

BRAND GUIDELINES

**Produce For Better Health Foundation
and Have A Plant™**

April 2019

The Produce for Better Health Foundation and Have A Plant™ Brand Guidelines were developed by Produce for Better Health Foundation (PBH) to guide the implementation of the refreshed PBH brand and Have A Plant™ campaign. The most current Brand Guidelines will always be posted on www.fruitsandveggies.org and made available to current PBH members. These guidelines are solely for the use of authorized PBH members and Have A Plant™ licensees. It is being provided for the sole purpose of assisting in the development of materials pursuant to the terms of the Have A Plant™ license agreement. Any and all artwork must be submitted for approval before manufacturing materials. Have A Plant™ and the Have A Plant™ logo are registered trademarks and service marks of Produce for Better Health Foundation. All rights reserved.



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You must be licensed to use the Have A Plant™ logo; all artwork using the logo must also be approved in advance by PBH. Compliance with these guidelines is required to ensure uniformity in appearance and to protect the integrity of the brand and the logo.

THE PRODUCE FOR BETTER HEALTH FOUNDATION

Americans are faced with thousands of messages about food every day. What's often missed in the advice is how to translate messages into action. Take fruits and vegetables. Consumers know the health benefits associated with eating more produce; yet, despite understanding why they should eat more, most people continue to struggle with how this can be accomplished.



The Produce for Better Health Foundation

At PBH, our mission is simple. We support research and education on the important role of fruits and vegetables in happier, healthier lives. Nine out of 10 Americans don't get enough fruits and vegetables every day, as defined by the *Dietary Guidelines for Americans* and *MyPlate*, and we're committed to connecting with consumers and the influencers who reach them, to change this behavior. But we, too, must change how we do this if we're going to affect lasting behavior change.

Significant research has told us that consumers – especially Millennials and Gen Z – are not motivated by facts and figures about fruits and vegetables – or what they need to “know.” They're inspired by more powerful, yet straightforward, ideas and actions based in “feeling” and “doing.” In fact, consumers tell us that they're motivated by the immediate emotional satisfaction of eating fruits and vegetables, more than longer term physical benefits. People tend to feel happier and more confident when they eat these plant foods more often, which can be more motivating as a driver than an emphasis on disease risk reduction.

We believe that one of the most important thing that people can do to live happy, healthy, and active lives is to simply eat more

of all types of fruits and vegetables, so we're changing how we communicate with consumers and the influencers who connect with them.

That's why we've launched the Have A Plant™ consumer movement, which replaces the Fruits & Veggies—More Matters® public education program, as a transformational approach to shifting fruit and vegetable behaviors, particularly among Millennials and Gen Z. Rooted in extensive consumer research, Have A Plant™ was created to answer consumers' call for a simple, straightforward dialogue that speaks to their emotional food drivers *and* gets to the root of what all fruits and vegetables are – plants.

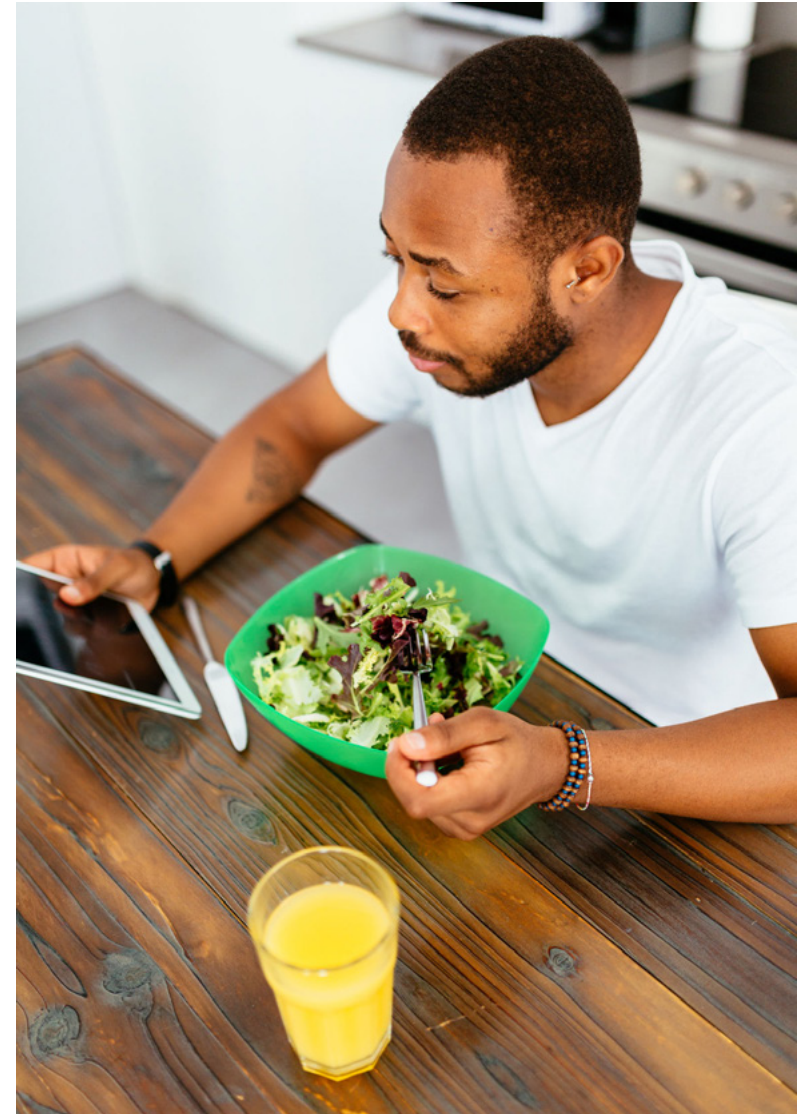
We believe that we must engage with Millennial and Gen Z consumers in relevant ways that align with how they are living in today's rapidly changing, digital world. Have A Plant™ rallies around putting an end to prescriptive recommendations to eat a certain amount of fruits and vegetables each day and instead, fires consumers up with actionable, realistic and FUN steps to connect eating fruits and vegetables with feeling healthier and happier. And, with more people trying to enjoy plant-packed meals more often, Have A Plant™ reminds them how fruits and vegetables in all forms are delicious, nutrient-rich plants.

The Produce for Better Health Foundation

And we're changing more than our message. We have significantly revamped our digital ecosystem, with a new website at www.fruitsandveggies.org, as well as our popular social channels. We also have engaged a new elite influencer network of nearly 20 registered dietitians, chefs, bloggers, fitness gurus and lifestyle experts to amplify the Have A Plant™ movement and create corresponding inspirational content.

Please join us in increasing fruit and vegetable consumption, by reaching people emotionally and in relevant digital channels, tapping into our new resources. These guidelines are intended to arm you with the necessary tools to help you to effectively communicate about PBH and the benefits of fruits and vegetables to your audiences. Let's work together and Have A Plant™!

Please note: This document does not detail sponsorship opportunities. If you are interested in specific sponsorship opportunities with PBH, please download our [sponsorship prospectus](#).



A photograph of a busy city street scene. In the foreground, a person wearing a blue denim jacket, black pants, and orange sneakers is walking across a crosswalk. To their right, another person in a black jacket and a plaid skirt is also walking. A yellow bicycle is partially visible in the background. The background shows other pedestrians and the white stripes of the crosswalk on the asphalt.

