



**Eat All Foods in Moderation**

HEALTHIER CHOICE SYMBOL & USAGE GUIDELINES

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The Healthier Choice Symbol (HCS) was introduced in 1998 to make nutrition labelling more comprehensive so as to guide consumers on their grocery purchases. HCS-certified products are generally lower in fat, saturated fat, sodium, sugar and higher in dietary fibre, calcium and wholegrains.

There are currently several variants to the HCS, to suit a broad range of products and F&B providers. There is also one generic HCS variant, Eat All Foods in Moderation, that would apply to other situations where the HCS do not pertain to one single product.

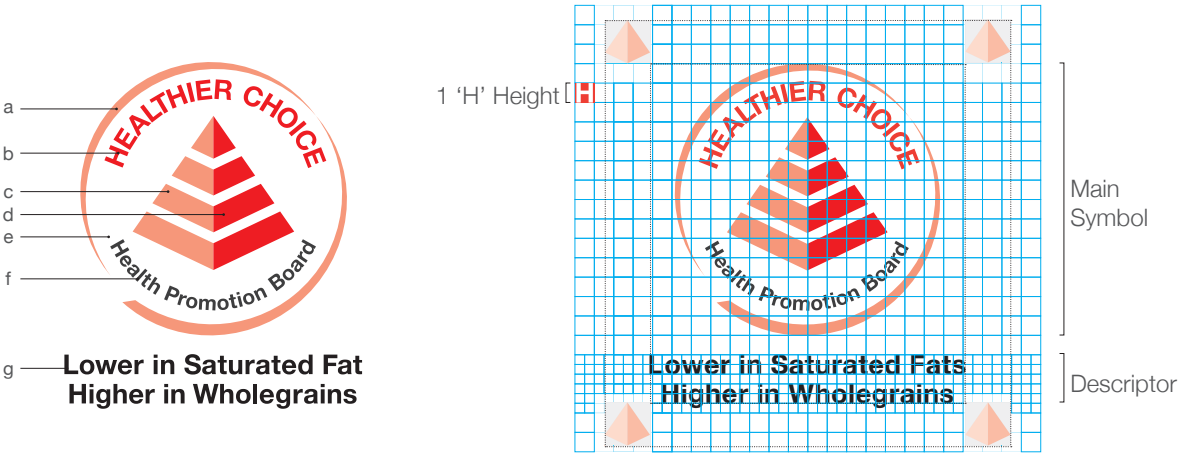
A fluid ribbon encircles the pyramid to symbolise activity for a complete and healthy lifestyle.

The Helvetica Neue typeface helps to create a current and more identifiable visual impression.





Specifications



The size, proportion and placement relationships of the elements are shown in this guide. In all situations, the digital artwork for HCS should be used in accordance to the guidelines and the HCS should never be modified in any way.

Grid

The grid is determined by one cap height of “H” from the words “HEALTHIER CHOICE” in HCS. During reproduction, please check the construction grid to ensure each section of the HCS is within grid specifications.

Font Type






Helvetica Neue Bold

Colour Palette

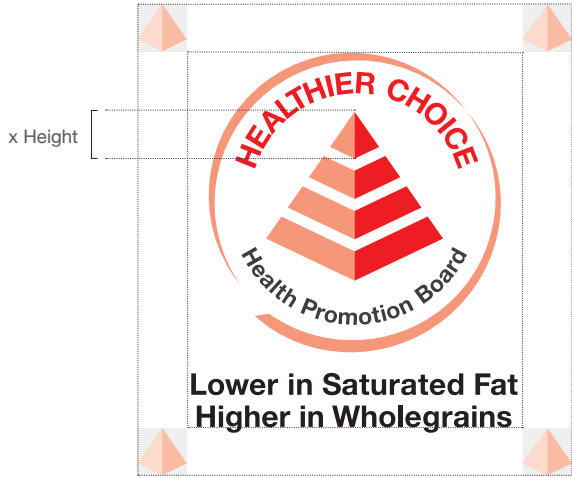
The HCS may appear in full colour CMYK or Pantone. Please refer to the Pantone codes for precise colour accuracy. All colour specifications listed are to be followed.

