

## Nutri-Grade Mark for Nutri-Grade Beverages

Usage guide for graphic applications

# CONTENT

## Section

### **Nutri-Grade Mark for Nutri-Grade Beverages**

#### **1**

Introduction

1.1

### **Components and Specifications of the Mark**

#### **2**

Grade and Sugar Level

2.1

Font Type and Colour Palette

2.2

Proportion and Grid

2.3

### **Mark Variants and Nutrient Thresholds**

#### **3**

Horizontal Variants

3.1

Vertical Variants

3.2

Mark Variants and Grading Criteria

3.3

### **Usage Guidelines**

#### **4**

Minimum Clear Space

4.1

Placement on Packaging

4.2

Individual Products

4.2.1

Multipacks

4.2.2

Size of Mark

4.3

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

4.4

Ideal Applications

4.5

Unapproved Applications

4.6

### **Product Packaging Application Examples**

#### **5**

Application Examples – Individual Product Packages

5.1

Horizontal Variant – Cartons and Packet Drinks

5.1.1

Horizontal Variant – Cans and PET Bottles

5.1.2

Vertical Variant – Cans and Bottles

5.1.3

Application Examples – Multipacks

5.2

Multipack with Identical Products within Pack

5.2.1

Multipack with Different Products within Pack

5.2.2

### **Usage Guidelines for Non-Product Packaging Applications**

#### **6**

Application – Automated Beverage Dispensers

6.1

Application – Vending Machines with Product Displays

6.2

Application – Vending Machines without Product Displays

6.3

Application – E-commerce Platforms

6.4

Application – Digital Advertisements

6.5

Application – Large Print Formats

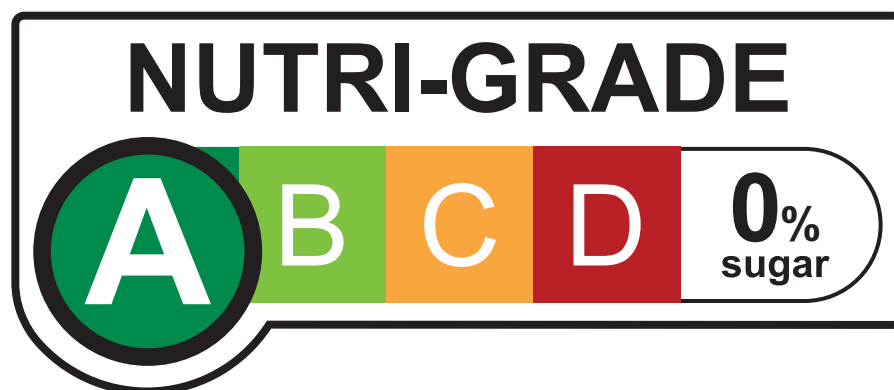
6.6

Application – Small Print Formats

6.7



## Introduction



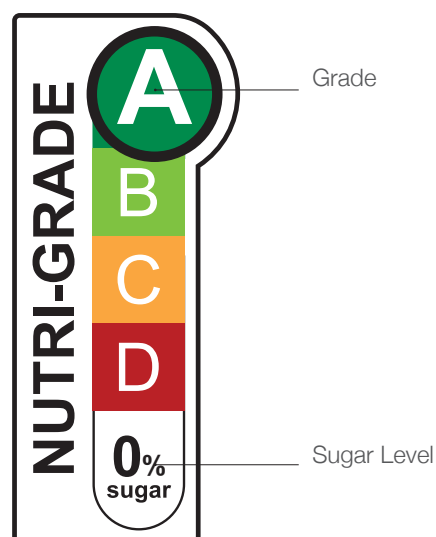
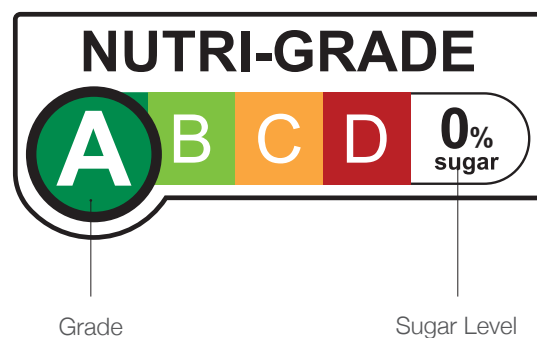
The Ministry of Health Singapore introduced mandatory nutrition labelling and advertising prohibitions for Nutri-Grade beverages intended for sale by retail in Singapore.

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.

**Grade and Sugar Level****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.

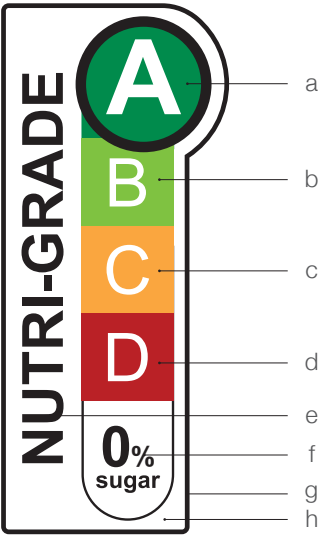
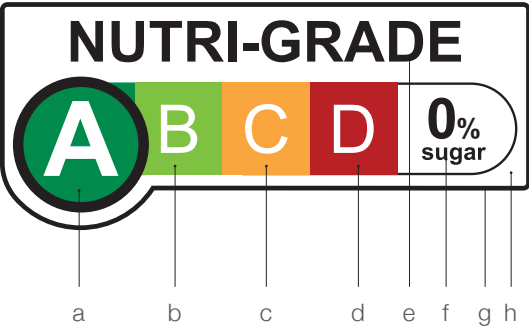
Components of the mark are fixed and cannot be changed or altered in any way. Only the value for the sugar level may be changed to reflect the accurate nutrient content of the beverage. The height of the value for the sugar level is the same as the words "NUTRI-GRADE" in the mark.

