

Smart Meal Logo Standards Guide

Beginning in July of 2009 the Smart Meal program will be implementing a new logo.

The following graphic standards guide outlines the proper usage of these elements. For questions or clarification on any of the items included, please contact the offices of COPAN, the Colorado Physical Activity & Nutrition Program.

Note: this document contains only basic font information and while COPAN may have the necessary Gotham support fonts, most companies do not, so transmitting documents using this font will most likely result in a default font appearing to the end user. Thus, we recommend using the images whenever possible and using **Arial** as the font for body copy in text documents.



Primary Logo

The Smart Meal logo is available in one arrangement and the provided color variations as displayed within this document.

The logo is available in both the 'adult' and 'kids' version and should be used appropriately for the corresponding menu.

Anytime the logo is displayed, it is necessary that the graphic standards guidelines outlined in this document be strictly adhered to in any and all circumstances.

PRIMARY FONT USED: Custom
SECONDARY FONTS USED: Gotham Rounded



Color:
Conversion from Spot to CMYK

-  PMS: 7427C / CMYK: 0-100-65-28
-  PMS: 199C / CMYK: 0-100-33-53

Web Logo

A web version of the logo has been developed, as color reproduction in print differs from screen reproduction.





-  WEB COLORS ONLY RGB: 125-36-33
-  WEB COLORS ONLY RGB: 170-45-36

B/W Logo

The logo may be used as black and white for grayscale applications. Do not attempt to convert the color logo to B/W. Please use the B/W logo provided.



-  100% Black
-  65% Black

One-color Logo

The logo may be used in a single color on light backgrounds or reversed white on dark backgrounds.



Minimum Size

The Smart Meal logo should not be used any smaller than .5 inches in height.



.5 inches

Alternate Logos*

The logo may also be used without the outer copy ring when deemed appropriate.

The logo may also appear with the 'Meets Nutrition Guidelines' type and no 'Colorado Physical Activity & Nutrition Program' type.

*Usage of alternate logos should be determined by 'special-case' materials. Please contact the offices of COPAN for questions regarding alternate logo usage.



Color Alternatives

Realizing that the red Smart Meal logo may not always work with a previously designated color system, color alternatives have been provided. However, it is encouraged to use the recommended colors when applicable or the standard black and white versions.



PMS: 364C / CMYK: 65-0-100-42 / RGB: 56-124-44



PMS: 376C / CMYK: 50-0-100-0 / RGB: 140-198-63

Menu Implementation

Realizing that the Smart Meal logo has limitations as to how large it can appear and still be legible, an accompanying mark has been created for use in restaurant menus. This mark should be used to denote items designated as Smart Meals. The full logo should then appear at the end of the menu to equate the symbol with the full logo and the Smart Meal program.



The Smart Meal notation menu symbol.

NOTE: This symbol can also appear in solid black or white when needed but should be accompanied by the corresponding Smart Meal logo as suggested below.



PMS: 199C / CMYK: 0-100-33-53



WEB COLORS ONLY RGB: 170-45-36



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The suggested notation of the Smart Meal menu symbol equating the Smart Meal Program should appear somewhere on the menu.

Questions

For questions regarding these or any graphic standards please contact the offices of COPAN, the Colorado Physical Activity & Nutrition Program.