

# Nutri-Mark Guideline

# Contents

Introduction .....	3
Full Colour Palette .....	4
Font Type .....	6
Proportion .....	7
Grid .....	7
Clear Spaces .....	8
Full Nutri-Mark .....	10
Sticker Type .....	12
Misuses of the Mark .....	13
General Packaging Guideline .....	14
Products Type .....	17
Dairy Products .....	18
Breads & Pastries Packaged and Non-Packaged .....	19
Beverages .....	21
Food Targeted to Children .....	22
Cooking Oil .....	23
Digital .....	24

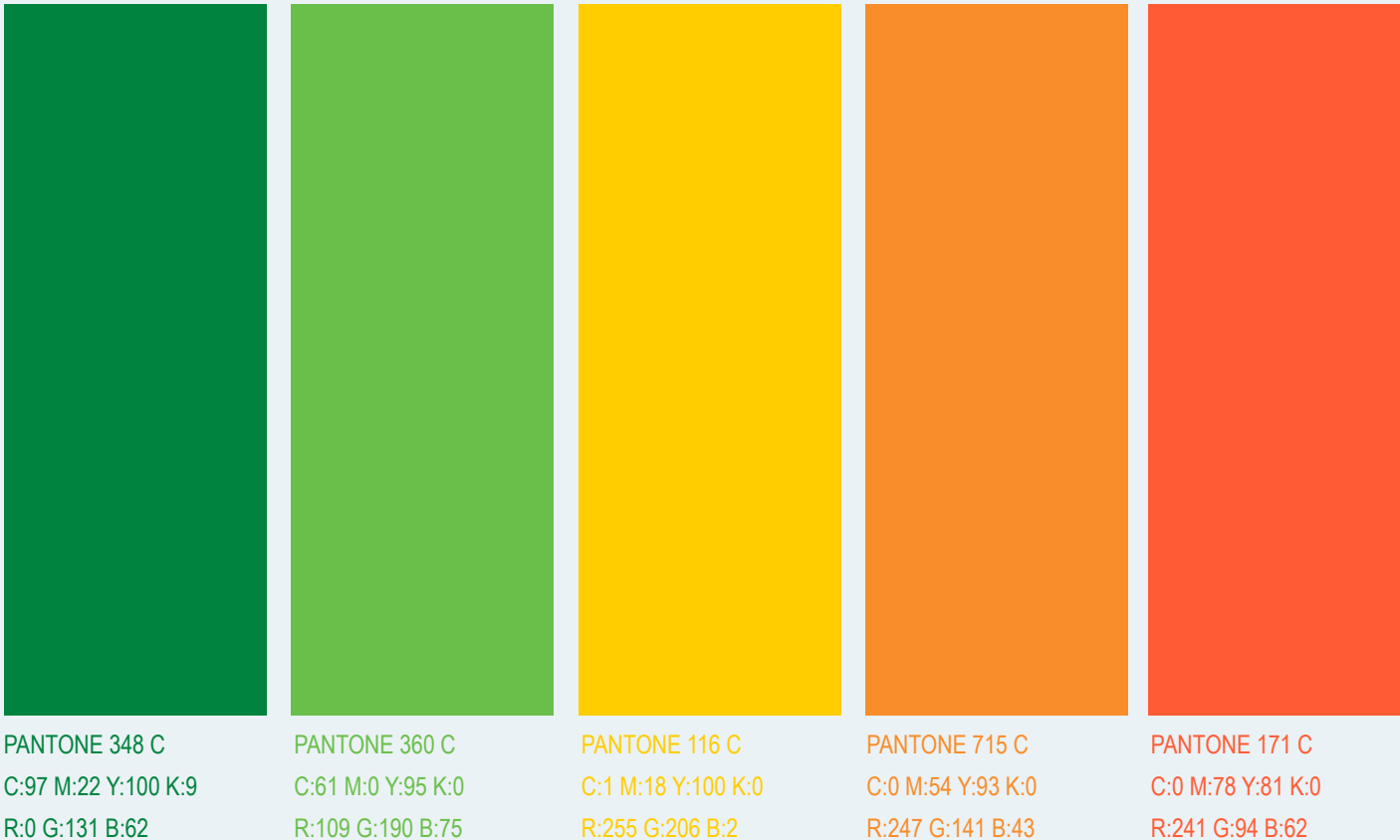
# Introduction

As part of ongoing efforts to promote public health and improve the quality of life, the Nutri-Mark initiative introduces a standardized Front-of-Pack (FOP) labeling system. This guideline has been developed to support food manufacturers, importers, and retailers in implementing the Nutri-Mark label correctly and consistently across all eligible products. It provides clear instructions on the proportional sizing of the label based on product packaging, appropriate color usage in accordance with the grading system, and the placement of the label for maximum visibility. By following these specifications, stakeholders contribute to a transparent and informed food environment, empowering consumers to make healthier choices immediately.



