

**PRODUCE FOR®  
BETTER HEALTH**  
FOUNDATION

Produce For Better Health Foundation's

# **HAVE A PLANT® MOVEMENT**

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**Brand Guidelines**

*Winter 2022*



# WELCOME!

You've got the right idea partnering with PBH to elevate your brand, commodity, business or blog! We are stronger together, and only together can we help Americans enjoy more fruits and vegetables every day. PBH has created the Have A Plant® Movement, an award-winning campaign reaching hundreds of millions of people since its inception in 2019, with you in mind. Have A Plant® is an invitation, a less prescriptive call to action, designed to inspire increased produce consumption. Whether you're a PBH member or an influencer ambassador, we invite you as a valued partner to leverage the Movement and become a plant-passionate advocate. This document provides everything you need to get started.

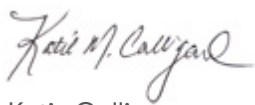
Here are some first steps everyone can take:

- Follow and tag @FruitsandVeggies on Facebook and Instagram and @fruits\_veggies on Twitter. Use #haveaplant in all your posts!
- Display the Have A Plant® logo on your website.
- Include the Proud Supporter of the Have A Plant® Movement icon in email signatures, or as signage in your next virtual or in-person event.
- Add the Have A Plant® logo to your packaging.
- Create shared signage or promotional materials with the Have A Plant® logo.
- Plan now for September 2022 as National Fruits & Veggies Month.

We believe enjoying more fruits and vegetables every single day is the most important thing people can do for happier, healthier lives. We believe in the produce industry, we believe in you, and we want to make you look good! With the best practices, guidance and tools provided in this document, together we can extend the Have A Plant® Movement even further with a unified voice to reach even more Americans nationwide. #haveaplant

We are looking forward to serving you to help achieve your goals!

Sincerely,



Katie Calligaro  
Marketing & Communications Director  
Produce for Better Health Foundation



## The Have A Plant® Movement Is Award-Winning



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Contact Candice Gordon, PBH Marketing & Communications Manager at [cgordon@pbhfoundation.org](mailto:cgordon@pbhfoundation.org)

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# THE PURPOSE

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Produce for Better Health Foundation (PBH) is the only national 501(c)(3) nonprofit organization dedicated to helping people live happier, healthier lives by eating and enjoying more fruits and vegetables every single day.

PBH is supported primarily by charitable donations from the broad-based fruit and vegetable industry as well as through in-kind support from partner organizations.



# THE MOVEMENT

PBH's award-winning Have A Plant® Movement is a way to inspire lasting behavior change by tapping into the emotional connection consumers have to the fruit and vegetable eating experience.



Photo courtesy of PBH Have A Plant® Ambassador, Andrea Mathis, RD

## The Movement

We know many people are trying to add more plant foods to their diets. 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 we believe that one of the most important things that people can do to live happy, healthy, and active lives is to simply enjoy more of all types of fruits and vegetables.

That’s where the Have A Plant® Movement comes in. And it does so with a no-nonsense approach that’s simple, understandable, and, importantly for the Millennial and Gen Z audience, non-prescriptive.

It’s pretty much as simple as that. And from bushel to fridge to freezer to shelf, there are thousands upon thousands of different ways to Have A Plant®.

have a  
**plant**®  
fruitsandveggies.org



## The Movement

# Know-Feel-Do Behavioral Science Framework

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.

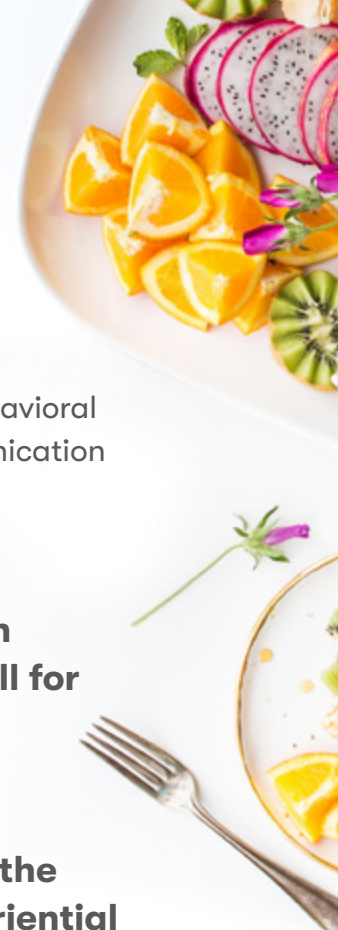
Research has told us that consumers – especially Millennials and Gen Z – are not motivated by facts and figures about fruits and vegetables – or what they need to “know.” They're inspired by more powerful, yet straightforward, ideas and actions based in “feeling” and “doing.” There is joy in the sweet-tasting, healthy eating experience of fruit, and smart satisfaction associated with the success of preparing vegetables as a meal, or as part of a meal. In fact, consumers often tell us that they're more motivated by the immediate emotional satisfaction of eating fruits and vegetables than by the longer term physical benefits.

