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WHAT IS A BRAND AND WHY DOES IT MATTER?

A brand is a set of beliefs and feelings that people hold about a specific company, organization, or product. For example, when you think of FedEx, you probably think “overnight.” When you think of Target, it’s likely you think “affordable style.” Positive associations with a brand make your selection easier and enhance the value and satisfaction you get from the product. This emotional connection with brands is what makes them so powerful.

THE PURPOSE OF THESE GUIDELINES

Protecting our brand via a consistent image is key to helping us thrive. The guidelines in this document will ensure the look and feel of your communications adhere to the Celebrate Your Plate brand by providing:

- Tools for creating strong and effective communications
- Guidelines for creating messaging
- Standards for the use of our identity

Review this guide carefully prior to the development of any communications. Any variation not covered here must be approved in advance.
COMMUNICATING THE BRAND

The Celebrate Your Plate brand is the sum of many elements:

- Name
- Promise
- Attributes
- Mark
- Color palette
- Typography
- Other visual & verbal touch points

The most visible element of our brand is the mark. The real value of our mark is measured when we think about what associations and meanings people assign to the brand and its services.

This value is known as brand equity, or the strength of our brand. It’s the sum of all of the brand touch points.

Our marketing efforts must work to address any potential gaps between our brand equity and our brand identity. This effort begins by asking the most critical question of all:

“What benefits does our brand offer its audiences?”

The answer to this question can be found in Our Purpose.
ABOUT THE BRAND

Celebrate Your Plate isn’t here to judge, preach, or lecture. We simply believe that everyone has the right to enjoy healthy, delicious meals featuring fruits and vegetables without breaking the bank. And we’re here to be the friend who can help make that happen for families all around the state of Ohio.
OUR PURPOSE

With our federal, state and community partners, we will STRENGTHEN THE NUTRITION SAFETY NET of low income households with children.
### CHARACTER TRAITS

<table>
<thead>
<tr>
<th>Lively</th>
<th>Warm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full of energy and new ideas; fun to be around.</td>
<td>Believes hugs are better than handshakes; sees everyone as a potential friend.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Welcoming</th>
<th>Observant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clears barriers and obstacles before they have a chance to occur.</td>
<td>Naturally listens first; intuitive; knows that trust is earned.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Truthful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Honest and complete, even if the truth is alarming.</td>
</tr>
</tbody>
</table>
VOICE

Celebrate Your Plate communicates with different audiences for a variety of reasons. We communicate through multiple mediums and channels, and responsibility for communicating falls to many different people, both inside and outside of the organization.

No matter whether we’re writing for the web, an email, letter, news release, or presentation, we must speak with one voice: Everything we say must sound as if it’s coming from Celebrate Your Plate. The spirit of our brand essence — finding freedom through food— should be woven throughout everything we write, even though we might not be using those exact words.

By using a consistent tone of voice, we express who we are and how our audiences relate to us. Our voice may vary in intensity depending on the audience we’re speaking to: We can be more informal in our communications with our target audience, while we should take a more polished approach to our communications with the media and our SNAC partners. Regardless, our written brand ensures that our communications are distinctly Celebrate Your Plate and unique to us. All of our writing should be clear, approachable and in the active voice.

TONE OF VOICE: CLEAR

Get to the point: Cut needless words and unnecessary information from a statement. Your job is to make content understandable, so simplify wherever you can. Short words, short sentences, and short paragraphs make copy easier to read and comprehend. Avoid using overinflated words to try to make your writing sound impressive. Use their simpler counterparts to make your writing clear and easy to understand.

Examples of “Clear” words

<table>
<thead>
<tr>
<th>Instead of:</th>
<th>Use:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accordingly</td>
<td>So</td>
</tr>
<tr>
<td>Adequate</td>
<td>Enough</td>
</tr>
<tr>
<td>Adjacent to</td>
<td>Next to</td>
</tr>
<tr>
<td>Advantageous</td>
<td>Helpful</td>
</tr>
<tr>
<td>Alleviate</td>
<td>Lessen, reduce, ease</td>
</tr>
<tr>
<td>Anticipate</td>
<td>Expect</td>
</tr>
<tr>
<td>A number of</td>
<td>Some</td>
</tr>
<tr>
<td>As a means of</td>
<td>To</td>
</tr>
</tbody>
</table>
Examples of “Clear” word (cont.)

