



fruits & veggies  
**more**  
**matters**<sup>TM</sup>

## **Brand Guidelines**

September 2006

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The Fruits & Veggies—More Matters™ Brand Guidelines were jointly developed by Produce for Better Health Foundation (PBH) and the Centers for Disease Control and Prevention (CDC) to guide the implementation of the fruits and vegetables brand, Fruits & Veggies—More Matters. **The most current Brand Guidelines will always be posted on [www.pbhfoundation.org](http://www.pbhfoundation.org).** The brand was developed to replace the national 5 A Day for Better Health program (5 A Day) and support the Dietary Guidelines for Americans. This guidebook is solely for the use of authorized Fruits & Veggies—More Matters licensees. It is being provided for the sole purpose of assisting in the development of materials pursuant to the terms of the Fruits & Veggies—More Matters license agreement. Any and all artwork must be submitted for approval before manufacturing materials. © 2006 Produce for Better Health Foundation. Fruits & Veggies—More Matters and the Fruits & Veggies—More Matters Logo are trademarks and service marks of Produce for Better Health Foundation. All rights reserved.

# 1. Introducing the Fruits & Veggies—More Matters Brand

## Overview: 5 A Day and the National Public-Private Partnership

The body of science surrounding disease prevention indicates that increased daily consumption of fruits and vegetables may prevent many chronic diseases.

Since 1991, the National 5 A Day Program has been dedicated to promoting healthy eating through fruits and vegetables. The cornerstone of the program is an active Partnership of more than 650 government, non-profit, business, and community organizations working together to create an environment where Americans can include fruits and vegetables at every eating occasion, making healthy choices the easy choices. The Partnership is co-led by Produce for Better Health Foundation (PBH) and Centers for Disease Control and Prevention (CDC).

The Partnership has succeeded in positioning fruits and vegetables as a key component of meals and snacks that promote health. It has also benchmarked a minimum goal for fruit and vegetable consumption. While awareness has increased among consumers over the last 20 years, their behavior is not consistent with meeting daily recommendations. A national survey conducted by NPD Foodworld shows that only 1 in 5 consumers are actually eating 5 or more servings (2½ cups +) of fruits and vegetables per day.

The *Dietary Guidelines for Americans* now recommend that Americans double the amount of fruits and vegetables they currently eat. Doubling fruit and vegetable consumption calls for changing behavior, which is not easy even when people are aware that it is something they should do. Given the increase of chronic diseases among all age groups, eating a diet rich in a variety of colorful fruits and vegetables is more important than ever.

The Partnership believes that a positive, consistent and clear message delivered through an integrated framework of marketing, communications/education, environmental and policy strategies is needed to change consumer behavior over the long term.

## The Next Step in Increasing Fruit and Vegetable Consumption

The goal of the Partnership is to reposition consumers' attitudes towards fruits and vegetables from “I should” to “I want to” and make it easy, convenient and pleasurable.

Qualitative and quantitative consumer research identified barriers to increasing fruit and vegetable consumption and the message that is most motivating to consumers to help them overcome the barriers. The research findings show that no matter how many fruits and vegetables consumers consume every day, they believe everyone benefits from eating more. These findings and others contributed to the development of a strong brand that is designed to increase fruit and vegetable consumption, the Fruits & Veggies—More Matters™ brand. This brand and logo will ultimately replace the 5 A Day Program logo.

CDC serves as the role of leading public health authority for the Fruits & Veggies—More Matters brand and PBH serves the role of brand manager. CDC, as leading public health authority and with input from other government agencies, is responsible for key scientific decisions for the brand, such as the criteria for which products and recipes can carry the new brand logo (products promotable and recipe criteria) and key health messages that can be associated with the brand. As brand manager, PBH determines graphical criteria for the logo, written style guidelines, and assures overall brand integrity.

## Brand Positioning and Personality

The Fruits & Veggies—More Matters brand strives to help consumers overcome old habits, peer pressure, picky eaters, limited time, tight budgets, and a host of other challenges. The brand is passionate, vital, optimistic, and straight-talking. As a partner to consumers in helping them make positive behavior changes, the brand is empathetic and supportive.

