NUTRI-SCORE

GRAPHIC CHARTER

A B C D

Introduction

The Law of 26 January 2016 relating to the modernisation of our healthcare system allows for the placement of a nutritional logo on the front of food product packaging.
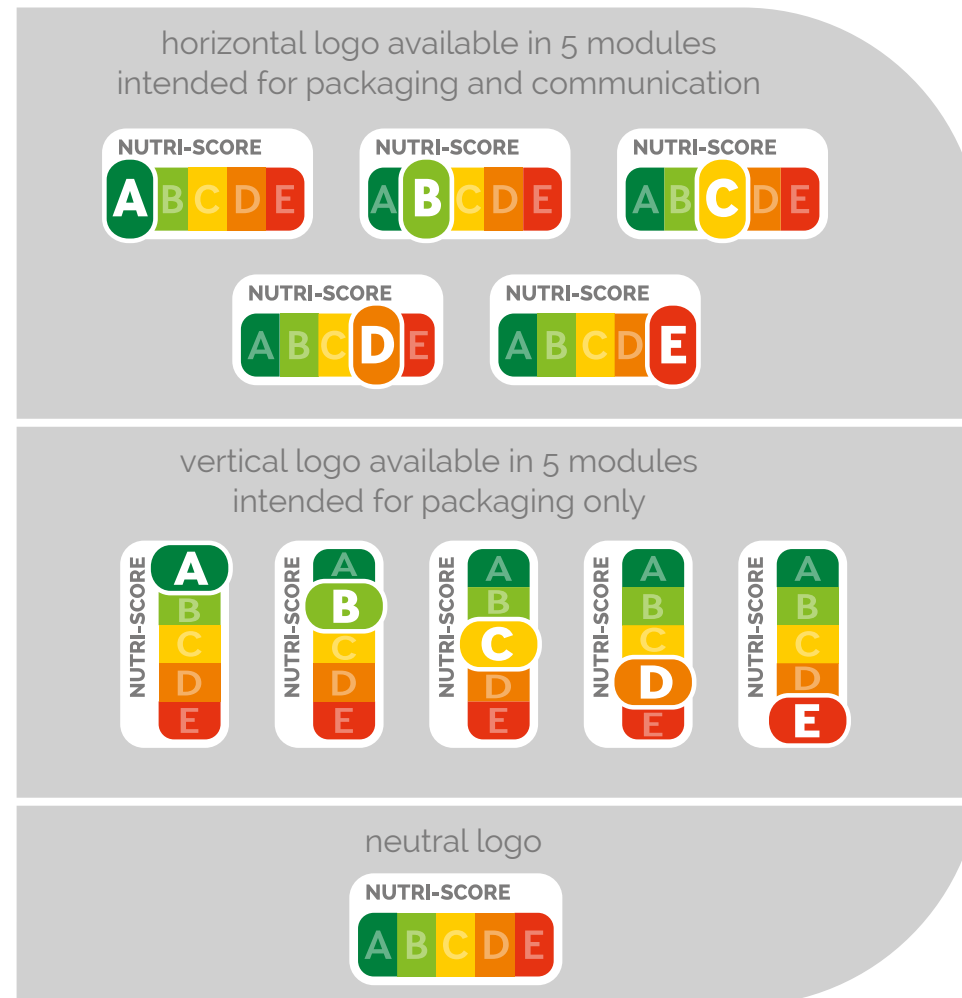
The aim of this logo is to help consumers take into account the nutritional quality of the products they are buying.

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

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

**The horizontal versions are to be used by default as a priority.
The vertical versions should only be used as a last resort when the horizontal versions cannot be applied.**

horizontal logo available in 5 modules
intended for packaging and communication

vertical logo available in 5 modules
intended for packaging only

neutral logo

Contents

USE OF THE LOGO ON PACKAGING

1. Construction & colours

Construction & colours
Construction

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 usage regulation specifications.

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 can simply be copied and pasted and then adjusted to the required size proportionally without distortion.

1.1
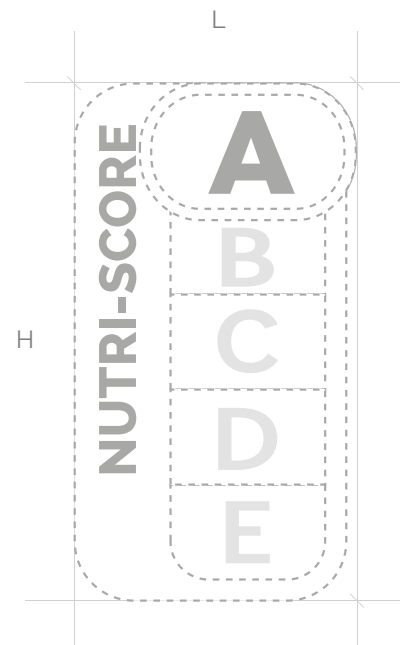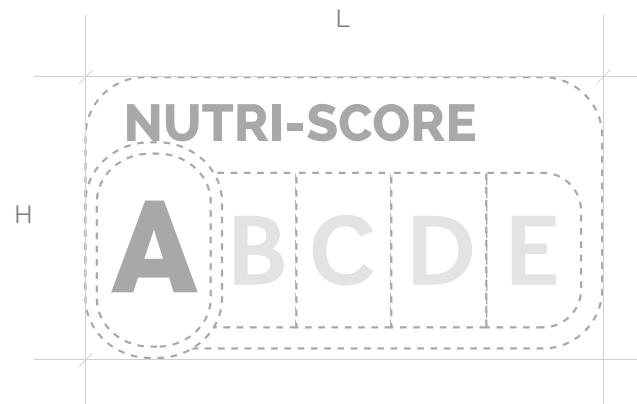
Construction & colours
Four-colour printing

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

The basic ink proportions to use are shown in the box to the right.

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.

Note: All of the module versions are available in the Illustrator files attached to this graphic charter.

NUTRI-SCORE

A B C D E

| K 65 | C 100 M 25 Y 100 | C 55 Y 100 | M 20 Y 100 | M 60 Y 100 | M 90 Y 100 |

1.2
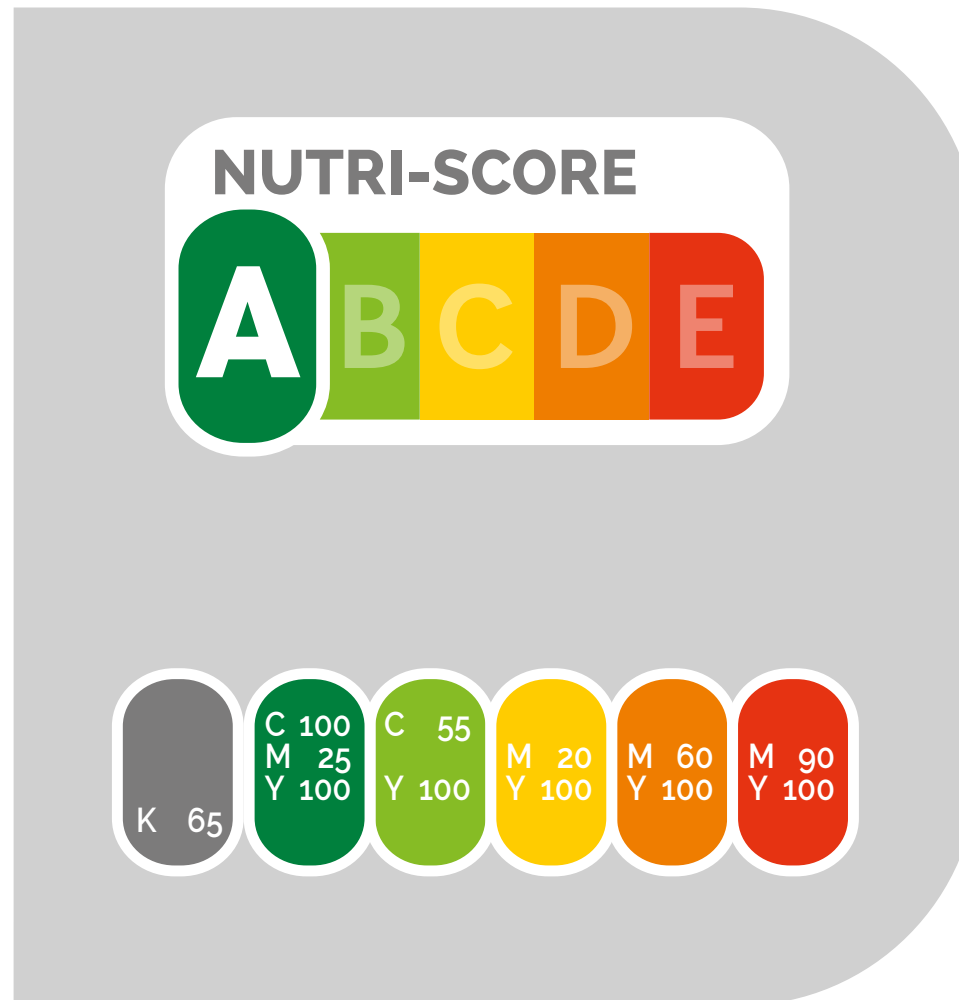
Construction & colours
Monochrome printing

If four-colour printing is not possible, the monochrome version is recommended.

The values to be applied to the chosen colour are shown to the right.

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.

Note: All of the module versions are available in the Illustrator files attached to this graphic charter.

NUTRI-SCORE

A B C D E

K100 K75 K65 K60 K45

NUTRI-SCORE

A B C D E

NUTRI-SCORE

A B C D E

1.3
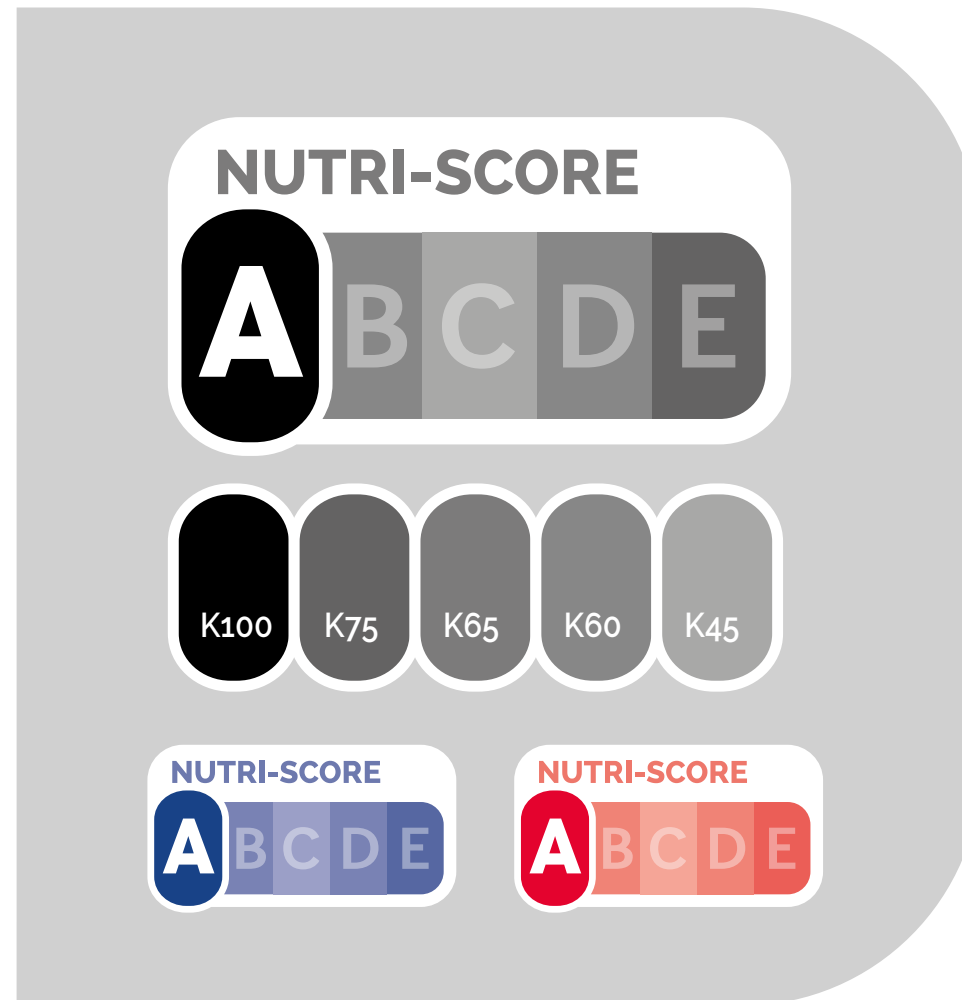
Construction & colours

Monochrome printing-Example

Construction & colours
Line printing

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

The line version to be used is shown to the right.

