NUTRI-SCORE

CORPORATE GRAPHIC CHARTER



December 2022

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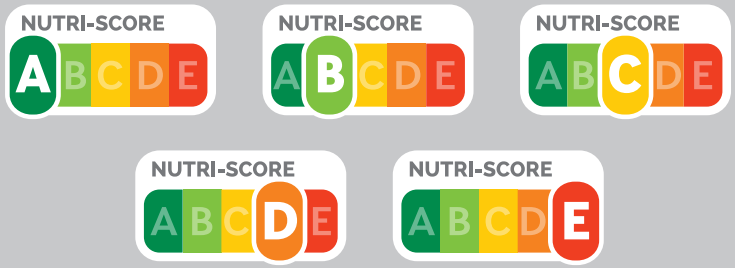
Introduction

This graphic charter has been produced to outline the conditions for placing the **Nutri-Score** 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





PACKAGING LOGO

1. Construction & colours

Construction & colours

Construction
packaging logo

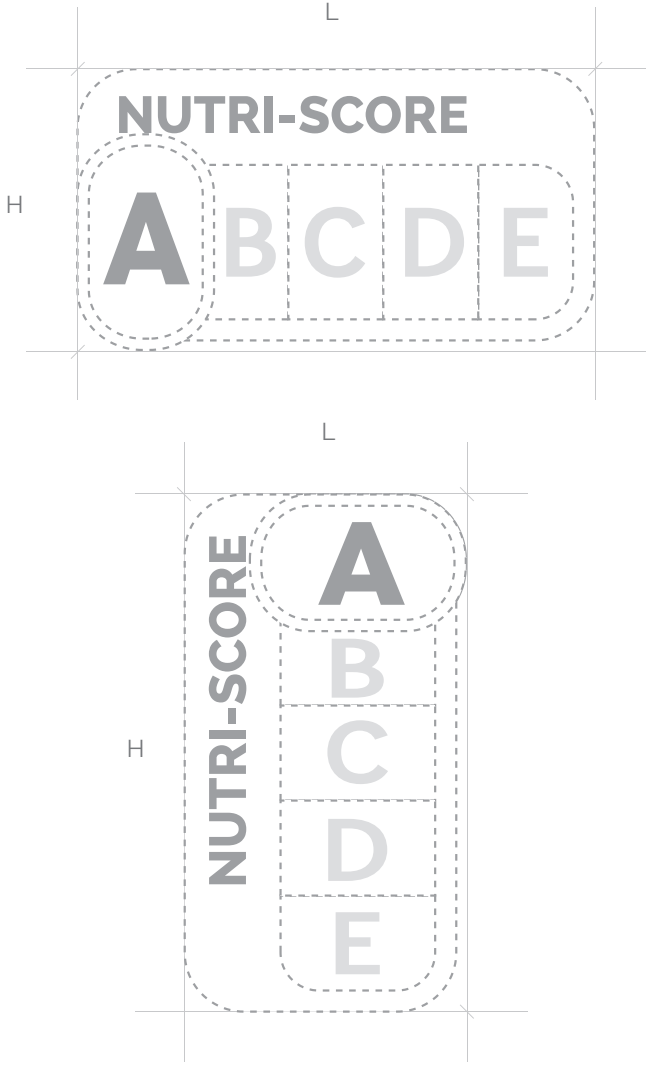
The **Nutri-Score** logo is available in 10 modules, presenting the food's classification on the 5-level nutritional scale.

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 distortion.



Construction & colours

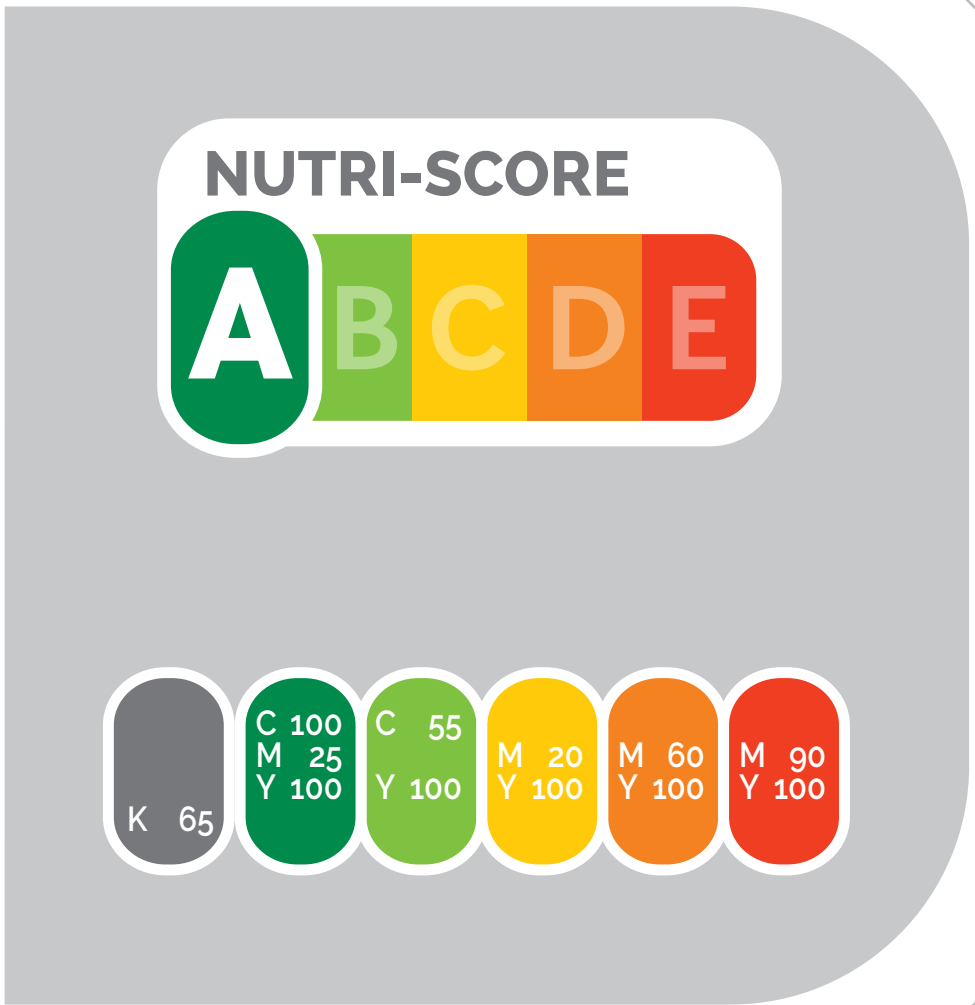
Four-colour printing
packaging logo

For 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 must not be changed.

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

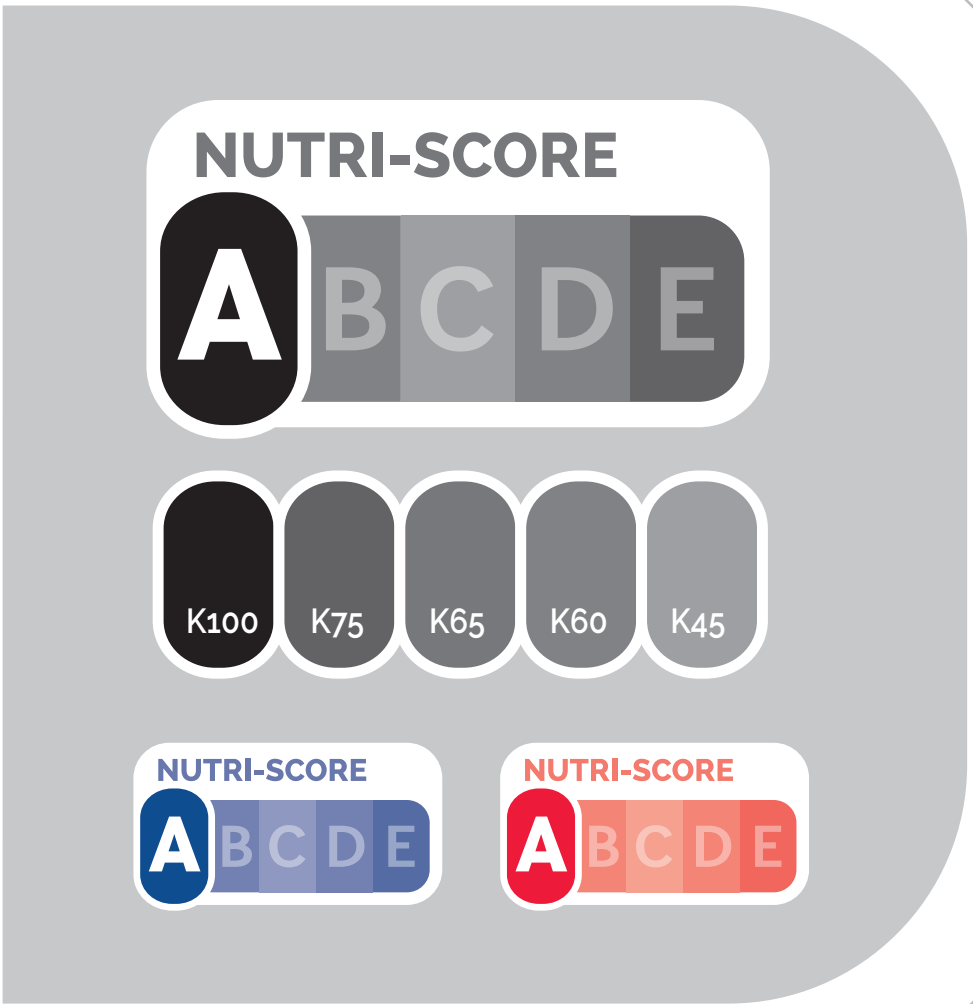
Monochrome printing
packaging logo

If four-colour printing is impossible, the monochrome version must be used.

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 ruled out.

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

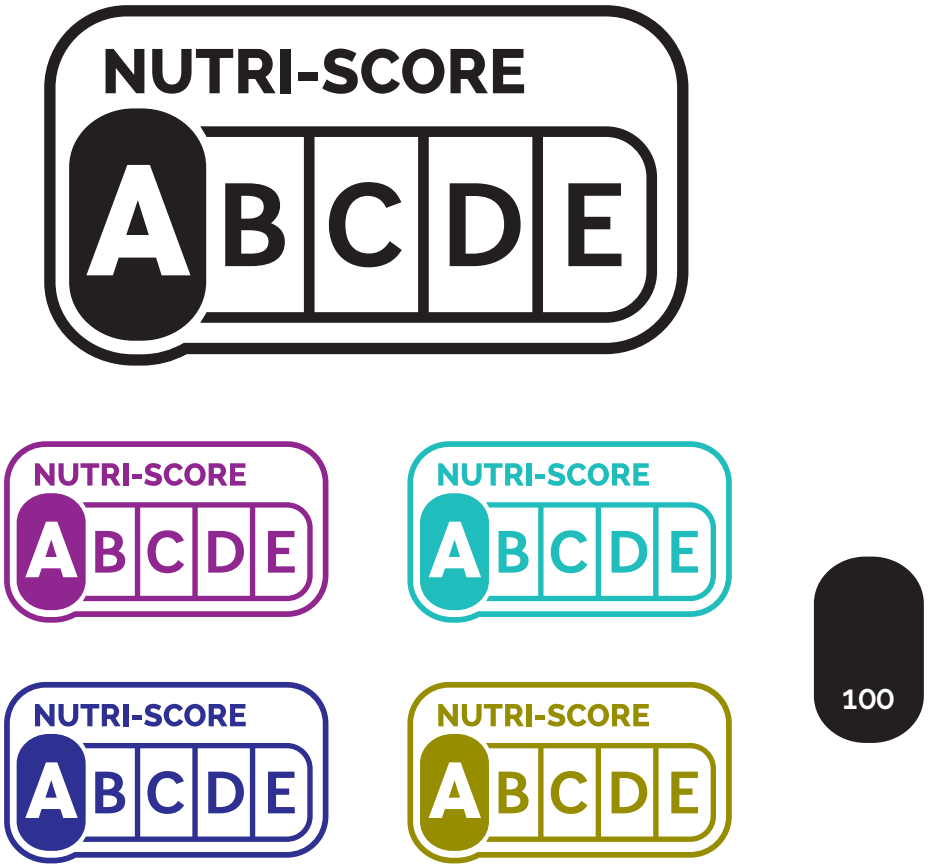
In cases where the other printing modes prove impossible, the monochrome line version is recommended.

