



fruits & veggies
**more
matters.**®
FruitsAndVeggiesMoreMatters.org

Brand Guidelines

November 2011

The Fruits & Veggies—More Matters® Brand Guidelines were jointly developed by Produce for Better Health Foundation (PBH) and the Centers for Disease Control and Prevention (CDC) to guide the implementation of the Fruits & Veggies—More Matters brand. The most current Brand Guidelines will always be posted on www.PBHFoundation.org. The brand was developed to replace the national 5 A Day for Better Health program (5 A Day) and support the Dietary Guidelines for Americans. This guidebook is solely for the use of authorized Fruits & Veggies—More Matters licensees. It is being provided for the sole purpose of assisting in the development of materials pursuant to the terms of the Fruits & Veggies—More Matters license agreement. **Any and all artwork must be submitted for approval before manufacturing materials.** Fruits & Veggies—More Matters and the Fruits & Veggies—More Matters Logo are registered trademarks and servicemarks of Produce for Better Health Foundation. All rights reserved.

Contents

1. Introducing the Fruits & Veggies—More Matters Brand

Overview: 5 A Day and the National Public-Private Partnership	3
The Next Step in Increasing Fruit and Vegetable Consumption	3
Brand Positioning and Personality.....	3

2. Health Messaging Criteria

Brand Core Messages.....	4
Supporting Health and Physical Activity Messages	4
Existing Brand Materials	4

3. Products Promotable and Recipe Criteria

Introduction	5
Criteria	5

4. Logo Use Requirements

Logo Specifications	7
Logo Variations	9
Color Palette	11
Typography	11
Clear Space	12
Minimum Size.....	12
Background Control	13
Misuse	15

5. Written Style Guidelines

Referencing the Fruits & Veggies—More Matters Brand in Copy	17
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6. Licensing and Approvals

Licensing	18
Approvals	18
Existing Brand Materials	18

7. PBH and CDC Contact Information

19

8. Logo Use Checklist

20

9. Logo Use Quick-Guide

21

You must be licensed to use the Fruits & Veggies—More Matters® logo; all artwork using the logo must also be approved in advance by PBH. Compliance with these PBH Brand Guidelines is required to ensure uniformity in appearance and to protect the integrity of the brand and the logo.

1. Introducing the Fruits & Veggies—More Matters Brand

Overview: 5 A Day and the National Public-Private Partnership

The body of science surrounding disease prevention indicates that increased daily consumption of fruits and vegetables may prevent many chronic diseases.

Since 1991, the National 5 A Day Program has been dedicated to promoting healthy eating through fruits and vegetables. The cornerstone of the program is an active public-private partnership of more than 650 government, non-profit, business, and community organizations working together to create an environment where Americans can include fruits and vegetables at every eating occasion, making healthy choices the easy choices. The Steering Committee of the public-private partnership, also known as the National Fruit & Vegetable Alliance (NFVA), is co-led by Produce for Better Health Foundation (PBH) and Centers for Disease Control and Prevention (CDC).

The partnership has succeeded in positioning fruits and vegetables as a key component of meals and snacks that promote health. It has also benchmarked a minimum goal for fruit and vegetable consumption. While awareness has increased among consumers over the last 20 years, their behavior is not consistent with meeting daily recommendations. A national survey conducted by NPD Foodworld shows that only 1 in 5 consumers are actually eating 5 or more servings (2½+ cups) of fruits and vegetables per day.

The Dietary Guidelines for Americans, 2010 now recommend that Americans make half the plate fruits and vegetables for meals and snacks. Given the increase of chronic diseases among all age groups, eating a diet rich in a variety of colorful fruits and vegetables is more important than ever.

The NFVA Steering Committee believes that a positive, consistent, and clear message delivered through an integrated framework of marketing, communications/education, environmental, and policy strategies is needed to change consumer behavior over the long term.

The Next Step in Increasing Fruit and Vegetable Consumption

The goal of the NFVA Steering Committee is to reposition consumers' attitudes towards eating fruits and vegetables from "I should" to "I want to" and to make it easy, convenient, and pleasurable to eat more fruits and vegetables.

Qualitative and quantitative consumer research identified barriers to increasing fruit and vegetable consumption and the message that is most motivating to consumers to help them overcome the barriers. The research findings show that no matter how many fruits and vegetables consumers eat every day, they believe everyone benefits from eating more. These findings and others contributed to the development of a strong brand that is designed to increase fruit and vegetable consumption, the Fruits & Veggies—More Matters® brand. This brand and logo ultimately replaced the 5 A Day Program logo.

CDC serves as the leading public health authority for the Fruits & Veggies—More Matters brand and PBH serves as the brand manager. CDC, as leading public health authority and with input from other government agencies, is responsible for key scientific decisions for the brand, such as the criteria for which products and recipes can carry the new brand logo (products promotable and recipe criteria) and key health messages that can be associated with the brand. As brand manager, PBH determines graphical criteria for the logo and written style guidelines, and assures overall brand integrity.