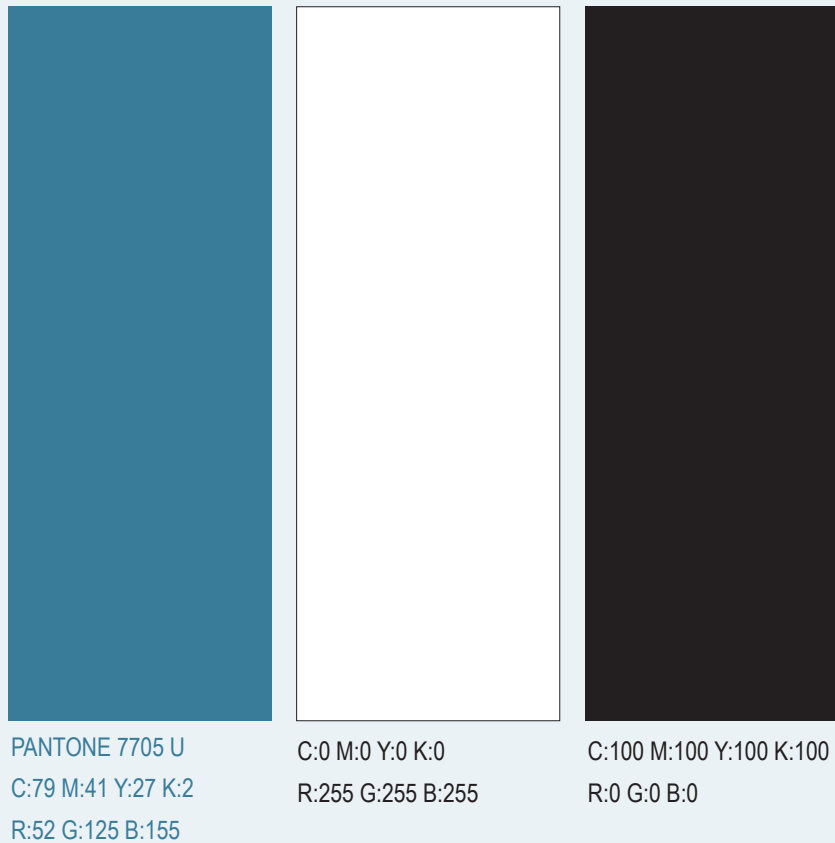
# Colour Palette

## Primary Color



# Colour Palette

## Secondary Color



# Font Type

Hello,  
this is **ITCHandel**  
**GothicArabic-Bold**  
your English  
brand typface

## English

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

مرحباً،  
أنا **ITCHandelGothic-**  
**ArabicW23-Rg**، خط  
الطباعة العربي

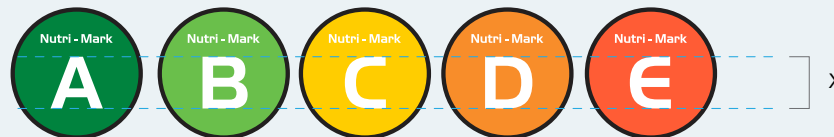
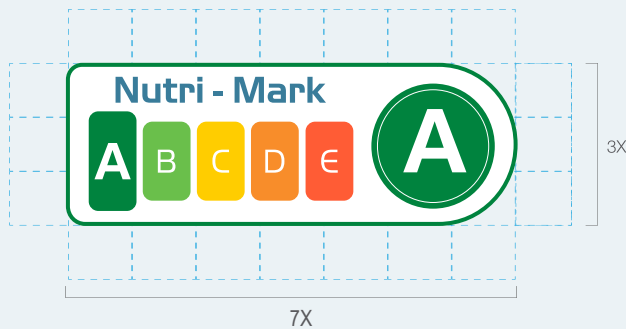
## عَرَبِيّ

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض  
ط ظ ع غ ف ق ك ل م ن ه و ي  
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

# Structure

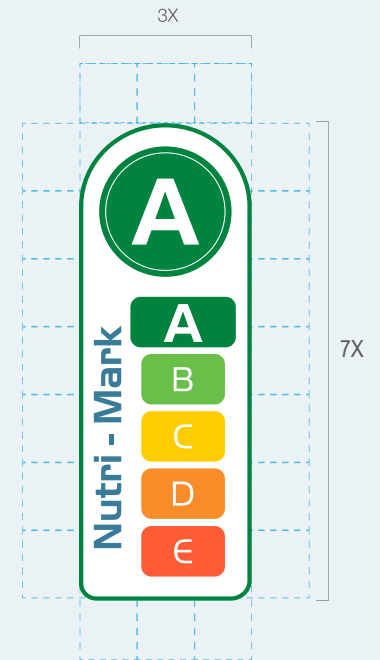
## Proportion:

The proportion relationships of the elements are fixed and shown in this guide. In all situations, the digital artwork shall be used as provided by the Abu Dhabi Quality and Conformity Council and must not be modified in any way, except to adjust proportionally to the required size.