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.

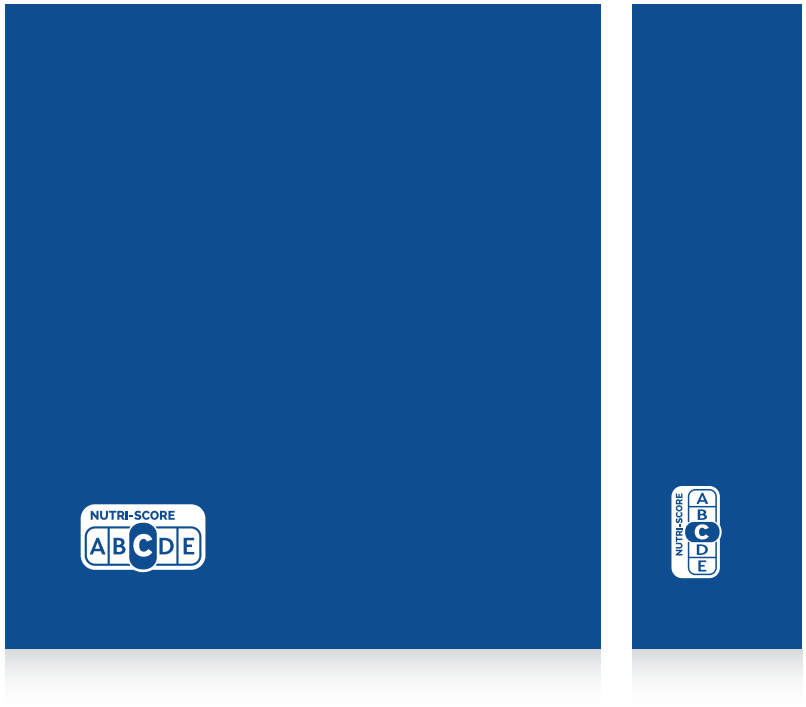
N.B.: all of the module versions are available in the Illustrator files attached to this graphic charter.



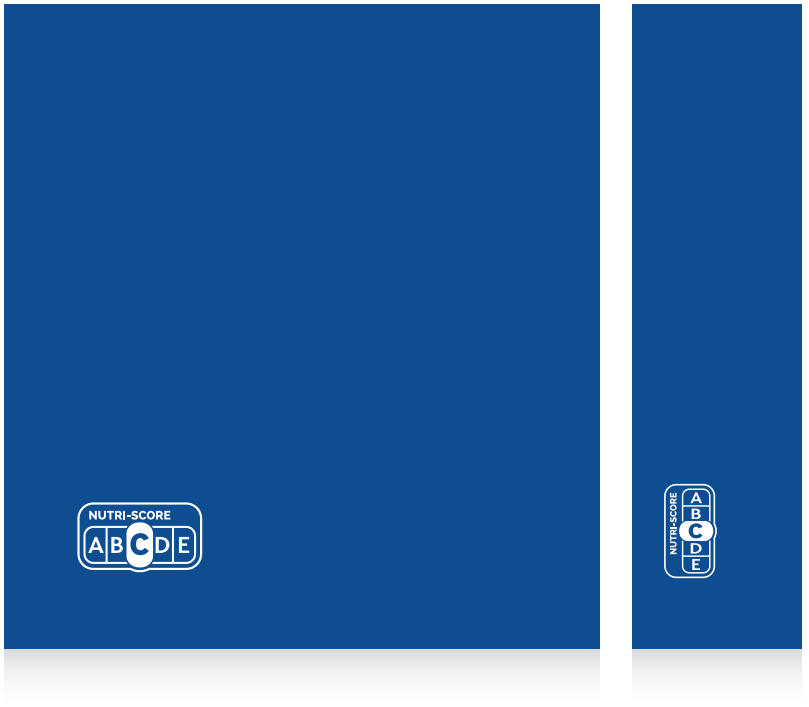
Construction & colours

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

On white or very pale backgrounds that make it hard to make out the shape of the white module (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

The **Nutri-Score** modules are positioned in the lower third of the front of the packaging. In case of graphical contraints, the **Nutri-Score** logo can be positioned outside of 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.



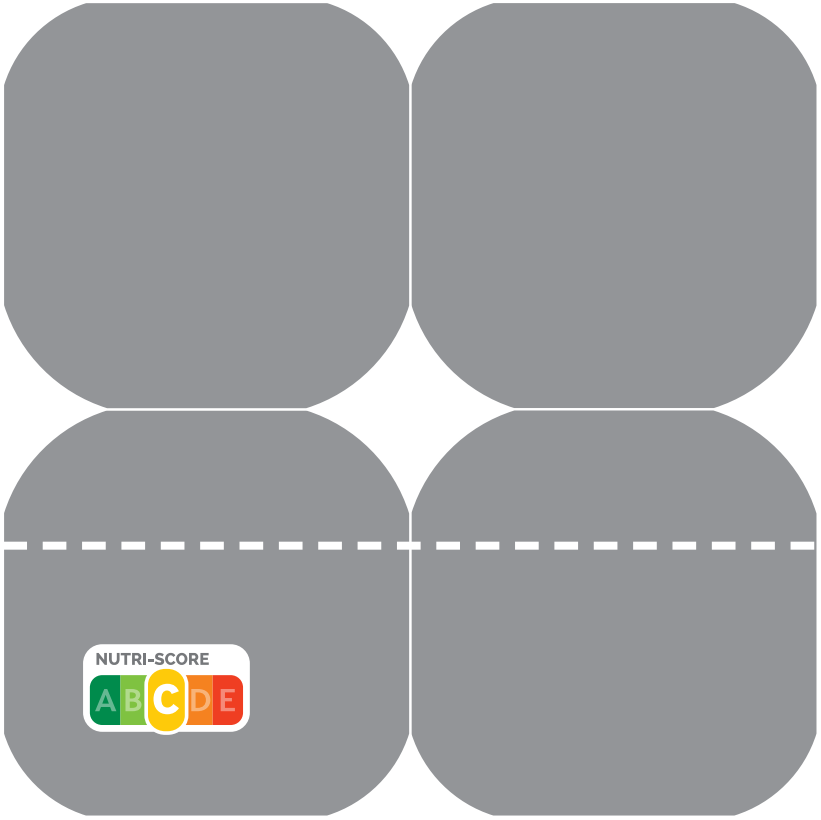
Packaging applications

Preferred placement zones
multiple packaging

On packaging that groups together several units of the same product, not wrapped in a plastic sleeve or cardboard cluster pack (4-packs or 8-packs of yoghurt, for example), the module must appear in the lower third of the main side of the pack. In case of graphical contraints, the **Nutri-Score** logo can be positioned outside of the lower third of the front of the packaging.

It should be noted that for yoghurt packs or other packaging of this kind, the container lids are considerd to be the main side.

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



Packaging applications

Preferred placement zones
outer packaging

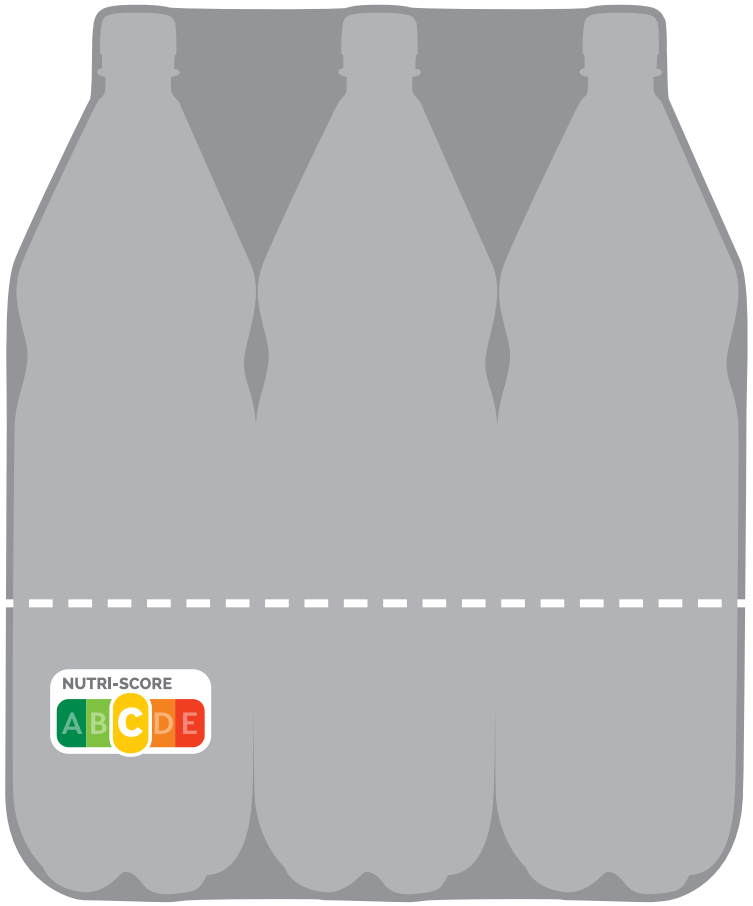
On packaging that groups together several units of the same product, wrapped in a plastic sleeve (packs of bottles, for example) or a cardboard cluster pack, the module must appear in the lower third of the front according to the following rules. In case of graphical contraints, the **Nutri-Score** logo can be positioned outside of the lower third of the front of the packaging.

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

Margin

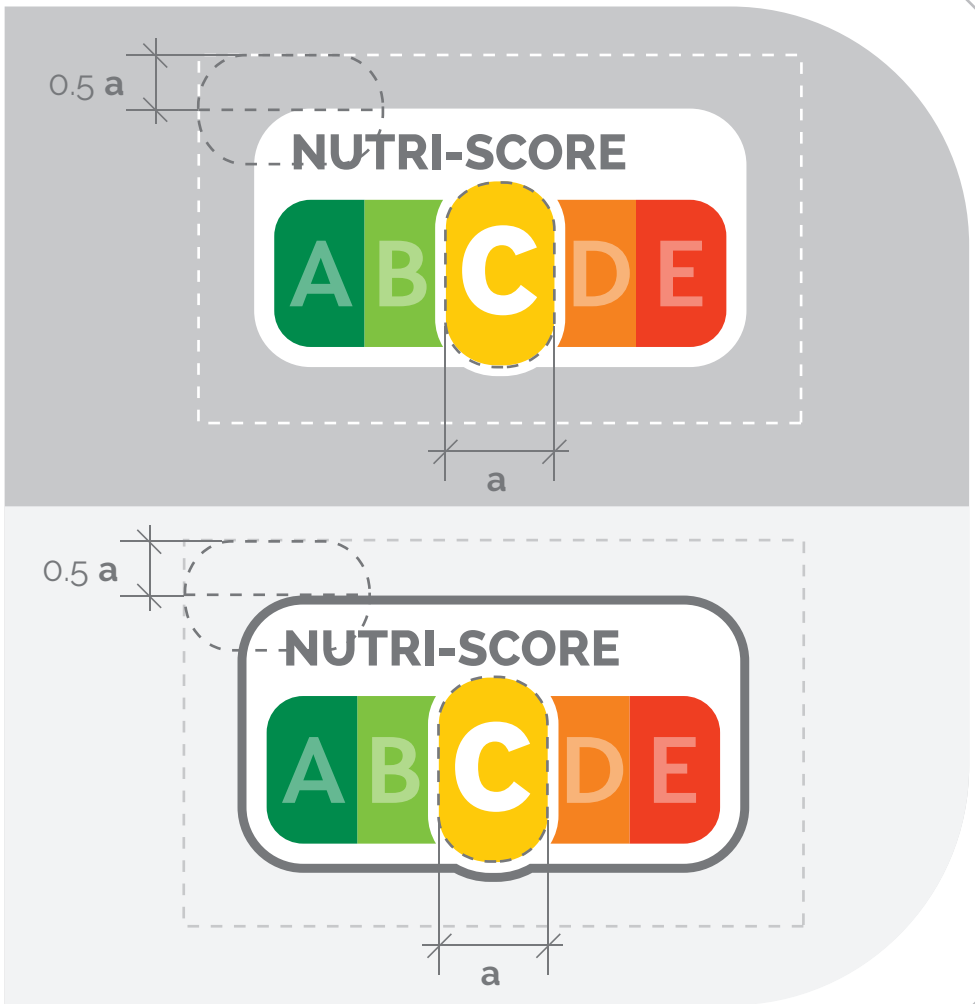
In order to ensure that the module is as legible as possible, white space has been determined in which no text can "contaminate" the module.

