



PBH[®]

**PRODUCE FOR
BETTER HEALTH**

PRODUCE FOR BETTER HEALTH & THE HAVE A PLANT[®] MOVEMENT

Brand Guidelines

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 eat and 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 are a PBH partner, an influencer or a Have A Plant® Ambassador, we invite you to leverage the Movement to help inspire true behavior change when it comes to increasing America's fruit and vegetable consumption. 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 as National Fruits & Veggies Month.

We believe enjoying more fruits and vegetables every single day is the most important action Americans can take for happier, healthier lives. 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

Sincerely,



Katie Calligaro
Director, PBH Marketing & Communications
International Fresh Produce Association



The Have A Plant® Movement Is Award-Winning



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Contact Candice Gordon, Manager, PBH Marketing & Communications, International Fresh Produce Association
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THE PURPOSE

Produce for Better Health (PBH) is dedicated to increasing consumption of all fruits and vegetables for America's health and happiness.

PBH and Have A Plant[®] Programming are now part of The International Fresh Produce Association's Foundation for Fresh Produce (FFP). PBH programming (inclusive of the Have A Plant[®] Movement) continues under FFP, dedicated to helping consumers live happier, healthier lives by eating more fruits and vegetables every single day.

Our mission remains the same, yet TOGETHER, we will forge alliances, increase access, and grow appeal to increase fruit and vegetable consumption for happier, healthier lives.

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.



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 Americans struggle with how to create sustainable fruit and veggie habits.

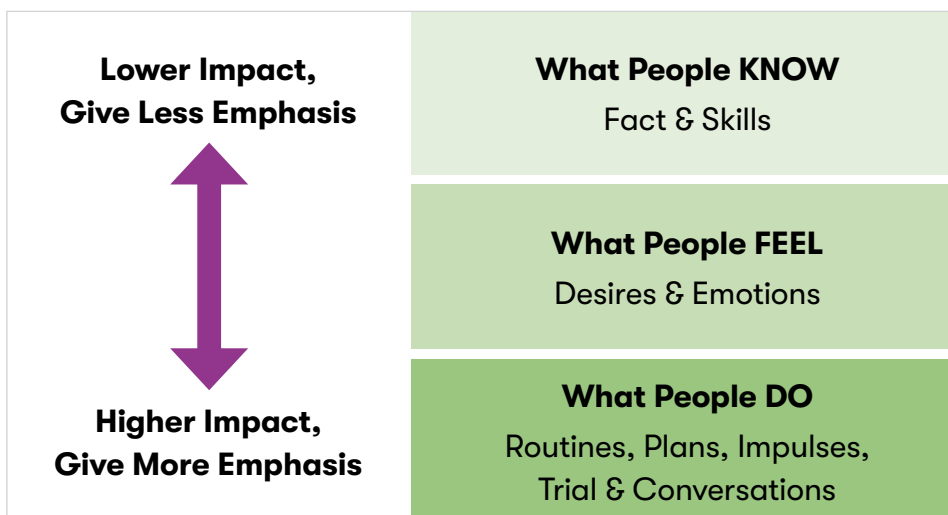
Research has told us that consumers – especially millennials and Gen Z – are not motivated by facts and figures about fruits and vegetables – or what they need to “know.” Rather, they are inspired by more powerful, yet straightforward, ideas and actions based in “feeling” and “doing.” There is joy in the sweet-tasting, healthy eating experience of fruit, and smart satisfaction associated with the success of preparing vegetables as 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 and is the backbone of the Have A Plant® Movement.

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

Feel: Emotion & Enjoyment – particularly the immediately accessible, positive experiential qualities of eating fruits and vegetables

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



THE MESSAGING

A smiling man with a beard, wearing a dark green tank top and a silver chain bracelet, is holding a white cup filled with a plant-based meal. The meal consists of a base of white yogurt or soft cheese, topped with fresh strawberries, orange slices, and a dusting of white powder (likely coconut or powdered sugar). The background is blurred, showing other people and what appears to be an outdoor event.

