



ProStart

National Restaurant Association
Educational Foundation

BRAND GUIDELINES FOR EDUCATORS

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.

Requesting Permission to Use the ProStart Logo

All parties must explicitly receive permission to use the ProStart logo before placing it in any materials or on a Website. For uses outlined in these guidelines, approved ProStart educators may request the state ProStart logo from their state restaurant association ProStart Coordinator. For all other requests, including usages not outlined in these guidelines, this right is granted through a permissions request form, available in the ProStart Educator Community on NRAEF.org.

Please note that only approved ProStart educators may request to use the ProStart logo in marketing materials.

Questions? Contact Us

Need help? You can find more information on how to use the ProStart trademarks by contacting Ashley Mills at amills@nraef.org or at (202) 315-4115.

Where the ProStart Logo Can Be Used

Approved ProStart educators may use the logo for the instances outlined below as long as the usage adheres to the brand guidelines:

- Websites
- Banners and ads
- Brochures and flyers
- Posters
- Business cards

Placement on chef coats, uniform shirts and hats is permissible. Placement on other physical items is also sometimes approved. It often depends on the desired position of the logo and the overall intended usage of the items. To obtain permission for additional physical item placement, please contact Ashley Mills at amills@nraef.org.

All Uses Require Attribution

You must identify NRAEF ownership of the ProStart trademark and/or logo*. If you do not have a specific credit notice section on your print piece or Website, then place the credit on the printed or electronic page where you first used a ProStart trademark. Follow this format:

©2014 National Restaurant Association Educational Foundation (NRAEF). All rights reserved. ProStart is a registered trademark of the NRAEF. The logo appearing next to ProStart is a trademark of the National Restaurant Association.

*Chef coats, uniform shirts and hats are the only exception, and may be produced without an attribution line.

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



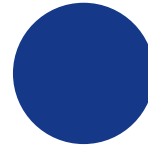
To preserve its integrity and legibility, the minimum size of the logo for print is .625" high.

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

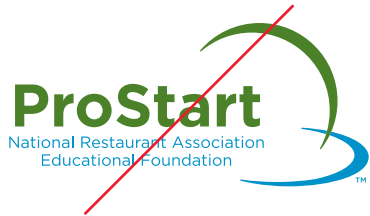


In one-color, black-and-white, printed materials, the entire logo is to appear at 100% black.



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

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 add high school name within the logo



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



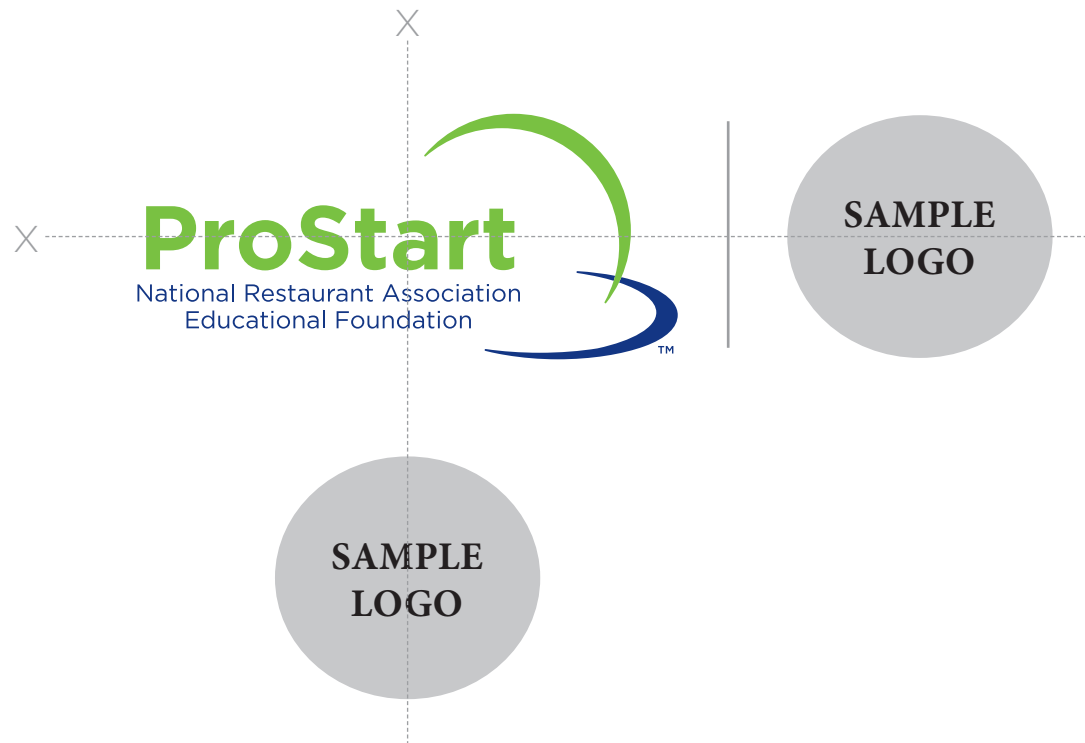
Do not place the logo on a busy background

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.



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.

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

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 classroom and industry 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.