This margin 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

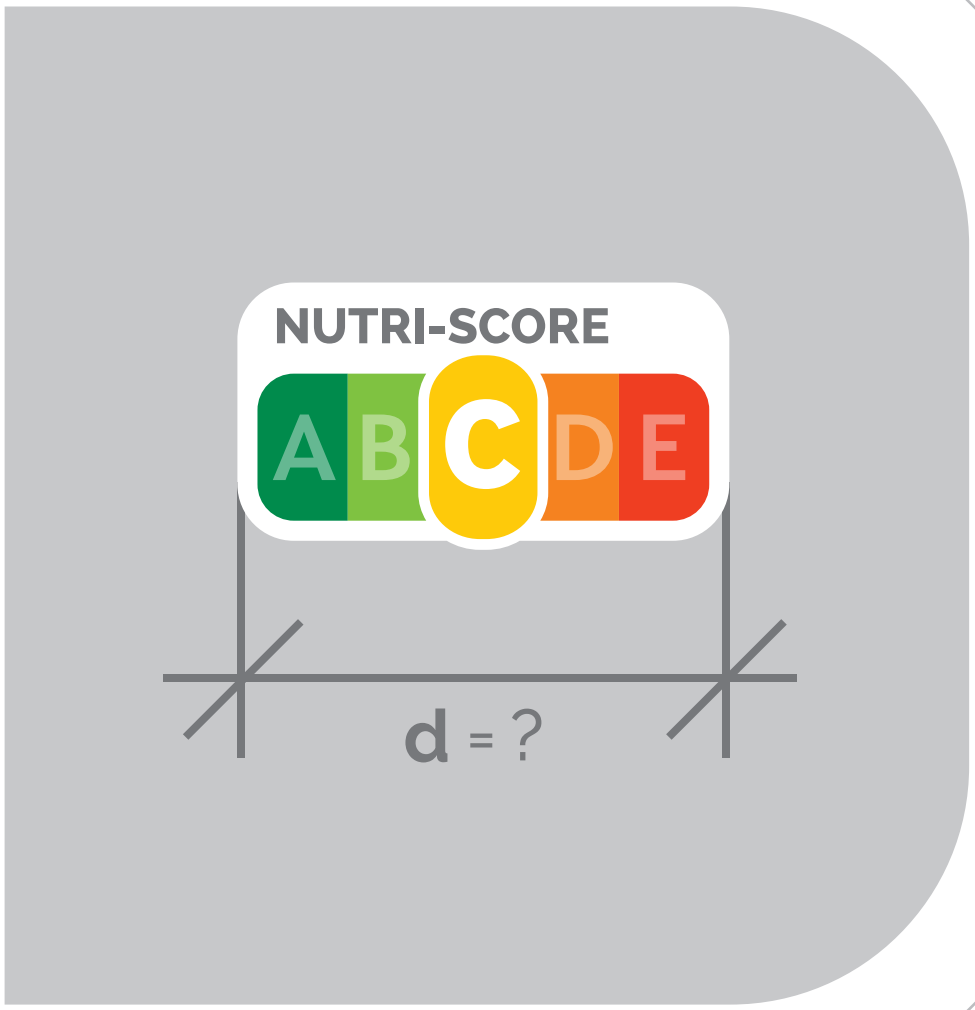
Module size calculation

introduction

The size of the module is very easy to calculate using the basic dimensions of the packaging facing and the type of format on which it is to be applied.

If necessary, a 10% increase in the module's size (**d**) relative to the calculation is tolerated, but under no circumstances can **d** be reduced.

Important: When the largest face of the packaging or container is smaller than 25 cm², the foodstuffs are not subject to application of the module.



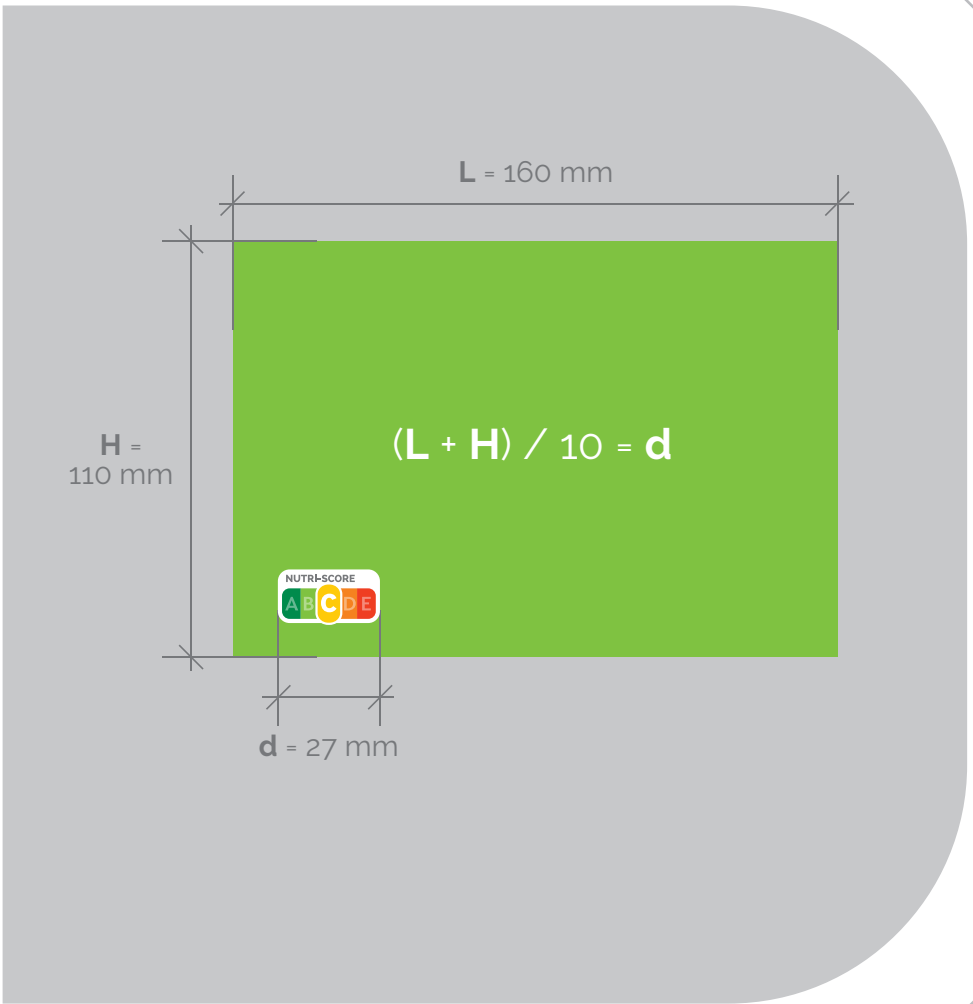
Packaging applications

Module size calculation

rectangular formats

On facings in rectangular formats, the module size is calculated as follows: simply add the packaging length **L** and height **H** together and divide the total by 10 to determine the width **d** of the module.

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



Packaging applications

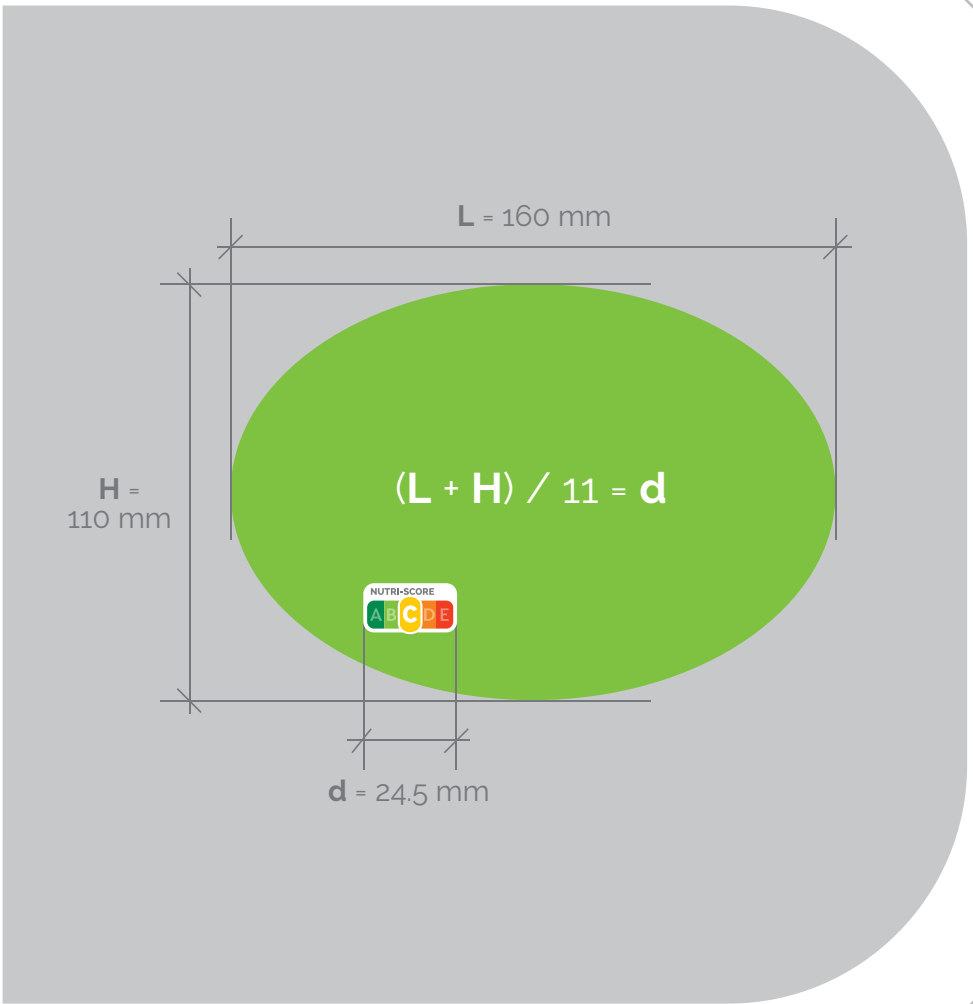
Module size calculation

circular formats

On 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.