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

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

Note: All of the module versions are available in the Illustrator files attached to this graphic charter.

NUTRI-SCORE

A B C D E

NUTRI-SCORE

A B C D E

NUTRI-SCORE

A B C D E

NUTRI-SCORE

A B C D E

NUTRI-SCORE

A B C D E

100

1.4
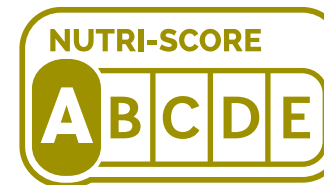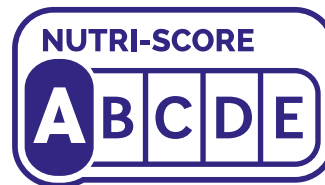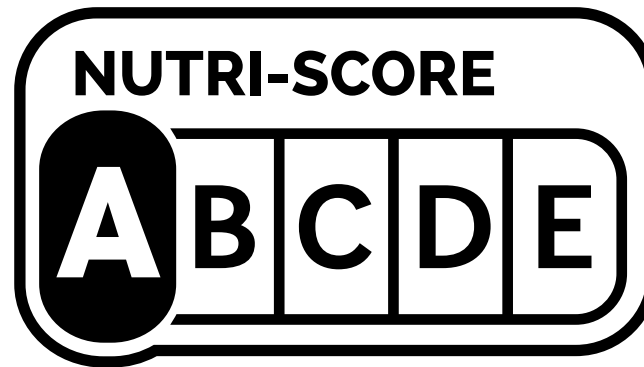
Construction & colours

Line printing-Examples
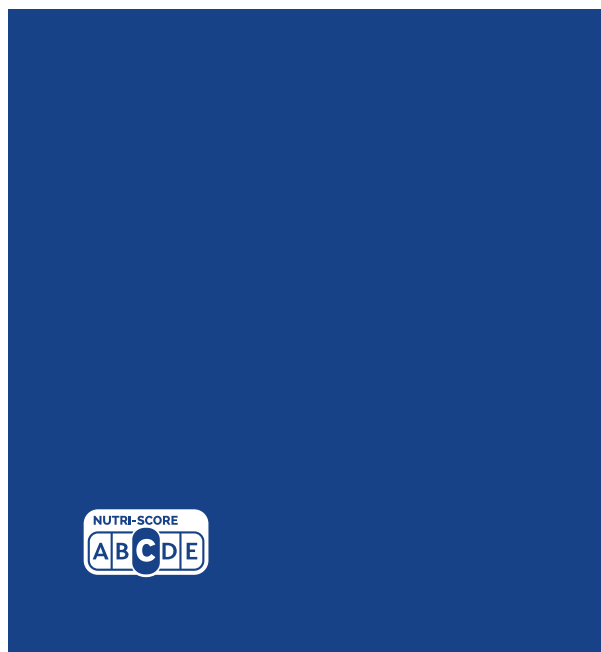
positive version

negative version

1.4
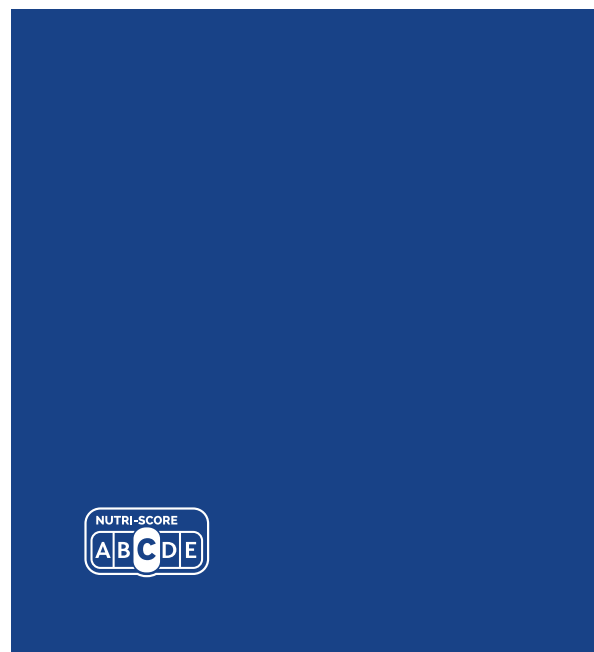
USE OF THE LOGO ON PACKAGING

2. Packaging applications

Packaging applications
Colour backgrounds (photos, solid colours, 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 module's solid white colour.

On this type of background, use the "simple" versions in which the solid white area does not have an outside border (see example to the right).

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.

2.1

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.
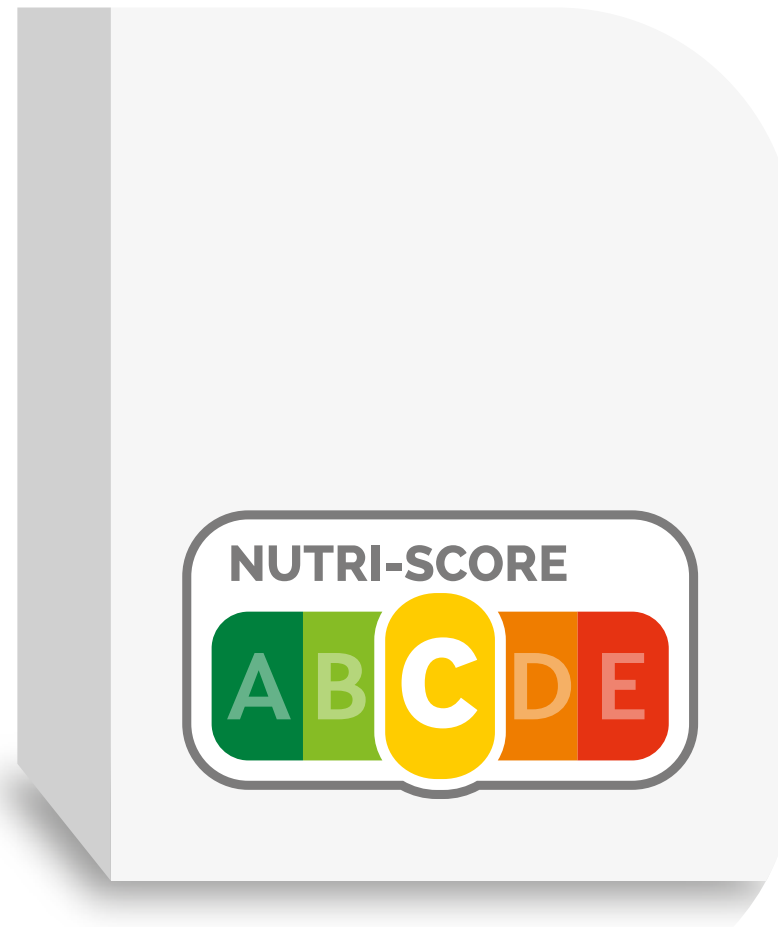
Packaging applications
Preferred placement zones
Individual packaging

The Nutri-Score modules are positioned in the **lower third of the front** of the packaging.

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.

2.3

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**.

Note that for yoghurt packs or other packaging of this kind, the container lids are considered to be the main side.

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

2.3
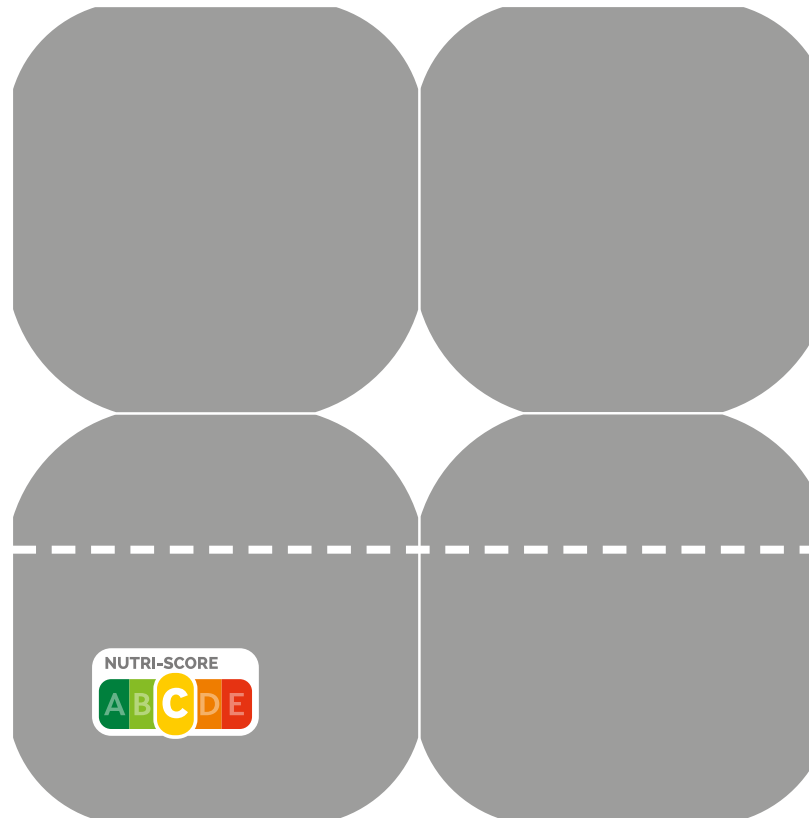
Packaging applications

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:

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.
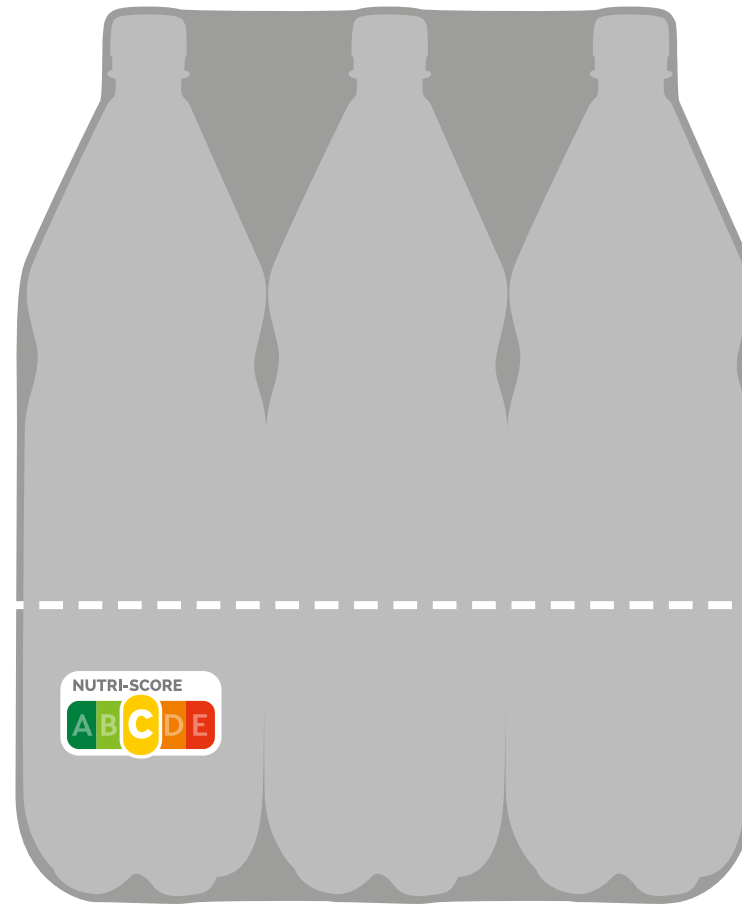
Packaging applications
Margin

In order to ensure that the module is as legible as possible, a margin has been set in which no text can "contaminate" the module.