Brand Positioning and Personality

The Fruits & Veggies—More Matters brand strives to help consumers overcome old habits, peer pressure, picky eaters, limited time, tight budgets, and a host of other challenges. The brand is passionate, vital, optimistic, and straight-talking. As a partner to consumers in helping them make positive behavior changes, the brand is empathetic and supportive.

Use of the brand logo is encouraged in advertising, point of sale, educational literature, product packaging, promotional materials, and with complying products and recipes. Licensees are also encouraged to link to the www.FruitsAndVeggiesMoreMatters.org website.

PBH encourages people to eat more fruits and vegetables in general for better health and believes that all individual fruits and vegetables should be promoted equally as part of a healthy diet. In keeping with this mission, PBH does not support the use of the Fruits & Veggies—More Matters® logo on any packaging, web, or print materials which promote one commodity over another or endorse any statement that one commodity is nutritionally better than another. In reviewing requests to use the Fruits & Veggies—More Matters® logo on packaging, PBH reserves the right to refuse any logo use on packaging that does not meet this standard.

2. Health Messaging Criteria

Brand Core Messages

Core messages for the Fruits & Veggies—More Matters brand were developed to be consistent with messages that resonated with consumers who participated in brand research and to be consistent with the [Dietary Guidelines for Americans, 2010](#). The use of brand core messages is encouraged wherever and whenever possible. If these messages are altered to fit your needs or if new messages are created, they require PBH and CDC approval:

- Fruits and veggies provide the unrivaled combination of great taste, nutrition, abundant variety, and multiple product forms.
- Eating fruits and veggies matters in maintaining a healthy weight and may reduce the risk of many diseases.
- All product forms count—fresh, frozen, canned, dried, and 100% juice.
- Eating a colorful variety of fruits and veggies provides a wide(er) range of valuable nutrients like fiber, vitamins, and potassium.
- Every step taken towards eating more fruits and veggies and getting more physical activity helps families be at their best.

Supporting Health and Physical Activity Messages

The following messages are consistent with the [Dietary Guidelines for Americans, 2010](#) and are examples of the types of messages that can also be used. All of these messages require prior approval since the context of a statement can influence its meaning.

- People who eat more generous amounts of fruits and vegetables as part of a healthy diet are likely to have reduced risk of chronic diseases, including stroke, type 2 diabetes, some types of cancer, and perhaps heart disease and high blood pressure.
- Eat fruits and veggies of different colors—dark green, orange, red, yellow, blue, purple, and white to get the broadest range of nutrients.
- Eating a colorful variety of fruits and veggies provides a wide range of valuable nutrients like fiber, vitamins, and potassium.

- Eating and drinking colorful fruits and veggies provides a natural variety of vitamins, minerals, phytonutrients, and fiber that allow you to be your best everyday.
- As part of a healthy diet, eating fruits and veggies instead of high-fat foods may make it easier to control your weight.
- Fruits and veggies are great sources of many vitamins, minerals, and other natural substances that may help protect you from chronic diseases.
 - Fiber: Diets rich in dietary fiber have been shown to have a number of beneficial effects, including decreased risk of coronary heart disease.
 - Magnesium: Magnesium supports normal muscle and nerve function, a steady heart rhythm, and a healthy immune system.
 - Potassium: Diets rich in potassium may help to maintain a healthy blood pressure.
 - Vitamin A: Vitamin A keeps eyes and skin healthy and helps to protect against infections.
 - Vitamin C: Vitamin C helps heal cuts and wounds and keeps teeth and gums healthy.
- Combined with physical activity, eating the right amount of fruits and veggies can keep your family healthy and going strong.
- Every step taken towards eating fruits and veggies and getting more physical activity helps families be at their best.
- Fruits and veggies provide naturally flavorful tastes and textures that satisfy everyone's palate – alone or in recipes.
- Fruits and veggies provide the unrivaled combination of great taste and abundant variety in multiple product forms.
- No points. No complex program. Fruits and veggies offer a great value – good for your budget, good for your body.

Existing Brand Materials

Educational and promotional materials featuring brand core messages and logo, and developed by PBH and CDC in accordance with all brand guidelines, are free at www.FruitsAndVeggiesMoreMatters.org or www.FruitsAndVeggiesMatter.gov. They are also available for purchase at www.PBHCatalog.org and can be customized. These turnkey products have undergone PBH/CDC review for brand use, health messaging, and nutritional compliance. They are available for immediate use.

3. Products Promotable and Recipe Criteria

Introduction

The following nutrition criteria define which fruit and vegetable products and recipes may bear the Fruits & Veggies—More Matters® brand on packaging, on marketing materials, with recipes, and in any other efforts where specific fruit and vegetable products are promoted. These standards are set by CDC, the leading public health authority for the brand, to ensure products and recipes promoting the brand offer an overall healthy nutrient profile. The CDC used [Dietary Guidelines for Americans, 2010](#), Food and Drug Administration's labeling definitions, and U.S. Department of Agriculture's Food Guide serving sizes to create these criteria.

Need Help?

For assistance in determining whether your product or recipe qualifies, private-sector entities should contact PBH at 302-235-2329. Coordinators should contact CDC.