Reverse White refer to 1.4.3

Monotone refer to 1.4.4

	b, d	a, c	g	f	e
					
Pantone®	PMS 032 C	50% PMS 032 C	PMS Black C	90% PMS Black C	
CMYK	100M 100Y	50M 50Y	100K	90K	White Base
RGB	R237 G28 B36	R245 G149 B121	R0 G0 B0	R64 G64 B65	

Minimum Clear Space, Minimum and Maximum Size



Minimum Clear Space

To ensure maximum legibility and visibility, always use the appropriate amount of clear space around the HCS. The clear space is determined by the height of the first step of the pyramid in the HCS. If the size of HCS is reduced or increased, the proportion of the elements within the HCS should remain the same.

Minimum Size Application on Product

To maintain legibility, the HCS should never be smaller than 15mm wide. The minimum size should only be used when layout space is extremely limited. Refer to section 1.3 for calculation examples.

Maximum Size Application on Product

The size of the HCS should not exceed 5% of the display surface area of the packaging. Refer to section 1.3 for calculation examples.

## Placement on Packaging

Fig. 1

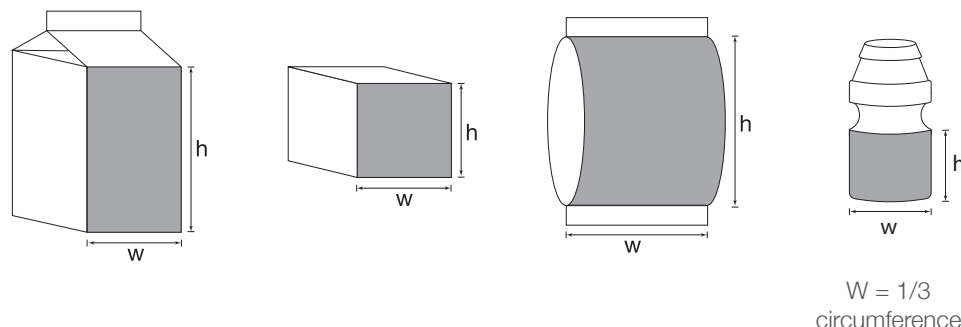
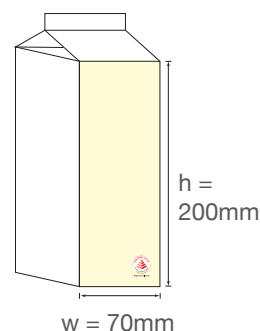
Display surface area = **height  $h$  x width  $w$** 

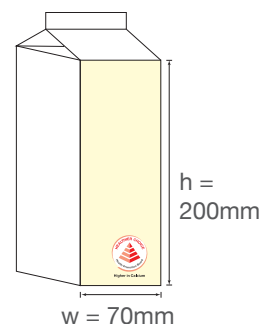
Fig. 2a



To determine the **minimum width**  
of HCS on a packaging:  
 $= (h + w) / 17$

Example:  
Packaging dimensions  
 $= (200\text{mm} + 70\text{mm}) / 17$   
 $= 15.9\text{mm}$

Fig. 2b



To determine the **maximum width**  
of HCS on a packaging:

**STEP 1**  
Determine the **maximum size**  
of the Healthier Choice Symbol.

Maximum size of HCS  
 $= 5\%$  of Front-of-pack area (fig. 1)  
 $= 5\%$  of  $(h \times w)$

Example:  
Maximum size of HCS  
 $= 5\%$  of  $(200\text{mm} \times 70\text{mm})$   
 $= 5\%$  of  $14000\text{mm}^2$   
 $= 700\text{mm}^2$

**STEP 2**  
Determine the **maximum width**  
of the Healthier Choice Symbol.

Maximum Width of HCS  
 $= \sqrt{(\text{Maximum size of HCS} / 1.1)}$

Example:  
Maximum Width of HCS  
 $= \sqrt{(700\text{mm}^2 / 1.1)}$   
 $= 25.2\text{mm}$

## General Guidelines

- Preferred location of the HCS is on the front panel of the product packaging.
- Text on the descriptor should be legible on the packaging.
- The display surface area is defined as the area of the face of the product where the symbol is placed.
- In all cases, the display surface area is determined by the height  $h$  and width  $w$  of the printed area, sleeve or label of the package.