This margin is an invisible rectangle that surrounds the module. Its width is set to half the width of the main capsule **a**.

On the version with a border, the width of the margin is slightly offset by the thickness of the module's grey border.

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

Note: All of the module versions available in the Illustrator files attached to this graphic charter have this invisible area.

0.5 **a**

NUTRI-SCORE

A B **C** D E

a

0.5 **a**

NUTRI-SCORE

A B **C** D E

a

2.4
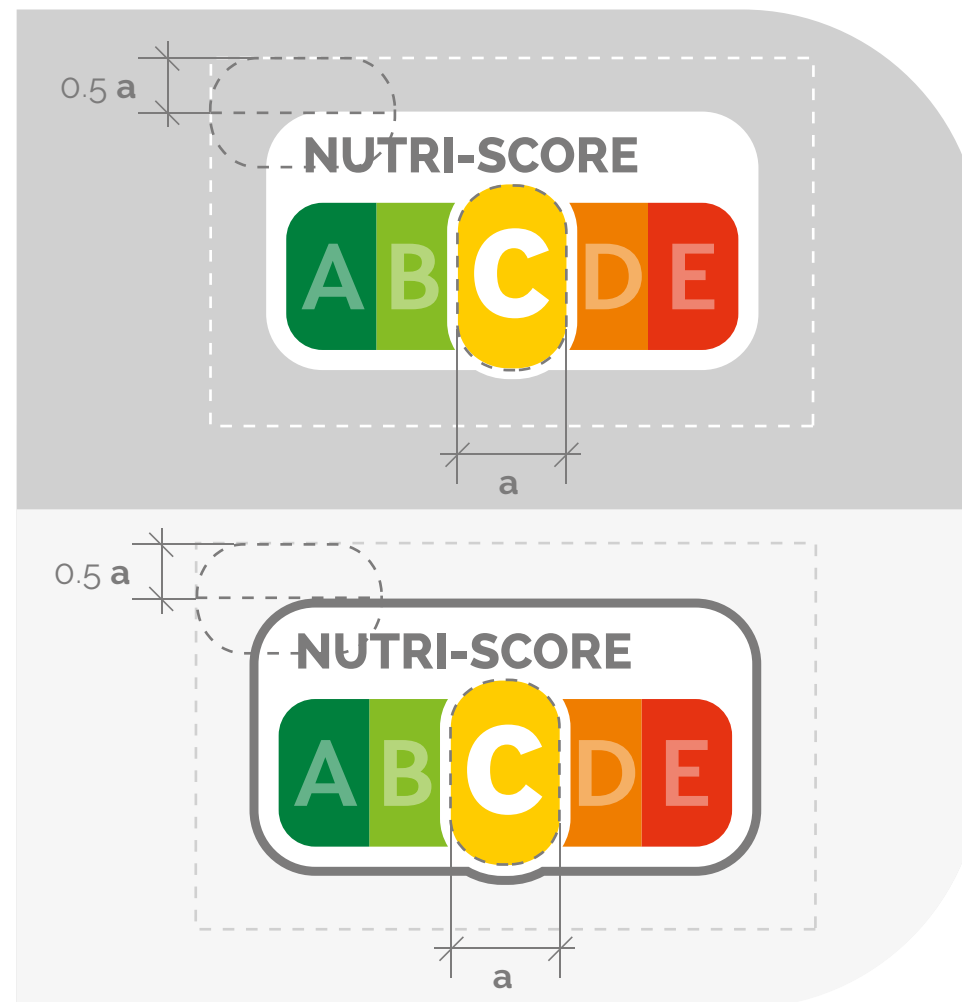
Packaging applications
Module size calculation
Introduction

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.

NUTRI-SCORE

A B C D E

$$\mathbf{d} = ?$$
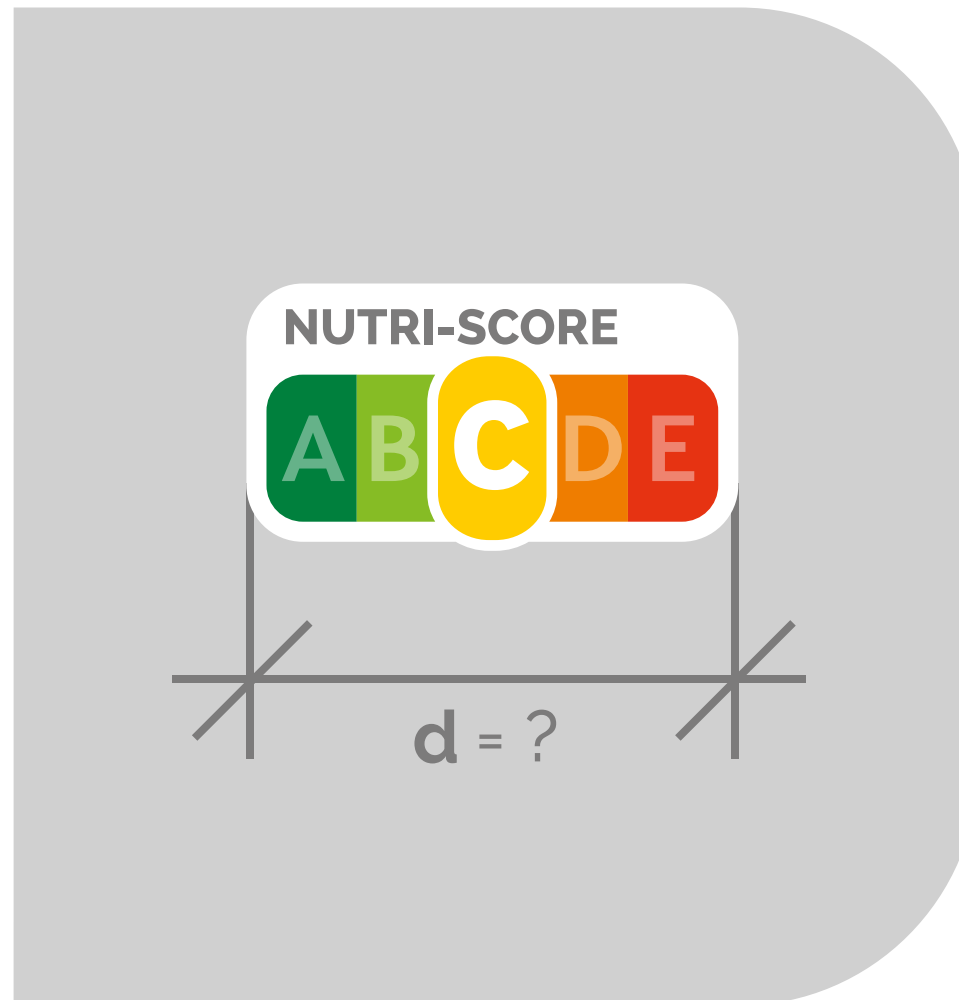
Packaging applications
Module size calculation
Rectangular formats

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.

L = 160 mm

H = 110 mm

$$(L + H) / 10 = d$$

NUTRI-SCORE
A B C D E

d = 27 mm

2.5
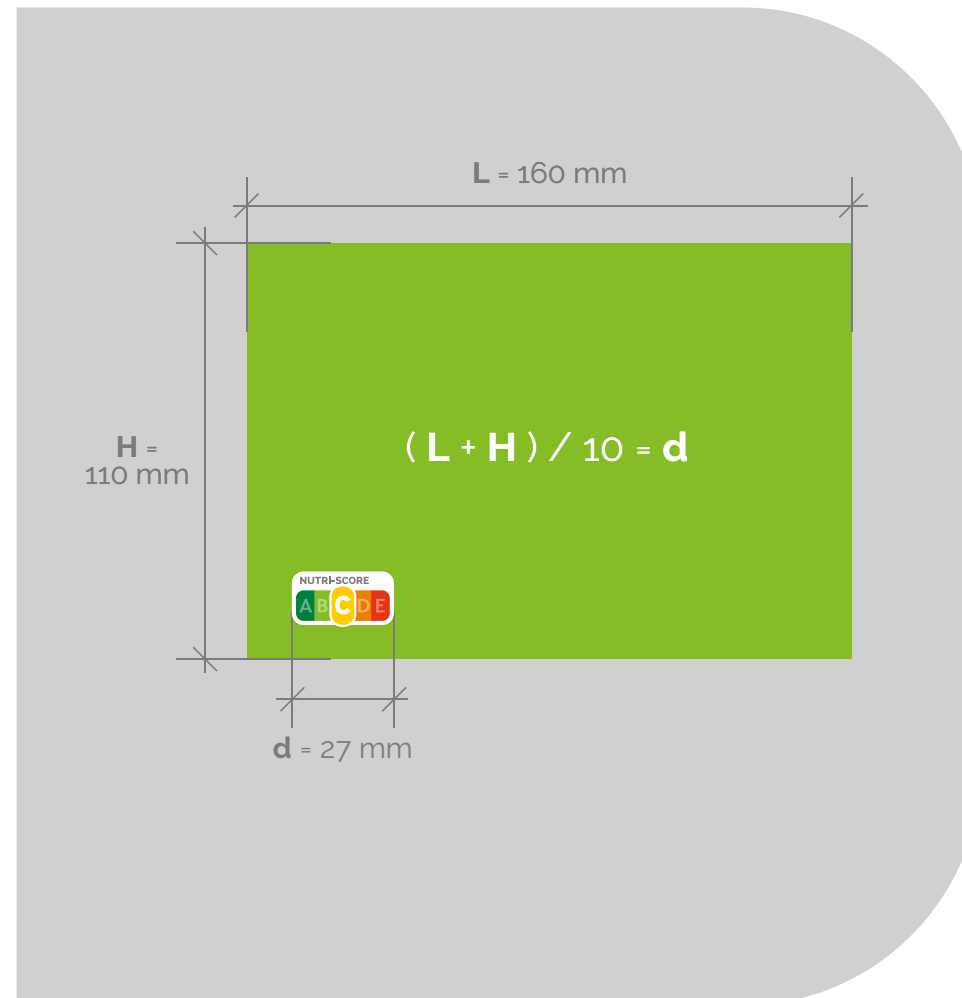
Packaging applications
Module size calculation
Circular formats

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. In this case, **d** corresponds to the height of the module.

