



Slow Food USA

Brand Guidelines





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THE SLOW FOOD USA BRAND

These guidelines provide the basic elements of the Slow Food USA brand identity – the logos, typography and color. They are the component parts which, when put together, form the foundation of our identity. Please follow the guidelines carefully when creating any piece of Slow Food USA communication. By doing this you will help us build and maintain a clear, consistent brand.

The symbol of the stylized snail and the name Slow Food USA are a registered trademark, and as such is subject to the laws of copyright and is protected by them. The Slow Food trademark cannot be used or reproduced without permission.

The Slow Food USA logos were created with close attention to Slow Food International's code of use for the brand. There are only two configurations of the Slow Food USA logo. No configuration other than those shown here should ever be used.

THE LOGO

Logo Configurations

There are only two primary configurations of the logo, a single line version and a 'stacked' version, both are shown below. No other configuration of the logo should be created (see page 6).



Single Line Version



Stacked Version

THE LOGO

The Single Color Logo

Single color (mono) versions of the logo in solid black exist for use on black and white material such as in a newspaper advertisement or a piece to be printed on an office printer.



Single Line Version_mono



Stacked Version_mono

The Logo Reversed

White (reversed) versions of the logo exist for use on solid backgrounds. It should always be ensured that sufficient contrast exists for quality results.



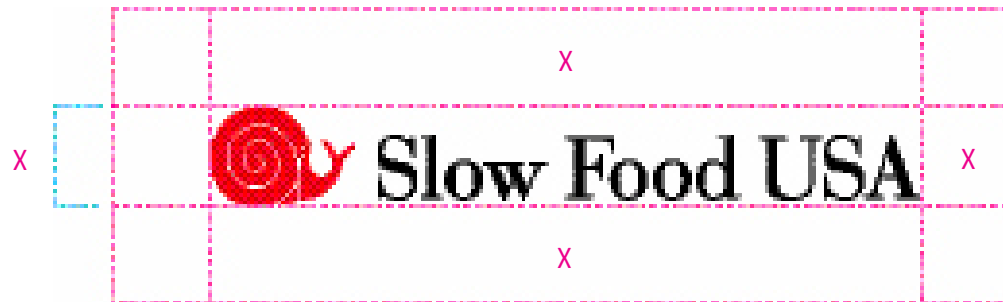
Examples of the single line version of the logo reversed.

THE LOGO

Clear Space

The Slow Food USA logo should always be placed clear of other graphic elements such as text and photography. This helps maintain the impact and integrity logo by giving it some clear space to 'breathe'.

No other graphic material should be closer than the height of the snail, in both versions of the logo, shown below as X. Clear space forming a rectangle must be maintained above, below and on either side of the logo at all times.



Minimum clear space

THE LOGO

Minimum Size

The Slow Food USA logo should never be reproduced smaller than $\frac{3}{4}$ of an inch for the stacked version and $1\frac{1}{4}$ inch for the single line version. Any smaller than this and the legibility of the snail element in particular is compromised.



Minimum size limitations

THE LOGO

Incorrect Usage

The digital logo artwork should not be altered, recreated, or re-typeset in any way. No other configurations should be created. Some examples of what not to do are shown here. Always use the digital artwork logo files provided.



NEVER add elements to the logo



NEVER randomly change the color of the logo



NEVER reconfigure the logo



NEVER distort or warp the logo



NEVER place the logo over a busy photograph or graphic

CHAPTER LOGOS

Each Slow Food USA chapter is provided a set of standardized logos bearing the chapter name. Single color (mono) and color versions of the logo exist in 'stacked' and single line configurations for chapter use. The chapter name should be listed below the Slow Food type in Helvetica Neue Light, 16.5 point font, and all capital letters.

Chapter names should not exceed the length of the Slow Food type. If the chapter name is

longer than the Slow Food type, the name should be divided between two lines below the logo. The chapter name should never be separated from the

snail image. The image of the snail should never be used on its own.

Questions concerning chapter logo usage and logo requests should be directed to the National Office. Please note that use of Slow Food USA or Slow Food International logos is distinct from chapter logos and requires permission.

Any logo collateral (decal, sticker, etc) granted to a business, organization, or other entity as recognition must include the year the logo was granted.



Single Line Version



Single Line Version



Stacked Version_mono



Stacked Version_mono

TYPOGRAPHY

Bauer Bodoni

The font used in the the “Slow Food USA” logotype is Bauer Bodoni Roman. This font should not be used on any other pieces of communications in order to maintain the integrity of the logo.

Suggested Sans Serifs Fonts

As a point of contrast to the serif font used in the logo, we recommend two sans serif typefaces to use on all communications. They are both clear and legible and used the world over by designers who want clarity of communication without using distracting, overly decorative or ‘dated’ typefaces.