Instead of:  
Ascertain
 Attempt
 By means of
 Close proximity
 Cognizant
 Commence
 Commensurate
 Consequently
 Consolidate
 Convene
 Disseminate
 Endeavor
 Erroneous
 Expeditious
 Facilitate
 Frequently
 Impact
 Implement
 In accordance with
 Inception
 In lieu of
 In order to
 In the event of
 In the near future
 Irregardless
 Leverage
 Necessitate
 Nevertheless
 Nonetheless
 Notwithstanding
 Obtain
 Optimize
 Pertaining to
 Prescribed
 Proficiencies
 Proximity
 Regarding
 Subsequently
 Therefore
 Utilize

Use:  
Find out, learn
 Try
 By, with
 Near
 Aware
 Begin, start
 Equal
 So
 Combine
 Meet
 Issue, send
 Try
 Wrong
 Fast
 Ease, help
 Often
 Affect
 Carry out
 By, following, per
 Start
 Instead
 To
 If
 Soon
 Regardless
 Use
 Call for
 Even so
 Even so
 In spite of, still
 Get
 Perfect
 About
 Required
 Skills
 Near
 About
 After or later
 So
 Use
VOICE

TONE OF VOICE: APPROACHABLE
Write in a conversational style as opposed to stiff and overly formal. Consider using contractions and common expressions, but avoid jargon and clichés.

Use interesting headlines, titles, and calls to action whenever possible. Don’t think of headlines as labels, but as hooks to catch your readers’ attention.

TONE OF VOICE: ACTIVE
Use the active voice, which means the subject of the sentence does the action of the verb. By avoiding the passive voice, your writing becomes more interesting. Everyone likes to read about people doing things, rather than things done by people.

Example of “Active” voice:

Before: The recipe will be prepared by students in the class.

After: Students in the class will prepare the recipe.
MESSAGING

SNAP-ED PARTICIPANTS

• Celebrate Your Plate helps your family figure out easier, fun and more affordable ways to eat more fruits and vegetables. And, eating more fruits and vegetables helps everyone in your family be healthier.
  o (Proof point for kids) Eating fruits and vegetables doesn’t have to be boring; it can actually be fun. For example, watermelon, corn on the cob, sweet potatoes and strawberries make meals and snacks look cool and taste better.
  o (Proof point for moms) Celebrate Your Plate helps parents learn how to shop for, prepare, and store fruits and vegetables; you’ll know your family is eating well.

• Celebrate Your Plate is a simple, friendly, no-hassle program that helps everyone in your family get involved in deciding how to eat more fruits and vegetables. It’s a completely voluntary program; every family can take advantage of Celebrate Your plate as much or as little as they like.

• Families who eat more fruits and vegetables are healthier - reducing your risk of chronic diseases like diabetes and obesity – that means parents have less sick days from work, kids miss less school, and families and communities get stronger.
OHIO LEADERS AND COMMUNITY

• Celebrate Your Plate improves the lives of low-income Ohioans by helping them bring more fruits and vegetables into their diets.
  o Ohioans who eat more fruits and vegetables are healthier - reducing the incidence of chronic diseases like diabetes and obesity - which helps parents go to work, children go to school, and families enjoy each other and build stronger communities.

• Celebrate Your Plate is a collaboration of nine Ohio agencies that are working together to encourage and nurture Ohio’s low-income families through a fun, positive, initiative.
  o Because of the collaborative effort, we are able to take advantage of a statewide reach to promote and deliver nutritional guidance and support.
  o Celebrate Your Plate is the only formal effort where multiple safety net agencies work together to promote fruit and vegetable consumption; it is unique to Ohio.

• While not its essential goal, Celebrate Your Plate saves Ohio’s taxpayers money. When Ohioans are healthy, they miss less work and school, use fewer taxpayer-funded services, and are able to contribute more to the state’s overall productivity.
SNAC PARTNERS

• Celebrate Your Plate improves the lives of low-income Ohioans by helping them bring more fruits and vegetables into their diets.
  
  o Ohioans who eat more fruits and vegetables are healthier - reducing the incidence of chronic diseases like diabetes and obesity - which helps parents go to work, children go to school, and families enjoy each other and build stronger communities.

• Celebrate Your Plate is the collaborative effort of nine Ohio agencies that serves our collective population. All of us have the same goal of improving the lives of Ohio's low-income families and all of us can use these shared resources to encourage and nurture these families through a fun, positive, initiative.
  
  o Celebrate Your Plate is the collaborative effort of nine Ohio agencies that serves our collective population. All of us have the same goal of improving the lives of Ohio’s low-income families and all of us can use these shared resources to encourage and nurture these families through a fun, positive, initiative.

  o Celebrate Your Plate is the formal effort where multiple safety net agencies work together to promote increased fruit and vegetable consumption.

• While not its essential goal, Celebrate Your Plate saves Ohio’s taxpayers money. When Ohioans are healthy, they miss less work and school, use fewer taxpayer-funded services, and are able to contribute more to the state’s overall productivity.
MEDIA

• Celebrate Your Plate helps Ohio’s low-income families bring more fruits and vegetables into their diets.
  o Research demonstrates that people who eat more fruits and vegetables are healthier - reducing the incidence of chronic diseases like diabetes and obesity - which helps parents go to work, children go to school, and families enjoy each other and build stronger communities.
  o Celebrate Your Plate works directly with Ohio’s families with helpful information and recipes on CelebrateYourPlate.org, as well as handy kitchen tools to take the guesswork out of enjoying fruits and vegetables. Celebrate Your Plate encourages families to consider canned and frozen options to save money and time, and when fresh produce may not be accessible.