The Have A Plant® Movement is inclusive, 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

The Personality & Voice

When communicating about Have A Plant® — whether on social media, fruitsandveggies.org, in 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

The Core Content Pillars

Content is 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. Fruit & Vegetable Consumption & Enjoyment

- 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 Benefits

- 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 action you can take to enjoy a happier, healthier lifestyle.*

1. Fruit & Vegetable Consumption & Enjoyment

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 Benefits

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

2023 Quarterly Content Campaigns

Our quarterly content campaigns unify messaging and build momentum for PBH Partner and Have A Plant® Ambassador content to shine bright in our digital and social media ecosystem.

Q1: FOOD ROOTED IN BETTER HEALTH

The New Year is a great time to reset and root yourself in feel-good behaviors that keep you feeling happy and healthy. Adding one more fruit or veggie to your daily routine can improve health, boost your mood (and your 'tude!).



Q2: FOOD ROOTED IN A BETTER MOOD®

Fruits and veggies are literally Food Rooted In A Better Mood® and they're the plants that people aren't eating enough of. 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 snack. So here's a plan, Have A Plant®.



Q3: CELEBRATING THE ROOTS OF OUR FOOD

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



Q4: FOOD ROOTED IN FEEL-GOOD FLAVOR

Fruits and vegetables are at the center of our plates, our tables and our food-loving hearts. Bring your people together this holiday season with fruit- and veggie-packed flavorful feasts and feel-good eats.



The Messaging

2023 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.

JANUARY	FEBRUARY	MARCH	APRIL
Turning Hacks Into Habits Fruits and veggies are truly Food Rooted In Better Health, but people already know this and they still aren't doing it. We'll make it easy for you to jumpstart your New Year reset with small habit-building behaviors that include more produce on your plates.	Our Hearts BEET For Fruits & Veggies It's American Heart Month and Valentine's Day so let's give ALL the fruits and veggies some love – even those not in season (hi, National Canned Food Month). Banish the winter blues by adding fruits and veggies to your favorite feel-good foods.	Every Time You ____, Have A Plant® Reset the clock, it's about to be Spring! Whether you're still rocking the January resolutions, celebrating St. Patrick's Day or cheering on March Madness, every time you EAT, Have A Plant®.	Sustainable Habits We know that fruits and vegetables are not only good for you health, but they also boost your mood. This month we'll tap into habits and experiences that can create sustainable change, keeping you feeling healthy and happy.
MAY	JUNE	JULY	AUGUST
Food Rooted In A Better Mood® It's National Mental Health Month and let's be real – we don't have to overthink this. We're just plants. You don't have to dig too deep to add fun and flavor to your everyday routine. Give your mind a break, we got you.	Effortless Outdoor Entertaining Elevate your outdoor entertaining spread – from dried fruit paired with your favorite cheese for the perfect picnic to refreshing beverages mixed with 100% juice for a mid-day relaxation sesh to welcome in the start of summer.	Celebrating The Roots Of Our Food 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 to appreciate those who cultivate and create the produce on our plate.	Simply Savor Summer Simplicity is key when it comes to maintaining habits. As the summer comes to a wrap, planning is an important part of keeping us on track for getting back to busy. Make the most of the summer's harvest with ideas for simple snacks, routines, and solutions.
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Cheers To National Fruits & Veggies Month! It's National Fruits & Veggies Month, and we are ready for a plant party! Celebrate the OG Plants – Fruits & Veggies all month long.	Fabulous Fall Flavors Celebrate fall and the feel-good flavors of seasonal faves. Whether you're cozying up with a blanket, heading out to enjoy the leaves or trick or treating, be sure to enjoy an autumn inspired plant-packed treat.	GrateFALL November We're grateful for a lot of things and fruits and veggies are two of them! Show your gratitude and gather around the table to celebrate the seasons' bounty with flavorful produce pairings. There's a seat at the table for everyone.	Joyful Holiday Flavors It's the most wonderful time of the year! Keep yourself happy this holiday season 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!

