



American Culinary Federation

# AMERICAN CULINARY FEDERATION NATIONAL LOGO USAGE

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## AMERICAN CULINARY FEDERATION NATIONAL LOGO

The American Culinary Federation, Inc. (ACF) national logo is the official symbol specifically used to identify the ACF in all forms of visual communication, except when written in text. The goal in every instance of the logo's use and reproduction is to promote a crisp, clean image and to match the official colors of the logo. In the dual interests of branding the federation and protecting the image of the ACF member and all culinarians, use of ACF's national logo is restricted to promotion by the federation (including limited chapter and individual use) and approved, paid licensing by all other entities.

### **Promotion**

ACF allows use of its national logo for promoting the federation and its national programs. Internal use includes business purposes (letterhead, business cards, etc.), collateral (brochures, handbooks, applications, etc.), publications (*The National Culinary Review*, *Sizzle*), and marketing (event signage, merchandise for sale, commemorative pins and plaques, media advertising, etc.). Other uses include news media, and approved corporate partners and contracted vendors.

ACF chapters and individuals may not use ACF's national logo in any way that implies endorsement by the federation of a product, service or event. All endorsements by the national organization are subject to licensing application, approval and fees. Chapters that wish to use ACF's national logo for a promotional purpose must receive approval by ACF's national office by sending a detailed letter of request by mail, via an e-mail to [pr@acfchefs.net](mailto:pr@acfchefs.net) or by faxing to (904) 484-0247. Upon decline or approval of the request, the request will be recorded in the chapter's file at ACF national headquarters.

Unauthorized use of ACF's national logo will result in legal action by the federation against the entity/individual to the full extent that the law allows.

News media must formally request one-time use of the logo by calling the ACF national office at (800) 624-9458 or e-mailing [pr@acfchefs.net](mailto:pr@acfchefs.net).

Corporate partners and contracted vendors of ACF will possess limited use of ACF's logo, as contracted (e.g., ACF's national convention sponsorship, e-store merchandise, etc.). Use of the logo beyond the terms of the contract is forbidden. Contact the ACF national office at (800) 624-9458 or e-mail [acf@acfchefs.net](mailto:acf@acfchefs.net) for clarification or information on the uses of ACF's national logo.

### **Licensing**

All uses other than those specified above, by all persons and entities within and outside the organization, must pursue licensing for the use of ACF's national logo.

1. To receive the required application for review and approval, e-mail [acf@acfchefs.net](mailto:acf@acfchefs.net), or call (800) 624-9458, and request that an application be e-mailed, faxed or mailed. Completed applications will be approved or denied within 10 business days.
2. Submit payment for licensing.
3. Upon receipt of the licensing fee, a contract will be signed by the applying entity and ACF.
4. Resubmit the required application for renewal of licensing for a second use or at the end of the contracted period.

## **GENERAL GUIDELINES FOR MAINTAINING THE INTEGRITY OF THE OFFICIAL AMERICAN CULINARY FEDERATION NATIONAL LOGO:**

The following points briefly describe the general uses and/or misuses of the official ACF national logo. These will be discussed and elaborated upon in the pages to come.

- Permission must be obtained from the ACF national office to use the official ACF national logo.
- Unauthorized use of ACF's national logo will result in legal action by the federation against the entity/individual to the full extent that the law allows.
- Improper use of the ACF logo is not permitted.
- The ACF national logo must not be supplied to any agencies without prior permission from the ACF national office.
- The logo must always be reproduced from approved original artwork.
- Scanned images of the logo are prohibited.
- The logo should be displayed clearly and may not be altered or otherwise distorted.
- The logo must only be used in the approved colors, and those colors are not to be interchanged on any components of the logo.
- The logo may not be used as part of a headline or running text.
- The exclusion zone, or clear zone, must always be respected.

## OFFICIAL ACF NATIONAL LOGO AUTHORIZED VERSIONS

Original artwork of the official ACF national logo is provided digitally in a JPG file format that is suitable for use on Macintosh and Windows operating systems. A version of the logo in an Adobe Illustrator EPS format can be obtained at the discretion of the national ACF office if necessary. This would only be relevant in situations where pixel resolution is an issue. Adobe Illustrator art is vector-based, which allows artwork to be enlarged or reduced without loss of reproduction quality.

### TWO-COLOR

The official ACF national logo is two-color and includes the words "American Culinary Federation." The copy, chef and field containing four stars of the flag are 100% Blue (PMS 2757). The flag stripes are in 100% Red (PMS 032).



BLUE  
PMS 2757



RED  
PMS 032



### FOUR-COLOR

A four-color version of the official ACF national logo may be used in place of the PMS colors on four-color process materials. In this version, "American Culinary Federation," chef hat and field containing the four stars of the flag are Blue (Cyan 100, Magenta 82, Yellow 0, Black 30). The flag stripes are Red (Cyan 0, Magenta 91, Yellow 87, Black 0).



BLUE  
C.....100  
M.....82  
Y.....0  
K.....30



RED  
C.....0  
M.....91  
Y.....87  
K.....0



### 100% BLACK

The official ACF national logo may be reproduced in 100% black.