The Produce for Better Health Foundation

OUR MISSION

The Produce for Better Health Foundation is committed to helping people enjoy happier, healthier lives by eating more fruit and vegetables every day.

The Produce for Better Health Foundation

Our Target Audience

PBH recently underwent an intensive research effort to better understand Millennial and Gen Z consumers – which, together, represent the largest demographic group in the United States and are the current and future parents of the next generation of fruit and vegetable eaters. This younger generation is growing up in a new digital world that’s directly impacting food purchasing decisions, creating the opportunity for more efficient and effective communication on the *why* and the *how* of increased fruit and vegetable consumption.

These targets have an inherent interest in the content of their food and understand that what they eat impacts their physical health and how they feel. However, they struggle with competing information sources, and the challenges of maintaining healthy eating patterns in their increasingly fragmented, time-pressured daily lives.

Our extensive consumer research on these groups has shown us that:

- Content targeting Millennials and Gen Z can be most effective when it shifts from a “knowledge-based” story of facts and figures, to more powerful, yet straightforward, ideas and actions based in “feeling” and “doing.” (more on that below in the *Our Action Strategy* section)

- Consumers are motivated by the immediate emotional satisfaction of eating fruits and vegetables, more than longer term physical benefits. People tend to feel happier and confident when they eat these plant foods more often, which is more motivating as a driver than an emphasis on disease risk reduction and/or health benefits alone.
- Millennials and Gen Z categorize fruits and vegetables very differently – and they want resources that speak to this differentiation. Fruit means sweet and happiness, while vegetables convey savory and smart, for example.
- Social content analytics identified a current of advocacy that flows within digitally connected Millennials and Gen Z, which can offer a compelling opportunity for the produce industry and other produce promoters to tap into, to boost fruits and vegetable consumption.

Millennials and Gen Z consumers offer an interconnected and interested target audience who are receptive to our new messaging and new channels on how to increase fruit and vegetable consumption for healthier, happier lives.

The Produce for Better Health Foundation

Our Action Strategy

In addition to leveraging the inherent advocacy and interest of Millennials and Gen Z consumers, PBH is leveraging the latest insights from peer-reviewed behavioral research to shape the content and call-to-action of our programming. Behavioral research suggests an increase in programming efficacy as content shifts from “knowing” to the more powerful “feel” and “do” ideas and actions.

Know: Educational Programming – the health benefits of “why” that supports the call for increased program consumption will always have a role in PBH communications. However, educational efforts on nutritional benefits tend to have a smaller impact on consumer behavior. This is particularly true for Gen Z and Millennial audiences who already understand the nutritional health benefits from eating more fruits and vegetables – their challenge tends to be more based in how – actually pulling the recommended actions into their busy lifestyle.

Feel: Emotion and Enjoyment – particularly the immediately accessible, positive experiential qualities of better eating provide more impactful consumer modeling and encouragement for fruit and vegetable consumption. There is joy in the sweet-tasting, healthy eating experience of fruit, and smart satisfaction associated with the success of preparing vegetables as a meal, or as part of a meal. Modeling the “how” in ways that celebrate and enjoy the immediate emotional benefits of healthy produce consumption play a big role in PBH’s revitalized communication efforts. Communications that better capture and reflect these emotions will be more likely to be shared by Gen Z and Millennials.

Do: Creating physical, digital and social environments that facilitate easier choice and preparation of fruits and vegetables will become a greater focus for PBH – emphasizing the most potent element of the behavioral science framework. Arming our stakeholder partners with more effective communications and materials will play a significant role in helping to move Gen Z and Millennial consumers toward increased produce behaviors.

HAVE A PLANT™ MOVEMENT



Have A Plant™ Movement

Our Movement

PBH is committed to transforming how people think about and enjoy fruits and vegetables. We are championing a bold, new initiative – one that leverages insights from behavioral science – to tap into consumers' emotional connections to food.

Research shows, rather than a prescriptive recommendation to eat a certain amount of fruits and vegetables each day, consumers (particularly Gen Z and Millennials) want actionable, realistic and FUN approaches that make eating fruits and vegetables easy, helping them feel confident, happy and healthy.

That's where PBH's Have A Plant™ movement comes in. It's a way to tap into the emotional connection consumers have to the fruit and vegetable eating experience while inspiring long-term, sustainable behavior change. And it does so with a no-nonsense approach that's simple, understandable, and, importantly for this audience, non-prescriptive.

We know many people are trying to add more plant foods to their diets, for a variety of reasons. Fruits and vegetables – whether they're fresh, frozen, canned, packaged, dried, or 100% juice – are some of the most beneficial plant foods on the planet. And everyone can enjoy happier, healthier lives simply by eating more of them. Still, many struggle. Have A Plant™ is here to help.