*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 of two young women, one with dark hair and the other with glasses, holding up two fruit popsicles (one yellow, one red) in front of them. The image is slightly blurred, focusing on the text in the foreground.

THE MAGIC

Good move amplifying 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 millennial and Gen Z audiences – it spurs them to action. 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.



1,010,000
Facebook Followers




23,000
Instagram Followers



61,000
Twitter Followers



50,000
Consumer E-Newsletter
Subscribers



25,000
Influencer E-Newsletter
Subscribers



365,000
Average Monthly Website
Visitors

The Magic

Fruitsandveggies.org Content Specs & Guidelines

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

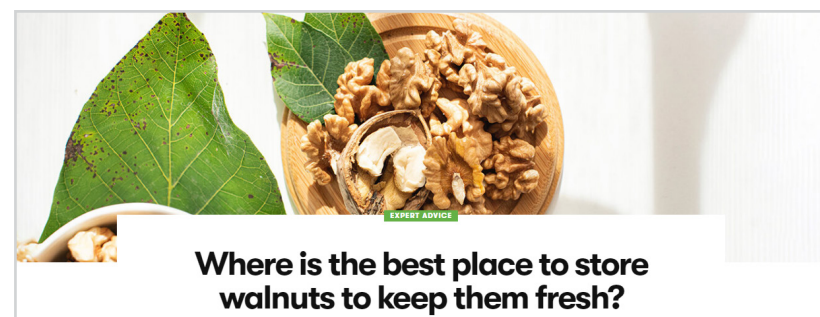
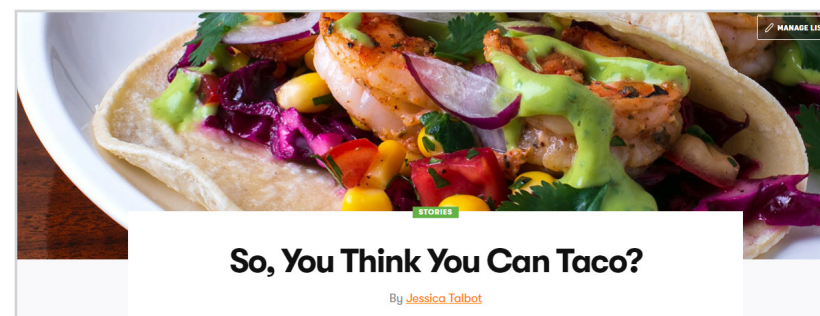
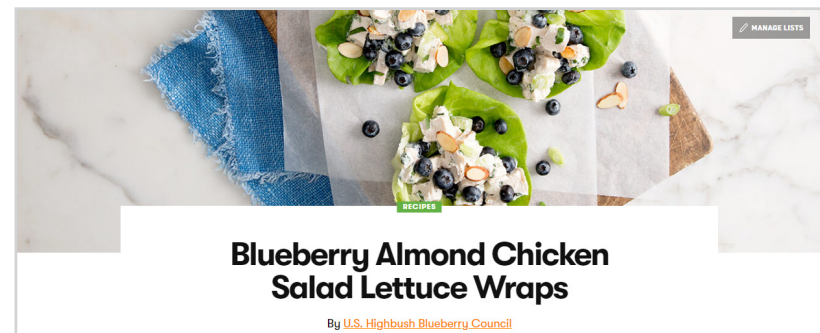
Story

- 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

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.

