

# Brand Identity & Style Guide



## OVERVIEW

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### **THE ASSOCIATION OF NUTRITION & FOODSERVICE PROFESSIONALS (ANFP)**

The Association of Nutrition & Foodservice Professionals (ANFP) is a national not-for-profit association established in 1960 that today has more than 15,000 professionals dedicated to the mission of providing optimum nutritional care through foodservice management.

### **THE CERTIFYING BOARD FOR DIETARY MANAGERS (CBDM)**

The Certifying Board for Dietary Managers (CBDM) is the credentialing agency responsible for establishing and upholding policies for and administration of the Certified Dietary Manager, Certified Food Protection Professional (CDM, CFPP) Certification Program. The CDM Credentialing Exam is administered by CBDM.

The CDM, CFPP Certification Program is accredited by the National Commission for Certifying Agencies (NCCA) and CBDM is responsible for ensuring that CBDM policy adheres to standards required to maintain the accreditation.

### **THE NUTRITION & FOODSERVICE EDUCATION FOUNDATION (NFEF)**

NFEF supports the goals of ANFP and works to strengthen the overall nutrition and foodservice profession. As ANFP's philanthropic arm, the Foundation is organized to advance the foodservice and nutrition profession to stay ahead of rapid change by fostering innovative thinking, cutting-edge research and new ideas. The Foundation's highest priority is research, education, and best practices and standard setting for the future.

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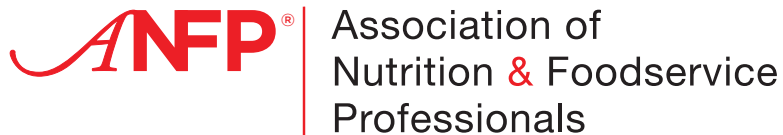
The following identity and style guidelines are intended to ensure that all organizational materials representing the ANFP, CBDM, and NFEF brands appropriately convey the ideals of each organization. By adhering to the standards included here, organizational materials will better support the marketing and sales efforts of each organization, promote their integrity, and help avoid deviations that can dilute and detract from the effectiveness of each organization.

Please contact [marketing@ANFPonline.org](mailto:marketing@ANFPonline.org) for questions about the brand identity and style standards.

## LOGOS & USAGE

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The following images represent each organization. Versions are available in black and white within the ANFP Marketing folder as needed. Please reach out to the Marketing Department to ensure you are using the most up-to-date and accurate logo.



**ANFP LOGO**



**CBDM LOGO**



**NFEF LOGO**

## AREA OF ISOLATION

To preserve the integrity of the logo presentation, maintain a minimum distance of 1x on all sides from other layout elements. If space allows, 2x distance or more space around the logo is recommended.

# ■ TYPOGRAPHY & CORE COLORS

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## TYPOGRAPHY

All external communications should be provided in at least size 12 font. The primary fonts used by each organization are:

### Gotham

Book/Regular

**Medium**

**Bold**

*Italic*

### Myriad Pro

Regular

**Bold**

*Italic*

Condensed

### Arial

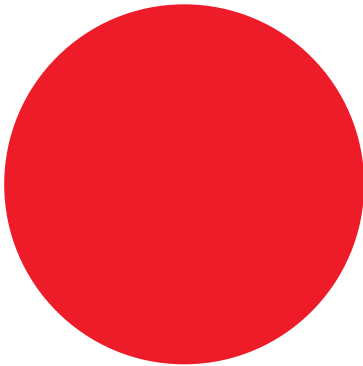
Regular

**Bold**

*Italic*

## CORE COLORS

ANFP, CBDM, and NFEF each utilize the three core colors:

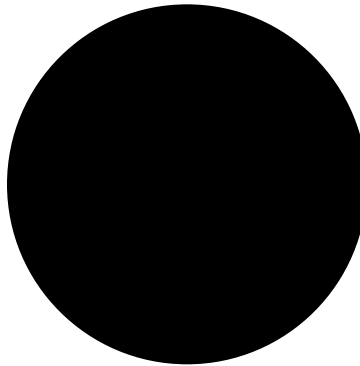


### Red

Hex Code | #EC1C24

CMYK | C: 0 M: 100 Y: 95 K: 0

RGB | R: 237 G: 28 B: 41

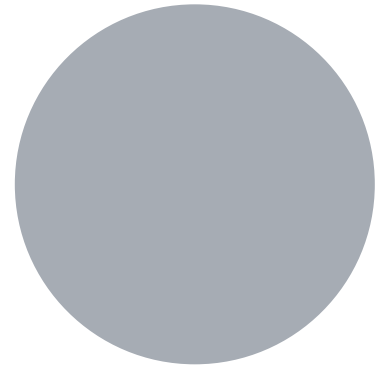


### Black

Hex Code | #000000

CMYK | C: 0 M: 0 Y: 0 K: 100

RGB | R: 35 G: 31 B: 32



### Gray

Hex Code | #A6ADB4

CMYK | C: 18 M: 11 Y: 8 K: 23

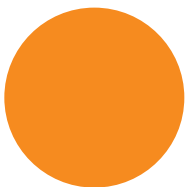
RGB | R: 166 G: 173 B: 180

Additionally, each organization utilizes a unique set of sub colors.

## SUB COLORS

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### ANFP SUB COLORS



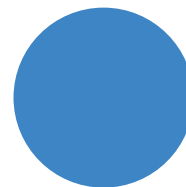
**Orange**

Hex Code | #F68B1F  
CMYK | C: 0 M: 55 Y: 100 K: 0  
RGB | R: 246 G: 139 B: 31



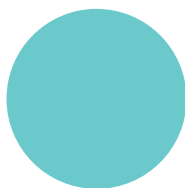
**Green**

Hex Code | #94C947  
CMYK | C: 47 M: 0 Y: 94 K: 0  
RGB | R: 148 G: 201 B: 71



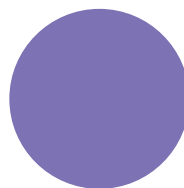
**Blue**

Hex Code | #3D85C6  
CMYK | C: 75 M: 40 Y: 0 K: 0  
RGB | R: 61 G: 133 B: 198



**Aqua**

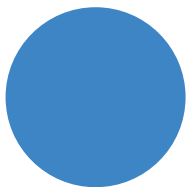
Hex Code | #6CCACD  
CMYK | C: 54 M: 0 Y: 22 K: 0  
RGB | R: 108 G: 202 B: 205



**Purple**

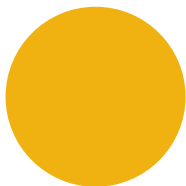
Hex Code | #7E72B5  
CMYK | C: 56 M: 59 Y: 0 K: 0  
RGB | R: 126 G: 114 B: 181

### CBDM SUB COLORS



**Blue**

Hex Code | #3D85C6  
CMYK | C: 75 M: 40 Y: 0 K: 0  
RGB | R: 61 G: 133 B: 198



**Gold**

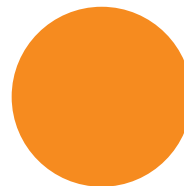
Hex Code | #EEB111  
CMYK | C: 0 M: 28 Y: 100 K: 6  
RGB | R: 238 G: 177 B: 17

### NFEF SUB COLORS



**Green**

Hex Code | #94C947  
CMYK | C: 47 M: 0 Y: 94 K: 0  
RGB | R: 148 G: 201 B: 71



**Orange**

Hex Code | #F68B1F  
CMYK | C: 0 M: 55 Y: 100 K: 0  
RGB | R: 246 G: 139 B: 31



## MARKETING IMAGERY

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High-quality images should be utilized that convey positive energy, friendliness, and approachability. When representing nutrition and foodservice professionals, care should be taken to represent a broad demographic that is authentic to the professional experience. A spectrum of ages, work environments, and ethnicities should be represented when possible.