Criteria

All forms of fruits and vegetables (fresh, frozen, canned, dried, and 100% juice) are included under the Fruits & Veggies—More Matters® product and recipe criteria.

All forms of fruits and vegetables with only water or 100% juice added qualify to carry the brand logo (e.g. all fresh fruits and vegetables or canned fruit with only water added, or frozen and dried fruits and vegetables with no other ingredients added). For fruits and vegetables that fall under this category, the requirement for a full serving size of a fruit or vegetable does not need to be met in order to carry the brand logo.

Other individual fruit and vegetable products (products which contain only fruits, vegetables, nuts, sugars, oils, herbs, and salt) may qualify to carry the brand logo if they meet the following criteria:

1. Processed fruit and vegetable products

(frozen, canned, dried, fresh-cut) provided that:

- a. One portion of product must contain at least one serving of fruit or vegetable. One serving of fruit or vegetable is defined as:
 - One medium piece of fruit – 1 medium orange
 - ½ cup cut-up raw or cooked (fresh, frozen, or canned) – 6 baby carrots, 16 grapes

- ½ cup cooked dry peas, beans, lentils, kidney beans
 - 1 cup leafy salad greens
 - ¼ cup dried fruit – ¼ cup raisins
 - 4 oz. (½ cup) 100% fruit or vegetable juice
- b. Each serving of product should limit the amounts of added sugars or caloric sweeteners:
 - Added sweeteners ≤8 calories per serving (e.g., ≤½ tsp. sucrose or equivalent amount of other sweetener).
 - Concentrated fruit juice sweeteners, jams, and jellies count as added sugars.
 - c. Each serving of product should limit the amounts of fat:
 - Total fat is ≤3g per serving
 - Saturated fat is <10% of calories
 - Trans fat is <0.5g per serving
 - The fat found naturally in fruits and vegetables does not contribute to the limits above. Further, up to ¼ oz. of nuts is allowed per serving without their fat content contributing to these restrictions. Nuts and nut butters must be in their natural form without anything added or removed (e.g., no added oils, removed oils, added sodium, or added sugars).
 - d. Each serving of product should contain ≤480 mg of sodium per serving.
 - e. Each serving of product must offer ≥0.014 g/kcal of naturally occurring fiber (28g of fiber /2000 calories).
 - f. Processed products may not be fortified in a manner that is inconsistent with the FDA policy on fortification (CFR 104.20); may not be fortified beyond the FDA standards for food enrichment and fortification; may not be supplemented with dietary supplements (e.g., botanicals) or sold as dietary supplements; but may be fortified with vitamins and minerals consistent with the FDA fortification policy and in cases in which vitamins and minerals are used as a food preservative (e.g. ascorbic acid and calcium carbonate on sliced fruit).

2. 100% fruit or vegetable juice

- a. All juice products must be 100% juice, low sodium (≤70 mg sodium per 4 oz. serving), and contain no added fat or sugar.

3. Products Promotable and Recipe Criteria

3. **Recipe***, **meal products**** and **main dish***** product criteria

- a. Each serving of food must contain at least one serving of fruit or vegetable per 250 calories, when prepared as directed.
- Up to 250 calories 1 fruit or vegetable serving
 - 251 to 375 calories 1
 - 376-500 calories 2
 - 501 to 625 calories 2
- b. Each serving of product should limit the amounts of added sugars or caloric sweeteners:
- Added sugars cannot exceed 15% of total calories.
 - Concentrated fruit juice sweeteners, jams, and jellies count as added sugars.
- c. Each serving of product should limit the amounts of fat:
- Total fat is ≤ 35 g of total calories.
 - Saturated fat is $< 10\%$ of calories.
 - Trans fat is < 0.5 g per serving.
 - The fat found naturally in fruits and vegetables does not contribute to the limits above. Further, up to $\frac{1}{4}$ oz. of nuts is allowed per serving without their fat content contributing to these restrictions. Nuts and nut butters must be in their natural form without anything added or removed (e.g., no added oils, removed oils, added sodium, or added sugars).
- d. Each serving of food should contain ≤ 600 mg of sodium per serving.
- e. Each serving of product must offer ≥ 0.014 g/kcal of naturally occurring fiber (28g of fiber /2000 calories).
- f. Processed products may not be fortified in a manner that is inconsistent with the FDA policy on fortification (CFR 104.20); may not be fortified beyond the FDA standards for food enrichment and fortification; may not be supplemented with dietary supplements (e.g., botanicals) or sold as dietary supplements; but may be fortified with vitamins and minerals consistent with the FDA fortification policy and in cases in which vitamins and minerals are used as a food preservative (e.g. ascorbic acid and calcium carbonate on sliced fruit).

NOTE: Acceptable recipes can be found at www.FruitsAndVeggiesMoreMatters.org or www.fruitsandveggiesmatter.gov.

*A recipe is defined as containing any foods other than fruits, vegetables, nuts, sugars, oils, herbs, and salt.

