NUTRI-GRADE

A B C D **0%** sugar

Nutri-Grade Mark for Nutri-Grade Beverages
Usage guide for graphic applications

Nutri-Grade 饮料的 Nutri-Grade 标志
图标应用使用准则

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Introduction

简介

The Ministry of Health Singapore introduced mandatory nutrition labelling and advertising prohibitions for Nutri-Grade beverages intended for sale by retail in Singapore.

The new measures aim to provide consumers with information about the sugar and saturated fat content in Nutri-Grade beverages, and to encourage the industry to develop lower-sugar, lower-fat alternatives so that consumers can make more informed choices across beverages and have healthier options to choose from.

There are four colour-coded grades for the Nutri-Grade mark. Grade A, corresponding to the lowest sugar and saturated fat thresholds, is in dark green. Grade D, corresponding to

the highest sugar and saturated fat thresholds, is in red. Labelling of the Nutri-Grade mark is mandatory for Nutri-Grade beverages graded "C" and "D", but voluntary for Nutri-Grade beverages graded "A" and "B". Also, advertisements of Nutri-Grade beverages graded "D" at points-of-sale have to display the Nutri-Grade mark.

This document has been produced to provide guidelines on how the Nutri-Grade mark should be applied on product packaging and other settings.

More details on the labelling and advertising requirements can be found in the Food Regulations and the Industry Guidance Document.

新加坡卫生部针对在新加坡市场零售的Nutri-Grade饮料，颁布了有关营养标志与广告限制的法规。

这些新措施是为了给消费者提供Nutri-Grade饮料糖分以及饱和脂肪含量的信息，旨在鼓励业界开发低糖、低脂肪的产品，使消费者能够在购买饮料时有更明智且健康的选择。

"Nutri-Grade标志"以四种颜色来区别四个不同等级。A等级为含糖分和饱和脂肪最低级别限值，以深绿色显示。D等级则为含糖分和饱和脂肪最高级别限值，以红色显示。所有被列入"C"和"D"等级的Nutri-Grade饮料必须在包装上标明"Nutri-Grade标志"，"A"和"B"等级的饮料则不受管制，业者可以自愿印上
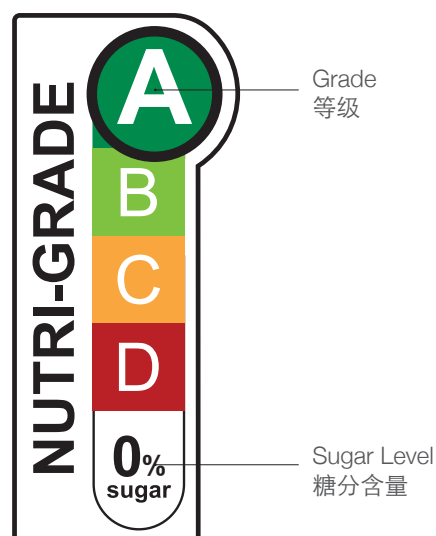
标志。此外，"D"等级的Nutri-Grade饮料在销售点的广告也必须显示Nutri-Grade标志。

本文件提供给业者在产品包装和其他设置上的Nutri-Grade标志应用法

有关标志及广告限制条规的更多详情，可参考食品法规和行业指导文件。

Grade and Sugar Level
等级和糖分含量

Grade
等级

Sugar Level
糖分含量

Grade
等级

Sugar Level
糖分含量
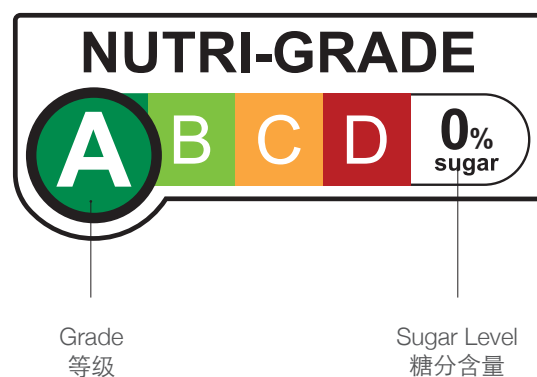
Grade

There are four colour-coded grades, from Grade A (dark green) to Grade D (red), based on the sugar and saturated fat content of the beverage. The grade of a particular beverage is determined based on the mark's underlying grading system, summarised in Section 3.3.

Sugar Level

In addition to the grade, Nutri-Grade mark includes the sugar level of the beverage, in the form of a percentage, rounded to the nearest whole number.

Components of the mark are fixed and cannot be changed or altered in any way. Only the value for the sugar level may be changed to reflect the accurate nutrient content of the beverage. The height of the value for the sugar level is the same as the words "NUTRI-GRADE" in the mark.

More information on the grading system and how to derive the sugar level can be found within the Food Regulations and the Industry Guidance Document.

等级

Nutri-Grade标志以含糖量及其饱和脂肪含量多寡来区分，由低到高分为四个不同颜色的等级，从A等级（深绿色）到D等级（红色）。个别饮料的等级是根据标志的分级法决定的，概述见第3.3节。

糖分含量

除了等级 "Nutri-Grade标志" 还包括饮料的糖分含量。糖分含量将以最接近的整数百分比显示。标志的组成元素是固定的，不能以任何方式改变或修改。只有糖分含量的值数可以更改，以便准确反映饮料的营养含量。糖分含量值数与标志中的 "NUTRI-GRADE" 字体高度必须相同。更多关于分级法以及如何计算糖分含量的信息可以在食品法规和行业指导文件中找到。

Font Type and Colour Palette
字体类型和颜色

Arial Bold
Arial 粗体

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 %
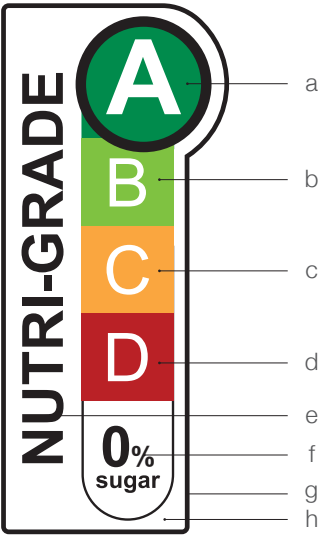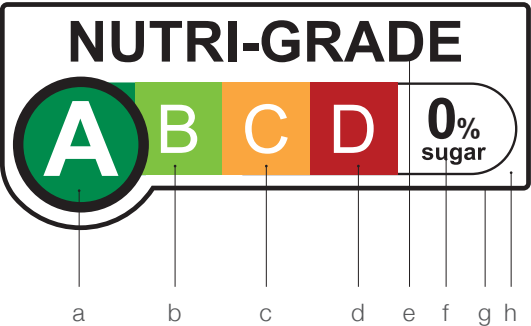
Font Type

Arial Bold

This is the only font that should be used to denote the sugar level. Other fonts and other weights of Arial are not permitted to be used.

Colour Palette

The Nutri-Grade mark shall be printed in full colour CMYK or Pantone. Please refer to the Pantone codes for precise colour accuracy.

The Nutri-Grade mark cannot be printed or expressed in a monochrome palette.

字体类型

Arial 粗体

这是用于表示糖含量的唯一指定字体。其他字体和Arial的其他格式一律不允许使用。

颜色

Nutri-Grade标志必须以全彩色CMYK或Pantone印刷。请参考Pantone色号以获得精确的颜色。

Nutri-Grade标志不能以单色印刷。

	a	b	c	d	e, f, g	h
Pantone®	2423C	375C	1375C	2035C	Black C	White Base
CMYK	100C 25M 100Y	55C 100Y	40M 85Y	20C 100M 100Y 8K	100K	全白底
RGB	R0 G128 B61	R134 G188 B37	R247 G168 B51	R183 G25 B24	R29 G29 B27	

