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A brand should be executed consistently in order to retain its power. For both internal and external audiences, the repetition of messages and visuals serves to solidify a brand’s image. For NACUFS, these messages and visuals will convey the brand’s key personality traits. **The NACUFS brand is more than its logo, color, and fonts — the brand is the feeling emitted from and associated with the image.**

The NACUFS core brand message and attributes are carried through all communication mediums through use of color, typography, and other brand elements. Correct and consistent usage is vital to ensuring the quality and integrity of the NACUFS brand. These guidelines are designed to unify our communications as “One NACUFS” and help maintain a clear, strong, and consistent message across all advertising, collateral, direct mail, and web marketing executions.

This document covers the major elements; however, it is not necessarily inclusive of all possible applications. **Any suggested use of the NACUFS logo and related elements outside of these guidelines must be reviewed and approved by the director of marketing and communications before implementation.**
The NACUFS colors play a critical role in all NACUFS communications. For the best print quality, please use solid PANTONE colors. Where this is not available, they can be printed in 4-color process match. RGB and HEX should only be used for interface or web applications. Where it is not possible to use all colors, use black for all elements. MASTER logo colors are:

<table>
<thead>
<tr>
<th>Color</th>
<th>PANTONE</th>
<th>PROCESS</th>
<th>RGB</th>
<th>HEX</th>
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<tr>
<td>Dark Green</td>
<td>361 CVU</td>
<td>Cyan 70%</td>
<td>Red 73</td>
<td>49a842</td>
</tr>
<tr>
<td>Light Green</td>
<td>375 CVU</td>
<td>Cyan 40%</td>
<td>Red 163</td>
<td>a3cf62</td>
</tr>
<tr>
<td>Black</td>
<td>Black U</td>
<td>Cyan 0%</td>
<td>Red 0</td>
<td>000000</td>
</tr>
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The NACUFS logo may not be modified, altered or corrupted in any manner. The NACUFS logo may not be used without authorization. Some examples of incorrect usage of the logo are shown below.*

- Drop-Shadow effect has been applied
- Logo is in grayscale
- Logo proportion has been skewed.
- Background is multicolored or a photograph.

Additional examples of incorrect usage of the logo:
- Screening or tinting it.
- Outlining it.
- Repeating it or using it in a background pattern as a design element.
- Using a name other than the registered NACUFS.
- Use of the logo or identifier other than the trademarked logo or extensions thereof.

* All rules apply to the alternative logo formats, such as conference and regional logos.
The NACUFS national conference logos carry the NACUFS core brand message and attributes through use of typography and other brand styles. To make the branding of the events more NACUFS-centric, in years to come (2017 onwards) national conference logos will be primarily centered around the NACUFS name (and the year of the event) with the city and state secondary. The goal is to ensure the conferences are strongly identified by members (and potential members) as NACUFS events, where extensive networking opportunities, vital, valuable education as well as fantastic food and unique fun are to be found.
The NACUFS regional logos carry the NACUFS core brand message and attributes through the use of color, typography, and other brand styles. To avoid unnecessary repetition (and to make the regional name bigger and more readable at a smaller size) the new regional lock-ups will not repeat the word “region,” nor will they spell out the full detail of the NACUFS acronym. The explanatory wording “The National Association of College & University Food Services” will be spelled out elsewhere on print pieces or web pieces on which these regional logos appear.
The NACUFS regional conference logos carry the NACUFS core brand message and attributes through use of color, typography and other brand styles. Beginning in 2017, to make them more consistent with the national conference logo (and each other), a consistent lock-up will be used for the regional conference logos, with only the year, date and location changing from year to year. The conference name and date and location details will be justified under a lock-up of the NACUFS logo and word mark and the year of the conference. In instances where the date and location information is superfluous they can be cropped out.

Regional Conference Logos

In instances where regions combine, always combine in alphabetical order. Point sizes and kerning should be adjusted to keep the combined name as large as possible.

In instances where the date and location information is superfluous they can be cropped out (see above).
Questions to ask when researching and procuring promotional products:

• Does it represent excellence?
• Does the product help tell a story?
• What is the cost per piece? Is it affordable and within budget?
• Will this product make a positive impact on the organization and fill a need for NACUFS members?
• How will our logo appear on the item? Is it legible? What are the imprint color and space options/restrictions?
• If it is a consumable product (i.e. candy, chocolate or beverage), does it emit an emotion that makes sense with the event? And, is it allergen free?
• What is the call to action? Can the website fit? Is there a social engagement element to consider (i.e. hashtag)?

Guidelines:

• Additional logos and brands confuse the NACUFS brand.
• Use only the appropriate regional or national logo.
• Having brand standards eliminates the need for a theme with a customized logo. A customized logo for any NACUFS event is not permitted.
• The goal of each learning event (conference, symposium, etc.) is to offer member engagement and appropriate educational methods, while providing best practices and focusing on the learner.

Promotional Products: Conference

Remedies to be “on brand”

• Must include the NACUFS regional conference logo
• Correct typography and appropriate color scheme
• Host school logo should not be on any promotional products. They can, however be on digital and print collateral. (See co-branding.)