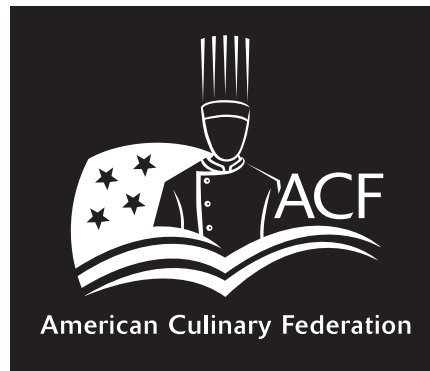


100%  
BLACK



## WHITE REVERSED

A White reversed version of the official ACF national logo may also be used, but only on solid four-color backgrounds or one-color print jobs. This logo must **never** be reversed out of a photograph.



## LOGO WITH TAG LINE

ACF's tagline, The Standard of Excellence for Chefs, captures the passion of our membership. The tagline is graphically interlocked with the ACF logo for use in various official media. The tagline is never used as a stand-alone element.

The logo without tagline consists of three parts: the chef and flag symbol, the acronym ACF, and the logotype in a horizontal configuration. The tagline addition includes the tagline below the logotype.

Using the logo configuration that integrates the tagline is encouraged on major branded items: web, publications, events signage.

The logo with tagline should appear on the front cover of brochures, and in advertising (including print, broadcast, web, and posters), except when using brand extension logos, i.e. ACFEF, ACF Culinary Team USA, or the American Academy of Chefs. If a brand extension logo is used, then the logo alone should appear on the front or back cover.



**American Culinary Federation**  
The Standard of Excellence for Chefs

ACF national promotional/major branded items: logo and tagline  
All print media (brochures, periodicals, etc.)  
All advertising (size permitting)  
ACF website  
Event signage, podium signs  
Certificates  
Print publications: NCR, Event program guides.



**American Culinary Federation**

Informational items: logo only  
Internal info sheets/flyers  
Chef coats  
Thank you notes  
Social media  
Web publications: TCI, Sizzle

# OFFICIAL ACF NATIONAL LOGO AUTHORIZED LOGO APPLICATIONS

## EXCLUSION ZONE OR CLEAR ZONE

An exclusion zone of at least the width of the toque on all sides of the official ACF national logo must be maintained to preserve the integrity of the logo. An exclusion zone is the minimum clear area that surrounds the logo. No text, graphics, or other visual elements can violate the exclusion zone.



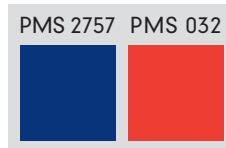
## MINIMAL PRINT AND WEB SIZES

The ACF national logo can not be used for print if the logo is less than 1". The ACF national logo can not be used for web application if the logo is less than 144 pixels wide.

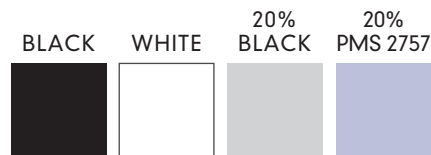


## COLORS

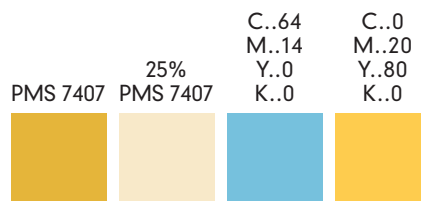
It is recommended that specific colors be used as backgrounds and accents whenever possible for the official ACF national logo to maintain legibility. These colors, and their four-color process equivalents, are as follows:



## PREFERRED BACKGROUND COLORS



## PREFERRED ACCENT COLORS



## OFFICIAL ACF NATIONAL LOGO PLACEMENT FOR EMBROIDERY

### CHEF COAT PLACEMENT

The ACF national logo excluding the tagline must be displayed over the left breast pocket or the right sleeve on a chef coat using embroidery or via patch, and must not be displayed with any chapter or other association logo on that side of the jacket. The ACF national logo or patch may display with the chef's employer's logo on that side of the jacket, as well as the chef's name, if desired.

If a chef coat is not white or a pastel color, use of the reverse—all white thread—logo is encouraged to provide the best presentation.

The ACF national logo may only be embroidered onto chef jackets by ACF approved vendors:

- Chef Revival
- ChefUniforms.com
- Chefwear
- Happy Chef Uniforms
- Lost Car Chef Apparel
- Mercer Culinary
- NEWCHEF Fashion



# AMERICAN CULINARY FEDERATION OFFICIAL NATIONAL LOGO

## Incorrect Logo Usages

X

**VIOLATION OF EXCLUSION ZONE OF THE OFFICIAL ACF NATIONAL LOGO**

Copy copy copy copy copy



X

**SCALING DISPROPORTIONATELY**

The logo must maintain its original proportions.



X

**REVERSING THE OFFICIAL ACF NATIONAL LOGO**

Reversing the official ACF national logo out of a photograph, illustration or other similar backgrounds.



X

**ALTERING THE OFFICIAL ACF NATIONAL LOGO COLORS**



X

**LOW RESOLUTION**

Placing the official ACF national logo into an Adobe Photoshop file and printing the image at less than 300 dpi at actual size. The imported logo should be placed into the file and should never have a resolution of less than 300 dpi if enlarged.



X

**ENCLOSING THE OFFICIAL ACF NATIONAL LOGO IN A BOX**

Enclosing the official ACF national logo in a box or other shape on a background of another color.



X

**DARK BACKGROUND**

Using the two color, four color or 100% black Official ACF national logo on a dark background.



X

**THE OFFICIAL ACF NATIONAL LOGO AS COPY**

Using the official ACF national logo in a line of text as copy.



If you have additional questions regarding the correct usage of the official American Culinary Federation national logo, please contact the ACF national office at **(800) 624-9458** or e-mail [pr@acfchefs.net](mailto:pr@acfchefs.net).