

PARMIGIANO REGGIANO®

Brand Guidelines

Retail Tool Kit



An Italian masterpiece.



Ciao.

It is with great pride that we continue to build the brand for this extraordinary cheese in the US market.

Our goal is to help US consumers understand why Parmigiano Reggiano® cheese is so special and how to recognize it at retail, so they will purchase the real thing and enjoy the taste and aroma of this Italian culinary masterpiece.

We look forward to working with you to maintain the standards outlined in these guidelines so we can accomplish this goal together.

Index



04	Purpose	Why and how to use this document
05	Background	About Parmigiano Reggiano cheese
06	Name	Let's write our name properly
07	Trademark	How to use the registered trademark symbol
08	Logo	Which logo should we use?
09	Description	How we describe the cheese
17	Messaging	What we say is important
22	Examples	A few examples of retail marketing
29	Assets	Our brand assets and how to use them
30	Access	Link to the latest and greatest

IMPORTANT NOTE:

This is an interim Retail Tool Kit, that provides our partners with access to our key brand assets.

We will be releasing NEW versions on a regular basis.

The latest version and assets will be available here:

[LINK](#)

Purpose



Here's how and why these guidelines are important.

This Retail Tool Kit and Brand Guidelines were developed to establish brand usage standards and provide access to brand assets to our retail partners in the US, including:

- Distributors
- Retailers
- Trade Partners

Please use these guidelines to ensure that the Parmigiano Reggiano brand is manifested appropriately and consistently across all retail marketing efforts, including:

- Promotional & Advertising Campaigns
- In-Store Merchandising
- Retail Signage
- E-Commerce Websites
- Digital Marketing

NOTE:

These guidelines DO NOT influence the design of product packaging – which is subject to the mandates established by the U.S. Food and Drug Administration (FDA). The FDA is the regulatory body which defines the standards for the labeling of food products in the US, and enforces specific laws and standards in order to protect public health.

Background



Help us protect and promote this Italian masterpiece.

Parmigiano Reggiano cheese was first made in Italy in the Middle Ages. Today, almost 1,000 years later, it is still made practically the same way it was made from the very beginning – with simple ingredients – and with great respect for artisanal traditions.

Over the centuries the artisans who proudly make Parmigiano Reggiano cheese have perfected the process, respectfully introducing innovations designed to maintain and protect the traditional methods and consistently deliver a truly magnificent cheese.

Today, Parmigiano Reggiano cheese is considered one of the most beloved icons of Italian culinary tradition and culture, and its status has been elevated to that of a true “masterpiece”.



Our name



People don't always use the correct name, and this creates confusion.

Our name is long and complicated, making it a challenge for English-speaking people to remember and pronounce, let alone spell properly.

In the US the name is often abbreviated, modified or misspelled – and this creates confusion.

Consequently, people shopping for Parmigiano Reggiano cheese might end up buying other hard cheeses instead. Which is why it is absolutely crucial that we use the proper brand name at ALL times.

This is one of the biggest challenges we face as a brand in the US – and we need to work on it together in order to overcome it. There is only one right way to write our name and we **MUST** consistently write it correctly.

ALWAYS spell our complete name like this:

Parmigiano Reggiano

NEVER use any of other variants:

~~Parmigiano~~

NEVER use part of the name

~~Reggiano~~

NEVER use part of the name

~~Parm~~

NEVER abbreviate the name

~~Parmisan~~

NEVER use other spellings.

~~Parmiggiano~~

~~Parmigian~~

~~Parmagian~~

Our trademark



Protecting the brand requires proper use of the registration symbol.

In the US, the federal registration symbol, or ®, represents names and or marks (logos, trademarks, icons, etc.) that have been registered with the U.S. Patent and Trademark Office. The Consorzio is the registered owner of the Parmigiano Reggiano trademarks.