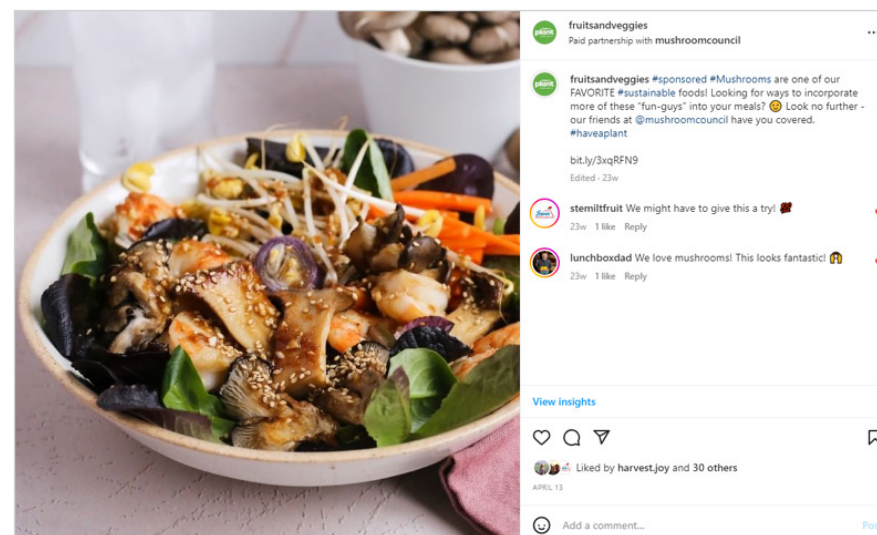


The Magic

Social Media Specs & 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."
- **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.
- **All sponsored posts will 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.



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The Magic

Facebook

Image

- 1080x1080 or 1200x630 pixels
- 2-10 images sized 1200 x 1200 for carousels
- 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.



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 or 1080x1350 pixels
- Carousel posts of 3-5 images are recommended
- JPG or PNG file

Copy

- Ideally less than 125 characters
- 3-5 hashtags

IG Reels

- Vertical format.
- 1080x1920 pixels (9:16 aspect ratio). Keep in mind that Reels are cropped to a 1:1 image in your profile feed and a 4:5 image in the home feed
- 60 seconds or less; 5-15 seconds is preferred



The Magic

Instagram Stories Takeover

During the 60-minute takeover, PBH will share 15-20 Story frames featuring a variety of assets (e.g., short videos, recipes), short text and audience questions. We recommend featuring a variety of assets and questions to keep PBH's audience actively engaged throughout the duration of the takeover. Assets should align with the following specs:

Video

- 2-3 evergreen, short form
- 1-minute or less; 1080x1920; 4GB or under; MP4 file

Images, Infographics or Recipes

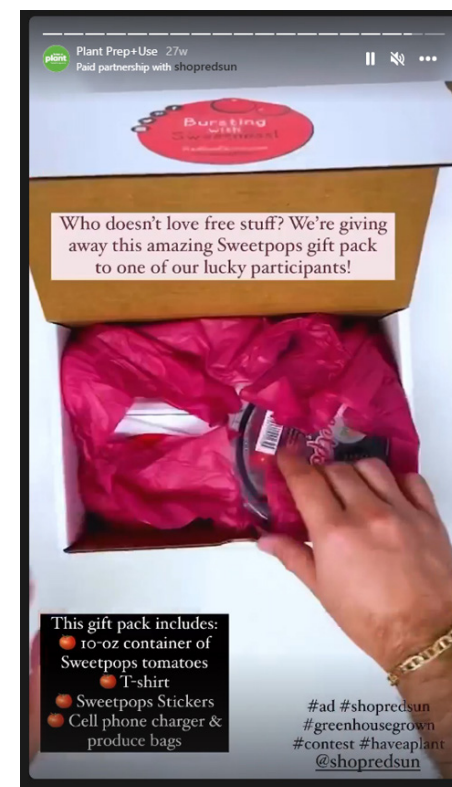
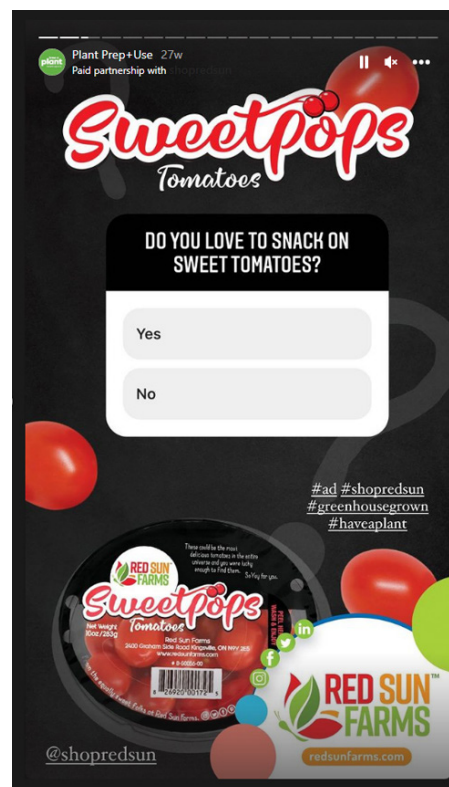
- 3 each + 1 for each audience question
- 1080x1920; under 30 MB; PNG or JPG