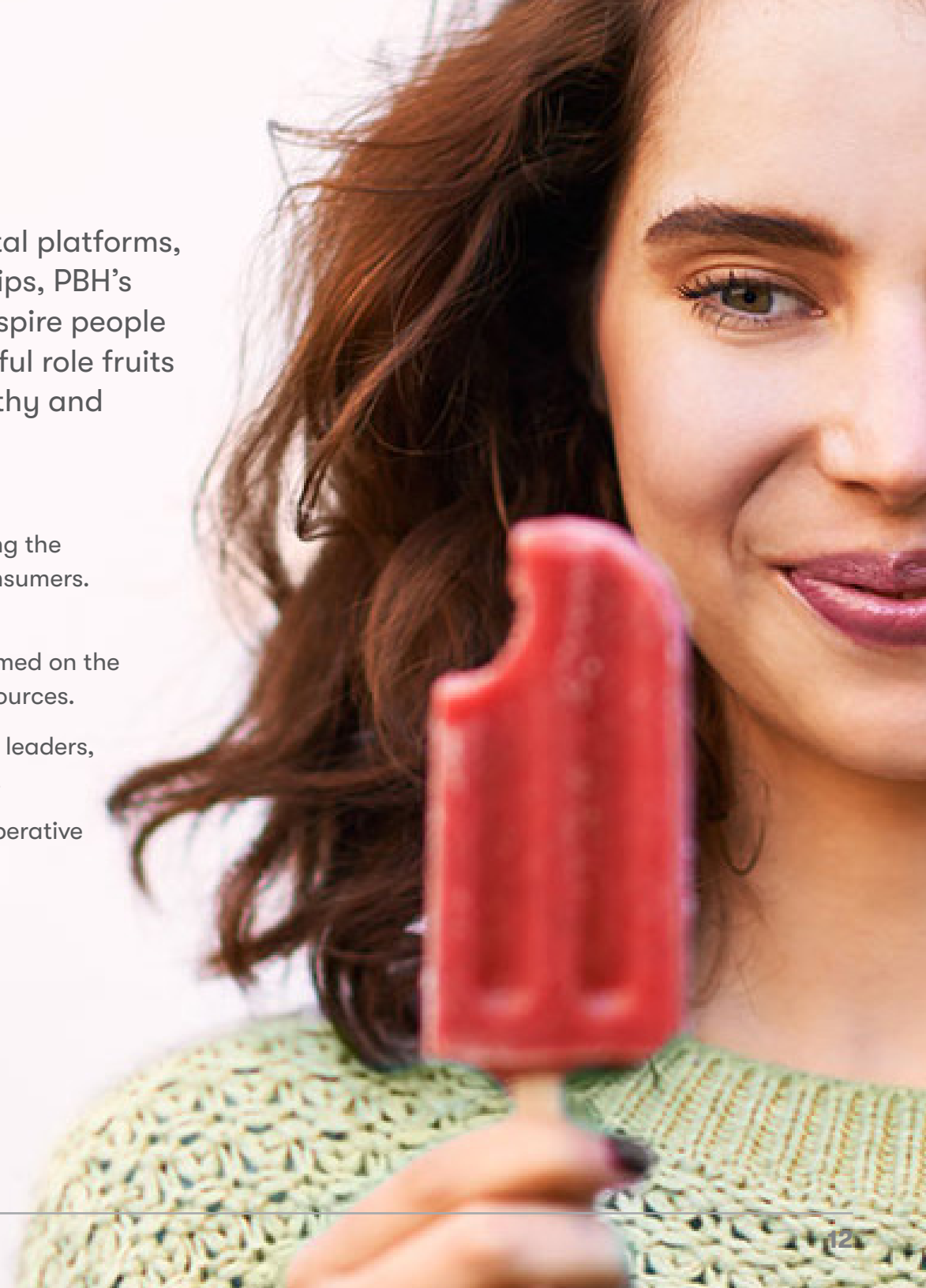
Have A Plant™ Movement

Through integrated communications tools, digital platforms, thought leadership and ambassador relationships, PBH's transformative Have A Plant™ movement will inspire people with compelling reasons to believe in the powerful role fruits and vegetables can play to create happy, healthy and active lives.

We want to work with you and need your support amplifying the importance of fruits and vegetables and engaging with consumers. Here are some action steps you can take:

- Visit www.fruitsandveggies.org often to be and stay informed on the latest fruit and vegetable related news, research and resources.
- Along with fellow produce industry members and thought leaders, become an ambassador for this greater good movement.
- Collaborate with PBH to help advance a public health imperative to eat more fruits and vegetables each and every day.

Have A Plant™



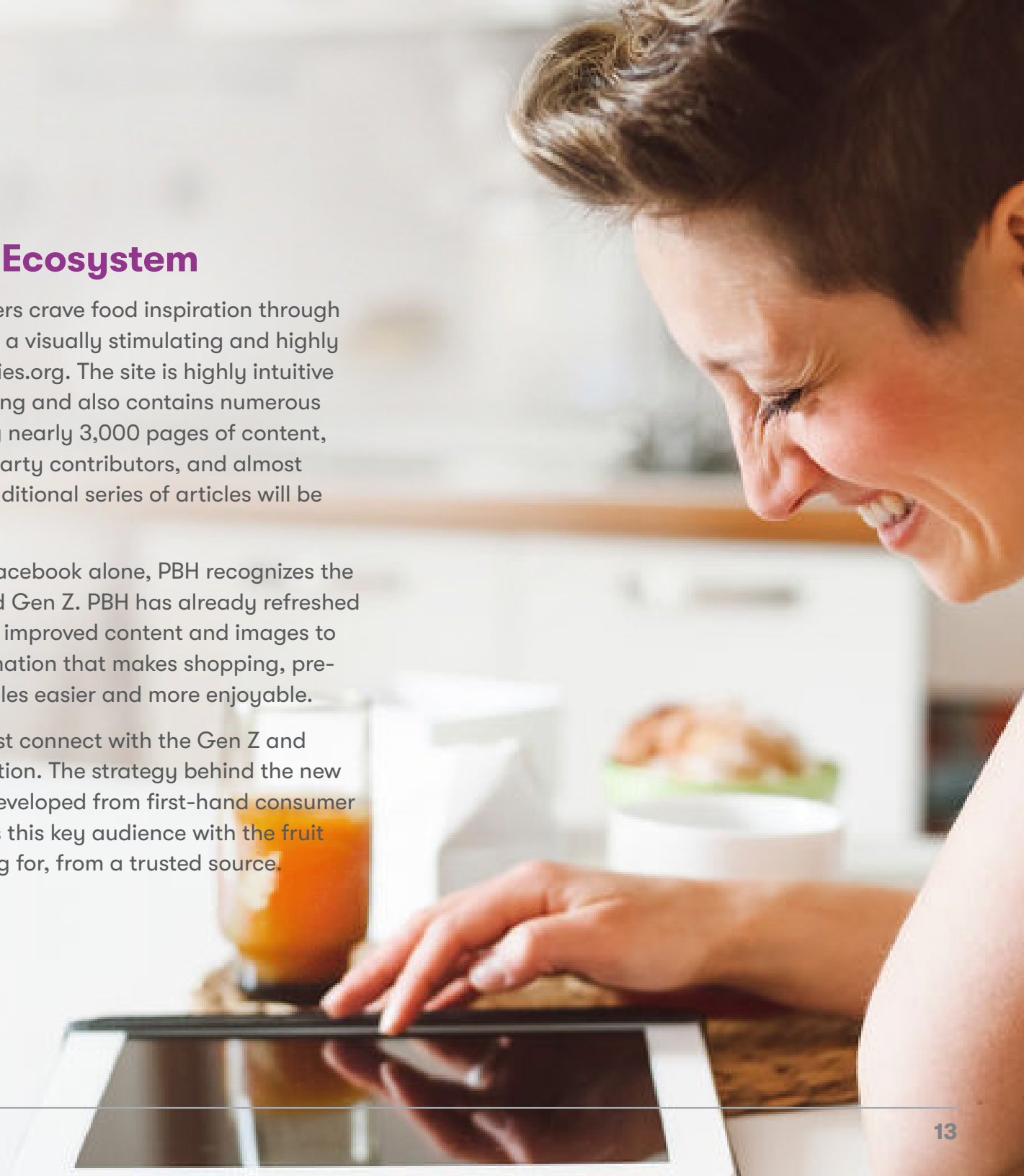
Have A Plant™ Movement

Comprehensive Digital Ecosystem

Tech-savvy Millennial and Gen Z consumers crave food inspiration through various digital channels, so PBH launched a visually stimulating and highly interactive website at www.fruitsandveggies.org. The site is highly intuitive to fruit and vegetable information gathering and also contains numerous resources for industry members, featuring nearly 3,000 pages of content, more than 450 recipes, nearly 100 third-party contributors, and almost 20 new series of articles. More than 40 additional series of articles will be unveiled in 2019.

With more than one million followers on Facebook alone, PBH recognizes the power of social media with Millennials and Gen Z. PBH has already refreshed its e-newsletters and social channels with improved content and images to answer consumers' call for relevant information that makes shopping, preparing and eating with fruits and vegetables easier and more enjoyable.

The new PBH digital ecosystem doesn't just connect with the Gen Z and Millennial audiences – it spurs them to action. The strategy behind the new website and social media channels was developed from first-hand consumer interviews and product testing. It provides this key audience with the fruit and vegetable information they're starving for, from a trusted source.