This approach is called PBH's Know-Feel-Do Behavioral Framework is the backbone of all of our communication efforts and the Have A Plant® Movement.

**Know**  
**Educational Programming – the health benefits of “why” that supports the call for increased program consumption**

**Feel**  
**Emotion and Enjoyment – particularly the immediately accessible, positive experiential qualities of better eating**

**Do**  
**Creating physical, digital and social environments that facilitate easier choice and preparation of fruits and vegetables**



# THE MESSAGING



Have A Plant<sup>®</sup> messaging is fresh, active, supportive and youthful; it is encouraging and never accusing. It sounds the way a friend or family member would talk. It celebrates the joys of eye-appealing, plant-forward meals and snacks, as well as all the ways we can enjoy these delicious and satisfying eating experiences.

#haveaplant



## The Messaging

### Personality & Voice

When communicating about Have A Plant® or on any of PBH's channels — whether on social media, fruitsandveggies.org, in our e-newsletters or beyond — it is critical that the tone of voice aligns with our bold and movement-driven target audience: millennial and Gen Z consumers.

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

#### Sample Posts:

- *How can we lead happier, healthier lives? The answer is simple – eat more plants! Whether it's topping your yogurt with fresh and dried fruit, whipping up a smoothie with frozen veggies and 100% juice, or adding canned veggies to a sauce, there are so many PLANTastic possibilities! #haveaplant*
- *Whether it's joy in the sweet-tasting, healthy eating experience of fruit or smart satisfaction from preparing vegetables as part of a meal, eating more plants is a recipe for success. #haveaplant*

**PBH IS NOT:** 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.*

## The Messaging

### Our Core Content Pillars

Messages are organized into four main pillars based on key areas of focus. These pillars were developed to demonstrate how fruits and vegetables can be the “delicious ingredients” to health and happiness.



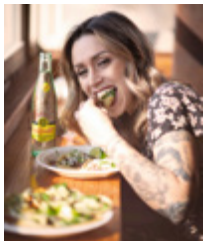
#### 1. Enjoying Fruits & Vegetables

- Fruit and vegetable consumption stats
- Flavor and taste
- Convenience
- Myth dispelling



#### 3. Usage & Preparation

- Recipes
- Food hacks
- Tips and tricks
- Shopping
- Seasonality
- Select, store, serve and savor tips



#### 2. Health & Well-being

- Health benefits of fruits and vegetables
- Nutrition
- Benefits for emotional well-being
- Immediate benefits (i.e., pride, #lifegoals)



#### 4. Food & Agriculture Innovation

- How and where fruits and vegetables are grown
- Farmer and grower stories
- Value chain innovation including packaging
- Sustainability
- Reducing food waste
- Food safety



## The Messaging

Remember that ultimately, communications stemming from all 4 pillars should ladder back up to PBH's main content theme: *Eating more fruits and vegetables is the single most important thing you can do to enjoy a happier, healthier lifestyle.*

### 1. Enjoying Fruits & Vegetables (consumption)

**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.

### 2. Health & Well-being

**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.

### 3. Usage & Preparation

**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.

### 4. Food & Agriculture

**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.

## The Messaging

### 2022 Quarterly Content Campaigns

Our centralized editorial themes unify messaging and build momentum for PBH Partner and Have A Plant® Ambassador content to shine bright within our digital and social media ecosystem.

**Q1:  
“PLANT-ENTIONS”**

Set positive plant-entions for the New Year! It’s as easy as incorporating your favorite fruits and veggies into a variety of diet plans to support overall health and immunity.



**Q2:  
FOOD ROOTED IN  
A BETTER MOOD®**

Fruits and veggies can lift your spirits! There can be immense joy in the sweet-tasting, healthy eating experience of fruits, and smart satisfaction associated with the success of preparing vegetables as a meal, or as part of a meal.



**Q3:  
CELEBRATING THE  
ROOTS OF OUR FOOD**

Farmers and growers work tirelessly to bring produce to Americans’ tables to fuel health and happiness. We salute their extraordinary efforts every day, and especially during National Fruits & Veggies Month (September), a plant-packed celebration of America’s favorite and most flavorful plants!



**Q4:  
FLAVORFUL FEASTS  
WITH FRUITS & VEGGIES**

Ring in the holiday cheer with fruits and veggies! We’ll focus on flavor and fun and unveil a fruit & veggie inspired holiday playlist ... along with lots of dancing emojis.