## Grid:

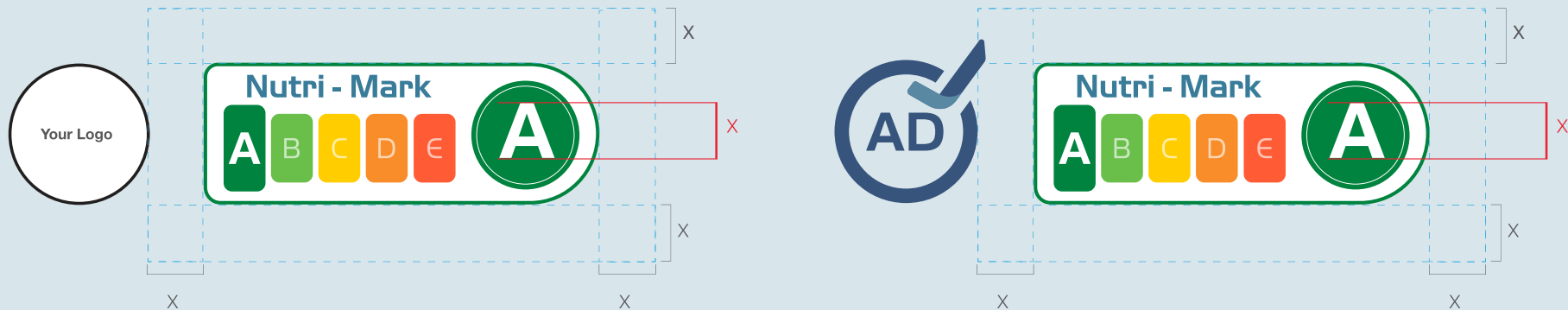
The grid is determined by one cap height of the large letter versions of 'A', 'B', 'C', 'D' or 'E'. During application, please check the construction grid to ensure each section of the Nutri-Mark is within grid specifications.



# Clear Spaces

The clear space as shown is used to identify the distance between the mark and the use of a separate label alongside it in the products.