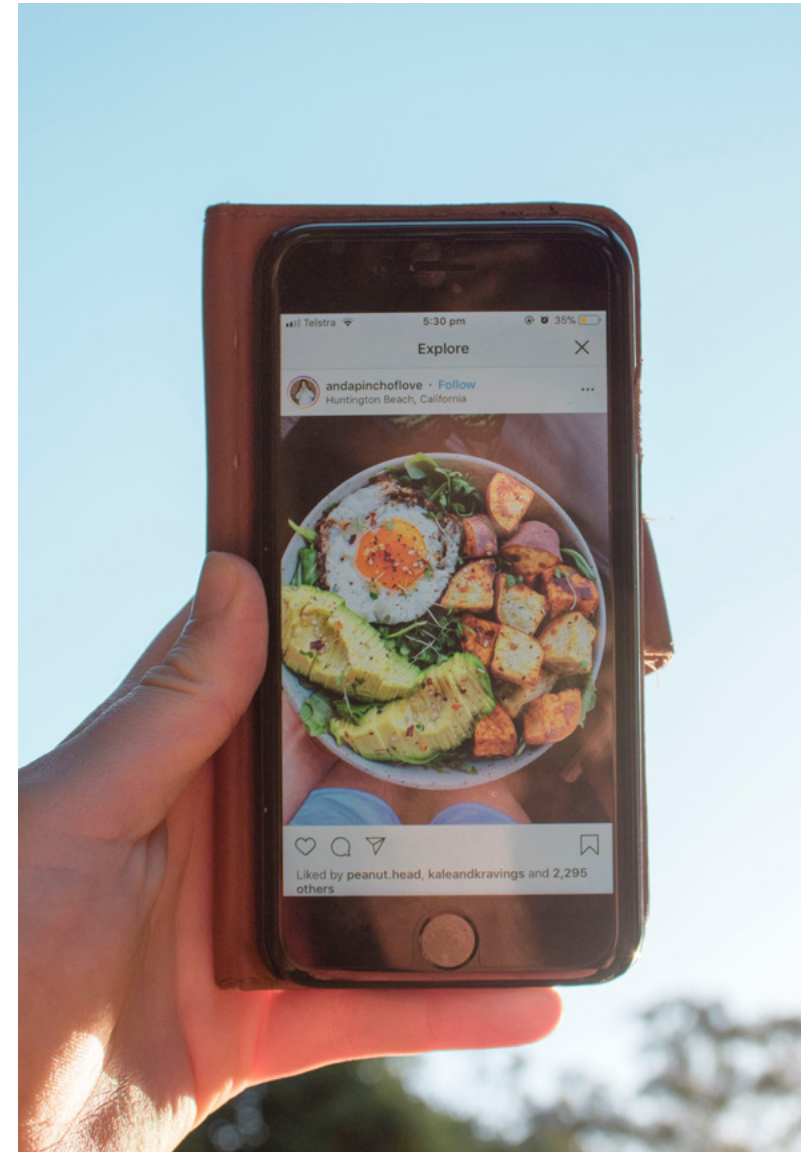
Have A Plant™ Movement

This new ecosystem is one of the most important consumer touchpoints for this movement, and also creates deeper connection opportunities for PBH members. A few key highlights:

- The website, e-newsletters and social media content align with seasonal changes and true needs during key moments of our user's lives.
- Content is organized within categories designed to address user needs (i.e., diets, holiday celebrations, meal types, world cuisine, etc.).
- Design and tone of voice offers an editorial, youthful and relatable personality for information gathering.
- Ample opportunities for sponsored, or contributed, website content, offered in a strategic content approach, including a "Series" format as well as individual "Stories" (tips & tricks articles, etc.), recipes and individual ingredients (as well as engaging banner ads!)
- Striking photography and actionable video content across channels engage consumers and motivates behavior change.

These guidelines contain more details and specs about engaging with the new digital ecosystem (see page 24). And, for more information about sponsorship opportunities for our new ecosystem, check out our [sponsorship prospectus](#).

More importantly, to check out these amazing new channels and features, visit www.fruitsandveggies.org.



MESSAGING

Tone of Voice and Personality

PBH's groundbreaking social content analytics research and behavioral science review have also helped inform the manner in which we communicate more impactfully with our audience. The shift is inspired by a transformation from "lecturing on why" to "collaborating on and celebrating the how."

When communicating about PBH and Have A Plant™, it's critical that the tone of voice aligns with our bold and movement-driven target audience, Millennials and Gen Z consumers. PBH and Have A Plant™ are bold, passionate, joyful, optimistic, and straight-talking. To that end, the tone should be fresh, active, supportive and youthful; encouraging and not accusing. It should celebrate the immediacy of the joys of plant-packed eating choices, and all the ways consumers can enjoy these delicious and satisfying eating experiences.



Messaging: Tone of Voice and Personality

Photography used in marketing/communications should reflect those attributes. Fresh, authentic and quirky are attributes consistent with our tone and brand approach. Avoid industry-typical stock images, and, again, please keep in mind that our target audiences are Gen Z and Millennials. Images celebrating the spirit of PBH and Have A Plant™ should convey:

- Fun, bright, spunky; someone you want to hang out with
- Clever, smart, relatable
- Busy, yet knows the importance of providing healthy and nutritious meals with fruits and veggies
- Loves (and/or aspires) to cook and get family and/or friends involved in the process



Messaging: Tone of Voice and Personality

PBH Is: understanding, quippy, witty, attainable, encouraging, resourceful, educational, straight shooter, smart, passionate, healthy, energetic, relatable

Sample Posts:

- *Would you rather be a hungry pessimist or full optimist? I bet we'd all agree on the answer there. Fruits and veggies have been shown to increase a more positive outlook on life! Let's get happy!*
- *True confessions: fruits and veggies. We always found cutting into a mango mildly terrifying, until running across this video from X. Game. Changer. Now we're eating mangoes ALL summer. Have you found any food hacks lately? Share below!*

PBH Isn't: judgmental, short, condescending, impractical, critical, stuffy, preachy, dismissive, know-it-all, finger-wagging, overly healthy, pushy, inaccessible

Sample Posts (what NOT to say):

- *You must eat XX servings of fruit and XX servings of veggies each day in order to reap the nutritional benefits.*
- *Eating more fruits and vegetables is essential for better health.*



Messaging

Consumer Key Messages

Following are suggested key messages to support overall PBH efforts, and particularly the Have A Plant™ movement. Please consider these as you develop messaging to extend this movement — and please share any new images and messaging with PBH for input and approval.



Messaging: Have A Plant™ Key Messages

If you heard there was some superfood that improved both your physical and mental wellbeing, you might assume it was pretty rare, or even obscure. But foods like that are everywhere, once you know how to spot them. They're called "plants," and they grow out of the ground into countless, delicious fruits and vegetables that can boost your health and even your mood. So, plan to eat and enjoy more of them. Have A Plant™.



There's lots of science behind it all, and it boils down to this: if you're a human being, your body and mind are built to benefit from eating these plants, resulting in better health and a better mood. It's pretty simple.

To make it even simpler, we have all kinds of resources to help make selecting, storing, serving and celebrating with plants deliciously easy. So have a look. And if you enjoy the experience, help us help others #haveaplant.