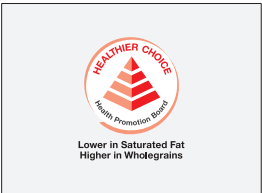
The size of the Healthier Choice Symbol (HCS) is determined by the width.

- The size of the HCS should be proportionate to the display surface area and calculated as follows:

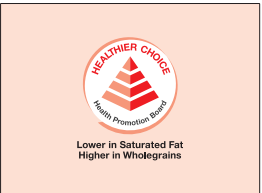
$$\text{Width of HCS} = (H+W)/17$$

- However, size of HCS should be no smaller than 15mm width and no larger than 5% of the display surface area (refer to Fig. 2a and Fig. 2b for calculation examples).

Colour Application



5% Black Tint



15% Tint PMS 032 C



Light Graduated



Less Busy Image Area

Full Colour

While a full colour HCS on a clear or white background is preferred, the HCS may appear on a photographic background but the photograph should not detract from the strength of the HCS. The full colour HCS should not be placed on a busy pattern or distracting background that may distort or affect the quality of the HCS.

Colour Application



Solid Black



Solid Colour



Mixed Tone



Busy Image Area

Full Colour with Reverse White Descriptor

This application can be used when logo is placed on a dark background. Guidelines for Full Colour Application apply.

**Colour Application**

50% Black Tint

**Reverse White**

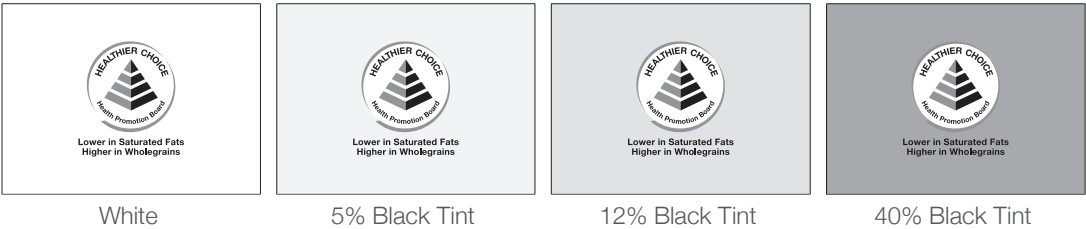
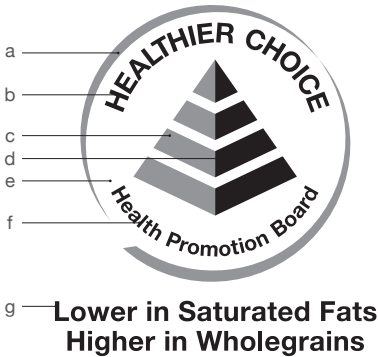
Only in cases of budget constraints, some products may use a one-colour or two colour HCS. In such cases, the HCS have to fulfil the guidelines stated below. All reverse white artworks will be assessed on a case-by-case basis in addition to the guidelines below.

The HCS may be printed in reverse white only when:

- The product packaging is printed in two colours or less (excluding white).
- The Pantone Red 032 and any of the approved variations\* is not one of the colours printed on the packaging.

*\*The approved variations of the Pantone Red include Pantone colours 186, 192, 199, 206, 485 and 1788. Custom colours must be submitted for approval.*

Colour Application






Monotone

Only in cases of budget constraints, some products may use a one-colour or two colour HCS. In such cases, the HCS have to fulfil the guidelines stated below. All monotone artworks will be assessed on a case-by-case basis in addition to the guidelines below.

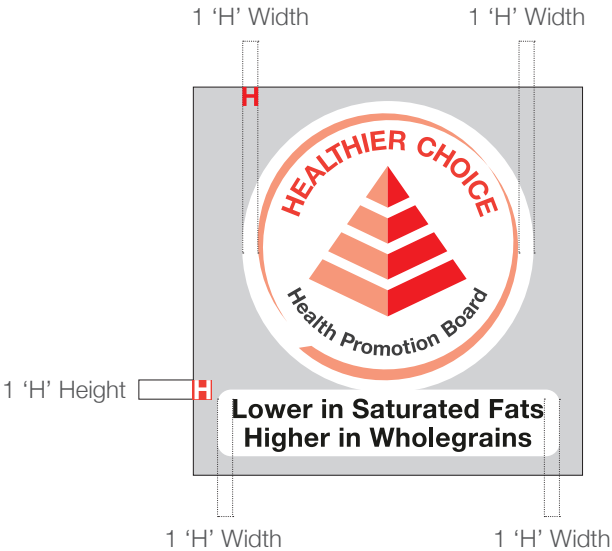
The HCS may be printed in monotone only when:

- The product packaging is printed in two colours or less (excluding white) of which one of the colours is black (100% K)
- The Pantone Red 032 and any of the approved variations\* is not one of the colours printed on the packaging.