**Meal products defined:

A meal product is defined as a food that makes a major contribution to the total diet by:

1. Weighing at least 10 oz. per labeled serving; and
2. Containing not less than 40 g for each of at least 3 different foods from 2 or more of the following (5) food groups:
 - a. bread, cereal, rice, and pasta group
 - b. fruit group
 - c. vegetable group
 - d. milk, yogurt, and cheese group
 - e. meat, poultry, fish, dry beans, eggs, and nuts group

These foods shall not be sauces (except for foods in the above five food groups that are in the sauces), gravies, condiments, relishes, pickles, olives, jams, jellies, syrups, breadings, or garnishes. The meal product should also be represented as, or is in a form commonly understood to be a breakfast, lunch, dinner, or snack/meal. Such representations may be made either by statements, photographs, or vignettes.

***Main dish products defined:

A main dish product is defined as a food that makes a major contribution to a meal by:

1. Weighing at least 6 oz. per labeled serving; and
2. Containing not less than 40 g of foods or food mixtures from two of the five food groups noted above; and is represented as, or is in a form commonly understood to be, a main dish. Such representations may be made either by statements, photographs, or vignettes. Nutritional analysis must be conducted using "The Food ProcessorSQL" Version 9.8.1 or higher.

4. Logo Use Requirements

Logo Specifications

The logo is one of the most important expressions of the brand, and care should be taken to maintain its integrity. The Fruits & Veggies—More Matters Logo consists of both the Fruits & Veggies—More Matters Logotype (with Registered Trademark) and the Fruits & Veggies—More Matters Icon (the Juggler).

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

Logotype and Icon

Official artwork has been created for this logo.

- The logo should never be recreated, changed, or altered in any way. The Fruits & Veggies—More Matters Logotype is never to be used in isolation without the Fruits & Veggies—More Matters Icon.
- The Fruits & Veggies—More Matters Icon is never to be used in isolation without the Fruits & Veggies—More Matters Logotype.
- The icon juggler cannot be separated from the fruit in the Fruits & Veggies—More Matters Icon.

Registered Trademark

The Fruits & Veggies—More Matters Logo is a valuable registered trademark that must be protected from infringement.

- The logo must be identified with the ® symbol.
- The size of the registered trademark may be altered proportionally, within reason, to ensure its legibility. The logo should never be altered.

Preferred Logo

The Preferred Logo is full-color with the Juggler positioned to the left of the Logotype and should be used whenever possible.

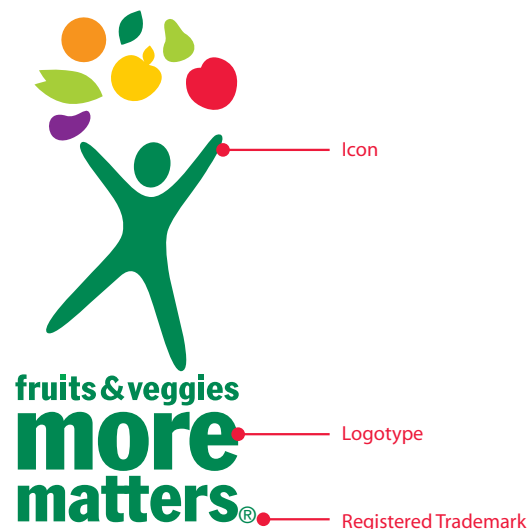
Vertical Logo

- The Vertical Logo was developed for use in vertical applications, when horizontal space is limited.
- The Vertical version of the logo should only be used if it is not possible to use the Preferred Logo.

Preferred Logo



Vertical Logo



4. Logo Use Requirements, cont'd

Approved URL Wording

- When there is insufficient space to use the logo with the URL for the Fruits & Veggies—More Matters website (logo with URL can be found on page 12), the following wording may be used in addition to the logo:

**Visit us online at:
www.FruitsAndVeggiesMoreMatters.org**

- The approved color options for this wording are illustrated to the right.
- The specifications for these approved colors can be found in the Color Palette guidelines on page 11.
- Official artwork for this wording is available upon request.
- In cases where the wording is placed on a background color, there must be sufficient contrast between the background color and the color in the wording.
- If a non-white background is not present (such as a solid background or clear poly bag), then the wording with the white frame should be used (as illustrated to the right).
- Use of this wording also requires that it meet the minimum size requirements, as illustrated to the right.

Used as an Endorser Brand

The Fruits & Veggies—More Matters brand logo is licensed to eligible companies and organizations as an endorser rather than as a stand-alone brand. To ensure that the on-pack Fruits & Veggies—More Matters logo is not interpreted as a product brand but rather as an endorser brand, the use of the Fruits & Veggies—More Matters logo on approved products must be in conjunction with a separate mark of the licensee and the on-product Fruits & Veggies—More Matters logo dimensions must not exceed those of the primary licensee mark.

Approved URL Options (for white backgrounds only)



Visit us online at:
FruitsAndVeggiesMoreMatters.org



Visit us online at:
FruitsAndVeggiesMoreMatters.org



Visit us online at:
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Visit us online at:
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Approved URL Options (for non-white or clear backgrounds only)



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Visit us online at:
FruitsAndVeggiesMoreMatters.org



Visit us online at:
FruitsAndVeggiesMoreMatters.org

Minimum size requirements for URL option



Visit us online at:
FruitsAndVeggiesMoreMatters.org

**1.25" wide x 0.3" high
(text is 7pt)**

4. Logo Use Requirements, cont'd

Logo Variations

The Preferred Logo is full-color and should be used whenever possible. Also, whenever possible, direct consumers back to the Fruits & Veggies—More Matters website by using the Fruits & Veggies—More Matters Logo featuring the website URL.