L = 160 mm

H = 110 mm

$$(\mathbf{L} + \mathbf{H}) / 11 = \mathbf{d}$$

NUTRI-SCORE
A B C D E

d = 24,5 mm

2.5
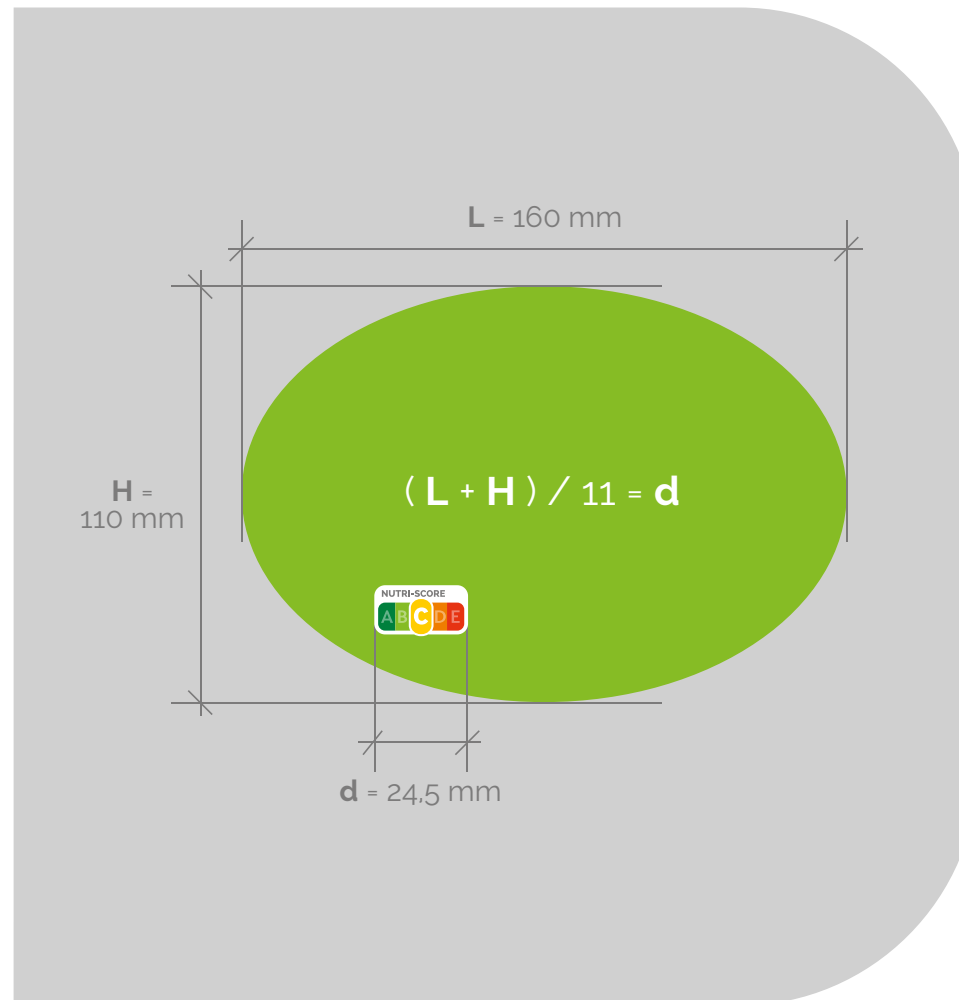
Packaging applications
Module size calculation
Special formats

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.

$$(L + H) / 11 = d$$

L 48 mm

H = 55 mm

d = 9.36 mm

L = 32.5 mm

H = 55 mm

$$(L + H) / 11 = d$$

d = 7.95 mm

2.5
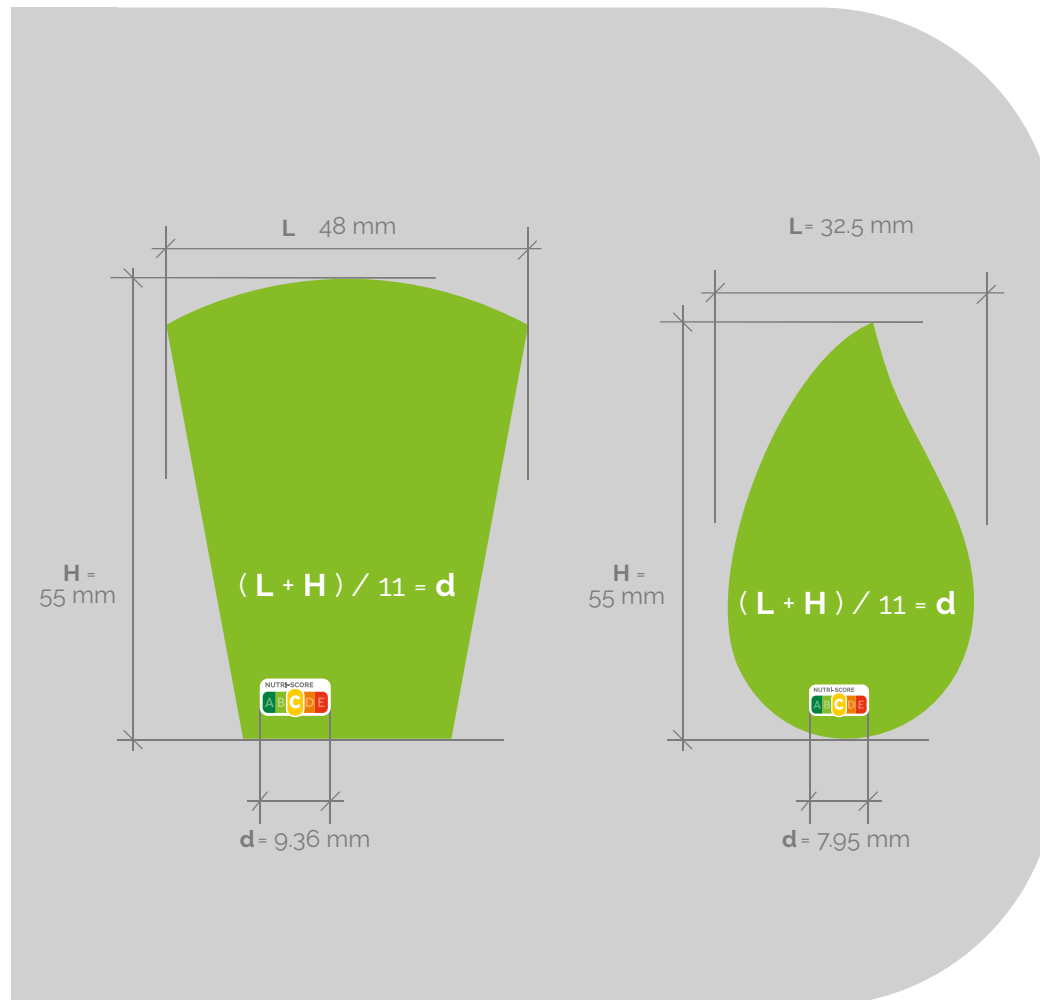
Packaging applications
Module size calculation
Formats on cylindrical and egg-shaped packaging

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

$$L = C/2$$

d is then calculated using the method explained previously (page 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. In this case, **d** corresponds to the height of the module.


$$L = C / 2$$

$$\frac{(L + H)}{10} = d$$

H

C

NUTRI-SCORE
A B C D E

fig.a

fig.b

Cans   Sleeves   Labels
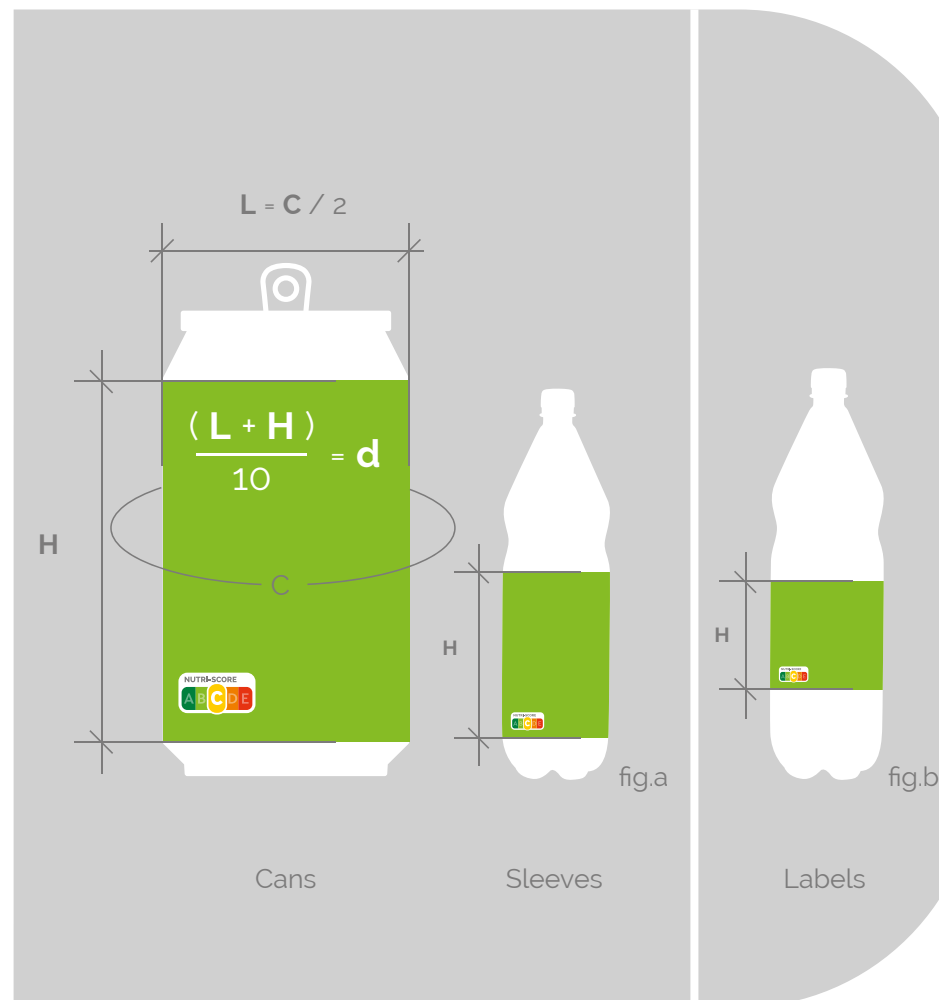
Packaging applications
Module size calculation
Non-standard formats

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 (page 19).

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

L = 140 mm

H = 90 mm

$$(L + H) / 10 = d$$

d = 23 mm

2.5
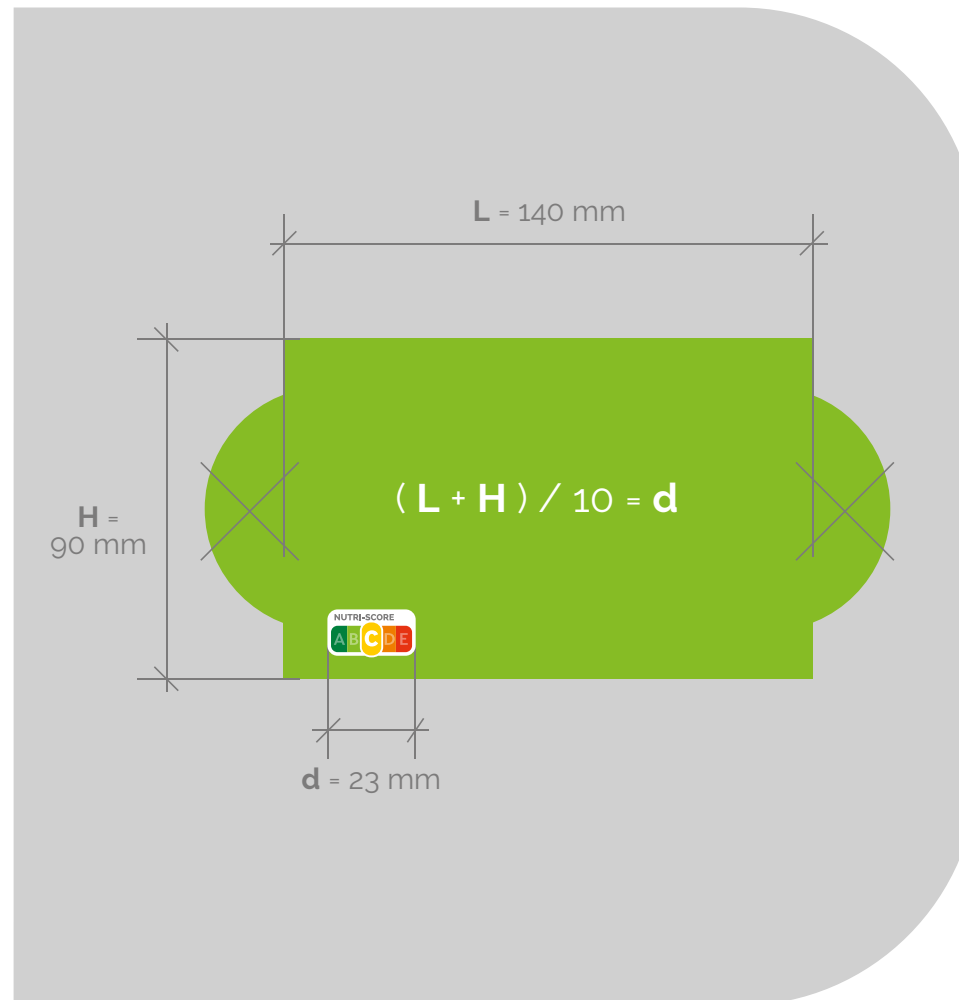
Packaging applications
Module size calculation
Multiple packaging

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

d is then calculated using the method explained previously (page 19).