*\*The approved variations of the Pantone Red include Pantone colours 186, 192, 199, 206, 485 and 1788. Custom colours must be submitted for approval.*

	b, d, f, g	a, c	e
			
Pantone®	PMS Black C	50% PMS Black C	
CMYK	100K	50K	
RGB	R0 G0 B0	R156 G155 B6155	White Base

Colour Application



Busy Image Area



Patterned Area



Similar Colour Tone

Full Colour with White Border

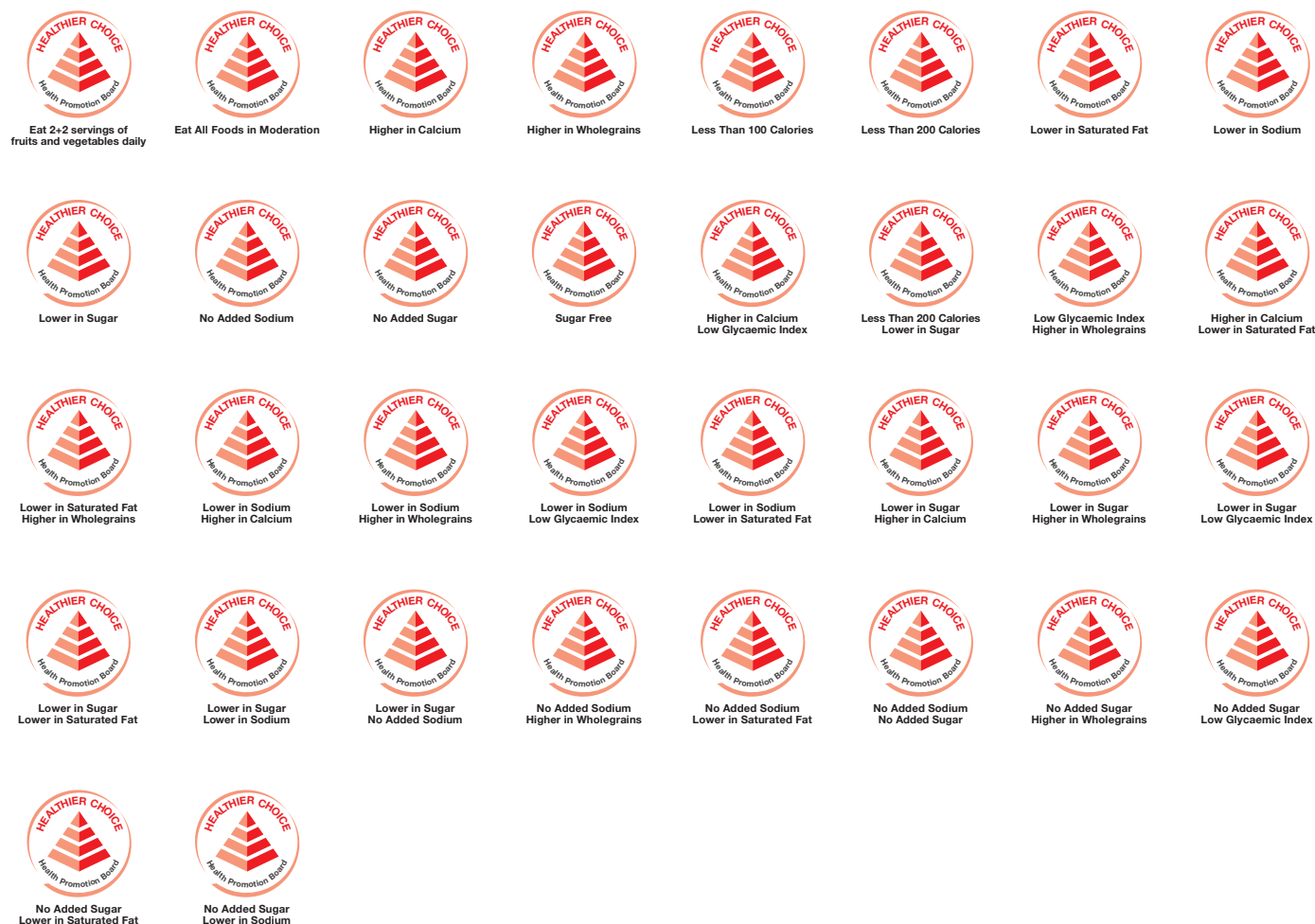
The HCS should not be placed on a busy pattern, however, should it be unavoidable due to the nature of the packaging design, a white border can be applied for greater clarity.