This step was taken to protect the name Parmigiano Reggiano. US law provides that if a trademark owner uses the registration symbol properly, then future defendants will be deemed to have constructive knowledge of the mark's registration. In simple terms, no one can claim ignorance if the registration symbol is properly used.

In written documents – such as articles, press releases, promotional materials, etc. – it is only necessary to use the ® symbol the first time that the name appears, or after the most prominent use of the name.

It is a common misconception that the ® symbol needs to be used every time the name appears. Overuse creates visual clutter and may detract from the aesthetic appeal of the piece.

Written documents should feature the ® in headlines or the first time that the name appears in text.

Parmigiano Reggiano[®]

↑
The ® symbol should appear in superscript, as shown above.

Our logo



It's important that we always use the new Parmigiano Reggiano logo.

The Parmigiano Reggiano brand has undergone a number of changes and updates over the years. Also, for legal and other reasons, the logos, visuals and messages that are used in certain parts of the world are not always the same as those used in the US. Consequently, it's not unusual to find in circulation different and conflicting versions of our brand.

By consistently using the brand elements that have been specifically selected for the US market, we can help US consumers more easily identify Parmigiano Reggiano cheese – so they can bring home the real Italian masterpiece.

Please download our logo from our Brand Assets Library to be sure you are using the right one.

[LINK](#)

ALWAYS use this logo:



NEVER use any of these other logos:



The *one* and *only*.



NEVER use a logo downloaded from the web.

ALWAYS use the logo in our Brand Assets Library.



Our description



How to consistently describe Parmigiano Reggiano cheese.

It is important that the words we use to describe Parmigiano Reggiano cheese are consistent across all of the marketing materials used to promote the brand.

To this extent, we've created a few versions of our standard description, edited to different lengths.

Use whichever fits best given the amount of space and purpose, and please edit as needed – however – please send us a copy for review. This will ensure that we continue to work together to build and protect the Parmigiano Reggiano cheese brand.

Email: brandteam@parmigianoreggiano.us

Short Description

Parmigiano Reggiano cheese is known for its distinctive taste, exquisite aroma, and unique texture. It is made with only three simple ingredients and aged for at least 12 months in a specific region of Italy, according to artisanal methods that date back almost 1,000 years. All of which explains why it is considered a true masterpiece of Italian culinary tradition.

Medium Description

Parmigiano Reggiano cheese is known for its distinctive taste, exquisite aroma, and unique texture. It is made with only three simple ingredients and aged for at least 12 months in the Italian provinces of Parma, Reggio Emilia, Modena, Bologna to the left of the river Reno and Mantua to the right of the river Po. The proud cheesemakers use artisanal methods that they've perfected over almost 1,000 years. All of which explains why it is considered a true masterpiece of Italian culinary tradition.

Long Description

Parmigiano Reggiano cheese is known for its distinctive taste, exquisite aroma, and unique texture. This PDO certified cheese is made with only three simple ingredients and aged for at least 12 months. The cheese making process is subject to strict monitoring and testing before it can be called Parmigiano Reggiano, ensuring that the entire process takes place exclusively in the Italian provinces of Parma, Reggio Emilia, Modena, Bologna to the left of the river Reno and Mantua to the right of the river Po. The proud cheesemakers use artisanal methods that they've perfected over almost 1,000 years. All of which explains why it is considered a true masterpiece of Italian culinary tradition.

Messaging

Consistently communicating the right messages is crucial to building a stronger brand, and will also greatly help educate consumers about why and how Parmigiano Reggiano cheese is considered a true Italian masterpiece.

- Key Messages
- Helpful Hints
- Do's and Don'ts

Our key messages



Here are the most relevant facts about Parmigiano Reggiano cheese.

FACT No. 1

Parmigiano Reggiano cheese can only be made in a very specific region of Italy.

FACT No. 2

Parmigiano Reggiano cheese is a PDO certified product, which guarantees its origin and quality.

FACT No. 3

Parmigiano Reggiano cheese is made with only three simple ingredients.