## The Messaging

### 2022 PBH Content Calendar

These monthly themes serve as a guidepost to help curate content that tells a compelling story. Though it's not required to sync your content up with our calendar, we recommend it for maximum impact. #haveaplant

January	February	March	April
<p><b>Turning Over A New Leaf</b> Start the New Year with a new 'tude. It's as easy as incorporating your favorite plants into daily meals and snacks to support overall health &amp; help boost immunity.</p>	<p><b>Warm Your Heart With Fruits &amp; Veggies</b> In honor of American Heart Month, keep those positive "plant-entions" up by adding fruits and vegetables to soups, warm casseroles, sizzling stews, and those feel-good comfort foods!</p>	<p><b>Bountiful Boards</b> Celebrate gearing up for spring festivities and stick to your plant-entions by creating sharable boards starring your favorite fruits &amp; veggies. Get creative and mix and match a variety of forms and flavors to march your way to better health.</p>	<p><b>Sustainability For The Soul</b> When you're feeling stressed, leaning into fruit and veggie experiences can have a calming effect. Maybe it's breathing in the soothing aromas when cooking your favorite plant-packed meal or perhaps you find the motion of chopping, slicing and dicing fruits and veggies to be therapeutic.</p>
May	June	July	August
<p><b>Food Rooted In A Better Mood®</b> It's National Mental Health Month. Let's take a mindful moment and remember to utilize brain breaks by fueling with healthful fruit and veggie snacks and meals.</p>	<p><b>Effortless Outdoor Entertaining</b> What better way to boost your mood than enjoying fruits &amp; veggies outside? Elevate your outdoor entertaining spread – from dried fruit paired with your favorite cheese for the perfect picnic to refreshing beverages mixed with 100% juice to welcome in the start of summer.</p>	<p><b>Celebrating The Roots Of Our Food</b> Celebrate farmers and growers across the nation by learning about their passion for bringing fruits and vegetables from farm to table. We'll spotlight inspiring stories each week to appreciate those who cultivate and create the produce on our plate.</p>	<p><b>Here's A Plan: Have A Plant®</b> As the summer comes to a wrap, planning is an important part of keeping us on track for getting back to busy. Smart shopping strategies, meal planning and prepping can support you in making the most of the summer's harvest.</p>
September	October	November	December
<p><b>Cheers To National Fruits &amp; Veggies Month</b> It's National Fruits &amp; Veggies Month, and we couldn't be happier! Join in the plant-packed extravaganza – it's going to be bananas!</p>	<p><b>Pumpkin Spice &amp; Everything Nice</b> Celebrate fall and the feel-good flavors of apples, pumpkin, squash, cranberries and more. Cooler weather calls for baking something warm in the kitchen, so put your apron on and whip up your favorite autumn inspired plant-packed treat.</p>	<p><b>Flavorful Friendsgiving</b> Some things go better together – think turkey and cranberry sauce or string beans with toasted almonds. Gather around the table and celebrate the seasons' bounty with flavorful produce pairings that will elevate your favorite Thanksgiving classics from everyday to gourmet!</p>	<p><b>Vibing With Fruits &amp; Veggies This Holiday</b> Keep yourself hyped up for the most wonderful time of the year with fruits and veggies. Whether it's sipping your favorite holiday cocktail, makin' memories with music and meals, we've got you covered for the ultimate end-of-year celebration!</p>

\*Monthly themes subject to change

## The Messaging

# Find Yourself In Our Fruit & Veggie Celebrations Calendar

### January

National Carrot Month  
National Bean Day  
National Apricot Day  
National Rhubarb Day

### February

Fabulous Florida Strawberry Month  
National Canned Food Month  
National Cherry Month  
National Grapefruit Month  
National Potato Lover's Month  
National Sweet Potato Month  
National Potato Lover's Day  
National Strawberry Day

### March

National Celery Month  
National Frozen Food Month  
National Frozen Food Day  
National Artichoke Heart Day  
National Spinach Day  
National Oranges and Lemons Day

### April

National Fresh Celery Month  
National Fresh Florida Tomato Month  
Fresh Tomato Day  
Day of the Mushroom  
National Garlic Day  
National Raisin Day

### May

National Asparagus Month  
National Salad Month  
National Strawberry Month  
National Raisin Week  
National Orange Juice Day  
Pick Strawberries Day

### June

National Fresh Fruit and Vegetables Month  
National Papaya Month  
Corn on the Cob Day  
Fresh Veggies Day

### July

National Berry Month  
National Blueberry Month  
National Salad Week  
National Watermelon Month  
Eat Beans Day

### August

Get Acquainted with Kiwifruit Month  
National Peach Month  
National Watermelon Day  
National Zucchini Day  
National Potato Day  
"Eat a Peach" Day  
Banana Lover's Day  
Lemon Juice Day

### September

#### **National Fruits & Veggies Month**

National Mushroom Month  
National Papaya Month  
National Potato Month  
Vegetarian Awareness Week  
National Acorn Squash Day  
National Guacamole Day

### October

National Apple Month  
National Cranberry Month  
National Spinach-Lover's Month  
National Tomato Month  
World Vegetarian Day  
National Mushroom Day  
National Nut Day  
National Pumpkin Day  
National Potato Day

### November

National Pomegranate Month  
National Sweet Potato Awareness Month  
National Vegan Month  
National Fig Week  
Eat a Cranberry Day

### December

National Pear Month  
National Eat a Red Apple Day  
National Kiwifruit Day

*Did we miss something? If you don't see your special day here please let us know!*



A background image showing two children, a girl on the left and a boy on the right, holding up two fruit popsicles. The girl is holding a yellow one and the boy is holding a red one. They are both looking at the camera with slight smiles. The image is slightly blurred and has a dark overlay.

