gotham Light and Gotham Bold. Fonts from the Gotham family of fonts also serve as the primary fonts in the overall National Restaurant Association brand. Gotham is a clean and easily-readable font. This simple clarity conveys our organization’s “spirit of hospitality.”
- At times, alternative fonts may be necessary. When a serif font is deemed a better choice than our primary logo font, use the Minion Font Family. Minion is a clean, modern serif font. It provides a nice contrast when used in conjunction with Gotham.
- When a script font is desired, use the Bickham Script Font Family. Bickham is an elegant — but not extravagant — script font. Use should be limited to materials such as invitations, awards and more formal pieces. Bickham should not be used for body copy.

## Print (Everyday/internal use)

- When creating documents that are printed and require running body copy (e.g. internal/external correspondence, talking points, memos, applications, meeting agendas), please use the serif typeface Times New Roman (Regular and Bold, size 12) for its readability and universal availability.

## Online (Web/Email)

- The NRA online typography takes a clean, simple approach. In online executions (e.g. emails, e-signatures, e-newsletters, website body copy), please use the sans serif Arial font family to include both regular and bold where needed for emphasis. For email, use Arial (size 10 or 12, depending on readability). Arial is most like our brand font Gotham and is highly legible, easy to use and compatible across all computing platforms and systems. This will also create consistency among our communications. For contrast and interest, headline copy and other text accents may use other fonts, but they should be complementary to Arial and not become a main font. Please connect with Denise Roach (droach@restaurant.org) to discuss your selections before finalizing them.

## Gotham Family Sampling

### Gotham Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Gotham Book:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Gotham Medium:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Gotham Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Minion Family Sampling

### Minion Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Minion Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz*  
1234567890

### Minion Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Bickham Family Sampling

### Bickham Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz*  
1234567890

### Bickham Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz*  
1234567890



## Referencing the NRAEF in text

NRAEF collateral should have “National Restaurant Association Educational Foundation (NRAEF)” in the first reference and then can use the acronym NRAEF thereafter. We expect that at times, “the Foundation” will be used in written communications.

On collateral, website urls should read [ChooseRestaurants.org](http://ChooseRestaurants.org) instead of [chooseresaurants.org](http://chooseresaurants.org).

To ensure appropriate references to ProStart in text, please refer to ProStart’s guidelines.

## Copyright and Service Mark Attribution Requirements

This document outlines the attributions for material produced by the National Restaurant Association Educational Foundation. It does not include materials that incorporate intellectual property produced by the National Restaurant Association. Questions? Cannot identify the appropriate attribution for your item? Contact Gordon Lambourne at [Glambourne@nraef.org](mailto:Glambourne@nraef.org).

### CATEGORY

#### Products

“Products” is defined to include but not be limited to:

- Reports, books, manuals, guides, handbooks, and pamphlets
- Web sites
- Individual PDFs of content, whether sold or distributed freely
- DVDs
- CD-ROMs
- Online courses
- Certificates (wallet size may be handled differently — determined by design and needs discussion)

### ATTRIBUTION REQUIREMENTS

#### COPYRIGHT

© [current year] National Restaurant Association Educational Foundation. All rights reserved.

- The copyright attribution must appear once, either with the product’s disclaimer or in an area reserved for legal language.
- When a group is allowed to distribute or copy the material, include limitations to their rights to do so, such as: “Reproducible for internal use only. NOT for placement on Web sites.” Tailor the line to address the allowances that you want to make.

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#### LOGOS AND TRADEMARKS

**[Trademark or logo] is a [registered] trademark of the National Restaurant Association Educational Foundation.**

- List each trademark that appears in the material in the first sentence. You may need to alter the grammar so that the sentence will make sense.
- As of December 2013, all newly designed “arcs” logos are not yet registered with the USPTO. Once approved, the word “registered” must be used in conjunction with the attribution. Currently, the word is omitted. For example:  
**Currently:** “ProStart is a registered trademark of the National Restaurant Association Educational Foundation. The logo appearing next to ProStart is a trademark of the National Restaurant Association.”  
**Once registered:** “ProStart is a registered trademark of the National Restaurant Association Educational Foundation. The logo appearing next to ProStart is a registered trademark of the National Restaurant Association.”

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#### FULL EXAMPLE FOR AN NRA-BRANDED ONLY PRODUCT:

© 2013 National Restaurant Association Educational Foundation. All rights reserved. National Restaurant Association Educational Foundation (NRAEF) is a registered trademark of the National Restaurant Association Educational Foundation. The logo appearing next to NRAEF is a trademark of the National Restaurant Association.

#### FULL EXAMPLE FOR AN NRA PRODUCT WITH MULTIPLE BRANDS:

© 2013 National Restaurant Association Educational Foundation. All rights reserved. ProStart is a registered trademark of the National Restaurant Association Educational Foundation. The logo appearing next to ProStart is a trademark of the National Restaurant Association. National Restaurant Association Educational Foundation (NRAEF) is a registered trademark of the National Restaurant Association Educational Foundation. The logo appearing next to NRAEF is a trademark of the National Restaurant Association.

## Copyright and Service Mark Attribution Requirements

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### CATEGORY

#### Large Marketing Collateral

This category includes but is not limited to:

- Printed advertisements larger than a quarter column
- Sell sheets, brochures, posters
- **Exception:** attribution not required for booth screens

#### Small Marketing Collateral

This category includes but is not limited to:

- Printed advertisements that are a quarter column or smaller
- Postcards, web banners
- Premiums (e.g., pens, patches, etc.)
- Business cards

*Additional info is on the next page for physically small items (e.g., premiums).*

### ATTRIBUTION REQUIREMENTS

#### COPYRIGHT

© [current year] National Restaurant Association Educational Foundation. All rights reserved.

- The copyright attribution must appear once, either in an unobtrusive place or in an area reserved for legal language.

#### LOGO

- Please use appropriate attribution.

#### COPYRIGHT

© [current year] National Restaurant Association Educational Foundation. All rights reserved.

- No attribution is required. Distributors other than NRAEF may not claim copyright if NRAEF-generated content is used.

#### LOGO

- **NRA as distributor:** No attribution is required.
- **Other distributors:** Permission is needed from the IP administrator to proceed; however, no attribution is required. For example: Members must request the right to place a logo on their business cards.

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### CATEGORY

#### Any Marketing Collateral for Distribution by Other Groups\*

All marketing material created for use by others includes but is not limited to the following groups:

- State restaurant associations
- Distribution partners
- Members

*\*See exceptions below*

#### Copyrighted material that is part of a licensing or permission agreement

This applies to any NRA-owned content that is lent or licensed to another group of any type. This includes but is not limited to:

- Owned images
- Any type of written content in any medium

### ATTRIBUTION REQUIREMENTS

#### COPYRIGHT

© [current year] National Restaurant Association Educational Foundation. All rights reserved.

- The copyright attribution must appear once, either in an unobtrusive place or in an area reserved for legal language.

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#### LOGO

[Licensed trademark or logo] is a [registered] trademark of the National Restaurant Association Educational Foundation.

- Refer to additional, relevant information in logos used in Products on Attribution Page 1.

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#### COPYRIGHT

- Attribution is required and determined by the IP administrator according to the item in use.

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#### LOGO

- Attribution is required and determined by the IP administrator according to the item in use.