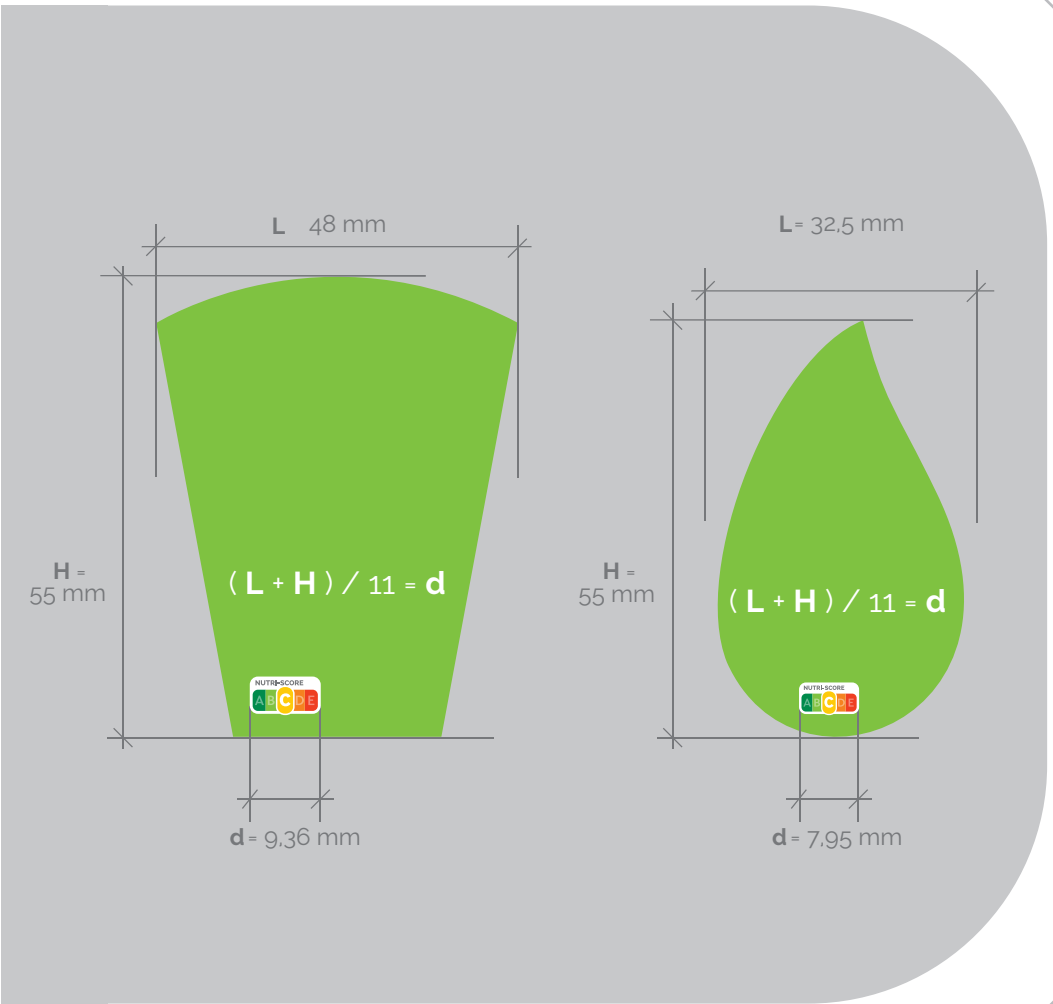
Packaging applications

Module size calculation

special formats

On labels of irregular or trapezoidal shapes, the calculation principle remains the same. However, the denominator applied to this calculation changes.

The denominator changes to 11.



Packaging applications

Module size calculation

cylindrical and egg-shaped formats

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

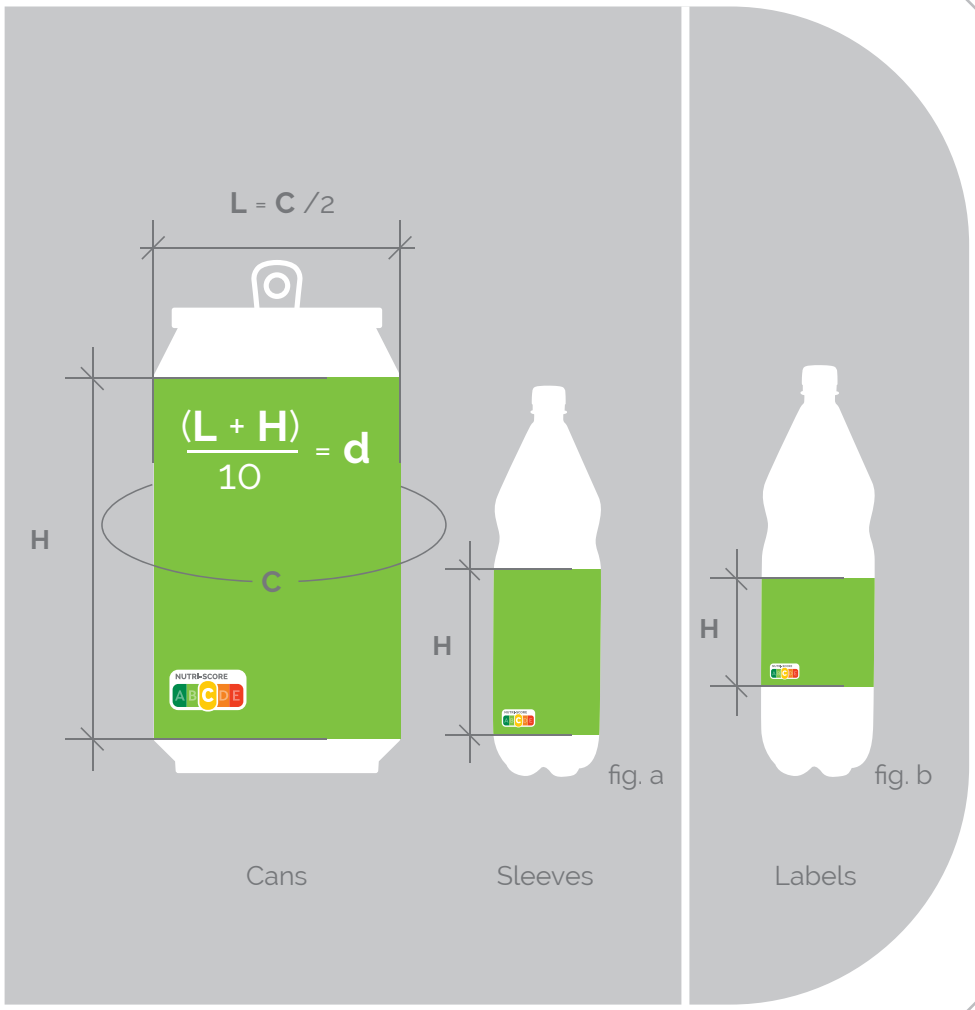
$$L = C/2$$

d is then calculated using the method explained previously (pages 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 simply a label affixed to 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

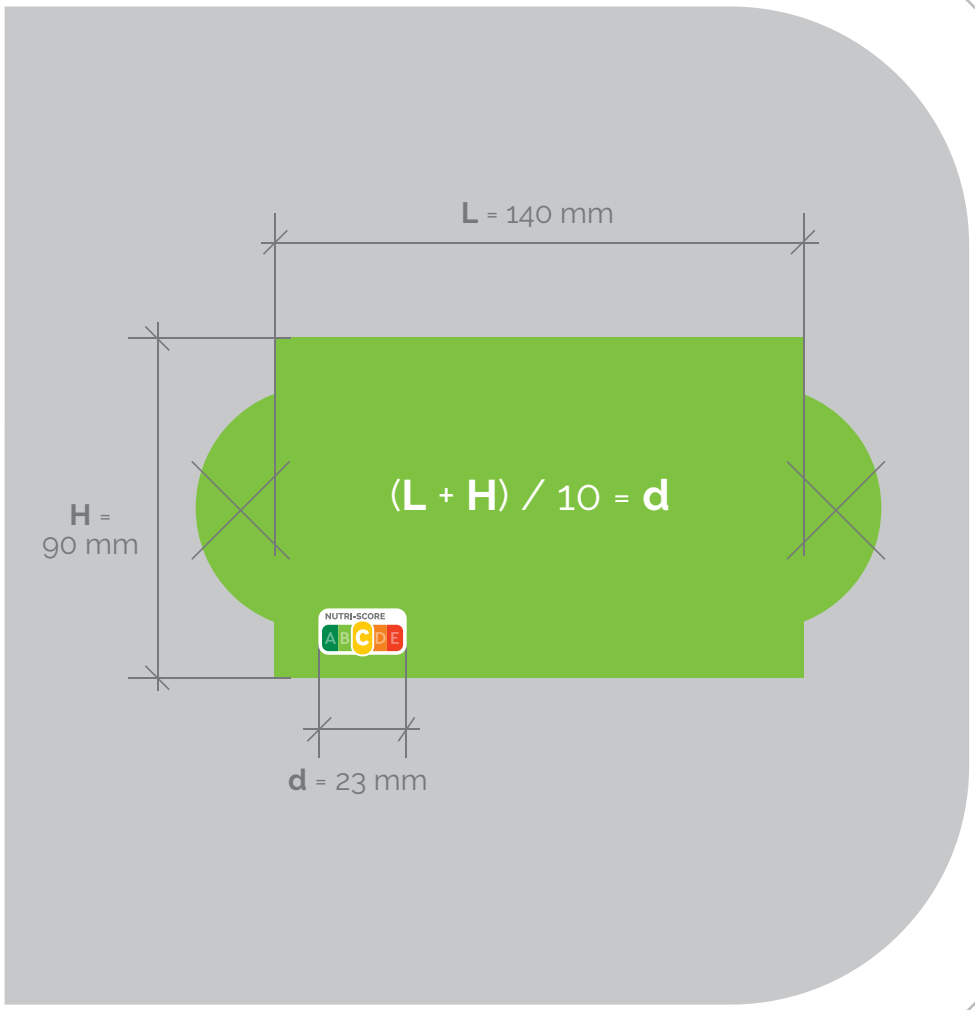
Module size calculation

non-standard formats

On 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 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

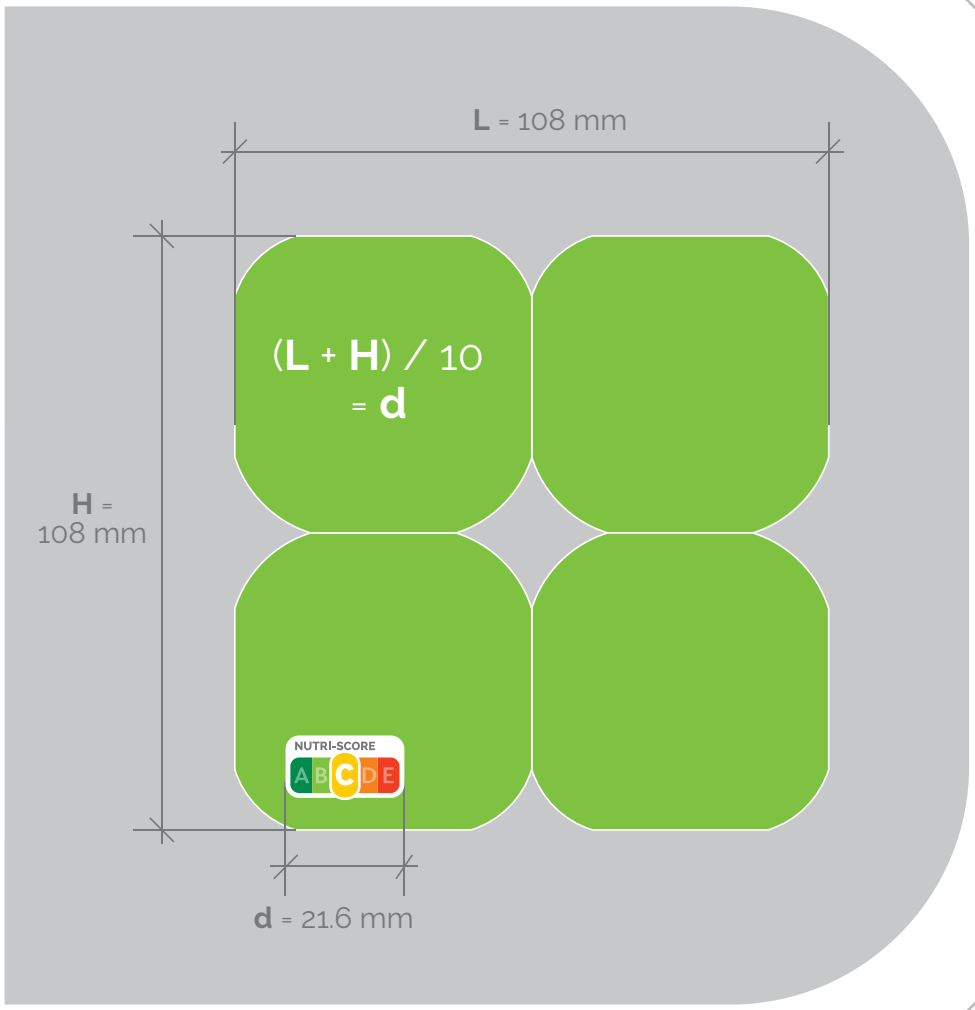
Module size calculation

multiple packaging

On 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 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