Audience Questions

- 2-3 each
- Provide an image or background for each

Hyperlinks

- 1 per asset



The Magic

Twitter

Image

- 1200x900 pixels
- JPG or PNG file

Video

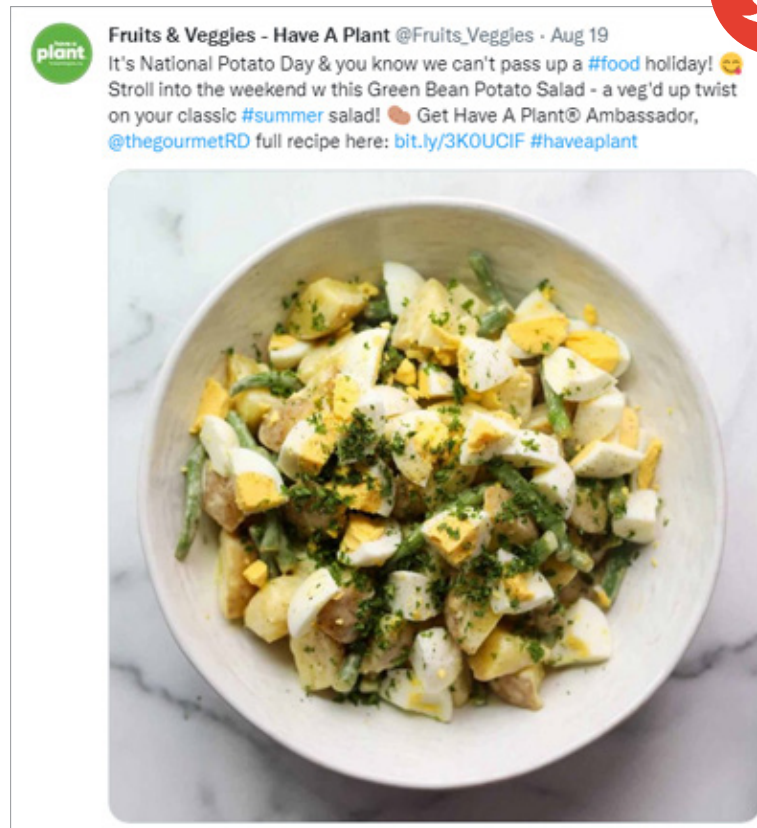
- 1080x1080 pixels
- MP4 file
- Less than 30 seconds in length