Use of the brand logo is encouraged in advertising, point of sale, educational literature, product packaging, promotional materials, and with complying products and recipes. Licensees are also encouraged to link to the [www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org) Web site, which will launch March 2007.

## 2. Health Messaging Criteria

### Brand Core Messages

Core messages for the Fruits & Veggies—More Matters brand were developed to be consistent with messages that resonated with consumers who participated in brand research and to be consistent with the *Dietary Guidelines for Americans*. The use of brand core messages is encouraged wherever and whenever possible. If these messages are altered to fit your needs or if new messages are created, they require PBH and CDC approval:

- Fruits and veggies provide the unrivaled combination of great taste, nutrition, abundant variety and multiple product forms.
- Eating fruits and veggies matters in maintaining a healthy weight and may reduce the risk of many diseases.
- All product forms count—fresh, frozen, canned, dried, and 100% juice.
- Eating a colorful variety of fruits and veggies provides a wide(er) range of valuable nutrients like fiber, vitamins, and potassium.
- Every step taken towards eating more fruits and veggies and getting more physical activity helps families be at their best.

### Supporting Health and Physical Activity Messages

The following messages are consistent with the *Dietary Guidelines for Americans* and are examples of the types of messages that can also be used. All of these messages require prior approval since the context of a statement can influence its meaning.

- People who eat more generous amounts of fruits and vegetables as part of a healthy diet are likely to have reduced risk of chronic diseases, including stroke, type 2 diabetes, some types of cancer, and perhaps heart disease and high blood pressure.
- Eat a colorful variety of fruits and veggies every day.
- Eat fruits and veggies of different colors—dark green, orange, red, yellow, blue, purple, and white—to get the broadest range of nutrients.

- Fruits and veggies have vitamins and minerals that can help protect your health.
- Most fruits and veggies are lower in calories and higher in fiber than other foods.
- As part of a healthy diet, eating fruits and veggies instead of high-fat foods may make it easier to control your weight.
- Fruits and veggies are great sources of many vitamins, minerals, and other natural substances that may help protect you from chronic diseases.
  - Fiber: diets rich in dietary fiber have been shown to have a number of beneficial effects, including decreased risk of coronary heart disease.
  - Magnesium: Magnesium supports normal muscle and nerve function, a steady heart rhythm, and a healthy immune system.
  - Potassium: Diets rich in potassium may help to maintain a healthy blood pressure.
  - Vitamin A: Vitamin A keeps eyes and skin healthy and helps to protect against infections.
  - Vitamin C: Vitamin C helps heal cuts and wounds and keeps teeth and gums healthy.
- Regular physical activity is important for your overall health and fitness.
- Adults should be physically active at a moderate intensity at least 30 minutes most days of the week.
- Children and teenagers should be physically active for 60 minutes most days, or preferably all days of the week.

### Pre-approved Brand Materials

Educational and promotional materials featuring brand core messages and logo, and developed by PBH and CDC in accordance with all brand guidelines, are available for purchase March 2007 at [www.pbhcatalog.org](http://www.pbhcatalog.org) and can be customized. These turnkey products will have already undergone PBH/CDC review for brand use, health messaging, and nutritional compliance. As a result, they are ready for immediate use and do not require additional approval time.

# 3. Products Promotable and Recipe Criteria

## Introduction

The following nutritional criteria define which fruit and vegetable products and recipes may feature the Fruits & Veggies—More Matters logo on packaging, on marketing materials, with recipes, and in any other efforts where specific fruit and vegetable products are promoted. These standards are set by CDC, the leading public health authority for the Fruits & Veggies—More Matters brand, to ensure products and recipes promoting the brand offer an overall healthy nutrient profile. The CDC used the *Dietary Guidelines for Americans* 2005, the Food and Drug Administration's labeling definitions, and U.S. Department of Agriculture's Food Guide serving sizes to create these criteria.

## Need help?

For assistance in determining whether your product or recipe qualifies, contact PBH at 302-235-2329.

