

# NUTRI-SCORE

CORPORATE GRAPHIC CHARTER



MAY 2018

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# Introduction

**T**he Law of 26 January 2016 relating to modernisation of our healthcare system enables placement of a nutritional logo on the front of food product packaging.

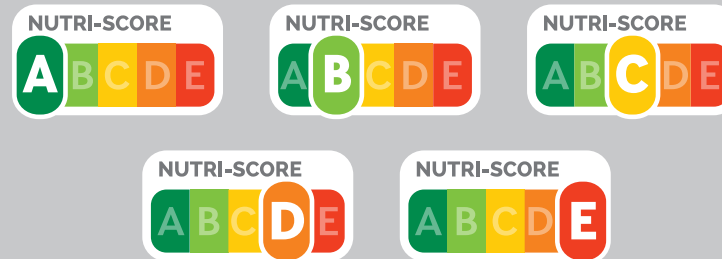
The aim of this logo is to help consumers take into account the nutritional quality of the products they are buying.

This graphic charter has been produced to outline the conditions for placing the logo on packaging and on communication media.

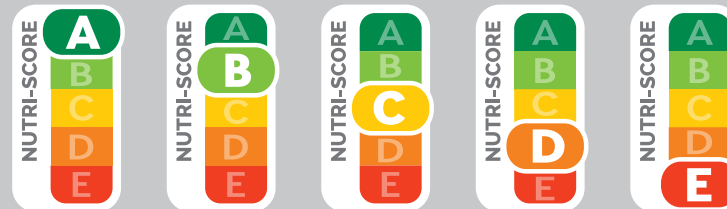
There are vertical versions and a horizontal version of the logo, each available in 5 modules.

**The horizontal versions are to be used by default, wherever possible. The vertical versions must only be used as a last resort, when application of the horizontal versions is not possible.**

horizontal logo available in 5 modules intended for packaging and communication



vertical logo available in 5 modules intended for packaging only



communication logo intended for media communication only



# PACKAGING LOGO

## **1. Construction & colours**

## Construction & colours

# Construction

## packaging logo

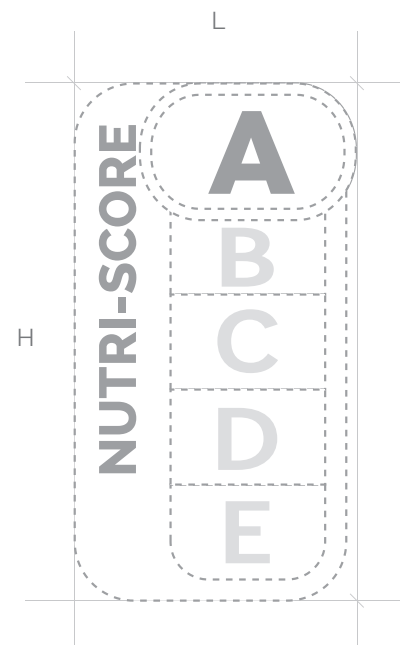
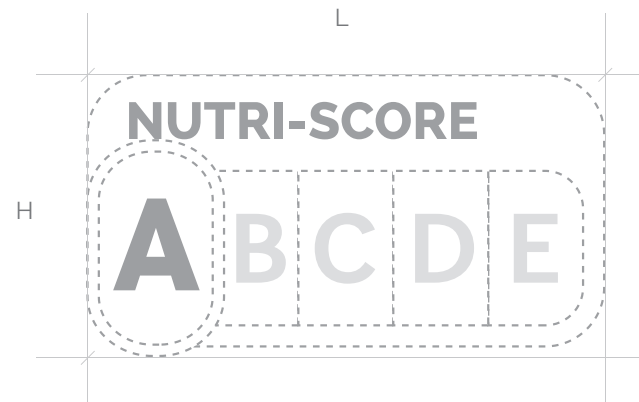
**T**he **NUTRI-SCORE** logo is available in 10 modules, presenting the food's classification on the 5-level nutritional scale.

The module to be used on a product is determined by the score produced by the algorithm provided by the specifications in the usage regulations.

The **NUTRI-SCORE** modules are constructed according to fixed dimensions and proportions.

**These proportions cannot be modified under any circumstances.**

For packaging applications, the vector modules available in the Illustrator files attached to this graphic charter just need to be copied and pasted, and then adjusted to the required size proportionally, without deforming them.



## Construction & colours

# Four-colour printing packaging logo

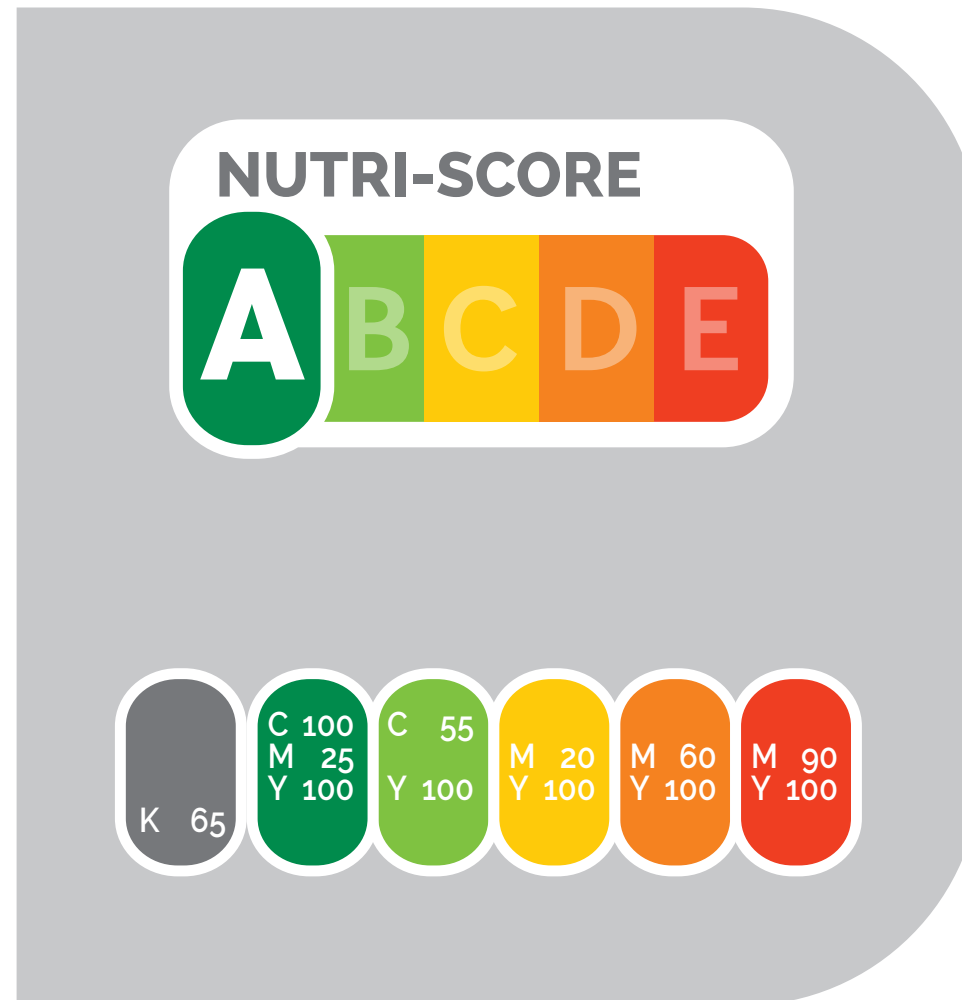
**F**or packaging applications, four-colour printing is to be used.

The basic ink proportions to use are indicated in the box opposite.

The 6 colours in the logo (dark and light greens, yellow, orange, dark orange and heavy grey) are fixed and should not change.

These rules also apply to the vertical versions of the module.

N.B.: all of the module versions are available in the Illustrator files attached to this graphic charter.



## Construction & colours

# Monochrome printing packaging logo

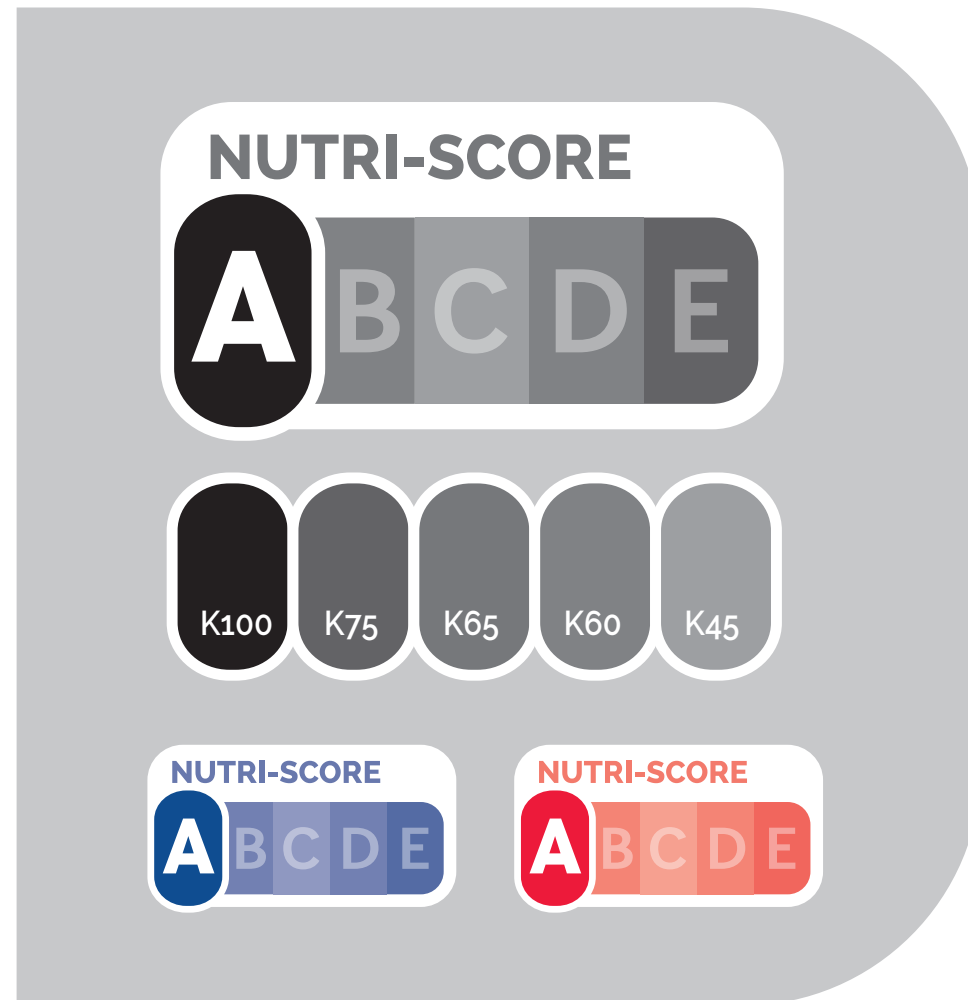
If four-colour printing is impossible, the monochrome version is recommended.

