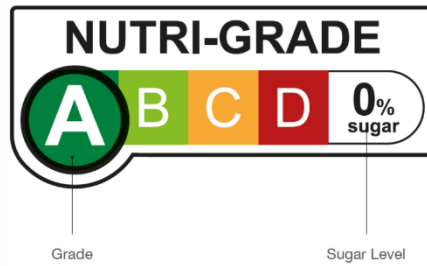


## SPECIFICATIONS OF NUTRI-GRADE MARK

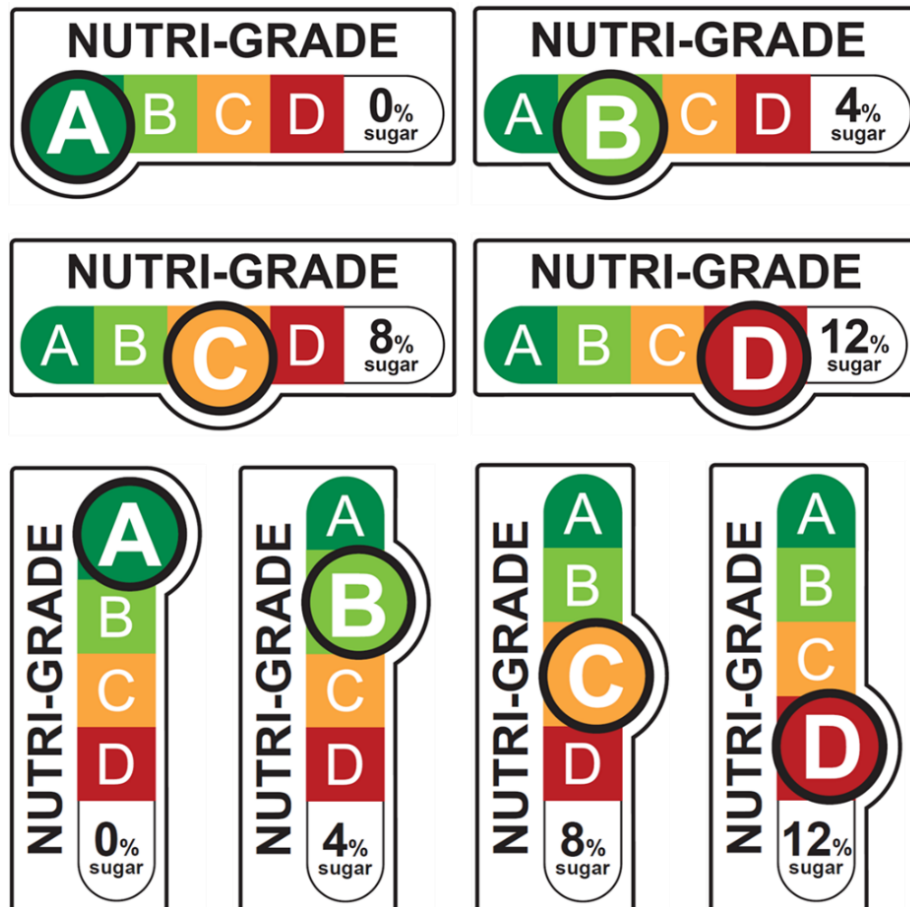
1. A Nutri-Grade mark contains the following information about a Nutri-Grade beverage: its grade and its sugar content in the form of a percentage. Figure 1 is an illustration of a Nutri-Grade mark and the key information it contains.

Figure 1. Illustration of the Nutri-Grade mark



2. A Nutri-Grade mark may be either horizontal or vertical, as shown in Figure 2.

Figure 2. Variants of the Nutri-Grade mark



3. The components of the mark are fixed. In all situations, the digital artwork provided by the Government should be used and no modification to the mark is allowed, other than to adjust to the required size proportionally and to add the numerical value for the percentage of sugar content. When adjusting to the appropriate size, there should be no modification to the proportions of the mark.
4. The following colours must be used in a Nutri-Grade mark for the following elements:
  - (a) Grade “A” – Pantone 2423C or CMYK 100C 25M 100Y;
  - (b) Grade “B” – Pantone 375C or CMYK 55C 100Y;
  - (c) Grade “C” – Pantone 1375C or CMYK 40M 85Y;
  - (d) Grade “D” – Pantone 2035C or CMYK 20C 100M 100Y 8K;
  - (e) The words “NUTRI-GRADE”, “sugar” and the corresponding number indicating the sugar content, as well as the shape outlines – Pantone Black C or CMYK 100K.
5. In a Nutri-Grade mark, the word “sugar” and the corresponding number indicating the sugar content must be displayed in Arial Bold typeface. The height of the number indicating the sugar content must be the same height as the words “NUTRI-GRADE” on the mark.
6. The Nutri-Grade mark must fulfil the following minimum size requirements:
  - (a) the long side of the mark must be at least the sum of the width and height of the front-of-pack area, divided by 7 (expressed in an equation in Figure 3), subject to Para 6(b);

Figure 3. Minimum length of the long side of the Nutri-Grade Mark

$$\text{Minimum length of long side of mark} = \frac{\text{width of FOP area} + \text{height of FOP area}}{7}$$

- (b) for the purpose of Para 6(a), the FOP area is demarcated by the printed area, sleeve or label on the package. In the case of cylindrical packages (e.g. bottles, cans), the width is defined as the circumference of the pack divided by three;
- (c) in all circumstances, the long side of the mark must be at least 19.8 mm, the short side of the mark must be at least 8.5 mm, and the height of the words “NUTRI-GRADE” and the number stating its sugar content must at least 1.5 mm.