## Criteria

All forms of fruits and vegetables (fresh, frozen, canned, dried, and 100% juice) are included under the Fruits & Veggies—More Matters product and recipe criteria. The brand logo may appear on:

### 1. All fruits and vegetables with only water added

(e.g., all fresh fruits and vegetables or canned fruit with only water added)

### 2. Processed fruit and vegetable products (frozen, canned, dried, fresh-cut and 100% juice) provided that:

- a. One portion of product must contain at least one serving of fruit or vegetable. One serving of fruit or vegetable is defined as:
  - one medium piece of fruit
  - 1/2 cup cut-up raw or cooked (fresh, frozen, or canned) fruit or vegetables
  - 1/2 cup cooked, dry peas or beans (e.g., lentils, kidney beans)
  - 1 cup leafy salad greens
  - 1/4 cup dried fruit
  - 4 oz. (1/2 cup) 100% fruit or vegetable juice

### b. Each serving of product must contain limited amounts of added sugars or caloric sweeteners:

- Added sweeteners  $\leq 8$  calories per serving (e.g.,  $\leq 1/2$  tsp. sucrose or equivalent amount of other sweetener).
- Concentrated fruit juice sweeteners, jams, and jellies count as added sugars.

### c. Each serving of product must contain limited amounts of fat:

- Total fat  $\leq 3g$  per serving.
- Saturated fat is  $< 10\%$  of calories.
- Trans fat is  $< 0.5g$  per serving.
- The fat found naturally in fruits and vegetables does not contribute to the limits above. Further,  $\leq 1/4$ oz. of nuts is allowed per serving without their fat content contributing to these restrictions. Nuts must be in their natural form without anything added or removed (e.g., no added oils, removed oils, added sodium, or added sugars).

### d. Each serving of product must contain $\leq 480mg$ per serving of sodium.

### e. Each serving of product must offer $\geq 0.014g/kcal$ of naturally occurring fiber (28g of fiber/2000 calories).

### f. All juice products must be 100% juice, low sodium ( $\leq 70$ mg sodium per 4oz. serving), and contain no added fat or sugar.

### g. Processed products cannot be fortified beyond the FDA standards and their policy for food enrichment and fortification (e.g., enriched grain products, vitamins A & D in milk, and iodine in salt) and cannot be enhanced with dietary supplements or be sold as supplements. This does not include vitamins and minerals used as a food preservative (e.g., ascorbic acid and calcium carbonate on sliced fruit).

# 3. Products Promotable and Recipe Criteria

## 3. Recipes, meal products\*, and main dish products\*\*

- a. Each serving of food must contain at least one serving of fruit or vegetable per 250 calories, when prepared as directed.
- b. Each serving of food must contain limited amounts of added sugars or caloric sweeteners:
  - Added sugars cannot exceed 15% of total calories.
  - Concentrated fruit juice sweeteners, jams, and jellies count as added sugars.
- c. Each serving of food must contain limited amounts of fat:
  - Total fat  $\leq$ 35% of total calories.
  - Saturated fat is  $<$ 10% of calories.
  - Trans fat is  $<$ 0.5g per serving.
  - The fat found naturally in fruits and vegetables does not contribute to the limits above. Further,  $\leq$ 1/4oz. of nuts is allowed per serving without their fat content contributing to these restrictions. Nuts must be in their natural form without anything added or removed (e.g., no added oils, removed oils, added sodium, or added sugars).
- d. Each serving of food must contain  $\leq$ 600 mg per serving of sodium.
- e. Each serving of food must offer  $\geq$ 0.014g/kcal naturally occurring fiber (28g of fiber/2000 calories).
- f. Processed products cannot be fortified beyond the FDA standards and their policy for food enrichment and fortification (e.g., enriched grain products, vitamins A & D in milk, and iodine in salt) and cannot be enhanced with dietary supplements or be sold as supplements. This does not include vitamins and minerals used as a food preservative (e.g., ascorbic acid and calcium carbonate on sliced fruit).

**NOTE:** Acceptable recipes can also be found on [www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org) beginning March 2007.