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

L = 108 mm

H = 108 mm

$$(L + H) / 10 = d$$

NUTRI-SCORE
A B C D E

d = 21,6 mm
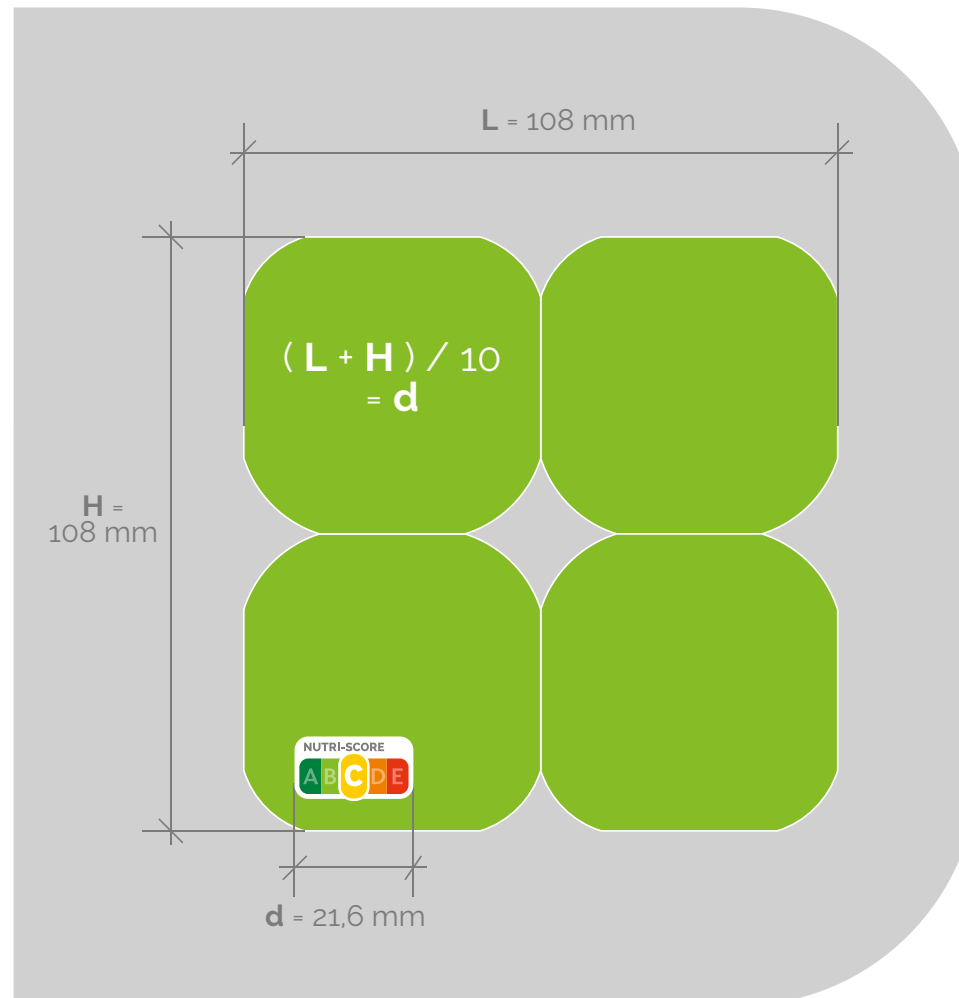
Packaging applications
Module size calculation
Outer packaging

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 (page 19).

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

Note: In the example to the right (a pack of 6 soft drink bottles), the module has reached its maximum permitted size of 45 mm. Details of the size limits are given on pages 26 and 27.

L = 265 mm

H = 320 mm

$$(L + H) / 10 = d$$

NUTRI-SCORE
A B C D E

d = 45 mm

2.5
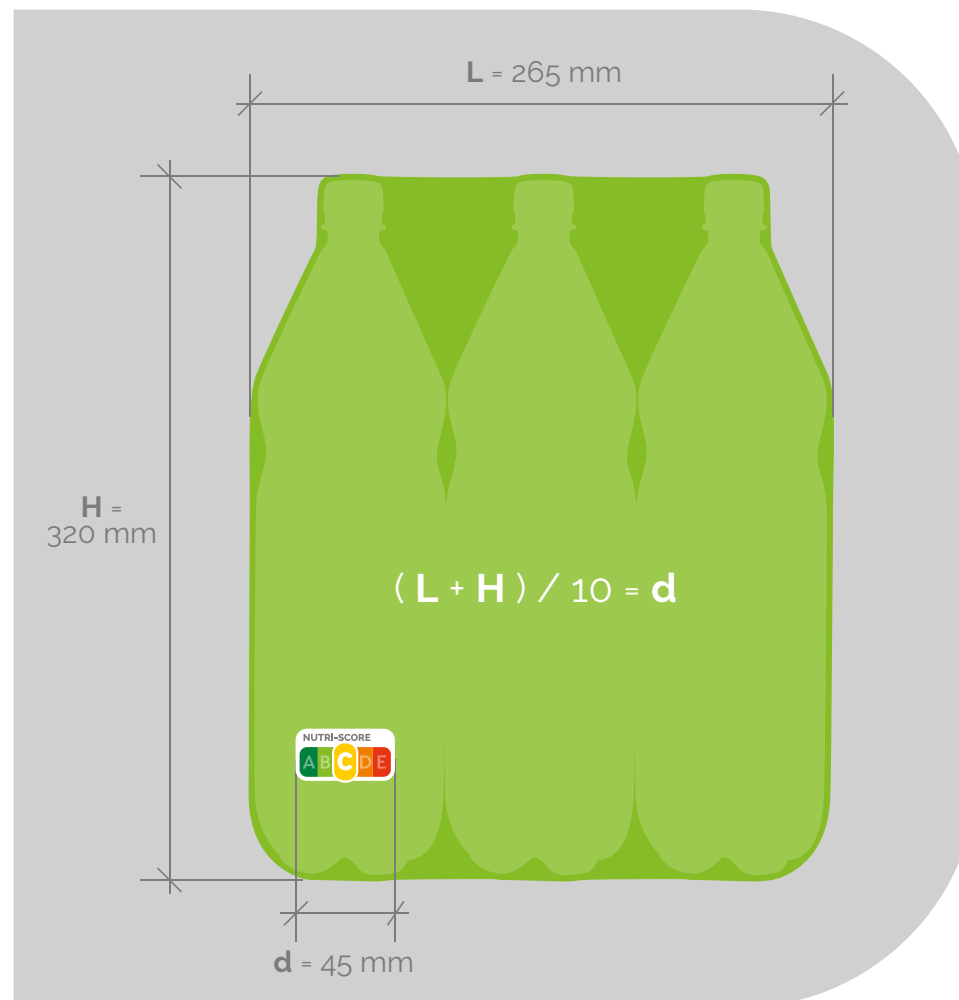
Packaging applications
Module size calculation
Maximum size

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. In this case, **d** corresponds to the height of the module.

maximum permitted size:

d = 45 mm

2.5

Packaging applications
Module size calculation
Minimum size

For legibility reasons and to ensure compliance with the **INCO** standard, there is a **minimum module size**.

This size has been set 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. In this case, **d** corresponds, to the height of the module.

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

minimum permitted size:

d = 17 mm

1,2 mm minimum

NUTRI-SCORE

A B C D E
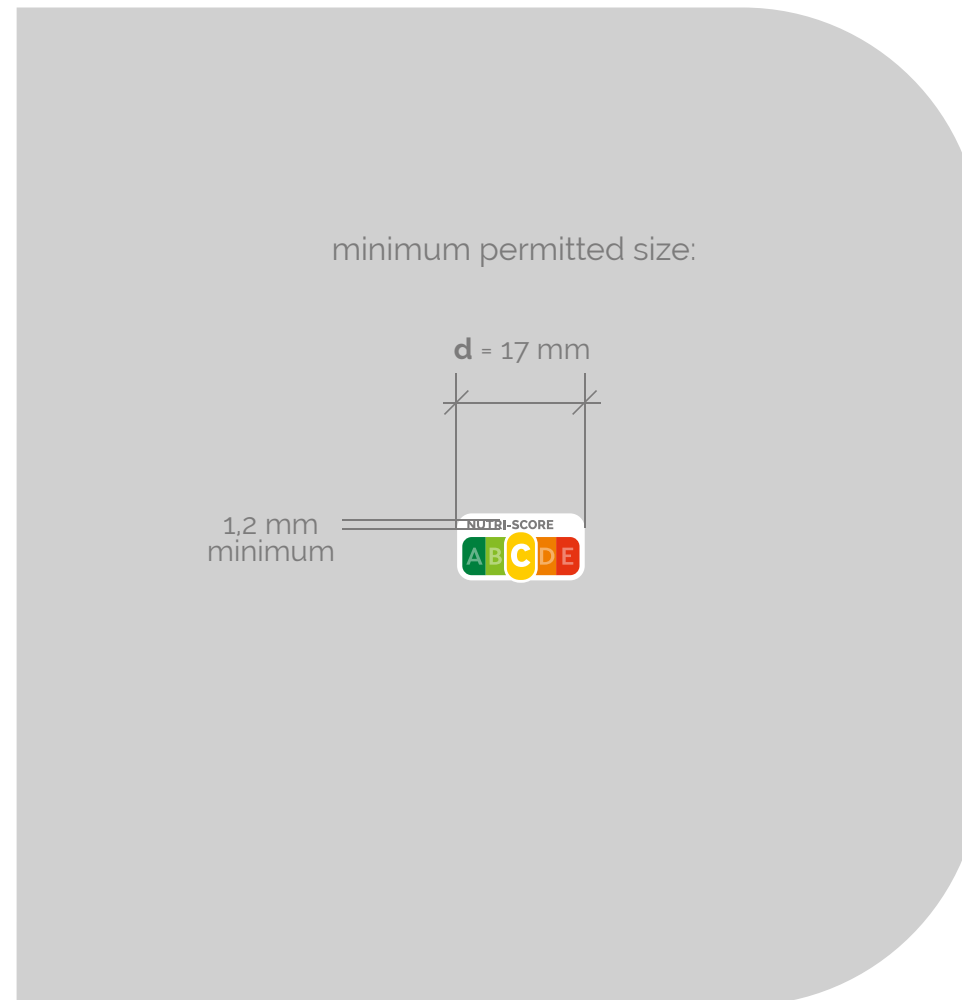
Packaging applications
Examples

Here are a few examples of correct application of the module.

Breaded
fish sleeve

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.

Milk
bottle
label

NUTRI-SCORE
A B C D E

Packaging applications
Examples

I n this example, the calculation basis is established using the **dimensions of the central rectangle** containing most of the information.

The 2 rounded areas are not taken into account.