The values to be applied to the chosen colour are given opposite.

**Please note: this version should only be used when four-colour printing is out of the question.**

These rules also apply to the vertical versions of the module.

N.B.: all of the module versions are available in the Illustrator files attached to this graphic charter.



Construction & colours

# Monochrome printing-Example

packaging logo





## Construction & colours

# Line printing packaging logo

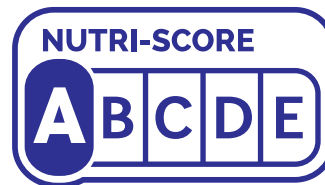
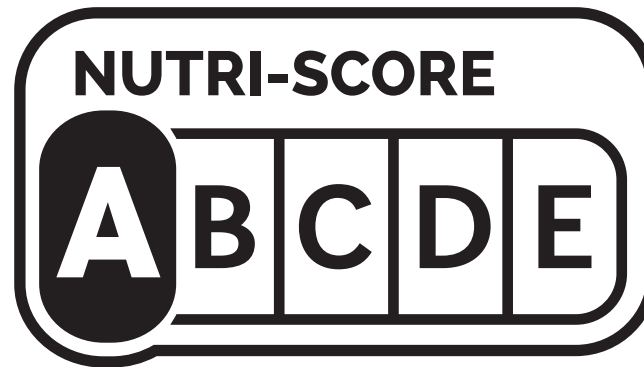
In cases where the other printing modes prove impossible, the monochrome line version is recommended.

Opposite is the line version to be used.

The black in the line version corresponds to the colour used for monochrome printing. This can be black or any other colour at 100% (see examples opposite).

These rules also apply to the vertical versions of the module.

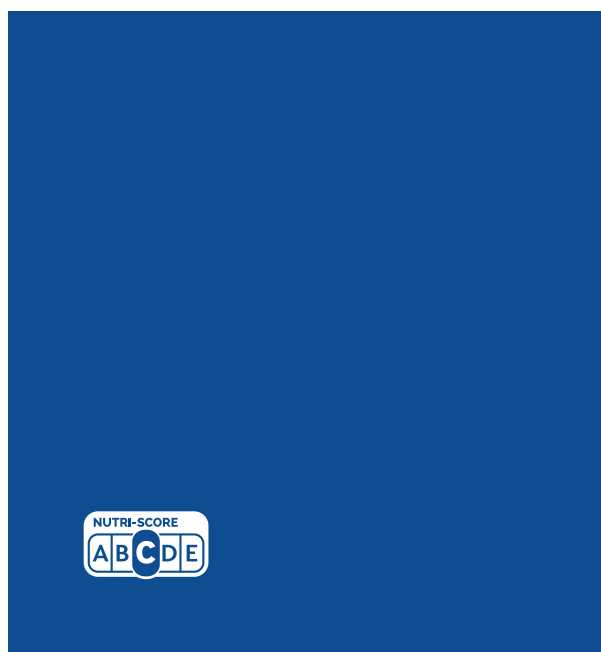
N.B.: all of the module versions are available in the Illustrator files attached to this graphic charter.



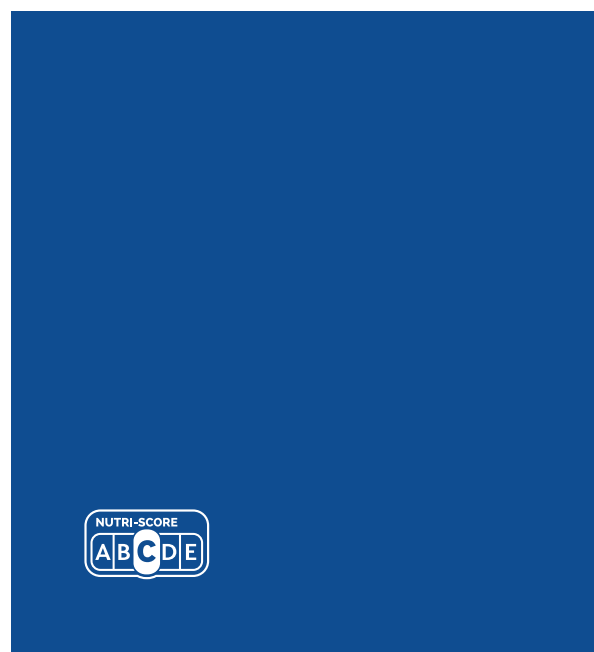
Construction & colours

# Line printing-Examples

packaging logo



positive version



negative version

# PACKAGING LOGO

## 2. Packaging applications

## Packaging applications

# Colour backgrounds (photos, flat areas, etc.)

In most cases, the modules are placed on colour, photograph or illustrative backgrounds. The modules stand out perfectly from the backgrounds on which they are applied because of the box's white block.

On this type of backgrounds, use the "simple" versions in which the white block does not have an outside border (example opposite).

**Please note: on very pale colour backgrounds, a different version is recommended (see page 2.2).**

These rules also apply to the vertical versions of the module.



## Packaging applications

# White and very pale backgrounds

**O**n white or very pale backgrounds that make it hard to make out the shape of the white box (contrast too low), it is strongly recommended to use the module versions with an outside border.

The grey used for this outline is identical to the grey in the **NUTRI-SCORE** lettering.

These rules also apply to the vertical versions of the module.



## Packaging applications

# Preferred placement zones

## individual packaging

**T**he **NUTRI-SCORE** modules are positioned in the lower third of the front of the packaging.

On cylindrical or egg-shaped formats, the front is where most of the product's identity and information elements are presented (logo, brand, product name, etc.).

These rules also apply to the vertical versions of the module.



## Packaging applications

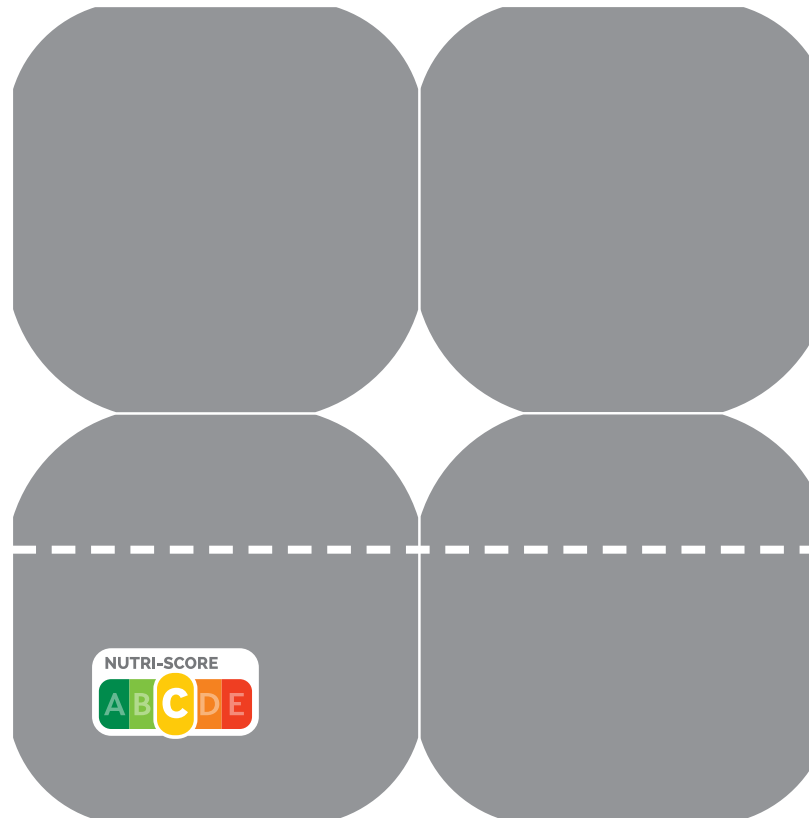
# Preferred placement zones

## multiple packaging

**O**n packaging that groups together several units of the same product, not wrapped in a plastic sleeve or cardboard cluster pack (packs of 4 or 8 yoghurts, for example), the module must appear in the lower third of the main side of the pack.

It should be noted that for yoghurt packs or other packaging of this kind, the side considered to be the main side is the lids of the pots.

These rules also apply to the vertical versions of the module.