Proportion and Grid
比例和网格

NUTRI-GRADE
A B C D 0% sugar

NUTRI-GRADE
A B C D 0% sugar
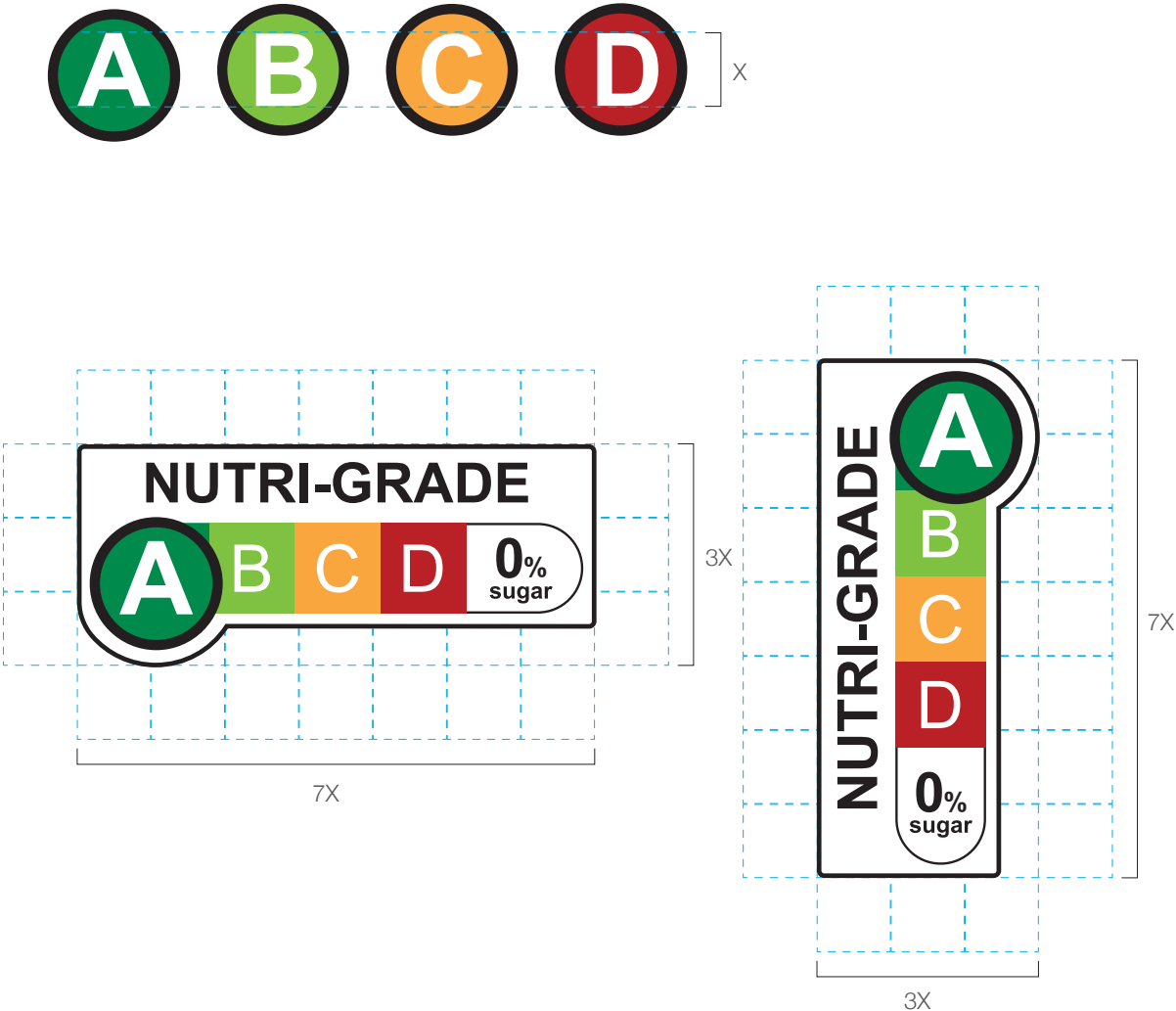
Proportion

The proportion relationships of the elements are fixed and shown in this guide. In all situations, the digital artwork shall be used as provided by the Singapore Government and must not be modified in any way, except to adjust proportionally to the required size and to insert the value for the sugar level.

Grid

The grid is determined by one cap height of the large letter versions of 'A', 'B', 'C' or 'D'. During application, please check the construction grid to ensure each section of the Nutri-Grade mark is within grid specifications.

比例

各元素应按照本准则显示的比例来表示，而元素之间的比例是固定的。在所有情况下，Nutri-Grade标志的设计应按新加坡政府提供的标准使用，除了按比例调整到所需的尺寸或输入糖分含量值以外不得进行任何修改。

网格

网格由"A"、"B"、"C"或"D"中字体最大的字母高度决定。在应用过程中，请查阅结构网格，以确保Nutri-Grade标志的每一节都在网格规格范围内。

Horizontal Variants

横向标志

Nutri-Grade Horizontal Variant 1.1

Nutri-Grade横向标志1.1

NUTRI-GRADE

A B C D 0% sugar
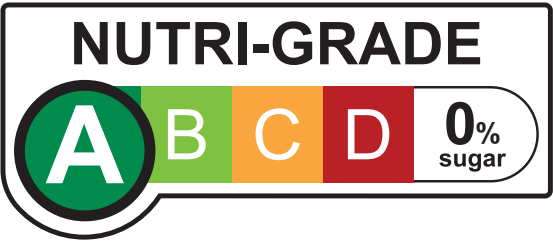
Nutri-Grade Horizontal Variant 1.2

Nutri-Grade横向标志1.2

NUTRI-GRADE

A B C D 4% sugar
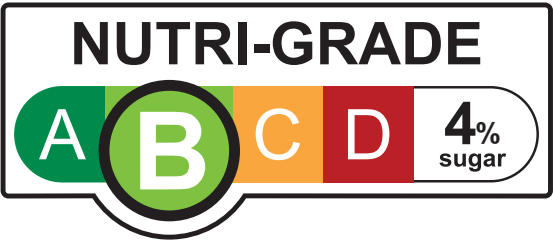
Nutri-Grade Horizontal Variant 1.3

Nutri-Grade横向标志1.3

NUTRI-GRADE

A B C D 8% sugar
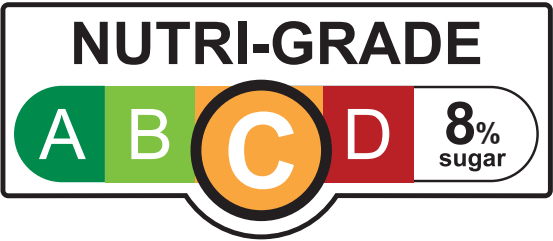
Nutri-Grade Horizontal Variant 1.4

Nutri-Grade横向标志1.4

NUTRI-GRADE

A B C D 12% sugar
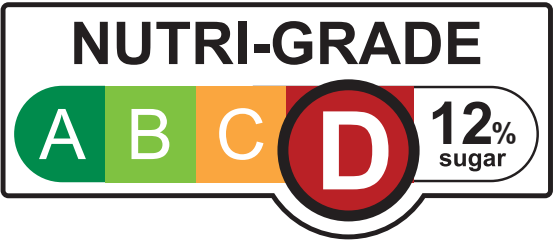
The Nutri-Grade mark is presented as both horizontal and vertical variants. Horizontal variants should be used as the default, except in situations where the vertical variant may be more appropriate (refer to Section 3.2).

Nutri-Grade标志有横向和纵向两种版本。除非在某些特定情况下纵向标志的使用更合适，一般情况下默认使用横向标志（参考第3.2节）。

Vertical Variants

纵向标志

Nutri-Grade
Vertical Variant 2.1

Nutri-Grade纵向标志2.1
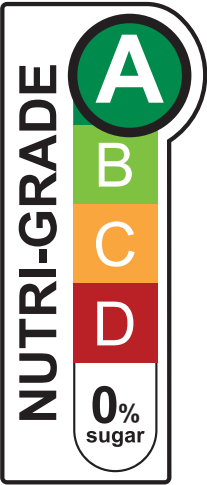
Nutri-Grade
Vertical Variant 2.2

Nutri-Grade纵向标志2.2
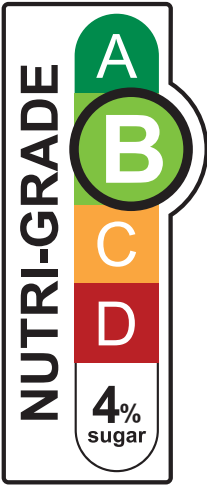
Nutri-Grade
Vertical Variant 2.3

Nutri-Grade纵向标志2.3

Nutri-Grade
Vertical Variant 2.4

Nutri-Grade纵向标志2.4

Instances where vertical variants may be used:

The vertical variants may only be used when it is not possible to apply the horizontal variant in accordance to this usage guide. The use of the vertical variants includes but is not limited to the following scenarios:

1. There is insufficient horizontal space on the packaging to display the horizontal variant according to its minimum size and clear space required, as seen in Fig. 1 and 2 (refer to Section 4.1 and 4.3 for clear space and minimum size guidelines).

2. The background of the packaging is too busy such that the vertical variant would be more legible compared to the horizontal variant, as seen in Fig. 3 (refer to Section 5.1.3 for application example).

In the event that a company chooses to use the vertical variant, HPB may request for more information to justify the selection.

可以使用纵向标志的实例：

只有在应用横向标志无法符合本准则的使用条件的情况下，才可使用纵向标志。使用纵向标志包括(但不限于)以下情况：

1. 包装上的横向空间不足，导致无法根据最小尺寸和所需的留白空间放置横向标志，如图1和2所示(参考第4.1和4.3节的留白空间和最小尺寸准则)。

2. 包装的背景过于繁杂，使纵向标志比横向标志更易读，如图3所示(有关应用示例，请参考第5.1.3节)。

如果业者选择使用纵向标志，保健促进局可要求业者提供更多信息说明做此选择的理由。

Example of instances where the vertical variant may be used

可以使用纵向标志的实例

Fig. 1:
图 1:

Fig. 2:
图 2:

Fig. 3:
图 3:

Grade 等级	Horizontal Variants (default) 横向标志 （默认设定）	Vertical Variants (Refer to usage guidelines for vertical variants at Section 3.2) 纵向标志 （请参考第3.2节中纵向标志的使用准则）	Nutrient Threshold 营养限值
A	NUTRI-GRADE A B C D 0% sugar	NUTRI-GRADE A B C D 0% sugar	≤ 1g/100ml sugar[1] | ≤ 1克/100毫升糖[1] ≤0.7g/100ml saturated fat | ≤0.7克/100毫升饱和脂肪 No non-sugar substitutes[2] | 无非糖替代品[2]
B	NUTRI-GRADE A B C D 4% sugar	NUTRI-GRADE A B C D 4% sugar	>1-5g/100ml sugar[1] | >1-5克/100毫升糖[1] >0.7-1.2g/100ml saturated fat | >0.7-1.2克/100毫升饱和脂肪
C	NUTRI-GRADE A B C D 8% sugar	NUTRI-GRADE A B C D 8% sugar	>5-10g/100ml sugar[1] | >5-10克/100毫升糖[1] >1.2-2.8g/100ml saturated fat | >1.2-2.8克/100毫升饱和脂肪
D	NUTRI-GRADE A B C D 12% sugar	NUTRI-GRADE A B C D 12% sugar	>10g/100ml sugar[1] | >10克/100毫升糖[1] >2.8g/100ml saturated fat | >2.8克/100毫升饱和脂肪

Mark Variants and Grading Criteria
标志形式和分级法

The grade is determined by the sugar and saturated fat content of the beverage as indicated in the table. Grade A corresponds to the lowest sugar and saturated fat thresholds, and Grade D corresponds to the highest sugar and saturated fat thresholds. The grade of a Nutri-Grade beverage is the lower of the following:

a. The sugar content grade, and

b. The saturated fat content grade.

In addition, beverages graded "A" must not contain any non-sugar substitutes[2].

More information on the grading system and nutrient thresholds can be found within the Food Regulations and the Industry Guidance Document.

[1] This refers to the grams of total sugar per 100 ml, minus the grams of lactose and galactose per 100 ml, as declared on the Nutrition Information Panel (NIP). If the amount(s) of lactose and/or galactose are not declared on the NIP, they are taken to be zero.

[2] This refers to any aspartame, sugar alchohol, carbohydrate alchohol, polyhydric alchohol, or any other substance added in place of sugar to provide a sweet taste.