\*Meal products. A meal product is defined as a food that makes a major contribution to the total diet by (1) weighing at least 10 oz. per labeled serving; and (2) containing not less than 40 grams for each of at least 3 different foods from 2 or more of the following 4 food groups: a. bread, cereal, rice, and pasta group; b. fruits and vegetables group; c. milk, yogurt, and cheese group; d. meat poultry, fish, dry beans, eggs, and nuts group; (these foods shall not be sauces [except for foods in the above four food groups that are in the sauces], gravies, condiments, relishes, pickles, olives, jams, jellies, syrups, breadings or garnishes). The meal product should also be represented as, or is in a form commonly understood to be, a breakfast, lunch, dinner, or meal. Such representations may be made either by statements, photographs, or vignettes.

\*\*Main dish products. A main dish product is defined as a food that makes a major contribution to a meal by (1) weighing at least 6 oz. per labeled serving; and (2) containing not less than 40 g of foods or food mixtures from two of the four food groups noted above; and is represented as, or is in a form commonly understood to be, a main dish. Such representations may be made either by statements, photographs, or vignettes.

Nutritional analysis must be conducted using "The Food ProcessorSQL" Version 9.8.1

## 4. Logo Use Guidelines

### Logo Specifications

The logo is one of the most important expressions of the brand, and care should be taken to maintain its integrity. The Fruits & Veggies—More Matters Logo consists of both the Fruits & Veggies—More Matters Logotype (with Trademark) and the Fruits & Veggies—More Matters Icon (the Juggler). The Preferred Logo is full-color with the Juggler positioned to the left of the Logotype, and should be used whenever possible.

The Fruits & Veggies—More Matters Logo is a valuable trademark that must be protected from infringement. The logo must be identified with the ™ symbol. The size of the trademark may be altered proportionally within reason, to ensure its legibility. Never alter the logo itself.

These guidelines are designed to ensure consistent presentation of the logo wherever and whenever it appears in the marketplace. This helps establish and reinforce the awareness of the brand. These guidelines include a variety of logo options, along with guidance and specifications on the use of color, size, and typography.

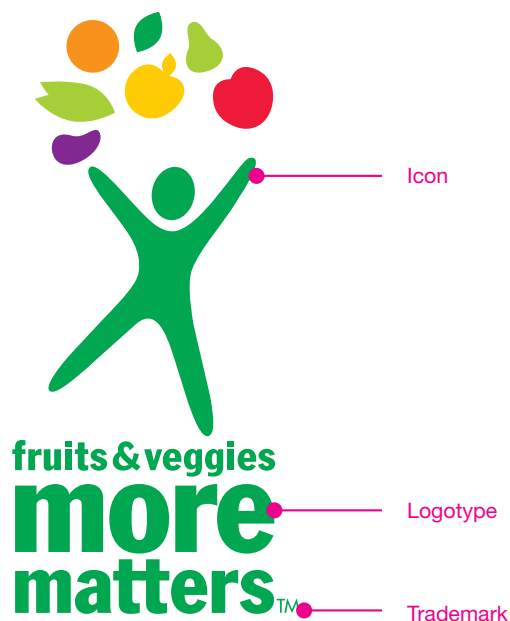
Official artwork has been created for this logo. The logo should never be recreated or altered in any way. The Fruits & Veggies—More Matters Logotype is never to be used in isolation without the Fruits & Veggies—More Matters Icon. The Fruits & Veggies—More Matters Icon is never to be used in isolation without the Fruits & Veggies—More Matters Logotype.

The Vertical Logo was developed for use in vertical applications, when horizontal space is limited. The Vertical version of the logo should only be used if it is not possible to use the Preferred Logo.

### Preferred Logo



### Vertical Logo



## 4. Logo Use Guidelines, cont'd

### Logo Variations

While the full-color Preferred Logo should be used for most applications, there are instances when process or spot color printing is not possible. In these instances, other logo variations are acceptable. Following are the approved 1-color options for both the Preferred and Vertical Logos.

