These standards have been written to make the correct application of the National Salad Month Logo as easy as possible. Active participation of a “community of users”—the media, educators, government agencies, non-governmental organizations (NGOs), health professionals, industry, and others—is important to the program’s success.

The Association for Dressings & Sauces (ADS) appreciates your interest in National Salad Month and your use of the National Salad Month Logo is subject to these guidelines.

The National Salad Month Logo can be used in a variety of applications, including educational materials, the media (print, broadcast, and the internet), packaging, newsletters, brochures, signage (interior and exterior), menus, coloring books, etc. The National Salad Month Logo also may be used in advertising, at point-of-purchase, and in other paid media applications. However, any such use must ensure that no ADS endorsement of the product or service is suggested or implied and must be subject to these guidelines.

The National Salad Month Logo has two distinct elements:

1. Symbol (salad bowl illustration)
2. Slogan (May National Salad Month)

The symbol and slogan must be kept together—as one unit, without any alterations—and reproduced exactly as shown, in four-color process.

Whenever possible, particularly when messaging space is limited, direct consumers back to the ADS Web site (www.dressings-sauces.org) for more information on healthy eating with salads by using the National Salad Month logo.

The National Salad Month Logo should be credited to The Association for Dressings & Sauces (ADS).

Official artwork has been created for this Logo. The Logo should never be recreated or altered in any way. ADS is making National Salad Month’s symbol, and slogan available for use according to these graphic standards without cost. To ensure consistency and to avoid consumer confusion, all users of National Salad Month must follow these simple graphic standards.

The symbol and slogan are interrelated and mutually dependent. The following guidelines illustrate and explain permissible uses and depiction of the Logo.

Introduction

General Guidance
General Guidance

Do not alter the elements of the Logo, change their relationships to each other, replace them with other elements, or add any new elements to it.

The Logo should never be applied in a manner that would suggest or imply that ADS endorses any product or service, or recommends any product or service over another.

Additionally, the Logo should never be displayed next to any claims regarding the nature and/or quality of a product or service, including health claims.

If the National Salad Month symbol or slogan appears to promote products, programs, systems, or any other venture, in any application, including packaging, exhibits, signage, floor and counter displays, or any other promotional materials, the following statement must be displayed: “The Association for Dressings & Sauces does not endorse any products, services, or organizations.”

Sizing Recommendations

The typography, spacing, and graphic elements that comprise the Logo have been selected and designed for clear legibility and ease of reproduction.

There should be no issue with using the Logo at appropriate sizes for most communication materials.

Problems may arise when attempting to reproduce the symbol at sizes that are too small.

Reproducing the National Salad Month Logo smaller than the minimum reproduction size can result in illegibility of the symbol elements, negating the value of the symbol as a communications tool.

The minimum width at which the symbol can be clearly reproduced is 1”.

Clear Space

The distance between the symbol and other objects, including text, is known as the “clear space.” There should always be a clear space surrounding the National Salad Month Logo. This area must be kept free of type, photos, illustrations, and other graphic elements so long as the National Salad Month Logo is clearly visible.

Sufficient clear space is essential for proper presentation of the Logo. The minimum amount of clear space is equal to the size of height of the letter “h” in the word “month”.

The minimum width at which the symbol can be clearly reproduced is 1”.
The National Salad Month Logo is a CMYK logo or RGB for the web. It can also be used in grayscale. The correct use of the color palette is essential to establishing and maintaining brand recognition. The logo should be reproduced only in these colors. It is critical that the brand colors look consistent from piece to piece and from medium to medium.

Typography

Typography is employed in such a way as to give National Salad Month materials a unique graphic style that contributes to its overall brand identity. No other fonts should replace the current fonts in the logo.

Background Control

The logo can only be used on a plain white background.

Available File Formats

These guidelines, the National Salad Month artwork with its variations, and different file formats are provided for your use by ADS headquarters. Employing the symbol correctly as set forth in these guidelines will create a visually consistent message for any communication materials, both print and electronic, for National Salad Month promotion efforts.

Adherence to these design guidelines by any designer or agency will establish consistent recognition for National Salad Month regardless of the partner or affiliated organizations that choose to use the symbol for their own educational and marketing needs. A 4-color process symbol can be used for offset and digital production. A grayscale (halftone) symbol can be used for black-and-white offset and digital print production. The halftone version of the symbol is not recommended for screen printing (e.g., ad specialty items, etc.). A black symbol can be used for 1-color offset and digital, and is recommended for screen printing.

File Formats Available: eps, tif, jpg
Trademark Usage Guidelines: Prior Approval Required All uses of the Licensed Marks by Licensee shall comply with and be in accordance with the terms of this Agreement and of ADS’ Usage Guidelines, which guidelines may be modified from time to time by ADS. Licensee shall furnish to ADS for review and approval all contemplated uses of the Licensed Marks as well as pre-production samples of all materials bearing the Licensed Marks. Prior to any use of the Licensed Marks, Licensee shall furnish to ADS representative samples of all proposed usage and materials (e.g., preliminary designs, artwork, proofs, prototypes, and all other materials sufficient to convey meaningfully the intended uses of any Licensed Mark for review and approval by ADS, which approval shall be within the sole discretion of ADS.

Right of Termination: Effect of Termination This Agreement may be terminated (i) at any time by written agreement of the parties, (ii) immediately by ADS if Licensee is in breach of any provision of this Agreement and Licensee fails to cure such breach to ADS’ reasonable satisfaction within ten (10) days of receiving written notice thereof, or (iii) by ADS OR Licensee at any time and for any reason upon thirty (30) days written notice thereof to the other party. [Upon termination of this Agreement, Licensee shall immediately cease all use of the Licensed Marks; provided, however, unless this Agreement is terminated pursuant to (ii) of this section for Licensee’s breach, Licensee shall have a period of [three (3) months] following termination of this Agreement (“Exhaustion Period”) to exhaust its supplies of any and all items or materials bearing any of the Licensed Marks in existence as of the date of termination, which use shall be subject to the license set forth herein.

Indemnification ADS assumes no liability to Licensee, its sub-licensees or to any third parties with respect to any goods or services offered by Licensee (or any of its sub-licensees) under the Licensed Marks. Licensee shall defend, indemnify and hold harmless ADS and its successors, assigns, and members and their respective officers, directors, shareholders, employees, and agents from and against any and all losses, damages, liabilities, costs and expenses (including reasonable attorneys’ fees and expenses) in connection with any and all suits, investigations, claims or demands of any third party, whether for personal injury, property damage or otherwise, arising out of or based upon, in whole or in part, (i) any services or products offered by Licensee (or any of its sub-licensees), (ii) the unauthorized use of the Licensed Marks by Licensee (or any of its sub-licensees), including without limitation any damages due to any unauthorized or improper use of the Licensed Marks, and/or (iii) any breach of this Agreement by Licensee.

No Representations or Warranties ADS makes no representations of warranties of any kind, either express, statutory or implied, under this agreement with respect to the licensed marks or any other matter, including, without limitation, any representations or warranties with respect to title, non-infringement, quality, performance, merchantability, fitness for a particular use or purpose, or warranties arising from course of dealing or usage in trade.

Contact Information

For any inquiries or for more information regarding the use of the National Salad Month Logo, please contact:

The Association for Dressings & Sauces
1100 Johnson Ferry Rd., Ste. 300
Atlanta, Georgia 30342
Phone: (404) 252-3663
Fax: (404) 252-0774
ads@kellencompany.com
www.dressings-sauces.org