



Summer NASFT Fancy Food Show[®] Brandmark Guidelines

March 1, 2010

1.0

Clear Space and Minimum Size

Clear Space

“Clear space” is a spatial tolerance that provides adequate space above, below and to the sides of the Summer NASFT Fancy Food Show® brandmark. This ensures proper legibility and prominence on a given application.

The diagram to the right illustrates minimum clear space requirements. Clear space area is determined by measuring the height of the “S” in the word “Show” within the logo (See shaded areas). Once determined, this value represents the left, right, top and bottom margins. No printed material should appear within these margins.

Minimum Size

To protect the integrity, legibility and impact of the Summer NASFT Fancy Food Show® brandmark, it should never be sized less than 1.25" wide in print or in screen-based applications.



CLEAR SPACE



MINIMUM SIZE

1.1

Logo Color Variations and Typefaces

Color Variations

The Summer NASFT Fancy Food Show brandmark should only appear in the 2 color format or black and white - as shown to the right.

For consistent color reproduction use the following specifications:

2 colors on coated stock:

100% Pantone 186C, 100% black

2 colors on uncoated stock:

100% Pantone 186U, 100% Black

4 color process:

Red = 5c, 90m, 80y

Black = 100k

Web ready

Red = 225r, 60g, 65b

Black= 23r, 1g, 20b



Full color Summer NASFT Fancy Food Show brandmark

1-color black Summer NASFT Fancy Food Show brandmark

Typefaces

The typefaces used in the logo are Bodoni and Frutiger.

COLOR VARIATION



TYPEFACES

1.2

Background Control

White is the preferred background for presenting the Summer NASFT Fancy Food Show brandmark. To accommodate a variety of applications, the black NASFT brandmark can appear on various backgrounds as long as they provide sufficient contrast. To protect the brandmark's integrity, backgrounds must never compete with its legibility.



1.3

Misuse

The Summer NASFT Fancy Food Show brandmark should never be altered in any way, shape or form. The examples to the right present a general guide, illustrating some common misuses that must be avoided when reproducing the Summer NASFT Fancy Food Show brandmark.

			
<p>Do not use an unspecified color.</p>	<p>Do not apply special effects such as shadowing.</p>	<p>Do not combine graphics with the brandmark.</p>	<p>Do not substitute the letter forms with another font.</p>
			
<p>Do not place the brandmark on an angle.</p>	<p>Do not use borders.</p>	<p>Do not change the proportions of the brandmark.</p>	<p>Do not use the brandmark without the registration mark.</p>