Ready meal cluster pack

NUTRI-SCORE
A B C D E

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.
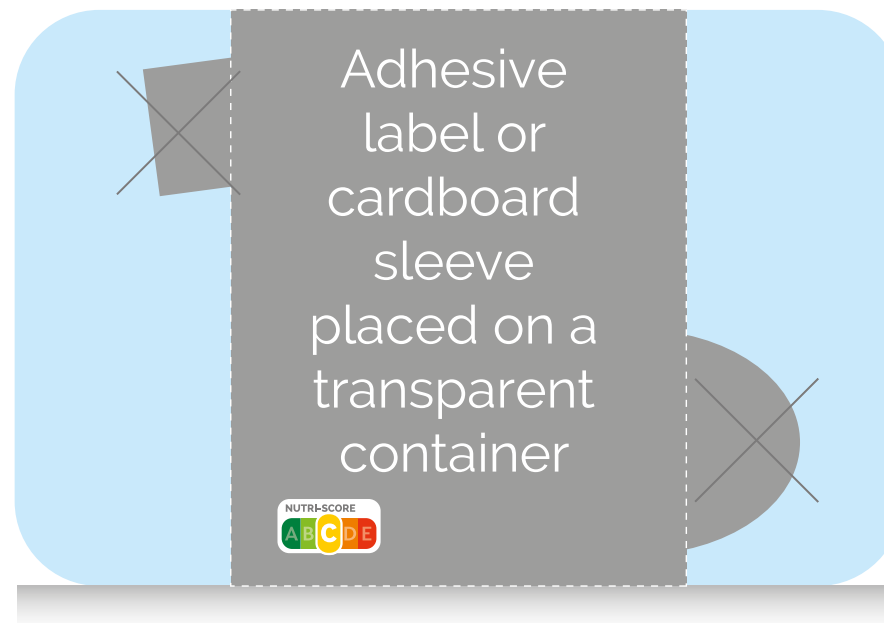
Adhesive label or cardboard sleeve placed on a transparent container

NUTRI-SCORE
A B C D E

2.6

Packaging applications
Examples

In this example, the basis for calculation uses the **dimensions of the rectangle of the front face.**

The bag sealing areas are not taken into account.

Packet of sweets with window

NUTRI-SCORE
A B **C** D E

Packaging applications
Examples

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

Frozen
pizza
sleeve

NUTRI-SCORE
A B **C** D E

Packaging applications
Examples

I n this example,
the vertical module
is applied.

Box of
biscuits
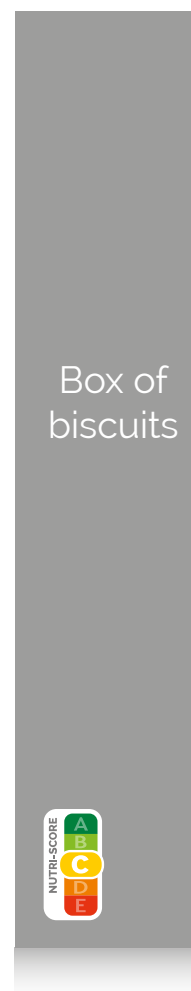
NUTRI-SCORE
A
B
C
D
E

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).

NUTRI-SCORE

A B **C** D E

Lorem ipsum dolor sit amet, **NUTRI-SCORE** adipiscingelit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat ad minim veniam.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad

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Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad Lorem ipsum dolor sit amet,

NO PRESERVATIVES

NO FOOD COLORING

2.7

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.

0.5 **a**

NUTRI-SCORE

A B C D E

a

0.5 **a**
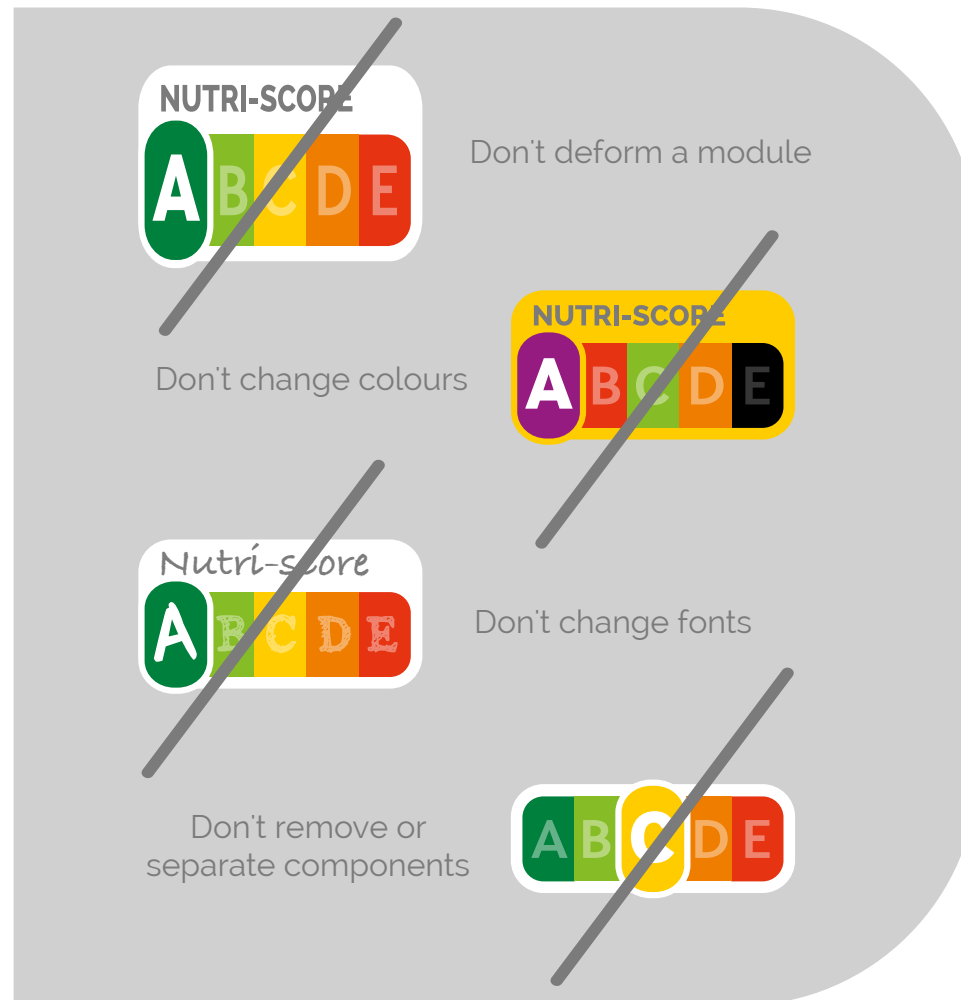
NUTRI-SCORE

A B C D E
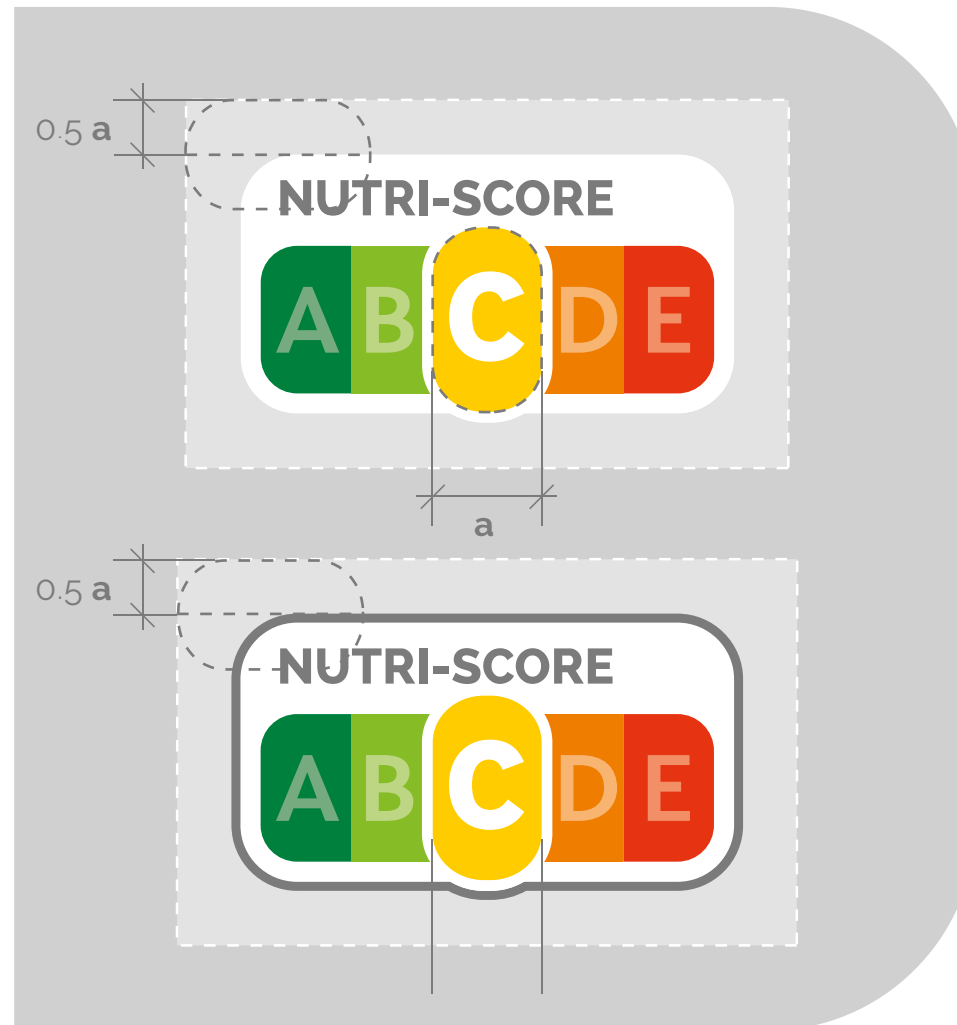
Packaging applications
Don'ts

Some examples of non-compliance with the graphic charter. The easiest way to avoid any error is to go into the folder 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.

Don't deform a module

Don't change colours

Don't change fonts

Don't remove or separate components

2.8

USE OF THE LOGO ON PACKAGING

3. Special cases

Special cases
Multi NUTRI-SCORE

In the case of packaging that includes several different products, the Nutri-Score logo can be composed of several scores.

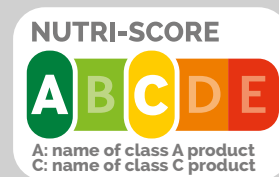The Multi Nutri-Score logos are constructed based on fixed dimensions and proportions.

These proportions cannot be modified under any circumstances.

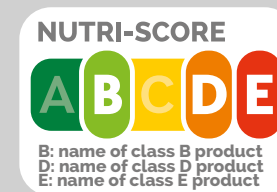The rules for applying these particular modules are the same as for standard modules.