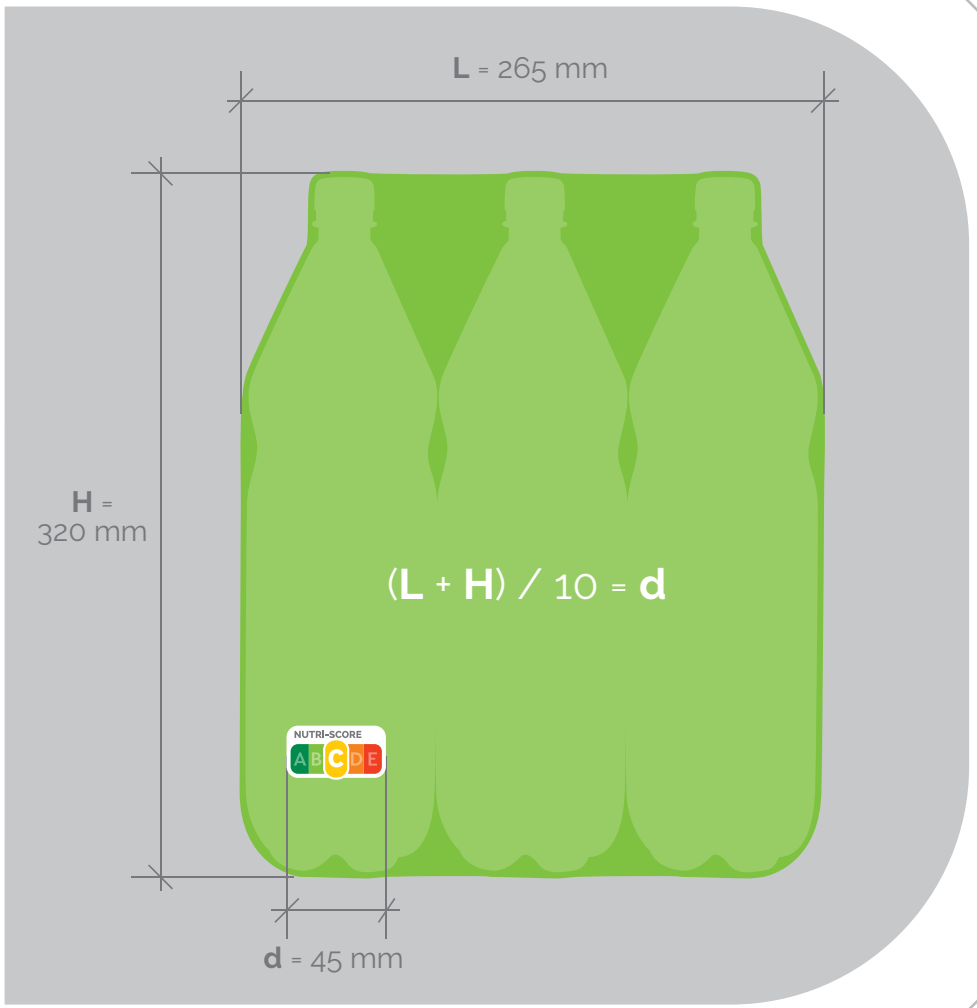
outer packaging

On 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 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 25 and 26.



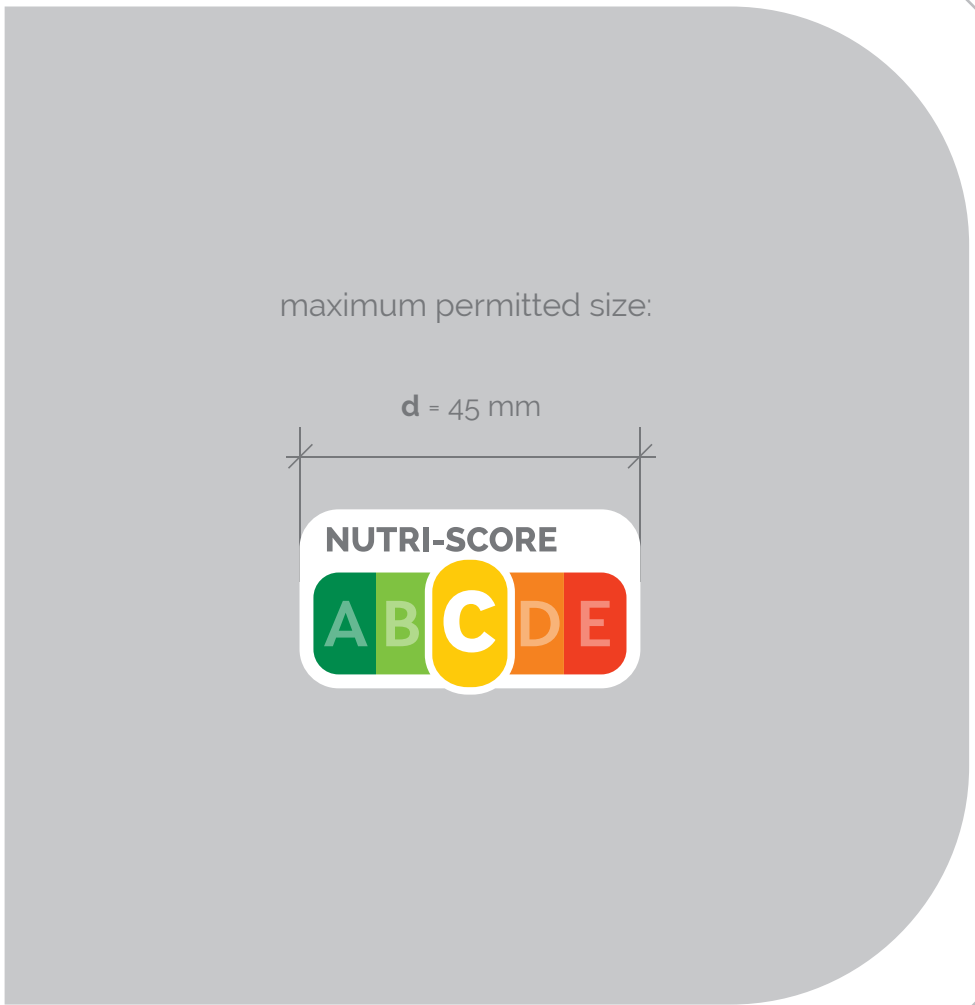
Packaging applications

Module size calculation

maximum size

The 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

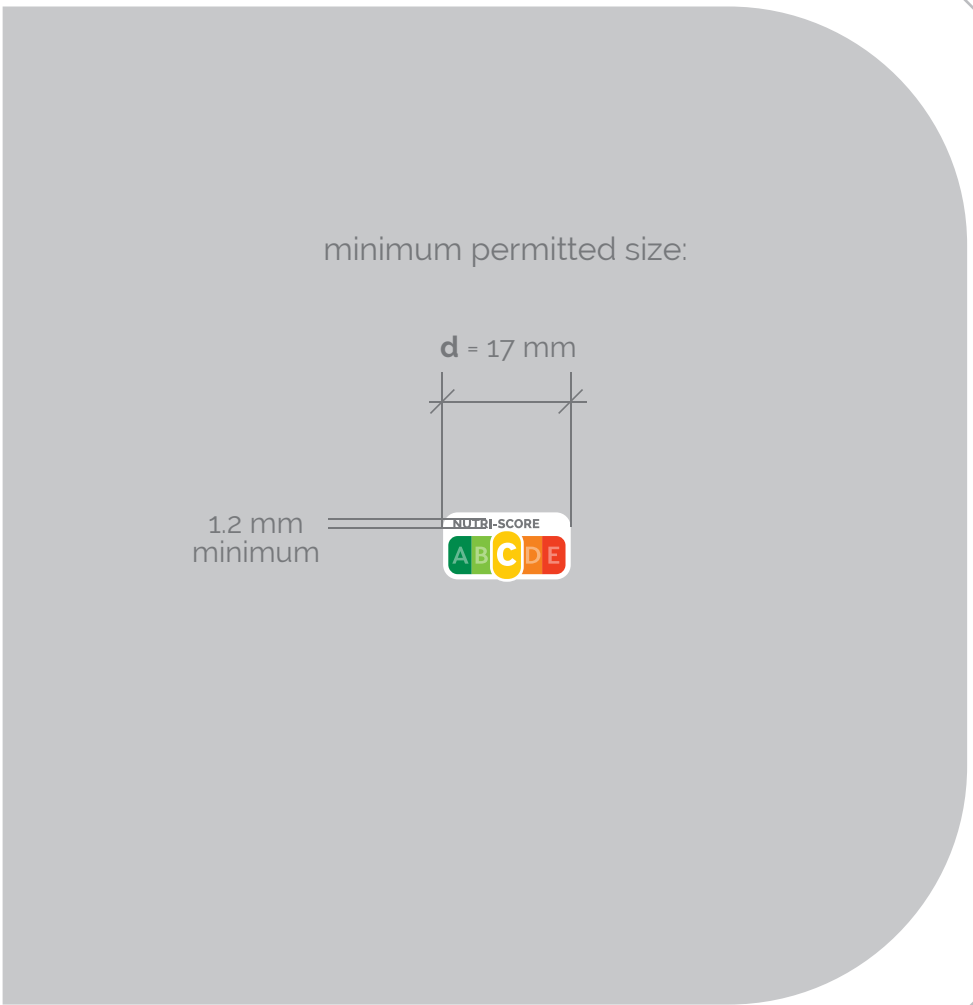
minimum size

For 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 cm² are not subject to application of the Nutri-Score module.



Packaging applications

Examples

Here 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 basis for calculation uses the dimensions of **the main face of the adhesive label or of the cardboard sleeve** containing most of the information.