#### Preferred Logos



Spot, CMYK and RGB  
Positive Logo



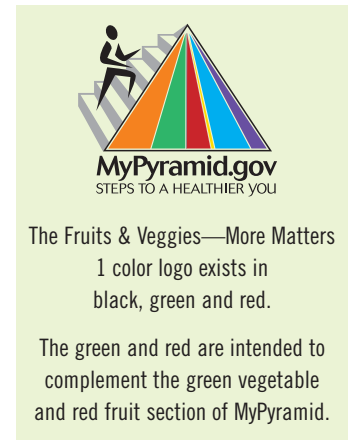
1-Color 100% Black Logo



1-Color Green Logo (Pantone 348c)  
(encouraged for use on vegetable products  
to be consistent with USDA's MyPyramid)



1-Color Red Logo (Pantone 186c)  
(encouraged for use on fruit products  
to be consistent with USDA's MyPyramid)



The Fruits & Veggies—More Matters  
1 color logo exists in  
black, green and red.

The green and red are intended to  
complement the green vegetable  
and red fruit section of MyPyramid.

#### Vertical Logos



Spot, CMYK and RGB  
Positive Logo



1-Color 100% Black Logo



1-Color Green Logo  
(Pantone 348c)



1-Color Red Logo  
(Pantone 186c)



## 4. Logo Use Guidelines, cont'd

### Logo with Web Address

Whenever possible, particularly when messaging space is limited, direct consumers back to the Fruits & Veggies—More Matters consumer Web site for more information on healthy eating with fruits and vegetables by using the Fruits & Veggies—More Matters Logo featuring Web site URL.



### Live-link Button for Internet

When using the brand logo on a Web site as a link or to indicate participation in the brand, the image file should be secured in such a way that the image can not be to [www.fruitandveggiesmorematters.org](http://www.fruitandveggiesmorematters.org) removed or copied from the web site by visitors to the Web page. Contact Produce for Better Health Foundation for technical support on how to secure the logo.









## 4. Logo Use Guidelines, cont'd

### Color Palette

The correct use of the color palette is essential to establishing brand recognition. The Fruits & Veggies—More Matters™ primary color palette consists of 6 colors, to show the breadth of variety in fruits and vegetables. The logo should be reproduced only in these designated colors.

It is critical that the brand colors look consistent from piece to piece and from medium to medium. To help ensure this, color specifications for spot colors (Pantone®), process colors (CMYK), on-screen (RGB) and web (HEX) are noted to the right.

	pantone	CMYK	RGB	HEX
	348c	c100 y100	0 136 55	008542
	390c	c40 y100	153 207 22	B6BF00
	186c	m100 y80	252 0 25	C60C30
	2603c	c60 m100	107 1 125	6E2585
	144c	m50 y100	255 127 0	E98300
	123c	m20 y100	255 204 0	FDC82F

### Typography

These fonts should be used on materials that are owned and designed for Produce for Better Health Foundation. Others are encouraged to use these fonts, but it is not a requirement for the brand.

Typography is employed in such a way as to give Fruits & Veggies—More Matters materials a unique graphic style that contributes to its overall brand identity.

There are two approved font families that work well with the logo design: Minion and Trade Gothic. Trade Gothic is a strong, modern, and highly readable sans serif typeface that performs well in different sizes and media. It complements the Fruits & Veggies—More Matters Logotype, and should be used for all titles, headlines, and primary messages. Minion should be used for most long passages of text and body copy.

In the development of web-based content, the opposite is true: Trade Gothic should be used for body copy and navigation text, and Minion should be used in headline type.

In lieu of the Fruits & Veggies—More Matters colors specified, you may use the PANTONE® equivalents listed in the chart on this page. The standards for these colors may be found in the current edition of the PANTONE® Color Formula Guide. The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE is a registered trademark of Pantone, Inc.

Minion

ABCDEFGHIJ  
KLMNOPQR  
STUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Trade  
Gothic

ABCDEFGHIJ  
KLMNOPQ  
RSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

## 4. Logo Use Guidelines, cont'd

### Clear Space

Sufficient clear space is essential for proper presentation of the logo. The minimum amount of clear space is equal to the size of the small “m” in the “matters” portion of the logotype to scale as demonstrated in both the Preferred and Vertical logos.



### Minimum Size

In order to preserve the integrity of the identity, the logo should be reproduced no smaller than the designated minimum size, as demonstrated here. Please note that the minimum size is different for each logo variation.



