

4. Logo Use Requirements, cont'd



Live-link Button for Internet

When using the brand logo on a website as a link or to indicate participation in the brand, the image file should be secured in such a way that the image cannot be removed or copied from the website by visitors to the web page.

The primary placement of the web button should be on the home page of the site. Any use of the web button on the home page and/or secondary pages requires that all products featured on that page meet the criteria outlined in the guidelines.

To secure the image, the following code needs to be placed in the <head> tag of the web page you wish to protect.

```
<script language="Javascript1.2">  
  
// (C) 2003 CodeLifter.com  
// Source: CodeLifter.com  
// Do not remove this header  
  
// Set the message for the alert box am = "You must be licensed to use  
these graphics. Please call Produce for Better Health Foundation at  
302.235.2329 for more information";  
  
// do not edit below this line  
// =====  
bV = parseInt(navigator.appVersion)  
bNS = navigator.appName=="Netscape"  
bIE = navigator.appName=="Microsoft Internet Explorer"  
  
function nrc(e) {  
  if (bNS && e.which > 1){  
    alert(am)  
    return false  
  } else if (bIE && (event.button > 1)) {  
    alert(am)  
    return false;  
  }  
}  
  
document.onmousedown = nrc;  
if (document.layers) window.captureEvents(Event.MOUSEDOWN);  
if (bNS && bV<5) window.onmousedown = nrc;  
  
</script>
```

Social Media Guidelines

PBH authorizes the use of the Fruits & Veggies—More Matters brand and logo in social media channels as a way to communicate information with the growing number of consumers who are seeking and receiving health and nutrition information online.

Use of the logo and mention of the brand must reflect the mission and values of PBH and present an accurate and consistent use of the logo and its brand positioning, personality, and messaging, in order to protect the integrity of the Fruits & Veggies—More Matters brand identity.

With PBH's prior approval, the Fruits & Veggies—More Matters logo may be used in a variety of social media platforms including Pinterest and YouTube, to name a few. Because of the importance of displaying an identical look across all social media channels, PBH encourages use of the horizontal logo in full color to ensure optimum display.

Contact the PBH Licensing Department at approvals@PBHFoundation.org for more information or to request approval to use the Fruits & Veggies—More Matters logo in social media channels.

Cross-Promotion Partnerships

PBH collaborates with cross-promotion partners to educate consumers about the importance of including a variety of fruit and vegetables in daily meals and snacks and the Fruits & Veggies—More Matters national public health campaign. PBH authorizes use of the Fruits & Veggies—More Matters logo and brand messaging for these partnerships with prior approval. Examples of cross-promotion partnerships are listed below:

- Working with a representative from a local event, community fair, city, state, or other community outreach program focused on healthy eating and/or good nutrition.
- Working with a supermarket on a special event or school outreach program.
- Working with a restaurant or other food establishment on a consumer education program focused on healthy eating.
- Working with a company on promotions of foods that go with fruit or vegetables (e.g., salad dressings)
- Working with a company that represents products that help grow, store, or cook fruit and vegetables
- Working with a company on promotions of foods that go with fruit or vegetables (e.g., salad dressings)
- Working with a company that represents products that help grow, store, or cook fruit and vegetables

The above are just examples and are not intended to omit a potential cross-promotion partnership. Anyone interested in discussing a potential cross-promotion partnership should contact PBH at corporatecommunications@PBHFoundation.org.