



## Introduction

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.

## General Guidance

The National Salad Month Logo consists of the National Salad Month (salad bowl illustration), and the slogan “May National Salad Month.” The Logo is an important expression of the National Salad Month brand, and care should be taken to maintain its integrity.

These guidelines are designed to ensure consistent presentation of the National Salad Month Logo wherever and whenever it appears in the marketplace. These guidelines include 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. 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.

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](http://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).



### The National Salad Month Logo has two distinct elements:

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

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

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”.



## Color Palette



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

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## Contact Information

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

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