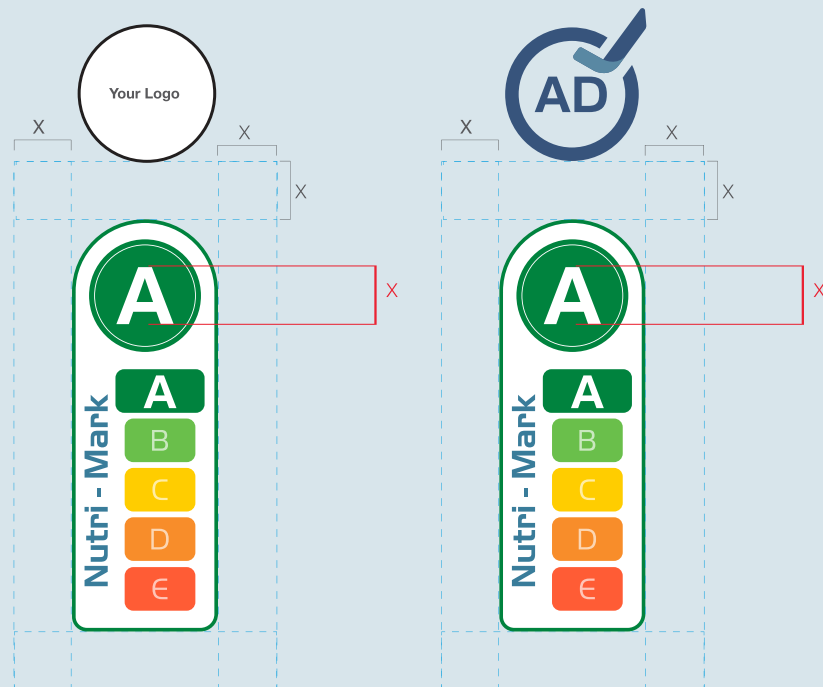
Example of Clear Space on Horizontal



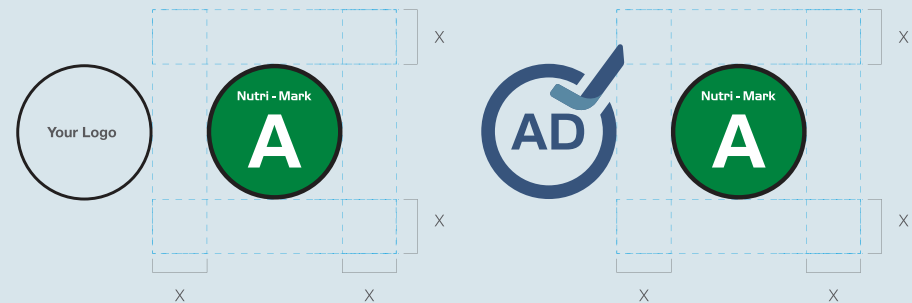
# Clear Spaces

The clear space as shown is used to identify the distance between the mark and the use of a separate label alongside it in the products.

