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1.0 INTRODUCTION

Across the enterprise, we are unified in our approach and collaborative in our efforts to deliver on our mission and vision. This applies to all we do – from our programs and icons to the look and feel of our collateral.

This document was developed to help us all work together to create consistent, branded collateral that reinforces the National Restaurant Association Educational Foundation’s relevance and reputation. Adhering to these guidelines will facilitate creating materials that reflect a unified voice and our brand personality — trusted, expert, in the know, connected, passionate, committed, and innovative — across a myriad audiences.

These overarching guidelines apply to any work completed for the National Restaurant Association Educational Foundation, as they will create more cohesion across our programs and products. Please refer to specific brand guidelines for additional information.

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 below as well as the language on the NRAEF main fact sheet.

Action Item: NRAEF to provide after strategic plan is final.

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 references. 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.

**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**

**100% Black**

**Optional type logo**

**NOTE:** use the alternate “a” character found in the glyphs options.
**CO-BRANDING**

When used in conjunction with other logos (e.g., partner logos, state restaurant association logos), the National Restaurant Association Educational Foundation logo should be placed to the left, centered horizontally with a dividing line to separate. If, due to space constraints, the logos must be stacked vertically, the National Restaurant Association Educational Foundation takes the top spot.

NRAEF team to discuss co-branding needs for other programs with respective teams (scholarships, apprenticeship, rr, military)
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.
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**
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.

Additional copy TK.
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.

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

Restaurant Ready
PROSTART PALETTE

ProStart®
MILITARY PALETTE

Military
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.
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).

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

Mr Eaves XL Sans OT

Mr Eaves XL Sans OT Thin

Mr Eaves XL Sans OT Thin Italic

Mr Eaves XL Sans OT Light

Mr Eaves XL Sans OT Light Italic

Mr Eaves XL Sans OT Book

Mr Eaves XL Sans OT Book Italic

Mr Eaves XL Sans OT Regular

Mr Eaves XL Sans OT Regular Italic

Mr Eaves XL Sans OT Bold

Mr Eaves XL Sans OT Bold Italic

Mr Eaves XL Sans OT Heavy

Mr Eaves XL Sans OT Heavy Italic

Mr Eaves XL Sans OT Ultra

Mr Eaves XL Sans OT Ultra Italic
**NEW FONT FAMILY: NARROW**

When space it 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 $&

---

ChooseRestaurants.org
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

<table>
<thead>
<tr>
<th>Character Set</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td>0123456789 $%&amp;</td>
<td></td>
</tr>
</tbody>
</table>

Verdana Italic

<table>
<thead>
<tr>
<th>Character Set</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td>0123456789 $%&amp;</td>
<td></td>
</tr>
</tbody>
</table>

Verdana Bold

<table>
<thead>
<tr>
<th>Character Set</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td>0123456789 $%&amp;</td>
<td></td>
</tr>
</tbody>
</table>

Verdana Bold Italic

<table>
<thead>
<tr>
<th>Character Set</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td>0123456789 $%&amp;</td>
<td></td>
</tr>
</tbody>
</table>

Source: Adobe.com
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.

TONE
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.

STYLE PREFERENCES
TRAINING PRODUCTS AND MATERIALS
Training products and materials within them generally adhere to the Chicago Manual of Style, 16th edition (CMS). Questions? Please contact Melissa Garvey at (312) 715-6756 or mgarvey@restaurant.org.

EDITORIAL AND NEWS CONTENT
Our editorial team adheres to the Associated Press Stylebook (AP). For a copy of the AP style guide, please contact Denise Roach at (202) 331-5909. 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 without “the” unless at the beginning of a sentence.

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 Educator 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 word 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 STATIONERY

LETTERHEAD
There are two options for letterhead. The margins and live copy area are the same for both.

Option I is used for XXX.

The Honorable Kenny Alexander
Mayor of City of Norfolk
810 Union Street, Suite 1001
Norfolk, VA 23510
July 00, 2019
Dear Mayor Alexander:
The National Restaurant Association Educational Foundation is honored to invite you to help celebrate the return of ProStart to the Norfolk Public School system on Wednesday, September 4th, 8:30 a.m. to 9:30 a.m. at the Norfolk Technical Center.

ProStart is the nation’s premiere high school culinary arts and restaurant management training program and is offered in all 50 states. Thanks to a $1.1 million donation by Hu Odom, President and Founder of BOTH, Inc., ProStart is now available to students across the Hampton Roads and Norfolk area.

Through ProStart, we teach essential job and life skills to young people from all backgrounds, and prepare them for meaningful careers in the restaurant and foodservice industry. To date, more than 600,000 students have participated, and many have become highly successful chefs and restaurant managers.

Joining the celebration will be representatives from the Norfolk Public School Board; the Virginia Restaurant, Lodging and Travel Association; local business leaders; ProStart students and educators and the media. We would greatly appreciate it if you would be our keynote speaker and officially welcome “ProStart Back to School”. Attached you will find the event agenda and a fact sheet on ProStart.