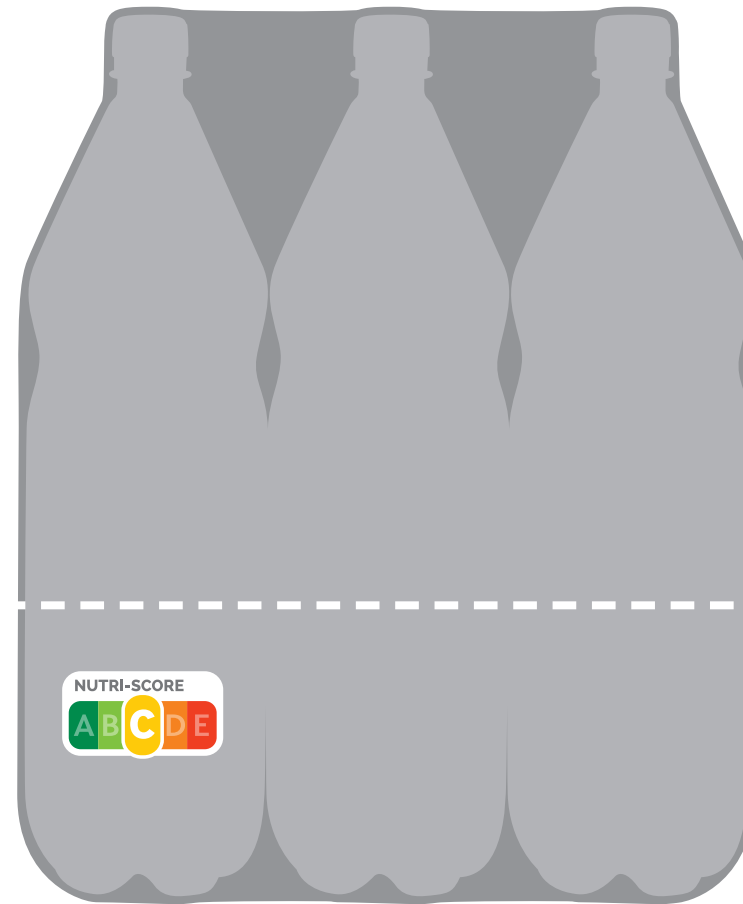
## Packaging applications

# Preferred placement zones

## outer packaging

**O**n packaging that groups together several units of the same product, wrapped in a plastic sleeve (packs of bottles, for example) or a cardboard cluster pack, the module must appear in the lower third of the front according to the following rules:

- 1) if the outer packaging is transparent, the module must appear visibly on the main side of each product unit but not necessarily on the outer packaging;
- 2) if the outer packaging is opaque or covers most of the product units in the pack, the module must appear at least on the main side of the outer packaging;
- 3) if product units that have outer packaging are likely to be sold individually, separate from the rest of the pack, the module should appear on the main side of each of the product units in the pack and on the outer packaging if it meets condition 2.



These rules also apply to the vertical versions of the module.



## Packaging applications

## White space

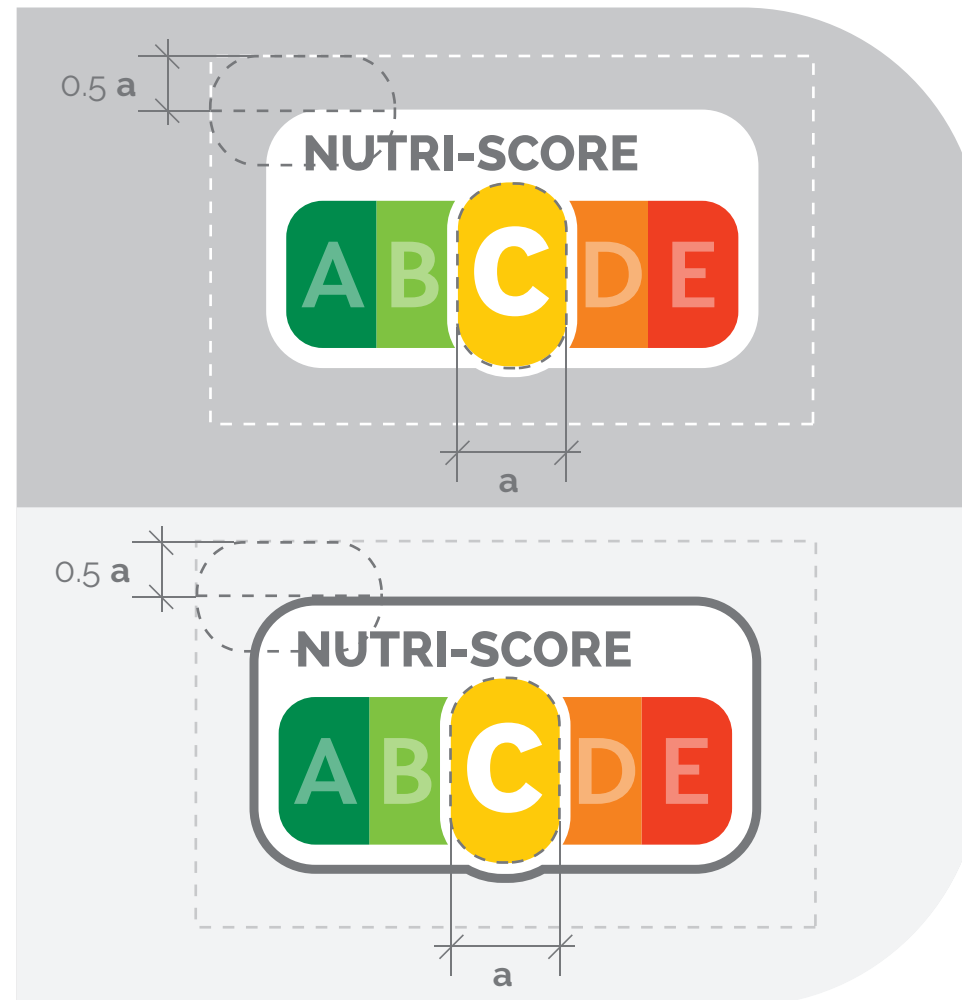
In order to ensure that the module is as legible as possible, white space has been determined in which no text can "contaminate" the module.

This space is an invisible rectangle surrounding the module with a width outside the module corresponding to half the width  $a$  of the main capsule.

On the version with a border, the width of the white space is slightly offset by the thickness of the grey module border.

These rules also apply to the vertical versions of the module, with  $a$  corresponding to the height of the main capsule.

N.B.: all of the module versions available in the Illustrator files attached to this graphic charter have this invisible area.



## Packaging applications

## Module size calculation

## rectangular formats

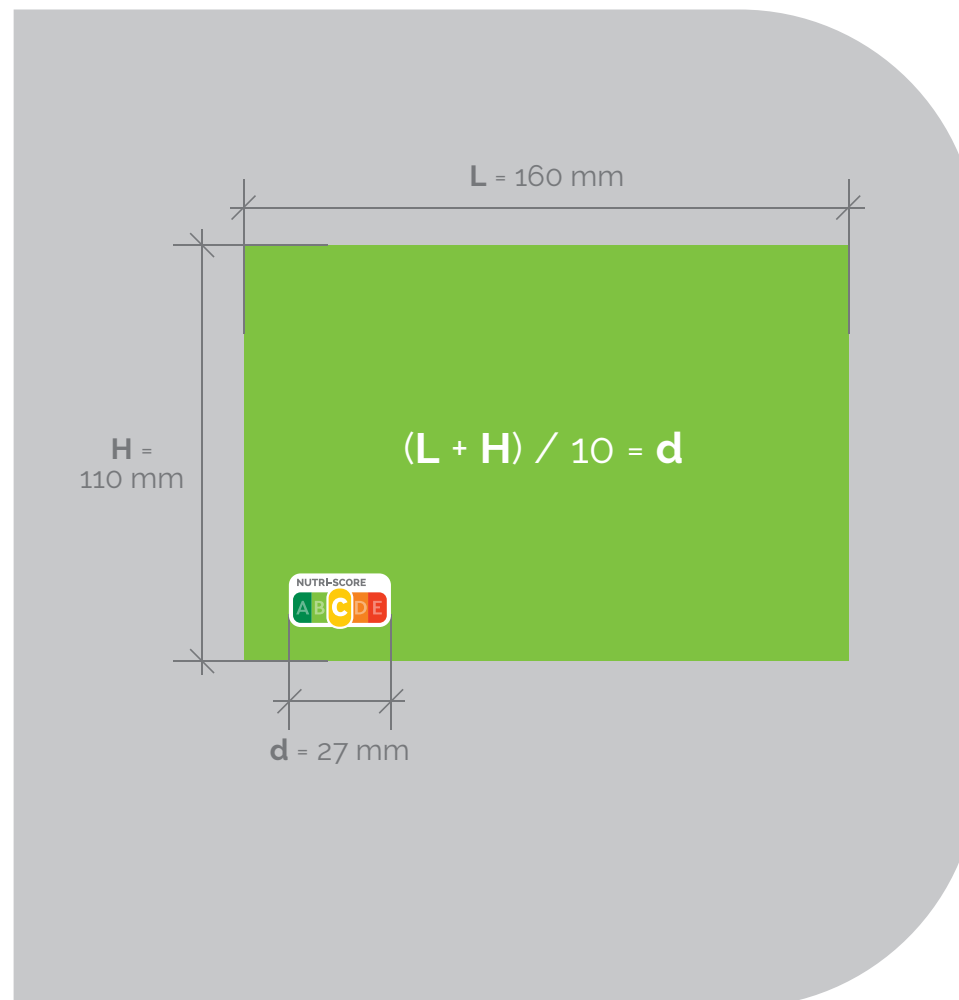
The size of the module is very easy to calculate taking into account the basic dimensions of the packaging's facing on which it has to be applied.

The length **L** and the height **H** of the packaging just need to be added. The total is then divided by 10 to give the width **d** of the module.

If necessary, a 10% increase in the size of **d** compared to the calculation is tolerated, but under no circumstances can **d** be reduced.

Important: Foodstuffs in packaging or containers of which the largest face has a surface area of less than 25 cm<sup>2</sup> are not subject to application of the module.

These rules also apply to the vertical versions of the module. **d** corresponds, in this case, to the height of the module.