# THE MAGIC

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Good move sponsoring content with PBH! Working together is where the magic happens. Our digital ecosystem, which includes fruitsandveggies.org, social media channels, and e-newsletters, doesn't just connect with the Gen Z and Millennial audiences – it spurs them to action. The strategy behind it was developed from first-hand consumer interviews and product testing. It provides this key audience with the fruit and vegetable information they're craving, from a trusted source.

On the following pages you will find everything you need to provide to the PBH team so we can make your content shine.

## The Magic

## The Reach

Our reach and audience is a mix of mostly millennial and Gen Z consumers, health & wellness professionals, consumer influencers, and produce industry professionals.



**1,001,400**

Facebook Followers



**22,500**

Instagram Followers



**61,000**

Twitter Followers



**4,000,000**

Average Tweet Chat Impressions



**29,000**

Influencer E-Newsletter  
Subscribers



**54,000**

Consumer E-Newsletter  
Subscribers



**365,000**

Average Monthly Website  
Visitors



**1,000**

Average Webinar Registrants

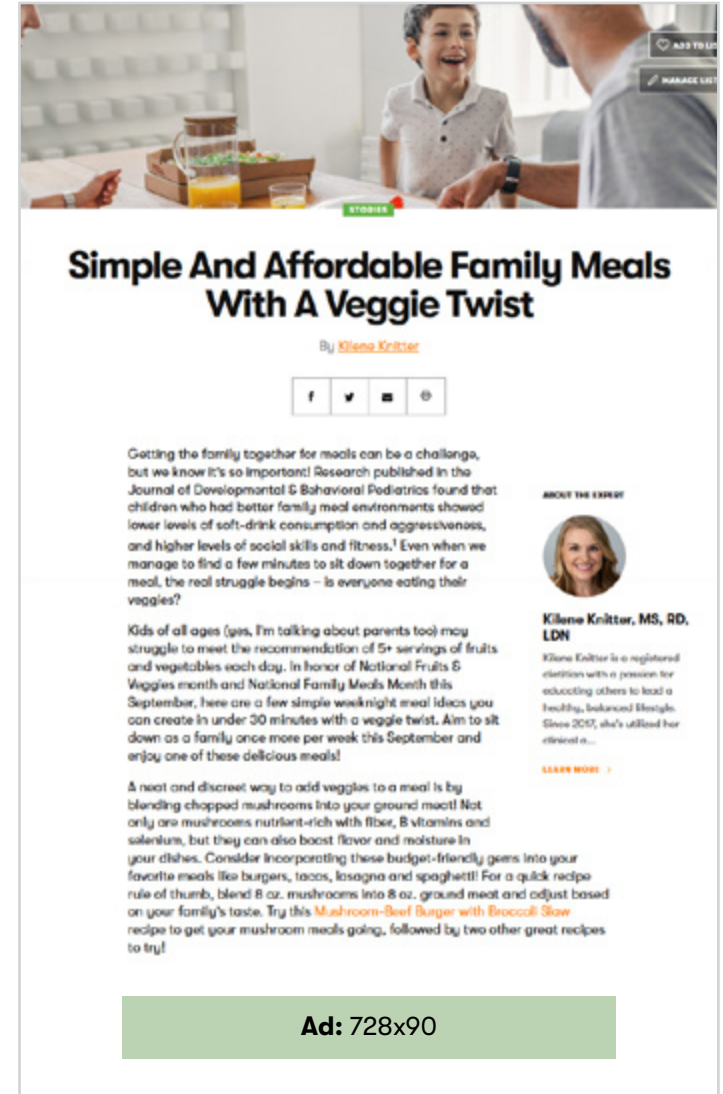
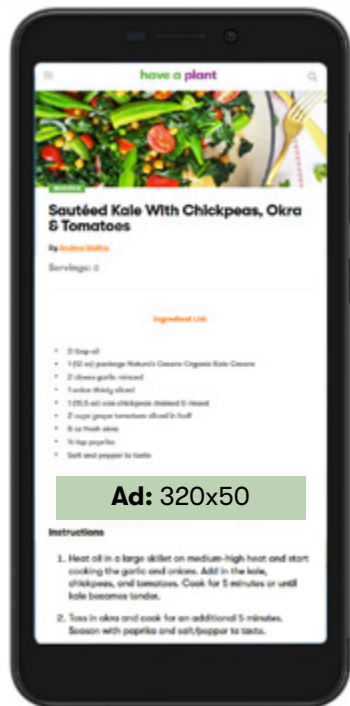


# The Magic

## Fruitsandveggies.org Specs and Guidelines

### Website banner ads

- Three sizes of the same ad: 300x250, 728x90, and 320x50
- A link to your website, social channels or wherever you want to drive the audience



All content is due to PBH the first Friday of the month prior to the date of publication.  
All content is subject to approval or revisions by PBH before going live on the PBH channels.