糖分饮料的等级是由其糖分以及饱和脂肪含量设定的。A等级对应最低的糖分以及饱和脂肪限值，D等级对应最高的糖分以及饱和脂肪限值。Nutri-Grade饮料的等级会采用以下两者中较低的等级：

a. 含糖量等级；以及

b. 饱和脂肪含量等级。

此外，"A"等级饮料不得含有任何非糖替代品[2]。

更多关于分级法和营养限值的信息可以在食品法规和行业指导文件里找到。

[1] 这是指每100毫升糖分的总克数，减去每100毫升乳糖及/或半乳糖的克数。此计算应基于营养成分表（NIP）所申报的数值。如果NIP没有申报乳糖或/和半乳糖的含量，它（们）的含量将视为零。

[2] 这是指阿斯巴甜、糖醇、碳水化合物醇、多元醇或任何其他代替糖以提供甜味的物质。

Minimum Clear Space

最少留白空间

Horizontal Variant
横向标志
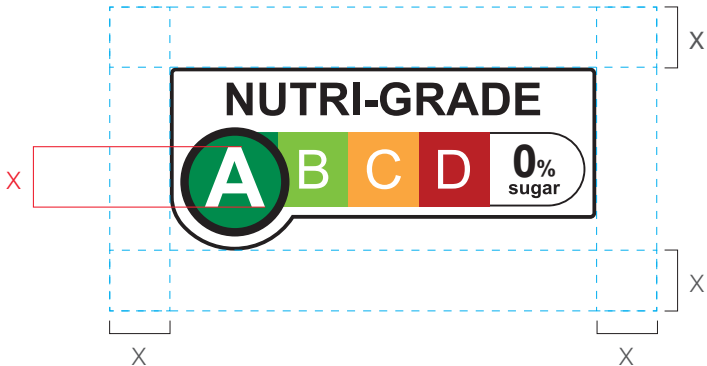
Vertical Variant
纵向标志
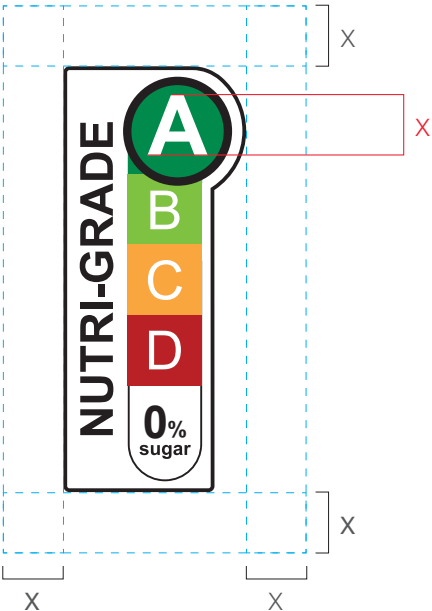
Example of Clear Space
留白空间的示例

Example of Clear Space
留白空间的示例
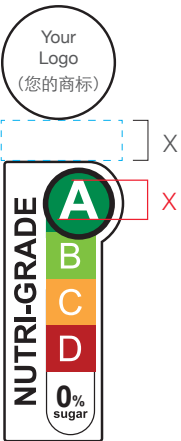
Minimum Clear Space

For maximum legibility and visibility, always ensure the minimum clear space around the Nutri-Grade mark. The minimum clear space is one cap height of the large letter versions of 'A', 'B', 'C' or 'D'.

最少留白空间

为了确保最适当的易读性，在Nutri-Grade标志周围一定要符合留白空间的最低限度。留白空间的最低限度根据"A"、"B"、"C"、"D"的字母高度来决定。

Placement on Packaging – Individual Products
包装上的位置 - 单个产品

Fig. 1: FOP area of packages with full printed area
图1: 包装全面印刷的FOP区域

W = 1/3 circumference
周边长度

W = 1/3 circumference
周边长度
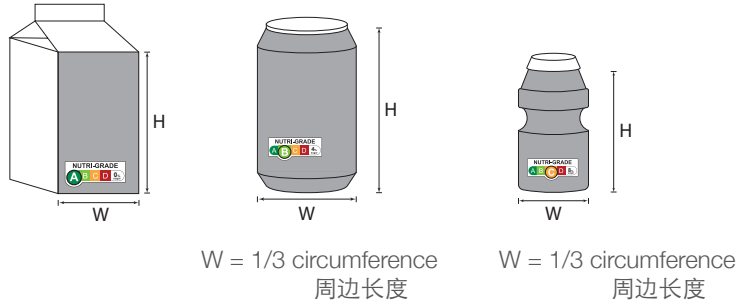
Fig. 2: FOP area of packages with product sleeves/labels
图2: 包装局部印刷或带有产品套筒/包装标签的FOP区域

W = 1/3 circumference
周边长度

W = 1/3 circumference
周边长度
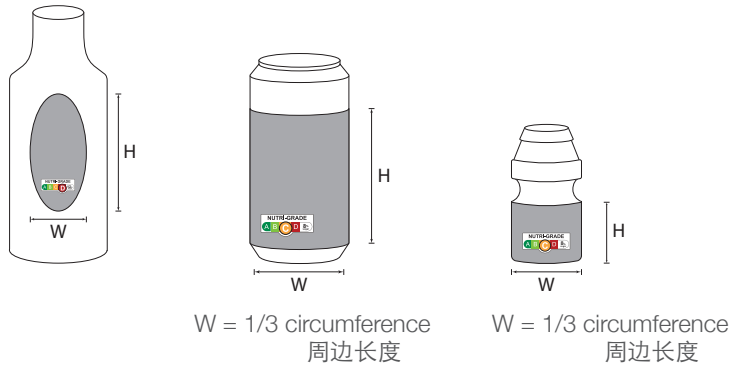
Fig. 3: FOP area of packages with multiple product labels
图3: 多个印刷区域、产品套筒或包装标签的FOP区域

$H = H1 + H2$

$W = W1$ (wider than W2)
（比 W2 宽）
$= \frac{1}{3}$ circumference
周边长度
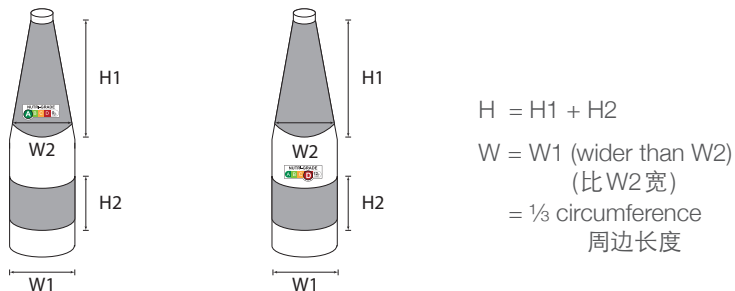
General Packaging Guidelines

• The Nutri-Grade mark should be on the front-of-pack (FOP) surface of the product package.

• The FOP is the front face of the product package where the Nutri-Grade beverage's name and brand (if there is a brand) appear; and that is in a prospective purchaser's principal field of vision.

• For packages that have multiple surfaces that fulfil the definition of FOP (e.g. rectangular carton where both front and back are identical and contain the key product information), the Nutri-Grade mark is required on at least one surface and the surface carrying the Nutri-Grade mark should face a prospective purchaser by default at point of sale.

• By default, the Nutri-Grade mark should be within the printed area, product sleeve or package label. If this is not possible, it can be elsewhere on the front face of the package.

• In all cases, the FOP area is determined by the height H and width W of the printed area, product sleeve or package label of the package.

• If the package has more than one printed area, product sleeve or package label, the dimensions of the total FOP area are (see Fig. 3):

a) Total H = the sum of the height of each printed area, product sleeve or package label.

b) Total W = the width of the widest printed area, product sleeve or package label.

常规包装准则

• Nutri-Grade标志应位于产品包装的正面（FOP）。

• FOP是产品包装的正面，用于放置Nutri-Grade饮料的名称和品牌（如果有品牌）；这类信息位于准买家的主要视野内。

• 对于具有多个符合FOP定义的包装（例如：正反面相同并都包含关键产品信息的矩形纸盒），至少必须在一个FOP表面上印上Nutri-Grade标志。在零售点也必须将贴上Nutri-Grade标志的FOP面向准买家。

• 默认情况下，Nutri-Grade标志应该显示在包装的印刷区域内、产品套筒上或在包装标签的印刷区域内。如果无法做到，标志应该放置在包装正面的其他位置。

• 在所有情况下，FOP区域由包装的印刷区域、产品套筒或包装标签的高度和宽度决定。

• 如果固定包装有超过一个印刷区域、产品套筒或包装标签，FOP区域的总尺寸则为（见图3）:

a) 总高度＝每个印刷区域、产品套筒或包装标签的高度的合计

b) 总宽度＝最宽印刷区域、产品套筒或包装标签的宽度

FOP area of multipacks
合装包的FOP面积

Fig. 1: FOP area of multipacks that fulfills scenario (a)
图1: 符合情形 (a) 的合装包的FOP面积

Fig. 2: FOP area of multipacks that fulfills scenario (b)
图2: 符合情形 (b) 的合装包的FOP面积
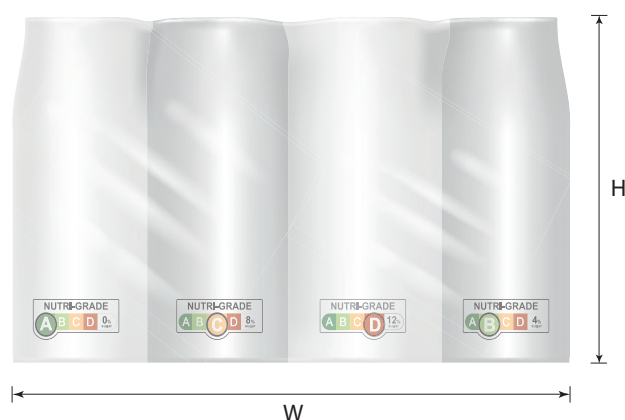
General Packaging Guidelines

Multipack is a pack of several individual prepacked units of beverage products, which are grouped and sold together within an outer packaging such as a plastic sleeve wrapper or a cardboard pack or box.

The mark may be marked on or securely attached to:

a. The FOP surface of the outer packaging of the multipack and not the units of the prepacked Nutri-Grade beverage, if the outer packaging of the multipack includes a statement that each unit in the package must not be sold separately or a statement to the like effect (e.g. "Not to be sold separately"), as seen in Fig. 1; or

b. The FOP surface of each unit of the prepacked Nutri-Grade beverage in the multipack, and not the outer packaging of the multipack, if the outer packaging of the multipack is wholly transparent (e.g. clear plastic sleeve) and the Nutri-Grade mark on each unit within the multipack is clearly visible by a prospective purchaser through the outer packaging, as seen in Fig. 2.