## Packaging applications

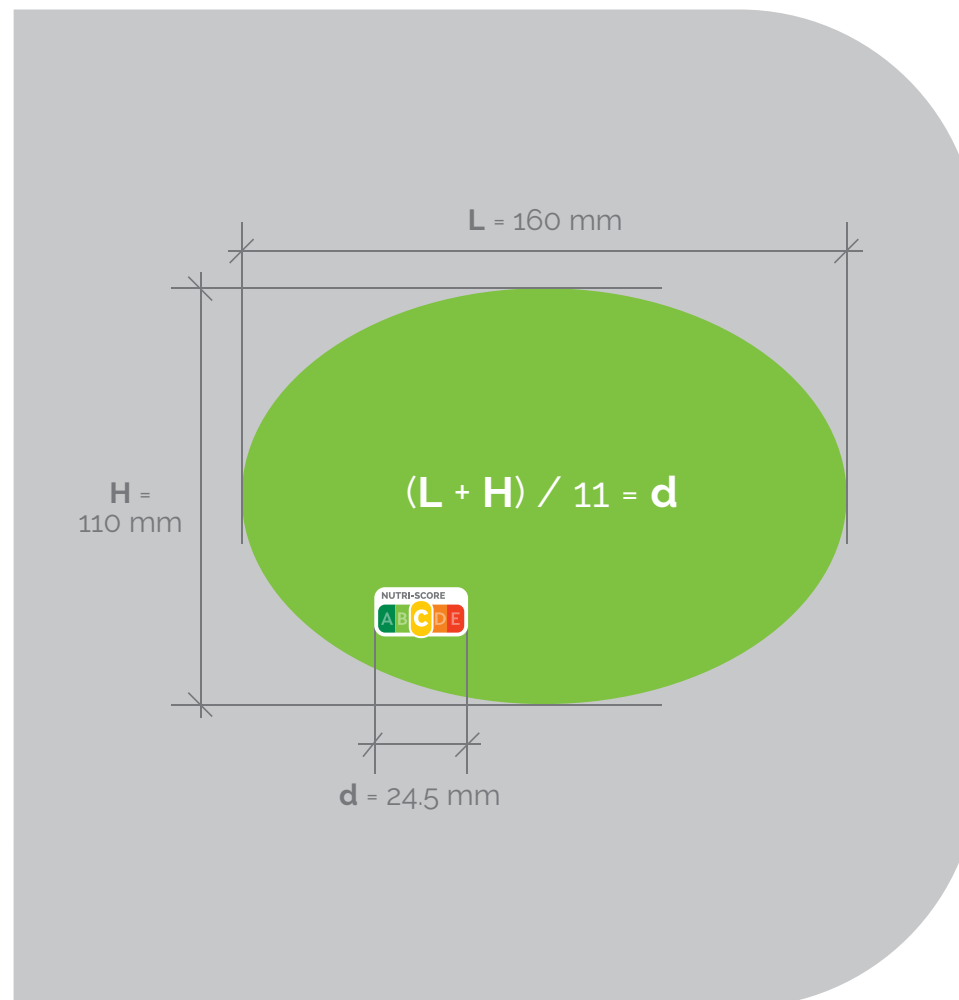
# Module size calculation

## circular formats

**O**n circular or oval packs, the calculation principle is the same. However, the denominator applied to this calculation changes.

**The denominator changes to 11.**

These rules also apply to the vertical versions of the module. **d** corresponds, in this case, to the height of the module.



## Packaging applications

# Module size calculation

## cylindrical and egg-shaped formats

**O**n cylindrical (bottles, cans, etc.) or egg-shaped packs, **L** is defined using the area **C** of the volume.

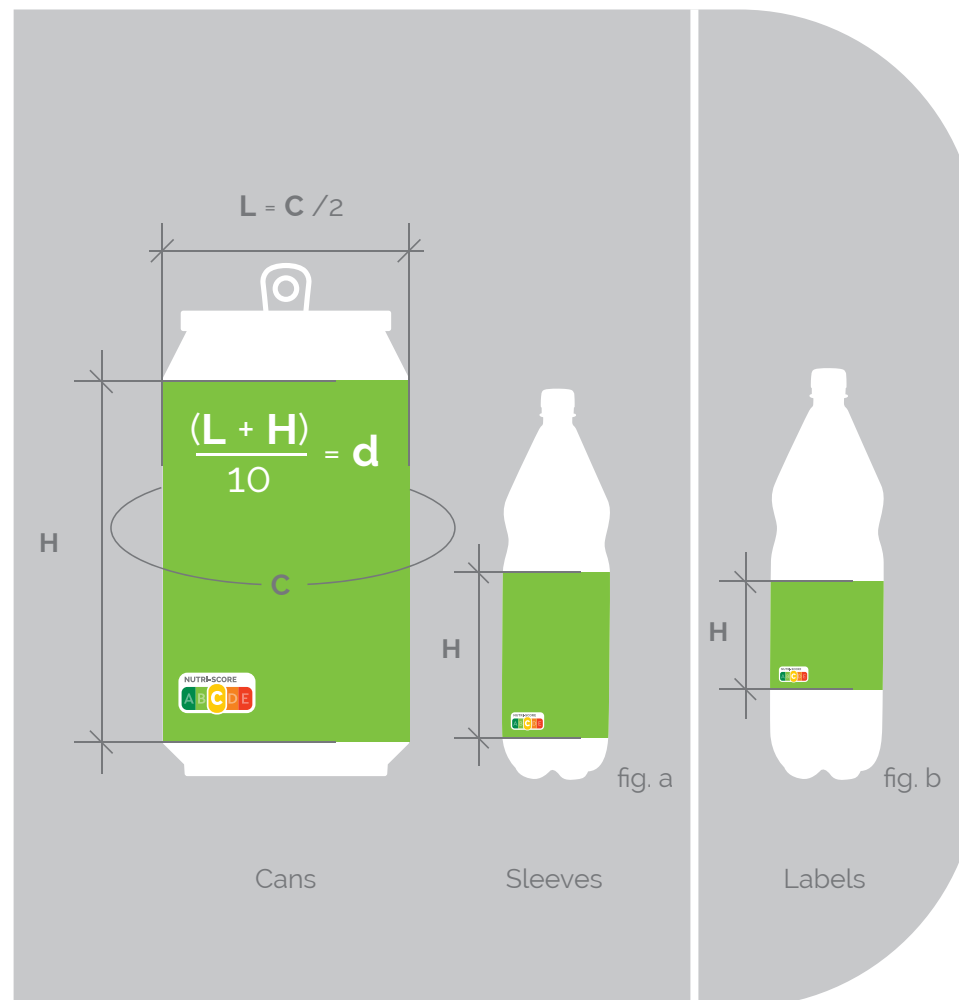
$$L = C/2$$

**d** is then calculated using the method explained previously (pages 18 and 19).

The height **H** does not take into account the whole height of the volume. It is limited to the vertical part of the volume, which excludes the shoulders and folds on the bottom of the pack (fig.a). This concerns the volumes printed in their entirety (sleeves, for example).

When the facing is reduced to a label glued onto a cylindrical volume, the height of the label is used in the calculation (fig.b).

These rules also apply to the vertical versions of the module. **d** corresponds, in this case, to the height of the module.



## Packaging applications

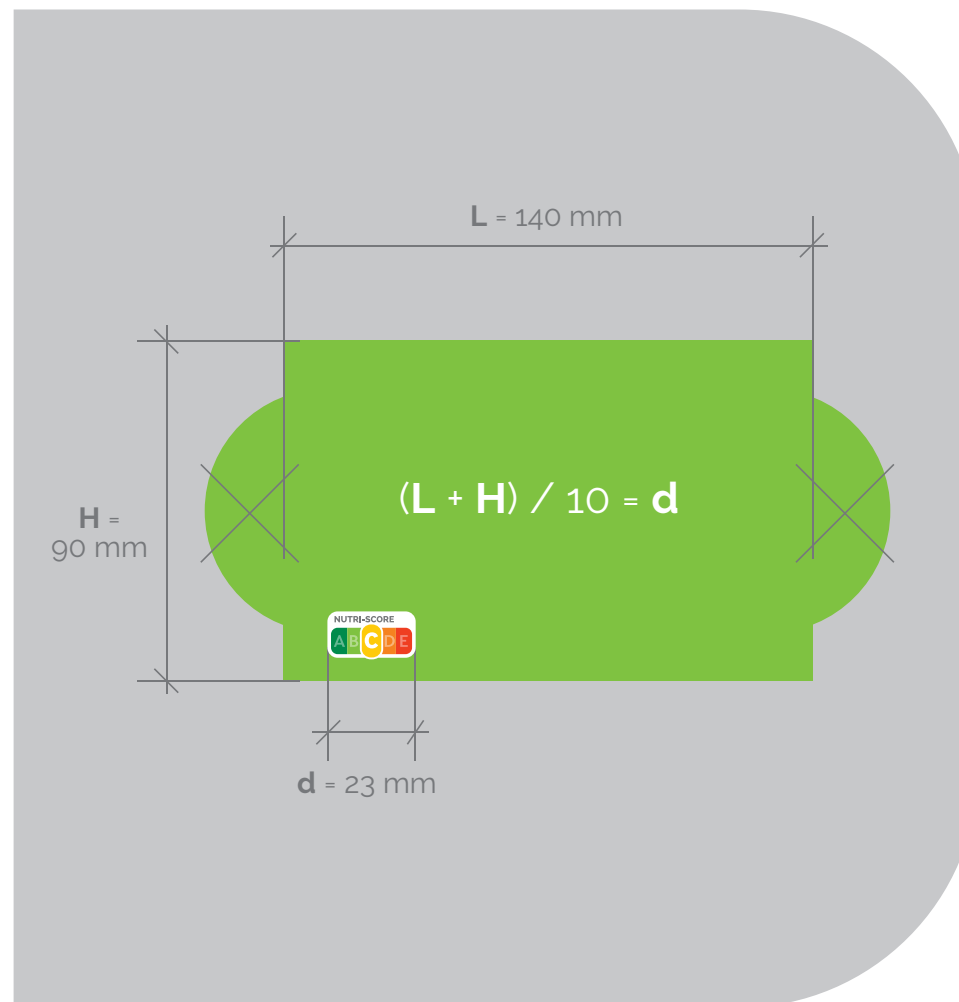
# Module size calculation

## non-standard formats

**O**n facings with non-standard formats, shapes outside the fictional central rectangle of the facing are not taken into account.

