

Good Food Awards

**SEAL USE**

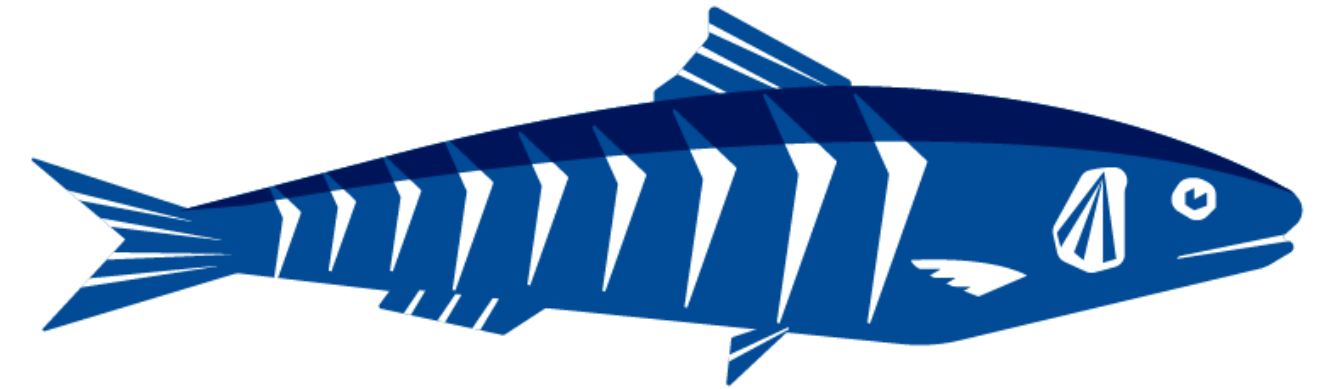
**GUIDELINES**



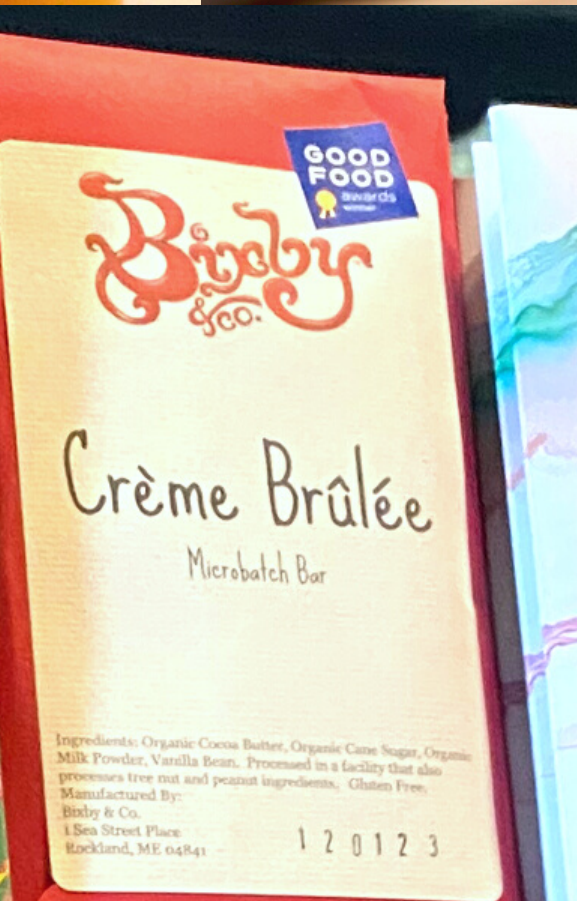
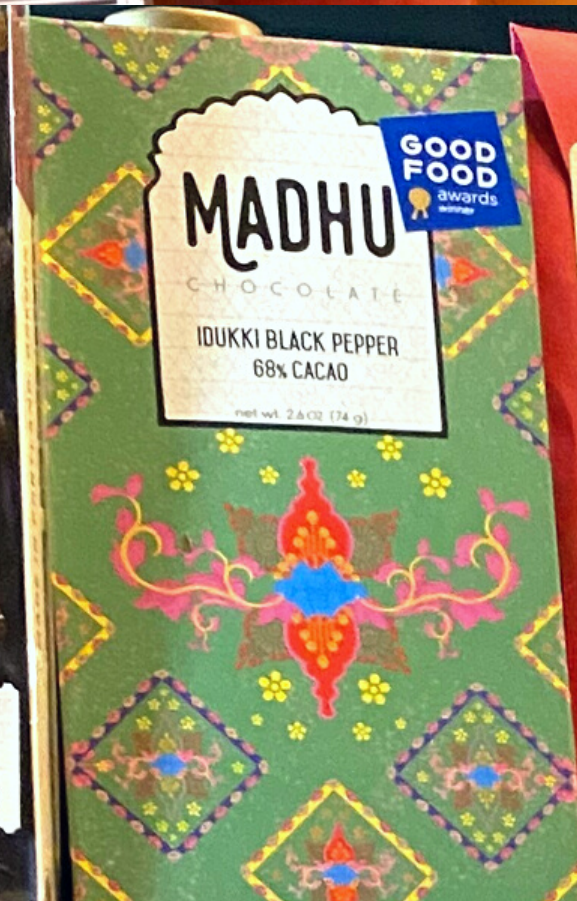
# who we are