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

NUTRI-SCORE

A B C D E

A: name of class A product
C: name of class C product

NUTRI-SCORE

A B C D E

B: name of class B product
D: name of class D product
E: name of class E product

• • •

NUTRI-SCORE

A
B
C
D
E

A: name of class A product
C: name of class C product

NUTRI-SCORE

A
B
C
D
E

B: name of class B product
D: name of class D product
E: name of class E product

• • •

Special cases
Multi NUTRI-SCORE

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.**
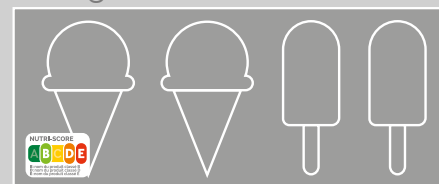

Example of an assortment with the same score for all the products

Stewed Fruit 1

Stewed Fruit 2

Stewed Fruit 3

Stewed Fruit 4
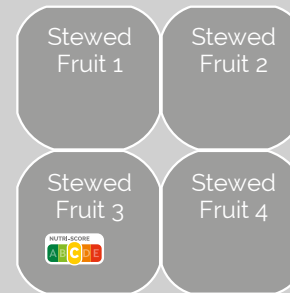
Example of an assortment of mini-desserts

Crème brûlée

Macaroon

Cake

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

USING THE LOGO IN COMMUNICATIONS
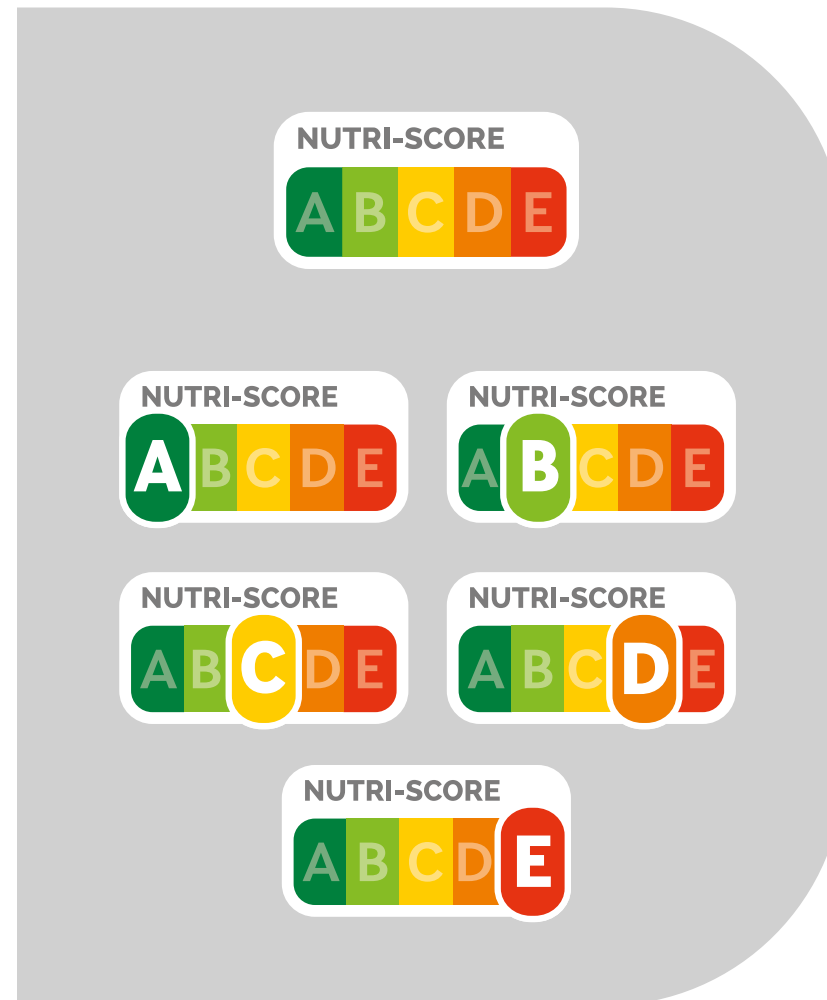
Using the logo in communications
Presentation

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 the logo corresponding to the score of the brand's products if all of the brand's products have the same Nutri-Score
　　• Or 3 to 5 modules if the brand's products have different Nutri-Scores
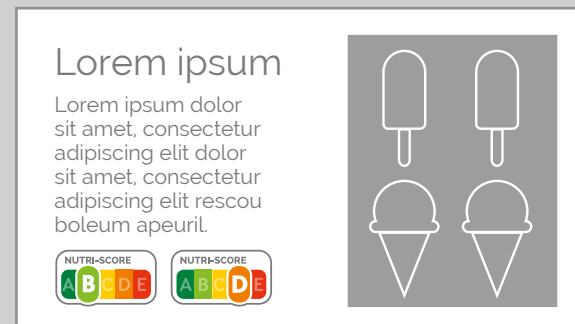
Using the logo in communications
Presentation

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).

• The black-and-white neutral logo is used when a distributor **does not know the value of a product's 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.
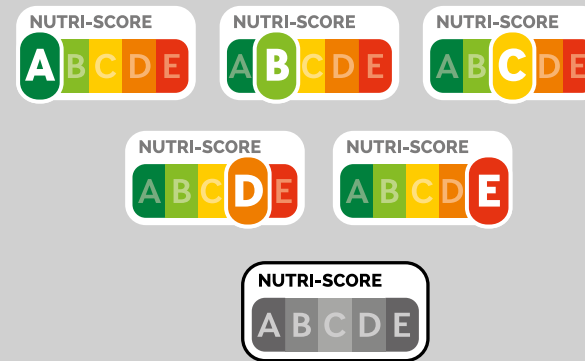
Example of a promotion of an assortment of products with different scores:

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.**
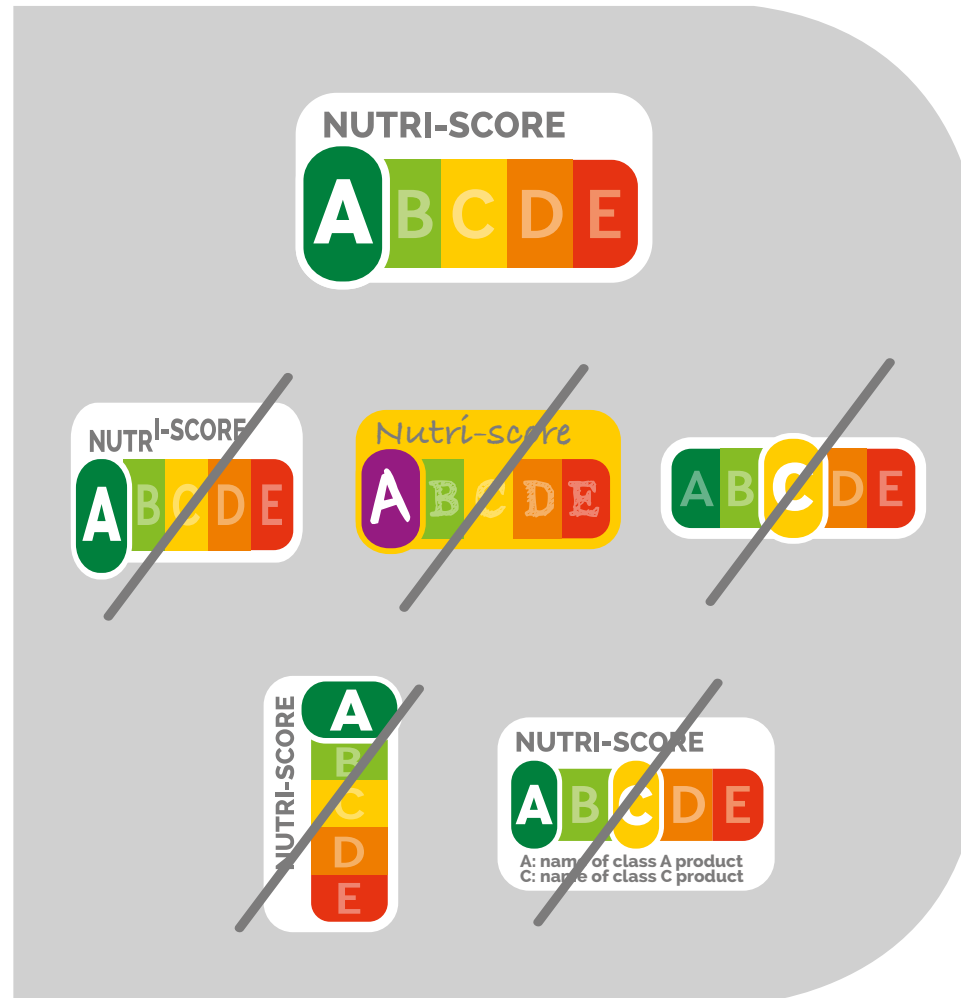
Using the logo in communications
Construction of the neutral logo

The neutral logo is constructed according to fixed dimensions and proportions.

These proportions cannot be modified under any circumstances.

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

L

H

NUTRI-SCORE

A B C D E

1.1
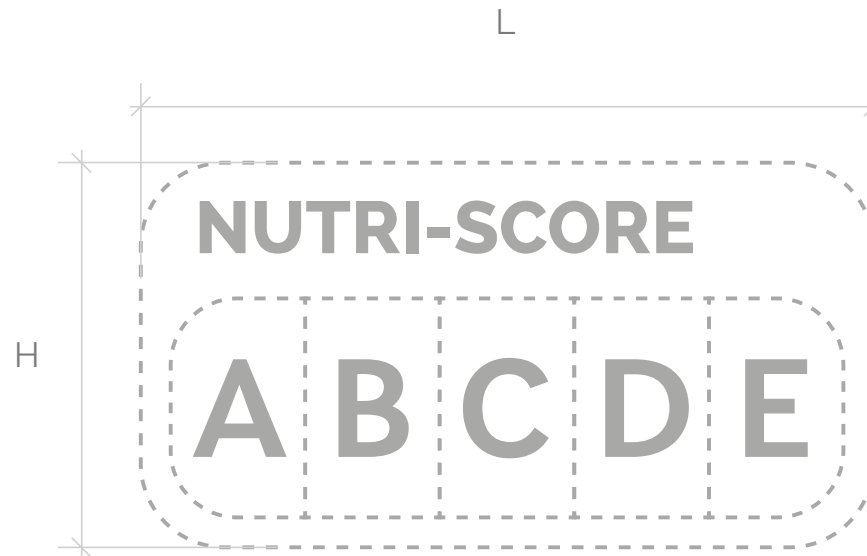
Using the logo in communications
Colour policy

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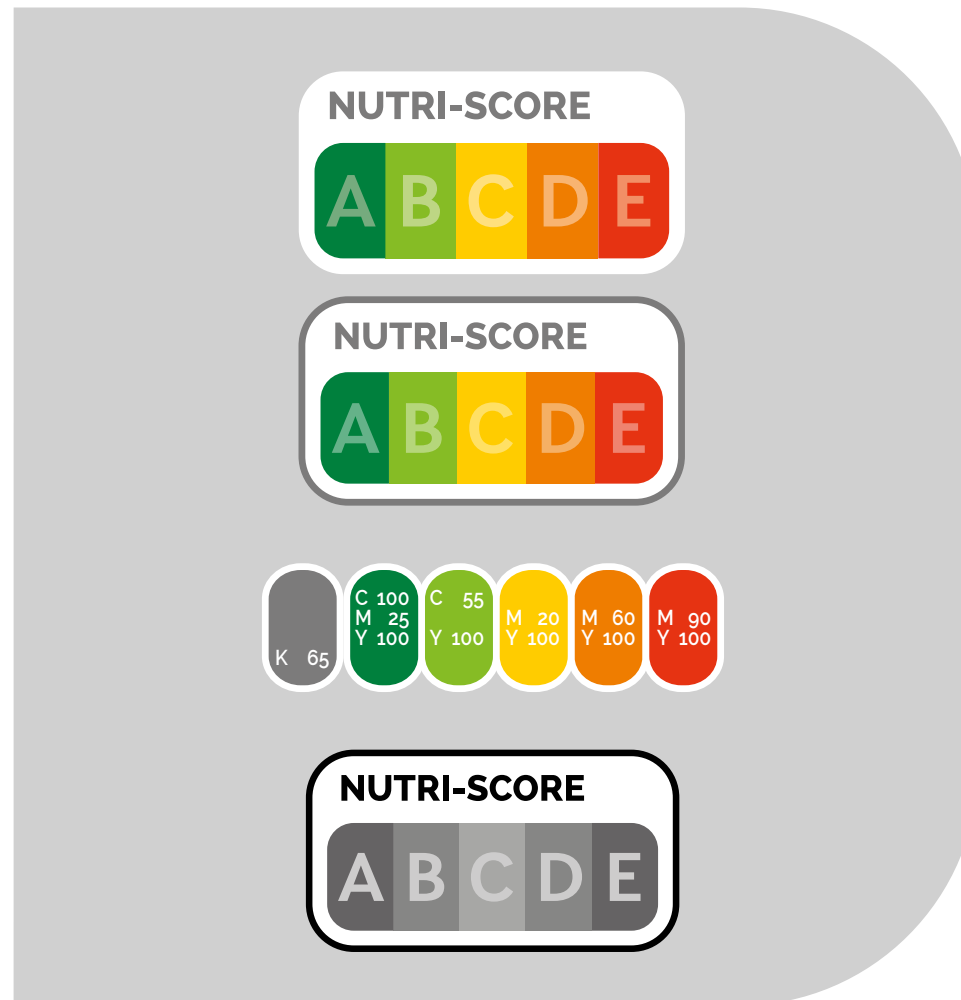
USE OF THE LOGO BY DISTRIBUTORS OF PRODUCTS FOR WHICH THEY DO NOT OWN THE TRADEMARK

