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Who’s Behind the Message: Partnership for Food Safety Education (PFSE)

Preventing foodborne illness is a major public health challenge. The PFSE is committed to educating consumers on four simple practices they can use to fight foodborne bacteria and reduce their risk of becoming sick: Clean, Separate, Cook, and Chill.

In 1997, the Partnership’s government, industry, consumer and health non-profit partners united around the creation of a first-ever national food safety consumer education campaign. Released as Fight BAC!®, the campaign’s core message was to keep food safe from bacteria, reducing the risk of foodborne illness, by following the four simple practices.

The launch of Be Food Safe as a retail and consumer products manufacturer platform is an important “build” on the success of the Fight BAC!® campaign. Be Food Safe applies new qualitative and quantitative consumer research to an updated tagline and a fresh look designed to deliver the four core messages through flexible, modular icons adaptable to a wide range of consumer marketing applications. The platform will have its own Web site destination—befoodsafe.org—and participating companies will have access to the expertise of consumer education, marketing and food safety technical experts within the Partnership. By working with the PFSE, your organization can assume a leadership role in reducing the incidence of foodborne illness among all Americans.

Consumer Research: Food Safety Concerns and Response to Be Food Safe

The Partnership is a leader in the development and delivery of tested, compelling and science-based food safety materials for a consumer audience. And consumers are hungry for food safety information! According to an independent research study conducted by the PFSE in March 2007:

- 64% of consumers say it is very important to follow safe food handling practices, however many do not always do so*
- Over 75% of shoppers believe food-related illness is a serious threat to their health’
- Many believe the threat is greater today than in the past’

Consumers like the Be Food Safe logo, noting that it is “effective” and “eye-catching.” Additionally, consumers understand the purpose of the icons to be one of providing a needed reminder of the importance of handling food properly, and most believe that food companies, food stores and the government are responsible for providing them information.

- 40% surveyed said that seeing the icon on packaging or in stores would make them feel that the product and store is “a lot” more responsible
- And More than 65% felt that seeing the Be Food Safe icon in a food store made them feel that the store was a lot or somewhat “more caring”.

Where consumers expect to see the Be Food Safe message:

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>On Food Packaging</td>
<td>71%</td>
</tr>
<tr>
<td>In Retail Stores</td>
<td>62%</td>
</tr>
<tr>
<td>In Magazine Ads</td>
<td>59%</td>
</tr>
</tbody>
</table>

*Independent research study conducted by the PFSE in March 2007. Study included on-line surveys of more than 1,650 consumers, as well as on-line and in-person focus groups and in-store interviews.
The modular elements of the *Be Food Safe* creative platform were developed to provide retailers and manufacturers with complete flexibility to feature the icons and content most appropriate to their product, category or store environment. The bold colors and messaging lend themselves to be used in a wide variety of marketing applications, either as an add-on to existing branded or store communications, or in the development of a custom food safety education campaign.

**Manufacturer**
- Consumer marketing materials such as FSIs, in-store collateral, print advertising, direct marketing, etc.
- On or in packaging via accordion-fold stickers
- Broadcast radio/television advertising
- Online (i.e., branded web pages)

**Retailer**
- Departmental signage (i.e., meat, produce, deli, frozen)
- Circular ads
- Direct marketing initiatives
- Broadcast radio/television advertising
- Plastic/paper grocery bags
Logo Use Guidelines

Be Food Safe Quad Logo

The logo is the most important expression of the platform and care should be taken to maintain its integrity. The Be Food Safe logo consists of the Logotype, the Icons, the color-coded type Lessons and the Web site. Never alter the logo.

These guidelines are designed to ensure consistent presentation of the logo wherever and whenever it appears in the marketplace. This helps establish and reinforce awareness of the platform. These guidelines include a variety of logo options, along with guidance and specifications on the use of color, size and typography.

Official artwork has been created for this logo. The logo should never be recreated or altered in any way. The Be Food Safe logotype is never to be used in isolation without the 4 quadrant icons. The color-coded Lessons typography is never to be used in isolation without the 4 quadrant icons. This logo shall appear in 4 color process or black. There are no other alternatives for 1 or 2 color combinations.

Be Food Safe Supporting Language

When discussing food safety in general, this copy should always be used.

Type justification: Copy should appear to the right of the icon, flush left, as above. It can also go to the left of the logo and be flush right against the logo. If supporting language goes above or below the logo, it should be centered.

This copy should always accompany the quad logo within the same document. This copy may be optional later, but until May 2009, it is required wherever space allows. If you are discussing food safety in total, this copy must appear. This copy must also accompany modular icons.
Logo Use Guidelines

Modular Icons & Messaging

1. Always use the full *Be Food Safe* logo with modular icons. While they must appear together, you have freedom with the order in which you present them.
2. Always keep base text within the modular icons.
3. Basic Supporting Language: This text should always accompany each modular icon wherever space allows.
4. Basic Supporting Language type justification: Copy should appear to the right of the icon, flush left, to the left of the icon, flush right so that copy is flat against the logo. Supporting language can be centered above or below it.
5. Additional copy points, listed here below each modular icon, can only be used if accompanied by the individual icon and base text.
6. You may use 1 to 3 modular icons on any single execution. If you are using all 4, simply use the *Be Food Safe* Quad logo.