# The Magic

## Recipes

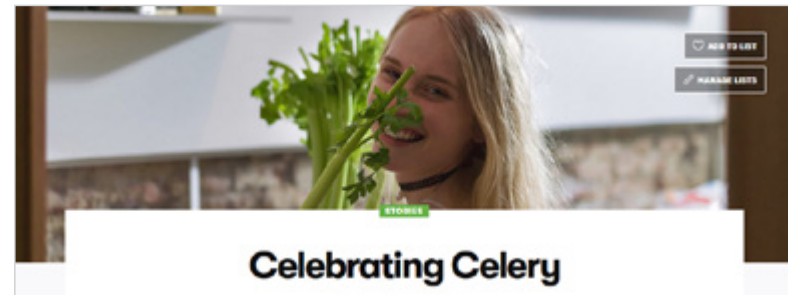
- Header image sized 1440x480 pixels
- Recipe ingredients and instructions in a DOCX or PDF
- Recipe teaser, 150 characters maximum
- *Suggested but not required:* Prep time, Cook time, Servings, Serving Size, Nutrition Facts

## Story

- Header image sized 1440x480 pixels
- Story text in a DOCX or PDF
- 600 words minimum
- Story teaser, 150 characters maximum
- Additional photos, infographics, external links, and/or embedded videos may be included

## Expert Advice

- Header image sized 1440x480 pixels
- Question and Answer in a DOCX or PDF
- 300 words minimum, 700 words maximum
- Additional photos, infographics, external links, and/or embedded videos may be included



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## The Magic

# Social Media Specs and Guidelines

## Overall Quality Factors

- **Keep copy light, fun and in line with the PBH voice** so it doesn't sound like an ad. Avoid use of the word "our."
- **All content will need to include #sponsored upfront.**
- **PBH will utilize the Branded Content tool** on both Facebook and Instagram to disclose our paid partnership in all social media posts.
- **Video and lightweight motion graphics consistently perform better than static images.**
- **Keep text overlay in images to a minimum.** No text overlay is best, images that don't look like ads perform better.
- **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.



This top performing 2020 member post from the US Highbush Blueberry Council earned over 1 million impressions on the Have A Plant® social media channels.

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## The Magic

### Facebook

#### Image

- 1080x1080 pixels
- JPG or PNG file

#### Video

- 1200x1200 pixels
- MP4 file
- Less than 15 seconds in length

#### Copy

- Ideally less than 125 characters
- 2 maximum hashtags

### Facebook Lives

- **Max resolution of 720p** (1280x720) at 30 frames per second.
- If possible, **use a tripod or stabilization device.**
- **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.



**Pro tip: Hire a professional! PBH Have A Plant® Ambassador Manuel Villacorta, RDN hosts a successful Facebook Live on PBH's page sponsored by the National Dairy Council.**

#### 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 using #haveaplant and tagging @fruitsandveggies.
- **Do create an attention-grabbing headline and description.**
- **Do create an outline beforehand.** Outline key messages, call to actions and important statistics before going live.
- **Do stay live for around 10 minutes.** The longer you broadcast, the higher reach your live video will become.
- **Don't create a live video using pre-recorded content.**

## The Magic

### Instagram

#### Image

- 1080x1080 pixels
- JPG or PNG file

#### Video

- Vertical or square format. Avoid horizontal formats.
- 1200x1200 pixels (1:1 aspect ratio), 1200x1500 (4:5 aspect ratio), or 1080x1920 (9:16 aspect ratio)
- MP4 file
- Less than 15 seconds in length

#### Copy

- Ideally less than 125 characters
- 9-15 hashtags

### IG Reels, IG Stories & IGTV

Due to the format, IG Reel, IG Stories and IGTV are unable to receive paid support. If interested in these formats please provide video with the following specs:

- Vertical or square format. Avoid horizontal formats.
- 1080x1920 pixels (9:16 aspect ratio)
- 60 seconds or less so it can be posted to PBH's main feed and receive paid support.



**PBH Have A Plant® Ambassador Nicole Rodriguez, RDN created this successful video for promotion on Instagram, sponsored by National Cattlemen's Beef Association. (this is what a 9:16 aspect ratio video looks like)**

## The Magic

### Twitter

#### Image

- 1200x675 pixels
- JPG or PNG file

#### Video

- 1080x1080 pixels
- MP4 file
- Less than 30 seconds in length

#### Animated GIF

- Resolution should be 1280x1080

#### Copy

- 280 character maximum
- 2-3 hashtags are ideal



This top performing Twitter post from 2020 features photography by PBH Have A Plant® Ambassador Andrea Mathis, sponsored by Sun-Maid Growers.

