



## How we project confidence

A Kosher Certification Symbol should inspire confidence. KVH Kosher is not just a certification agency that allows you to claim Kosher status for our products. It's about providing confidence to Kosher consumers. It is therefore important to prominently display the KVH Symbol across your products, brand, network & Public Media. Let's join forces and give people the right Symbol for every Product.

## Kosher Symbol & Designations



Regular usage on packaging should include the Kosher Symbol + one of the following designations, as Noted in your Kosher Certificate

- Pareve
- Dairy (the letter D next to the Symbol sized 50% the symbol height is also acceptable)
- Dairy Equipment (the letters DE next to the Symbol sized 50% the symbol height is also acceptable)
- Glatt Kosher Meat
- Meat Equipment
- Fish
- Passover



Special Designations that may be requested for special Kosher markets as Noted in your Kosher Certificate and approved by your KVH Kosher Liaison

- Bishul Yisroel
- Cholov Yisroel
- Pas Yisroel
- Mashgaich Temidi
- Yoshon

## Symbol Color Variations & Background Control

- Black should be used on light colored backgrounds
- White should be used on dark colored backgrounds

## Symbol Clear Space

In order to preserve the integrity of the KVH Kosher Symbol, it is important that no other symbols, logos, type or other graphic elements infringe on its space. The minimum clearspace around the KVH Kosher Symbol is equivalent to 1/3 of the width of the KVH Kosher Symbol. If it is necessary to place the KVH Kosher Symbol on top of a photographic background, it should not be positioned in a busy part of the photo, and there should be enough contrast so



that the identity is easily recognizable. The placement of the KVH Kosher Symbol on top of a photo should be considered an exception, rather than the rule.

### Smallest size use

The minimum size the KVH Kosher Symbol may be used for print applications is .4" (10mm) wide.

For digital applications, the minimum size is 45 pixels wide.

The ideal size for retail packaging is .6" (15.25mm) wide.

For digital applications, the ideal size is 100 pixels wide.

### Placement Guidelines

The KVH Kosher Symbol should be prominently displayed on certified products. We prefer the KVH Kosher Symbol to be placed on the front of the packaging. Either adjacent to the size & weight, or near the Product or Brand Name. Alternatively the KVH Kosher Symbol can be included as part of the ingredient panel.

The following should be individually marked with the KVH Kosher Symbol

1. Product Packaging
2. Case Packaging
3. Product Spec Sheets

It is very important that a uniform location is used across all products within the same brand or company. This allows consumers to easily notice the Kosher status.

### Partner logos Size relationship

When partner logos are longer and more text-based, we prefer them to be at the same height as KVH Kosher Symbol. For symbol-based logos, we prefer them to be 2X the height of the Kosher Symbol.

The Alignment should always be center aligned.

### Logo Improper Use

1. The use of a Generic KVH Kosher Symbol when packaging will or may include products from multiple Kosher designations is not allowed.
2. Blank bags, Boxes or Labels are never allowed to display a KVH Kosher Symbol.
3. Generic (not product specific) Corporate Branded boxes or labels may only be pre-printed with the KVH Kosher Symbol when the company is completely Kosher Certified without exception.

### Design Matters

If you've just read these guidelines, you have our appreciation. It means you share our belief in details and quality. We know applying these principles takes time and effort, but the marketing effect will be stronger for it. If you ever have additional questions about our visual identity and its application in design, don't hesitate to contact [branding@kvhkosher.org](mailto:branding@kvhkosher.org)

Thank you.