Preferred Logo



Spot, CMYK and RGB
Positive Logo

Vertical Logo



Spot, CMYK and RGB
Positive Logo

Preferred Logo with URL



Spot, CMYK and RGB
Positive Logo

While the full-color Preferred Logo should be used for most applications, there are instances when process or spot color printing is not possible. In these instances, other logo variations are acceptable, as illustrated in the singlecolor green, red, or black logos seen below. The green and red colors must be the approved colors specified under each of those logos featured on this page.



1-Color
100% Black Logo



fruits & veggies
more matters.
1-Color
100% Black Logo



1-Color Green Logo
(Pantone 348 C)
(encouraged for use
on vegetable products)



fruits & veggies
more matters.
1-Color Green Logo
(Pantone 348 C)



1-Color Red Logo
(Pantone 186 C)
(encouraged for use
on fruit products)



fruits & veggies
more matters.
1-Color Red Logo
(Pantone 186 C)

It is permissible to place the following statement on packaging, in addition to the logo. This statement explains what it means to a consumer when a package or label is approved to carry the logo.

“The Fruits & Veggies—More Matters® logo indicates that a product meets the strict nutrition guidelines set forth by CDC.”

The color of the statement can be the approved primary green color of the logo or black. The color palette and typography are on page 11 for reference. The smallest text font permissible is 6 pt.

4. Logo Use Requirements, cont'd

Live-link Button for Internet

When using the brand logo on a website as a link or to indicate participation in the brand, the image file should be secured in such a way that the image cannot be removed or copied from the website by visitors to the web page.

The primary placement of the web button should be on the home page of the site. Any use of the web button on the home page and/or secondary pages requires that all products featured on that page meet the criteria outlined in the guidelines.



To secure the image, the following code needs to be placed in the <head> tag of the web page you wish to protect.

```
<script language="Javascript1.2">

// (C) 2003 CodeLifter.com
// Source: CodeLifter.com
// Do not remove this header

// Set the message for the alert box am = "You must be licensed to use
these graphics. Please call Produce for Better Health Foundation at
302.235.2329 for more information";

// do not edit below this line
// =====
bV = parseInt(navigator.appVersion)
bNS = navigator.appName=="Netscape"
bIE = navigator.appName=="Microsoft Internet Explorer"

function nrc(e) {
  if (bNS && e.which > 1){
    alert(am)
    return false
  } else if (bIE && (event.button >1)) {
    alert(am)
    return false;
  }
}

document.onmousedown = nrc;
if (document.layers) window.captureEvents(Event.MOUSEDOWN);
if (bNS && bV<5) window.onmousedown = nrc;

</script>
```



Social Media Applications

Use of the Fruits & Veggies—More Matters logo or any mention of the brand in social media must be reviewed and approved in advance. Please refer to the contact information listed on page 19.







4. Logo Use Requirements, cont'd

Color Palette

The correct use of the color palette is essential to establishing brand recognition. The primary color palette for Fruits & Veggies—More Matters® consists of six colors, to show the breadth of variety in fruits and vegetables. 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 colors (PANTONE®), process colors (CMYK), on-screen (RGB), and web (HEX) are noted to the right.

In lieu of the Fruits & Veggies—More Matters colors specified, you may use the PANTONE® equivalents listed in the chart on this page. The standards for these colors may be found in the current edition of the PANTONE® Color Formula Guide. The colors shown throughout this manual have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards. PANTONE is a registered trademark of Pantone, Inc.

	PANTONE®	CMYK	RGB	HEX
	348c	c100 y85 k24	0 136 81	008851
	376c	c50 y100	140 198 63	8CC63F
	186c	m100 y80	227 24 54	E31836
	2603c	c60 m100	110 41 141	6E298D
	144c	m48 y100	248 152 29	F8981D
	128c	m11 y65	255 222 117	FFDE75

Typography

These fonts should be used on materials that are owned and designed for Produce for Better Health Foundation. Others are encouraged to use these fonts, but it is not a requirement when using the brand.

Typography is employed in such a way as to give Fruits & Veggies—More Matters materials a unique graphic style that contributes to its overall brand identity.

There are two font families that work well with the logo design: Minion and Trade Gothic. Trade Gothic is a strong, modern, and highly readable sans serif typeface that performs well in different sizes and media. It complements the Fruits & Veggies—More Matters Logotype and should be used for all titles, headlines, and primary messages. Minion should be used for most long passages of text and body copy.

In the development of web-based content, the opposite is true: Trade Gothic should be used for body copy and navigation text, and Minion should be used in headline type.