## 4. Logo Use Guidelines, cont'd

### Background Control

When the logo is placed on a background, there must be sufficient contrast between the background color and the logo colors.

If the item in which the logo appears on is being printed 4 color process, then the logo must also appear in 4 color. If a white background is not present, (such as a solid background or clear poly bag) then the logo with Frame Device should be used (as demonstrated here).

The logo may only be printed in 1 color (Black or Green or Red) 4-color process or full spot color. The logo may not be printed in 2 or 3 colors. If the logo appears on any background other than white, the frame device must be used.

For examples of improper use, please refer to the "Misuse" section of these guidelines.



## 4. Logo Use Guidelines, cont'd

### Misuse

The exhibits on this page demonstrate various incorrect alterations and color usage of the Fruits & Veggies—More Matters Logo. Always use the approved electronic artwork, and follow the usage specifications previously outlined.



never change the colors of the icon or logotype



never outline the elements of the icon or type



do not reconfigure the logo



do not embellish the logo



never alter the shape of the icon or logotype



do not re-set the type



do not use the icon in isolation



do not use the logotype in isolation

## 4. Logo Use Guidelines, cont'd

### Misuse, cont'd

Colors and photographic backgrounds do not properly set off the logo. Use the approved logo that will provide a clean and distinct contrast to the specified background. Here are some examples of incorrect background usage.



do not use the logo on a background color that is the same as the icon



do not place the logo on a complex background (use the logo with frame device)



do not color the logo frame device



do not use the logo frame device with the reverse logo



may not be printed in negative

# 5. Written Style Guidelines

## Referencing the Fruits & Veggies—More Matters Brand in Copy

To maintain the integrity of the Fruits & Veggies—More Matters brand, the following are standards for use in written communications.

1. Fruits & Veggies—More Matters
  - a. The first letter of each word must be capitalized
  - b. Use an ampersand (&); do not spell out the word “and”
  - c. Always use a closed em dash (—). This means there are no spaces on either side of the em dash. Do not use a hyphen (-). On a PC, create an em dash on your keyboard by pressing CTRL + ALT + the minus sign on your numbers keypad.
2. The trademark symbol (™) must appear after the word “Matters” upon first written reference to the brand. In subsequent references in the same written communication, the trademark symbol can be dropped. In headlines, the trademark symbol does not need to appear with the brand; “first use” refers to body copy, not headlines.
3. Do not place the brand name in italics, quotes, bold or any other special treatment. Capitalizing the first letter of each word distinguishes the brand name from surrounding text.
4. The graphic logotype should never be used in text in place of the written brand name.
5. Never shorten or abbreviate the brand name, e.g. More Matters, FVMM. Always spell out the Fruits & Veggies—More Matters brand name in its entirety.
6. The Fruits & Veggies—More Matters brand name must always be used as an adjective, e.g., Fruits Veggies—More Matters brand. Never use the brand name as a verb or a noun.
7. When Fruits & Veggies—More Matters is written out, never break the brand name over 2 lines.
8. Do not combine or alter the brand name to form spin-offs of the brand or to form new names, e.g., Fruits & Veggies—More Juice Matters.
9. Logotype cannot be translated into other languages.

1  
Fruits & Veggies—More Matters

Fruits and Veggies—More Matters

Fruits & Veggies - More Matters

2  
Fruits & Veggies—More Matters™

3  
*Fruits and Veggies—More Matters™*

4  
The  campaign

5  
FVMM More Matters

6  
Fruits & Veggies—More Matter helps promote consumption

The Fruits & Veggies—More Matters brand helps promote consumption

7  
The Fruits & Veggies—  
More Matters

## 5. Written Style Guidelines, cont'd

### Trademark Citation

The copyright and trademark notice must appear legibly on all print and electronic Fruits & Veggies—More Matters advertising, promotional, and educational materials. The citation is not necessary on packaging. The copyright date should be the year that the Fruits & Veggies—More Matters Logo is first published. The legal notice should read as follows:

© 2006 Produce for Better Health Foundation.  
Fruits & Veggies—More Matters and the  
Fruits & Veggies—More Matters Logo are trademarks  
and service marks of Produce for Better Health  
Foundation. All rights reserved.