Neither the printed areas extending out of this area nor the surface of the transparent container is taken into account



Packaging applications

Examples

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

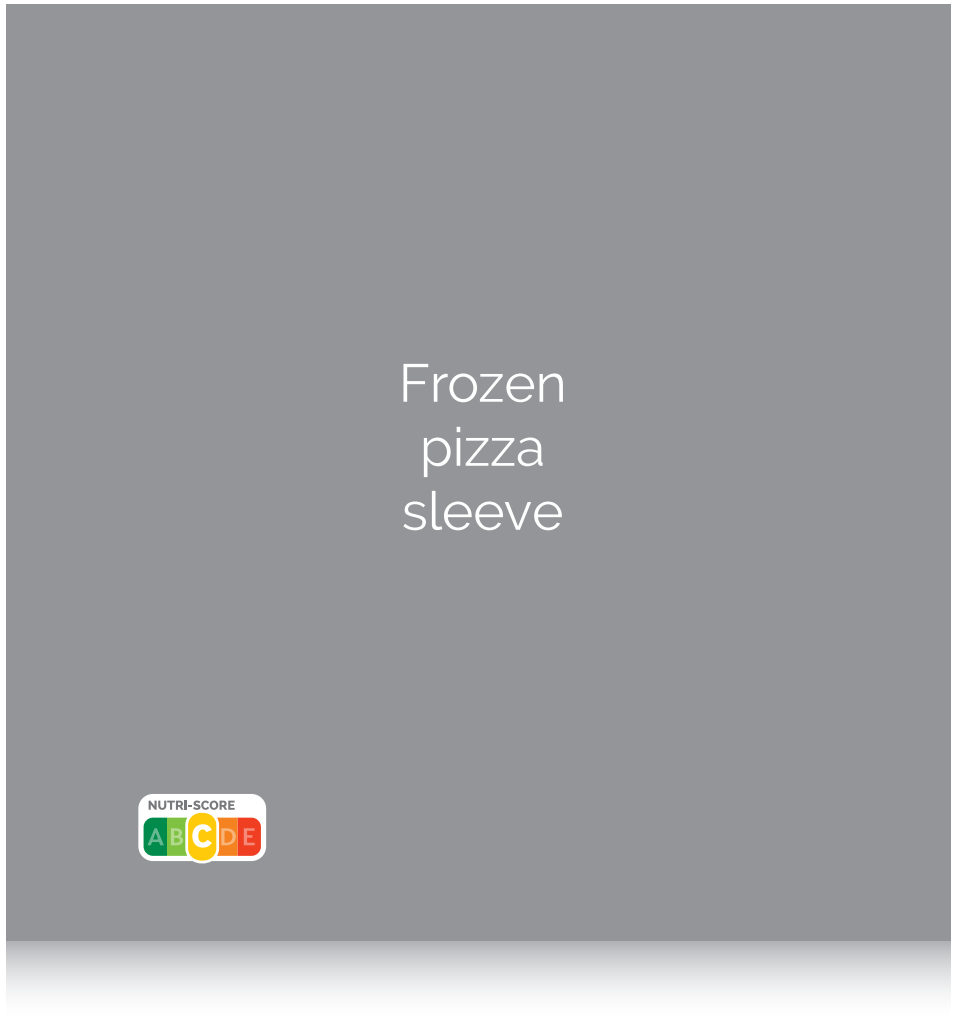
The packet sealing areas are not taken into account.



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

Secondary placement zones

Back of packs, sides, etc

The Nutri-Score can be placed on all faces of the same packaging, provided that it is already present at least on its main (facing) side.

The score indicated on the Nutri-Score must match the score shown on the facing side. The «neutral» logo may also be used.

The rules for calculating the module size do not apply to the non-facing sides. However, the minimum size (**d** = 17 mm) should be respected.

In addition, the information placed next to the Nutri-Score must relate only to the information used to calculate the score.

The visual insert directly associated with the Nutri-Score must not contain any information unrelated to the calculation of the score (for example, no preservatives or food colouring).



Packaging applications

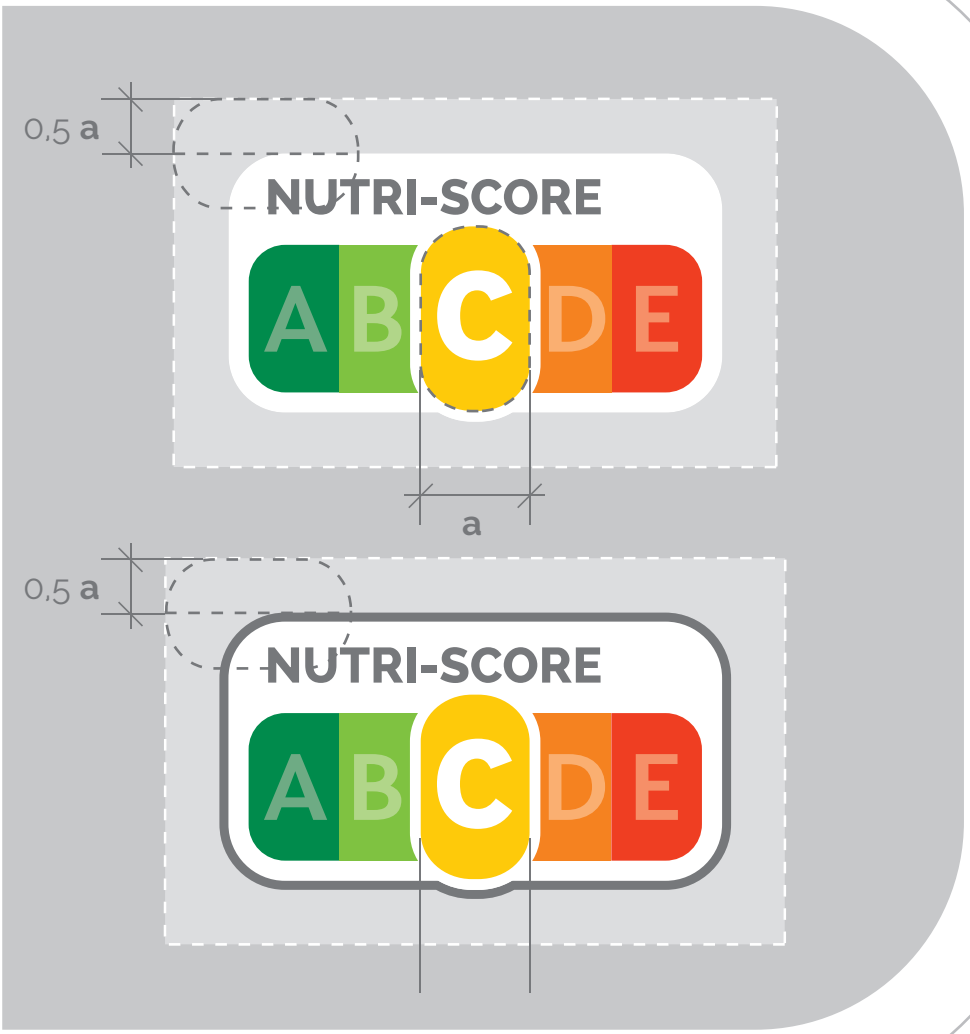
Secondary placement zones

Margin

In order to ensure that the module is as legible as possible, a margin has been set (see page 17 for calculation details).

The rules for this margin on facing sides also apply on the other sides.

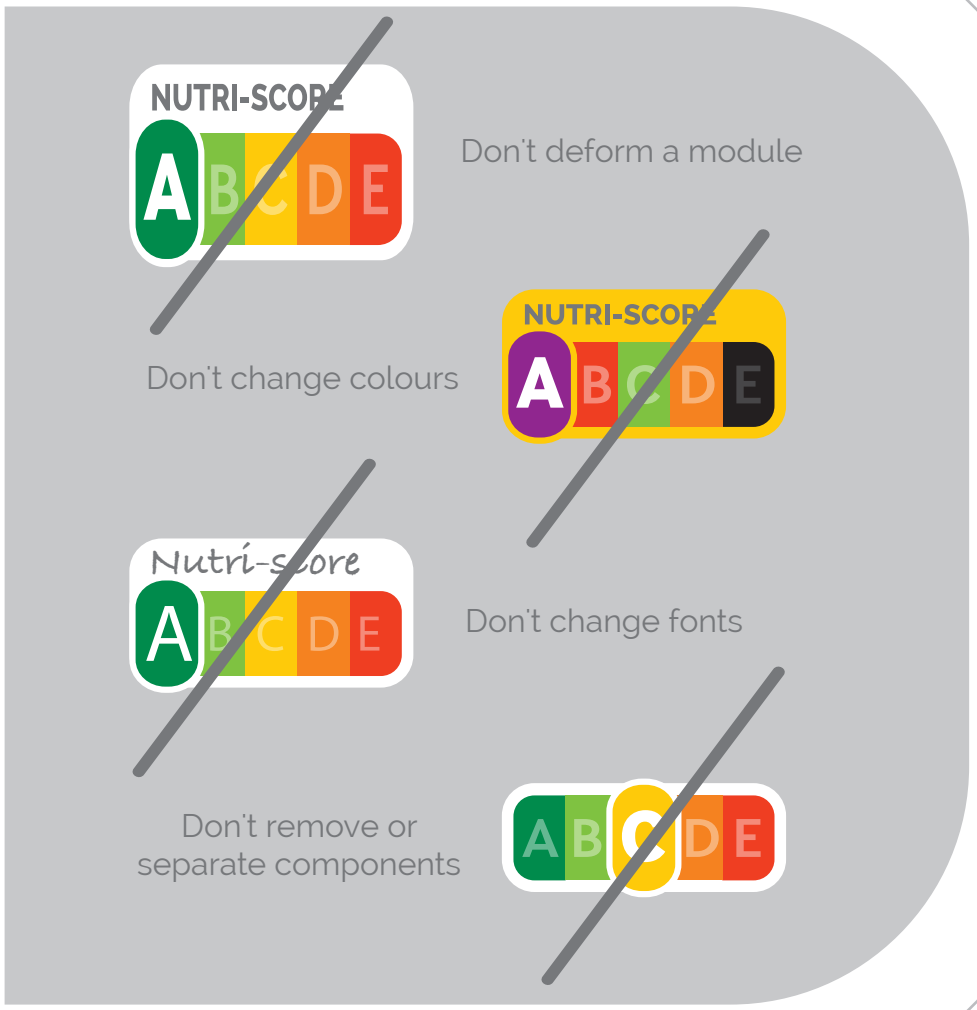
Graphic gimmicks (such as arrows) can break the margin rule, but they must not touch the module under any circumstances.



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 meeting the printing constraints, and adjust it to the required size proportionally according to the packaging format.



PACKAGING LOGO

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 constructed based on fixed dimensions and proportions.

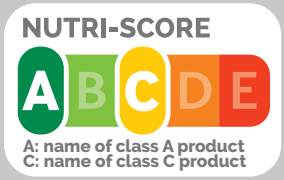
These proportions cannot be changed in any cases.

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

For packaging applications, the vector modules available in the Illustrator files attached to this graphic charter can simply be copied and pasted and adjusted to the required size proportionally without distortion.
Then the text can be replaced with the names of the appropriate products

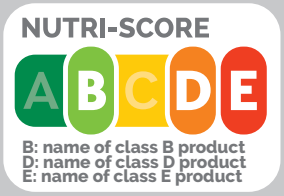
In the event of digital use, the same rules apply.

Example for 2 products





Example for 3 products





Specific cases

Multi Nutri-Scores

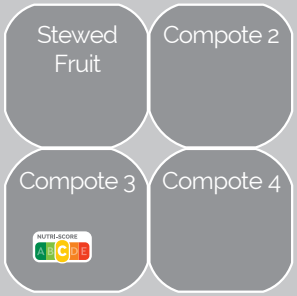
Logo packaging

If the Nutri-Score is the same for all the products in the assortment, only one Nutri-Score needs to be applied.

