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Introduction

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
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.
**Sizing and Positioning**

- Preferred size is 1" in overall 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.

**Incorrect Placements:**

- Preferred size is 1" in over all height
- Smallest size should be no less than 1 5/8" in width
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

- Reflex blue C
  - Pantone® CMYK: 98 0 66 99
  - RGB: 74 84 2
  - HEX: 164

- DS32-1C
  - Pantone® CMYK: 0 247 0 99
  - RGB: 50 148 98
  - HEX: 30 0

- DS 279-1C
  - Pantone® CMYK: 85 0 66 99
  - RGB: 14 153 100
  - HEX: 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

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

- Reflex blue C
  - Pantone® CMYK: 98 0 66 99
  - RGB: 74 84 2
  - HEX: 164

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

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

Typography

Preferred Fonts:
- Helvetica Neue Regular
- Helvetica Neue Medium
- Helvetica Neue Bold
- Arial Regular
- Arial Bold
- Arial Black

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.
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