# 6. Licensing and Approvals

## Licensing

The Fruits & Veggies—More Matters brand is a trademark of Produce for Better Health Foundation. Use of Fruits & Veggies—More Matters logo and messaging is a benefit to eligible licensed companies and organizations. Please note the following distinctions between Public Sector and Private Sector licensing.

### Public Sector

The public sector will be licensed by CDC, and is defined as government agencies, private non-profit organizations, universities (public and private), schools (public and private), worksite wellness programs (public and private) and other members of the health and education community. Public sector licensing begins in 2007; interested entities should contact CDC.

### Private Sector

The private sector will be licensed by PBH, and is defined as any other for-profit business not outlined above under the public sector. Categories of particular interest are growers, shippers, packers, commodity groups, branded product manufacturers, frozen and canned product producers, retailers, culinary institutes, trade associations, foodservice and other food-related groups, organizations or entities and any groups, organizations, or entities that would be appropriate promotional or marketing partners.

## Approvals

A quality control process has been initiated between PBH and CDC to assure brand and scientific integrity. All materials carrying Fruits & Veggies—More Matters logo and messaging require approval prior to production and distribution. Private Sector materials should be sent to PBH at [approvals@pbhfoundation.org](mailto:approvals@pbhfoundation.org). Public Sector materials should be sent to CDC. Materials will be reviewed for the following: logo use, brand and health messaging, serving suggestions, and nutritional compliance of product and accompanying recipes. Unless situations arise that require further discussion, both PBH and CDC are committed to prompt review of materials; however, plan for a minimum turn-around of two business days.

## Pre-approved Brand Materials

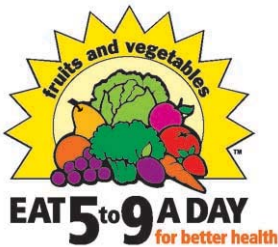
Educational and promotional materials featuring brand core messages and logo, and developed by PBH and CDC in accordance with all brand guidelines, are available for purchase March 2007 at [www.pbhcatalog.org](http://www.pbhcatalog.org). These turnkey products have already undergone PBH/CDC review for brand use, health messaging and nutritional compliance and can be customized. As a result, they are ready for immediate use and do not require additional approval time.

## 6. Licensing and Approvals

### Phase-Out Phase-In Policy

The Fruits & Veggies—More Matters Logo replaces all previous national and state logos that had been part of the National 5 A Day for Better Health Program. All previous versions of the logo and related health marketing messages must be phased out by January 1, 2009.

- Use of the 5 A Day The Color Way Logo, released in October 2002, and the 5 to 9 A Day Program Logo, released in January 2003, are still permitted under a two-year phase-out basis only. Licensees are encouraged to transition to the Fruits & Veggies—More Matters Logo as soon as possible and will be expected to phase out all 5 A Day The Color Way and 5 to 9 A Day Logos and related health marketing messages by January 1, 2009. Pictures of the two logos applicable to the two-year phase out are shown below for reference.



- Use of earlier versions of the 5 A Day Program Logo are no longer permitted. These versions were phased out completely as of January 1, 2004, and are no longer valid logos. Licensees should update their materials immediately with the current Fruits & Veggies—More Matters Logo. The prohibited logos are shown below for reference only.



## 7. Contact Information

For any inquiries or for more information regarding the use of the Fruits & Veggies—More Matters Logo, please contact:

### **Private Sector**

Produce for Better Health Foundation  
5341 Limestone Road  
Wilmington, Delaware 19808  
302.235.2329  
For private sector licensing: [licensing@pbhfoundation.org](mailto:licensing@pbhfoundation.org)  
For approvals and production inquiries: [approvals@pbhfoundation.org](mailto:approvals@pbhfoundation.org)

### **Public Sector**

Centers for Disease Control and Prevention  
4770 Buford Highway, MSC K-26  
Atlanta, GA 30341  
770.488.5291

For public sector licensing: Mary Kay Solera at [zmt7@cdc.gov](mailto:zmt7@cdc.gov)