**d** is then calculated using the method explained previously (pages 18 and 19).

These rules also apply to the vertical versions of the module. **d** corresponds, in this case, to the height of the module.



## Packaging applications

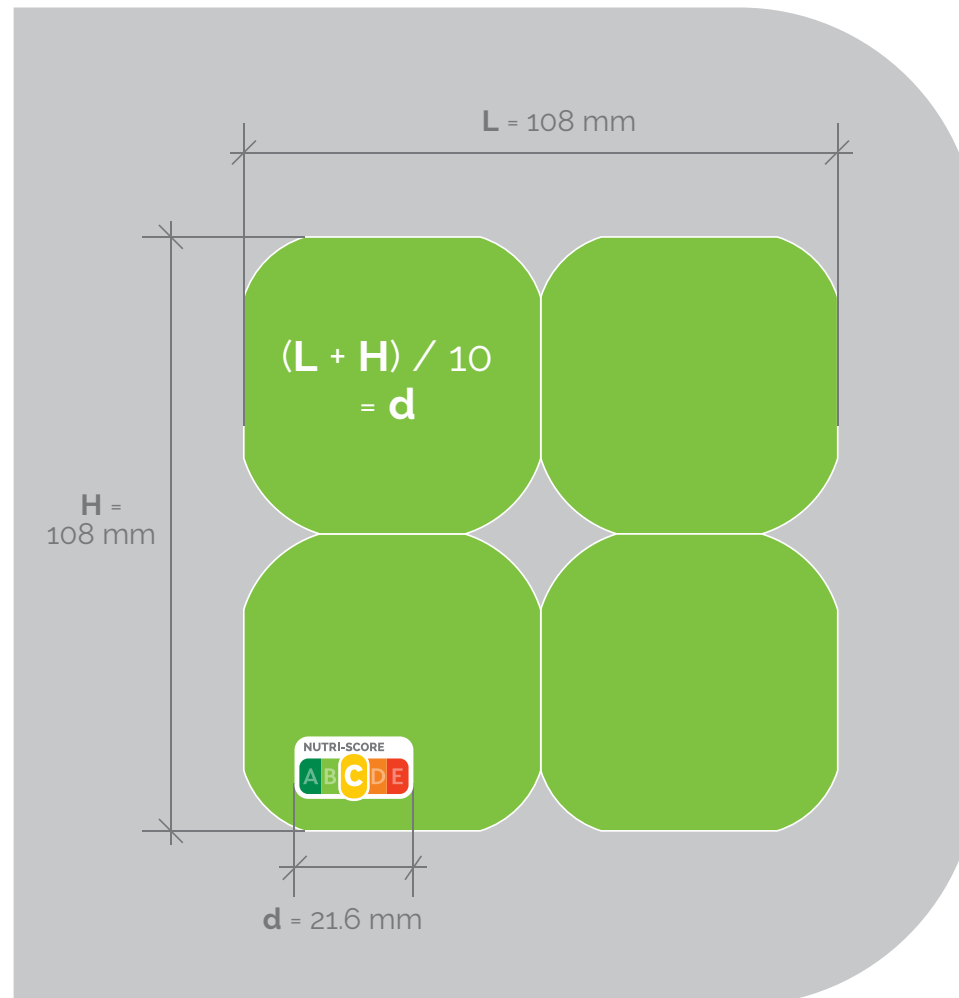
## Module size calculation

## multiple packaging

**O**n packaging that groups together several units of the same product, not wrapped in a plastic sleeve or cardboard cluster pack (packs of 4 or 8 yoghurts, for example), the height and width of the whole packaging are taken into account.

**d** is then calculated using the method explained previously (pages 18 and 19).

These rules also apply to the vertical versions of the module. **d** corresponds, in this case, to the height of the module.



## Packaging applications

# Module size calculation

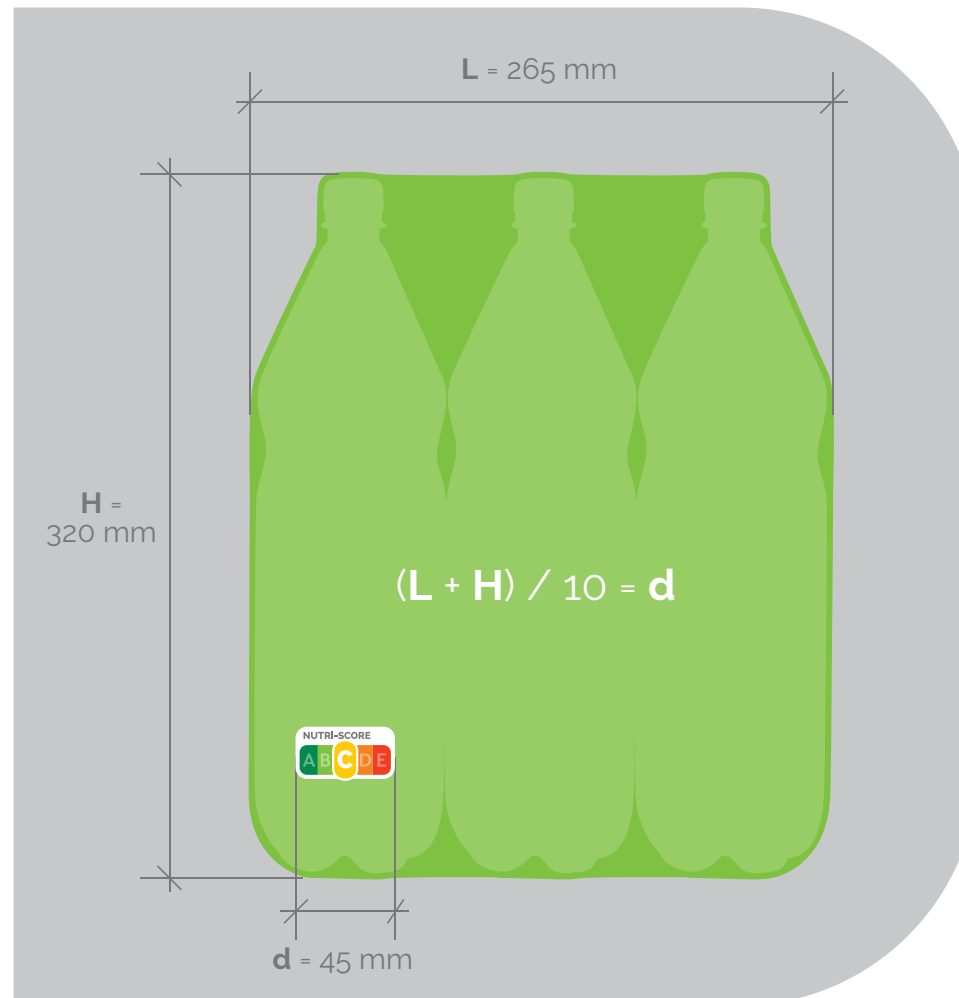
## outer packaging

**O**n packaging that groups together several units of the same product, wrapped in a plastic sleeve (packs of bottles, for example) or a cardboard cluster pack, the height and width of the whole outer packaging are taken into account.

**d** is then calculated using the method explained previously (pages 18 and 19).

These rules also apply to the vertical versions of the module. **d** corresponds, in this case, to the height of the module.

N.B.: in the example opposite (pack of 6 bottles of fizzy drink), the module has reached its maximum permitted size of 45 mm. Details of the size limits are given on pages 24 and 25.



## Packaging applications

# Module size calculation

## maximum size

**T**he maximum permitted size has been set at  $d = 45$  mm regardless of the packaging size, no matter how large.

These rules also apply to the vertical versions of the module.  $d$  corresponds, in this case, to the height of the module.





## Packaging applications

# Module size calculation

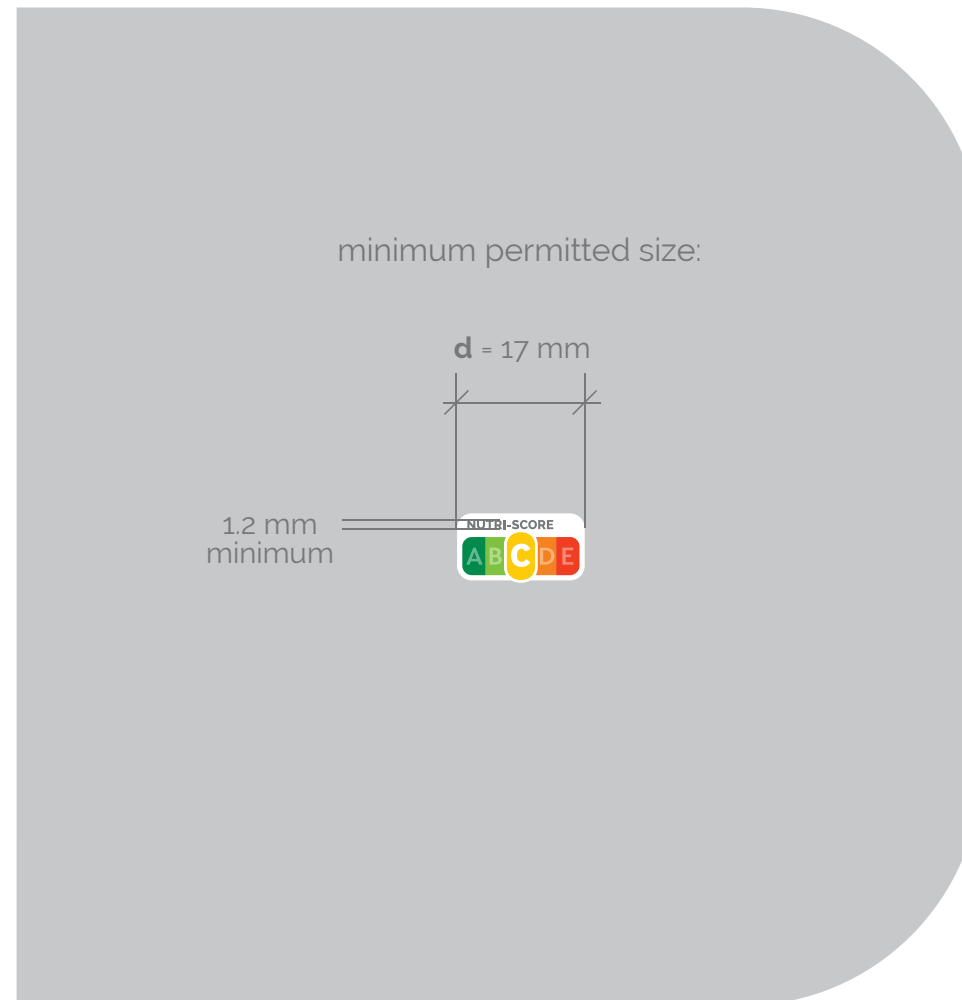
## minimum size

**F**or legibility reasons and to ensure compliance with the INCO standard, a minimum module size has been defined.

This size has been fixed at  $d = 17$  mm. Therefore, the body of the NUTRI-SCORE lettering will never be less than 1.2 mm.