Everyone can benefit from eating fruits and vegetables, and we encourage you to share the message and "be the movement." Through your #phone, in your home and community, over a meal or during a snack break, however you like. If there's food and fun being had, the people having it have a lot to gain from having a plant. So, let them know!

Have A Plant™ is part of a larger movement initiated by the Produce For Better Health Foundation (PBH) to help more people enjoy the benefits of all fruits and vegetables. We do this by turning in-kind and financial support from our ambassadors, public partners and members into research and education, including the site you're on. And we, like most people, could always use more help.

Messaging: Consumer Key Messages

Eating more fruits and vegetables, whether fresh, frozen, canned, packaged, dried or 100 percent juice, is a delicious way to enjoy a happier, healthier life.



Most Americans need to eat more fruits and vegetables every day, which can be easy and fun to do.

- Explore new flavor pairings by combining fruits and vegetables with other foods, like lean protein, whole grains or low fat/fat free dairy.
- Eating a colorful variety of fruits and veggies provides a wide range of valuable nutrients like fiber, vitamins, and potassium.

Eating more fruits and vegetables can help people build a healthier and happier body from the inside out.

- Eating more fruits and vegetables can help people have a more positive outlook on life and feel confident and proud that they are making the best decisions to curb hunger; fuel their bodies; and get the nutrients they need for their day-to-day activities and long-term health.

Fruits and vegetables are packed with a variety of flavors and textures that can make meal and snack time more enjoyable.

- Get the entire family to eat more fruits and vegetables by being creative at mealtime and pairing fruits and vegetables with other foods to create a colorful rainbow on the plate.

All fruits and vegetables come from the earth with wholesome, nutrient-dense, affordable options available during all four seasons.

- Agricultural and farm innovations and packaging technologies make it easier for people to eat their favorite fruits and vegetables whenever and where ever they want to.

Messaging

Consumer Q&A

Creating a true movement that increases consumption of fruits and vegetables will take more than just PBH. As you join us in this movement, we've developed the following Q&A to help you answer any questions about Have A Plant™.

Q: What is Have A Plant™?

Despite people understanding why they should eat more fruits and vegetables, they continue to struggle with how this can be accomplished. We get it – it can be overwhelming! But that's what Have A Plant™ is all about. It's a movement to transform the way we think about and use fruits and vegetables, to take the struggle out of making these plants taste delicious.

Q: What does it mean?

No one can claim the plant title more than *the OG* plants: fruits and vegetables. We want to help you Have A Plant™, not only because they're good for your health, but because they are also likely to be great for your happiness. You must admit – you feel like you're #winning when you make a delicious, feel-good meal that's also packed with fruits and veggies. Right?

Q: Where can I find more information?

Head on over to www.fruitsandveggies.org. It's everything you'll need to learn about how you can select, cook with and make fruits and veggies taste great, without breaking a sweat. The site is filled with easy-to-make recipes, for all occasions, holidays, diets, meal times or

meal types. We've got recipes and articles for dinner, snacks, slow cookers, tailgating, holidays, kids, vegetarians, those who are gluten-intolerant and more.

Q: How can I get involved in the Have A Plant™ movement?

Best. Question. Ever. There are a few easy ways you can help everyone to Have A Plant™ more often.

- Spread the word! Help us help you, your friends, your family and even your Instagram followers, by using #haveaplant on your social channels and sharing your favorite fruit and veggie recipes and hacks.
- Take the Have A Plant™ challenge! We're asking people to make a commitment to Have A Plant™ with at least one meal each day. Take the challenge and encourage friends, family and colleagues to do it as well. It'll be like the new basketball bracket challenge.
- Donate! Support the Produce for Better Health Foundation's goal of improving America's health and happiness through fruit- and vegetable-focused recipes, research and resources.

Q: Where can I get Have A Plant™ swag?

We LOVE your Have A Plant™ enthusiasm. Right now, we're not ready to sell our swag, but if you take our Have A Plant™ challenge and share your love for fruits and vegetables through your social channels, tagging #haveaplant, you may get a surprise in your mailbox.



WORKING TOGETHER

For more information about PBH membership levels and partnership activities, including the unique activities available at each level, please see our [sponsorship prospectus](#).

Working Together

Licensing and Approvals

In keeping with its mission, PBH does not support the use of the PBH Foundation or Have A Plant™ logo on any packaging, digital, or print materials that promote one commodity or form (fresh, canned, frozen, dried, 100% juice) over another or endorse any statement that states one commodity or form is nutritionally-better than another. In reviewing requests to use the Have A Plant™ logo, PBH reserves the right to refuse logo use on any packaging, digital, or print materials that do not meet this standard.

Licensing

Have A Plant™ is a registered trademark of Produce for Better Health Foundation. Use of the Have A Plant™ logo and messaging is a benefit to eligible licensed companies and organizations.

Approvals

All materials carrying PBH and Have A Plant™ logos and messaging require approval by PBH prior to production and distribution.

Materials will be reviewed for the following: logo use, brand as well as health messaging, and nutrition compliance of product and accompanying recipes. Unless situations arise that require further discussion, PBH is committed to prompt review of materials; plan for a minimum turnaround of two business days.

Materials should be sent to Candice Gordon, PBH Manager of Brand Development, cgordon@pbhfoundation.org.

Working Together

Have A Plant™ Usage Guidelines

As of April 23, 2019, PBH members can:

- include Have A Plant™ **on-pack, on approved individual/ single ingredient fresh, frozen, canned, dried and 100% juice only.** *Additional guidance for potential use of Have A Plant™ on mixed dish products and meals is being developed and will be available by late 2019.*
- include Have A Plant™ **in approved marketing/ communications efforts** to support the movement (e.g., promotional materials, social media content, etc.).

Have A Plant™ replaces Fruits & Veggies—More Matters®; it does not represent a set of nutrition criteria or a profiling system for on-pack labeling. Have A Plant™ signifies a consumer movement to help inspire and motivate people to visit www.fruitsandveggies.org to learn more about enjoying more fruits and vegetables to for happier, healthier lives.

All on-pack usage and marketing/communications materials must adhere to the Have A Plant™ logo requirements outlined in these guidelines on page 38, and all artwork must be approved by PBH as part of the licensing process as outlined above.

Spanish language Have A Plant™ translation guidelines and more detailed guidance on nutrition criteria for products, meals and recipes to carry the Have A Plant™ logo will be supplied in summer 2019.

Digital Content Specs and Guidelines

We've outlined important specs and guidelines to consider when partnering with PBH on content distribution through the PBH digital channels. All content is subject to approval or revisions by PBH before going live on the PBH channels.

Sponsored Content and Ads on PBH E-Newsletters

- Header image size is 600x250
- The standard ad size is 250px X 250px
- Images should be 72dpi (at around 52k per image) to keep bloat down (header image may need to be a slightly larger file size than that)

Website banner ads

Homepage options

- 970x50 (pencil)
- 970x250 (billboard)

Content Pages

- 300x250 (medium rectangle) (static or html)
- 160x600 (skyscraper) (static or html)
- 728x90 (leaderboard) (static or html)
- 300x50 or 320x50 (smartphone banner) (static)

Working Together

Social Media Specs and Guidelines

PBH authorizes the use of the Have A Plant™ brand and logo in member and partner social media channels as a way to help advance the movement. Use of the logo and mention of the brand must reflect the mission and values of PBH and present an accurate and consistent use of the logo and its brand positioning, personality, and messaging, in order to protect the integrity of the Have A Plant™ brand identity. We encourage the use of the hashtag #haveaplant, when relevant.

