



New NSF Certified for Sport® Certification Mark

NSF International is proud to introduce its brand new Certified for Sport® certification mark! In an effort to provide a more versatile and recognizable mark on product packaging, this new mark will replace the current Certified for Sport® mark that exists on sports nutrition products today.

EXISTING CERTIFICATION MARK



NEW CERTIFICATION MARK (two orientation options)

So, why the new design?

Extensive research, which included feedback from current certified brands owners, coaches, athletes and dietitians, led us to some key findings, including:

1. The existing Certified for Sport® mark and Contents Tested & Certified product certification mark could potentially create confusion in the marketplace, given their similarity in overall design.
2. While the various existing NSF marks designate the specific type of certification with a text box below the blue NSF circle, when positioned on product labels it can be difficult to easily distinguish one certification from another.
3. The type of certification is equally as important as the blue NSF circle, which is valuable for the overall recognition of the certification.
4. While distinguishing between certification types is vital, the length of the certification types and size of the text on the existing marks offers challenges when designing product packaging.

NSF decided a mark redesign was necessary to better distinguish certified products on retail shelves and that the new mark should be unique and instantly recognizable.

Color

The new mark features a two-toned design. While the NSF blue is still prominent, the bottom half of the mark is now orange—a style first adopted in our popular mobile app icon. Because we know product packaging comes in many different colors and designs, we have also created alternate color schemes to fit any label, including a black & white version and a brand new transparent design with white accent.

Differentiation Between Certification Programs

One of the driving factors for this mark redesign was the initiative to differentiate between NSF's Certified for Sport® mark and its Contents Certified product certification mark. Now, rather than using the same overall design with only a difference in the text below the NSF circle, we have ensured the two marks are unique to help athletes and consumers more easily distinguish between the two at retail.

While both sets of new marks are rectangular and incorporate the blue NSF circle, the Certified for Sport® mark is a two-toned color scheme with the large print "CERTIFIED SPORT." In contrast, the product certification mark is a single color with the large print "CONTENTS CERTIFIED."



Readability

The text size in the existing marks is simply too small, especially when placed on a small product package, to effectively differentiate between the multiple NSF program marks. The new mark redesign ensures the text is simplified, clear and large to help eliminate any confusion at retail.

Usability Options

The new NSF marks should be easily adaptable to all product packaging. That's why the redesign includes not only the traditional vertical orientation of existing marks, but also a horizontal version to make it easy to incorporate into a variety of product labels and marketing materials of certified brands.

Implementation

We understand that redesigning your packaging and marketing materials to reflect the new NSF Certified for Sport® or Contents Certified mark will take considerable time and effort. For this reason, we are offering a 12-month implementation period for certified brands to transition to using the new mark. **While you may see this mark on packaging in the marketplace soon, brands will have until December 31, 2019** to implement the updated NSF mark on products meeting the requirements of certification.