These rules also apply to the vertical versions of the module.  $d$  corresponds, in this case, to the height of the module.

**Important: foodstuffs in packaging or containers of which the largest face has a surface area less than 25 cm<sup>2</sup> are not subject to application of the NUTRI-SCORE module.**



## Packaging applications

# Examples

**H**ere are a few examples of correct application of the module.



## Packaging applications

# Examples

In this example, the module has been applied in its minimum permitted size,  $d = 17$  mm.

The format is too small to apply "normal" calculation rules.



## Packaging applications

# Examples

In this example, the calculation basis is established using the dimensions of the central rectangle that includes most of the information.

The 2 rounded areas are not taken into account.



## Packaging applications

# Examples

In this example, the calculation basis is established using the dimensions of the rectangle of the front face.

The packet sealing areas are not taken into account.



## Packaging applications

# Examples

In this large format example, the module has been applied in its maximum permitted size, **d** = 45 mm.



## Packaging applications

# Examples

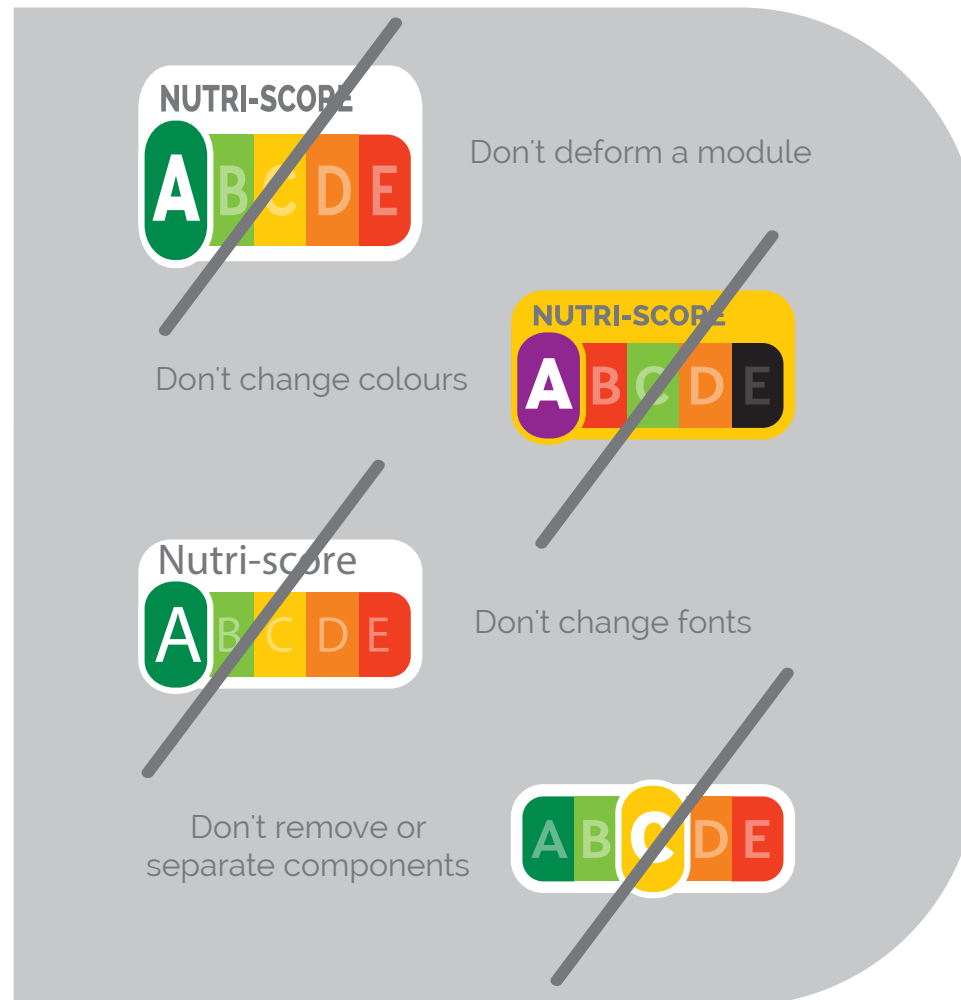
In this example, application of the vertical module.



## Packaging applications

# Don'ts

**A** few examples that do not comply with the graphic charter. The easiest way to avoid any errors is to use the file containing all of the possible versions of the 10 modules, copy and paste the one that corresponds to your printing constraints and reduce or enlarge it proportionally depending on the packaging format.





# LOGO PACKAGING

## 3. Specific cases

Specific cases

# Multi NUTRI-SCORES

## Logo packaging

In the case of packaging that includes several different products, the **NUTRI-SCORE** logo can be composed of several scores.

The Multi **NUTRI-SCORE** logos are made based on unchangeable proportions and ratings.

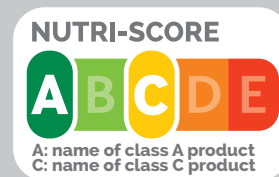
**These proportions cannot be changed in any cases.**

The rules for applying these particular modules are the same as for standard modules.

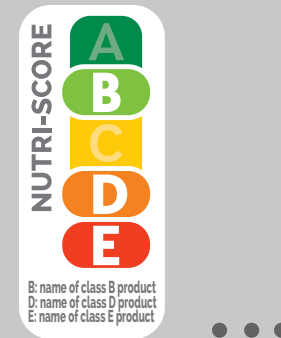
During packaging applications, the vector modules available in the Illustrator files attached to this charter can just be copied and pasted, then resized without deformations or distortions of proportions. Next, the texts can be replaced with the products in question.

In the event of digital use, the same rules apply.

Example for 2 products



Example for 3 products



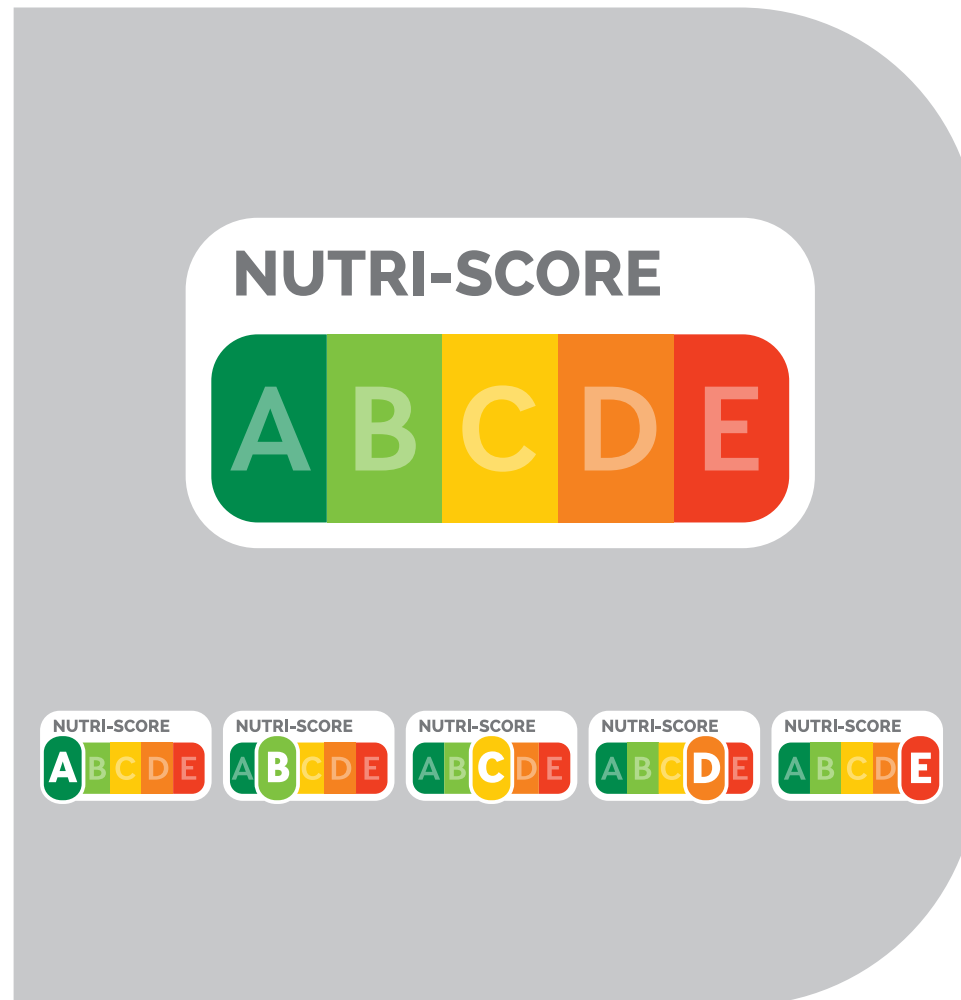
# COMMUNICATION LOGO

# Presentation

**T**he **NUTRI-SCORE** communication logo is intended exclusively to be used for communication and commercial promotion purposes, not associated with a product.