Animated GIF

- Resolution should be 1280x1080

Copy

- 280 character maximum
- 2-3 hashtags are ideal



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The Magic

Branded Advertising Specs & Guidelines

Website banner ads

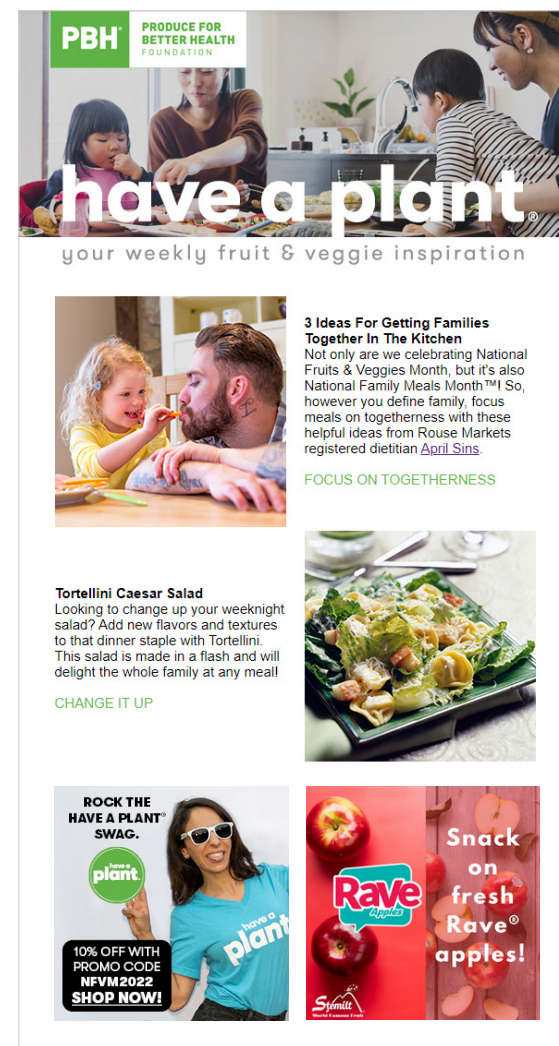
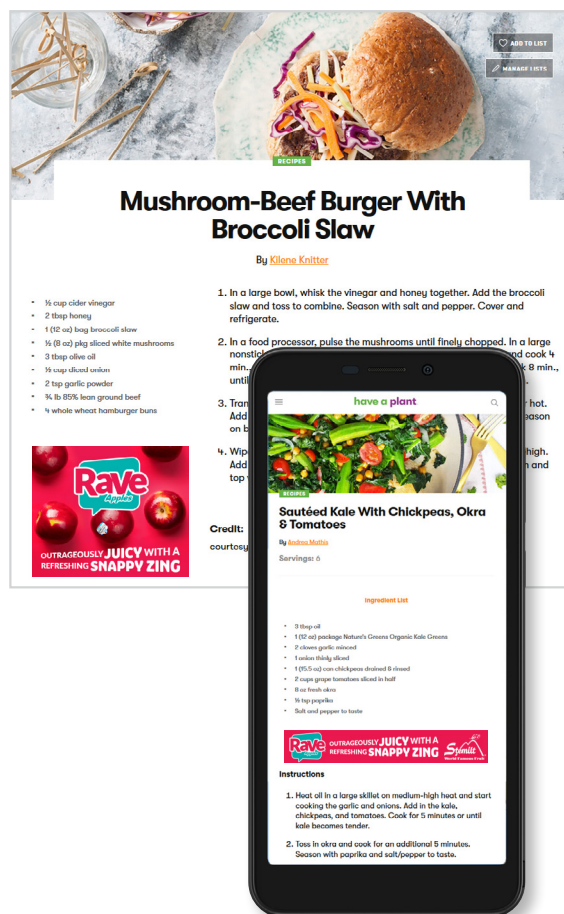
- Three sizes of the same ad artwork: 300x250, 728x90, and 320x50 pixels
- Hyperlink

Consumer-Facing Newsletter

- Artwork sized to 250x250 pixels
- Hyperlink

Influencer-Facing Newsletter

- Artwork sized to 250x250 pixels
- Hyperlink



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THE MAKEUP

The beauty of the brand is in the makeup. The PBH and Have A Plant[®] brand system was carefully designed to inspire. This section guides the implementation of the PBH and Have A Plant[®] logos for our partners and all who choose to spread the fruit and vegetable love.

The Makeup

The Brand System

The PBH and Have A Plant® brands are part of the same brand system and share colors, typography and photography style.