Industry may also mark or securely attach the Nutri-Grade mark to both the front-of-pack surface of each individual unit of beverage and the outer packaging of the multipack, to fulfil Regulation 184C(3).

More information on when the above scenarios would apply can be found within the Food Regulations and the Industry Guidance Document.

常规包装准则

合装包指的是内装含有多过一个独立包装的饮料作为一个单位出售的包装，比如塑料薄膜、纸箱或盒子。

标志应按照以下要求放置：

a) 如果合装包的外包装载有"包装内的商品不得单独出售"或类似声明（例如，"不得单独出售"）（如图1所示），则应将Nutri-Grade标志置于合装包外包装的FOP表面，而非其中单件商品的FOP表面；或

b) 如果合装包的外包装完全透明（例如，透明塑料套筒），且准买家可透过外包装清晰地看到每件商品上的Nutri- Grade标志（如图2所示），则应将标志置于合装包内的单件商品的FOP表面，而非合装包的FOP表面。

商家可将Nutri-Grade标志置于在每种饮料的包装正面以及合装包的外包装上，以满足规例第184C(3)条的要求。

有关上述情形何时适用的更多信息，请参见食品法规和行业指导文件。

Size of Mark
标志尺寸

Long side of Horizontal Variant
横向标志长边

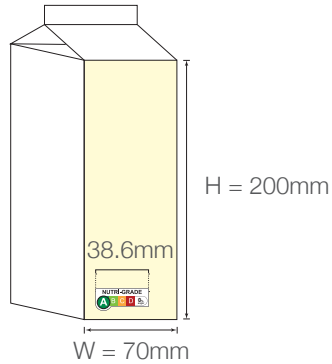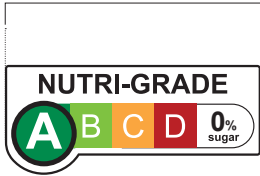Long side of Vertical Variant
纵向标志长边

H = 200mm

38.6mm

W = 70mm

H = 150mm

27.1mm

W = 40mm

19.8mm

H = 80mm

W = 55mm

Example 1:
Carton Box with large FOP area
例1：大FOP面积的纸箱

Length of Long Side of Horizontal Variant
横向标志长边的长度
= (H+W) / 7
= (200mm+70mm) / 7
= 38.6mm

Minimum length of the horizontal variant
for this packaging is 38.6mm
这种包装的横向标志的最小长度为
38.6毫米
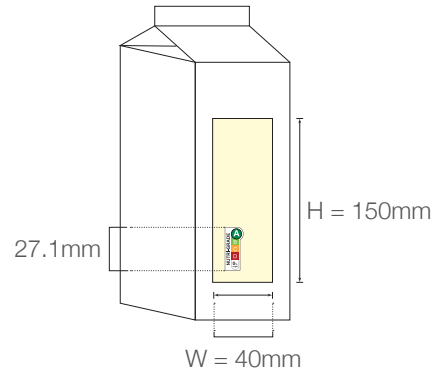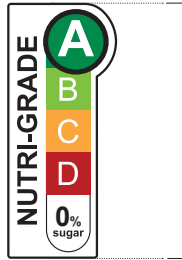
Example 2:
Carton Box with small FOP area
例2：小FOP面积的纸箱

Length of Long Side of Vertical Variant
纵向标志长边的长度
= (H+W) / 7
= (150mm+40mm) / 7
= 27.1mm

Minimum length of the vertical variant
for this packaging is 27.1mm
这种包装的纵向标志的最小长度为
27.1毫米
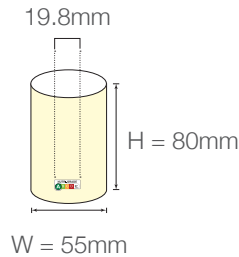
Example 3:
Can with small FOP Area
例3：小FOP面积的罐装

Length of Long Side of Horizontal Variant
横向标志长边的长度
= (H+W) / 7
= (80mm+55mm) / 7
= 19.3mm (shorter than minimum size)
　　　　（短于最小尺寸）
= 19.8mm (round up to minimum size)
　　　　（向上舍入到最小尺寸）

Minimum length of the horizontal variant
for this packaging is 19.8mm
这种包装的横向标志的最小长度为
19.8毫米

Calculation of Mark Size

The size of the Nutri-Grade mark should be proportional
to the FOP surface area and calculated as follows:

Length of long side of Nutri-Grade mark = (H+W) / 7

The Nutri-Grade mark can be bigger than the
calculated size but should not be smaller than what
the calculation yields.

Minimum Size

To maintain legibility, the horizontal variant should never
be smaller than 19.8mm wide by 8.5mm high and the
vertical variant should never be smaller than 8.5mm
wide and 19.8mm high. The minimum size should only
be used when layout space is extremely limited.

标志尺寸计算

Nutri-Grade标志的大小应与FOP表面面积成比例，
计算方式如下：

Nutri-Grade标志长边的长度＝(H+W) / 7

Nutri-Grade标志可以大于但不可小于计算出的大小。

最小尺寸

为确保标志清晰可见，横向标志的宽度不可小于19.8
毫米，而高度不可小于8.5毫米；纵向标志的宽度不可
小于8.5毫米，高度不可小于19.8毫米。最小尺寸只应
在布局空间极其有限的情况下使用。

Usage of Mark in conjunction with the Healthier Choice Symbol (HCS)

结合使用**Nutri-Grade**标志和"较健康选择"标签（**HCS**）的应用法

Width of the HCS
HCS 宽度

Y Height
高度

Y Height
高度

Lower in Sugar

Y Height
高度

NUTRI-GRADE

A B C D 0%
sugar

X

X   X
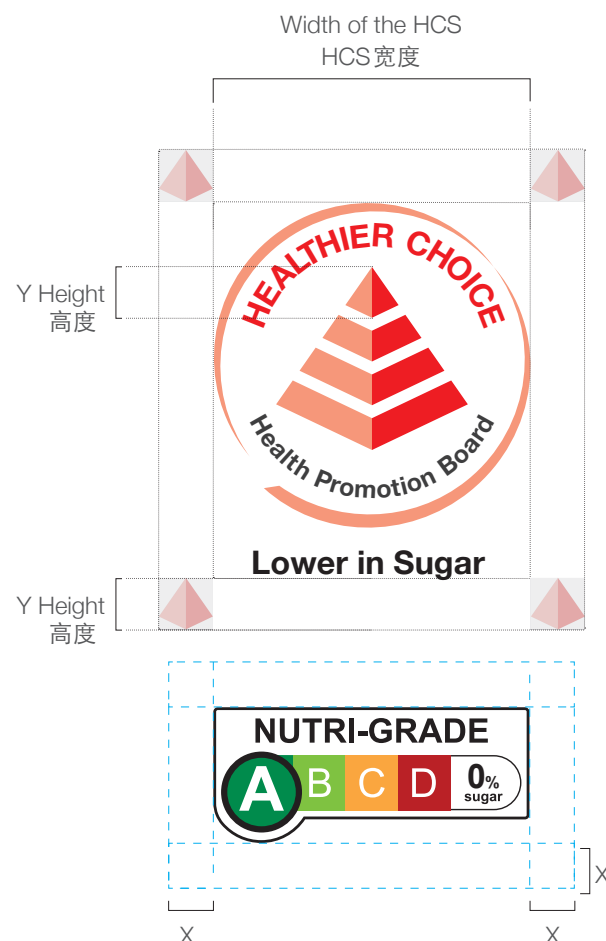
Minimum width of HCS: 15mm
HCS最小宽度: 15mm

Y Height
高度

Y Height
高度

Lower in Sugar

NUTRI-GRADE
A B C D 0%
sugar

X   X

X   X
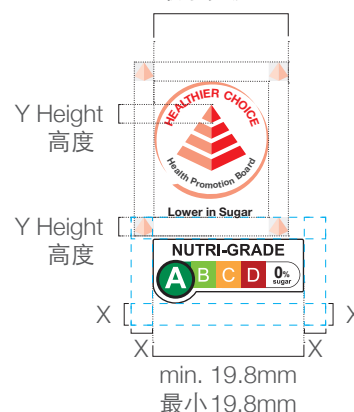
min. 19.8mm
最小19.8mm

Minimum width of HCS is 15mm.
If the width of HCS is less than 19.8mm, the Nutri-Grade mark will remain at its minimum size of 19.8mm.

Nutri-Grade mark will flush left in reference to the placement of the HCS.

HCS标志最小宽度为15mm。
即使HCS标志的宽度小于19.8mm，Nutri-Grade 标志应保持其最小尺寸19.8mm。

Nutri-Grade标志将根据HCS标志的位置向左对齐。

Nutri-Grade mark usage on HCS-certified products need to adhere to the following:

1. The usage guidelines of both the Nutri-Grade mark and the HCS must be adhered to (refer to the Healthier Choice Symbol & Identifier Usage Guidelines for HCS usage guidelines).

2. When located beside each other, the minimum clear space will follow either that of the Nutri-Grade mark or the HCS, depending on whichever is bigger in size.

3. The size of the Nutri-Grade mark should be determined based on the formula in Section 4.3, but no smaller than 19.8mm on the long side.

4. Nutri-Grade mark should only be used in its full colour form.

在"较健康选择"标签（HCS）认证产品上使用 Nutri-Grade标志必须遵守以下规定：

1. 必须同时遵守Nutri-Grade和HCS标志的应用准则（请参考"较健康选择"标签（HCS）应用准则）。

2. 当Nutri-Grade和HCS标志位于彼此旁边时，请根据 Nutri-Grade和HCS标志两者之间尺寸较大留白空间 的最低限度，制定间隙空间。

3. Nutri-Grade标志的尺寸应根据第4.3节中的公式 计算，但长边不可小于19.8mm。

4. Nutri-Grade标志只能以全彩色格式表示。

Ideal Applications
理想的应用示例
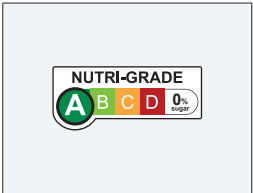
5% Black Tint BG
5%黑着色背景

40% Black Tint BG
40%黑着色背景
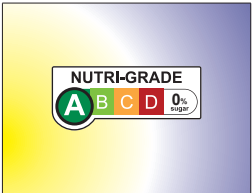
Light Graduated BG
浅刻度背景
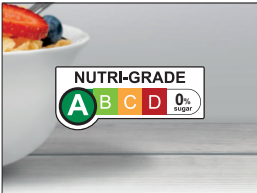
Less Busy Image Area
不太杂乱的图像区

Ideal application

The Nutri-Grade mark should be applied in its full-colour form in all situations. The mark should be applied on a plain or white background where possible. It may also be applied on a dark or photographic background as long as the background is not too busy or distracting and will not affect the legibility of the mark.