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.

Font Type and Colour Palette

Arial Bold

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.

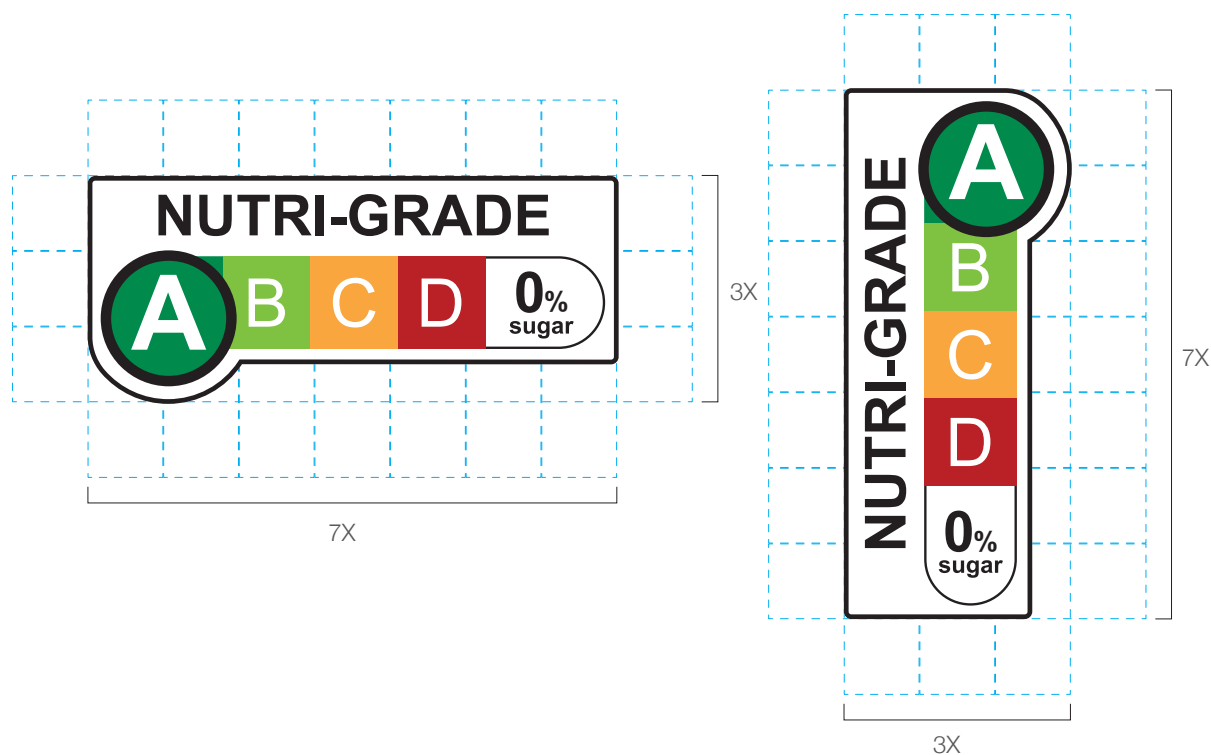
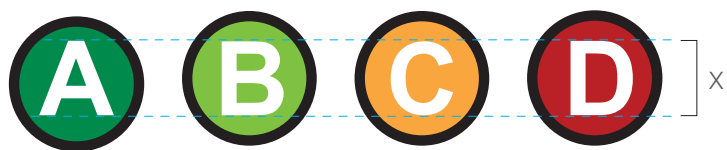
Colour Palette

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.

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

## Proportion and Grid



## Proportion

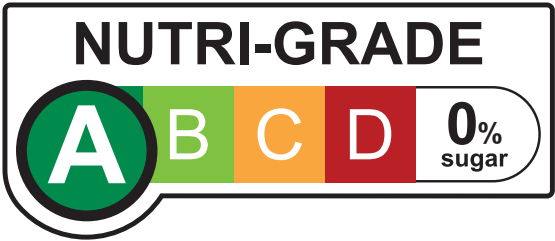
The proportion relationships of the elements are fixed and shown in this guide. In all situations, the digital artwork shall be used as provided by the Singapore Government and must not be modified in any way, except to adjust proportionally to the required size and to insert the value for the sugar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

## Grid

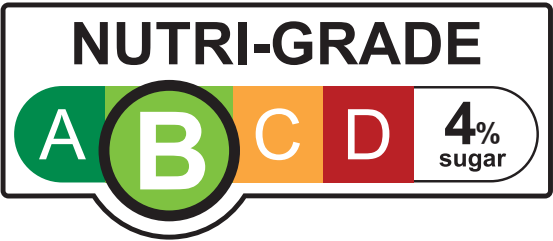
The grid is determined by one cap height of the large letter versions of 'A', 'B', 'C' or 'D'. During application, please check the construction grid to ensure each section of the Nutri-Grade mark is within grid specifications.