FACT No. 4

Parmigiano Reggiano cheese is made using artisanal methods that date back almost 1000 years.

FACT No. 5

Parmigiano Reggiano cheese is a source of healthy nutrients, vitamins and minerals.

FACT No. 6

Parmigiano Reggiano cheese is lactose free – making it safe for people with lactose intolerance.

FACT No. 7

Parmigiano Reggiano cheese is aged a minimum of 12 months before it is inspected.

FACT No. 8

The taste, aroma and texture of Parmigiano Reggiano cheese are rich, unique and distinctive.

FACT No. 9

Parmigiano Reggiano cheese can be enjoyed in many recipes and pairings, or in chunks by itself.

Our key messages



FACT No. 1

Parmigiano Reggiano cheese can only be made in a very specific region of Italy.

In order to qualify to be called Parmigiano Reggiano, the entire artisanal cheese making process – including the production of milk, its processing into cheese, minimum aging and packaging – must take place in a precisely defined region of Italy.

The area includes the provinces of Parma, Reggio Emilia, Modena, Bologna to the left of the river Reno and Mantua to the right of the river Po.

The environmental factors associated with where the cheese is made play a significant role in achieving the distinctive flavor and aroma of the cheese, as well as its nutritional value.

Hint: If it is not made in Italy it is not Parmigiano Reggiano cheese.

FACT No. 2

Parmigiano Reggiano cheese is a PDO certified product, which guarantees its origin and quality.

The PDO certification is the equivalent of a legal guarantee by the European Union that the product is made in the place of origin according to strict quality standards and processes.

Once the cheese is aged for at least 12 months it is tested by authorized representatives from the Consorzio del Formaggio Parmigiano Reggiano. If it meets the criteria, it gets stamped with the fire brand “Parmigiano Reggiano Consorzio Tutela” and earns the right to be called Parmigiano Reggiano DOP. In Italian the letters DOP stand for “Denominazione d’Origine Protetta”, which translates into: “Protected Designation of Origin” - explaining why in the US the acronym PDO is used instead.

To earn this certification, the entire process – from the milking of the cows to the aging of the finished cheese – must take place exclusively in the designated area of origin in Italy.

FACT No. 3

Parmigiano Reggiano cheese is made with only three simple, locally sourced ingredients.

The only three ingredients allowed in the making of Parmigiano Reggiano cheese that is sold in the US are:

MILK

The milk can only come from cows that eat forage, grass and hay from local meadows.

SALT

The wheels of cheese are immersed in a saturated solution of water and salt, a process of salting by osmosis.

RENNET

Rennet is a natural enzyme that helps catalyze the fermentation of the cheese.

Other cheeses in the US have been found to contain additives like cellulose - which is allowed by the FDA – but will NEVER be found in Parmigiano Reggiano cheese.

Our key messages



FACT No. 4

Parmigiano Reggiano cheese is made using artisanal methods that date back almost 1000 years.

Almost 1,000 years ago, monks living in the Parma-Reggio Emilia region of Italy, wanted to find a way to extend the shelf-life of the large quantity of milk they were producing – something that was important in a time before refrigeration.

They started experimenting with cheese making techniques, and eventually crafted a savory hard cheese with salt and rennet - an enzyme that helped solidify the cheese. The cheese could be stored for a very long time – and it got even better with aging. This is what became known as Parmigiano Reggiano cheese.

The ingredients used now are exactly the same as they have been from the beginning. Today, the cheese makers use modern technology - however the process itself remains unchanged in respect of ancient artisanal traditions.

FACT No. 5

Parmigiano Reggiano cheese is a source of healthy nutrients, vitamins and minerals.

Parmigiano Reggiano cheese is rich in healthy nutrients such as proteins, minerals and vitamins.

For an adult following a healthy and balanced diet of 2000kcal a serving of 25g of Parmigiano Reggiano cheese accounts for 36% of the calcium requirements and 24% of the phosphorous requirements. A large part of the energy component is made up of proteins (32g x 100g of product).

