



BRAND GUIDELINES

This document provides initial guidance on the usage of the ProStart logo.

Please contact Steve Kramer with any questions at skramer@nraef.org or (202) 315-4100.

Brand Story

Our logo is perhaps the quickest and most symbolic way people recognize the ProStart program's work on behalf of the industry. It 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.

The logo is directly evolved from the new National Restaurant Association and National Restaurant Association Educational Foundation (NRAEF) logos. Leveraging the circular elements of the previous ProStart® logo, and propelling us forward with the icon on the right, this logo enhances our relevance in today's world. The use of green and blue allow for continuity from our previous logo and a link to the NRAEF logo, and a fresh, professional font emphasizes our impact on the industry.

Only ProStart-approved programs and certain NRAEF donors may use the ProStart logo. Schools and donors wishing to use the ProStart logo must seek permission by contacting Ashley Mills at amills@nraef.org or at (202) 315-4115.

Positioning Statement

The positioning statement is a succinct, one sentence description of the ProStart program:

ProStart is a nationwide, two-year high school program that unites the classroom and industry to develop the best and brightest talent into tomorrow's restaurant and foodservice leaders.

Tagline

While not included in the logo, the ProStart program does have a tagline:

Feeding Dreams. Building Futures.

The tagline may be used to support the program in text.

Elevator Speech

The elevator speech about ProStart provides a quick and easy way for you to share an overview of ProStart with others. Please take the time to become familiar with the elevator speech and begin using it as part of your conversations about ProStart:

ProStart is a nationwide, two-year program for high school students that develops the best and brightest talent into tomorrow's industry leaders. From culinary techniques to management skills, ProStart's industry-driven curriculum provides real-world educational opportunities and builds practical skills and a foundation that will last a lifetime.

By uniting the classroom and industry, ProStart offers students a platform to discover new interests and talents and opens doors for fulfilling careers. It happens through a curriculum that teaches all facets of the restaurant and foodservice industry, inspires students to succeed and sets a high standard of excellence for students and the industry.

With national and local support from industry members, educators, the National Restaurant Association Educational Foundation and state restaurant associations, ProStart reaches students in 49 states.

BRAND GUIDELINES: 1-page Message Guide

ProStart is a nationwide, two-year program for high school students that develops the best and brightest talent into tomorrow's restaurant and foodservice industry leaders. From culinary techniques to management skills, ProStart's industry-driven curriculum provides real-world educational opportunities and builds practical skills and a foundation that will last a lifetime.

ProStart unites the industry and the classroom to create a unique and unparalleled experience for students.

- By bringing classroom and industry together, ProStart provides teachers and students access to relevant, real-world educational opportunities.
- The industry-driven curriculum is one-of-a-kind and is exposing students to a world beyond their expectations.
- Students not only learn from educators in the classroom, but they also gain valuable hands-on experience by working at least 400 hours in the industry.

ProStart offers life-changing opportunities for students and provides direction for potential career paths.

- ProStart provides a platform for students to discover new interests and talents and opens the door to a viable career path.
- ProStart gives students a sense of purpose and helps them feel passionate about their own futures.
- With national and local support from industry members, educators, the National Restaurant Association Educational Foundation and state restaurant associations, ProStart reaches 95,000 students in nearly every state across the United States.

ProStart is developing tomorrow's restaurant and foodservice industry workforce.

- ProStart's relevant, real-world curriculum enables the restaurant and foodservice industry to grow its own talent.
- Through a curriculum that teaches all facets of the restaurant and foodservice industry, ProStart provides students with practical skills to succeed and opens doors for a fulfilling career.
- ProStart blends inspiration with the development of tangible skills to transform students into tomorrow's entrepreneurs and leaders.

ProStart sets a high standard of excellence for students and the industry overall.

- ProStart is a proven, high-impact program that has changed the lives of students and the industry.
- Through ProStart's unparalleled, industry-driven program, we are building the best and brightest talent and elevating the entire restaurant and foodservice industry.
- ProStart alumni enter the workforce prepared for the future and excited to begin their promising careers.

Scope of ProStart

- ProStart reaches:
 - Tens of thousands of students nationwide
 - 49 states, with additional programs in Guam and U.S. Military Bases
- Five years after earning the ProStart National Certificate of Achievement, 81 percent of students are still studying and/or working in the industry.
- Five years after competing in the National ProStart Invitational, 78 percent of students are still studying and/or working in the industry.