Horizontal Variants

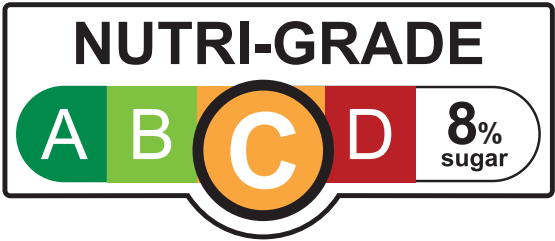
Nutri-Grade Horizontal Variant 1.1



Nutri-Grade Horizontal Variant 1.2



Nutri-Grade Horizontal Variant 1.3



Nutri-Grade Horizontal Variant 1.4



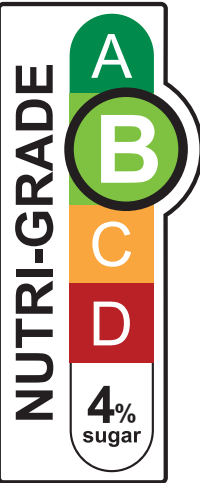
The Nutri-Grade mark is presented as both horizontal and vertical variants. Horizontal variants should be used as the default, except in situations where the vertical variant may be more appropriate (refer to Section 3.2).

Vertical Variants

Nutri-Grade  
Vertical Variant 2.1



Nutri-Grade  
Vertical Variant 2.2



Nutri-Grade  
Vertical Variant 2.3



Nutri-Grade  
Vertical Variant 2.4



Example of instances where the vertical variant may be used

Fig. 1:

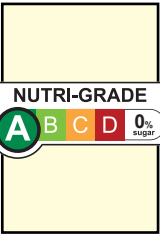


Fig. 2:

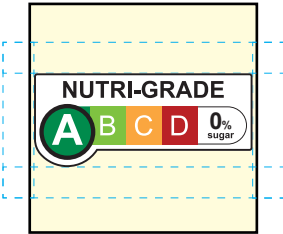
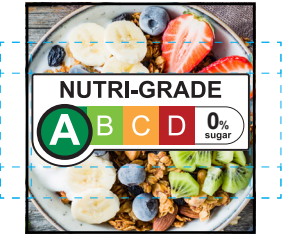


Fig. 3:











**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.

Mark Variants and Grading Criteria

Grade	Horizontal Variants (default)	Vertical Variants (Refer to usage guidelines for vertical variants at Section 3.2)	Nutrient Threshold
A			<div>≤ 1g/100ml sugar<sup>1</sup></div> <div>≤0.7g/100ml saturated fat</div> <div>No non-sugar substitutes<sup>2</sup></div>
B			<div>&gt;1-5g/100ml sugar<sup>1</sup></div> <div>&gt;0.7-1.2g/100ml saturated fat</div>
C			<div>&gt;5-10g/100ml sugar<sup>1</sup></div> <div>&gt;1.2-2.8g/100ml saturated fat</div>
D			<div>&gt;10g/100ml sugar<sup>1</sup></div> <div>&gt;2.8g/100ml saturated fat</div>

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<sup>2</sup>.

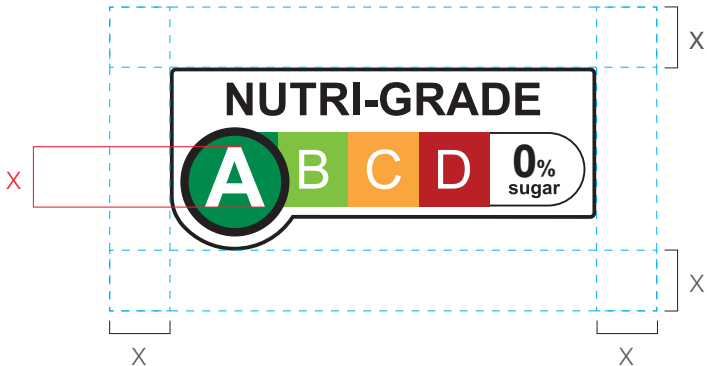
More information on the grading system and nutrient thresholds can be found within the Food Regulations and the Industry Guidance Document.

<sup>1</sup> 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.

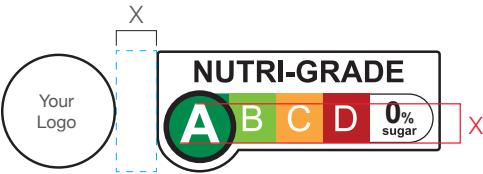
<sup>2</sup> This refers to any aspartame, sugar alcohol, carbohydrate alcohol, polyhydric alcohol, or any other substance added in place of sugar to provide a sweet taste.

Minimum Clear Space

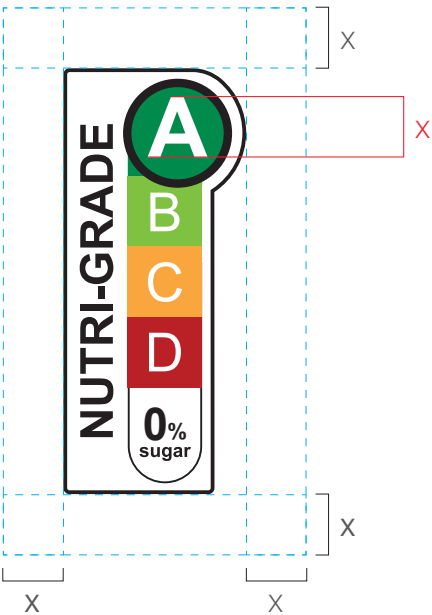
Horizontal Variant



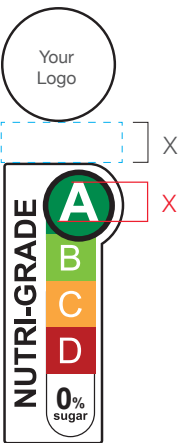
Example of Clear Space



Vertical Variant



Example of Clear Space



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'.