The white border around the circle should be the same width as the letter “H” in the Healthier Choice phrase in the logo.

The thickness of the white border encompassing the tagline at the bottom should use the width of the letter “H” on the left and right sides of the tagline, and the height of the letter “H” on the top and bottom parts of the tagline.



## HCS Variants

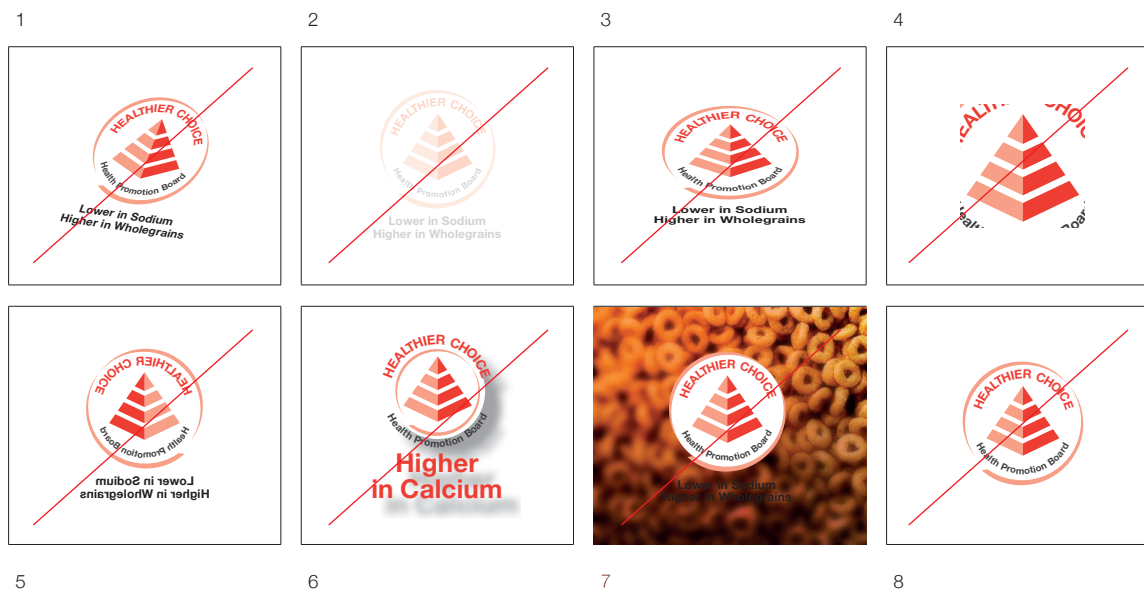


To make nutrition labelling more comprehensive, HPB has introduced 34 HCS variants to focus on a particular nutritional aspect of the product, which can be used on product packaging and advertising materials.

A product that satisfies the nutritional guidelines can carry either a single descriptor (e.g. Lower in Sugar) or double descriptor (e.g. Lower in Sugar Lower in Saturated Fat).

A product can place up to two HCS on its packaging but the two HCS have to be the same HCS variant with same descriptor.

## Unapproved Usage



Use of the HCS should be consistent, following the guidelines in this document. Use of an incorrect symbol is not permitted.

**Please do not:**

1. Change or alter the HCS in any way such as skewing or rotating the symbol, changing the font size, font type, colour of “Health Promotion Board” text in the symbol.
2. Combine with any other graphic element or use as a watermark.
3. Disproportionately scaling the symbol.
4. Crop or use any part of the HCS.
5. Invert the symbol.
6. Modify or substitute the fonts, add a drop shadow, glow or change the colours of the HCS. Create a pattern, design element such as bullet point.
7. Place on any background that will visually distort the HCS.
8. Use the main symbol without the descriptor.

