



# NAME & LOGO USAGE GUIDE

## SHOW NAME:

The official name of our Show is the National Restaurant Association Restaurant, Hotel-Motel Show®. In formal communications, the first mention of the Show should be the official name. It is appropriate, in subsequent mentions, to refer to it as “National Restaurant Association Show,” “Restaurant Show,” or “the Show.”

As of 2018, the National Restaurant Association and the National Restaurant Association Show no longer use the acronym “NRA”.

## Incorrect Usage of the Show Name:

- NRA
- NRA Show
- the show (‘show’ not capitalized)

## SHOW LOGO:

All Show brand logos are available in a series of different color versions to ensure maximum impact and reproduction quality in application. The logos must only appear in their approved color combinations.

### NO Year



### WITH Year



### Exclusion Zone



Keep the Show logo clear of any graphics, imagery, or text. The logo should at minimum have as much “white space” surrounding it on all sides equal to the height of the letter “R” in Restaurant. The exact measurement will vary as the logo is enlarged or made smaller.

## **SOCIAL MEDIA:**

In less formal communications (i.e. social media, e-mail subject lines and other space-constrained communications), it is permissible to use Restaurant Show for the first mention and “the Show” for subsequent mentions.

**Hashtag:** [#2023RestaurantShow](#)

**Instagram:** [@nationalrestaurantshow](#)

**Twitter:** [@NatlRestShow](#)

**LinkedIn:** [National Restaurant Association Show](#)

**Facebook:** [@NationalRestaurantShow](#)

**TikTok:** [@NationalRestaurantShow](#)

## **DO’S:**

- Use the #2023RestaurantShow on all Show promotions going forward

## **DON’TS:**

- Do not use any other hashtags re: the Show, especially with “NRA” in the phrase• NRA
- NRA Show
- the show (‘show’ not capitalized)

*Please note:* this applies to both internal and external communications, written and verbal

## **What is the difference between hashtag and mention?**

#Hashtags are used when talking about something – a topic or keyword. Using a hashtag creates a link that leads to a page displaying an aggregated list of posts about that thing. On the other hand, @Mentions **are used when talking to or about someone** (the user account of a person, brand, group, etc.).