Parmigiano Reggiano cheese is rich in calcium and a source of potassium. It is also a source of zinc, iron, and magnesium, as well as biotin, vitamin B6 and vitamin B12 – making it a veritable nutritional supplement.

Other cheeses can't always make these claims because the production is not regulated, therefore the levels of nutrients can be substantially diluted.

FACT No. 6

Parmigiano Reggiano cheese is lactose free – making it safe for people with lactose intolerance.

People with lactose intolerance can enjoy a serving of Parmigiano Reggiano cheese without being concerned about negative effects.

Lactose is a sugar that is normally present in milk, however Parmigiano Reggiano cheese is naturally lactose free. The absence of lactose is a natural consequence of the traditional Parmigiano Reggiano manufacturing process.

During the first 48 hours in the production process lactose is fermented by the microflora of lactic acid bacteria, turning lactose sugar into lactic acid

Note: Other hard cheeses can also make this claim - however the fact that Parmigiano Reggiano cheese is lactose free it is not well known, therefore a relevant message.

Our key messages



FACT No. 7

Parmigiano Reggiano cheese is aged a minimum of 12 months before it is inspected.

Before it earns the right to be called Parmigiano Reggiano, the cheese must undergo a maturation process in a controlled environment for over 12 months.

After the one year anniversary, the cheese undergoes a “quality inspection” performed by authorized representatives from the Consorzio del Formaggio Parmigiano Reggiano (the ruling body that governs all things Parmigiano Reggiano), and an independent third body too.

Only at this point it can be decided if each individual wheel is worthy of the name and – in case it does not pass inspection – the official markings and signature pindots are immediately removed from the outer rind.

Most Parmigiano Reggiano sold in the US has been aged for 24, or 36 months. This is something that many other cheeses don’t do, and aging is key to its rich flavor and texture.

FACT No. 8

The taste, aroma and texture of Parmigiano Reggiano cheese are rich, unique and distinctive.

Parmigiano Reggiano cheese is known for its sharp and complex flavor that is balanced by fruity and nutty notes – and for its signature texture that is slightly gritty, thanks to salt crystals.

No wheel of Parmigiano Reggiano cheese is exactly the same because it is an artisanal product.

The taste and texture of the cheese differ depending on the specific area it comes from, what cows are used for the milk, and how long it’s aged. A 12-month old cheese will be lighter in flavor and have a smoother texture while a 36-month old cheese will boast more complex flavors, a stronger salty kick, and a more granular texture.

Other hard cheeses can’t boast the same characteristics – and can range from bland to bitter.

FACT No. 9

Parmigiano Reggiano cheese can be enjoyed in many recipes and pairings, or in chunks by itself.

Parmigiano Reggiano cheese has a high level of naturally produced Glutamate content, which gives it a very strong umami characteristic or savory taste.

Parmigiano Reggiano cheese is an excellent complement to many different foods and is often used to elevate almost any dish, cooked or uncooked – but can also stand alone.

In Italy it is commonly served very simply as a plate of chunks, unadorned except perhaps for a drizzle of high-quality aged balsamic vinegar.

Hard cheeses in the US are typically sold grated and are used mostly as an ingredient for pasta and pizza.

We recommend buying the cheese in chunks and grating it at home.

Helpful hints



How to identify the original Parmigiano Reggiano cheese.

One of the questions most frequently asked by consumers is about how to easily identify Parmigiano Reggiano cheese - so they can make sure they are buying the product they want.

At right are the three simple hints that can be included in marketing copy to help address this question.



Every wheel of Parmigiano Reggiano cheese is imprinted with the name on the rind.

The signature “dotted rind” uses a special pindot font to spell out the name in a pattern around the sides of the wheel.

HINT No. 1

Look for the signature dots on the rind that repeat the words Parmigiano Reggiano.