## Placement on Packaging – Individual Products

Fig. 1:  
FOP area of packages with full printed area

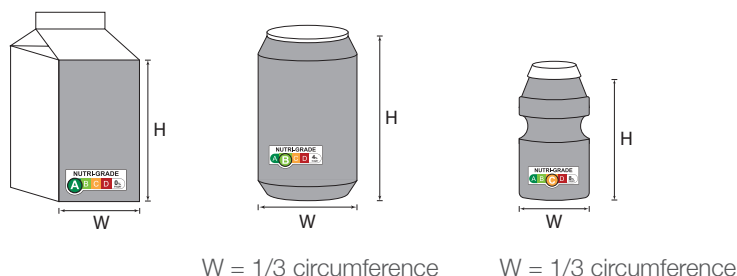


Fig. 2:  
FOP area of packages with partial printed areas, product sleeves or package labels

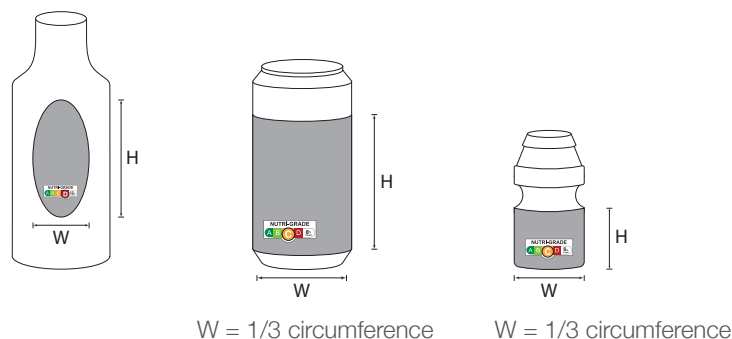
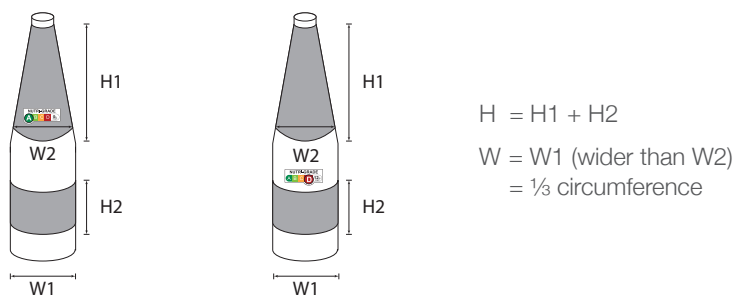


Fig. 3:  
FOP area of packages with multiple printed areas, product sleeves or package labels



## 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.

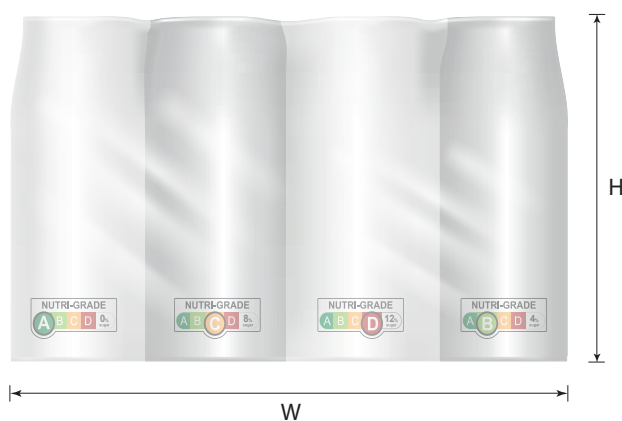
## Placement on Packaging – Multipacks

FOP area of multipacks

Fig. 1:  
FOP area of multipacks that fulfills scenario (a)



Fig. 2:  
FOP area of multipacks that fulfills scenario (b)



### 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:

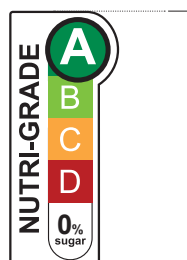
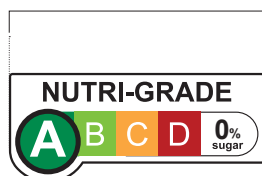
- The FOP surface of the outer packaging of the multipack and not the units of the prepacked Nutri-Grade beverage, if the outer packaging of the multipack includes a statement that each unit in the package must not be sold separately or a statement to the like effect (e.g. "Not to be sold separately"),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

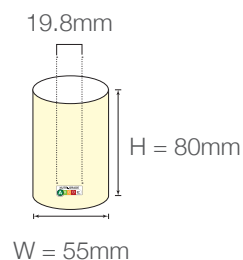
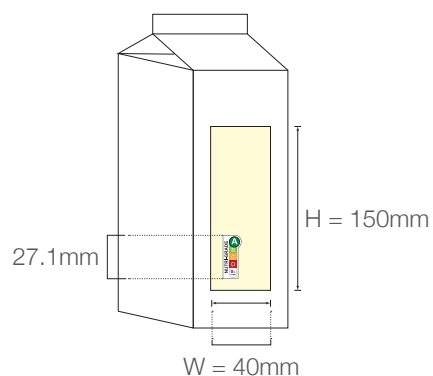
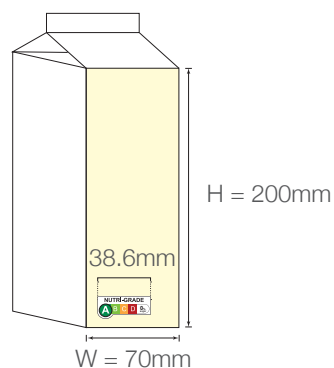
More information on when the above scenarios would apply can be found within the Food Regulations and the Industry Guidance Document.