We look forward to hearing from you and please contact me directly if you have any questions and/or have your team reach out to Amy Saltzman, our ProStart Program Director at 202 331-5980, or asaltzman@nraef.org. Thank you for your time and consideration.

Sincerely,
Rob Gifford
President
National Restaurant Association Educational Foundation

cc: Amy Saltzman
Attachments

ChooseRestaurants.org
Dear Mayor Alexander:

The National Restaurant Association Educational Foundation is honored to invite you to help celebrate the return of ProStart to the Norfolk Public School system on Wednesday, September 4th, 8:30 a.m. to 9:30 a.m. at the Norfolk Technical Center.

ProStart is the nation’s premiere high school culinary arts and restaurant management training program and is offered in all 50 states. Thanks to a $1.1 million donation by Hu Odom, President and Founder of BOTH, Inc., ProStart is now available to students across the Hampton Roads and Norfolk area.

Through ProStart, we teach essential job and life skills to young people from all backgrounds, and prepare them for meaningful careers in the restaurant and foodservice industry. To date, more than 600,000 students have participated in the ProStart Program and many have become highly successful chefs and restaurant managers.

Joining the celebration will be representatives from the Norfolk public School Board; the Virginia Restaurant, Lodging and Travel Association; local business leaders; ProStart students and educators and the media. We would greatly appreciate it if you would be our keynote speaker and officially welcome “ProStart Back to School”. Attached you will find the event agenda and a fact sheet on ProStart.

We look forward to hearing from you and please contact me directly if you have any questions and/or have your team reach out to Amy Saltzman, our ProStart Program Director at 202 331-5980, or asaltzman@nraef.org. Thank you for your time and consideration.

Kind Regards,

Rob Gifford
President
National Restaurant Association Educational Foundation

cc: Amy Saltzman

Attachments
BUSINESS CARDS
Business cards are designed for the main staff as well as the program staff. The cards use a solid process four color black build (C:79, M: 65, Y: 4, K: 44) on the back and feature all the social media handles and links for each program.

GORDON LAMBOURNE
VICE PRESIDENT, COMMUNICATIONS & EVENTS
Office: 202.315.4100
Mobile: 240.381.0803
glambourne@nraef.org
2055 L Street NW
Suite 700
Washington, D.C. 20036

AMY SALTZMAN
DIRECTOR, PROSTART® PROGRAMS
Office: 202.331.5980
asaltzman@nraef.org
2055 L Street NW
Suite 700
Washington, D.C. 20036

MATTHEW ROSALES
SENIOR MANAGER, SCHOLARSHIP PROGRAMS
Office: 202.973.3672
mrosales@nraef.org
2055 L Street NW
Suite 700
Washington, D.C. 20036
The fact sheets are set up using a four-column format. This sample represents the main NREAF fact sheet (see the program fact sheets on the next page). To access a detailed template, click here. (New link TK when you move files to your drive)
FACT SHEETS

These are the program fact sheets, which are designed to feature new data and statistics in a fresh, modern way. These numbers can be updated when new information is made available to help support the advancements made within each program area.

Putting Underversed Youth on a Path to Employment & Independence

Restaurant Ready is a national program designed to help young people who are not in school and/or employed gain skills, confidence to start a job and stay employed. Restaurant Ready is a career pathway where hands-on training in a restaurant setting prepares young adults for entry-level positions in the industry.

Program Benefits
1. Apprenticeship opportunities
2. Paid work experience
3. Personalized mentoring
4. Professional development training
5. Life skills training

Key Stats
- Over 52,000 apprentices
- Over 2,000+ employer partnerships
- Over 700,000+ in grants

Empowering the Next Generation of Restaurant Leaders

ProStart is a national, two-year academic and skills competition. The best foodservice operations across the country are recognized at special events and a national awards ceremony hosted during the National Restaurant Association Show in Chicago.

Program Benefits
1. Competition awards
2. Scholarships
3. National career expo
4. National, state, and local recognition

Key Stats
- Over 700,000+ in scholarships and grants
- Over 14% of recipients identify as minority students
- Over 14% of recipients have begun working in the restaurant industry

Preparing Military Service Members for Transition and Providing Pathways into the Restaurant Industry

Since 2001, the National Restaurant Association Educational Foundation (NRAEF) has partnered with the U.S. Department of Labor to prepare military service members for career and personal success in the foodservice and hospitality industries.

Program Benefits
1. Transition assistance
2. Employable employees
3. Professional development

Key Stats
- Over 700,000+ in scholarships and grants
- Over 14% of recipients identify as minority students
- Over 14% of recipients have begun working in the restaurant industry

Get Involved!
ChooseRestaurants.org

Earn While You Learn—Building a Career in Restaurant Management

The National Restaurant Association Educational Foundation offers a national program called Apprenticeship that allows students to gain work experience and industry knowledge at a restaurant, while being paid and earning the skills needed for a career in the industry.