# COMMUNICATION STYLE GUIDE

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*Based on the AP Style Guide*

The following items are used frequently within ANFP, CBDM, and NFEF. Additional recommendations will be added as needed.

## When Referring to an Organization

Use the organization's full name when first mentioned with the acronym afterwards in parentheses. After the first mention, use the acronym.

**Note:** Do not refer to any organization as “the ANFP,” “the CBDM,” or “the NFEF”.

Example: The Certifying Board for Dietary Managers (CBDM) is the credentialing agency responsible for establishing and upholding policies for and administration of the Certified Dietary Manager, Certified Food Protection Professional (CDM®, CFPP®) Certification Program. The CDM Credentialing exam is administered by CBDM.

## When Ending a Sentence

Only use one space when ending a sentence and beginning another.

## When Referring to Time

Use a.m. and p.m.

### **Example:**

The ANFP office is open Monday - Friday, 8:00 a.m. - 5:00 p.m. CST.

From March - November, use CDT. From November - March, use CST.

## When Referring to ANFP Events

### **Regarding the Annual Conference & Expo**

List the year, the name of the event, and the acronym.

### **Example:**

2021 Annual Conference & Expo (ACE)

## Regarding the Regional Meetings

List the year, fall or spring, and regional meeting

### Examples:

2021 Fall Regional Meeting

2021 Spring Regional Meeting

## Commonly Used Terms List

Please note the words with hyphens

- Long-Term Care
- Non-Commercial
- Healthcare vs. health care and foodservice vs. food service

**If the word is used as a descriptor and is followed by a noun, use one word.**

**Examples:** She is a *foodservice* professional. He works in a *healthcare* operation.  
*Foodservice* costs have skyrocketed.

**If it is used on its own, break it into two words.**

**Examples:** She works in *food service*. Rethermalization carts are often used in *food service*. *Food service* is a well-respected department in *health care*.

- CDM®, CFPP® - When mentioned the first time, include the full credential with the registration symbols behind each section. After the first mention, “CDM, CFPP” is sufficient.
- Non-Member, not nonmember or non member
- On-site, off-site
- E-mail, not email
- ANFP record - Do not include “member” in case the individual is certified but not an ANFP member.

## General Contact Information Statement

Contact ANFP at [info@ANFPonline.org](mailto:info@ANFPonline.org) or 800.323.1908, select option 1.

Contact CBDM at [info@CBDMonline.org](mailto:info@CBDMonline.org) or 800.323.1908, select option 1.

Contact NFEF at [NFEF@ANFPonline.org](mailto:NFEF@ANFPonline.org) or 800.323.1908, select option 1.



## URL Listing

Always capitalize the acronym of each organization and use the full URL, including www. beforehand.

[www.ANFPonline.org](http://www.ANFPonline.org)

[www.CBDMonline.org](http://www.CBDMonline.org)

[www.NFEFoundation.org](http://www.NFEFoundation.org)

## E-mail Addresses

General e-mail addresses may be shared externally as ways to reach staff. Addresses should always include the capitalized acronym.

### ANFP

[info@ANFPonline.org](mailto:info@ANFPonline.org)

[education@ANFPonline.org](mailto:education@ANFPonline.org)

[finance@ANFPonline.org](mailto:finance@ANFPonline.org)

[chapters@ANFPonline.org](mailto:chapters@ANFPonline.org)

[events@ANFPonline.org](mailto:events@ANFPonline.org)

[marketing@CBDMonline.org](mailto:marketing@CBDMonline.org)

### CBDM

[info@CBDMonline.org](mailto:info@CBDMonline.org)

[appeals@CBDMonline.org](mailto:appeals@CBDMonline.org)

### NFEF

[NFEF@ANFPonline.org](mailto:NFEF@ANFPonline.org)

## When Referring to Numbers

Use “more than,” not “over.”

Example: ANFP has more than 15,000 members.

## When Referring to Contests

The individual selected is the “recipient”, not the “winner”. A contest should be promoted as a “giveaway” or “drawing”, not a “raffle”.