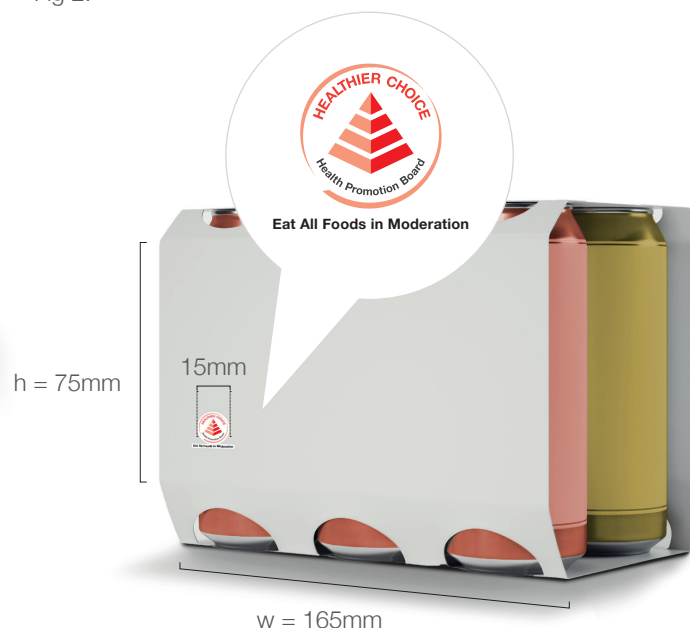
## Multipack - Identical vs Different Products

For multipacks, the width  $w$  and height  $h$  of the entire outer packaging is taken into account.

Fig 1.



Fig 2.



## Usage Guidelines for Multipacks

- For multipacks, the width  $w$  and height  $h$  of the entire outer packaging is taken into account.
- The size of the HCS should not exceed 5% of the display surface area.

## Multipack - Identical Products

- Multipack with identical products should use the same HCS variant on its outer packaging as the HCS variant used on the individual products (refer to Fig. 1).

## Multipack - Different Products

- Eat All Foods in Moderation HCS variant is to be used when there are more than 1 type of HCS products within the multipack with different HCS variants (refer to Fig. 2).

To determine the **minimum width** of HCS on a packaging:  
 $= (h + w)/17$

Example:  
 Packaging dimensions  
 $= (75\text{mm} + 165\text{mm})/17$   
 $= 14\text{mm}$  (Smaller than min. size)  
 $\approx 15\text{mm}$  (Round up to the min. size)

To determine the **maximum width** of HCS on a packaging:

**STEP 1**  
 Determine the **maximum size** of the Healthier Choice Symbol.

Maximum size of HCS  
 $= 5\%$  of Front-of-pack area (fig.1)  
 $= 5\%$  of  $(h \times w)$

Example:  
 Maximum size of HCS  
 $= 5\%$  of  $(75\text{mm} \times 165\text{mm})$   
 $= 5\%$  of  $12375\text{mm}^2$   
 $= 618.75\text{mm}^2$

**STEP 2**  
 Determine the **maximum width** of the Healthier Choice Symbol.

Maximum Width of HCS  
 $= \sqrt{(\text{Maximum size of HCS} / 1.1)}$

Example:  
 Maximum Width of HCS  
 $= \sqrt{(618.75\text{mm}^2 / 1.1)}$   
 $= 23.7\text{mm}$

Application Examples



Multipack



Full Colour with Reverse White Descriptor



Full Colour



White Border



Monotone



Reverse White



Specifications



The size, proportion and placement relationships of the elements are shown in this guide. In all situations, the digital artwork for HCS should be used in accordance to the guidelines and the HCS should never be modified in any way.

**Grid**

The grid is determined by one cap height of “H” from the words “HEALTHIER CHOICE” in HCS. During reproduction, please check the construction grid to ensure each section of the HCS is within grid specifications.