For an assortment of products intended to be consumed simultaneously by each person, **an average Nutri-Score can be calculated.**

When the nutritional values of the products in the assortment are different and the products are not intended to be consumed simultaneously by each person, **the Nutri-Score of each of the products must be shown on the package using a multi-score module.**

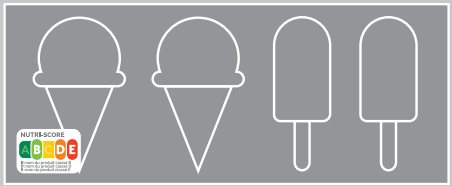
Example of an assortment with the same score for all the products



Example of an assortment of mini-desserts



Example of an assortment of ice creams and sorbets using a multi-score module



USING THE LOGO IN COMMUNICATIONS

Using the logo in communications

Presentation

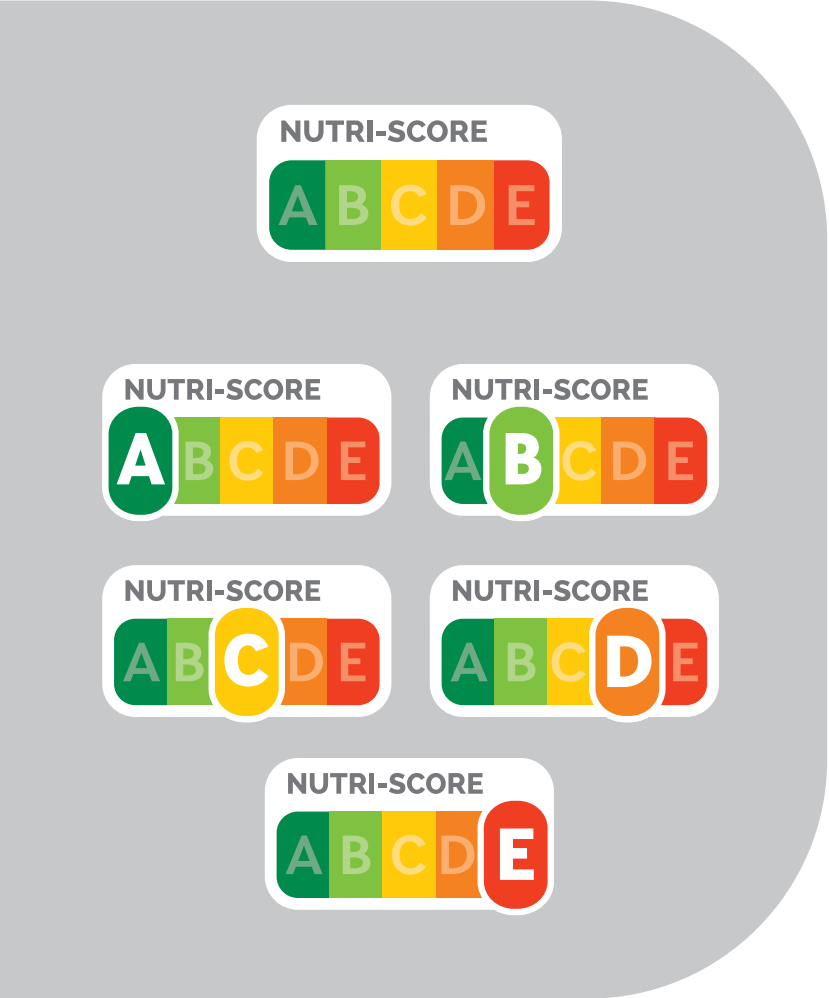
There are two types of communications:

- Generic communication (brand, corporate, etc., never associated with a specific product).
- Product communication (any communication promoting a product or range of specific products).

Conditions of using the logo:

A. Generic communication:

- Either a neutral logo
- Or one or two logos corresponding to the score of the brand's products if all the products have one or two Nutri-Score
- Or 3 to 5 modules if the brand's products have more than two different Nutri-Score



Using the logo in communications

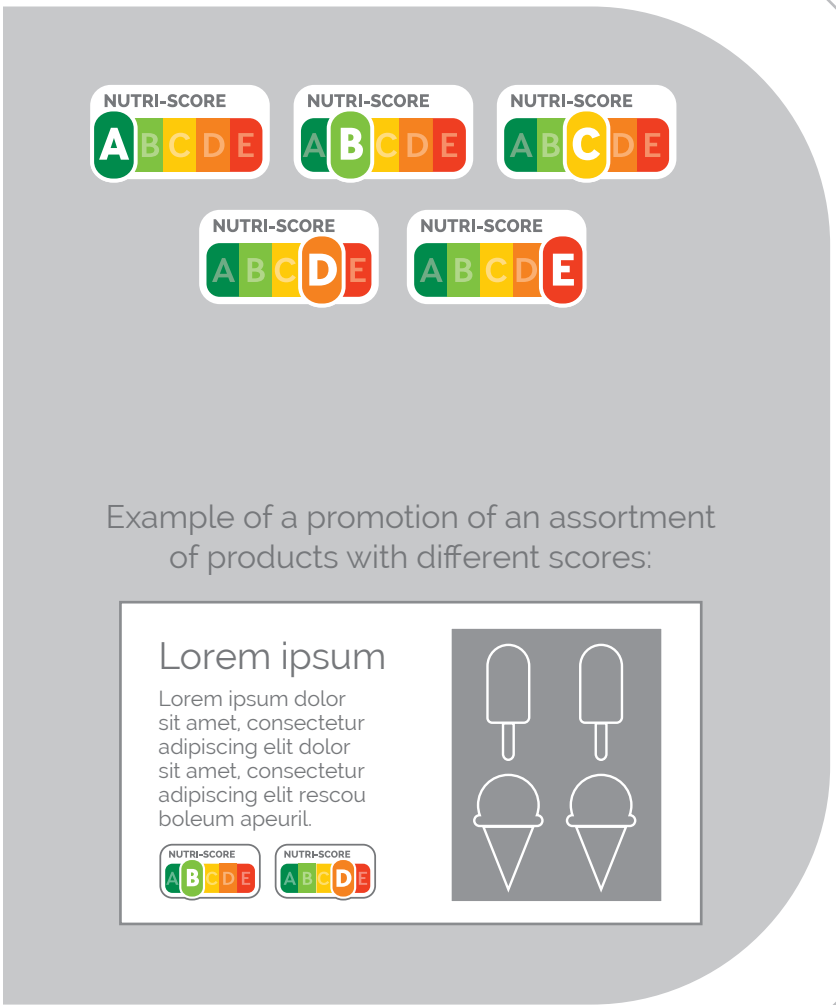
Presentation

B. Product communication:

• The Nutri-Score associated with the product or the range of products being promoted (if all of the products have the same Nutri-Score).

• When a range of products with different scores is promoted, **all of the scores of the products in the range should appear** to the extent possible. Otherwise, **at least the two extreme scores must appear**. It is not possible to use multi-score modules in this case.

• When an assortment of products with different scores intended to be consumed separately is promoted, **all of the scores of the products in the assortment should appear** to the extent possible. Otherwise, **at least the two extreme scores must appear**. It is not possible to use multi-score modules in this case.



Using the logo in communications

Rules

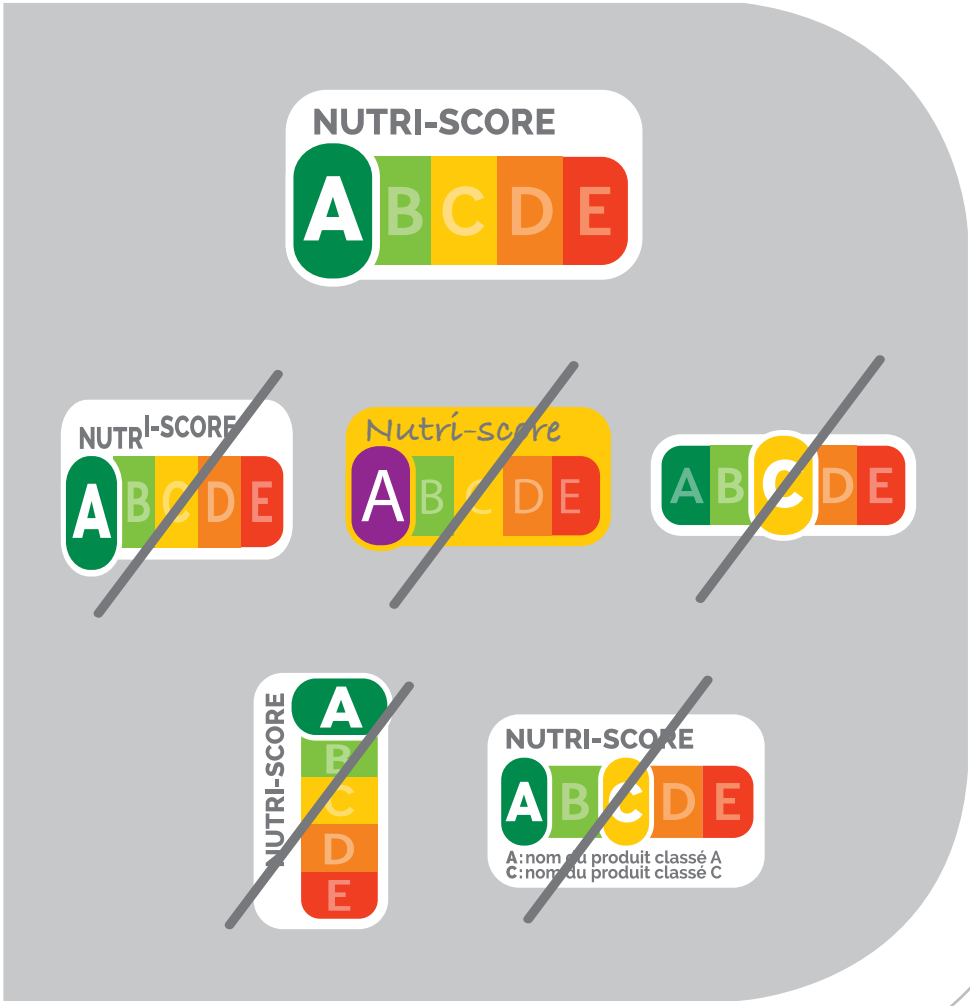
Here are the mandatory rules for using the logo in communications:

1) For all surfaces on which the Nutri-Score may be placed, it must be large enough to be **legible**, taking into account the target format and the reading distance.

2) The communication logo **may not under any circumstances be distorted or modified** in any way, and no graphic element may be added or removed.

3) **Only horizontal versions of the logo can be applied** in communications. The use of vertical versions is prohibited. All of the modules must either have a border or not have a border. Mixing the two types is completely prohibited. They must be of the same size.

4) **The Multi-Score logos are prohibited in communications.**



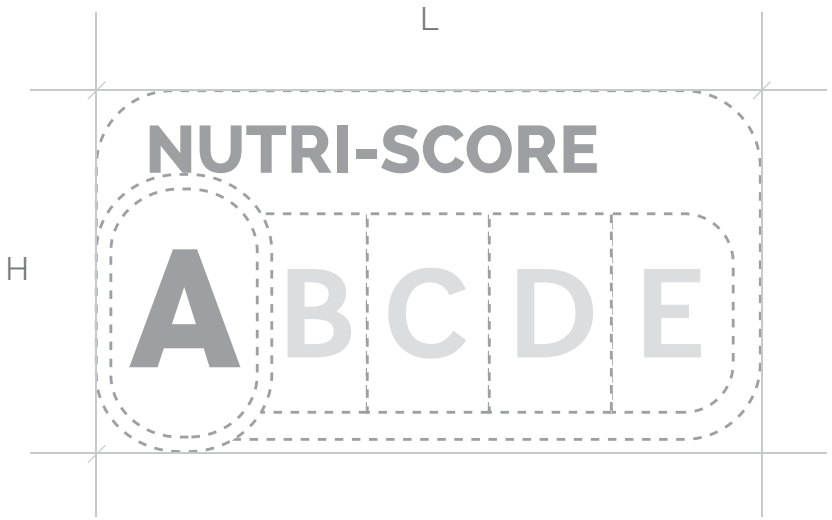
Using the logo in communications

Construction of the neutral logo

The 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).



