



One Health Certified™

Brand Guidelines

2020

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ABOUT US

Existing food labels are often confusing and narrowly focused. One Health Certified™ (OHC) is a food animal certification program that recognizes that the health of humans, animals, and the environment are inseparable. This multi-protein label addresses important consumer concerns about how animals are raised and takes the guesswork out of food shopping for consumers.

The One Health Certified™ food animal certification program provides transparent standards which create a comprehensive and sustainable animal care program for participating farmers to follow. Scientific research and experience drive updates to this evolving program to ensure best responsible animal care practices for today and tomorrow.

5 CORE PRINCIPLES



Disease Prevention

A biosecurity program designed to keep animals free of diseases.



Veterinary Care

A veterinary health program that includes a comprehensive animal health plan.



Responsible Antibiotic Use

Specific restrictions on the use of antibiotics important in human medicine.



Animal Welfare

A third-party audited animal welfare program following established science-based standards.



Environmental Impact

Measurements to calculate the carbon footprint of animal production and required waste management programs.

LOGO OVERVIEW

LOGO OWNERSHIP



The One Health Certification Foundation owns all right, title, and interest in and to the trademark “Responsible Animal Care,” “One Health Certified™,” and One Health Certified™ logo designs.

The One Health Certified™ Trademark License Agreement must be signed if an entity wants to use any variation of the One Health Certified™ logos.

Using the One Health Certified™ logos improperly or in a way that misrepresents a product or products is prohibited and will be treated as trademark infringement. The One Health Certification Foundation reserves the right to take legal action against any party that does not adhere to the guidelines outlined in this document.



LOGO OVERVIEW

HOW TO RECEIVE THE LOGOS

Are you a One Health Certified™ producer?

See **A** below.

Are you a non-certified facility or other user?

See **B** below.

Step One

A After successfully certifying and passing audits, the OHC Program Coordinator will reach out to you about logo use. The Trademark License Agreement for Producers must be signed in order to obtain and use any One Health Certified™ logos.

B For retailers with a relationship to a producer who is One Health Certified™, please reach out to the OHC Program Coordinator for access to logos. The Trademark License Agreement for Retailers must be signed in order to obtain and use any One Health Certified™ logos.

OHC Program Coordinator Contact: programcoordinator@onehealthcertified.org

Step Two

Once all of your paperwork has been submitted and approved, you can obtain a copy of the One Health Certified™ logo(s) from the OHC Program Coordinator.

Step Three

Incorporate the One Health Certified™ logo into the design of your packaging or other materials using the guidelines outlined in this document. The One Health Certification Foundation reserves the right to take legal action against any party that uses the logo(s) improperly or without signing the Trademark Agreement.

LOGO SPECS

PRIMARY LOGO



Normal

The One Health Certified™ program has a primary logo that represents responsible animal care covering multiple animal proteins.

This logo is to be used on marketing or promotional materials that are referencing the One Health Certified™ program in general or explaining the program as a whole.

The primary One Health Certified™ logo is available in normal and inverse options for use. See use cases for each option below:

Primary Logo:

Normal: Use on light color backgrounds. RGB file type is for web use. CMYK file type is for print use.

Inverse: Use on dark color backgrounds.

Grayscale: Use in special cases where neither the primary nor inverse logos are acceptable.



Inverse



Grayscale

LOGO SPECS

LOGO VARIATIONS

For each commodity for which standards are available to audit (or will be available in the future), there is a corresponding commodity logo.

This logo is to be used for promotions and product packaging for the specific animal protein that is One Health Certified™.

Similar to the One Health Certified™ primary logo, each commodity logo has a normal and inverse option available for use. See use cases for each option below:

Commodity Logos:

Normal: Use on light color backgrounds. RGB file type is for web use. CMYK file type is for print use.

Inverse: Use on dark color backgrounds.