Minion

ABCDEFGHI
JKLMNOPQR
STUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Trade
Gothic

ABCDEFGHI
JKLMNOPQ
RSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

4. Logo Use Requirements, cont'd

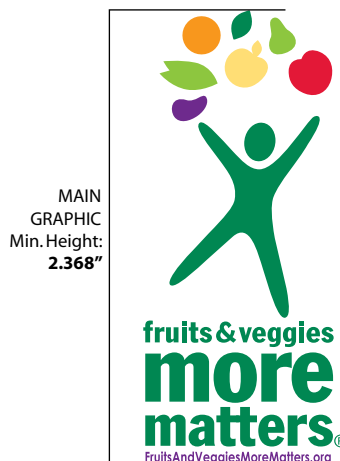
Clear Space

Sufficient clear space is essential for proper presentation of the logo. The minimum amount of clear space is equal to the size of the small “m” in the “matters” portion of the logotype to scale as demonstrated in both the Preferred and Vertical logos.



Minimum Size

In order to preserve the integrity of the identity, the logo should be reproduced no smaller than the designated minimum size, as demonstrated here. Please note that the minimum size is different for each logo variation. When using the logo in printed materials, the resolution must be **300 dpi or higher** to ensure a high quality image. For web use of the logo, the resolution must be 72 ppi or higher.



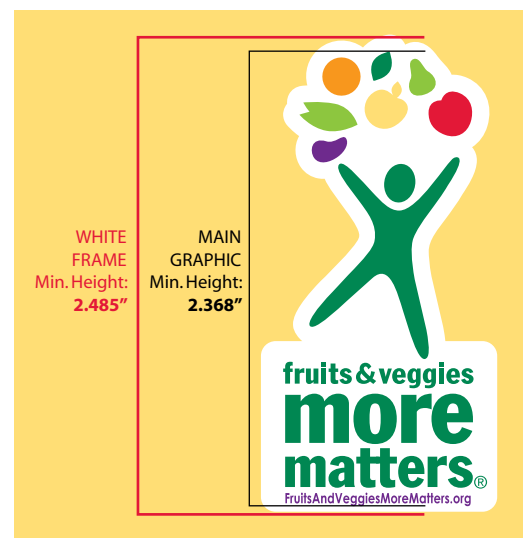
4. Logo Use Requirements, cont'd

Background Control

When the logo is placed on a non-white background (such as a solid background color or clear poly bag), its white frame becomes visible (as demonstrated on this page). **The shape and color of the white frame cannot be altered or changed in any way.**

Print Process

- If the logo appears on an item that is being printed in a 4-color process, then the logo must also appear in 4 color.
- It is not permissible to place a border around the 4-color logo.
- The logo may not be printed in 2 or 3 colors, only in 1 color, 4-color process, or full spot color.



VIEWING THE FRAME

Vector logo format (AI or EPS files)

Open the logo in Adobe Illustrator and select the logo. The frame outline is revealed in blue.



Bitmap logo format (JPG, TIF or GIF files)

Open the logo in Adobe Photoshop and select the logo outline in the Paths window. The frame clipping path is revealed in black.



For examples of improper use, please refer to the "Misuse" section of these guidelines.

4. Logo Use Requirements, cont'd

Required File Format for Specific Applications

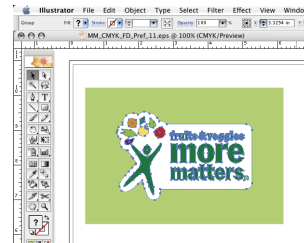
To ensure the correct appearance of the white frame in specific software applications, please use file formats specified below, provided by PBH upon request.

Application:

Logo File Format:

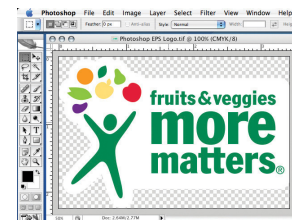
- Adobe Illustrator

EPS



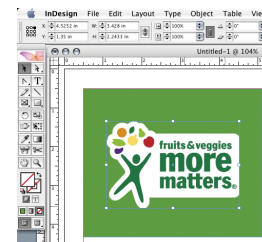
- Adobe Photoshop

EPS or TIF



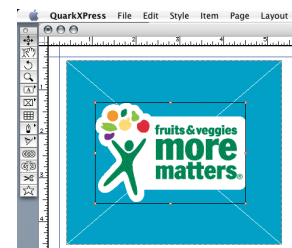
- Adobe InDesign

EPS or TIF



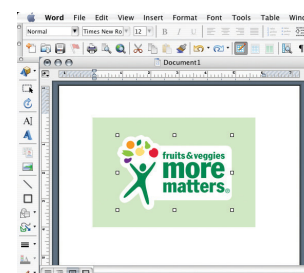
- Quark

EPS or TIF



- Microsoft Word,
Powerpoint, or
Publisher

GIF



4. Logo Use Requirements, cont'd

Misuse

The exhibits on this page demonstrate various incorrect alterations and color usage of the Fruits & Veggies—More Matters Logo. Always use the approved electronic artwork, and follow the usage specifications previously outlined.