**Font type**

Helvetica Neue Bold

**Colour palette**

The HCS may appear in full colour CMYK or Pantone. All colour specifications listed are to be followed. Please refer to the Pantone codes for precise colour accuracy.

	b, d	a, c	g	f	e
Pantone®	PMS 032 C	50% PMS 032 C	PMS Black C	90% PMS Black C	
CMYK	100M 100Y	50M 50Y	100K	90K	White Base
RGB	R237 G28 B36	R245 G149 B121	R0 G0 B0	R64 G64 B65	

Minimum Clear Space



Minimum Clear Space

To ensure maximum legibility and visibility, always use the appropriate amount of clear space around the HCS. The clear space is determined by the height of the first step from the tip of the pyramid in the HCS. This also applies to the descriptor.

## Guidelines for Advertising Materials (AM)

4.



5.



7.



8.



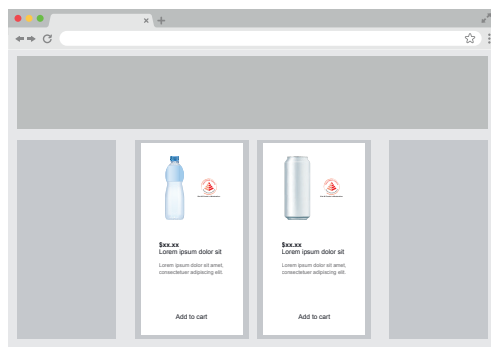
## Guidelines for Advertising Materials (AM)

1. Packaging of HCS products featured on the AM has to be the same, as much as possible, as the one that was approved and available in the market.
2. It is optional to display HCS on AM. The number of HCS to be shown on the AM that is not tagged to a product is limited to 1.
3. For single or multiple products featured on the AM with the same HCS variant, the HCS on the AM is to be the same HCS variant on the product packaging. Generic HCS variant, Eat All Foods in Moderation (EAFIM), can also be displayed, on a case by case basis.
4. If there are multiple HCS products featured on the AM with different HCS variants, the generic EAFIM HCS variant is to be displayed.
5. If there are multiple products featured on the AM and not all of them are HCS products, it has to be clearly represented that the HCS are in direct reference to only approved products.
6. There should not be any texts or images near the HCS to imply any associations or can infer associations.
7. For HCS with the lower or higher in descriptor (e.g. Lower in Sugar or Higher in Wholegrains) on the AM, please include the 25% comparison statement (e.g. "25% lower in sugar as compared to regular [range or name of food category]") in the AM.
8. All AM is to carry the "Eat All Foods in Moderation" statement, except for AM that carries the EAFIM HCS variant. The statement can be displayed anywhere in the AM or below the HCS.
9. Any usage of HCS on AM will require approval from HPB prior to artwork being produced.
10. Further guidelines on HCS usage on AM, please refer to HPB's "A Handbook on Nutrition Labelling (Singapore)".