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# The Magic

## E-Newsletter Specs and Guidelines

### Display ad

- 250x250 graphic with a clear call-to-action
- A link

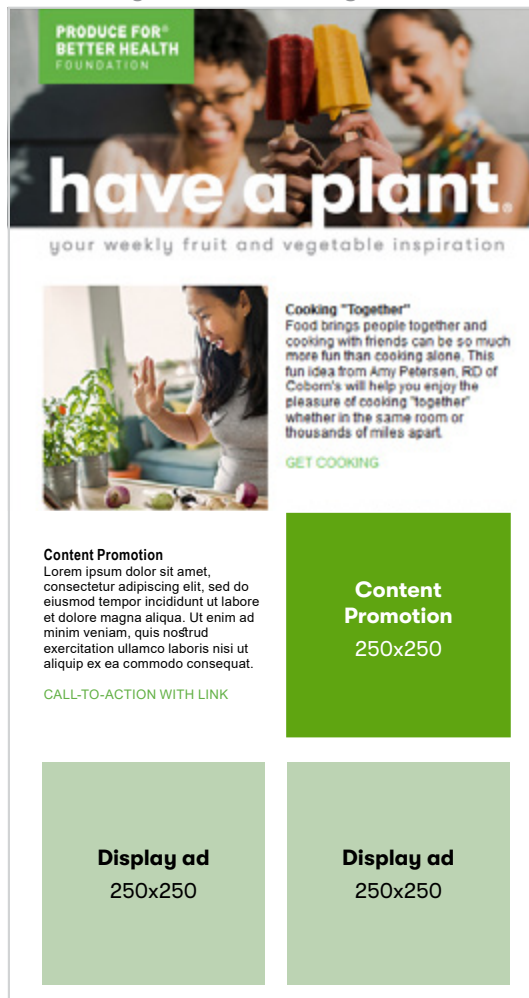
### Content Promotion in Consumer-facing Newsletter

- 250x250 photo, no logo or text overlay
- 30-45 words of teaser text. Use the PBH voice so it doesn't sound like an ad. Avoid use of the word "our."
- Call-to-action with link

### Content Promotion in Influencer-facing Newsletter

- 250x230 photo, no logo or text overlay
- 30-45 words of teaser text. Use the PBH voice so it doesn't sound like an ad. Avoid use of the word "our."
- Call-to-action with link

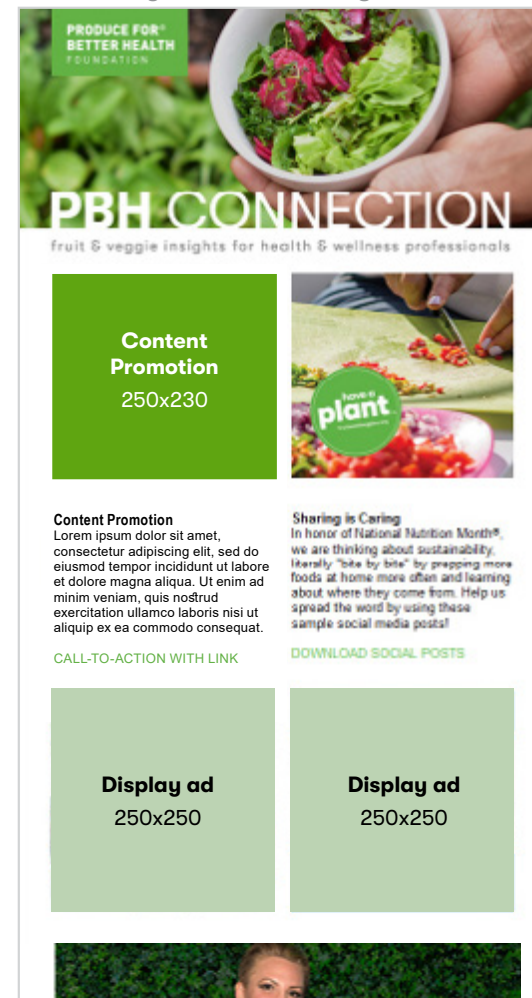
#### Weekly Consumer-facing Newsletter



Weekly Consumer-facing Newsletter layout:

- Header: PRODUCE FOR BETTER HEALTH FOUNDATION logo, "have a plant." headline, "your weekly fruit and vegetable inspiration" sub-headline.
- Main Content: "Cooking 'Together'" article with photo of a woman, text describing the benefits of cooking with friends, and a "GET COOKING" link.
- Content Promotion: A 250x250 photo placeholder with "Content Promotion" text and a "CALL-TO-ACTION WITH LINK" link.
- Display ad: A 250x250 green placeholder with "Display ad" text.
- Display ad: A 250x250 light green placeholder with "Display ad" text.