**Clean:**
Additional copy points:

a. Wash hands before and after handling food and after using the bathroom, changing diapers and handling pets.

b. Rinse fruits and vegetables under running tap water, including those with skins and rinds that are not eaten.

c. Rub firm-skin fruits and vegetables under running tap water or scrub with a clean vegetable brush while rinsing with running tap water.
Modular Icons & Messaging

Separate:

Additional copy points:

a. Separate raw meat, poultry, seafood and eggs from other foods in your grocery shopping cart, grocery bags, and in your refrigerator.
b. Use one cutting board for fresh produce and a separate one for raw meat, poultry and seafood.
c. Never place cooked food on a plate that previously held raw meat, poultry, seafood or eggs.
d. Always start with a clean scene – wash hands with warm water and soap. Wash cutting boards, dishes, countertops and utensils with hot soapy water.

Cook:

Additional copy points:

a. Food is safely cooked when it reaches a high enough internal temperature to kill the harmful bacteria that cause illness. Refer to www.befoodsafe.org for temperature chart.
   - Chicken 165°F
   - Ground Beef 160°F
   - Pork 160°F
   - Fish 145°F
   - Steaks & Roast 145°F
   - Egg dishes 160°F

Chill:

Additional copy points:

a. Refrigerate foods quickly because cold temperatures slow the growth of harmful bacteria.
b. Use an appliance thermometer to be sure refrigerator temperature is 40°F or below.
c. Never defrost food at room temperature.
d. Always marinate food in the refrigerator.
## Logo Use Guidelines

### Potential Products and Categories for Modular Icon Usage

<table>
<thead>
<tr>
<th>Icon</th>
<th>Retail Environment</th>
<th>Food companies</th>
<th>Other Packaged Goods</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Clean</strong></td>
<td>Produce, Meat, Seafood, Deli, Cleaning supplies departments</td>
<td>All produce, bagged salads/vegetables/fruits, fresh or frozen meat &amp; seafood</td>
<td>Cleaning detergents/products, sanitizing/disinfecting wipes, dish soap, hand soap, hand sanitizers, cutting boards, kitchen utensils</td>
</tr>
<tr>
<td><strong>Separate</strong></td>
<td>Produce, Meat, Seafood, Deli departments</td>
<td>All produce, bagged salads/vegetables/fruits, fresh or frozen meat &amp; seafood, eggs</td>
<td>Cutting boards, kitchen utensils, food storage containers, aluminum foil/plastic wrap</td>
</tr>
<tr>
<td><strong>Cook</strong></td>
<td>Meat/Seafood (fresh/frozen) department, eggs, seasonal general merchandise (barbecues, charcoal)</td>
<td>Fresh or frozen meat, poultry &amp; seafood, eggs</td>
<td>Meat thermometers, disposable foil cooking pans, aluminum foil, slow cookers, cookware</td>
</tr>
<tr>
<td><strong>Chill</strong></td>
<td>Meat/Seafood (fresh/frozen), Deli, Refrigerated foods, Dairy department, seasonal general merchandise (i.e., coolers), insulated lunch bags/thermal totes</td>
<td>Fresh or frozen meat, poultry &amp; seafood, dairy products, refrigerated food products, frozen food products, meat marinades</td>
<td>Food storage containers, aluminum foil/plastic wrap, insulated lunch bags, coolers, refrigerator thermometers</td>
</tr>
</tbody>
</table>
Color Palette

The correct use of the color palette is essential to establishing platform recognition. The Be Food Safe color palette consists of colors that communicate the corresponding Lesson. They also correspond to the colors utilized in the USDA Be Food Safe media outreach materials. Therefore, the logo should be reproduced only in these designated colors. It is critical that the brand colors look consistent from piece to piece and from medium to medium. To help ensure this, color specifications for spot color (Pantone®), process colors (CMYK), and on-screen (RGB) are noted below.

**Typography**

These fonts should be used on materials that feature the Be Food Safe logo. Typography is employed in such a way as to give Be Food Safe a unique graphic style that contributes to its overall platform identity.

There are two approved font families that work well with the logo design: Whitney and Rockwell. In all mediums, print and internet, body copy should appear in Whitney Book or Medium. Headlines and subheads can be in the bolder Whitney Bold or Rockwell fonts to compliment and contrast with the lighter font weights.