Never outline the elements of the icon or type



Never change the colors of the icon or logotype



Do not embellish the logo



Do not reconfigure the logo



Do not re-set the type



Never alter the shape of the icon or logotype



Do not use the logotype in isolation



Do not use the icon or any part(s) of the icon in isolation



Do not use as a watermark



Do not use the logo in grayscale

4. Logo Use Requirements, cont'd

Misuse, cont'd

Colors and photographic backgrounds do not properly set off the logo. Use the approved logo that will provide a clean and distinct contrast to the specified background. Here are some examples of incorrect background usage.



Do not use the logo on a background color that is the same as the icon



Do not place the logo on a complex pattern (use the logo with white frame)



Do not color the white frame



Do not extend the white frame

5. Written Style Guidelines

Referencing the Fruits & Veggies—More Matters Brand in Copy

To maintain the integrity of the Fruits & Veggies—More Matters brand, the following are standards for use in written communications.

1. Fruits & Veggies—More Matters
 - a. The first letter of each word must be capitalized.
 - b. Use an ampersand (&); do not spell out the word “and.”
 - c. Always use a closed em dash (—). This means there are no spaces on either side of the em dash. Do not use a hyphen (-). On a PC, create an em dash on your keyboard by pressing CTRL + ALT + the minus sign on your numbers keypad.
 - d. To make Fruits & Veggies—More Matters show up automatically in Word or Outlook when typing, follow these steps. (1) Open a new Word document and type out Fruits & Veggies—More Matters (Go to Insert, Symbol, Special Characters tab to select the em dash); (2) Copy what you typed and go to Tools, AutoCorrect Options; (3) Select the Auto Text Tab and paste what you typed out in the blank bar where the cursor is; (4) Click Add and OK; (5) Fruits & Veggies—More Matters will now appear every time you start typing it in Word or Outlook.
2. The registered trademark symbol (®) must appear as a superscript after the word “Matters” upon first written reference to the brand. In subsequent references in the same written communication, the registered symbol can be dropped. In headlines, the registered symbol should not appear with the brand; “first use” refers to body copy, not headlines.
3. Do not place the brand name in italics, quotes, bold, or any other special treatment. Capitalizing the first letter of each word distinguishes the brand name from surrounding text.
4. The graphic logotype should never be used in text in place of the written brand name.
5. Never shorten or abbreviate the brand name, e.g. More Matters, FVMM. Always spell out the Fruits & Veggies—More Matters brand name in its entirety.

6. Do not combine or alter the brand name to form spinoffs of the brand or to form new names, e.g., Fruits & Veggies—More Juice Matters.
7. Logotype cannot be translated into other languages.

1
Fruits & Veggies—More Matters

Fruits and Veggies—More Matters

Fruits & Veggies - More Matters

2
Fruits & Veggies—More Matters®

3
Fruits and Veggies—More Matters®

4
The  campaign

5
FVMM More Matters

6. Licensing and Approvals

Licensing

The Fruits & Veggies—More Matters brand is a registered trademark of Produce for Better Health Foundation. Use of Fruits & Veggies—More Matters logo and messaging is a benefit to eligible licensed companies and organizations. Please note the following distinctions between Public Sector and Private Sector licensing.

Public Sector

The public sector is licensed by CDC, and is defined as government agencies, private non-profit organizations, universities (public and private), schools (public and private), worksite wellness programs (public and private), and other members of the health and education community. Interested public-sector entities should contact CDC.

Private Sector

The private sector is licensed by PBH and is defined as any other for-profit business not outlined above under the public sector. Categories of particular interest are growers, shippers, packers, commodity groups, branded product manufacturers, frozen and canned product producers, retailers, culinary institutes, trade associations, foodservice and other food-related groups, organizations or entities and any groups, organizations, or entities that would be appropriate promotional or marketing partners.

Approvals

A quality control process has been initiated between PBH and CDC to assure brand and scientific integrity.

All materials carrying Fruits & Veggies—More Matters logo and messaging require approval prior to production and distribution.

Private-sector materials should be sent to PBH at approvals@pbhfoundation.org. Public-sector materials should be sent to CDC. Materials will be reviewed for the following: logo use, brand and health messaging, serving suggestions, and nutritional compliance of product and accompanying recipes. Unless situations arise that require further discussion, both PBH and CDC are committed to prompt review of materials; however, **plan for a minimum turnaround of two business days.**

Existing Brand Materials

Educational and promotional materials featuring brand core messages and logo, and developed by PBH and CDC in accordance with all brand guidelines, are free at www.FruitsAndVeggiesMoreMatters.org or www.FruitsAndVeggiesMatter.gov. They are also available for purchase at www.PBHCatalog.org and can be customized. These turnkey products have undergone PBH/CDC review for brand use, health messaging, and nutritional compliance. They are available for immediate use.

