



American Culinary Federation

# AMERICAN CULINARY FEDERATION BRANDED CHAPTER LOGO USAGE

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## AMERICAN CULINARY FEDERATION BRANDED CHAPTER LOGO

The American Culinary Federation, Inc. (ACF) branded chapter logo is the official symbol specifically used by chapters 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 continue the branding of the official ACF logo.

## GENERAL GUIDELINES FOR MAINTAINING THE INTEGRITY OF THE AMERICAN CULINARY FEDERATION BRANDED CHAPTER LOGO:

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

- Unauthorized or improper use of the ACF branded chapter logo is not permitted.
- The ACF branded chapter logo must not be supplied to any agencies or providers without prior permission from the applicable ACF chapter president.
- 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.

## AMERICAN CULINARY FEDERATION BRANDED CHAPTER LOGO

Original artwork of the American Culinary Federation (ACF) branded chapter 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 applicable ACF local chapter president 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 ACF branded chapter logo is two-color and includes the chapter's name after 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 ACF branded chapter logo may be used in place of the PMS colors on four-color process materials. In this version, "American Culinary Federation," chef hat, copy 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 ACF branded chapter logo may be reproduced in 100% black.



100%  
BLACK

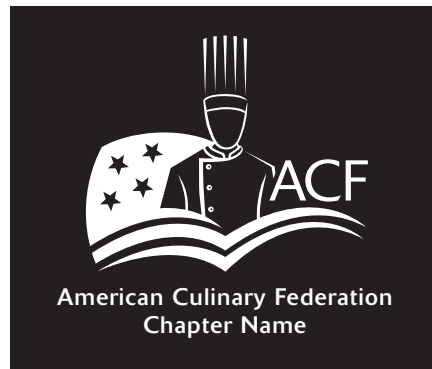


American Culinary Federation  
Chapter Name

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## WHITE REVERSED

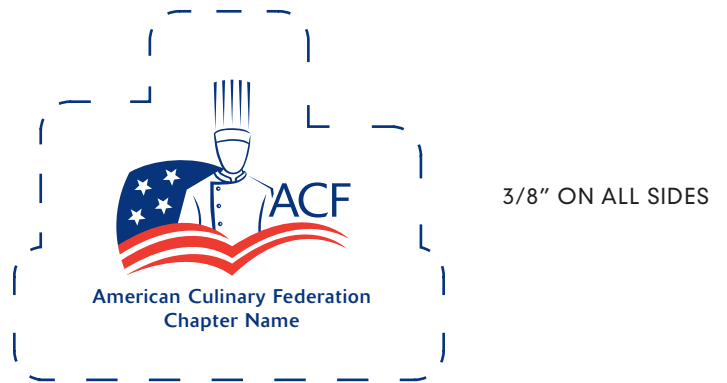
A White reversed version of the ACF branded chapter logo may also be used, but only on solid four-color backgrounds or one-color print jobs. This logo must **never** be reversed out of a photograph.



# OFFICIAL ACF BRANDED CHAPTER LOGO AUTHORIZED LOGO APPLICATIONS

## EXCLUSION ZONE OR CLEAR ZONE

An exclusion zone of at least  $\frac{3}{8}$ " on all sides of the ACF branded chapter 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.



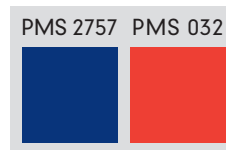
## MINIMAL PRINT AND WEB SIZES

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

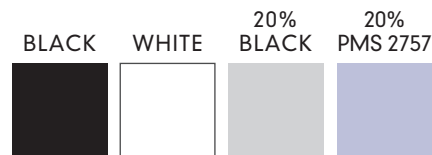


## COLORS

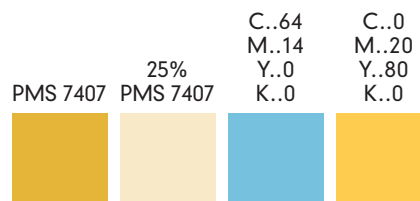
It is recommended that specific colors be used as backgrounds and accents whenever possible for the ACF branded chapter logo to maintain legibility. These colors, and their four-color process equivalents, are as follows:



## PREFERRED BACKGROUND COLORS



## PREFERRED ACCENT COLORS



## OFFICIAL ACF BRANDED CHAPTER LOGO PLACEMENT FOR EMBROIDERY

### CHEF COAT PLACEMENT

The ACF branded chapter logo 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 other association logo on that side of the jacket. The ACF branded chapter 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 branded chapter logo may only be embroidered onto chef jackets by ACF approved vendors:

- Chef Revival
- Chefwear
- Happy Chef Uniforms
- NEWCHEF Fashion.



# AMERICAN CULINARY FEDERATION BRANDED CHAPTER LOGO

## Incorrect Logo Usages

X

### VIOLATION OF EXCLUSION ZONE OF THE ACF BRANDED CHAPTER LOGO

Copy copy copy copy copy



X

### SCALING DISPROPORTIONATELY

The logo must maintain its original proportions.



X

### REVERSING THE ACF BRANDED CHAPTER LOGO

Reversing the ACF branded chapter logo out of a photograph, illustration or other similar backgrounds.



X

### ALTERING THE OFFICIAL ACF BRANDED CHAPTER LOGO COLORS



X

### LOW RESOLUTION

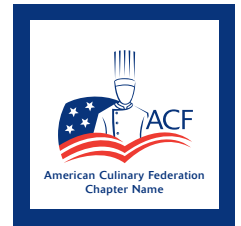
Placing the ACF branded chapter logo into an Adobe Photoshop file and printing the image at less than 300 dpi at actual size. The imported logo should be placed into the file and should never have a resolution of less than 300 dpi if enlarged.



X

### ENCLOSING THE ACF BRANDED CHAPTER LOGO IN A BOX

Enclosing the ACF branded chapter 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 ACF branded chapter logo on a dark background.



X

### THE ACF BRANDED CHAPTER LOGO AS COPY

Using the ACF branded chapter logo in a line of text as copy.



If you have additional questions regarding the correct usage of the American Culinary Federation branded chapter logos, please contact the ACF national office at **(800) 624-9458** or e-mail **pr@acfchefs.net**.