<table>
<thead>
<tr>
<th>Font</th>
<th>Pantone*</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whitney</td>
<td>288c</td>
<td>100, 67, 0, 23</td>
<td>0, 75, 141</td>
</tr>
<tr>
<td></td>
<td>142c</td>
<td>0, 28, 76, 0</td>
<td>253, 190, 86</td>
</tr>
<tr>
<td></td>
<td>186c</td>
<td>0, 100, 81, 4</td>
<td>227, 24, 54</td>
</tr>
<tr>
<td></td>
<td>306c</td>
<td>75, 0, 7, 0</td>
<td>0, 188, 228</td>
</tr>
<tr>
<td></td>
<td>7544c</td>
<td>10, 1, 0, 40</td>
<td>148, 160, 169</td>
</tr>
<tr>
<td></td>
<td>717c</td>
<td>0, 53, 100, 2</td>
<td>240, 139, 29</td>
</tr>
<tr>
<td></td>
<td>283c</td>
<td>35, 9, 0, 0</td>
<td>159, 203, 237</td>
</tr>
</tbody>
</table>

**Whitney**

Whitney Book
ABCDEFghijklmnopqrstuvwxyz
1234567890

Whitney Medium
ABCDEFghijklmnopqrstuvwxyz
1234567890

Whitney Bold
ABCDEFghijklmnopqrstuvwxyz
1234567890

**Rockwell**

Rockwell Regular
ABCDEFghijklmnopqrstuvwxyz
1234567890

Rockwell Bold
ABCDEFghijklmnopqrstuvwxyz
1234567890

*The standards for these colors may be found in the current edition of the PANTONE® Color Formula Guide. The colors printed within this manual have not been approved for accuracy by Pantone, Inc. and may not match the the PANTONE Color Standards. PANTONE is a registered trademark of Pantone, Inc.*
**Logo Use Guidelines**

**Black and White Options**

The *Be Food Safe* quad logo and its modular counterparts shall not be reproduced in any other color or colors. If a one-color solution is needed, black and white logos have been provided.

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**Web Site Inclusion**

The *Be Food Safe* Web site address must remain in the logo regardless of its size or position. Whenever possible, particularly when messaging space is limited, direct consumers back to the *Be Food Safe* Web site [www.befoodsafe.org](http://www.befoodsafe.org) for more information regarding food handling.

When using the platform logo on a Web site as a link or to indicate participation in the platform, the image file should be secured in such a way that the images cannot be removed or copied from the Web site by visitors to the Web page. Contact Partnership for Food Safety Education for technical support on how to secure the logo.

Shelley Feist, Executive Director

Partnership for Food Safety Education

sfeist@fightbac.org

Phone: 202.220.0651
Production Specifications

4-Color Process
The Be Food Safe quad logo and its modular counterparts are to be reproduced in the 4-color process or in their correct Pantone® colors.

Black & White
If a one-color logo is required, it shall be reproduced in black only. These black and white options are not to be printed in any other spot or process color or color combinations.
**Logo Use Guidelines**

**Minimum Size Requirements**

In order to preserve the integrity of the identity and independence from other brand logos, the logo should be reproduced no smaller than the designated minimum size, as demonstrated here. Legibility of the Web site will be compromised if reproduced smaller than this size.

**Clear Space Guidelines**

Sufficient clear space is essential for proper presentation of the logo. The minimum amount of clear space is equal to the size of the b in the logotype to scale as demonstrated here.
Background Control
The Be Food Safe logo can appear on any solid color. If the item on which the logo appears is being printed in 4-color process, then the logo must also appear in 4-color process. The logo can appear on photos without fear of getting lost because of the white area surrounding the 4 icons. This white area should never appear in any other color, nor should it be made transparent.
Sample Activation

On Package

Brochures, Direct Mail

In-store
**Logo Misuse**

**Misuse of Be Food Safe Quad Logo**

- Do not make white area transparent.
- Do not make white area any other color or change logotype color.
- Do not remove border or Web site.
- Do not create one color, only use black and white.
- Do not create horizontal logo or use Web site as heading.
- Do not embellish with shadows.
- Do not reverse logo.
- Do not use the heading in isolation.
- Do not reset the type in another font.
Using *Be Food Safe* in Copy Format

When the *Be Food Safe* platform is mentioned in copy, it must be italicized regardless of the font being used.

**Trademark**

Information to come.
Licensing

Use of the Be Food Safe platform is offered by the Partnership for Food Safety Education as a benefit to companies and associations that are donors to the Friends of Food Safety Education program. There is no license fee, but a company must be a Friends donor in order to utilize the platform. For information on the Friends donor program, visit http://www.fightbac.org/content/view/153/7/

To encourage the nation’s leading retailers to participate in the nationally unified Be Food Safe promotional activity, the Food Marketing Institute Foundation (FMI) has made a generous gift to allow for open enrollment of FMI retail company members in the Friends of Food Safety Education.

Similarly, to encourage the active involvement of companies in the produce and related industries, the Produce Marketing Association (PMA) has also made a generous gift to allow for open enrollment of PMA member companies in the Friends of Food Safety Education.

As Friend companies, FMI retail company members and PMA members receive a free license to the Be Food Safe platform, which they can utilize in any one of the three years the company’s Friends benefits are active.

Approvals

While prior approvals of materials utilizing the Be Food Safe platform are not required, licensees with questions regarding appropriate use of the platform are urged to contact the Partnership with these questions. The Partnership encourages licensees to share facsimiles of materials utilizing Be Food Safe so that it might track usage and determine the impact the educational campaign is having on consumers. Examples of materials developed by licensees should be sent to:

Shelley Feist, Executive Director
Partnership for Food Safety Education
sfeist@fightbac.org
Phone: 202.220.0651