While these items use the appropriate logo established for the 2016 National Conference, it is off-brand in that they promote more of the location than they do the conference, agenda, or the NACUFS brand. Beginning with 2017 events, all event logos are standardized.
Promotional Products: Conference

When imprinting on pens and items with limited imprint space, include the year of the conference, excluding other words because of space restrictions.

On apparel, it is often appropriate to eliminate “National Conference” and only include the “links” and “NACUFS 2017” (see sleeve option). Note: this is typical of embroidered items due to the intricacy of the small letters. Screen printing is more possible, but all apparel may use this as a license to simplify. Colors must strictly follow the guidelines.

Where appropriate, for imprint space restrictions, the logo may be rotated CCW 90 degrees, keeping the specific location and conference dates wherever possible. Note: because it is not on a white background, the black text is reversed to white.
Co-branding: Industry

Remedies to be “on brand”:

• An industry member may donate product under appropriate sponsor guidelines as required per event, typically inclusive of a fee for gift bags and the like.

• Industry members may not, under any circumstance, use the NACUFS logo to promote their product.

• Likewise, NACUFS staff and volunteers are prohibited from partnering with any industry member on any promotional product without marketing department approval.

• The NACUFS brand guidelines restrict industry co-branding so as to not show preferential treatment and to stay true to its own brand.

• NACUFS is responsible for its own brand integrity and cannot relinquish this control to a third party, whether host school or industry.

• NACUFS logo must always include the registration or specified trademark.

• All promotional products must be approved by the NACUFS marketing department.
Co-branding: Host Schools

Remedies to be “on brand”:

- Use the full regional conference logo with dates, location and registration mark
- Use NACUFS approved fonts throughout the document
- NACUFS regional conference logo should be in bottom left-hand corner whenever possible.
- Host School logo should be introduced by the text “Thank you to our host:”
- Incorporate the agenda and educational components
- Hashtag must include NACUFS
- Use clear and concise messaging
- Entice audience, reinforcing strategic plan of excellence
- Receive approval from NACUFS Marketing Department
- NACUFS is responsible for its own brand integrity and cannot relinquish this control to a third party, whether host school or industry.
- Confirm brand guides compliance with host school

On-brand example:

- Correct regional conference logo, bottom left-hand corner
- Emotional connection, clear and concise
- Correct typography and appropriate color scheme
The purpose of the NACUFS stylebook is to make our materials and publications easy to read.

NACUFS’ written and online communications support our mission of promoting the highest quality of foodservice on college and university campuses, and our members rely on us to provide information that is clear, informative, correct, and consistent. The quality of our communications has a direct impact on the perception of the association, and our written materials are required to follow specific standards of style and usage.

Writers not only face the challenge of producing interesting, pertinent information that appeals to the needs and interests of their audiences, but they must also communicate effectively within the current rules of the English language. Rules and writing styles may vary depending on what resource is referenced, so NACUFS has selected the following references for use in our association’s correspondence, publications, and print and online communications:

- **NACUFS Stylebook for Print and Online Publications**
  Our house stylebook defines rules for usage of terminology unique to our association and identifies preferred styles, word choice, spelling, and grammar points. Listings in the stylebook take precedence over other references.

- **The Associated Press Stylebook**
  The Associated Press Stylebook and Briefing on Media Law is updated annually and is available in a printed book or by online subscription at www.apstylebook.com.

- **The New Food Lover’s Companion**
  The industry standard for spelling and definitions of foods and culinary terms is available at most bookstores or online at www.barronseduc.com/1438001630.html

- **A Current Dictionary**
  Preferred dictionaries are Merriam-Webster’s Collegiate Dictionary or the American Heritage Dictionary of the English Language. Merriam-Webster Online offers both dictionary and thesaurus references at www.m-w.com.
- Staff, volunteer, and officer positions are capitalized when used as a formal title preceding the person’s name or as part of the name, but are lowercase when following a name or used in place of a name.

The first speaker of the evening was NACUFS’ President Howard Smith.

- Lowercase titles when they follow a name and are set off by commas.

Janis Jones, director of education, coordinates and schedules seminars and symposia.

- Lowercase and spell out titles that are used in place of an individual’s name.

The membership development director is responsible for the growth and retention of the association’s members.

- Exceptions: In formal contexts, such as a list of donors or officers in an annual report, titles are capitalized even when they follow the individual’s name.

Marie Wilson, Assistant Director of Operations

- NACUFS has six regions
  • Continental Region
  • Northeast Region
  • Mid-Atlantic Region
  • Pacific Region
  • Midwest Region
  • Southern Region

- When used in running text, regional council is lowercase.

The regional council hosts regional conferences.

- When used as a proper noun, both words of the regional identifier are capitalized. In running text, region is lowercase.

Each region hosts educational conferences for NACUFS members.

The Mid-Atlantic Region recruited 20 new members this year.

- In running text, subregional is not capitalized. It is spelled as one word (not hyphenated).
NACUFS is committed to excellence in education with an equal focus on the learner and the method of delivery. This page outlines NACUFS’ educational events and their definitions.

