



**Partnership for  
Food Safety  
Education**

**Together: A Food Safe America**

**Style Guide and Visual Identity System for  
Partnership for Food Safety Education**



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## Brand Position Statement

**Together: A Food Safe America**

## Brand Promise

The Partnership delivers trusted, science-based behavioral health messaging and a network of resources that support consumers in their efforts to reduce risk of food-borne infection. (Every-time).

## Brand Personality

The Partnership is a catalytic leader in health education and a trusted partner to health educators. The Partnership is the originator of science-based food safety messages and the national leader in developing and disseminating information around the linkage of food safety consumer education with positive health outcomes. Personality traits are as follows:

**Credibility**  
**Focus**  
**Support**  
**Collaboration**  
**Trust**  
**Effectiveness**  
**Connectedness**

## PFSE Logo Usage



Using guidelines is an important way of maintaining a consistent brand identity. When using the color version of the logo please use the specific colors outlined in this manual.

## Black & White Versions of the Logo



## Sizing and Positioning



Preferred size is 1" in over all height from bottom of bowl to top of fork



Smallest size should be no less than 1 5/8 " in width

## Positioning of Tagline

The tagline should be placed the height of the "P" the top of the "P" on the Baseline and the bottom of the "P" on the Ascender of the tagline. The beginning of the tagline should line up with the outer edge of the bowl as shown in the image to the right.

Tagline should not appear larger or heavier than the PFSE logo.

In instances when the tagline is used alone it should be on the lower left hand corner and not larger in width than the logo in the upper left hand corner.

Do not use in a reduced unreadable size no smaller than 2 3/8" in width.

Proper Placement:



Incorrect Placements:

~~Together: A Food Safe America~~

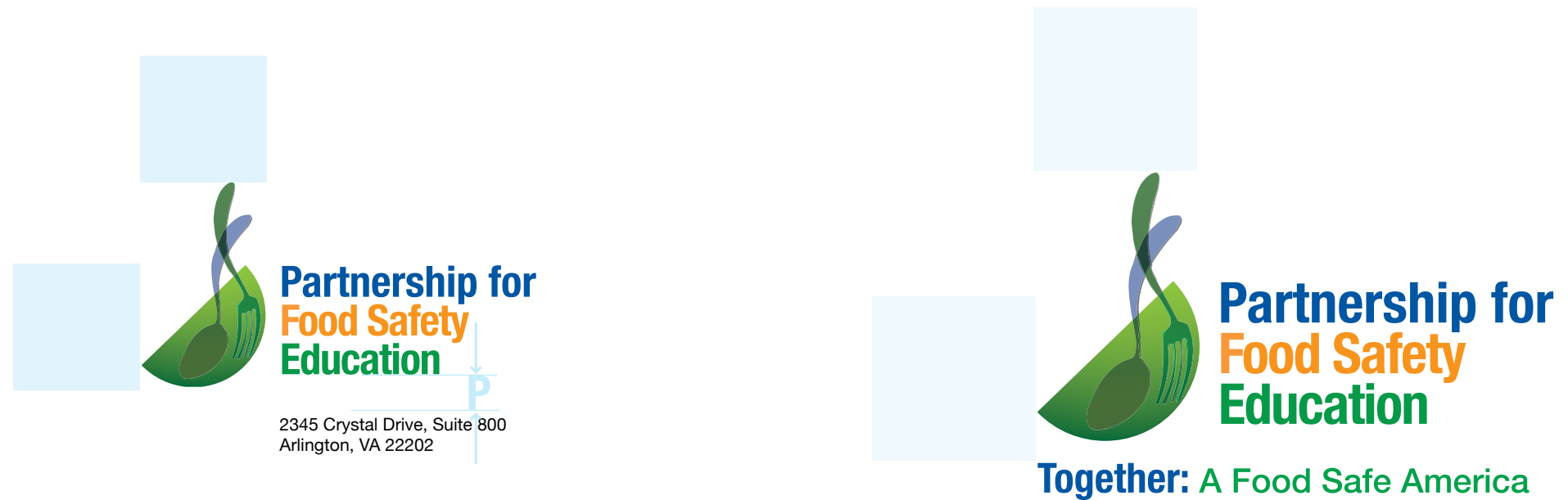


## Clear Space

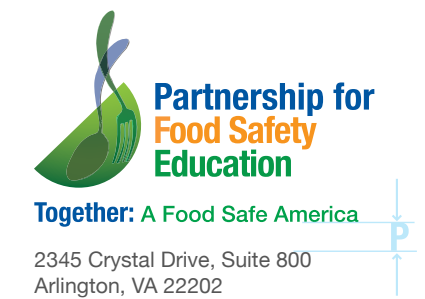


The blue area is the height of the bowl - a guide for clear space around.

## Clear Space with Tagline



The height of the bowl as a guide for clear space around remains the same with the tagline.



## Brand Colors: Primary Palette



Pantone®	CMYK	RGB	HEX
Reflex blue C	98	0	006699
	74	84	
	2	164	



Pantone®	CMYK	RGB	HEX
DS32-1C	0	247	FF9933
	50	148	
	98	30	
	0		



Pantone®	CMYK	RGB	HEX
DS 279-1C	85	0	009933
	14	153	
	100	51	
	2		

These colors provide the uniqueness of the brand and are not to be used in other parts of publications.

