



PROSTART® PROGRAM LOGO USAGE STYLE GUIDE

Permission to Use the ProStart® Brand Name and Logo

The ProStart® brand name may be used for the program titles of State Restaurant Association (SRA) ProStart® Program partners of the National Restaurant Association Educational Foundation (NRAEF). The approved title is: “**(state name) ProStart® Program.**”

Only ProStart-approved programs and sponsors may use the ProStart® logo. Schools wishing to use the ProStart logo must seek permission through their SRA Partners or through the NRAEF’s Copyright/Trademark Permissions. To request a permission form from the NRAEF, contact 312.715.1010, ext. 708 or permissions@restaurant.org.

TEXT AND LOGO USAGE SPECIFICATIONS

Text Usage Specifications

The ProStart® brand name is a registered trademark of the National Restaurant Association Educational Foundation (NRAEF). Therefore, the ProStart® mark must be followed by a registration symbol (®) the first time it appears in both headline and body text. Furthermore, the following statement should appear either on the page of first use or in another conspicuous section reserved for trademark attributions: “**ProStart® 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.**”

The ProStart® mark must always be used as a proper adjective modifying a common descriptive noun (e.g., the ProStart®

ProStart® Style Guide

program, the ProStart® textbook), never as any other part of speech (e.g., proper noun, as in “ProStart makes headlines”). The word “ProStart” always appears as one word with the “S” capitalized and is never hyphenated or separated into two words.




Logo Usage Specifications

The ProStart logo is the keystone of the program’s identity and must be used properly in order to help build and maintain recognition for the program in the restaurant and foodservice industry.

There are three approved ProStart logo options. Please note that the logos below are representations only and should not be used for reproduction.





- ▶ **Color:** Approved colors for the logo are green or black. Industry-standard, solid color, ink-match values for the logo are Pantone® 286-2. If producing in 4-color process, use the conversion C-60, M-0, Y-80, 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. Fonts used in main books are Gill Sans and Bullmer MT.
- ▶ **Logo Misuse:** The following are considered misuse of the ProStart® logo and should be avoided:
 - ▶ resetting, redrawing or alter any element of the logo;
 - ▶ adding other elements to the logo;
 - ▶ placing within a visually busy field;
 - ▶ printing in unapproved color combinations; or
 - ▶ placing on an arc.

ProStart® Style Guide

Logo Usage for Printed Materials			
Sample	Type	Minimum Size	Usage
	CMYK or 1-color EPS logo	2" × 1.042" 12 × 6.25 (picas) 144 × 75 (pixels)	<ul style="list-style-type: none"> ▶ Printed collateral, advertisements ▶ For use in any 4-color (CMYK) or 1-color printed materials
	1-color EPS logo	2" × 1.042" 12 × 6.25 (picas) 144 × 75 (pixels)	<ul style="list-style-type: none"> ▶ Printed collateral, advertisements ▶ For use in any black & white printed materials
	1-color reversed EPS logo	2" × 1.042" 12 × 6.25 (picas) 144 × 75 (pixels)	<ul style="list-style-type: none"> ▶ Printed collateral, advertisements ▶ For use in any 4-color (CMYK) printed materials ▶ On color/non-white backgrounds


ProStart® Style Guide

Logo Usage with Tagline for Printed Materials

Sample	Type	Minimum Size	Usage
	CMYK or 1-color EPS logo, with Creating Tomorrow's Foodservice Leaders tagline	2" × 0.734" 12 × 4.4 (picas) 144 × 52.8 (pixels)	<ul style="list-style-type: none"> ▶ Printed collateral, advertisements, business cards ▶ For use in any 4-color (CMYK) or 1-color printed materials
	1-color logo, with Creating Tomorrow's Foodservice Leaders tagline	2" × 0.734" 12 × 4.4 (picas) 144 × 52.8 (pixels)	<ul style="list-style-type: none"> ▶ Printed collateral, advertisements, business cards ▶ For use in any black and white printed materials
	CMYK or 1-color EPS logo, with Creating Tomorrow's Foodservice Leaders tagline stack	2" × 0.94" 12 × 5.64 (picas) 144 × 67 (pixels)	<ul style="list-style-type: none"> ▶ Printed collateral, advertisements, business cards ▶ For use in any 4-color (CMYK) or 1-color printed materials
	1-color logo, with Creating Tomorrow's Foodservice Leaders tagline stack	2" × 0.94" 12 × 5.64 (picas) 144 × 67 (pixels)	<ul style="list-style-type: none"> ▶ Printed collateral, advertisements, business cards ▶ For use in any 4-color (CMYK) printed materials

ProStart® Style Guide

For On-Screen Displays and Web sites

Sample	Type	Minimum Size	Usage
	GIF or JPG logo	2" × 1.042" 12 × 6.25 (picas) 144 × 75 (pixels)	▶ Web site or other on-screen application