**Conference (National or Regional)**
A large event that takes place over multiple days (e.g. 3-5 days) and covers a wide variety of topics and include opportunities for networking and socializing.

**Distance Learning**
Sometimes also called e-learning or online learning. Learning that is mediated through technology such as the web. Webinars are an example of an online learning format.

**EduTour**
A placed- or location-based education program where attendees learn from a venue speaker and then apply those learnings to their workplace issues/challenges.

**Institute**
4-5 day training programs that are typically hosted by a sponsor and provide immersion in a topic (e.g., Leadership) for 20-30 institution members.

**Interest Session**
Short presentations, usually about an hour, that make up the education component parts of a conference.

**Learning Event**
Broad term to describe education programs and events. Learning events should meet an identified learning need.

**Pre-Conference (education-based)**
A one-day education program with an in-depth focus on a specific topic of current relevance.

**Roundtable**
A small-group discussion format where participants are seated at the table and everyone’s input on a particular topic or ideas is considered equal.

**Showcase**
Opportunity provided during a conference for industry members to showcase their products and services.

**Summit**
An event that brings together the highest level of leaders and experts in a field for shared learning and discussion.

**Symposium**
A small conference covering a specific topic with experts in the field. (plural: symposia)

**Workshop**
A relatively small event, usually no longer than a day, that focuses on skill building.
Terminology

Task Forces

- NACUFS task forces include:
  • Culinary Challenge
  • Foodservice Management Internship
  • Loyal E. Horton Dining Awards
  • National Conference
  • Nutrition
  • Regional Conference Support

Committees

- NACUFS Special Committees
  • Education
  • Marketing and Communications
  • Membership

- NACUFS Standing Committees
  • Executive
  • Finance/Audit
  • Nominating

- Committees and task forces are appointed by the NACUFS president. Committee and task force names are lowercase in running text.

*The education committee develops and presents quality educational programs and materials for the NACUFS membership in keeping with the strategic plan.*

*The culinary challenge task force is developing new and innovative ways to engage with our members’ chefs.*
Conferences and Meetings

- Annual conferences are held at the national and regional levels. They are always referred to as the national conference or a regional conference.

- When used as a proper noun to identify the event in a specific year, the conference name is capitalized.
  
  The 2020 National Conference will feature a new seminar on technology.
  
  Attendees enjoyed networking with colleagues at the regional conference.

- When referring to the Showcase at the national conference, it is capitalized.
  
  The Showcase is one of the most popular events at the national conference.
  
  Each year, NACUFS presents a national conference and showcase.

- NACUFS annual meeting of the corporation members is the General Membership Assembly.
  
  The General Membership Assembly is held at the national conference.

Professional Programs

- Foodservice Management Institute
- Leadership Institute
- Human Resources Institute
- Marketing Institute
- Financial Management Institute
- Facilities Management Institute
- Planning Institute
- Customer Service Institute
- Foodservice Directors Symposium
- Management Consulting Team
- Professional Practices Visitation
- Foodservice Management Internship Program
Terminology

Publications

- Print publications include:
  - Administering Food Service Contracts
  - Campus Dining Today®
  - Membership Directory
  - Professional Practices Manual (PPM)
  - Sustainability Guide

- Surveys available only to participants
  - Operating Performance Benchmarking Survey
  - Customer Satisfaction Benchmarking Survey
  - Salary Benchmarking Survey

- The e-newsletter, NACUFS news, is posted on the website at www.NACUFS.org/enews

Awards and Contests

- Culinary Challenge
- Daryl Van Hook Industry Award
- David R. Prentkowski Distinguished Lifetime Member Award
- Loyal E. Horton Dining Awards
- Nutrition Awards
- Richard Lichtenfelt Award
- Student Employee of the Year
- Sustainability Award
- Theodore W. Minah Distinguished Service Award
Members

Institutional Members
- Members are schools, colleges, or universities which provide a food program either directly or through a campus auxiliary association; whose sole purpose is to provide educationally related services for the benefit of the campus community.
- Names are spelled and abbreviated according to the institution's preferences.
- If a college or university has more than one campus, it is generally connected by a hyphen without spaces when spelled out.
  University of California-San Diego
- Mention the city and/or state if they are not apparent in the name of the college or university:
  Duke University in Raleigh, North Carolina
  The University of Dayton in Ohio
- Capitalize university or college only when it is part of the proper noun.
- Names of departments, schools, projects, job positions, and titles are not capitalized in running text unless they are used as a proper noun.
  Mark Adams, director of dining, is a graduate of the Cornell School of Hotel Administration.
  Harvard University Dining Services organized a food donation program.
  The scholarship will provide funding for tuition at an accredited culinary arts school.

Industry Members
- Members are food and equipment manufacturers, distributors, brokers, foodservice support companies, councils, boards, trade associations, advisory commissions, and other related professional groups.
- Company and association names are spelled and abbreviated according to the member’s preferences.
- Names of departments, job positions, and titles are not capitalized in running text unless they are used as a proper noun.
  Maria Williams, vice president of product development, discussed her company’s commitment to green technology.

Associate Members
- Any individual or institution who has an interest in the mission and purpose of the association and is not an employee of an institution that is eligible for Institutional Membership.