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.
If the distributor does not have the data required to calculate the score, it must use the black and white neutral logo. Its size must respect the constraints needed to ensure the logo's legibility.
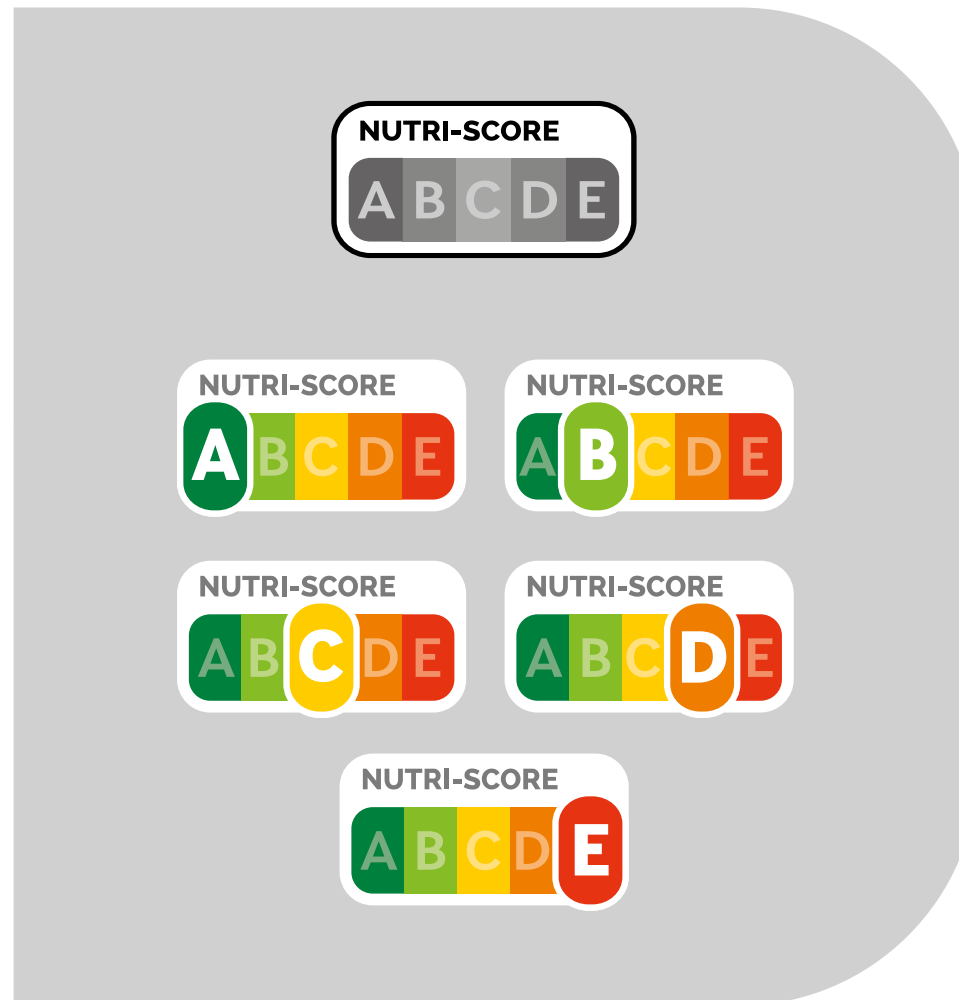
TOOLBOX

Print

The "Toolbox" file attached to this graphic charter contains the digital files necessary to correctly use the Nutri-Score logo in print:

- the 10 four-colour modules with and without the border in Illustrator and pdf formats
- the 50 four-colour Multi-Score modules 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 line modules (1 colour + white) with and without the border in Illustrator and pdf formats
- the 50 two-colour Multi-Score line modules (1 colour + white) with and without the border in Illustrator and pdf formats

- the 10 monochromatic line modules in Illustrator and pdf formats
- the 50 monochromatic Multi-Score line modules in Illustrator and pdf formats

- the four-colour neutral module in Illustrator and pdf formats with and without the border
- the black and white neutral module in Illustrator and pdf formats with the border

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

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

In addition, the toolbox contains ready-to-use talking points that you can copy and paste (score calculation, purpose of the logo, etc.).

Toolbox
Digital

The "Toolbox" file attached to this graphic charter contains 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 four-colour neutral module in RGB in jpg and png formats with and without the border**
- **the black and white neutral module in RGB in jpg and png formats with the border**

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

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

In addition, the toolbox contains ready-to-use talking points that you can copy and paste (score calculation, purpose of the logo, etc.).
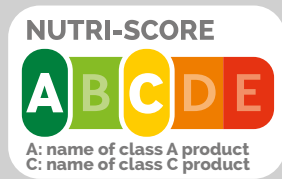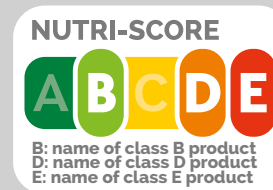
Toolbox

The 70 logo modules
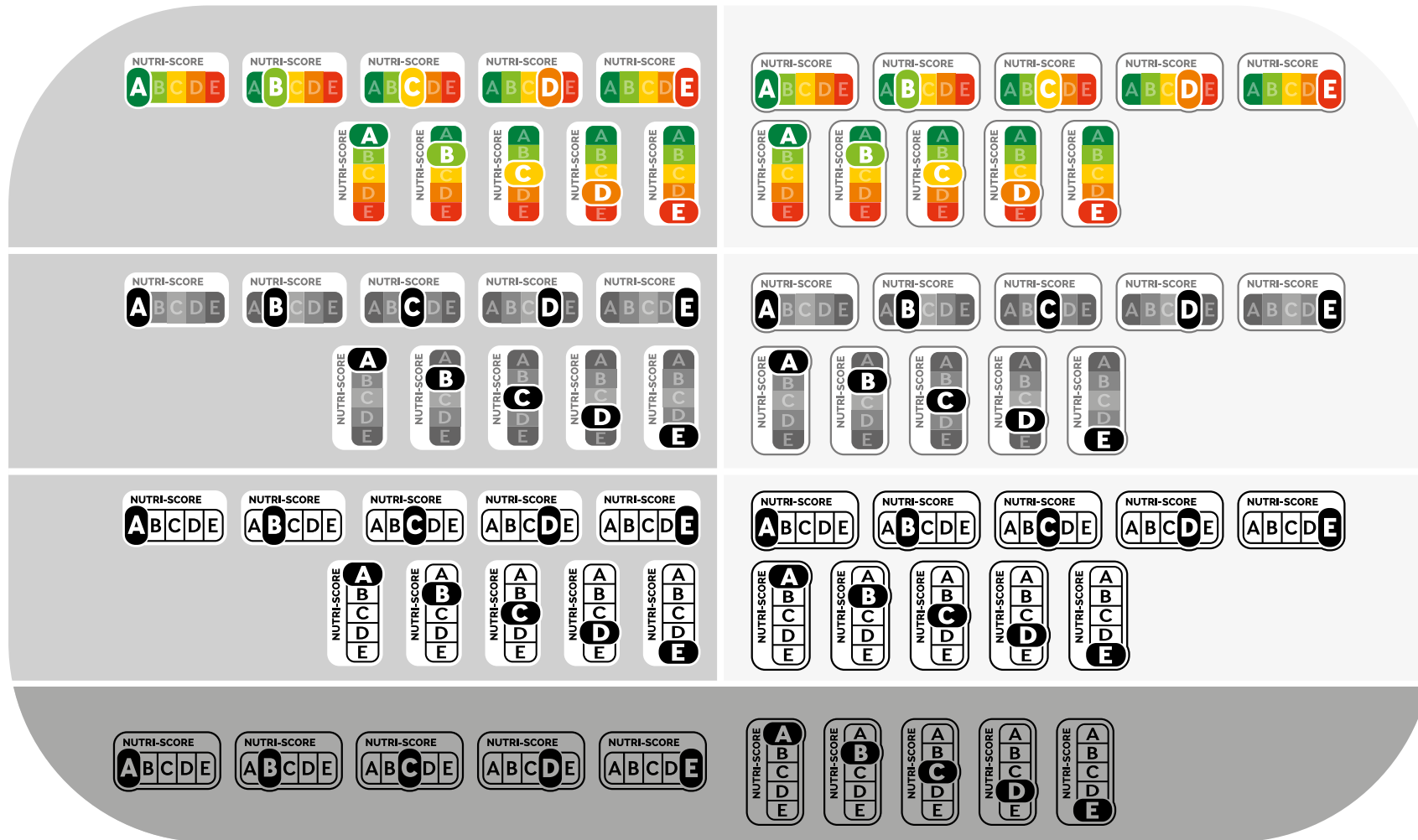
Toolbox

Specific cases - Multi-Score modules

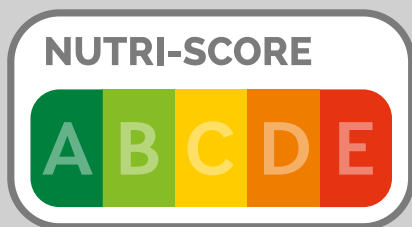## Customisable files

example for 2 products

example for 3 products

Toolbox
The neutral logo

Four-colour use

Black and white use

NUTRI-SCORE

A B C D E

NUTRI-SCORE

A B C D E
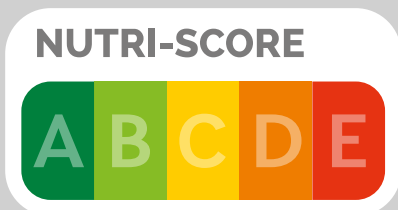
NUTRI-SCORE

A B C D E
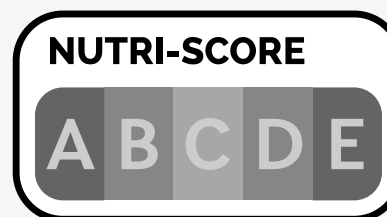
Toolbox

Talking points intended for Nutri-Score users

For 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, of a nutritional information system or a logo that complements the information label so that customers can easily consider the food's nutritional quality at the time of purchase. Furthermore, several studies show that consumers expect better information about the nutritional quality of food and that they show an interest in simple front-of-pack information.

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 the simplified information system 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 front-of-pack logo, informs consumers about the nutritional quality of a product using a letter and a colour. Each product is 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
Talking points intended for Nutri-Score users

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 be favoured (fibre, protein, fruits, vegetables, pulses, nuts, rapeseed oil, walnut oil, and olive oil)
• and nutrients to be limited (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 covered by a Nutri-Score. 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 better nutritional quality have the best ranking on the A-to-E scale: their consumption is recommended. The consumption of D and E products should be limited. Used alongside PNNS indications that recommend, for example, consuming at least 5 portions of fruit and vegetables a day or limiting consumption of sugary foods, the Nutri-Score can help consumers to:
• choose between several products on the same shelf
• compare the nutritional quality of similar products from different brands

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