The Need for ProStart

- The restaurant industry employs about 13.5 million people, or nearly 10 percent of the U.S. workforce.
- The restaurant industry is expected to add 1.3 million jobs over the next decade, with employment reaching 14.8 million by 2024.

National ProStart Invitational®

- The National ProStart Invitational is a national competition between top ProStart students who placed first in their state competition.
- At the National ProStart Invitational, students compete in culinary and management events and are judged by industry professionals and experts.
 - Culinary teams prepare a three-course meal in 60 minutes using only two butane burners, in addition to executing knife skills and poultry fabrication.
 - Management teams develop an original restaurant concept and apply critical thinking skills to challenges managers face in day-to-day operations.
- Annually, more than \$1 million in scholarships are awarded to the top five teams in both events.

ProStart National Certificate of Achievement

- The ProStart National Certificate of Achievement is an industry-recognized certificate awarded to students who have completed the requirements of the ProStart program.
- To earn the ProStart National Certificate of Achievement, students complete the two-year ProStart program, pass two national exams, demonstrate mastery of foundational skills and work 400 mentored hours.
- Students who receive the certificate are eligible for NRAEF scholarship opportunities and course credits at more than 75 of the country's leading hospitality and culinary arts colleges and universities.

Let It Breathe



Keep the logo clear of any graphics, imagery, or text. The logo should at minimum have as much “white space” surrounding it on all sides equal to the distance between the bottom of the blue arc and the baseline of “Educational Foundation.” The exact measurement will vary as the logo is enlarged or made smaller.

Print Size Considerations



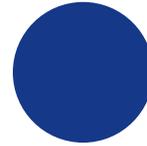
To preserve its integrity and legibility, the minimum size of the logo for print is .625" high.

BRAND GUIDELINES:
Brand Color Palette



Pantone 368

4-Color Process:
C-57 M-0 Y-100 K-0
RGB:
R-122 G-193 B-67



Pantone 2748

4-Color Process:
C-100 M-87 Y-0 K-19
RGB:
R-22 G-55 B-132



In one-color, black-and-white, printed materials, the entire logo is to appear at 100% black.



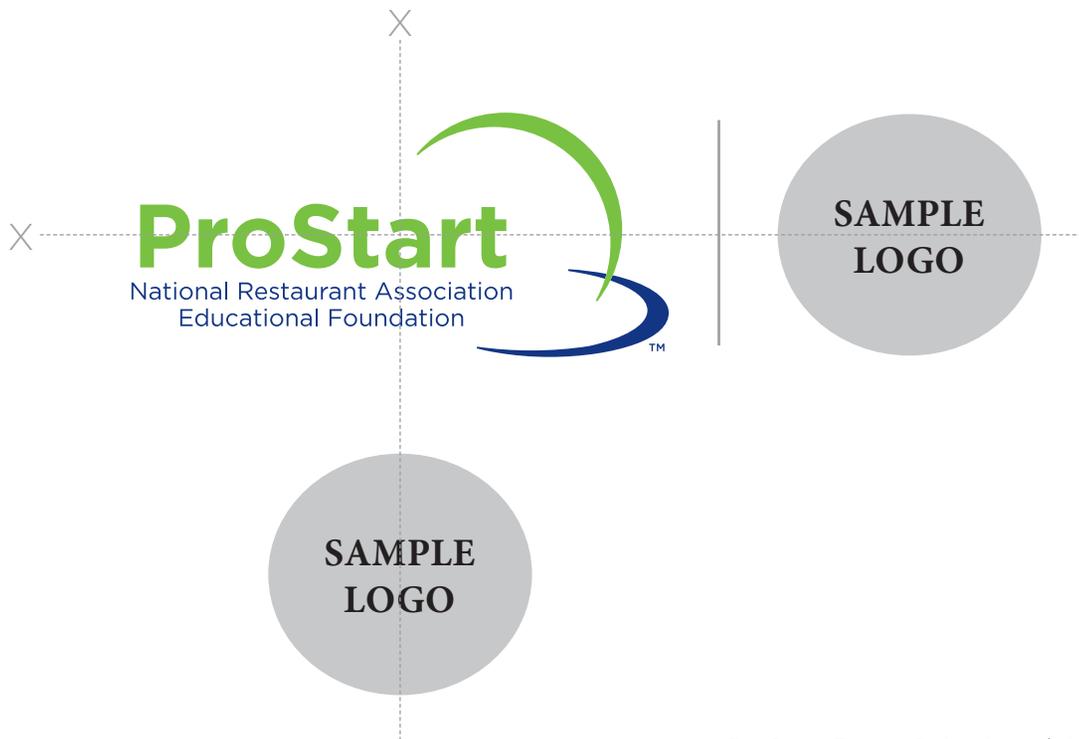
When reversing the logo out of a solid color, the logo is to appear entirely reversed to paper color.