When To Lead With The PBH Brand

PBH should be the lead brand when communicating with industry organizations, health and wellness professionals or food, agriculture or lifestyle influencers. Because Have A Plant® is intended to be a call-to-action (i.e., it is asking you to do something), the communication should only include it as a secondary brand presence if you are asking the audience to take that action.

When To Lead With The Have A Plant® Brand

Have A Plant® should be the lead brand when communicating with consumers. In these instances, PBH can have limited brand presence, showing up less prominently if desired to lend credibility to Have A Plant® or build equity in PBH (e.g., footer of website, bottom corner of materials).

Use the primary target audience for communications to determine which brand to lead with for any material created. If materials are used for multiple audiences, please evaluate who the primary audience is and use that audience's lead brand.



PRODUCE FOR
BETTER HEALTH



The Makeup

The Brands In Writing

PBH Brand Use When Referenced In Text

Although the PBH brand logo is predominantly an acronym, it is important to maintain and promote recognition of the spelled out full name “**Produce for Better Health.**” Encourage staff and members to articulate the full name as such when introducing audiences to the organization.

Per standard writing practice, after first use introduction of the organization Produce for Better Health 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[®] Brand Use When Referenced In Text

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 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

Brand Colors

A Colorful Brand

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

A 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



PBH Green

c66 / m6 / y100 / k0

RGB: 100 / 178 / 70

PMS: 369



Have A Plant® Purple

c50 / m94 / y6 / k0

RGB: 157 / 53 / 141

PMS: 513

Complete Palette With Accent Colors



PMS 369



PMS 513



PMS 225



PMS 299



PMS 179



PMS 144



PMS 123

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

Brand Typography

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. The font may be purchased from grillitype.com.

Din Pro is used for the Have A Plant® tagline.

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIN Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Black / Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The Makeup

Brand Photography

Our brand is bold, passionate, joyful, optimistic, straight-talking. Photography used in 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 millennials and Gen Z – 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

Produce for Better Health Logo Use Requirements

The acronym “PBH” as a brand name is ingrained in the minds of people who know the organization. The Produce for Better Health logo is comprised of the acronym set in a green color block for instant recognition. The bold green supports the truth that fruits and vegetables are a healthful goodness that spring from the ground.

Because the logo is a visual symbol of PBH, 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 PBH 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.



**PRODUCE FOR
BETTER HEALTH**

The Makeup

Color Control

The PBH logo can be used successfully on a white background, colored backgrounds or even backgrounds with full-color photography. When placed on a white or very light background use the logo with no bounding box (A). When placed on a color or textured background use the version with a bounding box (B).

The preferred use of the logo is in PBH Green (A and B). If color printing or digital display are not available, a black version of the logo is available (C).

In the more rare case where the PBH logo is placed on a larger green background – such as a presentation slide, it is acceptable to use the reversed version of the logo (D). If the logo is placed on a larger PBH Green background like this, the bounding box is not needed.

PBH Green in four-color process, or in the RGB formula below, has been established to maintain consistent color.

A.



**PRODUCE FOR
BETTER HEALTH**

B.



**PRODUCE FOR
BETTER HEALTH**

C.



**PRODUCE FOR
BETTER HEALTH**

D.



PBH Green

c66 / m6 / y100 / k0

RGB: 100 / 178 / 70

PMS: 369

The Makeup

Logo Size

The PBH logo should never be used at a size less than 1.5 inches in width, measuring from the outside dimension of the color block. This minimum size rule ensures adequate readability.

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.

Small Space Or Brand Extension 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.

1.5" minimum size

PBH® PRODUCE FOR
BETTER HEALTH

PBH PRODUCE FOR
BETTER HEALTH

Top position, establishing
a left margin and text
alignment

Left edge position

PBH PRODUCE FOR
BETTER HEALTH

Bottom corner position

PBH PRODUCE FOR
BETTER HEALTH

Non-bleed footer position

PBH PRODUCE FOR
BETTER HEALTH

Examples for an event, report or brand extension.

