The Academy of Nutrition and Dietetics (AND) primary applications.

The centennial logo can be used in a 2-color format. The “100” is PMS 357. The Eatright logo and the year line must remain all black if on a white or light background or must be all white if on a dark or black background.

The preferred usage for 1-color reverse is the centennial logo with the “100” in 50% black and the rest white. If the gray is not an option than all white logo can be used.

Do not tint logo.

Do not place logo at an angle.

Do not alter the proportions, reconfigure or remove elements.
APPLYING THE LOGO

The logo may not be combined with brand elements of organizations outside the Academy or its affiliates.

LOGO AREA OF ISOLATION

The Centennial logo must always be reproduced so the width measures a minimum of 1.25" wide.

MINIMUM SIZE

The logo is most effective when surrounded by as much open space as possible. A minimum amount of open space must surround the logo at all times.

TYPOGRAPHY

The Centennial logo has been custom created and should never be approximated — use only the logo files. The logos are provided as font independent file formats, so it is not necessary to purchase any fonts for use of the logo. Myriad Pro and DIN are recommended as the primary typeface to be used for headlines, subheads, and text.

COLOR PALETTE

The AND primary color palette should be used when using the full color logo and the Centennial logo is the main logo. Secondary colors can be used. Please refer to the AND guidelines for secondary colors if needed.

When using the centennial logo as a lock-up, use 2- or 1-colors unless the full color will work with the logo in the lock-up.

LOCK-UPS

The Centennial logo can be used as a lock-up only if it is a logo that does not contain the Eatright logo. The Centennial logo will be the second logo to appear separated by a pin line and x-height space between the logos and the pin line divider.

LOCK-UP AND 1 COLOR USAGE

Food & Nutrition Conference & Expo
McCormick Place West | Chicago, IL | October 21–24