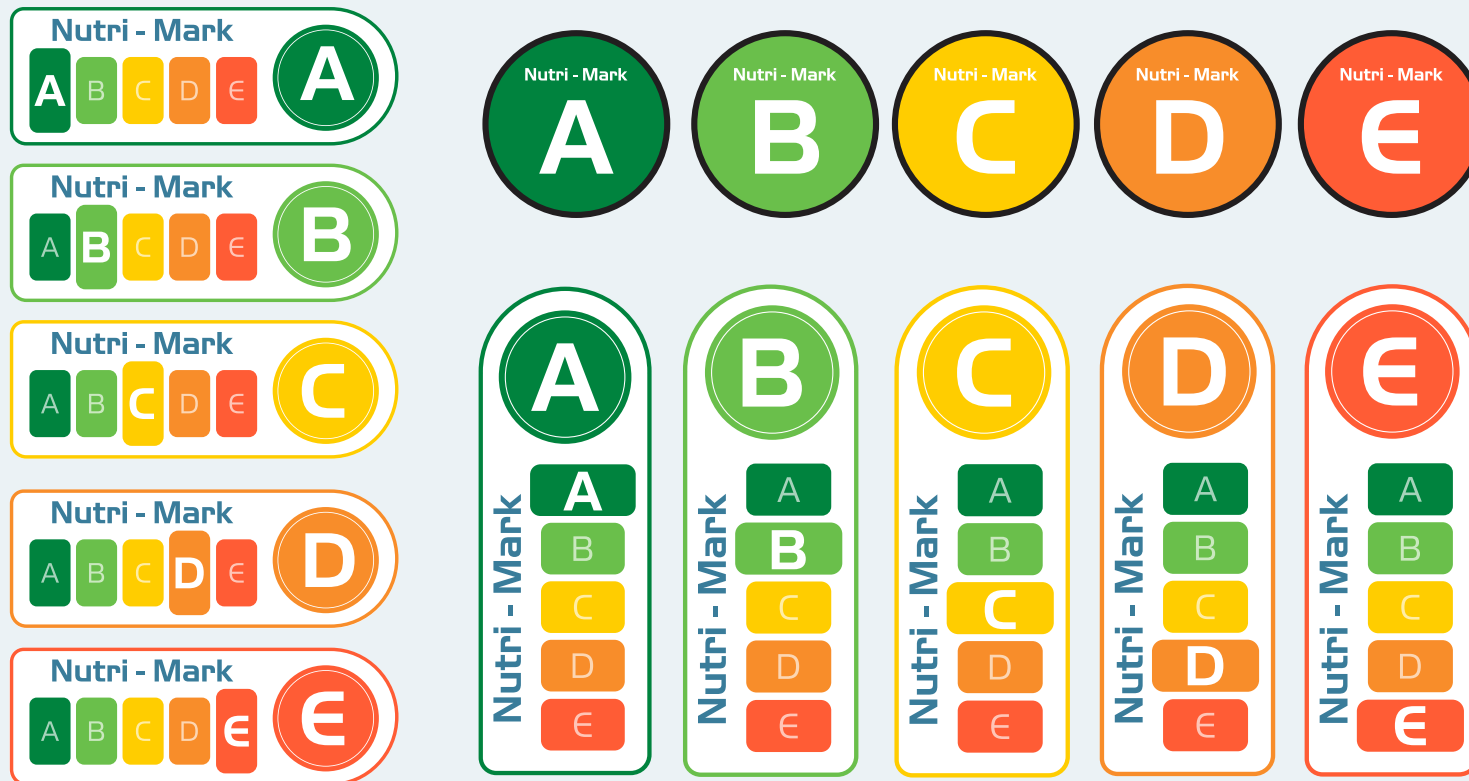
Example of Clear Space on Vertical



Example of Clear Space on Simplified



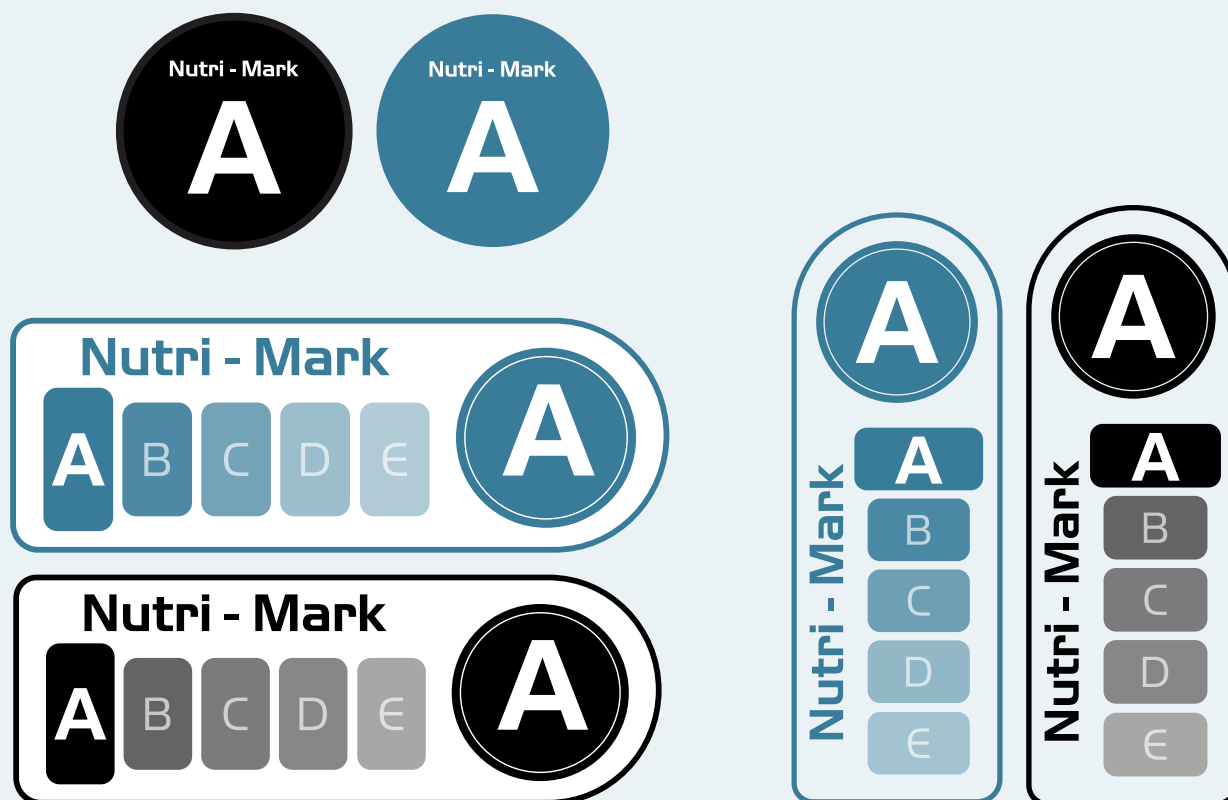
# Full Nutri-Mark Options



# Full Nutri-Mark Options

## Monochrome printing:

This type is used when the product is monochrome. You may use either blue or black, depending on what best matches your product's color.