#### Monthly Influencer-facing Newsletter



Monthly Influencer-facing Newsletter layout:

- Header: PRODUCE FOR BETTER HEALTH FOUNDATION logo, "PBH CONNECTION" headline, "fruit & veggie insights for health & wellness professionals" sub-headline.
- Main Content: "Sharing is Caring" article with photo of hands holding a bowl of salad, text about National Nutrition Month, and a "DOWNLOAD SOCIAL POSTS" link.
- Content Promotion: A 250x230 green placeholder with "Content Promotion" text and a "CALL-TO-ACTION WITH LINK" link.
- Display ad: A 250x250 light green placeholder with "Display ad" text.
- Display ad: A 250x250 light green placeholder with "Display ad" text.

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# THE MAKEUP

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The beauty of the brand is all in the makeup and it was carefully designed to inspire. The Have A Plant<sup>®</sup> logo use and brand guidelines guide the implementation of the Have A Plant<sup>®</sup> Movement for its members, partners and all who choose to spread the Have A Plant<sup>®</sup> love.

## The Makeup

### The Written Brand

**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 logo must be identified with the® symbol.
- The size of the registered trademark may be altered proportionally, within reason, to ensure its legibility.





## The Makeup

# The Brand System

### 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.

## The Makeup

### The Brand Fonts

The fonts selected to support the Have A Plant® brand 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 Have A Plant® tagline.

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### Presentation Fonts

For presentations and electronic documents created in Microsoft PowerPoint and Word which will be shared with external organizations, 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

**ABCDEFGHIJK**  
**abcdefghijkl**

ABCDEFGHIJK  
abcdefghijkl

Arial Black / Regular

**ABCDEFGHIJK**  
**abcdefghijkl**

ABCDEFGHIJK  
abcdefghijkl

## The Makeup

### Brand System Photography

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. Images celebrating the spirit of the Have A Plant® Movement 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





## The Makeup

### Have A Plant® Logo Use Requirements

#### 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

## The Makeup

### 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.

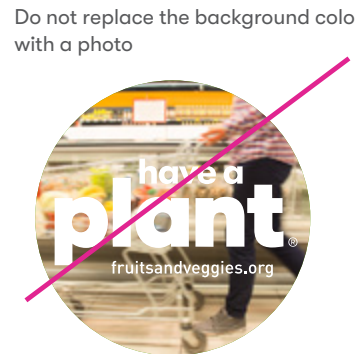


# The Makeup

## Unacceptable Logo Use

It is not permissible to alter the Have A Plant® logo in any way. Examples on this page illustrate unacceptable Have A Plant® logos.

- Do not recolor the logos 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 Have A Plant® word mark in an oval or any unapproved containing shape.
- Use ONLY approved electronic logo art supplied by PBH marketing.





## The Makeup

### 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 trea®ents is to be authorized through and done by PBH marketing.



## The Makeup

# National Fruits & Veggies Month Logo Use Requirements

September is National Fruits & Veggies Month (NFVM), a moment in time when we can rally around bringing fruits and vegetables to the center of our plates, our hearts and our homes, throughout the nation. Resources are made publicly available to make it easier for industry and influencer partners to join the action to spread the Have A Plant® Movement nationwide. We provide the consumer campaign with corresponding resources, including tips, tricks, facts and hashtags as well as research and additional expertise. You take it from there! Visit the [National Fruits & Veggies Month toolkit for Plant Passionate Advocates](#) for all the resources.

Because the logo is a visual symbol of the month-long celebration, it is important to ensure accuracy, legibility and consistency in appearance whenever the logo is used on print, web, broadcast and social media communications. It is not acceptable to alter it in any way.

In keeping with its mission, PBH does not support the use of the National Fruits & Veggies Month logo on any 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.



### Logo Shape

The NFVM logo can be used successfully on a white background, colored backgrounds or even backgrounds with full-color photography. In all cases where it is used on a colored background or on full-color photography the background of the logo should be transparent to maintain its shape.

Acceptable



Not Acceptable





# THE MATERIALS



Have A Plant® is a registered trademark of the Produce for Better Health Foundation. Use of the Have A Plant® logo in manufactured materials is a benefit to eligible licensed companies and organizations. Logo use guidelines are solely for the use of authorized PBH members and Have A Plant® licensees. It is provided for assisting in the development of materials pursuant to the terms of the Have A Plant® license agreement.



## The Materials

### On-pack Have A Plant® Logo Use

The seal version of the logo contained in a shape is recommended for on-pack logo use as it can help define clear space and maintain brand presence in busy retail, packaging and foodservice environments.

#### 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 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.



## The Materials

In keeping with its mission, PBH does not support the use of the 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.

### Have A Plant® Logo Usage Guidelines

As of December 2020, PBH members can:

- Include Have A Plant® on-pack, on approved individual/single ingredient fresh, frozen, canned, dried and 100% juice packages; individual items; and main dishes or meals.
- Include Have A Plant® in marketing/communications efforts to support the movement (e.g., promotional materials, social media content, etc.).