HINT No. 2

**Make sure that it is ‘Made in Italy’.
If it’s not, it is NOT Parmigiano Reggiano cheese.**

HINT No. 3

Check that it’s a PDO cheese. It guarantees it was made in the place of origin.

Do's and Don'ts



What Parmigiano Reggiano cheese is, and what it is not.

There are times when it is helpful to clarify the difference between Parmigiano Reggiano cheese and the alternatives that sometimes confuse consumers. Please keep in mind that we DO NOT compare Parmigiano Reggiano cheese directly to ‘parmesan’, instead we use the words “ordinary hard cheeses”.

Also, for many years Parmigiano Reggiano cheese has been described as “The King of Cheeses”.

We don’t dispute this moniker – however – we want to elevate the product beyond a “cheese” to an “icon of Italian culture”, which is why we suggest calling it a “masterpiece of Italian culinary tradition”.

So, please DO NOT use “The King of Cheese” to describe Parmigiano Reggiano cheese.

DON'TS:
Please do not use
“parmesan”

~~Parmigiano Reggiano
and parmesan are
different.~~

DO'S:
Please say:

Parmigiano Reggiano
cheese should not be
confused with “ordinary
hard cheeses”

DON'TS:
Please do not use
“King of Cheeses”

~~Parmigiano Reggiano
is the King of Cheeses.~~

DO'S:
Please say:

Parmigiano Reggiano
cheese is a masterpiece
of Italian culinary
tradition.

Examples

In the next few pages are visual examples showcasing how our brand assets could be used to create retail marketing materials.

- Display Merchandising
- Signage
- Sampling Bars
- Online Store

Retail Display Signage

Example: Retailer



ABC MARKET

When cropping images, make sure that the rind is visible.

We are using this sketch as a generic example (ABC MARKET).

Always use the correct name.



Use the logo prominently

Sample headline about 'source of healthy nutrients' message.

Please use ® the first time that the trademark 'Parmigiano Reggiano' appears in text on each item.

Sample headline about 'a real Italian' suggests 'Made in Italy' message and invites consumers to bring home the cheese.

Sample text educates consumers about what makes Parmigiano Reggiano cheese such a great product.

NOTE:
This is a generic example to be used as a reference only

Retail Display Signage

Example: Private Label Brand



Retailer Private Label Brand

XYZ MARKET



← Use the logo prominently

← Sample headline / text about 'Italian Masterpiece'
'Imported from Italy' suggests that it must be 'Made in Italy'