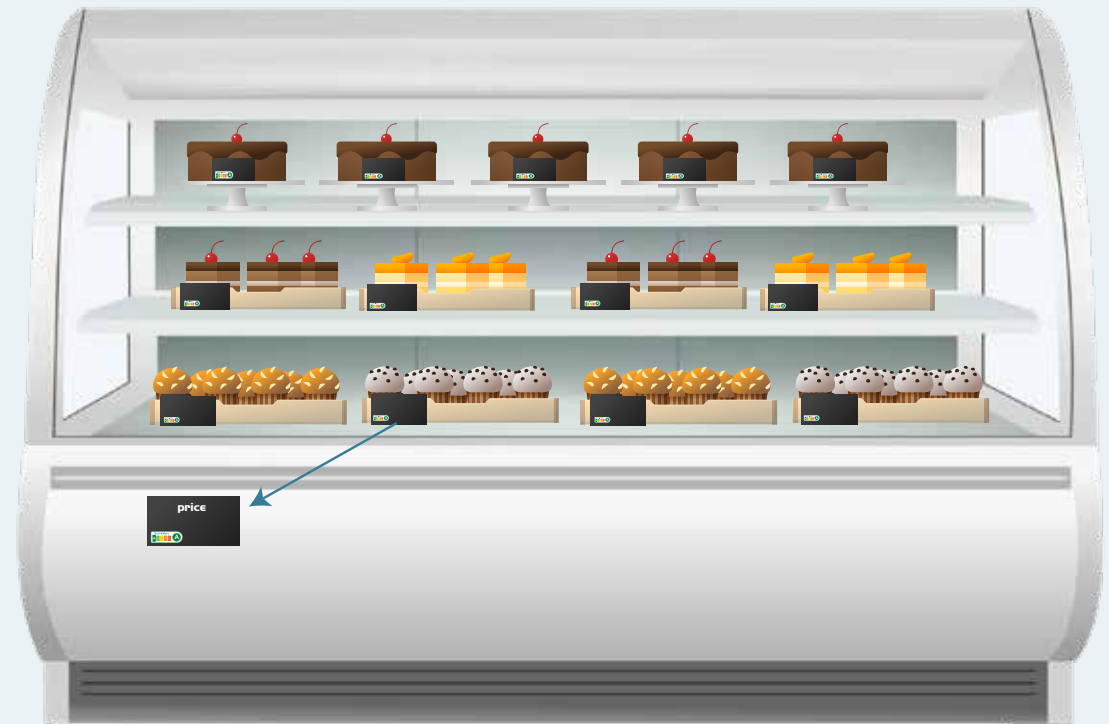


# Sticker Type

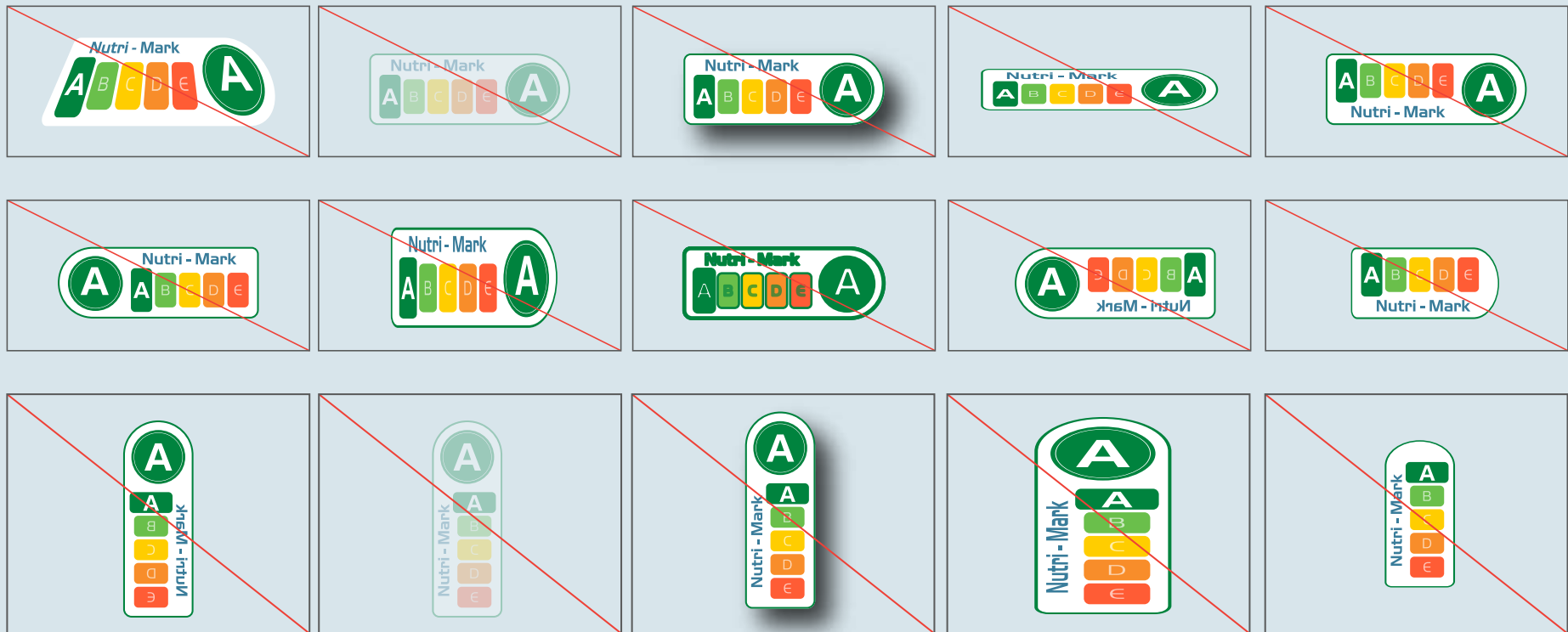
If the products are ready for supply or non packaged Breads & Pastries only in this case should the sticker be used. Please ensure that the sticker is made of waterproof PVC material to be compatible with all types of packaging.