Chicken



Inverse



Turkey



Pork



Eggs



Beef



Dairy



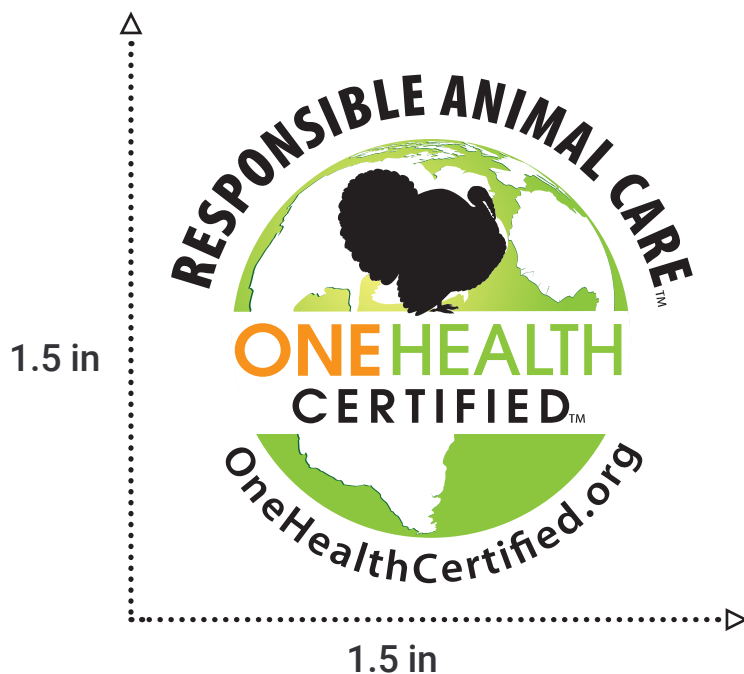
LOGO SPECS

CLEAR SPACE AND SIZING



When placing the logo near other objects, make sure clear space is represented around logo. Size of clear space (O) applies to all One Health Certified™ logos.

To best represent the One Health Certified™ logo across various printed applications, including labels used for retail products, please ensure the logo is a minimum of 1.5 inch x 1.5 inch in size.



LOGO SPECS

INCORRECT LOGO USAGE

The examples on this page demonstrate incorrect logo usage of brand logos and applies to all logo variations.

Avoid the following:

1. Adjusting the transparency
2. Re-coloring the logo
3. Pulling out logo elements to use as stand alone brand marks
4. Tilting the logo placement
5. Cropping the logo
6. Stretching the logo
7. Using the inverse logo on light-colored backgrounds
8. Adding effects to the logo

1.



2.



3.



4.



5.



6.



7.



8.



LOGO SPECS

RETAIL PACKAGING USE



Label Including Commodity Logo



If not possible to include the wording above due to space or other restrictions, it is also acceptable to use the commodity logo only on retail packages of certified products.

Always use the correct commodity logo for the appropriate animal protein on all retail packages. When possible, include the 5 Core Principles of One Health Certified™ somewhere on the label, using the following language:

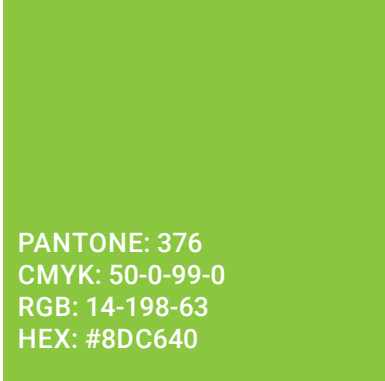
One Health Certified Requirements Verified:

1. Biosecurity
2. Veterinary Care
3. Antibiotic Restrictions
4. Animal Welfare
5. Environmental Impact


If you would like to use the label design (pictured left) for your retail packaging, please contact programcoordinator@onehealthcertified.org to make that request.




BRAND COLORS



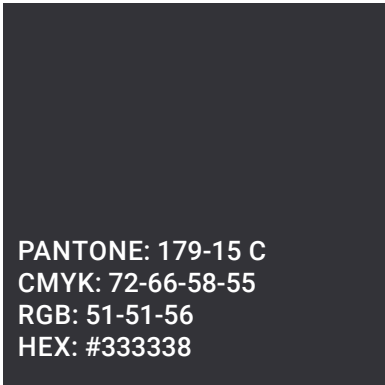
PANTONE: 376
CMYK: 50-0-99-0
RGB: 14-198-63
HEX: #8DC640




PANTONE: 151
CMYK: 0-50-100-0
RGB: 247-147-30
HEX: #F7941F




PANTONE: 179-1 C
CMYK: 3-2-4-0
RGB: 245-244-240
HEX: #F5F4F0



PANTONE: 179-15 C
CMYK: 72-66-58-55
RGB: 51-51-56
HEX: #333338




PANTONE: 431 C
CMYK: 62-47-42-11
RGB: 105-116-124
HEX: #69747C



PANTONE: 411 C
CMYK: 61-61-59-39
RGB: 82-73-72
HEX: #524948



PANTONE: BLACK 6
CMYK: 74-68-67-87
RGB: 8-8-8
HEX: #080808



PANTONE: COOL GRAY 1 C
CMYK: 11-9-9-0
RGB: 224-222-222
HEX: #E0DEDE

TYPOGRAPHY

For use in print and digital projects please use Roboto. In case of substitution, use Arial or Arial Black.

Roboto

Regular	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Medium	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Bold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Arial

Regular	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Bold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Arial Black

Regular	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
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IMAGERY



CONTACT

Questions/Concerns?

Email us at: info@onehealthcertified.org



Management of One Health Certified™ is administered by the National Institute of Antimicrobial Resistance Research and Education (NIAMRRE), based at Iowa State University.