Program Benefits
1. Hands-on training
2. Paid work experience
3. Personalized mentoring
4. Professional development training
5. Life skills training

Key Stats
- Over 52,000 apprentices
- Over 2,000+ employer partnerships
- Over 700,000+ in grants

Get Involved!
ChooseRestaurants.org

Advancement through Continued Education & Training

More than 400 colleges and universities offer associate and bachelor’s degrees in the restaurant industry. The National Restaurant Association Educational Foundation awards more than $850,000 in scholarships and grants each year. Since 1987, the Foundation has awarded more than $6 million to students.

Program Benefits
1. Access to higher education
2. Enhanced skills
3. Increased earning potential

Key Stats
- Over 700,000+ in scholarships and grants
- Over 14% of recipients identify as minority students
- Over 14% of recipients have begun working in the restaurant industry

Get Involved!
ChooseRestaurants.org

Prepare the Next Generation of Restaurant Leaders

ProStart is a national, two-year academic and skills competition. The best foodservice operations across the country are recognized at special events and a national awards ceremony hosted during the National Restaurant Association Show in Chicago.

Program Benefits
1. Competition awards
2. Scholarships
3. National career expo
4. National, state, and local recognition

Key Stats
- Over 700,000+ in scholarships and grants
- Over 14% of recipients identify as minority students
- Over 14% of recipients have begun working in the restaurant industry

Get Involved!
ChooseRestaurants.org
The program postcards shown on pages 26–28 are designed to feature the top talking points for the programs as a lead question to help answer quick queries about key program features. The bold color on the back helps differentiate each program with a call to action to help reinforce the brand.

**Why should you consider a restaurant management apprenticeship?**

- An affordable way to advance your career
- A way to “earn while you learn” and receive training on-the-job
- Learn new skills, like marketing, financial management and more
- A path to become a restaurant manager

Plus, ProStart® alumni can receive credit in the apprenticeship program with your ProStart® Certificate of Achievement.

---

**Why are Veterans positioned for success in the restaurant industry?**

- 14% of veterans in the restaurant industry hold management positions
- Veterans are 45% more likely than non-veterans to start a small business
- Veteran owned businesses employ 6 million Americans

The National Restaurant Association Educational Foundation works to:

- Train service members and their families to hone their skills
- Provide pathways to help service members transition into civilian life
- Honor service members by recognizing the best in foodservice operations

Learn more about participating companies and how you can enroll at ChooseRestaurants.org/Apprenticeship.

Learn more about how the restaurant industry supports veterans and how you can get involved at ChooseRestaurants.org/Military.
What is ProStart®?

› A nationwide, two-year high school career technical education program
› An industry-driven program combining culinary and restaurant management fundamentals
› Nearly 150,000 students enrolled in the program
› Offered in 1,900 high schools in all 50 states

GET INVOLVED
› Find a ProStart school near you by visiting ChooseRestaurants.org to contact your state coordinator
› Attend the National ProStart® Invitational in Washington, DC, the country’s premier high school competition for restaurant management and culinary arts
› Follow us on social media: Twitter @ProStart, Facebook and Instagram @ProStartProgram

Learn more about ProStart® and how you can get involved at ChooseRestaurants.org/ProStart®

What is Restaurant Ready?
The NRAEF’s Restaurant Ready program helps community-based organizations across the country place young adults on a path to employment and independence by:
› Providing young adults with training in six work-ready competency areas defined by the restaurant industry – and valuable and transferable to any career
› Helping young people acquire the skills, discipline and confidence to start their first job and remain successfully employed
› Linking individuals directly to local employers, positively impacting the social and economic wellbeing of the community

Learn more about Restaurant Ready and how you can get involved at ChooseRestaurants.org/RestaurantReady
For students pursuing hospitality and restaurant-related undergraduate degrees
Scholarship awards range from $2,500 to $10,000
Funds can be applied to educational expenses like tuition, books and housing

The NRAEF also offers grants for educators interested in professional development.

Are NRAEF Scholarships for you?

Apply for scholarships at ChooseRestaurants.org/Scholarships
10.0 POWERPOINT

TK
11.0 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.

12.0 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_NUt6nYjyVXqfsQjAUK7w?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/

ChooseRestaurants.org

Add something about Military usage? Hiding name tags of participants?

13.0 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.

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

R: Required; O: Optional
13.0 VIDEO

› White logo watermark in bottom right corner (black if it’s a light background)

› No standard intro animation – action to start immediately

› Outro with NRAEF logo (will want to update to 4C black logo)

  ■ Content-appropriate URL:
    ChooseRestaurants.org,
  ■ ChooseRestaurants.org/Apprenticeship
  ■ Legal language at bottom

› Content about shot framing, rule of thirds, can all

› Lower thirds — style seen below to be updated with NRAEF colors based on the respective programs. Use font guidelines as outlined above.

Need these original image files:
15.0 FAQs

Content about updating materials TK.
Process for requesting materials TK.
Point of Contact TK

These guidelines were developed by Lynne Smyers (lynne@smyersdesign.com) in collaboration with the executive NRAEF marketing team during 2019/2020.