For this kind of use, the manufacturer can choose to use the communication logo on its own and/or 3 to 5 modules, all of the same size and in four-colour printing. If the manufacturer chooses to use modules, these modules must all be in the same mode, with or without a border. It is strictly prohibited to mix 2 modes.

For use for communication purposes, a vertical version of the logo is not available.



# COMMUNICATION LOGO

## 1. Construction & colours

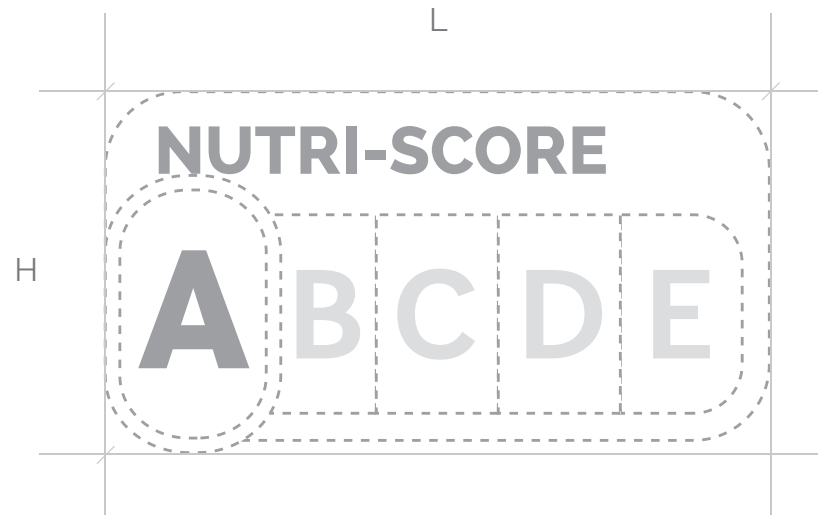
## Construction & colours

# Construction communication logo

**T**he communication logo is constructed according to fixed dimensions and proportions.

**These proportions cannot be modified under any circumstances.**

To use it, just copy and paste the chosen version of the communication logo, which is available in the toolbox in the required format (Illustrator, JPG, PNG or PDF).



Construction & colours

# Colour policy communication logo

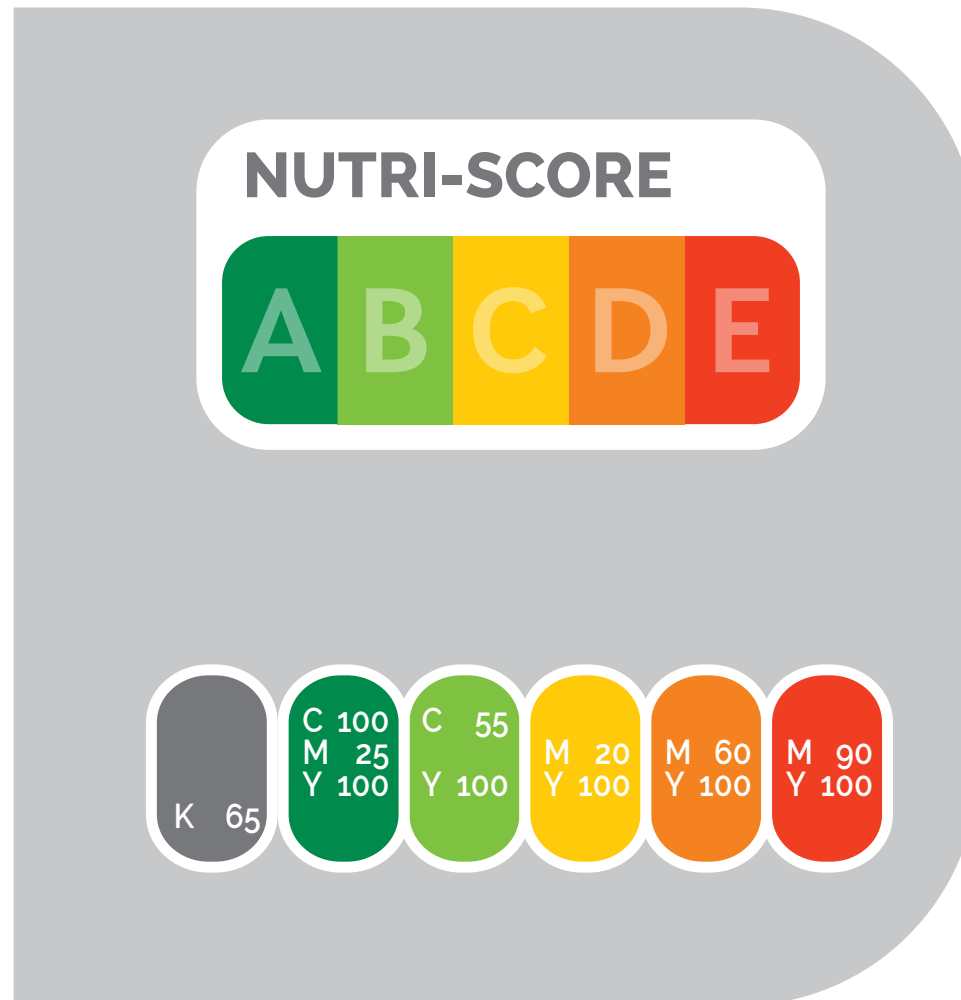
**T**he colour policy for the communication logo is limited to a four-colour version.

To print the communication logo correctly, please refer to page 6 of this guide.

Similarly, there is a version of the communication logo that has a border for use on white or very pale backgrounds (see pages 12 and 13).

For optimum use, just copy and paste the chosen version of the communication logo, which is available in the toolbox in the required format (Illustrator, JPG, PNG or PDF).

N.B.: versions of the communication logo are available in the toolbox for digital use in RGB mode.



# COMMUNICATION LOGO

## 2. Applications



## Applications

# Rules

**T**he logo is exclusively designed for the purpose of communication and general commercial promotion. Under no circumstances may it be used to promote a specific product or in combination with a product.

Here are the 6 mandatory rules:

- 1) For all surfaces on which the communication logo may be placed, the size must be such that the logo is legible, taking into account the end format and reading distance.
- 2) The communication logo may not under any circumstances be deformed or modified in any way and no graphic element can be added or removed.
- 3) The communication logo may under no circumstances be applied to product packaging or e-commerce
- 4) In the event of a NUTRI-SCORE communication related to a product, the module used must correspond to the score granted the product in compliance with the usage regulation provisions.
- 5) Only horizontal versions of the logo can be applied in communication.  
The use of vertical versions is banned in these cases.
- 6) Only full-colour versions (with the 6 colours of the logo) are authorised; monochromatic colours are not allowed.

# E-COMMERCE LOGO

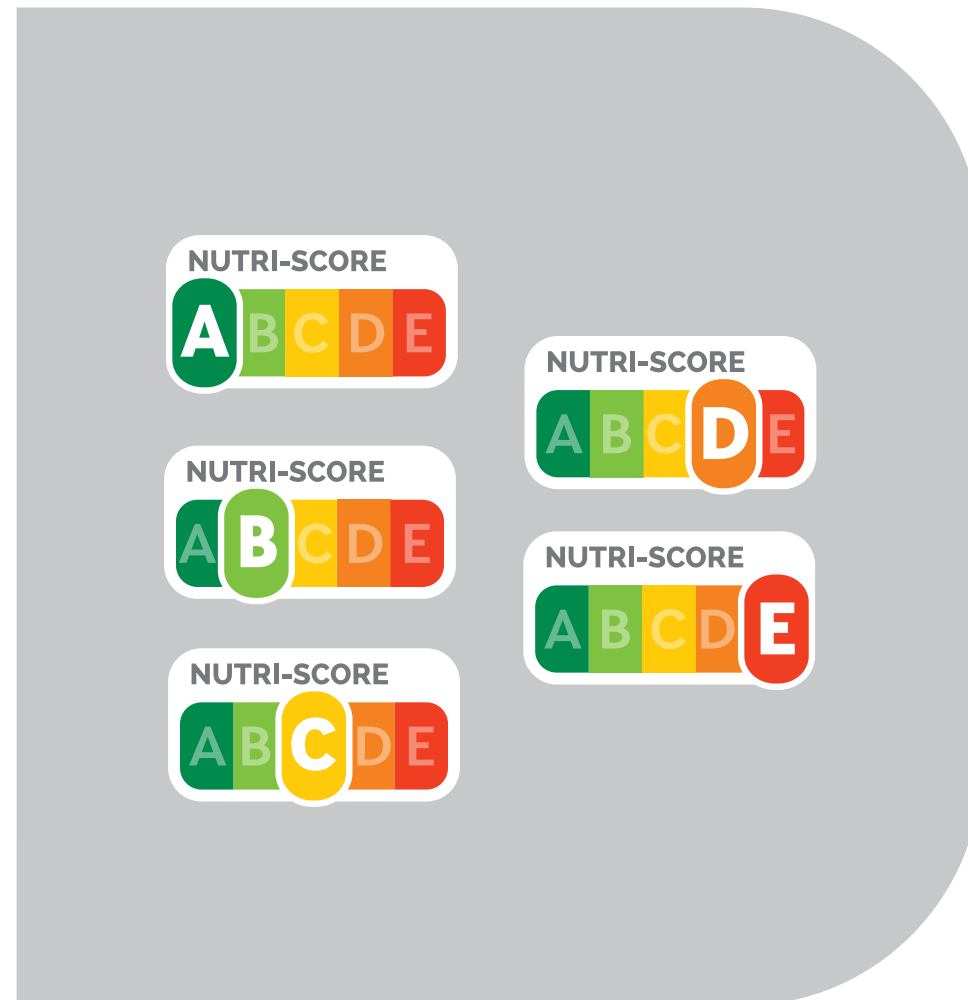
# Presentation

In the framework of use in e-commerce, the **NUTRI-SCORE** logo will always be linked to a product. The module used must correspond to the score granted to the product in compliance with the usage regulation provisions.