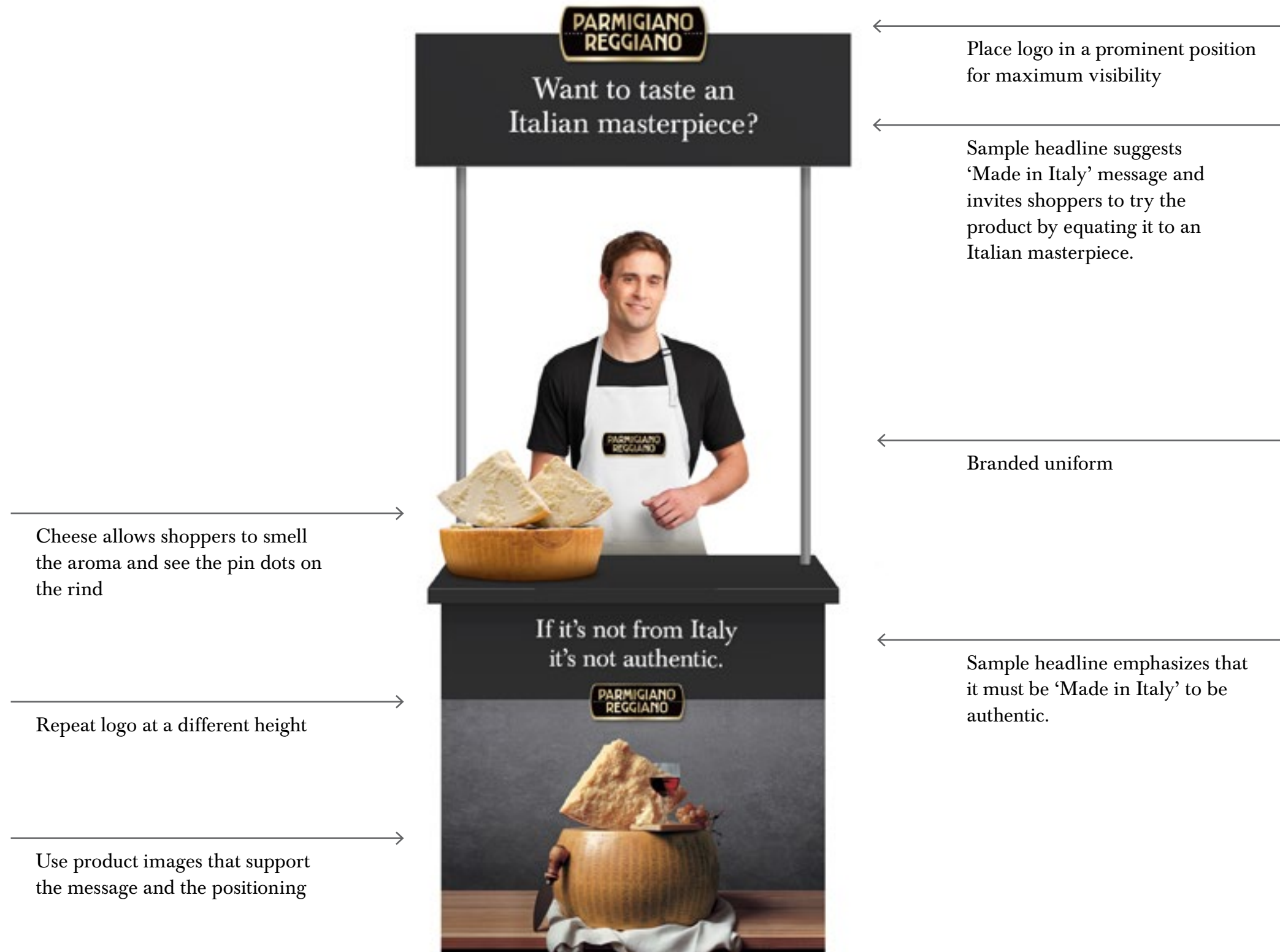
← Pricing / Promo Info

← Retailer:
ABC MARKET

Private Label Brand:
THE CHEESE SHOP

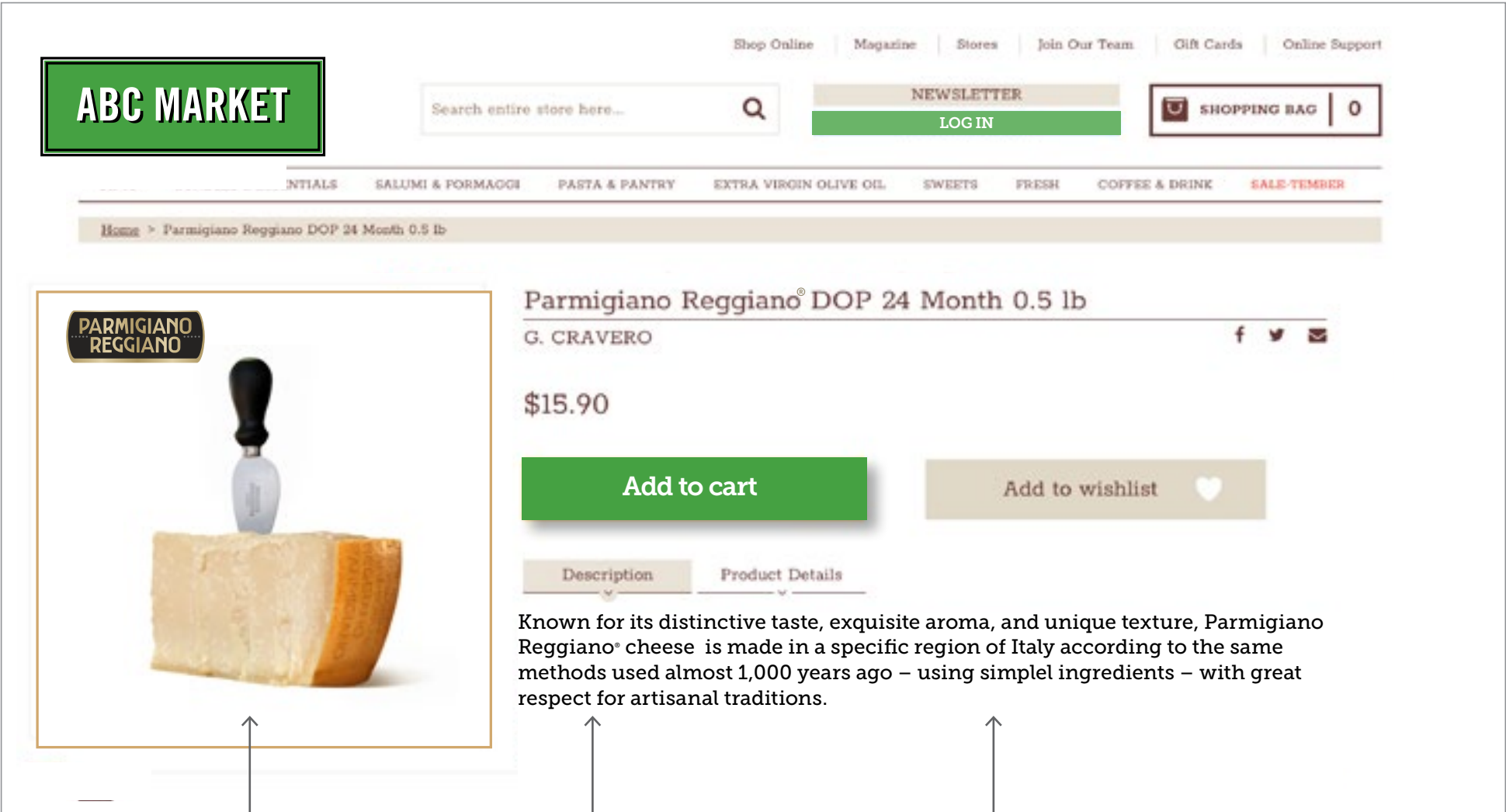
NOTE:
This is a generic example to be used as a reference only

Retail Sampling Stand



NOTE:
This is a generic example to be used as a reference only

Online Store



Include the Parmigiano Reggiano logo along with the product image.

Use images that feature the rind.

Please use ® the first time that the trademark ‘Parmigiano Reggiano’ appears in text on each item.

Use the description provided by Parmigiano Reggiano to make sure that the brand is represented consistently.

NOTE:
This is a generic example to be used as a reference only

Brand Assets

Following is a set of guidelines for the proper use of our brand assets.

Here's a link where you can download logos, fonts and images:

[LINK](#)

- Logo
- Typography
- Color Palette
- Photography

Logo Usage



Minimum Space Requirements

Always scale logo proportionally and never modify it in any way.