PBH®

PBH® THE CONSUMER
CONNECTION
ANNUAL CONFERENCE

.625" minimum size

PBH®

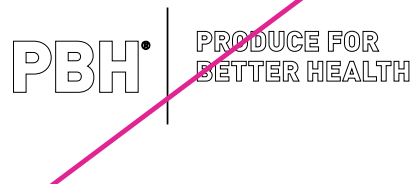
PBH® STATE OF
THE
PLATE

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



Do not replace the color with a photo



Do not alter the logo proportions



The Makeup

Have A Plant® Logo Use Requirements

In keeping with our mission, PBH does not support the use of the Have A Plant® logo on any 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.

Color Control

The full color version (A) of the Have A Plant® logo 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 may be used (C).

The seal version (D) of the logo contained in a shape is recommended for use on photos when there is not a reasonably uniform image texture, on-pack, and on social media as it can help define clear space and maintain brand presence in busy advertising, retail, packaging and foodservice environments.

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

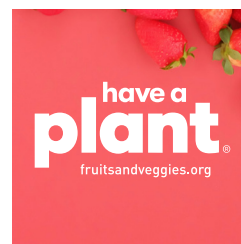
A.



B.



C.



D.



E.



PBH Green

c66 / m6 / y100 / k0

RGB: 100 / 178 / 70

PMS: 369



Have A Plant® Purple

c50 / m94 / y6 / k0

RGB: 157 / 53 / 141

PMS: 513

The Materials

Logo Size

A. The Have A Plant® logo with URL tagline lockup should never be used at a size less than 1 inch in width. At smaller sizes, it is recommended that the URL be moved outside of the lockup. For the logo without the URL tagline, the absolute minimum size is .75-inch in width. This minimum size rule ensures adequate readability.

B. The Have A Plant® 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 be moved outside of the seal. The absolute minimum size for the logo seal is .6 inch width. Size constraints will guide what is most appropriate.

C. When the logo seal is used at minimum size, 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.

D. 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.

A.



B.



C.



D.



The Makeup

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.

Do not invert the logo color



Do not incorporate a new shape



Do not re-create the logo text



Do not change the colors



Do not replace the background color with a photo



Do not alter the logo proportions



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.

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 our 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



A woman with long dark hair, wearing a grey t-shirt, is smiling and holding a sweet potato. She is in a kitchen with a brick wall and a hanging lamp. On the counter in front of her are various fresh vegetables, including a corn cob, a green pepper, a red onion, and a glass dish containing sliced carrots and yellow bell peppers. There are also potted plants on the left side of the counter.

THE MATERIALS

Have A Plant® is a registered trademark of the Produce for Better Health. 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 Partners 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

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 Use Licensing & Approvals

PBH Partners 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, Manager, PBH Marketing & Communications, International Fresh Produce Association for review. cgordon@freshproduce.com

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***	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*	Main dish: ≤6 g per labeled serving size Meals: ≤8 g per labeled serving size
Total Fat*	Main dish: ≤19.5 g per labeled serving size Meals: ≤26 g per labeled serving size
Added Sugars****	Main dish: ≤12.5 g per labeled serving size Meals: ≤20 g per labeled serving size
Sodium*	Main dish: ≤720 mg per labeled serving size Meals: ≤960 mg per labeled serving size
Cholesterol*	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 Have A Plant® Logos & Graphics



Reversed (white)



Do you have questions about these logos or need something different?
Contact Candice Gordon, Manager, PBH Marketing & Communications, International Fresh Produce Association
at cgordon@freshproduce.com

THE TEAM

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



Director, PBH Marketing & Communications, International Fresh Produce Association

Katie Calligaro | kcalligaro@freshproduce.com

Serving you from Pittsburgh, PA — Eastern Standard Time



Manager, PBH Marketing & Communications, International Fresh Produce Association

Candice Gordon | cgordon@freshproduce.com

Serving you from Seattle, WA — Pacific Standard Time



Manager, PBH Social Media Community, International Fresh Produce Association

Emily Holdorf | eholdorf@freshproduce.com

Serving you from upstate New York — Eastern Standard Time