



SERVSAFE® NAME AND LOGO USAGE STYLE GUIDE AND SPECIFICATIONS

Who May Use this Brand Name

The ServSafe® brand name is a registered trademark of the National Restaurant Association Educational Foundation (NRAEF), and may be used only to describe the program and product offerings in the suite of materials copyrighted by the National Restaurant Association Educational Foundation.

Print Use: When the ServSafe brand name appears in a printed piece, it must be followed by a registered trademark symbol ® (ex: ServSafe® training) the first time it appears in the headline and the first time it appears in body text of a contiguous document.

The following credit 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.”**

Online Use: When the ServSafe brand name appears in a document delivered online, it must be followed by the registered trademark symbol ®, the first time it appears in the headline and the first time it appears in body text on each page in the document.

The following credit should also appear on each page of an online document: **“ServSafe is a registered trademark of the National Restaurant Association Educational Foundation, and used under license by National Restaurant Association**



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Solutions, LLC, a wholly owned subsidiary of the National Restaurant Association.”

Additional Specifications:

- ▶ Any other spelling or styling of the brand name (e.g. Serv Safe, Serve Safe, Serve Safely, Serving Safe, etc.) shall be considered a violation of the registered trademark and subject to legal action.
- ▶ The ServSafe® brand name should never stand alone except when referring to the full range of products within the brand suite.
- ▶ The ServSafe brand name must always be used as a proper adjective modifying each common descriptive noun (e.g. ServSafe® food safety training, the ServSafe® program, the ServSafe® Certificate, etc.)
- ▶ When the ServSafe brand name *and* the ServSafe brand logo appear together within the same printed document or in the same page of an online document, the following statement should appear: **“ServSafe and the ServSafe brand logo are registered trademarks 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.”**

Brand Logo Usage Specifications

The ServSafe brand logo is a registered trademark of the National Restaurant Association Educational Foundation and is the keystone of the program’s identity and must be used properly to 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.

Who may use this brand logo

This brand logo is for the exclusive use of its registered owner, its agents, licensees and other authorized parties. Third parties serving as agents need to have their clients request permission directly.

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Individuals who have met the requirements of Certified ServSafe® Instructors have permission to use the brand logo to promote their training classes. Such permission is granted in writing and secured by submitting the authorized Copyright and Trademark Permission Form to the National Restaurant Association. Duplicating or electronically copying the logo without securing written permission is considered misuse. Permission to use the brand logo is valid for one year from the date of the request and is revocable at the owner's discretion.

Individuals who have successfully completed the ServSafe® Food Protection Manager Certification Examination and who wish to promote their credential are permitted to use the following language: **“Certified, ServSafe® Food Protection Manager Certification Examination, National Restaurant Association, (Date Certified).”**

Request permission: Each party wanting to use the ServSafe® brand logo must first receive written permission expressly granting usage rights from the National Restaurant Association.

To receive the National Restaurant Association Copyright/ Trademark Usage Request Form, contact National Restaurant Association Copyright/Trademark Permissions at 312.715.1010 or permissions@restaurant.org

Print Use: The brand logo must be used in the approved colors and fonts, and should not be altered or augmented in any way. Placement must follow the guidelines beginning on page 6. Any Certified ServSafe® Instructor using the brand logo to promote their training should place the following credit 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. All rights reserved.”**

Any product marketing and/or advertising or product carrying the ServSafe brand logo should have the following credit 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.”**

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Online Use: When the ServSafe® brand logo appears in an document delivered online, the following statement should also appear on *each* page of the online document: **“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.”**

Additional Specifications:

- ▶ **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:

PMS		CMYK	
Dark Blue	Light Blue	Dark Blue	Light Blue
2738	299	C=100	C=85
		M=87	M=19
		Y=0	Y=0
		K=2	K=0

- ▶ **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. The amount of space surrounding the logo should be proportional to the height of the capital “S” in the logo. (See illustration below.)



- ▶ **On Color/Non-white backgrounds:** Use the reverse ServSafe logo. Shown on page 7.

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Incorrect



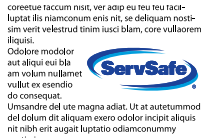
Incorrect



Incorrect



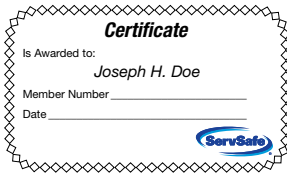
Incorrect



Incorrect



Incorrect



Incorrect



Incorrect



Incorrect



- ▶ **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 6-8 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;
 - ▶ distorting the logo, or tilting it at an angle;
 - ▶ overprinting the logo.




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Logo Files





The following table below describes the logo files being made available by NRA Solutions with 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
	CMYK EPS logo	1.5" × 0.583" 9 × 3.5 (picas) 450 × 175 (pixels)	<ul style="list-style-type: none"> ▶ Printed collateral, advertisements. ▶ For use in any 4-color (CMYK) printed materials.
	1-color EPS logo	1.5" × 0.583" 9 × 3.5 (picas) 450 × 175 (pixels)	<ul style="list-style-type: none"> ▶ Printed collateral, advertisements. ▶ For use in any black & white printed materials.
	1-color reversed EPS logo	1.5" × 0.583" 9 × 3.5 (picas) 450 × 175 (pixels)	<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 color ServSafe logo, which consists of the word "ServSafe" in a 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>1.5" × 0.727" 9 × 4.36 (picas) 450 × 218 (pixels)</p>	<ul style="list-style-type: none"> ▶ For Certified ServSafe Instructor 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. The word "ServSafe" is 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>1.5" × 0.727" 9 × 4.36 (picas) 450 × 218 (pixels)</p>	<ul style="list-style-type: none"> ▶ For Certified ServSafe Instructor use only. ▶ Printed collateral, advertisements, business cards. ▶ For use in any black & white printed materials.
 <p>The image shows the color ServSafe logo with the tagline "Certified ServSafe Instructor and Proctor" in a smaller, blue, sans-serif font below it.</p>	<p>CMYK EPS logo with Certified ServSafe Instructor/Proctor tagline</p>	<p>1.5" × 0.839" 9 × 5 (picas) 450 × 252 (pixels)</p>	<ul style="list-style-type: none"> ▶ For Certified ServSafe Instructor and Proctor 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 with the tagline "Certified ServSafe Instructor and Proctor" in a smaller, black, sans-serif font below it.</p>	<p>1-color logo with Certified ServSafe Instructor/Proctor tagline</p>	<p>1.5" × 0.839" 9 × 5 (picas) 450 × 252 (pixels)</p>	<ul style="list-style-type: none"> ▶ For Certified ServSafe Instructor and Proctor use only. ▶ Printed collateral, advertisements, business cards. ▶ For use in any black & white printed materials.

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For On-Screen Displays and Web site

Sample	Type	Minimum Size	Usage
	GIF or JPG logo	110 × 40 (pixels)	▶ Web site or other on-screen application.
	GIF or JPG logo with Certified ServSafe Instructor tagline	223 × 108 (pixels)	▶ Web site or other on-screen application.
	GIF or JPG logo with Certified ServSafe Instructor and Proctor tagline	223 × 128 (pixels)	▶ Web site or other on-screen application.