Have A Plant® does not offer specific dietary guidance; rather it is meant to help people easily identify foods and mixed dishes that contain a significant amount of fruits and vegetables. That said, PBH continues to align with federal nutrition and labeling guidance including the Dietary Guidelines for Americans, MyPlate and U.S. Food and Drug Administration and U.S. Department of Agriculture regulations. These science-based dietary recommendations will help inform the Have A Plant® logo usage outlined on the following pages.

### Approvals

Any and all artwork must be submitted for approval before manufacturing materials. Have A Plant® and the Have A Plant® logo are registered trademarks of PBH. All rights reserved.

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 Marketing & Communications Manager for review. [cgordon@pbhfoundation.org](mailto:cgordon@pbhfoundation.org)

## The Materials

### On-Pack Or On-Shelf Have A Plant® Logo Use Criteria

A PBH member’s product can display the Have A Plant® logo if the product meets the following nutrient criteria, based on current FDA Disclosure Levels\* when available.\*\*

#### Simple Fruit & Vegetable Products

Single-ingredient fruit and vegetable products including fresh, frozen, canned, dried or 100% juice with only water or 100% juice and no other ingredients added.

**Nutrient criteria do not apply.**

#### Individual Item

Any product, or recipe for a fresh or processed fruit or vegetable product (including canned, packaged, frozen, dried, and juice), and/or any other product that meets criteria for FDA’s definition of “individual food item” in [CFR 101.13](#).

Fruit and Vegetable Content***	0-250 calories: ½ CE fruit/vegetable 251-375 calories: 1 CE
Saturated Fat*	≤4 g per labeled serving size
Total Fat*	≤13 g per labeled serving size
Added Sugars****	≤10 g per labeled serving size
Sodium*	≤480 mg per labeled serving size
Cholesterol*	≤60 mg per labeled serving size
Other provisions	Fortification must be consistent with FDA policy (CFR 104.20)

\*Disclosure levels for nutrient content claims as defined in CFR 101.13

\*\*Nutrient criteria is subject to change as federal nutrition guidance is updated.

\*\*\*1 CE (Cup Equivalent) = 1 cup raw or cooked vegetable or fruit (fresh, frozen, packaged or canned), 1 cup 100% vegetable or 100% fruit juice, 2 cups leafy salad greens, or ½ cup dried fruit or vegetable

\*\*\*\*Added sugars as defined in [CFR 101.9](#)

# The Materials

## Main Dish Or Meal

Any product, or recipe for a product that meets FDA definition of “main dish” and “meal” as detailed in [CFR 101.13](#).

Fruit and Vegetable Content <sup>***</sup>	0-250 calories: ½ CE fruit/vegetable, 251-375 calories: 1 CE, 376-500 calories: 1.5 CE 501 to 625 calories: 2 CE
Saturated Fat <sup>*</sup>	Main dish: ≤6 g per labeled serving size Meals: ≤8 g per labeled serving size
Total Fat <sup>*</sup>	Main dish: ≤19.5 g per labeled serving size Meals: ≤26 g per labeled serving size
Added Sugars <sup>****</sup>	Main dish: ≤12.5 g per labeled serving size Meals: ≤20 g per labeled serving size
Sodium <sup>*</sup>	Main dish: ≤720 mg per labeled serving size Meals: ≤960 mg per labeled serving size
Cholesterol <sup>*</sup>	Main dish: ≤90 mg per labeled serving size Meals: ≤120 mg per labeled serving size
Other provisions	Fortification must be consistent with FDA policy (CFR 104.20)

\*Disclosure levels for nutrient content claims as defined in CFR 101.13

\*\*Nutrient criteria is subject to change as federal nutrition guidance is updated.

\*\*\*1 CE (Cup Equivalent) = 1 cup raw or cooked vegetable or fruit (fresh, frozen, packaged or canned), 1 cup 100% vegetable or 100% fruit juice, 2 cups leafy salad greens, or ½ cup dried fruit or vegetable

\*\*\*\*Added sugars as defined in [CFR 101.9](#)



# The Materials

Click To Download The Logos And Graphics



Reversed (white)



Sign for print



Do you have questions about these logos or need something different?  
Contact Candice Gordon, PBH Marketing & Communications Manager at [cgordon@pbhfoundation.org](mailto:cgordon@pbhfoundation.org)

# THE TEAM

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



**President & CEO**

Wendy Reinhardt Kapsak, MS, RDN | [wendy@pbhfoundation.org](mailto:wendy@pbhfoundation.org)

*Servicing you from St. Louis, MO – Central Standard Time*



**Marketing & Communications Director**

Katie Calligaro | [kcalligaro@pbhfoundation.org](mailto:kcalligaro@pbhfoundation.org)

*Servicing you from Pittsburgh, PA – Eastern Standard Time*



**Digital Marketing & Communications Manager**

Candice Gordon | [cgordon@pbhfoundation.org](mailto:cgordon@pbhfoundation.org)

*Servicing you from Seattle, WA – Pacific Standard Time*

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Produce for Better Health Foundation  
8816 Manchester Rd. PMB #408  
Brentwood, MO 63144-2602