For a long time, certifications for responsible practices and awards for superior taste have remained distinct – one honors social and environmental responsibility, while the other celebrates craftsmanship and flavor. The Good Food Awards recognizes that truly good food, the kind that brings people together and builds strong, healthy communities, contains all of these ingredients.

**our mission** is to shift status and wealth to people that are building a tasty, authentic, responsible world



**our vision** is a tasty, authentic and responsible American food culture



# design elements

The Good Food Awards seals are used to draw the consumer's eye towards your product - a product that has been vetted and honors social & environmental responsibility, craftsmanship and flavor. It's important that the identity of the seals maintains consistent in order to reach their full potential.



# Winners Seal

"Good Food" text should always be level

minimum size

The minimum size restriction helps prevent the loss of readability and legibility. The minimum size of the logo is listed below and should never be scaled smaller.

always on a 10° angle

10°



minimal size - (do not go any smaller) .35 x .35 inches

**Always use the seal files provided.  
Do not re-create.**

A large version of the Good Food awards winner seal logo, tilted at a 10-degree angle. It features the text "GOOD FOOD" in large white letters, "awards winner" in smaller white letters, and a yellow ribbon icon.

# Finalists Seal

"Good Food" text should always be level

minimum size

The minimum size restriction helps prevent the loss of readability and legibility. The minimum size of the logo is listed below and should never be scaled smaller.

always on a 10° angle

10°

**GOOD  
FOOD**  
awards  
finalist



minimal size - (do not go any smaller) .35 x .35 inches

**Always use the logo files and/or seals provided. Do not re-create.**

# seal misuse

The following examples should never be used on your packaging or website.



This is our old logo. If you are currently using this, please begin to phase out any product with this on the packaging.



This is the Good Food Awards Logo. Please do not use this on your products or website.



This is the Good Food Foundation logo. Please do not use this on your products or website.

# seal misuse

The following are examples of alterations made to the seal.



This seal's angle has been changed to be upright. Please only display the seal on a 10-degree angle.



This seal's corners are rounded. Please do not change the shape of the seal.



This seal has a visual effect. Please do not add effects including shadows or a glow.



These two seals have had their colors changed. Please do not change the colors of the seal.



# style tip!



rather than placing the seal on a white background...

always place the seal on a transparent background



Only Good Food Award winners are permitted to use the seal; all other uses of the seal or any other Specialty Food Association (SFA) trademark are prohibited without written permission from the SFA.

Questions? [connect@goodfoodfdn.org](mailto:connect@goodfoodfdn.org)

## stickers

rolls of 500 stickers are available to purchase on our website  
[shop.goodfoodfdn.org](http://shop.goodfoodfdn.org)