We've outlined important specs and guidelines to consider when partnering with PBH on content distribution through the PBH social media channels. All content is subject to approval or revisions by PBH before going live on the PBH channels.

Please contact Candice Gordon, PBH Manager of Brand Development, cgordon@pbhfoundation.org for more information or to request approval to use the Have A Plant™ logo in social media channels.

Overall Quality Factors

- **No more than 20% percent of your image should be text.** Keep text overlay to a minimum.
- **Lighting is key.** Take photos with as much natural light as possible.
- **Use the grid setting on your camera.** This helps to frame an aesthetically pleasing shot.
- **Add subtitles to your videos.** Most users don't watch video with sound on social media, especially Facebook.

Instagram

In-feed video specs:

- **Square video:** 600 by 600 pixels (1:1 aspect ratio)
- **Horizontal video:** 600 by 315 pixels (1.9:1 aspect ratio)
- **Vertical video:** 600 by 750 pixels (4:5 aspect ratio) (vertical only for IG Stories)
- **Recommended specs:** .MP4 or .MOV format, maximum file size 4GB, maximum length 60 seconds, maximum frame rate 30fps

In-feed image specs

- **Square images:** 1080 by 1080 (1:1 aspect ratio)
- **Portrait images:** maximum display size is 1080 by 1350 (4:5 aspect ratio) (vertical only for IG Stories)
- **Landscape:** 1080 by 608 (16:9 aspect ratio)

Working Together: Social Media Specs and Guidelines

Facebook

In-feed video specs:

- **Video dimensions:** 1280 by 720 for landscape and portrait
- **Landscape aspect ratio:** 16:9
- **Portrait aspect ratio:** 9:16, 16:9 if video includes link
- **Video file size:** 4GB max
- **Video length:** 1 sec-240 minutes
- **Maximum character count:** 2,200 characters
- **Recommended:** 90 characters

In-feed image specs:

- **File type:** jpg or png
- **Image ratio:** 1,200 by 628px
- **With link:** 1,200 by 628px

Twitter

In-feed video specs:

- **Supported image types:** JPG, PNG, GIF, WEBP
- **Image size limit:** 5 MB
- **Animated GIF size limit:** 15 MB

In-feed image specs:

- **File size limit:** 15 MB
- **Dimensions:** between 32 by 32 and 1280 by 1024
- **Aspect ratio:** between 1:3 and 3:1
- **Frame rate at least:** 40fps or less
- **Pixel aspect ratio:** must have 1:1

Animated GIF specs:

- **Resolution:** should be 1280 by 1080
- **Number of frames limit:** 350
- **Number of pixels (width * height * num_frames) limit:** 300 million

Facebook Lives

Specs:

- Recommended **max bit rate is 4 Mbps.**
- **Max resolution of 720p** (1280 x 720) at 30 frames per second.
- Titles must have **fewer than 255 characters** or the stream will fail.
- **H264 encoded video** and **AAC encoded audio only.**

Quality factors:

- If possible, **use a tripod or stabilization device** for Facebook Live.
- **Minimize unwanted background noise.** Use a microphone to improve the audio quality of your live video.
- **Add subtitles to your videos.** Most Facebook users don't watch video with sound on.
- **Lighting is key.** Make sure all subjects are correctly lit, include additional light sources as needed.
- **A clutter free background** without distracting elements can raise the overall production value of the live stream.

Working Together: Social Media Specs and Guidelines

Facebook Live Do's and Don'ts:

- **Do a practice video** using the 'Only Me' option in Privacy Settings. This allows you to preview sound quality, lighting and framing.
- **Do cross promote** on your other social media accounts. Before your live event, tweet reminders of the event, create a Facebook Events page for the Live event and post Live event information on your Instagram story.
- **Do create an attention-grabbing headline and compelling description.**
- **Do create an outline beforehand.** Outline key messages, call to actions and important statistics before going live.
- **Don't create a live video using pre-recorded content.**
- **Do stay live for at least 10 minutes.** The longer you broadcast, the higher reach your live video will become.
- **Do research to discover when your audience is most active on Facebook.** Facebook Insights provides information on what day of the week and what time your followers are most active. Try to go live during these times.

IGTV Segments

Specs:

- Videos must be **between 15 seconds and 1-hour long.**
- Videos must be in **MP4 file** format.
- Videos should be vertical with an **aspect ratio of 9:16.**
- Videos should have a **minimum frame rate of 30 FPS** and a **minimum resolution of 720 pixels.**
- The **maximum file size for videos is 650MB.**
- The recommended size for **cover photos is 420px by 654px** (or 1:1.55 ratio). Currently, you can't edit your cover photo after you've uploaded it.

Quality factors:

- Keep content **between 2 and 5 minutes long.**
- **Use the grid setting on your camera.** This helps to frame an aesthetically pleasing shot.
- **Using video editing apps,** such as the free app InShot, can help you create a clean and professional looking video.
- **A clutter free background** without distracting elements can raise the overall production value of the IGTV segment.

Working Together

Influencer Partnership Guidelines

Millennials and Gen Z are inspired by individuals including health and wellness professionals and beyond. That's why PBH has created a new, elite network called Fruit & Vegetable Ambassadors in Action (FVAA), comprised of registered dietitians, chefs, sports nutrition and fitness gurus, and lifestyle experts, to offer consumers actionable, no-nonsense advice about enjoying more fruits and vegetables in their diets.

This prominent group of food, nutrition and lifestyle influencers are passionate about extending PBH's purpose by helping us to change Gen Z and Millennial behaviors toward fruits and vegetables through emotional, meaningful connections. We've armed these experts with the necessary tools to inspire and motivate Americans to enjoy more fruits and vegetables each day for happier, healthier lives.

Interested in working with PBH's FVAA group? We hope so! Following are details on how to best engage our leading group of experts in your marketing and communication efforts.



Working Together: Influencer Partnership Guidelines

Q: Can I work with PBH's FVAA members? If so, how?

We encourage you to engage in a dialogue with our FVAA elite network members about potential partnership opportunities. We ask our ambassadors to keep us informed of these conversations, but ultimately, we hope you can leverage our large network of ambassadors for your organization's needs.

Q: Is working with a FVAA member a paid partnership?

It depends on the specific person you are interested in working with and what the ask is. Some FVAA members might be willing to work in-kind, but most likely will require some form of payment based on the rates outlined in their media kit. If you are interested in working with a specific FVAA member, please reach out to us and we can facilitate an introduction.

Q: Can you explain how FVAA members are currently working with PBH?

We look to our FVAA members to provide compelling content on a monthly basis, based on the themes outlined in our editorial calendar. The content can take various forms, for example, creative infographics, meal plans, fact sheets, video content, etc. You'll see monthly content from our FVAA members on social media, if you want to get a sense for the types of content they are creating for us.

Q: How can I work with FVAA members at different times during the year, other than Consumer Connection?