They have also been chosen because they come installed on all computers. They are *Verdana* on a PC and *Helvetica* on a Mac. They are very similar in appearance and all chapters should have access to one if not both fonts in which case Helvetica is the preferred font.

abcdefghijklmnop

Helvetica Regular

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNQRSTU

1234567890

abcdefghijklmnop

Verdana Regular

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNQRSTU

1234567890

COLOR

The Slow Food USA brand color is 'Slow Food USA Red'. When printed in four color CMYK its breakdown is: C 10, M 100, Y 100, K 0. The solid spot color is PMS 485C and the corresponding web color #da2028.

Along with this red an additional color palette has been created for use in communications. Select colors that reflect the vibrancy of nature and the seasons have been chosen for this color palette.

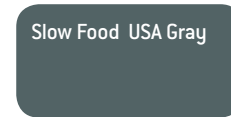
There are four additional colors to choose from. Shown here are the CMYK and web color specifications (#) for the color palette. CMYK refers to the colors used in four-color process printing; C= Cyan, M= Magenta, Y= Yellow, K= Black or Key. The web colors are preceded by the # symbol.

The colors in these guidelines have been digitally printed and do not match the Pantone standards exactly. Similarly the screen colors displayed in the PDF version of the document on your computer monitor are not a good indication of how they will print or display online.

For all color reference please use the Pantone Matching System Standards or a Web color reference guide.



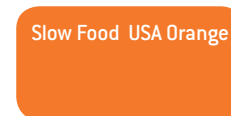
PMS 485 C
C 10, M 100, Y 100, K 0
#da2028



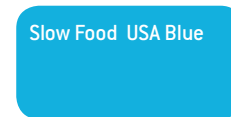
C 80, M 65, Y 65, K 0
#525252



C 30, M 0, Y 100, K 0
#c14308



C 0, M 65, Y 95, K 0
#f6782b



C 70, M 0, Y 0, K 10
#00afde

TRADEMARK AND COPYRIGHT

The Slow Food USA Chapter Logo & Name Usage Policy

The name “Slow Food USA” and “Slow Food” are both registered trademarks that derive protection from those laws. Your chapter is authorized to use the words “Slow Food” as part of your chapter name and in your printed and online materials to promote the Slow Food USA mission and programs.

Slow Food USA chapters should only use the logo that was provided to them, which includes the snail image and copy that designates the name of their chapter. The chapter name should never be separated from the snail image. The image of the snail should never be used on its own.

In the case that a chapter wishes to use the “Slow Food USA” logo and name independent of the chapter logo and name, special authorization must be obtained from the Slow Food USA national office. Use of the name for personal or business purposes is strictly forbidden. The right to use the name – and the logo and name – is a revocable license and as such can be revoked by Slow Food USA at any time.

What to do about logo misuse

The Slow Food logo usage policy (above) stipulates that the chapter name and logo are only to be used by Slow Food chapters, and the national logo is only to be used by Slow Food USA. Commonly, restaurants and other businesses want to use the logo on their menu, web site or in advertising. While it’s important to protect our name and brand, it’s also important not to alienate people who identify with Slow Food and want to promote the organization. We do **not** want chapter leaders to spend valuable time policing how the name and logo are used, but if you are approached by someone or you see the logo being used improperly, we offer the following suggestions.

- Contact the person and start the conversation on a positive note: introduce yourself and the chapter, and what you do locally. Find out if the person is interested in getting involved in the chapter.

TRADEMARK AND COPYRIGHT

What to do about logo misuse continued

- Explain that the Slow Food name and logo are trademark-protected by Slow Food International, and may be used only by the organization. State that you noticed a misuse of the logo, and suggest another way for them to show their support of the organization. A few ideas are: having postcards or brochures available for people to take at the cash register; a note on their door/menu that says “We support Slow Food *Chapter Name*” or “We support good, clean and fair food”; a poster displayed on the wall.
- Invite the person to become a member, co-plan an event, or get involved in another way. When a person becomes a member, they are welcome to list their business affiliation on their membership in addition to their individual name (all memberships require an individual name). The individual is the member, not the business.
- Remember that Slow Food USA and Slow Food International have published guidebooks featuring restaurants, markets, bars and other businesses, and it can be common for businesses to assume it’s okay to use the logo.
- If absolutely necessary, the National Office can provide you with a “cease and desist” letter regarding logo use.

LOGO CATALOG

Logo – Digital Artwork

Shown here are the current versions of the SlowFood USA logo as of September 2010. Use logos with these file names in all graphics to avoid using out of date versions that don't have the correct Red breakdown or old configurations.

The correct versions of the Slow Food USA logo can be obtained via request to individuals or groups and chapters authorized to use them.

There are only six correct versions of the logo, they are shown here with their file names. They are a Spot color (PMS) version of each logo, two CMYK versions and two single color (mono) black versions (these could be used for creating reversed white versions if required).

Please note, the stacked version of the logo has been modified in 2010 so be sure to use only the files named here.

[SFUSA_stacked_PMS485C.eps](#)



[SFUSA_horiz_PMS485C.eps](#)



[SFUSA_stacked_cmyk.eps](#)



[SFUSA_horiz_cmyk.eps](#)



[SFUSA_stacked_mono.eps](#)



[SFUSA_horiz_mono.eps](#)





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