sticker



# Misuses of the Mark



# General Packaging Guideline

- The Nutri-Grade mark should be on the front-of pack (FOP) surface of the product package.
- The FOP is the front face of the product package where the Nutri-Mark product's name and brand (if there is a brand) appear; and that is in a prospective consumer's principal field of vision.
- For packages that have multiple surfaces that fulfil the definition of FOP (e.g. rectangular carton where both front and back are identical and contain the key product information), the Nutri-Mark is required on at least one surface and the surface carrying the Nutri-Mark should face a prospective consumer by default at point of sale.
- By default, the Nutri-Mark should be within the printed area, product sleeve or package label. If this is not possible, it can be elsewhere on the front face of the package.
- In all cases, the FOP area is determined by the height H and width W of the printed area, product sleeve or package label of the package.
- If the package has more than one printed area, product sleeve or package label, the dimensions of the total FOP area are (see Fig. 3):
  - a) Total H = the sum of the height of each printed area, product sleeve or package label.
  - b) Total W = the width of the widest printed area, product sleeve or package label.

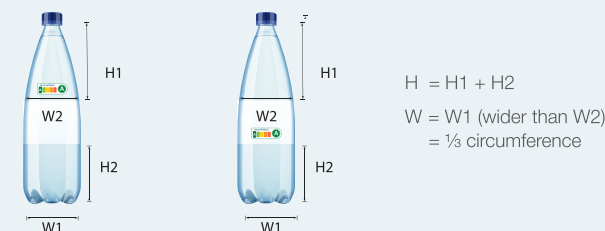
Fig. 1:  
FOP area of packages with full printed area



Fig. 2:  
FOP area of packages with partial printed areas, product sleeves or package labels



Fig. 3:  
FOP area of packages with multiple printed areas, product sleeves or package labels



# General Packaging Guideline

There are two main cases where the Nutri-Mark must be used in a Simplified version with a size of 1 cm:

## 1. In the case of small-sized products:

- When the packaging is small, such as the example shown (3 cm wide × 4 cm tall or smaller).
- There isn't enough space to display the full label without affecting the clarity of the design.
- Therefore, the Simplified version (1 cm in diameter) is used, which includes the nutrition rating (e.g., A or B) and the word "Nutri-Mark."

## 2. In the case of complex designs:

- When the package includes a large amount of information, such as ingredients, instructions, mandatory warnings, etc.
- In such cases, integrating the full-size label clearly within the design becomes difficult.
- The Simplified mark is used to ensure the nutrition rating is shown without compromising other design elements

## 3. In this case of multipacks products (Optional)

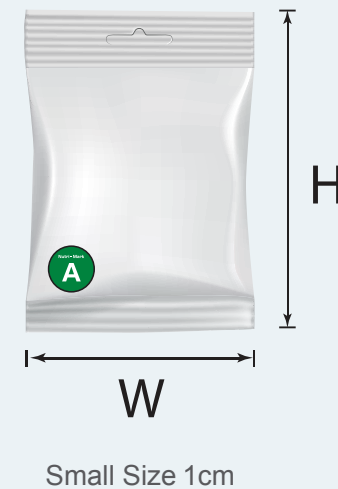
- If the platform only lists one product option (i.e. individual units), the Full Nutri-Mark is required.
- If individual units in a multipack are directly provided to consumers at specified settings (e.g. at workplace pantries or at hotels), these individual units will have the flexibility to use either the full or simplified Nutri-Mark.



Small Size 1cm



# General Packaging Guideline



# Products type

In this guide, we focus on five main categories. This initiative aims to provide clear and valuable nutritional information to help consumers make informed choices regarding their food and beverage consumption."



**Dairy  
Products**



**Breads &  
Pastries**



**Beverages**



**Food  
Targeted to  
Children**



**Cooking Oil**

# General Packaging Guideline

## Dairy Products:

- Fluid Milk and Milk Products (Plain & Flavored).
- Yoghurt (Plain & Flavored).
- Laban (Plain & Flavored).



# General Packaging Guideline

## Breads & Pastries Packaged and Non-Packaged:

- Breads, Buns and Rolls.
- Crackers.
- Cakes, Cookies and Pies.
- Doughnuts, Sweet rolls, Scones, and Muffins.
- Bagels, Pita.