Alignment

When used in conjunction with other logos (e.g., partner logos), the ProStart logo should be placed to the left, centered horizontally with a dividing line to separate. If, due to a vehicle's space constraints, the logos must be stacked vertically, ProStart takes the top spot.

To ensure consistency, the NRAEF has created state-specific ProStart logos. Please contact Ashley Mills at amills@nraef.org for your state logo.

Use of the state restaurant association ProStart logo must follow all the guidelines for the national ProStart logo.



Brand Architecture

Our brand architecture allows for continuity across the enterprise and within departments/product lines. Because “National Restaurant Association” and “National Restaurant Association Educational Foundation” are included in new logos, there is no need to “co-brand” with the umbrella organization. In addition, there are now criteria in place for determining what new endeavors will receive a logo or typographical treatment alone.

BRAND GUIDELINES: Logo “Don’ts”



Do not use green/blue other than as specified in this document



Do not add drop shadow to the logo



Do not use fonts other than as specified in this document



Do not rearrange or rescale elements of the logo



Do not squeeze the logo's natural dimensions



Do not stretch the logo's natural dimensions



Do not add outlines to any element of the logo



Do not place the full color logo on a color that makes elements of the logo unreadable



Do not place the logo on a busy background

Print (Designed Collateral)

- The logo is composed of fonts from the Gotham family of fonts: Gotham Light and Gotham Bold. Fonts from the Gotham family of fonts also serve as the primary fonts in the overall National Restaurant Association brand. Gotham is a clean and easily-readable font. This simple clarity conveys our organization’s “spirit of hospitality.
- At times, alternative fonts may be necessary. When a serif font is deemed a better choice than our primary logo font, use the Minion Font Family. Minion is a clean, modern serif font. It provides a nice contrast when used in conjunction with Gotham.
- When a script font is desired, use the Bickham Script Font Family. Bickham is an elegant — but not extravagant — script font. Use should be limited to materials such as invitations, awards and more formal pieces. Bickham should not be used for body copy.
- Should the need arise for a font outside of the fonts at right, please contact Adrienne Weil at aweil@restaurant.org or (202) 331-5906, and the Brand Council will review your request. Selected fonts should support Gotham, Minion and/or Bickham and should not become a main font in collateral. Appropriate opportunities for an additional font may include: marketing campaigns, accent text on a e-newsletter header, etc.

Print (Everyday/internal use)

- When creating documents that are printed and require running body copy (e.g. internal/external correspondence, talking points, memos, applications, meeting agendas), please use the serif typeface Times New Roman (Regular and Bold, size 12) for its readability and universal availability.

Online (Web/Email)

- The NRA online typography takes a clean, simple approach. In online executions (e.g. emails, e-signatures, e-newsletters, website body copy), please use the sans serif Arial font family to include both regular and bold where needed for emphasis. For email, use Arial (size 10 or 12, depending on readability). Arial is most like our brand font Gotham and is highly legible, easy to use and compatible across all computing platforms and systems. This will also create consistency among our communications. For contrast and interest, headline copy and other text accents may use other fonts, but they should be complementary to Arial and not become a main font. Please connect with Anna Tauzin (atauzin@restaurant.org) to discuss your selections before finalizing them.

Gotham Family Sampling

Gotham Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Medium:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion Family Sampling

Minion Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bickham Family Sampling

Bickham Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bickham Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PowerPoint Templates

State restaurant association partners can access the PowerPoint Template in the ProStart Coordinator Community on NRAEF.org. If you have any questions about the template, please contact Ashley Mills at amills@nraef.org.



Referencing ProStart in text

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.”

If the logo is used, the attribution line should read:

“ProStart is a registered trademark of the National Restaurant Association Educational Foundation, and the logo appearing next to ProStart is a trademark of the National Restaurant Association.”

The word “ProStart” always appears as one word with the “S” capitalized and is never hyphenated or separated into two words.