理想的应用示例

Nutri-Grade标志应在任何情况下以全色形式应用，尽可能把它设置在不杂乱或全白色背景上。Nutri-Grade标志也可以被放在深色或图片背景上，可是业者应当确保背景不过于杂乱，也不影响标志的清晰度。

Unapproved Applications

未获批准的应用示例
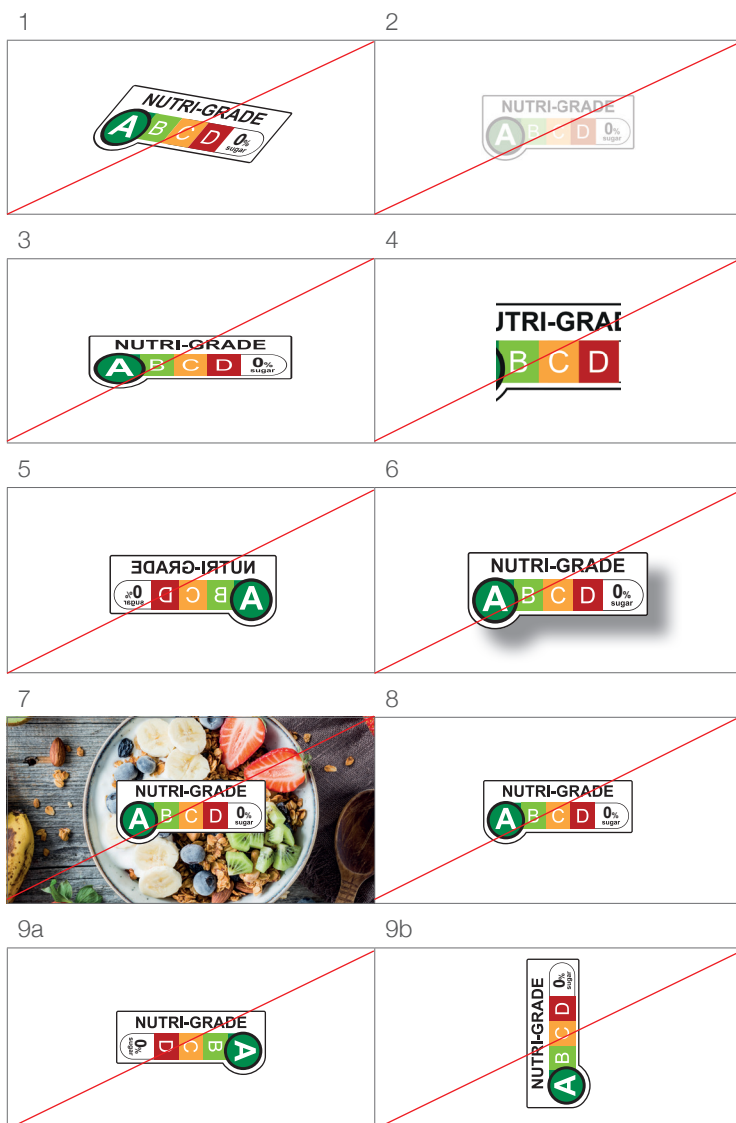
Use of the Nutri-Grade mark should be consistent, following the guidelines in this document. The following are examples of unapproved usage of the Nutri-Grade mark:

Please do not:

1. Change or alter the Nutri-Grade mark in any way, such as skewing or rotating the mark.

2. Combine the mark with any other graphic element or use as a watermark.

3. Disproportionately scale the mark.

4. Crop or scale any part of the mark.

5. Invert or mirror the mark.

6. Add a drop shadow, glow, outline or change the colours of the Nutri-Grade mark, or create a pattern or design element.

7. Place on any background that is too busy or distracting.

8. Modify or substitute any of the fonts. Only Arial Bold should be used.

9. Rotate the horizontal variant to vertical and vice versa.

Nutri-Grade标志的使用应遵循本文件中的指导准则。以下是未获批准的Nutri-Grade标签应用示例：

请勿：

1. 以任何方式改变或修改Nutri-Grade标志，如：倾斜或旋转标志。

2. 与Nutri-Grade标志和任何其他图形元素结合或用作水印。

3. 更变任何比例。

4. 修剪或更变Nutri-Grade标志任何单一部分的比例。

5. 将标志左右或上下倒置。

6. 添加阴影、发光、边框文等效果或改变Nutri-Grade标志的颜色，或擅自串改样式或设计元素。

7. 放置在任何过于杂乱或会分散消费者注意力的背景上。

8. 修改或替换任何字体。请只使用Arial粗体。

9. 旋转横向标志至纵向位置，反之亦然。

Horizontal Variant – Cartons and Packet drinks
横向标志 - 纸盒和纸包饮料

H = 160mm

32.9mm

W = 70mm

H = 80mm

21.4mm

W = 70mm

H = 130mm

26.4mm

W = 55mm

H = 90mm

21.4mm

W = 60mm

Correct Application of the Nutri-Grade mark on Cartons and Packet Drinks

Please ensure that:

1. The horizontal variant is used as the default, where possible.

2. The (H+W) / 7 formula is applied to calculate the minimum size of the Nutri-Grade mark on FOP (refer to Section 4.3 for guidelines).

If HCS is applicable, refer to Section 4.4 and the Healthier Choice Symbol & Identifier Usage Guidelines.

纸盒、纸包饮料上的Nutri-Grade标志正确应用法

请确保：

1. 尽可能在所有情况下使用横向标志。

2. 使用(H+W)/7公式计算FOP Nutri-Grade标志的最小尺寸(请参考4.3节准则说明)。

如果同时使用HCS，请参考第4.4节和"较健康选择"标签(HCS)应用准则。

Length of Long Side of Horizontal Variant
横向标志长边长度
= (H+W) / 7
= (160mm+70mm) / 7
= 32.9mm

Minimum length of the horizontal variant for this packaging is 32.9mm
这种包装的横向标志最小长度为32.9毫米

Length of Long Side of Horizontal Variant
横向标志长边长度
= (H+W) / 7
= (80mm+70mm) / 7
= 21.4mm

Minimum length of the horizontal variant for this packaging is 21.4mm
这种包装的横向标志最小长度为21.4毫米

Length of Long Side of Horizontal Variant
横向标志长边长度
= (H+W) / 7
= (130mm+55mm) / 7
= 26.4mm

Minimum length of the horizontal variant for this packaging is 26.4mm
这种包装的横向标志最小长度为26.4毫米

Length of Long Side of Horizontal Variant
横向标志长边长度
= (H+W) / 7
= (90mm+60mm) / 7
= 21.4mm

Minimum length of the horizontal variant for this packaging is 21.4mm
这种包装的横向标志最小长度为21.4毫米

Horizontal Variant – Cans and PET bottles
横向标志 - 罐装和PET塑料瓶

H =
115mm

24.3mm

NUTRI-GRADE
A B C D

W = 55mm

H =
80mm

min
19.8mm

NUTRI-GRADE
A B C D

W = 55mm

H =
80mm

24.3mm

NUTRI-GRADE
A B C D

NUTRI-GRADE
A B C D

W = 90mm

H =
60mm

min
19.8mm

NUTRI-GRADE
A B C D

W = 75mm

Length of Long Side of
Horizontal Variant
横向标志长边长度
= (H+W) / 7
= (115mm+55mm) / 7
= 24.3mm

Minimum length of the
horizontal variant for this
packaging is 24.3mm
这种包装的横向标志最小
长度为24.3毫米

Length of Long Side of
Horizontal Variant
横向标志长边长度
= (H+W) / 7
= (80mm+55mm) / 7
= 19.3mm
= 19.8mm
(round up to minimum size)
(向上舍入到最小尺寸)

Minimum length of the
horizontal variant for this
packaging is 19.8mm
这种包装的横向标志最小
长度为19.8毫米

Length of Long Side of
Horizontal Variant
横向标志长边长度
= (H+W) / 7
= (90mm+80mm) / 7
= 24.3mm

Minimum length of the
horizontal variant for this
packaging is 24.3mm
这种包装的横向标志最小
长度为24.3毫米

Length of Long Side of
Horizontal Variant
横向标志长边长度
= (H+W) / 7
= (75mm+60mm) / 7
= 19.3mm
= 19.8mm
(round up to minimum size)
(向上舍入到最小尺寸)

Minimum length of the
horizontal variant for this
packaging is 19.8mm
这种包装的横向标志最小
长度为19.8毫米

Correct Application of the Nutri-Grade mark on Cans and PET bottles

Please ensure that:

1. The horizontal variant is used as the default, where possible.

2. The (H+W) / 7 formula is applied to calculate the minimum size of the Nutri-Grade mark on FOP (refer to Section 4.3 for guidelines).