The size must be such that the logo is legible.

Only full-colour versions (with the 6 colours of the logo) are authorised; monochromatic colours are not allowed.

There are 5 horizontal versions of the NUTRI-SCORE logo. They are available in RGB format in the "Digital" part of the toolbox.



# TOOLBOX

## Toolbox

# Print

In the "Toolbox" file attached to this charter, you will find the digital files necessary to correctly use the NUTRI-SCORE logo in print:

- the 10 communication modules in full colour with and without the border in Illustrator and pdf formats
- the 50 multi-score communication modules in full colour with and without the border in Illustrator and pdf formats
- the 10 two-colour modules (values of the chosen colour + white) with and without the border in Illustrator and pdf formats
- the 50 two-colour multi-score modules (values of the chosen colour + white) with and without the border in Illustrator and pdf formats
- the 10 two-colour wireframe modules (1 colour + white) with and without the border in Illustrator and pdf formats
- the 50 two-colour wireframe multi-score modules (1 colour + white) with and without the border in Illustrator and pdf formats
- the 10 monochromatic wireframe modules in Illustrator and pdf formats
- the 50 monochromatic wireframe multi-score modules in Illustrator and pdf formats
- the "Neutral" module for use in communication in full colour in Illustrator and pdf formats

In all cases, the modules are surrounded by a rectangle shaped protection perimeter with no background or colour.

Note: ensure that you always change the scale in line with the basic proportions of the modules.

Furthermore, you will find in the toolbox ready-to-use language points you can copy and paste (score calculation, purpose of the logo, etc.).

## Toolbox

# Digital

In the "Toolbox" file attached to this charter, you will find the digital files necessary to correctly use the NUTRI-SCORE logo in digital media:

- the 5 horizontal modules in RGB in jpg and png formats
- the 5 vertical modules in RGB in jpg and png formats
- the 50 customisable multi-score modules in RGB in ai and pdf formats
- the 2 "Neutral" communication modules in RGB in jpg and png formats

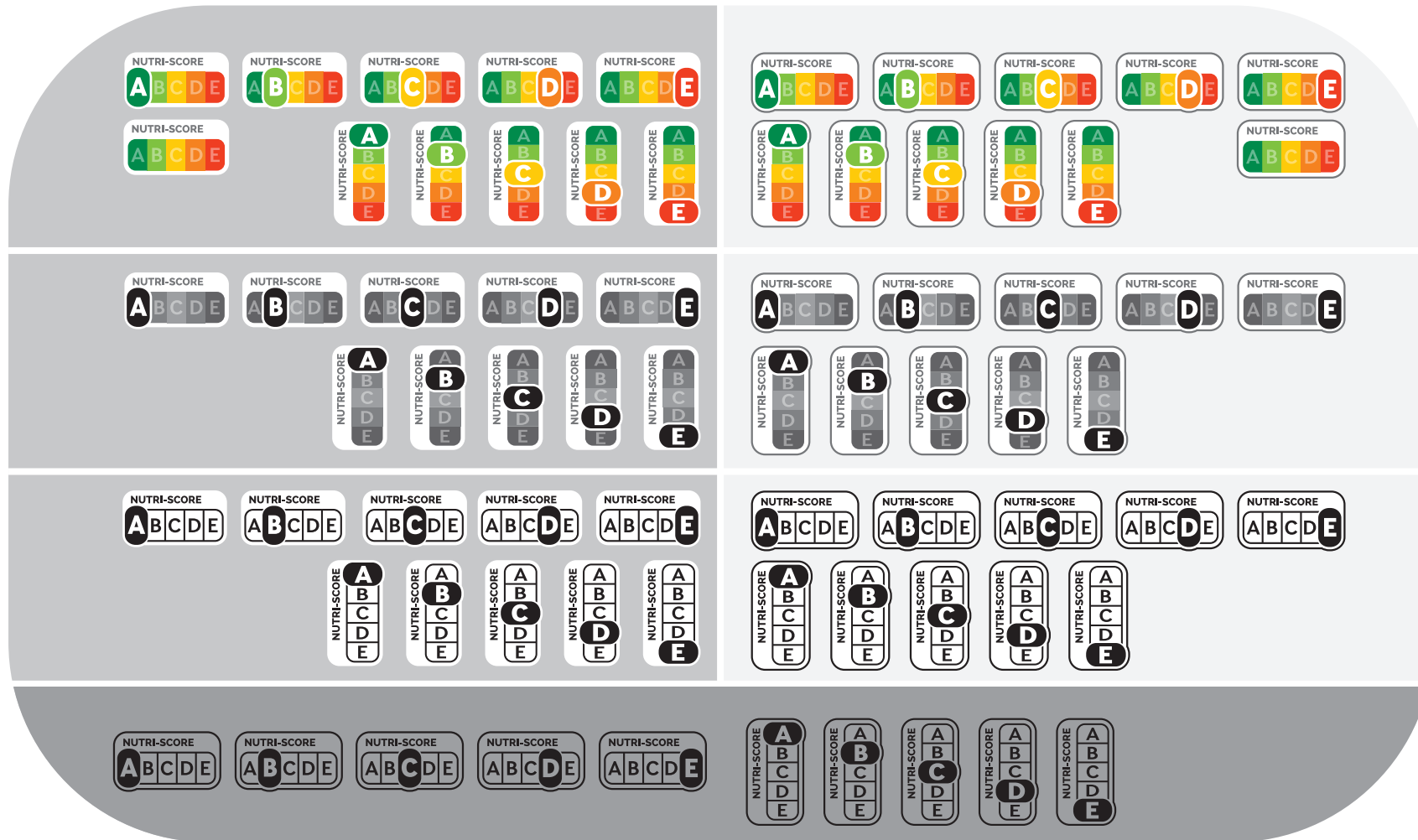
In all cases, the modules are surrounded by a rectangle shaped protection perimeter with no background or colour.

Note: ensure that you always change the scale in line with the basic proportions of the modules.

Furthermore, you will find in the tool box ready-to-use language points you can copy and paste (score calculation, purpose of the logo, etc.).

Toolbox

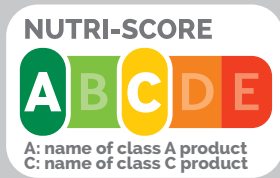
# The 72 logo modules



Toolbox

# Specific cases - Multi-score modules

Customisable files



example for 2 products

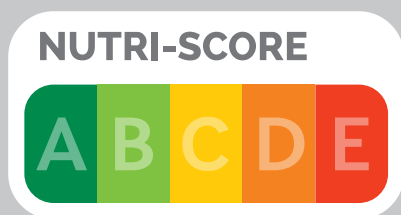


example for 3 products

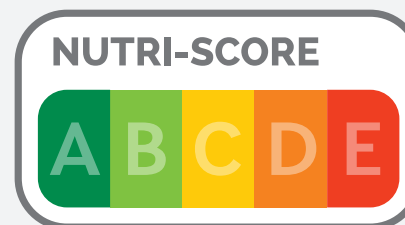


Toolbox

# The "neutral" communication logo



heavy backgrounds



white or pale backgrounds

## Toolbox

# Language elements intended for Nutri-Score operators

**F**or over a decade, many national and international Expert Committees have recommended, based on various types of scientific work (experimental, epidemiological, fieldwork, etc.), the positioning, on the front of food packaging, a nutritional information system or an additional logo on the information label so that the food's nutritional quality can be easily taken into account by consumers at the time of purchase.

Furthermore, market research shows that consumers expect more information about the nutritional quality of the food they buy and are keen to see simple information on the front of packaging.

The Healthcare System Modernisation Law of 26 January 2016 provides for better consumer information about the nutritional quality of foodstuffs by way of simple summary information accessible to all. Following an in-store evaluation, the French Ministry for Health announced that simplified marking would take the form of the NUTRI-SCORE. During this test phase, the NUTRI-SCORE proved effective in improving understanding of the nutritional information on packaging and the nutritional quality of consumers' shopping baskets.

The Nutri-Score, a 5-colour logo placed on the front of packaging, informs consumers about the nutritional quality of a product using a letter and a colour.

Each product is therefore ranked on a 5-level scale:

- from the product with the highest nutritional quality (A)
- to the product with the lowest nutritional quality (E)

Application of this nutritional information system is optional and relies on the willingness of food companies and distributors to get involved.

## Toolbox

# Language elements intended for Nutri-Score operators

This labelling system aims to improve the nutritional information that appears on products and to guide consumers towards buying products of higher nutritional quality.

To classify each product, international research teams have developed a score that takes into account the following for 100 grams of product:

- nutrients and foods to favour (fibre, protein, fruit and vegetables)
- and nutrients to limit (energy, saturated fat, sugar, salt).

To take into account the specific nature of certain food types such as added fat (butter, oil), cheese or even beverages, the score calculation method has been adapted. Apart from a few exceptions (herbs, tea, coffee, yeast, etc.), all processed products are covered by the Nutri-Score. Non-processed foods such as fresh fruit and vegetables or fresh fish are not subject to the Nutri-Score application. The Nutri-Score can also be placed on drinks, with the exception of alcoholic beverages.

After calculation, the score obtained by a product defines the letter and colour assigned to the product. Foods of higher nutritional quality are better positioned on the A to E scale: their consumption is recommended. The consumption of D and E products should be restricted. Used alongside PNNS indications that recommend, for example, consuming at least 5 portions of fruit and vegetables a day or limiting consumption of sugary products, the Nutri-Score can help consumers to:

- choose between several products on the same shelf
- compare the nutritional quality of the same product for different brands

The Nutri-Score does not replace the information that is currently found on packaging. The nutritional values table is still mandatory.