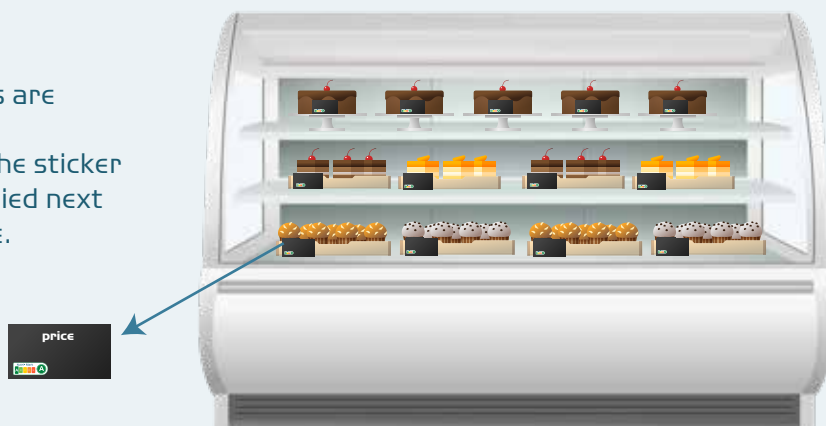
# General Packaging Guideline

## Breads & Pastries

### Packaged and Non-Packaged:

- Breads, Buns and Rolls.
- Crackers.
- Cakes, Cookies and Pies.
- Doughnuts, Sweet rolls, Scones, and Muffins.
- Bagels, Pita.

If the products are placed in the refrigerator, the sticker should be applied next to the barcode.



# General Packaging Guideline

## Beverages:

- Fruit and Vegetable Juices.
- Sport, "Energy" or "Electrolyte" Drinks.
- Carbonated Water-Based Flavored Drinks.
- Non-Carbonated Water-Based Flavored Drinks.
- Concentrates (Liquid or Solid) for Water-Based Flavored Drinks.
- Coffee, Coffee Substitutes, Tea, Herbal Infusions.
- Other Hot Cereal and Grain Beverages



# General Packaging Guideline

## Food Targeted to Children:

- Cereals Products and Snacks.
- Pastas and Noodles and Like Products.
- Cereal and Starch Based Dessert.



# General Packaging Guideline

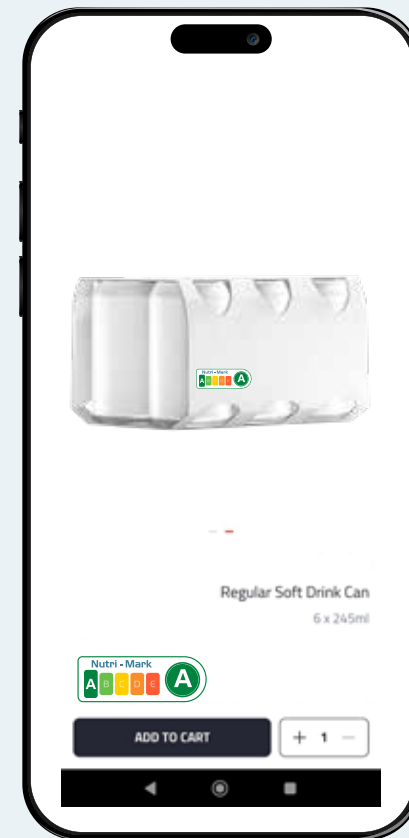
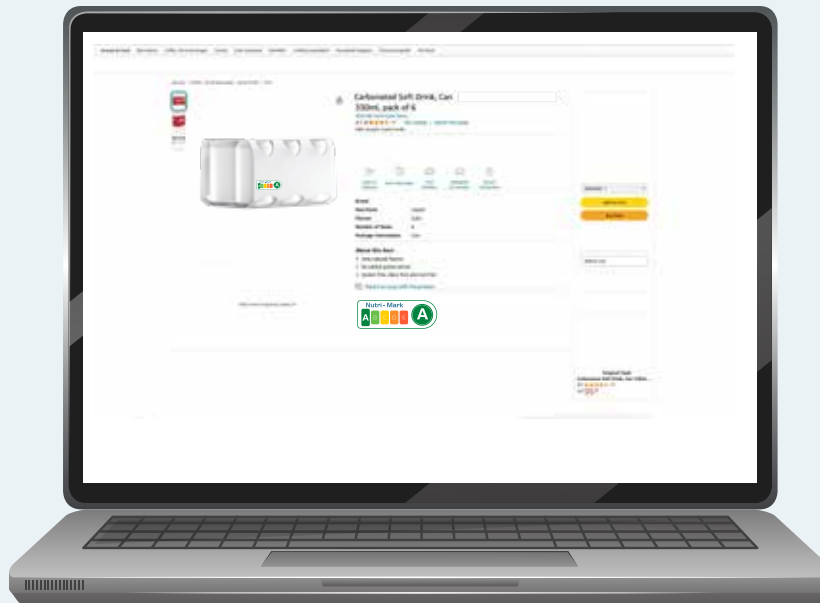
## Cooking Oil:

- Butter Oil, Anhydrous Milkfat, Ghee.
- Vegetable Oils and Fats.
- Butter.
- Fat Spreads.



# General Packaging Guideline

## Digital Usage



# Nutri-Mark Guideline