7. CDC and PBH Contact Information

For any inquiries or for more information regarding the use of the Fruits & Veggies—More Matters Logo, please contact:

Private Sector

Produce for Better Health Foundation

7465 Lancaster Pike

2nd Floor, Suite J

Hockessin, DE 19707

302.235.2329

For private sector licensing: licensing@PBHFoundation.org

For approvals and production inquiries: approvals@PBHFoundation.org

Public Sector

Centers for Disease Control and Prevention

4770 Buford Highway, MSC K-26

Atlanta, GA 30341

770.488.5291

For public sector licensing: Alicia Hunter at ahunter@cdc.gov

8. Logo Use Checklist

The logo is one of the most important expressions of the brand, and care should be taken to maintain its integrity. The Brand Guidelines help to establish and reinforce awareness of the brand.

This checklist was designed to provide assistance to licensees wanting to use the logo and to ensure consistent presentation of the logo wherever and whenever it appears in the marketplace.

Products Promotable and Recipe Criteria

- Does your fruit or vegetable product meet the nutritional criteria listed on page 5?
- Does your recipe, meal product, or main dish meet the criteria listed on page 6?

Logo Use

- Is the Fruits & Veggies—More Matters Icon, Logotype, and Registered Trademark intact and not being used in isolation? – Page 7
- Is the logo identified with the ® symbol? – Page 7
- Is the ® symbol legible? – Page 7
- If it is not possible to use the Preferred Logo, are you using an approved 1-color option (black, green, or red)? – Page 9
- If using the web button for the brand logo, is it placed on the home or secondary page and secured by the code listed on page 10?
- Is the correct color palette used as outlined on page 11?
- Is the correct typography used as outlined on page 11?
- Is there sufficient clear space around the logo? - Page 12
- Does the logo meet the minimum size requirements shown on pages 12 & 13?
- If the white frame is being used, does it remain unaltered and meet the size requirements? – Page 13

Logotype Use

- Does the use of the Fruits & Veggies—More Matters® logotype meet the guidelines outlined on page 17?

Final Check:

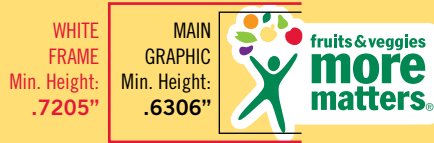
- Have you reviewed the illustrations on pages 15-16 to see if your logo design contains any improper logo alterations or background use?

Unless situations arise that require further discussion, materials are typically reviewed within two business days.

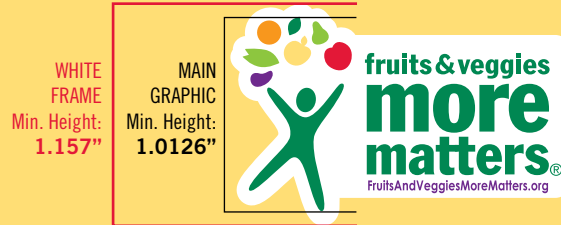
9. Logo Use Quick-Guide*

Full-Color, Preferred Logo

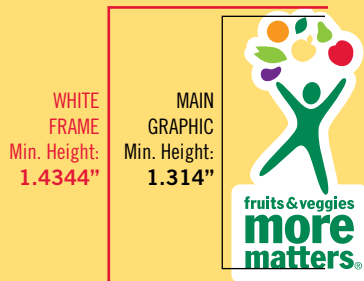
FULL-COLOR HORIZONTAL**
(**Best for most applications)



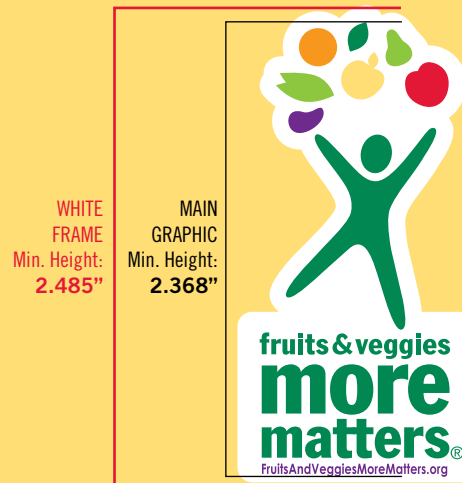
FULL-COLOR HORIZONTAL WITH URL



FULL-COLOR VERTICAL



FULL-COLOR VERTICAL WITH URL



Additional Approved Colors

BLACK



PANTONE® 348



PANTONE® 186



- **SIZE:** You can increase, but not decrease!

All logo variations are shown here at their **minimum allowable size for placement in printed materials**: logos may be enlarged - but they may not be reduced. When increasing size, do not stretch - length and width must be **scaled up proportionally**.

- **COLOR:** Choose from these!

The Preferred Logo should be used when printing in full-color; if this is not possible, please select a 1-color variation that best fits your needs from the additional **approved colors**. Do not change, alter, or embellish the colors or the elements of the logo in any way.

- **BACKGROUND:** Make sure the white frame is there!

The **white frame** that is a part of our logo will appear **ONLY** when the logo is placed on a non-white background (see examples above). The vector logo file format (EPS) includes the frame, and bitmap logo file formats (TIF and GIF) also include a clipping path that identifies the frame.

*Please refer to the complete **Brand Guidelines** for more detail regarding the proper use of the Fruits & Veggies—More Matters® logo. Contact Toni Eaton with any questions at 302.235.2329, x316, or teaton@PBHFoundation.org.