## Size of Mark

Long side of Horizontal Variant



Long side of Vertical Variant


**Example 1:**  
**Carton Box with large FOP area**

Length of Long Side of Horizontal Variant  
 $= (H+W) / 7$   
 $= (200\text{mm}+70\text{mm}) / 7$   
 $= 38.6\text{mm}$

Minimum length of the horizontal variant  
 for this packaging is 38.6mm

**Example 2:**  
**Carton Box with small FOP area**

Length of Long Side of Vertical Variant  
 $= (H+W) / 7$   
 $= (150\text{mm}+40\text{mm}) / 7$   
 $= 27.1\text{mm}$

Minimum length of the vertical variant  
 for this packaging is 27.1mm

**Example 3:**  
**Can with small FOP Area**

Length of Long Side of Horizontal Variant  
 $= (H+W) / 7$   
 $= (80\text{mm}+55\text{mm}) / 7$   
 $= 19.3\text{mm}$  (shorter than minimum size)  
 $= 19.8\text{mm}$  (round up to minimum size)

Minimum length of the horizontal variant  
 for this packaging is 19.8mm

**Calculation of Mark Size**

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

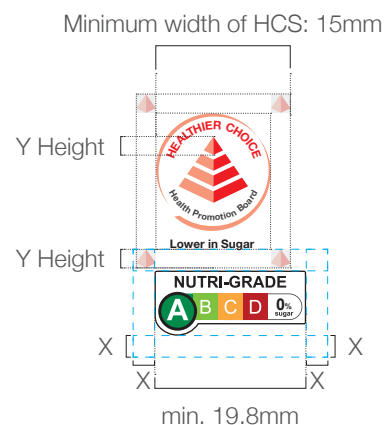
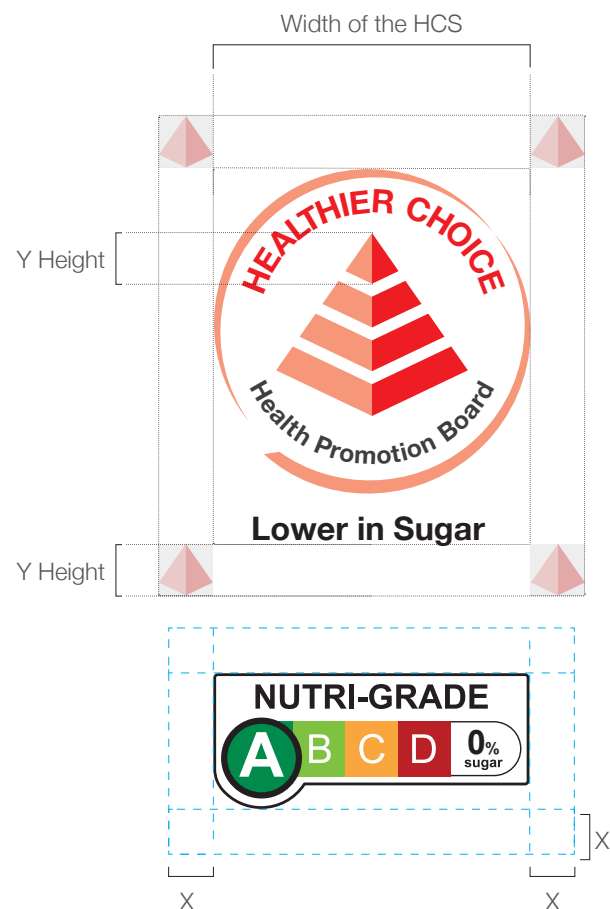
Length of long side of Nutri-Grade mark  $= (H+W) / 7$

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.

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



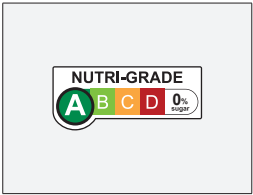
Minimum width of HCS is 15mm.  
If the width of HCS is less than 19.8mm, the Nutri-Grade mark will remain at its minimum size of 19.8mm.

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

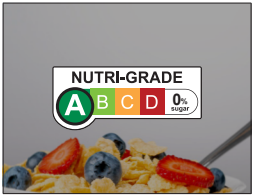
**Nutri-Grade mark usage on HCS-certified products need to adhere to the following:**

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.

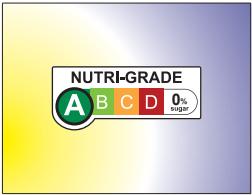
Ideal Applications



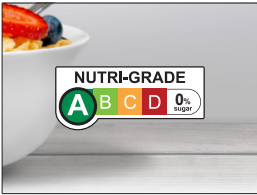
5% Black Tint BG



40% Black Tint BG



Light Graduated BG



Less Busy Image Area

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.