If you are a Board level member or above, you have the opportunity to provide PBH with quarterly social media posts that are shared on our channels. If you would like to collaborate with a FVAA member on one

of these posts, please let us know and we can coordinate. Additionally, if there is a key tentpole moment where you'd like additional amplification, we encourage you to proactively share content with us to ensure we are collaborating in the best way possible to help you meet your business goals. We strongly encourage all members to communicate with us and share materials and/or messages where publicity is desired. We will also socialize these resources with our FVAA members as they curate content for us, encouraging them to include your organizations key messages and resources whenever possible and relevant.

Q: Do you work with other influencers, other than those in the FVAA network?

Yes, influencers do not need to be an official FVAA member to work with PBH. We partner with many influencers beyond the FVAA, including retail RDs as well as foodservice and culinary professionals, who proactively come to us with ideas for content creation and collaboration opportunities. Our FVAA members simply have the advantage of going through a formal onboarding process, so they are well-versed in our messaging, the Have A Plant™ movement and our science-based communication efforts. Additionally, they been hand-selected by us through an extensive vetting process, so we are confident they can deliver high quality content based on your organization's needs. We encourage you to start with our FVAA network for influencer collaboration, before exploring opportunities with non-FVAA members.

You can also learn more about our FVAA network [here](#).

For any additional questions, feel free to contact Katie Toulouse, PBH Communications Director, ktoulouse@pbhfoundation.org.



LOGO USE REQUIREMENTS

Logo Use Requirements

Produce for Better Health Foundation

The Produce for Better Health Foundation logo is comprised of the full name of the Foundation set in a green color block. Spelling out the name celebrates the core purpose of the organization: to promote fruit and vegetable consumption for improved health and wellbeing. The bold green supports the truth that all forms of fruits and vegetables are a healthful goodness that springs from the ground.

Because the logo is a visual symbol of the Foundation, it is important to ensure accuracy, legibility and consistency in appearance whenever the logo is used on print, web, broadcast and social media communications. This consistency promotes increased awareness of the Foundation and its mission.

In addition to the guidelines, the following provisions apply:

- The PBH logo may not be reproduced or used in any way without the written advance consent of PBH.
- As a general rule, third parties may not use the PBH logo. Upon request and at its discretion, PBH may grant permission to members and other outside parties to use the logo.
- Draft artwork displaying the logo must be submitted to PBH for review and approval prior to its actual use. PBH reserves the right to deny logo use requests that it deems inappropriate.



Per counsel from trademark attorney,
use TM until marks are registered.

Logo Use Requirements: Produce for Better Health Foundation

Color Control

The Foundation logo can be used successfully on a white background, colored backgrounds or even backgrounds with full-color photography. In all cases the text should be in white. PBH Green in four-color process, or in the RGB formula below, has been established to maintain consistent color.

The preferred use of the logo is in PBH Green (A). If color printing or digital display are not available, a black version of the logo is available (B). In the more rare case where the Foundation logo is placed on a larger green background – such as a presentation slide, it is acceptable to use the reversed version of the logo (C). If the logo is placed on a larger PBH Green background like this, the bounding box is not needed.

A.



B.



C.



PBH Green

c66 / m6 /y100 / k0

RGB: 100 / 178 / 70

PMS: 369

Logo Use Requirements: Produce for Better Health Foundation

Logo Size

The PBH logo should never be used at a size less than 1 inch in width, measuring from the outside dimension of the color block. This minimum size rule ensures adequate readability.

1" minimum size



PRODUCE FOR™
BETTER HEALTH
FOUNDATION


Logo Placement

The strength and versatility of the PBH logo is demonstrated by its flexibility for applications placement. While a bleed position – pushed to the edge of a layout or communications piece – is preferred, it is also acceptable to position the logo block within the border. When preparing files for print, add a minimum of .125 inch bleed to the color block where it meets the trimmed edge of the layout.



PRODUCE FOR™
BETTER HEALTH
FOUNDATION

Top position, establishing
a left margin and text
alignment



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FOUNDATION



PRODUCE FOR™
BETTER HEALTH
FOUNDATION

8816 Manchester Road, PMB #408
Brentwood, MD 21754-2602 pbhfoundation.org

Small Space Logo

For special circumstances with limited size applications, or as a brand extension logo lockup, a small space logo with the PBH acronym is available. Use of this logo version is only with consent from PBH marketing, and lockups such as the example shown here can only be created by PBH marketing.



PBH™
FOUNDATION

.5"
minimum
size



PBH™
FOUNDATION



PBH™
FOUNDATION

**THE CONSUMER
CONNECTION**

Example placeholder for a conference
or event brand extension.

Logo Use Requirements: Produce for Better Health Foundation

Unacceptable Logo Use

Examples on this page illustrate unacceptable PBH logos.

- Do not recolor the logo in any unauthorized way.
- Do not create an approximation of the logo using a color block and available system font in a presentation tool such as Microsoft PowerPoint or Word.
- Do not place the PBH word mark in an oval or any unapproved containing shape.
- Use **ONLY** approved electronic logo art supplied by PBH marketing.

Do not invert the logo color



Do not incorporate a new shape



Do not re-create the logo text



Do not change the color block



Do not replace the color with a photo



Do not alter the logo proportions



Logo Use Requirements

Have A Plant™

Have A Plant™ is the new program brand that boldly and simply inspires new generations of consumers to make fruit and vegetable consumption a foundational part of their lives. It is a direct invitation to plan, purchase and prepare food that actually springs from the earth – food that emerging research shows may improve people’s health and emotional wellbeing. Use of the brand logo is encouraged in advertising, point of sale, social media, educational literature, product packaging and promotional materials to drive consumers, influencers and industry to the Have A Plant™ website (fruitsandveggies.org) as a central point of food inspiration, recipes and nutrition information.

These guidelines are intended to inspire correct application of the brand and to help promote its integrity and success. In addition to the guidelines, these provisions apply:

- The Have A Plant™ logo may not be reproduced or used in any way without the written advance consent of PBH.
- As a general rule, third parties may not use the Have A Plant™ logo. Upon request and at its discretion, PBH may grant permission to donors and other outside parties to use the logo.
- Draft artwork displaying the logo must be submitted to PBH for review and approval prior to its actual use. PBH reserves the right to deny logo use requests that it deems inappropriate.



Logo Use Requirements: Have A Plant™

Color Control

The preferred expression of the Have A Plant™ logo is the color version (A). This should be used on white or light color backgrounds whenever color reproduction is available. Brand color formulas for CMYK and RGB have been established and should always be used to maintain consistent color.

If color display is not available, a black version of the logo is available (B). In cases where there is strong visual contrast and a reasonably uniform image texture, the reversed (white) version of the logo is used (C).

A.



B.



C.



PBH Green

c66 / m6 / y100 / k0

RGB: 100 / 178 / 70

PMS: 369



PBH Purple

c50 / m94 / y6 / k0

RGB: 157 / 53 / 141

PMS: 513

Logo Use Requirements: Have A Plant™

Logo Size

The Have A Plant™ logo with URL tagline lockup should never be used at a size less than 1 inch in width. For the logo without URL tagline, the absolute minimum size is .75-inch in width. This minimum size rule ensures adequate readability.

URL Tagline Position

The size and the position of the URL tagline aligns precisely with letter forms within the logo. Do not change the size, position or alignment of these elements, and use only approved artwork formats with the tagline built into the file.

