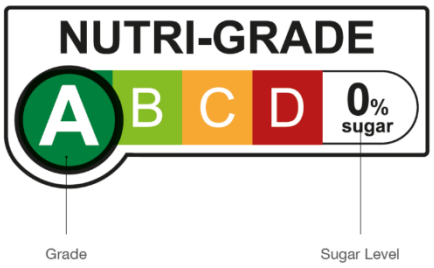
SPECIFICATIONS OF THE NUTRI-GRADE MARK AND SUGAR DECLARATION

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 full (which comes with horizontal or vertical variants), or simplified, as shown in Figure 2 and 3.

Figure 2. Variants of the full Nutri-Grade mark

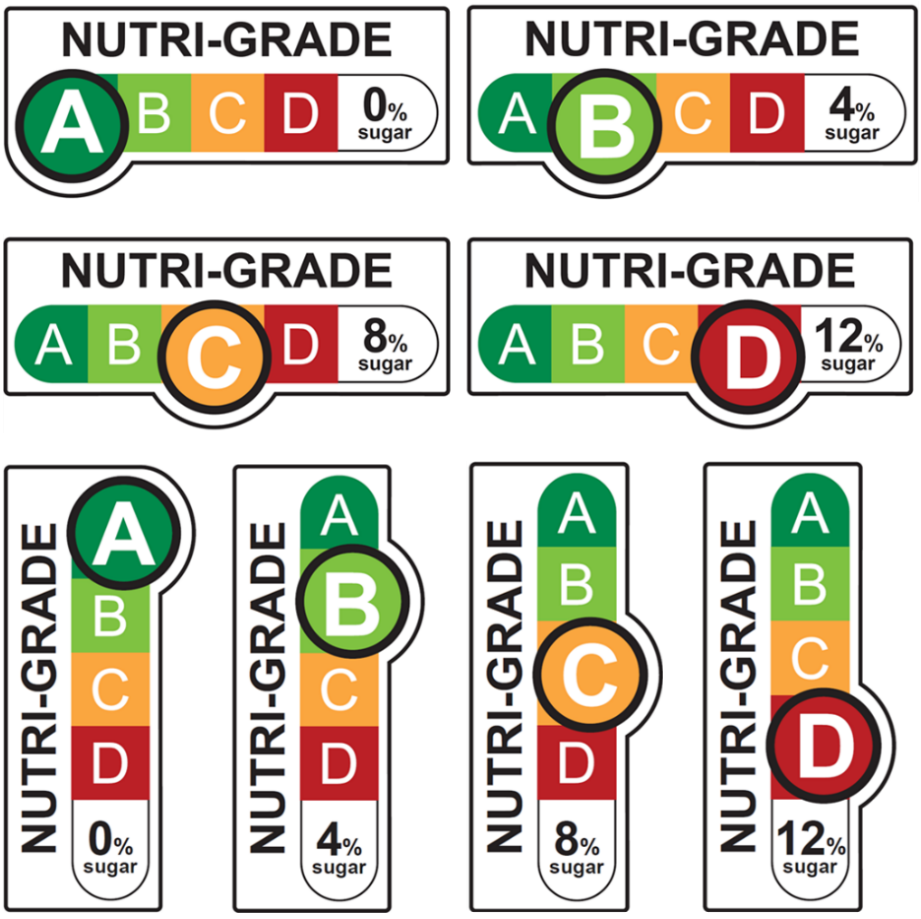
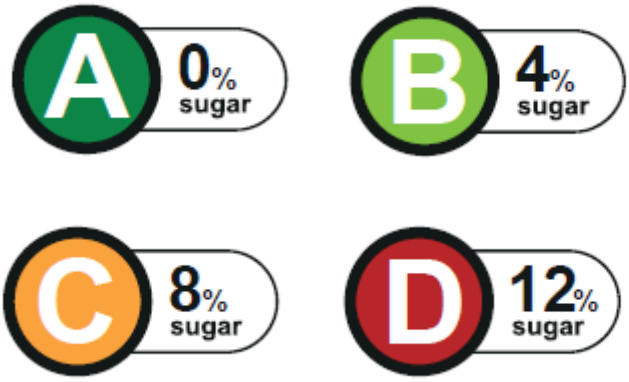


Figure 3. Variants of the simplified Nutri-Grade mark



(1) The full Nutri-Grade mark should be used as the default.

(2) The simplified Nutri-Grade mark may be used –

a) in a situation where there is more than one beverage option listed, including the following:

(i) a menu, poster, sign or other material for the purpose of informing a prospective consumer that a Nutri-Grade beverage is for sale in a specified setting;

(ii) a vending machine, customisable and non-customisable automated beverage dispenser;

(iii) an online location of sale;

(iv) a package containing more than one option of prepacked Nutri-Grade beverage that is not freshly prepared, for sale as a single item; or

b) if the simplified Nutri-Grade mark is used in accordance with sub-paragraph (a), the colour-coded scale in Figure 4 must also be clearly visible.

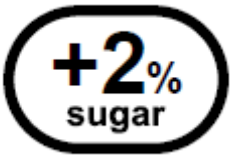
Figure 4: Colour-coded scale



3. A Sugar Declaration for Toppings mark, if required under regulation 184D, contains the sugar content of a topping in the form of a percentage.

(1) The Sugar Declaration for Toppings mark (Figure 5a) should be used by default.

Figure 5a: Illustration of the Sugar Declaration for Toppings mark



(2) An alternative declaration (Figure 5b) may be used on materials or platforms that only allow the display of text. This could include digital menus within online and app platforms that do not allow the inclusion of images when selecting toppings. The key components of the Sugar Declaration for Toppings mark must be reflected (i.e., the incremental amount of sugar from the toppings, reflected in terms of % per 100g of toppings).

Figure 5b: Alternative Plain Text Display of the Sugar Declaration for Toppings mark



4. The components of the Nutri-Grade mark and Sugar Declaration for Toppings 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.

5. 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.

6. 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.

7. If used on the package of a prepacked Nutri-Grade beverage that is not freshly prepared, the Nutri-Grade mark (regardless full or simplified), 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 (FOP) area, divided by 7 (expressed in an equation in Figure 6), subject to paragraph 7(b);

Figure 6. Minimum length of the long side of the Nutri-Grade Mark

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

(b) for the purpose of paragraph 7(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.

8. If used on a menu, poster, sign or other material used to inform a prospective purchaser that a Nutri-Grade beverage or topping is for sale, the following minimum size requirements must be fulfilled:

(a) For the Nutri-Grade mark (regardless full or simplified):

(i) The height of the letter grade should be the same as that of the name/price of the item listed (whichever is smaller);

(ii) Should there be different font sizes used within the name/price, the height of the letter grade should be the same as that of the largest letter/number within the name/price;

(b) For the colour-coded scale:

(i) The height of the scale should be 1.5 times that of the name/price of the beverage item (whichever is smaller); and

(ii) Should there be different font sizes used within the name/price, the height of the scale should be 1.5 times that of the largest letter/number within the name/price;

(c) For the Sugar Declaration for Toppings mark:

(i) The height of the numerical value for the percentage of sugar content should be the same as that of the name/price of the beverage item (whichever is smaller); and

(ii) Should there be different font sizes used within the name/price, the height of the numerical value should be the same as that of the largest letter/number within the name/price.