## Unapproved Applications



**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.

**Horizontal Variant – Cartons and Packet drinks**

Length of Long Side of Horizontal Variant  
 $= (H+W) / 7$   
 $= (160\text{mm}+70\text{mm}) / 7$   
 $= 32.9\text{mm}$

Minimum length of the horizontal variant for this packaging is 32.9mm

Length of Long Side of Horizontal Variant  
 $= (H+W) / 7$   
 $= (80\text{mm}+70\text{mm}) / 7$   
 $= 21.4\text{mm}$

Minimum length of the horizontal variant for this packaging is 21.4mm

Length of Long Side of Horizontal Variant  
 $= (H+W) / 7$   
 $= (130\text{mm}+55\text{mm}) / 7$   
 $= 26.4\text{mm}$

Minimum length of the horizontal variant for this packaging is 26.4mm

Length of Long Side of Horizontal Variant  
 $= (H+W) / 7$   
 $= (90\text{mm}+60\text{mm}) / 7$   
 $= 21.4\text{mm}$

Minimum length of the horizontal variant for this packaging is 21.4mm

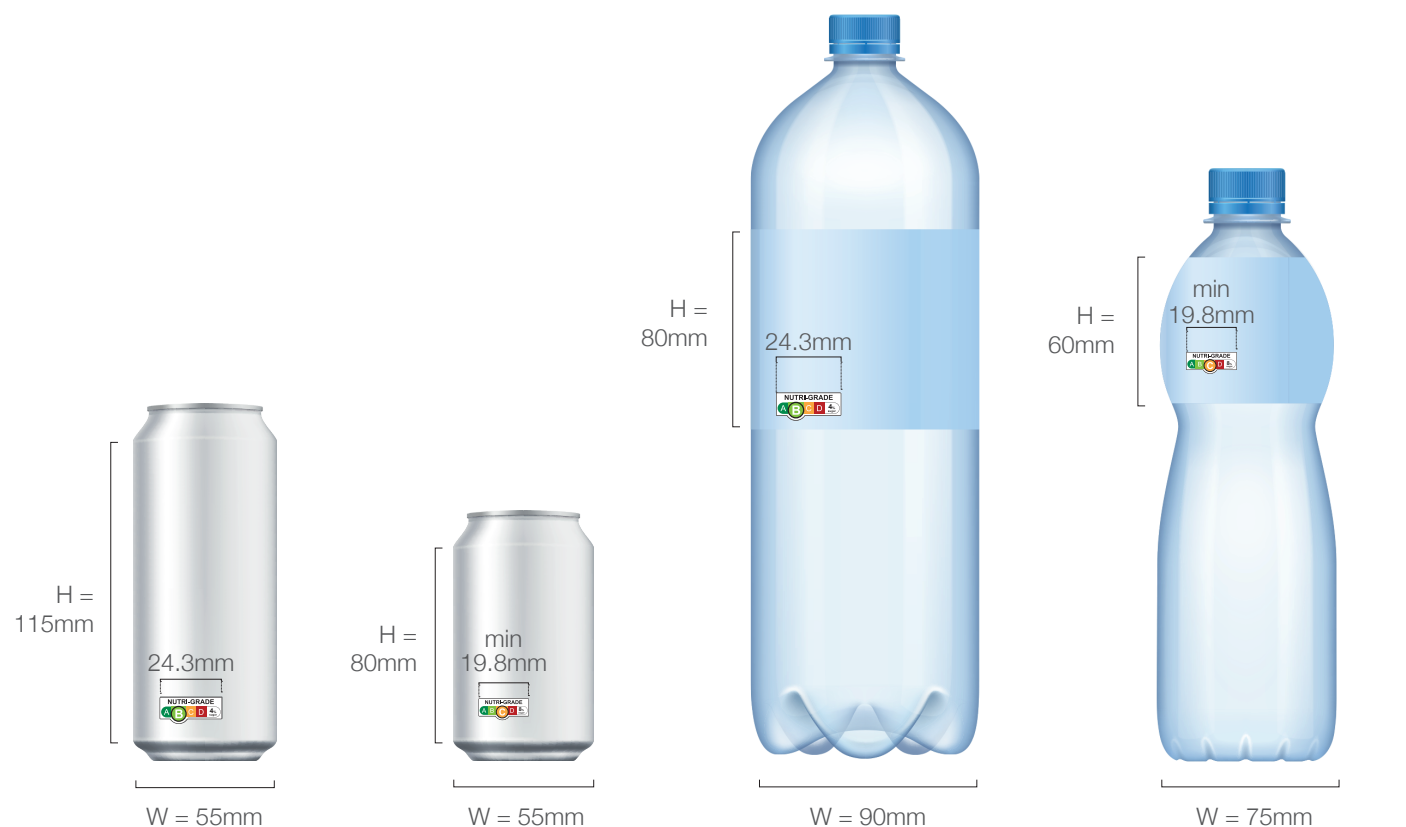
**Correct Application of the Nutri-Grade mark on Cartons and Packet Drinks**

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.

## Horizontal Variant – Cans and PET bottles



Length of Long Side of Horizontal Variant  
 $= (H+W) / 7$   
 $= (115\text{mm}+55\text{mm}) / 7$   
 $= 24.3\text{mm}$

Minimum length of the horizontal variant for this packaging is 24.3mm

Length of Long Side of Horizontal Variant  
 $= (H+W) / 7$   
 $= (80\text{mm}+55\text{mm}) / 7$   
 $= 19.3\text{mm}$   
 $= 19.8\text{mm}$   
 (round up to minimum size)

Minimum length of the horizontal variant for this packaging is 19.8mm

Length of Long Side of Horizontal Variant  
 $= (H+W) / 7$   
 $= (90\text{mm}+80\text{mm}) / 7$   
 $= 24.3\text{mm}$

Minimum length of the horizontal variant for this packaging is 24.3mm

Length of Long Side of Horizontal Variant  
 $= (H+W) / 7$   
 $= (75\text{mm}+60\text{mm}) / 7$   
 $= 19.3\text{mm}$   
 $= 19.8\text{mm}$   
 (round up to minimum size)

Minimum length of the horizontal variant for this packaging is 19.8mm

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

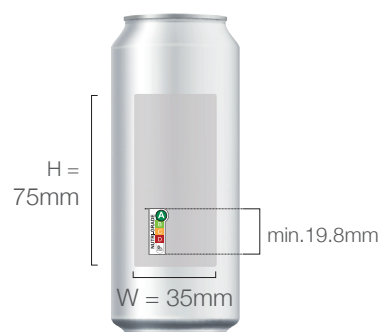
Please ensure that:

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.