If HCS is applicable, refer to Section 4.4 and the Healthier Choice Symbol & Identifier Usage Guidelines for usage guidelines.
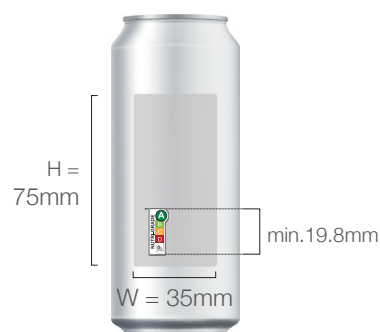
罐装和PET塑料瓶上的Nutri-Grade标志正确应用法

请确保:

1. 尽可能在所有情况下使用横向标志。

2. 使用(H+W)/7公式计算FOP Nutri-Grade标志的最小尺寸(请参考4.3节准则说明)。

如果同时使用HCS,请参考第4.4节和"较健康选择"标签(HCS)应用准则。

Vertical Variant – Cans and Bottles

纵向标志 - 罐装和塑料瓶

H =
75mm

min.19.8mm

W = 35mm

H =
95mm

min.19.8mm

W = 40mm

H =
165mm

32.9mm

W = 65mm

Length of Long Side of
Vertical Variant
纵向标志长边长度
= (H+W) / 7
= (75mm+35mm) / 7
= 15.7mm
= 19.8mm
(round up to minimum size)
(向上舍入到最小尺寸)

Minimum length of the vertical
variant for this packaging is
19.8mm
这种包装的纵向标志最小长度
为19.8毫米
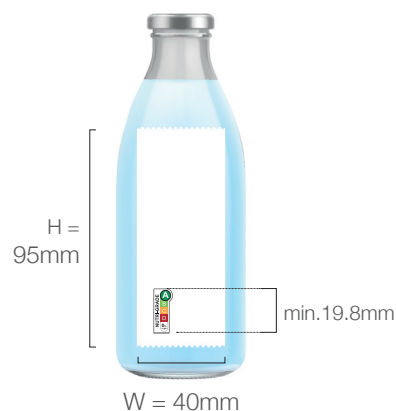
Length of Long Side of
Vertical Variant
纵向标志长边长度
= (H+W) / 7
= (95mm+40mm) / 7
= 19.3mm
= 19.8mm
(round up to minimum size)
(向上舍入到最小尺寸)

Minimum length of the vertical
variant for this packaging is
19.8mm
这种包装的纵向标志最小长度
为19.8毫米
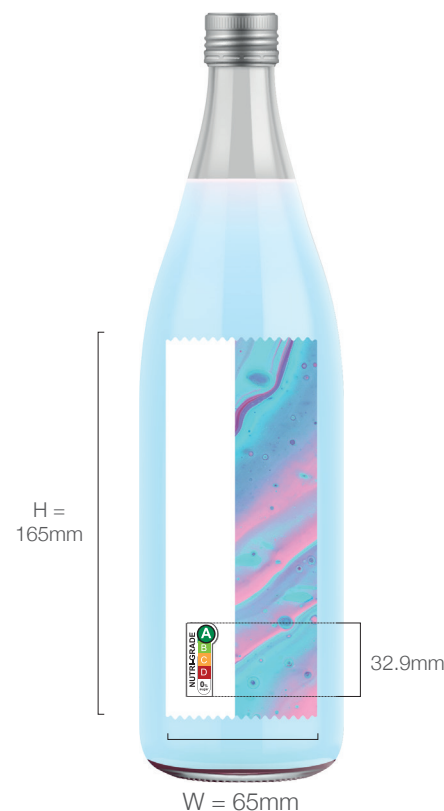
Length of Long Side of
Vertical Variant
纵向标志长边长度
= (H+W) / 7
= (165mm+65mm) / 7
= 32.9mm

Minimum length of the vertical
variant for this packaging is
32.9mm
这种包装的纵向标志最小长度
为32.9毫米

**Correct application of the vertical variant
of the Nutri-Grade mark (Horizontal
Variant should be used as the default,
where possible).**

Please ensure that:

The (H+W) / 7 formula is applied to calculate the
minimum size of the Nutri-Grade mark on FOP
(refer to Section 4.3 for guidelines).

If HCS is applicable, refer to Section 4.4 and the
Healthier Choice Symbol & Identifier Usage Guidelines
for usage guidelines.

**正确使用纵向Nutri-Grade标志的应用法
（尽可能在一般情况下使用横向标志）。**

请确保：

使用(H+W)/7公式计算FOP Nutri-Grade标志的最小
尺寸（请参考4.3节准则说明）。

如果同时适用HCS，请参考第4.4节"较健康选择"
标签（HCS）应用准则。

Application Examples – Multipack with Identical Products within Pack
应用示例 - 内含相同产品的合装包

H = 75mm
34.3mm
W = 165mm

H = 115mm
40mm
W = 165mm

H = 260mm
57.1mm
W = 140mm

Length of Long Side
of Horizontal Variant
横向标志长边长度
= (H+W) / 7
= (75mm+165mm) / 7
= 34.3mm

Minimum length of the horizontal
variant for this packaging is 34.3mm
这种包装的横向标志最小长度
为34.3毫米
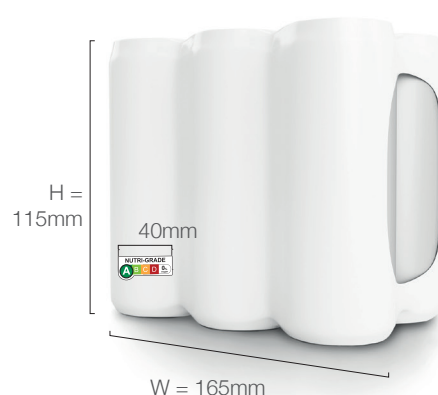
Length of Long Side
of Horizontal Variant
横向标志长边长度
= (H+W) / 7
= (115mm+165mm) / 7
= 40mm

Minimum length of the horizontal
variant for this packaging is 40mm
这种包装的横向标志最小长度
为40毫米

Length of Long Side
of Horizontal Variant
横向标志长边长度
= (H+W) / 7
= (260mm+140mm) / 7
= 57.1mm

Minimum length of the horizontal
variant for this packaging is 57.1mm
这种包装的横向标志最小长度
为57.1毫米

Correct Application of the Nutri-Grade mark on Multipacks containing a single product type

Please ensure that:

1. The horizontal variant is used as the default, where possible.

2. The (H+W) / 7 formula is applied based on the height and width of the entire outer packaging (refer to Section 4.3 for guidelines).

For multipack application guidelines, please refer to Section 4.2.2. If HCS is applicable, refer to Section 4.4 and the Healthier Choice Symbol & Identifier Usage Guidelines for usage guidelines.

在包含相同产品的合装包上正确使用Nutri-Grade标志

请确保:

1. 尽可能在所有情况下使用横向标志。

2. (H+W)/7公式是根据整个外包装的高度和宽度而定的（请参考4.3节准则说明）。

有关合装包的应用准则，请参考第4.2.2节。如果同时使用HCS，请参考第 4.4 节 "较健康选择" 标签（HCS）应用准则。

Application Examples – Multipack with Different Products within Pack

应用示例 - 包装内含不同产品的合装包

Fig 1:
Product names on the left, labels on the right.

图 1:
产品名称在左边，标志在右边。

Fig 2:
Product names above, marks below.

图 2:
产品名称在上面，标志在下面。

Correct Application of the Nutri-Grade mark on Multipacks containing more than one product type

Please ensure that:

1. The horizontal variant is used as the default, where possible.

2. The (H+W) / 7 formula is applied based on the height and width of the entire outer packaging (refer to Section 4.3 for guidelines).

3. All marks on the packaging should be of the same size, regardless of grade.

For multipack application guidelines, please refer to Section 4.2.2. If HCS is applicable, refer to Section 4.4 and the Healthier Choice Symbol & Identifier Usage Guidelines for usage guidelines.

在包含一种以上产品的合装包上正确使用 Nutri-Grade标志

请确保：

1. 尽可能在所有情况下使用横向标志。

2. (H+W)/7公式是根据整个外包装的高度和宽度而定的（请参考4.3节准则说明）。

3. 包装上的所有标志，无论等级，都应大小相同。

有关于合装包的应用准则，请参考第4.2.2节。如果同时使用HCS，请参考第 4.4 节和"较健康选择"标签（HCS）应用准则。

Application – Automated Beverage Dispensers

应用 - 自动饮料售货机

Automated beverage dispenser means a machine that dispenses a non-prepacked beverage according to a pre-fixed formula, with no option for a prospective purchaser of the beverage to customise the amount of any ingredient in the beverage (see examples below). Only purchaser-facing automated beverage dispensers are required to display the Nutri-Grade marks for beverages graded "C" or "D". A "purchaser-facing automated beverage dispenser" is defined as an automated beverage dispenser (e.g. fountain machines) that shows an image or text listing of what beverages may be dispensed and is placed (a) at or behind a sales counter in a way that allows a prospective purchaser to see the image or text listing; (b) to allow a prospective purchaser to dispense a beverage of his or her choice, based on the image or text listing; or (c) in any other way that allows a prospective purchaser to see the image or text listing.

自动饮料售货机是指：根据预先设定的配方配制（非预先包装）的饮料的机器。该机器也不允许饮料的准买家自定义饮料中任何成分的含量（见以下示例）。只有面向买家的自动饮料售货机才需要显示等级为 "C" 或 "D" 的Nutri-Grade标志。"面向买家的自动饮料售货机" 定义为自动饮料售货机(例如现调机)，该自动饮料售货机会显示配售饮料的图像或文字清单，并(a)放置在销售柜台上或后方，使准买家可以看到图像或文字清单;(b)使准买家根据图像或文字清单，配售其选择的饮料；或(c)以任何其他方式，使准买家看到图像或文字清单。

Fig. 1a:
Fountain machine
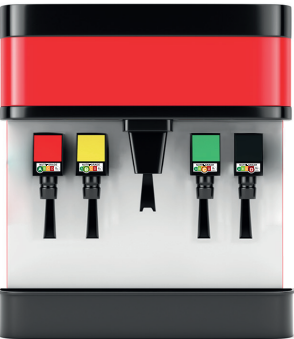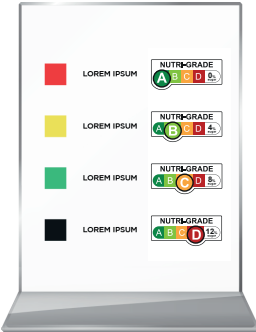with product logos
图1a: 带产品商标的汽水机

Fig. 1b:
Fountain machine with
electronic screen
图1b: 带电子屏幕的汽水机

Fig. 1c:
Coffee machine with text listings
图1c: 带有文本列表的现调饮料机

Fig. 2:
Signage beside machine
图2: 饮料机旁的标牌

Correct Application of the Nutri-Grade mark on purchaser-facing automated beverage dispensers

In all situations, the horizontal variant of the Nutri-Grade mark should be used as the default.

1. The Nutri-Grade mark shall be displayed in direct relation to the image or text listing of the product, on the machine or electronic screen showcasing the types of products available (refer to Fig. 1a - 1c).

2. If this is not possible (e.g. when there is no space to apply the mark without blocking the product name), the Nutri-Grade mark should be displayed in an alternative form onsite, next to the machine/dispenser (e.g. signage next to the machine/dispenser) (refer to Fig. 2).