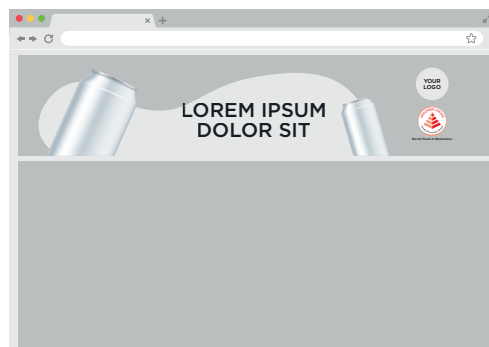


## Application – E-commerce platforms

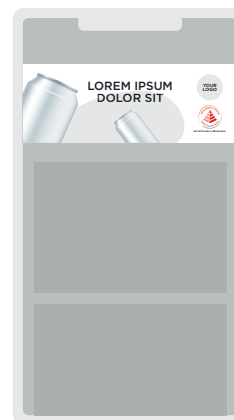
## Online Merchants



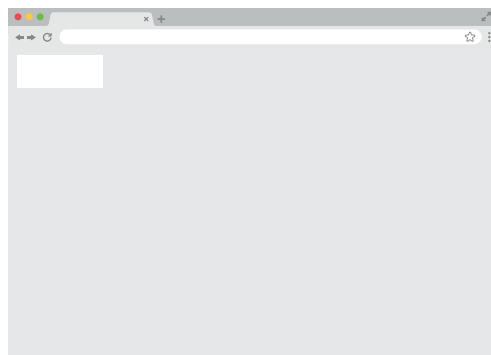
## Web Banners



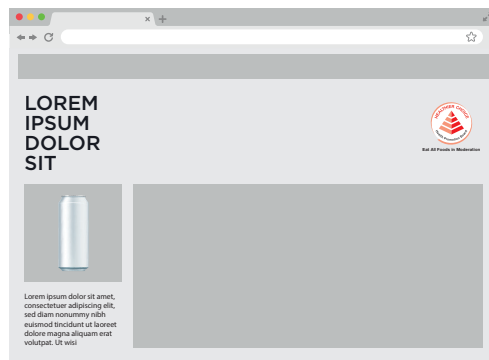
## Mobile Banners



## Video Ads



## Websites

**Usage of the HCS on e-commerce and online advertising platforms are as follows:**

1. If there is an image of the product on sale, the HCS could be incorporated in the image in the following 2 ways
  - a. Use an image of the labelled product; or
  - b. Display the HCS next to the product image, according to the following guidelines:  
The size of the HCS should not exceed 5% of the display surface area and should not be smaller than if it were incorporated in the product image.
2. If there is only a text listing of the product on sale, the HCS should be displayed next to or in direct relation to the product name.
3. For very small digital formats such as social posts, make sure that the elements of the HCS are legible from as far as possible. In cases where legibility may be compromised, all elements of the HCS must still be present.

## Application - Large Print Formats

Posters



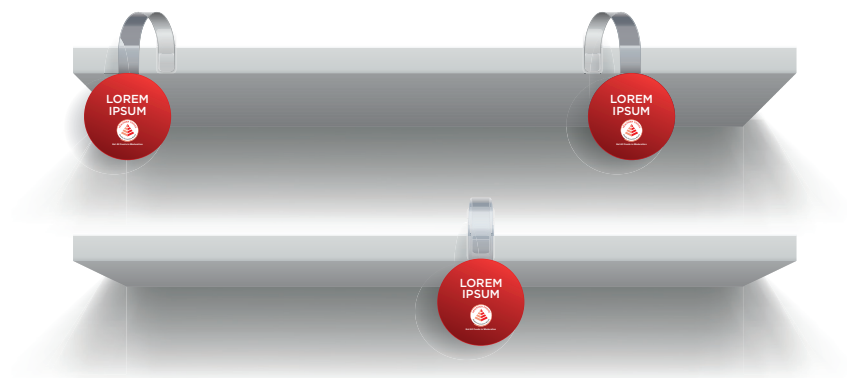
Billboards

**Usage of the HCS on large format marketing collaterals such as billboards, posters and OOH media are as follows:**

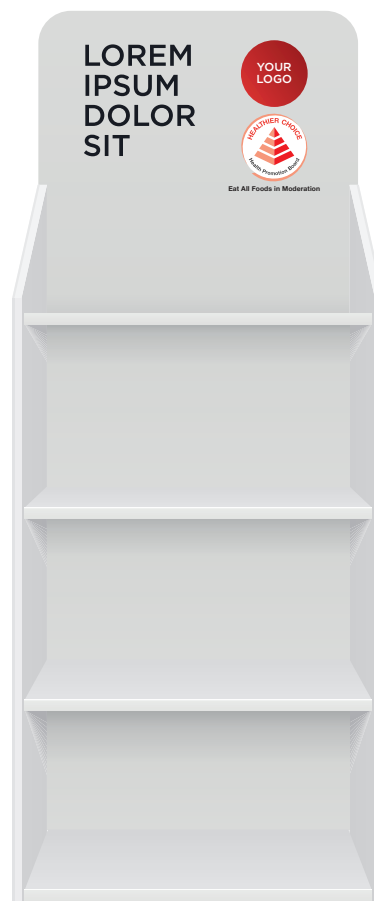
1. The HCS should not exceed 5% of the display surface area of the large format marketing collateral and should be preferably proportionate to the product image.
2. Refer back to section 1.4 for colour application and 1.6 for unapproved usage.
3. HCS should be displayed next to or in direct relation to its HCS-certified product.

## Application - Small Print Formats

Wobblers



POSM

**Usage of the HCS on small format marketing collaterals such as wobblers, stickers and BTL collaterals are as follows:**

1. The HCS should not exceed 5% of the display surface area of the small format marketing collateral or should be proportionate to the product image.
2. Refer back to section 1.4 for colour application and 1.6 for unapproved usage.
3. HCS should be displayed next to or in direct relation to its HCS-certified product.