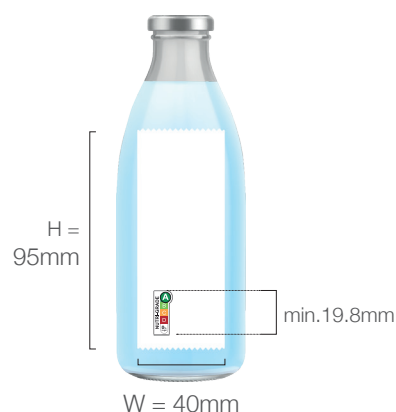


## Vertical Variant – Cans and Bottles



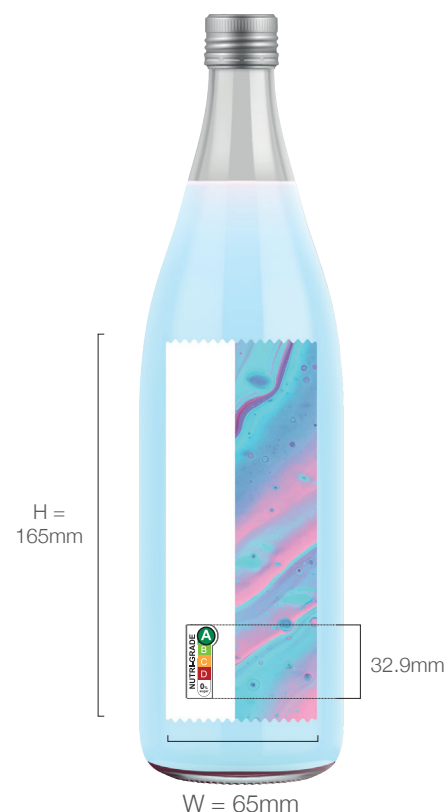
Length of Long Side of Vertical Variant  
 $= (H+W) / 7$   
 $= (75\text{mm}+35\text{mm}) / 7$   
 $= 15.7\text{mm}$   
 $= 19.8\text{mm}$   
 (round up to minimum size)

Minimum length of the vertical variant for this packaging is 19.8mm



Length of Long Side of Vertical Variant  
 $= (H+W) / 7$   
 $= (95\text{mm}+40\text{mm}) / 7$   
 $= 19.3\text{mm}$   
 $= 19.8\text{mm}$   
 (round up to minimum size)

Minimum length of the vertical variant for this packaging is 19.8mm



Length of Long Side of Vertical Variant  
 $= (H+W) / 7$   
 $= (165\text{mm}+65\text{mm}) / 7$   
 $= 32.9\text{mm}$

Minimum length of the vertical variant for this packaging is 32.9mm

**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).

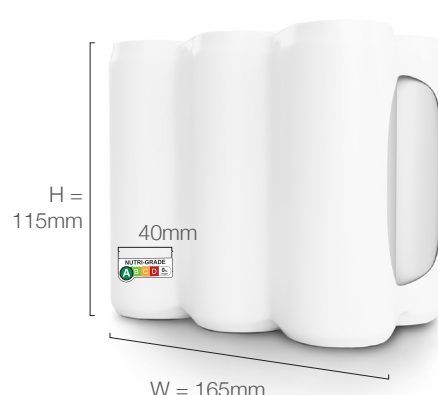
If HCS is applicable, refer to Section 4.4 and the Healthier Choice Symbol & Identifier Usage Guidelines for usage guidelines.

## Application Examples – Multipack with Identical Products within Pack



Length of Long Side  
of Horizontal Variant  
=  $(H+W) / 7$   
=  $(75\text{mm}+165\text{mm}) / 7$   
= 34.3mm

Minimum length of the horizontal  
variant for this packaging is 34.3mm



Length of Long Side  
of Horizontal Variant  
=  $(H+W) / 7$   
=  $(115\text{mm}+165\text{mm}) / 7$   
= 40mm

Minimum length of the horizontal  
variant for this packaging is 40mm



Length of Long Side  
of Horizontal Variant  
=  $(H+W) / 7$   
=  $(260\text{mm}+140\text{mm}) / 7$   
= 57.1mm

Minimum length of the horizontal  
variant for this packaging is 57.1mm

### 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.

## Application Examples – Multipack with Different Products within Pack

Fig. 1:  
Product names to the left, marks to the right.



Fig. 2:  
Product names above, marks below.