3. For all situations, the following apply:

   a. The positioning of the mark should indicate clearly to prospective purchasers which product the mark applies to.

   b. The mark can be affixed to the machine using adhesive marks, but it should not be easily removable.

   c. The minimum size of the Nutri-Grade mark is 19.8mm long (refer to Section 4.3).

   d. If the dispenser lists the beverages available via text descriptions or if the marks are displayed on a signage next to the dispenser, the height of the words "NUTRI-GRADE" in the mark should be the same as, or greater than, the height of the product name.

   e. The size of the Nutri-Grade marks should be consistent across all beverages on the same dispenser.

面向自动饮品售货机的买家时Nutri-Grade标志的正确用法

横向的Nutri-Grade标志应该在所有情况下使用。

1. Nutri-Grade标志应与产品的图像或文字列表直接相关，显示在机器或电子屏幕上，展示产品类型 (参考图1a-1c)。

2. 如果无法使用横向的Nutri-Grade标志（例如：没有一个可以即不遮挡产品名又能放标志的位置），Nutri-Grade标志应在以其他形式显示在机器/售货机旁边（例如：机器/售货机旁边的标牌）。（参考图2.）。

3. 在所有情况下，应遵守以下规则：

   a. 标志所舍的位置应该让消费者清楚了解标志属于哪个产品。

   b. 该标志可以粘贴在机器上，但不应使用容易拆除或脱落的材料。

   c. Nutri-Grade标标志的最小尺寸为19.8毫米（参考第4.3节）。

   d. 如果售货机通过文字说明列出可供选择的饮料，或者如果标志显示在售货机旁边的标牌上，标志中 "NUTRI-GRADE" 字样的高度应大于产品名称的高度或与其相同。

   e. 在一个售货机上，无论是哪种饮料，相应的Nutri-Grade标志都应该有同样的大小。

Application – Vending Machines with Product Displays

应用 - 带产品展示的自动售货机

Nutri-Grade mark on FOP surface
FOP 表面的Nutri-Grade标志

Correct Application of the Nutri-Grade mark on vending machines with product displays:

For vending machines with clear windows, the products shall be arranged in such a way that the Nutri-Grade mark on the FOP surface is clearly visible through a window on the vending machine.

自动售货机上使用Nutri-Grade标志正确应用法
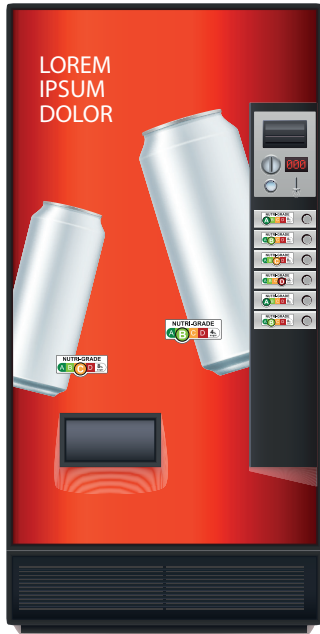
如果自动售货机的窗口是透明的，产品的排列方式应让消费者能清楚地看到FOP表面的Nutri-Grade标志。

Application – Vending Machines without Product Displays

应用 - 无产品展示的自动售货机

Fig. 1a:
Labelled product image
图1a: 贴上标签的产品图片

Fig. 1b:
Clear product and mark indication
图1b: 清楚的产品和标志指示

Correct Application of the Nutri-Grade mark on vending machines without product displays:

In all situations, the horizontal variant of the Nutri-Grade mark should be used as the default, where possible.

1. If there are images on the front of the machine showcasing the types of products available, the Nutri-Grade mark should be incorporated in the image. This can be done in 2 ways:

   a. Use an image of the labelled product (refer to Fig. 1a); or

   b. Display the Nutri-Grade mark next to the product image (refer to Fig. 1b).

The minimum size of the Nutri-Grade mark should be calculated based on the size of the full product image on the vending machine and not the real life product (according to guidelines listed in Section 4.3). If the image is a partial one, the size of the mark should be calculated based on the projected size of the full product image.

2. If there are text listings of products on the front of the machine showcasing the types of products available, the Nutri-Grade mark should be displayed next to or in direct relation to the product name according to the following guidelines:

   a. The height of the words "NUTRI-GRADE" on the mark should be the same as, or greater than, the height of the product name.

The mark should be no smaller than 19.8mm wide on the long side.

3. It should be clear to prospective purchasers which product the mark applies to.

在没有产品展示的自动售货机上正确使用Nutri-Grade标志的情况：

尽可能在所有情况下使用横向的Nutri-Grade标志。

1. 如果机器的正面有产品的图片，这些图片应该贴上Nutri-Grade标志。这可以通过两种方式完成：

   a. 使用贴上标签的产品图片（参考图1a）；或

   b. 在产品图片旁边显示Nutri-Grade标志（参考图1b）。

Nutri-Grade标志的最小尺寸应根据自动售货机上完整产品图片的尺寸计算，而不以真实产品的尺寸计（根据4.3节中列出的指应用准则）。如果图片只显示产品的一部分，标志则以图中产品的完整产品尺寸计算。

2. 如果机器正面上是以文字列出可购的饮料产品，那Nutri-Grade标志应按照以下准则，设在产品名称的左右侧，或与产品名称直接相联。

   a. 标志中"NUTRI-GRADE"字样的高度应与产品名称的高度相同或大于该高度。

标志的长边应不小于19.8毫米宽。

3. 准买家应该轻易了解标志在指示哪个产品。

Application – E-commerce Platforms

应用 - 电子商务平台

Fig. 1a:
图1a:

$xx.xx
Lorem ipsum dolor sit

Fig. 1b:
图1b:

$xx.xx
Lorem ipsum dolor sit

Fig. 2:
图2:
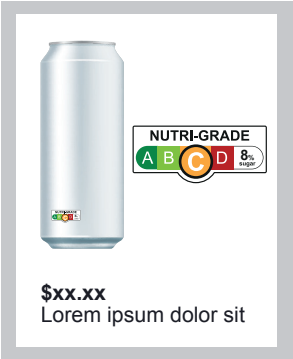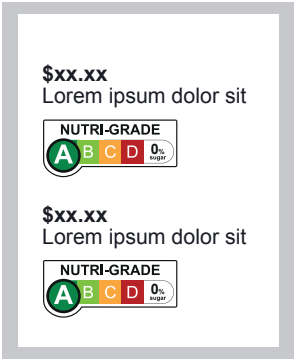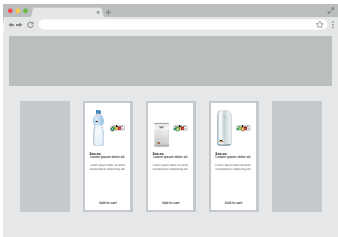

$xx.xx
Lorem ipsum dolor sit

$xx.xx
Lorem ipsum dolor sit

Online Merchants
网上商户

Correct Application of the Nutri-Grade mark on beverages sold on e-commerce platforms:

This applies to digital platforms that facilitate the online sale of Nutri-Grade beverages (e.g. online supermarkets) but excludes digital ordering or delivery platforms for F&B establishments.

In all situations, the horizontal variants of the Nutri-Grade mark should be used as the default, where possible.

1. If there is an image of the product on sale, the Nutri-Grade mark should be incorporated in the image. This can be done in 2 ways:

   a. Use an image of the labelled product (refer to Fig. 1a); or

   b. Display the Nutri-Grade mark next to the product image (refer to Fig. 1b). The (H+W) / 7 formula should be applied based on the size of the product image to calculate the size of the Nutri-Grade mark (refer to Section 4.3).
   If the image is a partial one, the size of the mark should be calculated based on the projected size of the full product image.

If the Nutri-Grade mark within the product image is not clearly legible across online platforms (e.g. desktop or mobile), 1b should be used to display the mark at a larger and more legible size.

2. If there is only a text listing of the product on sale, the Nutri-Grade mark should be displayed next to or in direct relation to the product name.

   The height of the words "NUTRI-GRADE" in the mark should be the same as, or greater than, the height of the product name.

3. The Nutri-Grade mark must appear in direct relation to the product of concern.

电子商务平台上销售的饮料正确使用Nutri-Grade标志的情况：

适用于网上销售Nutri-Grade饮料的网络平台（例如：网上超市），但不包括餐饮业者的网络平台或送餐平台。

尽可能在所有情况下使用横向的Nutri-Grade标志。

1. 如果有出售产品的图片，该图片应贴上Nutri-Grade标志。这可以通过两种方式完成：

   a. 使用已贴上标签的产品图（参考图1a）；或

   b. 在产品图片旁边显示Nutri-Grade标志（参考图1b）。应根据(H+W)/7公式，利用产品图片的大小来计算Nutri-Grade标志的大（参考第4.3节）。如果图片只显示产品的一部分，标志则以图中产品的完整产品尺寸计算。

如果产品图片中的Nutri-Grade标志在网络平台上不清晰，就应该使用参考图1b的形式来显示更大、更清晰的标志。

2. 如果所销售的产品只是使用产品名称列出，那Nutri-Grade标志应按照准则，设在产品名称的左右侧，或与产品名称直接相联。

   标志中"NUTRI-GRADE"字样的高度应与产品名称的高度相同或大于该高度。

3. Nutri-Grade标志必须出现在所关注的产品直接相关处。

Application – Digital Advertisements
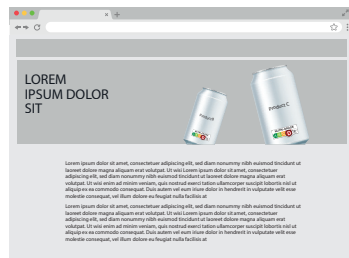
应用 - 数码广告

Fig. 1: Web Banners
图1: 网页横幅

Fig. 2: Video Ads
图2: 视频广告

Fig. 3: Promotional Emails
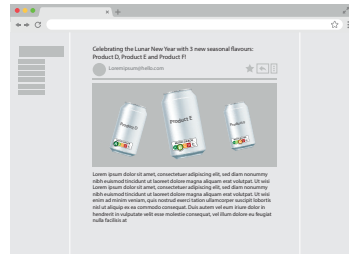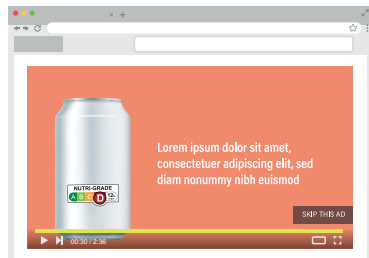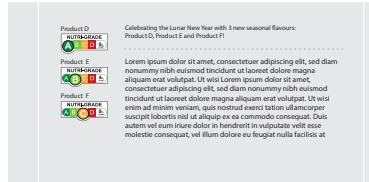图3: 促销电邮

Fig. 4: Text-only Advertisements
图4: 文字广告

Correct Application of the Nutri-Grade mark for digital advertisements:

In all situations, the horizontal variant of the Nutri-Grade mark should be used as the default, where possible.