• Celebrate Your Plate is just one component of Ohio SNAP-ED, a program that helps people lead healthier lives by teaching SNAP recipients about good nutrition and how to make their food dollars stretch further.

• Celebrate Your Plate is a statewide collaboration of nine Ohio agencies - coordinated through SNAP-ED - working together to encourage Ohio’s low-income families to enjoy fruits and vegetables through a fun, positive, budget-conscious initiative.
  o Celebrate Your Plate has been designed specifically for Ohio families, based on research with Ohio families and the agencies supporting those families.
  o Celebrate Your Plate is the only formal effort in Ohio where multiple safety net agencies work together to promote fruit and vegetable consumption.

• While not its essential goal, Celebrate Your Plate saves Ohio’s taxpayers money. When Ohioans are healthy, they miss less work and school, use fewer taxpayer-funded services, and are able to contribute more to the state’s overall productivity.
**APPROVED MARK**

The mark is the cornerstone of the Celebrate Your Plate visual brand identity. Its consistent application according to the following specifications is essential. The Celebrate Your Plate mark is the property of SNAP-Ed and must be used only in accordance with the following standards to maintain consistency. Use these approved guidelines exclusively.

Always use the approved - never recreate it yourself.

The Celebrate Your Plate mark is the primary component of the Celebrate Your Plate brand identity. The mark is a combination of the “fruit & fork” and “produce & plate” graphics together with the “Celebrate Your Plate” word mark.

With proper and prominent use, the Celebrate Your Plate mark can achieve a strength and permanence that will serve our organization well into the future. In the eyes of our stakeholders, the mark helps build awareness and recognition. This is why we need to use our mark consistently and appropriately in all of our communications.

This mark is intended for use only on print ads, literature, digital and broadcast applications, business papers (letterhead) and promotional materials. Any other uses require written consent from SNAP-Ed.
To build a strong association between color and our brand, we have designed the mark system to be flexible by including multiple color options. You may only use the following approved color variations. **Don’t change the color of the mark** (see page 19 of this document for further “don’ts” regarding the marks) in any advertising or marketing communications.

**Four-color mark preferred**
The four-color version of the Celebrate Your Plate mark is our approved mark as well as the preferred version. Consider it the primary choice for most communications.
Our palette reflects our personality: Lively, Warm, Welcoming, Observant and Truthful. To build a strong association between color and our brand, we have designed a system of color palettes to complement our logo that are also compliant with The Ohio State University’s brand guidelines. You may only use the following approved colors in our branded communications. Don’t change the color of the logo (see page 19 for additional “don’ts” regarding the logo’s application) in any advertising or marketing pieces.

### Primary color palette

- **PMS 151**: 151 159 375 362
- **PMS 159**: 151 159 375 362
- **PMS 349**: 349 349 424 CG6
- **PMS 3435**: 349 3435 424 CG6

### Secondary color palette

- **PMS 136**: 136 110 172 180 200
- **PMS 110**: 136 110 172 180 200
- **PMS 3425**: 234 2425 2587 2597 5473
- **PMS 2587**: 234 2425 2587 2597 5473

* Compliant colors from the approved Ohio State university primary and secondary color palettes. You can view the complete OSU Brand Guidelines at brand.osu.edu.
APPROVED MARK - BLACK & REVERSED OPTIONS

In some situations, the use of the Celebrate Your Plate mark in one of the approved colors may not be feasible. In this situation, the Celebrate Your Plate mark may be printed in all black or reversed out of white.

When color and solid black aren’t available, you may reverse the mark out of one of our approved colors.

When using either the positive or reverse version of our mark, it’s extremely important to avoid placing the mark on a photographic background because it reduces its visibility and minimizes impact.

One-color mark alternative
Use the Celebrate Your Plate mark in all black when using color isn’t an option.

One-color reverse mark
The Celebrate Your Plate mark may be reversed out in all white on black or an approved solid color.
MINIMUM AREA OF PROTECTION

Space around the mark is key to creating focus. The Celebrate Your Plate mark must always have sufficient “room to breathe”, which enables it to be the focal point on all Celebrate Your Plate communications.

Situations may arise where surrounding our mark with generous amounts of clear space may not be feasible. When positioning our mark near text and/or image heavy applications, always maintain – at the very least – a minimum area of protection space. The minimum area of protection is based on the cap-height of the “P” in “Celebrate Your Plate”, as shown in the diagram here.