**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.

## Application – Automated Beverage Dispensers

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.**

Fig. 1a:  
Fountain machine  
with product logos

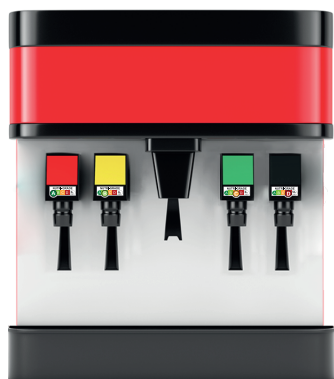


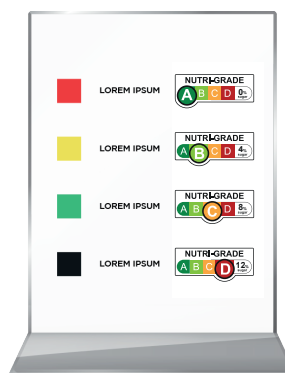
Fig. 1b:  
Fountain machine with  
electronic screen



Fig. 1c:  
Coffee machine with text listings



Fig. 2:  
Signage beside machine



### 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.

**Application – Vending Machines with Product Displays**

Nutri-Grade mark on FOP surface

**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.

**Application – Vending Machines without Product Displays**

Fig. 1a:  
Labelled product image



Fig. 1b:  
Clear product and mark indication

**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.

## Application – E-commerce Platforms

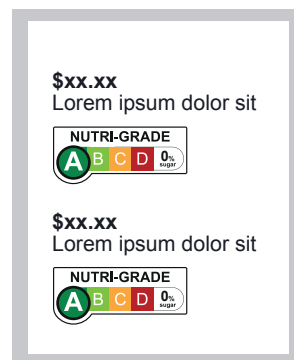
Fig. 1a:



Fig. 1b:



Fig. 2:

**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.

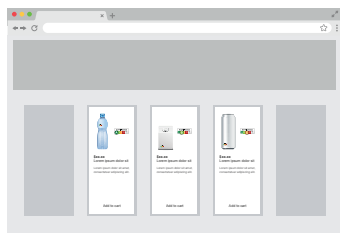
If the Nutri-Grade mark within the product image is not clearly legible across online platforms (e.g. desktop or mobile), 1b should be used to display the mark at a larger and more legible size.

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.

## Online Merchants



Application – Digital Advertisements

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.

Fig. 1:  
Web Banners

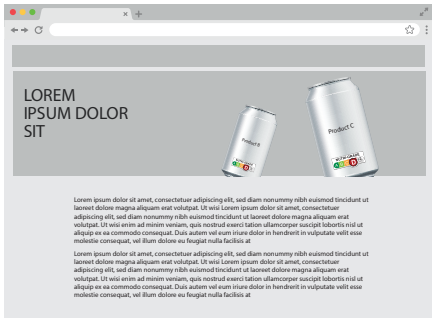


Fig. 2:  
Video Ads

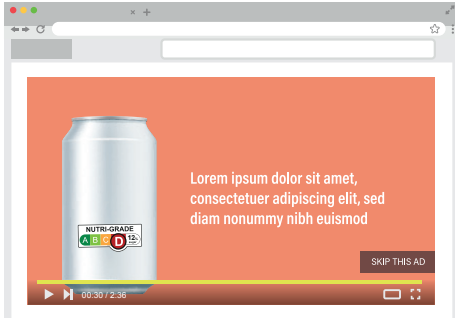


Fig. 3:  
Promotional Emails

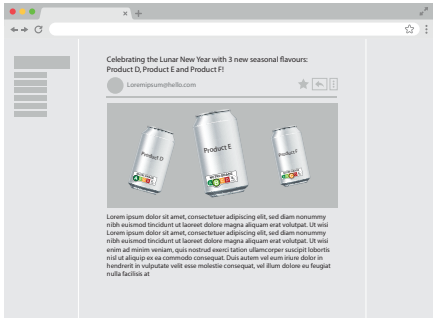


Fig. 4:  
Text-only Advertisements



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 (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.

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.

\* 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.

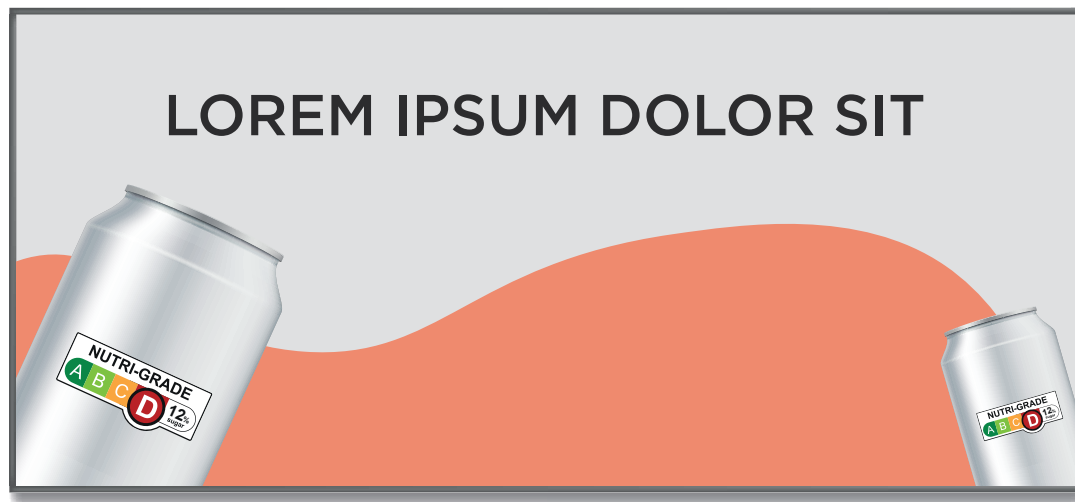


## Application – Large Print Formats

Fig. 1:  
Posters



Fig. 2:  
Billboards



### 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.

## Application – Small Print Formats

Fig. 1:  
Wobblers



Fig. 2:  
Point of sales display  
and Gondola ends



**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.