1. If there is an image of the product being advertised, the Nutri-Grade mark should be applied to the image. This can be done in 2 ways:

    a. Use an image of the labelled product; or

    b. Display the Nutri-Grade mark next to the product image. The (H+W)/7 formula should be applied based on the size of the product image to calculate the size* of the Nutri-Grade mark (refer to Section 4.3). If the image is a partial one, the size* of the mark should be calculated based on the projected size of the full product image.

    If the Nutri-Grade mark within the product image (1a) is not clearly legible across online platforms (e.g. desktop or mobile), 1b should be used to display the mark at a larger and more legible size.

2. If there is only a text listing of the product being advertised, the Nutri-Grade mark should be displayed next to or in direct relation to the product name.

    The height^ of the words "NUTRI-GRADE" in the mark should be the same as, or greater than, the height of the product name (refer to Fig. 4).

3. The Nutri-Grade mark must appear in direct relation to the product of concern, by locating it on/next to the product (refer to Fig. 1 - 3). If this is not possible and the Nutri-Grade mark is located away from the product, the mark should be labelled with the product name (refer to Fig. 4).

4. If there are multiple features (image/text) of the same product on the advertisement, only one mark is required. For situations described in 1b and 2, the size* of the Nutri-Grade mark is calculated based on the largest feature of the product.

*　The size of the Nutri-Grade marks should be roughly consistent across all beverages of similar sizes on the same advertisement.

^　The height of the words "NUTRI-GRADE" should be roughly consistent across all beverages of similar sizes on the same advertisement.

在数字广告中正确使用Nutri-Grade标志的情况：

尽可能在所有情况下使用横向的Nutri-Grade标志。

1. 如果有出售产品的图片，该图片应贴上Nutri-Grade标志。这可以通过两种方式完成：

    a. 使用已贴上标签的产品图片；或

    b. 在产品图片旁边显的Nutri-Grade标志。应根据(H+W)/7公式，利用产品图片的大小来计算Nutri-Grade标志的大（参考第4.3节）。如果图片只显示产品的一部分，标志则以图中产品的完整产品尺寸计算。

如果产品图片（1a）中的Nutri-Grade标志在网络平台上不清晰，就应该使用参考图1b的形式来显示更大、更清晰的标志。

2. 如果所销售的产品只是使用产品名称列出，那Nutri-Grade标志应按照准则，设在产品名称的左右侧，或与产品名称直接相联的位置。

    标志中"NUTRI-GRADE"字样的高度^应与产品名称的高度相同或大于该高度（参考图4）。

3. Nutri-Grade标志必须出现在产品直接相关处，将其定位在产品上/左右侧（参考图1-3）。如果无法实行而Nutri-Grade标志位于远离产品处，该标志应该标明产品名称（参考图4）。

4. 如果广告上有同一产品的多种形式（图片/文字），则只需一个标志即可。对于参考图1b和2中描述的情况，Nutri-Grade标志的尺寸*应根据最大的产品形式计算。

*　在同一则广告中，相同大小的饮料应该贴上大小相同的Nutri-Grade标志。

^　在同一则广告中，相同大小的饮料应该贴上高度相同的Nutri-Grade标志。

Application – Large Print Formats
应用 - 大型印制格式

Fig. 1: Posters
图1: 海报

Fig. 2: Billboards
图2: 广告牌

Correct Application of the Nutri-Grade mark on large print format marketing collaterals such as billboards, posters and Out-of-home (OOH) media:

In all situations, the horizontal variant of the Nutri-Grade mark should be used as the default, where possible.

1. If there is an image of the product being advertised, the Nutri-Grade mark should be applied to the image. This can be done in 2 ways:

   a. Use an image of the labelled product; or

   b. Display the Nutri-Grade mark next to the product image.The (H+W) / 7 formula should be applied based on the size of the product image to calculate the size* of the Nutri-Grade mark (refer to Section 4.3).

      If the image is a partial one, the size* of the mark should be calculated based on the projected size of the full product image.

2. If there is only a text listing of the product being advertised, the Nutri-Grade mark should be displayed next to or in direct relation to the product name.

   The height^ of the words "NUTRI-GRADE" in the mark should be the same as, or greater than, the height of the product name.

3. The Nutri-Grade mark must appear in direct relation to the product of concern, by locating it on/next to the product. If this is not possible and the Nutri-Grade mark is located away from the product, the mark should be labelled with the product name.

4. If there are multiple features (image/text) of the same product on the advertisement, only one mark is required. For situations described in 1b and 2, the size* of the Nutri-Grade mark is calculated based on the largest feature of the product.

* The size of the Nutri-Grade marks should be roughly consistent across all beverages of similar sizes on the same advertisement.

^ The height of the words "NUTRI-GRADE" should be roughly consistent across all beverages of similar sizes on the same advertisement.

Nutri-Grade标志在广告牌、海报和户外广告等大版面市场推广宣传印刷品上的正确使用情况：

尽可能在所有情况下使用横向的Nutri-Grade标志。

1. 如果有出售产品的图片，该图片应贴上Nutri-Grade标志。这可以通过两种方式完成：

   a. 使用已贴上标签的产品图片；或

   b. 在产品图片旁边显示Nutri-Grade标志。应根据(H+W)/7公式，利用产品图片的大小来计算Nutri-Grade标志的大小*（参考第4.3节）。

      如果图片只显示产品的一部分，标志则以图中产品的完整产品尺寸计算。

2. 如果所销售的产品只是使用产品名称列出，那Nutri-Grade标志应设在产品名称的左右侧，或与产品名称直接相联的位置。

   标志中"NUTRI-GRADE"字样的高度^应与产品名称的高度相同或大于该高度。

3. Nutri-Grade标志必须出现在产品直接相关处，将其定位在产品上方/左右侧。如果无法实行而Nutri-Grade标志位于远离产品处，该标志应该标明产品名称。

4. 如果广告上有同一产品的多种形式（图片/文字），则只需一个标志即可。对于参考图1b和2中描述的情况，Nutri-Grade标志的尺寸*应根据最大的产品形式计算。

* 在同一则广告中，相同大小的饮料应该贴上大小相同的Nutri-Grade标志。

^ 在同一则广告中，相同大小的饮料应该贴上高度相同的Nutri-Grade标志。

Application – Small Print Formats

应用 - 小型印制格式
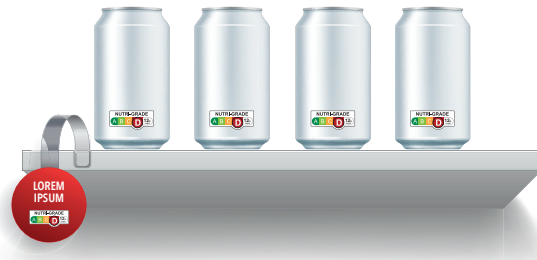
Fig. 1: Wobblers
图1: 跳跳卡

Fig. 2: Point of sales display and Gondola ends
图2: 销售点展示和货品摆设架末端

Correct Application of the Nutri-Grade mark on small print format marketing collaterals such as wobblers, stickers, in-store or below-the-line collaterals:

In all situations, the horizontal variant of the Nutri-Grade mark should be used as the default, where possible.

1. If there is an image of the product being advertised, the Nutri-Grade mark should be applied to the image. This can be done in 2 ways:

   a. Use an image of the labelled product; or

   b. Display the Nutri-Grade mark next to the product image. The (H+W) / 7 formula should be applied based on the size of the product image to calculate the size* of the Nutri-Grade mark (refer to Section 4.3). If the image is a partial one, the size* of the mark should be calculated based on the projected size of the full product image.

2. If there is only a text listing of the product being advertised, the Nutri-Grade mark should be displayed next to or in direct relation to the product name.

   The height^ of the words "NUTRI-GRADE" in the mark should be the same as, or greater than, the height of the product name.

3. The Nutri-Grade mark must appear in direct relation to the product of concern, by locating it on/next to the product. If this is not possible and the Nutri-Grade mark is located away from the product, the mark should be labelled with the product name.

4. If there are multiple features (image/text) of the same product on the advertisement, only one mark is required. For situations described in 1b and 2, the size* of the Nutri-Grade mark is calculated based on the largest feature of the product.

* The size of the Nutri-Grade marks should be roughly consistent across all beverages of similar sizes on the same advertisement.

^ The height of the words "NUTRI-GRADE" should be roughly consistent across all beverages of similar sizes on the same advertisement.

--- END ---

Nutri-Grade标志在小印刷格式的市场推广宣传印刷品（如跳跳卡、贴纸、店内或线下宣传印刷品）上的正确使用情况：

尽可能在所有情况下使用横向的Nutri-Grade标志

1. 如果有出售产品的图片，该图片应贴上Nutri-Grade标志。这可以通过两种方式完成：

   a. 使用已贴上标签的产品图片；或

   b. 在产品图片旁边显示Nutri-Grade标志。应根据（H+W)/7公式，利用产品图片的大小来计算Nutri-Grade标志的大小*（参考第4.3节）。如果图片只显示产品的一部分，标志则以图中产品的完整产品尺寸计算。

2. 如果所销售的产品只是使用产品名称列出，那Nutri-Grade标志应设在产品名称的左右侧，或与产品名称直接相联的位置。

   标志中"NUTRI-GRADE"字样的高度^应与产品名称的高度相同或大于该高度。

3. Nutri-Grade标志必须出现在产品直接相关处，将其定位在产品上方/左右侧。如果无法实行而Nutri-Grade标志位于远离产品处，该标志应该标明产品名称。

4. 如果广告上有同一产品的多种形式（图片/文字），则只需一个标志即可。对于参考图1b和2中描述的情况，Nutri-Grade标志的尺寸*应根据最大的产品形式计算。

* 在同一则广告中，相同大小的饮料应该贴上大小相同的Nutri-Grade标志。

^ 在同一则广告中，相同大小的饮料应该贴上高度相同的Nutri-Grade标志。

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