The ProStart® mark may be used for the program titles of State Restaurant Association (SRA) ProStart program partners. The approved title is “(state name) ProStart® Program.”

Copyright and Trademark Attribution Requirements

This document outlines the attributions for material produced by the National Restaurant Association Educational Foundation (NRAEF). It does not include materials that incorporate intellectual property produced by the National Restaurant Association. Questions? Cannot identify the appropriate attribution for your item? Contact Ashley Mills at (202) 315-4115 or amills@nraef.org.

CATEGORY

Products

“Products” is defined to include but not be limited to:

- Reports, books, manuals, guides, handbooks, and pamphlets
- Web sites
- Individual PDFs of content, whether sold or distributed freely
- DVDs
- CD-ROMs
- Online courses
- Certificates (wallet size may be handled differently — determined by design and needs discussion)

ATTRIBUTION REQUIREMENTS

COPYRIGHT

© [current year] National Restaurant Association Educational Foundation. All rights reserved.

- The copyright attribution must appear once, either with the product’s disclaimer or in an area reserved for legal language.
- When a group is allowed to distribute or copy the material, include limitations to their rights to do so, such as: “Reproducible for internal use only. NOT for placement on Web sites.” Tailor the line to address the allowances that you want to make.

LOGOS AND TRADEMARKS

ProStart is a registered trademark of the National Restaurant Association Educational Foundation. The logo appearing next to ProStart is a trademark of the National Restaurant Association.

- List each trademark that appears in the material in the first sentence. You may need to alter the grammar so that the sentence will make sense.
- As of December 2013, all newly designed “arcs” logos are not yet registered with the USPTO. Once approved, the word “registered” must be used in conjunction with the attribution. Currently, the word is omitted. For example:

Currently: “The ProStart logo is a trademark...”

Once registered: “The ProStart logo is a registered trademark...”

FULL EXAMPLE FOR AN PROSTART-BRANDED ONLY PRODUCT:

© [current year] National Restaurant Association Educational Foundation. All rights reserved. ProStart is a registered trademark of the National Restaurant Association Educational Foundation. The logo appearing next to ProStart is a trademark of the National Restaurant Association.

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CATEGORY

Large Marketing Collateral

This category includes but is not limited to:

- Printed advertisements larger than a quarter column
- Sell sheets, brochures, posters
- **Exception:** attribution not required for booth screens

Small Marketing Collateral

This category includes but is not limited to:

- Printed advertisements that are a quarter column or smaller
- Postcards, web banners
- Premiums (e.g., pens, patches, etc.)
- Business cards

Additional info is on the next page for physically small items (e.g., premiums).

ATTRIBUTION REQUIREMENTS

COPYRIGHT

© [current year] National Restaurant Association Educational Foundation. All rights reserved.

- The copyright attribution must appear once, either in an unobtrusive place or in an area reserved for legal language.

LOGO

- Please use appropriate attribution.

COPYRIGHT

© [current year] National Restaurant Association Educational Foundation. All rights reserved.

- No attribution is required. Distributors other than NRAEF may not claim copyright if NRAEF-generated content is used.

LOGO

- **NRAEF as distributor:** No attribution is required.
- **Other distributors:** Permission is needed from the IP administrator to proceed; however, no attribution is required. For example: Members must request the right to place a logo on their business cards.

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CATEGORY

Any Marketing Collateral for Distribution by Other Groups*

All marketing material created for use by others includes but is not limited to the following groups:

- State restaurant associations
- Distribution partners
- Members

**See exceptions below*

Copyrighted material that is part of a licensing or permission agreement

This applies to any NRAEF-owned content that is lent or licensed to another group of any type. This includes but is not limited to:

- Owned images
- Any type of written content in any medium

ATTRIBUTION REQUIREMENTS

COPYRIGHT

© [current year] National Restaurant Association Educational Foundation. All rights reserved.

- The copyright attribution must appear once, either in an unobtrusive place or in an area reserved for legal language.

LOGO

ProStart is a registered trademark of the National Restaurant Association Educational Foundation. The logo appearing next to ProStart is a trademark of the National Restaurant Association.

- Refer to additional, relevant information in logos used in Products on Attribution Page 1.

COPYRIGHT

- Attribution is required and determined by the IP administrator according to the item in use.

LOGO

- Attribution is required and determined by the IP administrator according to the item in use.