Logo Without Tagline

It is acceptable to use the logo without the URL tagline lockup on promotion applications such as apparel. Please include the URL at a smaller scale elsewhere on the same surface.

Logo Clear Space

To preserve the integrity of the logo, maintain adequate clear space on all sides of the logo artwork. Do not place text, photos, artwork or of any kind within the clear space surrounding the logo. Do not position the logo on a page or layout so the border or edge of page encroaches on the clear space area.



Logo Use Requirements: Have A Plant™

On-Pack Logo Use

The seal version of the logo contained in a shape can help define clear space and maintain brand presence in busy retail, packaging and foodservice environments. There are a number of formats available for on-pack partnerships.

Size

Size constraints will guide what is most appropriate. This round logo seal with URL lockup can be used at a minimum size of 1 inch diameter. At smaller sizes, it is recommended that the URL or brand messages be moved outside of the seal. The absolute minimum size for the logo seal is .6 inch width.

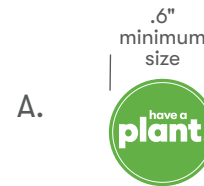
Color

It is preferred that the green color of the logo be used whenever possible. Black or a custom color may also be acceptable but samples must be submitted for approval.

A. Minimum size logo seal without the contained lockup URL.

B. Minimum size logo seal with URL. The URL in a minimum 6 pt font size placed near the logo seal supports the all-forms message and directs readers to the program website.

C. Where additional label space is available, a brand message such as “Food rooted in a better mood” can be added. The URL should be no smaller than a 6 point font. The creation of any of these treatments is to be authorized through and done by PBH marketing.



Logo Use Requirements: Have A Plant™

Photography Expressed in the Logo

The bold letter forms of the word “plant” provide an opportunity to incorporate photography or motion video within the logo. This could provide opportunities to both own the definition of “plant” and extend its meaning to all forms of fruits and vegetables.

This approach is most successful when depicting a single fruit or vegetable category where a more consistent color provides good contrast and readability. The creation of any of these treatments is to be authorized through and done by PBH marketing.





BRAND SYSTEM

Guidance for both Produce for Better Health Foundation
and Have A Plant™

Brand System Color

A Colorful Brand

Our core brand colors are PBH Green and PBH Purple. They complement each other and anchor the vibrant and colorful fruit and vegetable food categories in a bold and confident way.

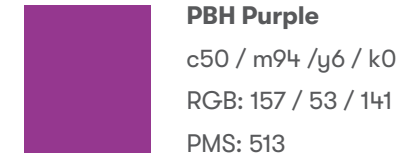
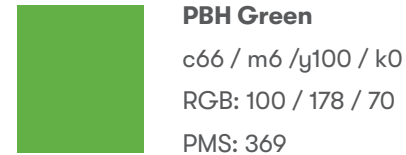
A vibrant palette of accent colors has been selected to support brand communications. This reflects the full color spectrum as well as the delightful array of colors found in all forms of produce.

Handle with Care

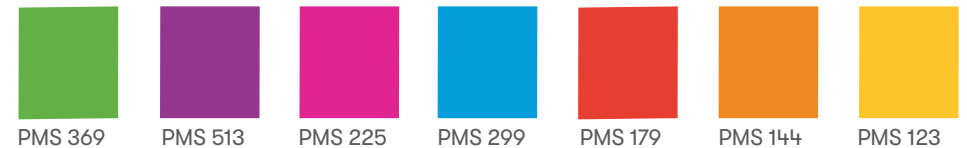
However, it is recommended that restraint be used when designing with color. Rather than using four or five competing accents, incorporate just a single dominant color and if needed, a supporting secondary color in a lesser amount as shown below.



Core Brand Colors



Complete Palette with Accent Colors



Print Process

- If the logo appears on an item that is being printed in a 4-color process, then the logo must also appear in 4 color.
- It is not permissible to place a border around the 4-color logo.
- The logo may not be printed in 2 or 3 colors, only in 1 color, 4-color process, or full spot color.

Brand System Typography

Brand Fonts

The fonts selected to support the PBH and Have A Plant™ brands play an important role in establishing the correct visual tone and a consistent brand expression.

GT Walsheim is the primary font family, selected for its contemporary and welcoming appearance. GT Walsheim Bold is recommended for headlines and subheads and can be set in either all-caps or upper and lower case. Regular weight is recommended for all body text.

Din Pro is used for the Foundation logo and Have A Plant™ tagline. It can also be used as a secondary font for brand extension logos as shown on page 33.



Presentation Fonts

For presentations and electronic documents created in Microsoft PowerPoint and Word, the MS system font Arial is recommended. Its broad availability across all computer platforms will ensure consistency in any environment. Use Arial Black for headlines and subheads, and Arial Regular for all body text.

GT Walsheim Bold / Regular

ABCDEFGHIJK
abcdefghijkl

ABCDEFGHIJK
abcdefghijkl

DIN Pro Black / Regular

ABCDEFGHIJK
abcdefghijkl

ABCDEFGHIJK
abcdefghijkl

Arial Black / Regular

ABCDEFGHIJK
abcdefghijkl

ABCDEFGHIJK
abcdefghijkl

Brand System Photography

Imagery

Our brand is bold, passionate, joyful, optimistic, straight-talking. Photography used in our communications should reflect those attributes. Fresh, authentic and quirky are attributes consistent with our tone and brand approach. Avoid industry-typical stock images, and keep in mind that our most important audiences are Gen Zs and millennials – the next generations of consumers we want to reach and influence.



The Written Brand

Brand Use When Referenced in Text

The acronym “PBH” as a brand name is ingrained in the minds of people who know the organization. As the Foundation brand logo has moved from an acronym to the spelled out full name “**Produce for Better Health Foundation**,” encourage staff and members to articulate the full name as such when introducing audiences to the organization. It articulates our core purpose and even the word “foundation” helps communicate that we are a 503-C nonprofit and neutral voice in the industry.

Per standard writing practice, after first use introduction of the organization Produce for Better Health Foundation, for reasons of economy and copy fitting, the use of the PBH acronym is acceptable and recommended. As noted above, title case capitalization is recommended in written communications even though the logo is set in all caps.

Have A Plant™ should always be referred to by its full name. Use of the acronym “HAP” is not acceptable and should be discouraged in both spoken and written communications. Title case capitalization is recommended in written communications even though the logo is set in lower case without initial capitalization.

URL Capitalization

The URL “fruitsandveggies.org” is used as a tagline lockup with the Have A Plant™ logo. While URLs are not case sensitive, lower case capitalization is recommended and preferred whenever presenting our URL in body text.

Hashtag Capitalization

When our brand “Have A Plant™” is expressed as a hashtag, it should be consistent with the hashtag convention of using all lower-case. #haveaplant

Registered Trademark

Have A Plant™ is a valuable registered trademark that must be protected from infringement.

- The logos must be identified with the™ symbol for the time being, until they are officially registered.
- The size of the registered trademark may be altered proportionally, within reason, to ensure its legibility.
- PBH and Have A Plant™ logos should never be altered.

CONTACT INFORMATION

Please contact us with any questions and ideas about these guidelines!

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