Minimum Size Requirements

Print

1 inch

Digital

100 px

*Please adhere to minimimu size and space requirements.
Note: This illustration is not to scale.*

Colors



Primary Color Palette

<div></div> <div></div> <div></div> <div>Light Gold</div>	CMYK: 0.68.100.0 RGB: 243.115.33
<div></div> <div></div> <div></div> <div>Gold</div>	CMYK: 0.68.100.0 RGB: 243.115.33
<div></div> <div></div> <div></div> <div>Metallic Gold</div>	CMYK: 0.68.100.0 RGB: 243.115.33
<div></div> <div></div> <div></div> <div>Grey</div>	CMYK: 0.68.100.0 RGB: 243.115.33
<div></div> <div></div> <div></div> <div>Intense Black</div>	CMYK: 0.68.100.0 RGB: 243.115.33

20%

40%

70%

100%

Acceptable Color Contrast

	<div>PARMIGIANO REGGIANO</div>	<div>PARMIGIANO REGGIANO</div>
<div>PARMIGIANO REGGIANO</div>	<div>PARMIGIANO REGGIANO</div>	<div>PARMIGIANO REGGIANO</div>
<div>PARMIGIANO REGGIANO</div>	<div>PARMIGIANO REGGIANO</div>	<div>PARMIGIANO REGGIANO</div>
<div>PARMIGIANO REGGIANO</div>	<div>PARMIGIANO REGGIANO</div>	<div>PARMIGIANO REGGIANO</div>
<div>PARMIGIANO REGGIANO</div>	<div>PARMIGIANO REGGIANO</div>	

Typography



Berthold Baskerville

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ()*?!.@&#%+-=/
Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ()*?!.@&#%+-=/</i>
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ()*?!.@&#%+-=/
Medium Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ()*?!.@&#%+-=/</i>
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ()*?!.@&#%+-=/

Berthold Baskerville is the font that should be used for all Parmigiano Reggiano marketing materials.

The font can be downloaded from our Brand Assets Library at this link:

[LINK](#)

Photography Library



Building a library of photography assets is an ongoing process.

We are constantly adding new images to provide our partners with visuals that they can use for their marketing needs. These include photos of Parmigiano Reggiano by itself, images featuring the cheese in recipes, as well as images that capture the cheesemaking process and more.

Please note that these assets will be updated on a regular basis with completely new images as well as edited versions of existing images. Also, we're including the PSD (Photoshop files) in case our partners need to modify the images to fit a particular marketing need, as well as ready-to-use JPGs for print or digital uses.

NOTE:

The images on the following pages are representative of the type of photos you will find in our Photography Library. Not all of them may be available at this time.

The latest images can be downloaded using this link:

[LINK](#)

Photography Library

These images are representative of the type of photos you will find in our Photography Library. Not all of them may be available at this time.



Hero

Images that position Parmigiano Reggiano cheese as a work of art.



Ingredient

Nicely styled photos of the cheese in the kitchen, with other fresh ingredients.



Recipes

Shots of recipes where Parmigiano Reggiano cheese is a key ingredient.



Cooking

Shots of people cooking with Parmigiano Reggiano cheese, including chefs.



Enjoying

Images of people enjoying Parmigiano Reggiano cheese at the table.



Photography Library

*These images are representative of the type of photos you will find in our Photography Library.
Not all of them may be available at this time.*



Product

Masked images of Parmigiano Reggiano cheese on a white background.



Making

Photos capturing the artisanal cheese making process.



People

Images celebrating the Italian artisans who proudly make the cheese.



Aging

Photos of the rooms where Parmigiano Reggiano cheese is stored during the aging process.



Provenance

Images of the cows and the land of origin where Parmigiano Reggiano is made.



Brand Assets

Here's the link where you can download the latest version of this document as well as logos, fonts and images:

[LINK](#)

Let's stay connected



How to stay current about the marketing activities in the US.

Parmigiano Reggiano has renewed its commitment to building the brand in the US - and that is good news for our partners and for consumers.

We invite you to visit our site and subscribe to our Newsletter - which will include news, upcoming events, articles, recipes and more.

Also, please follow us on our Social Media platforms, where we will post content that might be helpful.

Brand Assets

Below is the link to the Brand Assets included in this Retail Toolkit:

[LINK](#)



Website	parmigianoreggiano.us
Instagram	@parmigianoreggianousa
Facebook	@parmigianoreggianousa
Twitter	@parmigiano_usa



WWW.PARMIGIANOREGGIANO.US