Protection area
Display the Celebrate Your Plate mark prominently, keeping it isolated from all other words and designs. The protection area provided around the Celebrate Your Plate mark must never be less than the minimum space demonstrated here.
MINIMUM SIZE

The Celebrate Your Plate mark should have a prominent, substantial presence wherever it is used. The mark should never compete for visual attention with adjacent graphic elements.

Our mark can be used in a wide variety of sizes, but when it’s sized too small, legibility is reduced and the brand impact is lost. Establishing a minimum size ensures proper protection of the integrity of the logo and helps develop a strong, cohesive look throughout communications. Always scale the logo elements as a unit to ensure that the approved proportions and relationship between these elements are maintained. While enlarging the logo isn’t limited, the logo must not drop below the minimum standard shown.

The minimal size has been established by vertically measuring from the tip of the dark green leaf at the top of the mark to the bottom corner of the lighter green state of Ohio shape attached to the carrot.

Minimum size

.875" (7/8")
IMPROPER USE

To legally protect the Celebrate Your Plate mark, don’t alter or distort it in any way. Changes, no matter how small, weaken our mark’s protectability and impact, and detract from the consistent image we want to project. Even well-intentioned changes can have a negative impact. Common mistakes to avoid are illustrated here.

- Don’t change the size or position of the graphics or the Celebrate Your Plate mark
- Don’t change the angle of the mark
- Don’t add elements to the mark
- Don’t place the full-color mark on solid backgrounds or photos (always use reversed mark)
- Don’t use special effects like drop shadows with the mark
- Don’t use the mark as a headline or within body copy
- Don’t lock-up promotional slogans to the mark
- Don’t reproduce the mark in unauthorized or transposed colors
- Don’t create a repeating pattern with the mark
- Don’t place the mark on distracting backgrounds
- Don’t create a great plate! Come with us.

Come with us.

CREATE A GREAT PLATE!
IMAGERY - PHOTOGRAPHIC STYLE

The subject matter and style of our photography is essential in supporting the visual representation of our brand. Stylistically, the imagery should feel naturally occurring – like a moment captured in time—with a sense of warmth and/or optimism. Natural lighting is crucial in conveying these ideals. Avoid an artificial feeling in the lighting of the image subject—it shouldn’t feel staged, posed, or fictional.

If possible, avoid extensive photo retouching.

Imagery should depict food prepared from approved Celebrate Your Plate recipes, or ingredients that make up the recipes. Backdrops should be warm and organic looking, like wood or marble, with props chosen to increase appetite appeal. When showing people, images should show primarily a younger mother with a child or children under 18. A range of ethnicities should be represented. Dress and surroundings should be appropriately aspirational but not unattainable. A theme of coming together and enjoying healthy food and each other’s company should be apparent in our images featuring people.

Ideally, there should be a clear, sharp focus on subject matter in the foreground and plenty of “breathing room” —clean, simple areas of uncluttered space—in the background. This broad view of a non-detailed environment in the distance is referred to as “depth of field” and it’s important in lending focus to the subject by serving as a contextual backdrop, as well as providing unobstructed areas for headlines or support copy to live.
IMAGERY - PHOTOGRAPHIC STYLE

Visual Elements - 3.5
IMAGERY - GRAPHIC STYLE

In instances where conventional photography isn’t the sole preference (based on the type of communication vehicle it’s being applied to), a library of vector-based art elements has been created and is available for use in both print and digital executions. These approved graphics complement our brand when used judiciously. Do not construct your own graphics, or alter the approved graphics in any way.

Optional graphics
MARK USAGE - APPLICATIONS

Below are a few sample projects that show proper mark usage.

- Shopper’s tote
- Women’s T-shirt
- Business cards
TYPOGRAPHY - APPROVED TYPEFACE

Please follow the university approved typefaces listed at https://brand.osu.edu/type
THE CELEBRATE YOUR PLATE NAME IN WRITING

When Celebrate Your Plate appears in body copy, the “C”, “Y” and the “P” must always be capitalized.

This is the only approved manner in which the Celebrate Your Plate name can appear in any written form, whether in digital or print applications.
FREQUENTLY ASKED QUESTIONS

What is the difference between CMYK and RGB?
CMYK refers to Cyan, Magenta, Yellow and Black. RGB refers to Red, Green, Blue. An off-set print (not color copying or desk-top printing) needs CMYK versions of the mark in order to print in full color process. RGB type files are used on-screen and when printing on a color copier or a desk-top printer.

Why can’t I view an EPS file on my PC?
EPS files are primarily used on Macintosh computers. Generally, you can’t view an EPS file unless you have the appropriate software such as Adobe Illustrator or Adobe Photoshop.

What does dpi mean and what dpi should I use?
Dpi refers to “dots-per-inch”. Generally, an image needs to be at least 300 dpi at actual size for high quality print reproduction unless the file type is a Vector-based image, in which case dpi isn’t relevant.