Using the logo in communications

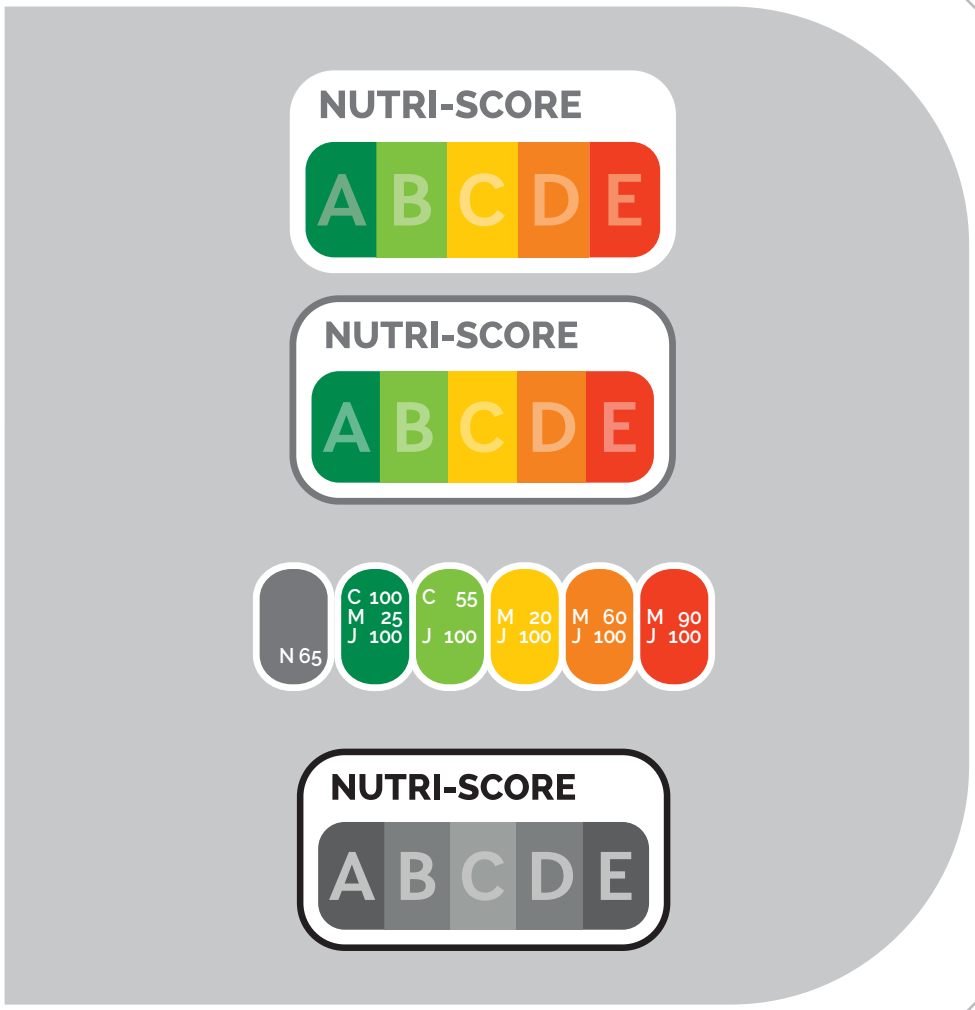
Colour policy

The colour policy for the neutral logo is variable: four-colour or black-and-white version.

To correctly print the four-colour neutral logo, please refer to page 6 of this graphic charter. In addition, use of the neutral line logo is prohibited.

The black-and-white neutral logo must have a border in order to be legible on all types of backgrounds and media.

For optimal use, simply copy and paste the chosen version of the neutral logo available in the toolbox in the desired format (Illustrator, jpg, png or pdf).



USE OF THE LOGO BY DISTRIBUTORS OF PRODUCTS FOR WHICH THEY DO NOT OWN THE TRADEMARK

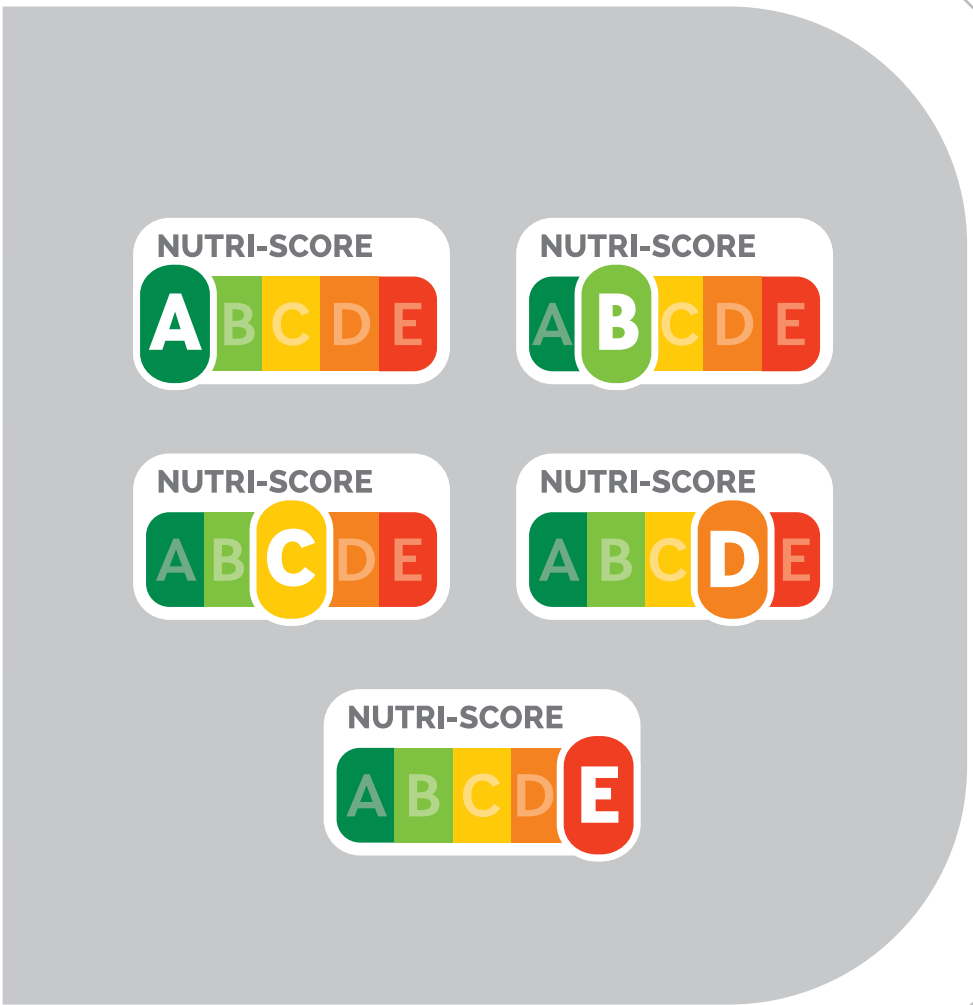
Use of the logo by distributors of products for which they do not own the trademark

Presentation

There are three types of use of the Nutri-Score by distributors of products for which they do not own the trademark:

- E-commerce (merchant website, drive, etc.)
- In-store (through any labelling or shelf information medium separate from the distributed products)
- For information and promotional communication purposes

Conditions of use:
The module used must correspond to the score granted to the product in compliance with the usage regulation provisions.



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.

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:

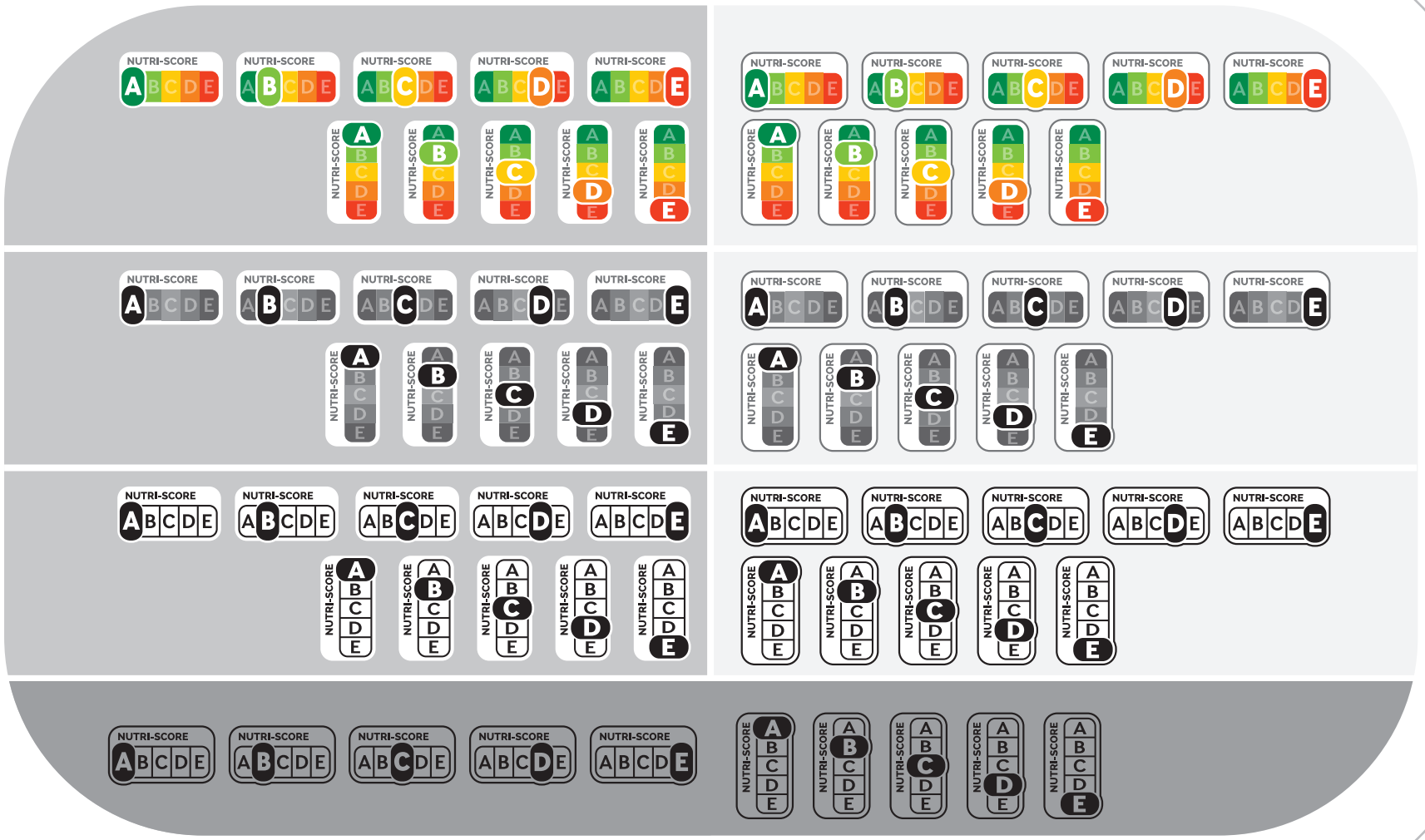
- **the 5 horizontal modules in RGB in jpg and png formats**
- **the 5 vertical modules in RGB in jpg and png formats**
- **the 50 customisable multi-score modules in RGB in ai and pdf formats**
- **the 2 "Neutral" communication modules in RGB in jpg and png formats**

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.

Toolbox

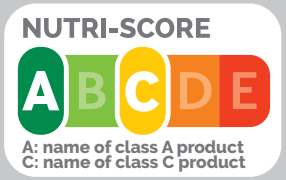
The 70 logo modules



Toolbox

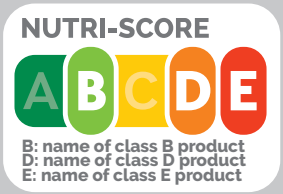
Specific cases - Multi-score modules

Customisable files





example for 2 products



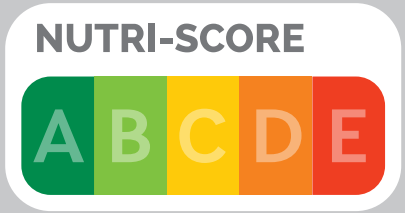


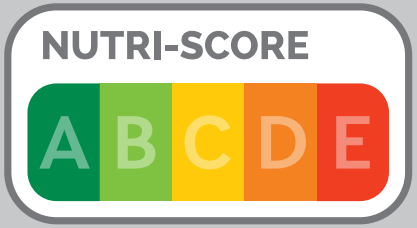
example for 3 products

Toolbox

The "neutral" communication logo

Four-colour use





Black and white use

