



a salad a day

[www.saladaday.org](http://www.saladaday.org)

## Introduction

These standards have been written to make the correct application of the Salad A Day 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 the program and your use of the Salad A Day Logo is subject to these guidelines.

The Salad A Day 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 Salad A Day 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 Salad A Day Logo consists of both the Salad A Day symbol (salad bowl illustration), the slogan “a salad a day,” and the Salad A Day URL ([www.saladaday.org](http://www.saladaday.org)), “Logo”.

The Logo is an important expression of the Salad A Day brand, and care should be taken to maintain its integrity.

These guidelines are designed to ensure consistent presentation of the Salad A Day 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 Salad A Day’s symbol, slogan, and URL available for use according to these graphic standards without cost. To ensure consistency and to avoid consumer confusion, all users of Salad A Day must follow these simple graphic standards.

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

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

Whenever possible, particularly when messaging space is limited, direct consumers back to the Salad A Day Web site ([www.saladaday.org](http://www.saladaday.org)) for more information on healthy eating with salads by using the Salad A Day Logo featuring Web site URL.

The Salad A Day symbol, slogan, and URL should be credited to The Association for Dressings & Sauces (ADS).



[www.saladaday.org](http://www.saladaday.org)

### Salad A Day has three distinct elements:

1. Symbol (salad bowl illustration)
2. Slogan (a salad a day)
3. URL ([www.saladaday.org](http://www.saladaday.org))

## General Guidance



When the Salad A Day Logo is reproduced smaller than 1” wide, it is acceptable to remove the URL “www.saladaday.org” to enhance legibility and reproduction quality.

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 Salad A Day symbol, slogan, or URL appear 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 Salad A Day 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.

## 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 Salad A Day logo. The clear space or distance is equal to the height of the letter “d” in the word salad. This area must be kept free of type, photos, illustrations, and other graphic elements so long as the Salad A Day Logo is clearly visible. Exceptions are when the symbol must overlay a photo or illustration field, or when positioned near an edge or trim where space is at a premium that a clear space at up to  $\frac{3}{4}$ ” the height of the letter “d” is permissible for such use only.

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 “d” in the word “salad”.



## Color Palette



The Salad A Day 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 Salad A Day materials a unique graphic style that contributes to its overall brand identity

There are two approved font families that work well with the logo design:

No other fonts should be used.

Papyrus —————→ a salad a day  
Swiss Extended —————→ www.saladaday.org



## Background Control

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

## Available File Formats

These guidelines, the Salad A Day 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 the Salad A Day initiative.

Adherence to these design guidelines by any designer or agency will establish consistent recognition for Salad A Day 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 Salad A Day logo, please contact:

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