## Brand Colors: Secondary Palette



Pantone®	CMYK	RGB	HEX
DS 286-1C	75	51	33CC33
	0	204	
	100	51	
	0		



Pantone®	CMYK	RGB	HEX
Reflex blue C	98	0	006699
60% tint	74	84	
	2	164	



Bowl is a transparent 84° radial blend made up of three colors



CMYK	RGB	HEX
90	0	009966
30	104	
95	56	
30		



CMYK	RGB	HEX
50	57	99CC33
0	181	
100	74	
0		

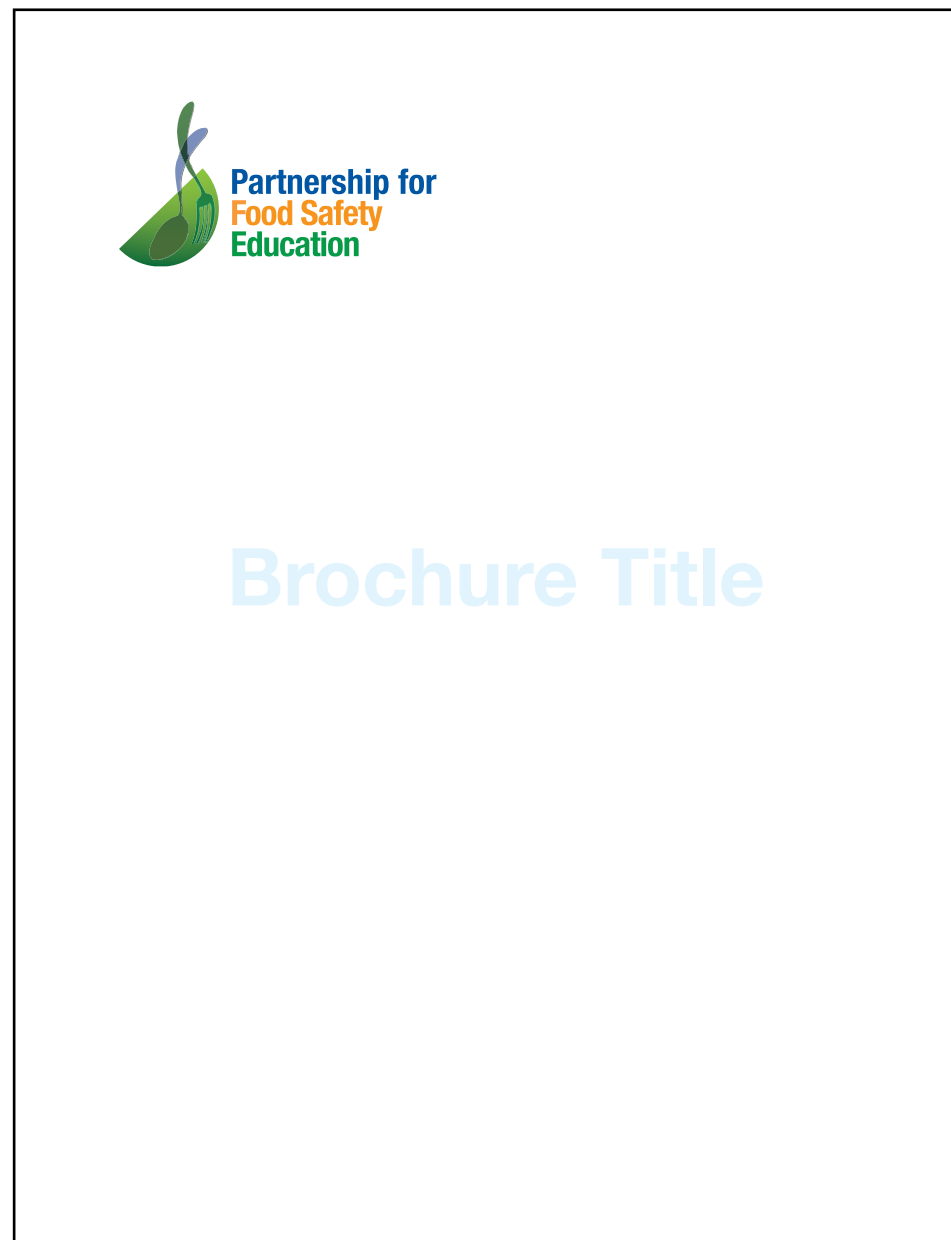


CMYK	RGB	HEX
75	140	66CC33
0	198	
100	63	
0		

## Placement

Preferred placement in the upper left hand corner in most instances, except email signatures.

Square is  
bowl height



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## Typography

The typography used in the logo is **Helvetica Neue Bold Condensed** and should be exclusive to the logo and not used in headlines or sub titles. Other fonts in the Helvetica family would be complementary and preferred in marketing material and stationery.

### Preferred Fonts:

Helvetica Neue Regular  
**Helvetica Neue Medium**  
**Helvetica Neue Bold**

Helvetica Regular  
Helvetica Regular  
**Helvetica Bold**

Arial Regular  
**Arial Bold**  
Arial Black

## What to Avoid



Usage of logo colors as background creates poor visibility



Avoid busy or patterned background and photographs



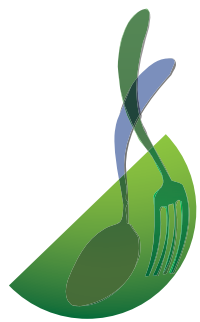
Avoid using the logo in any other way than provided as eps and jpgs or placing it on backgrounds of similar value

## Working with Images

Keep a white space or create a simple background for the logo







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