



An initiative of



MINISTRY OF HEALTH
SINGAPORE



Health
Promotion
Board

CHOOSE BETTER WITH



NUTRI-GRADE EDUCATIONAL CAMPAIGN CO-MARKETING GUIDELINES



An initiative of



MINISTRY OF HEALTH
SINGAPORE



CAMPAIGN INTRODUCTION

Nutri-Grade grades drinks based on their sugar and saturated fat content so consumers can use it to choose drinks that are better for them. How? By limiting Nutri-Grade C and D drinks and opting for healthier choice or Nutri-Grade A and B drinks or water.

Nutri-Grade has also expanded to freshly prepared drinks. Now consumers can choose better by going for siu dai by default, or by limiting sugar, milk and toppings where possible.



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SINGAPORE



CONTENT OVERVIEW

01. RETAIL AND MANUFACTURING PARTNERS

POS + Print

- Portrait
- Landscape
- Wobbler

02. F&B PARTNERS

POS + Print

- Portrait
- Landscape

03. SOCIAL

Application Example



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01 RETAIL AND MANUFACTURING PARTNERS

01. RETAIL AND MANUFACTURING PARTNERS

POS + PRINT



Link to Nutri-Grade A and B directory

Nutri-Grade lockup

Key message


Partnership statement

Disclaimer


Your company logo

Call-to-action

CHOOSE BETTER WITH




A AND B DRINKS MAY NOT BE MARKED, SCAN TO CHECK LIST



[GO.GOV.SG/NUTRI-GRADE](https://go.gov.sg/nutri-grade)

GO FOR HEALTHIER CHOICE DRINKS OR WATER












Lower in Sugar
Lower in Saturated Fat

Limit Nutri-Grade C and D drinks as these are higher in sugar and saturated fat. Nutri-Grade is now also for freshly prepared drinks.

In support of the Health Promotion Board's Nutri-Grade campaign

Certain Nutri-Grade C and D drinks may still be required in moderation for those with specific dietary needs.

COLOUR GUIDE:

		
Pantone® 2423C 100C 25M 100Y R0 G128 B61 CMYK RGB	Pantone® 375C 55C 100Y R134 G188 B37	
		
Pantone® 1375C 40M 85Y R247 G168 B51 CMYK RGB	Pantone® 2035C 20C 100M 100Y 8K R183 G25 B24	Black C 100K R29 G29 B27
		
Pantone® PMS 032C 100M 100Y R237 G28 B36 CMYK RGB	Pantone® 50% PMS 032C 50C 50Y R245 G149 B121	66C 54M 4Y R106 G118 B174
		
Black C 100K R29 G29 B27		7C 29M 17Y R232 G187 B187

NOTE: HPB Marketing approval is required for every co-marketing asset.

01. RETAIL AND MANUFACTURING PARTNERS

POS + PRINT | Landscape



COLOUR GUIDE:

Pantone® CMYK RGB	2423C 100C 25M 100Y R0 G128 B61	375C 55C 100Y R134 G188 B37			
1375C 40M 85Y R247 G168 B51	2035C 20C 100M 100Y 8K R183 G25 B24		Black C 100K R29 G29 B27		
Pantone® CMYK RGB	PMS 032C 100M 100Y R237 G28 B36	50% PMS 032C 50C 50Y R245 G149 B121	66C 54M 4Y R106 G118 B174		
	Black C 100K R29 G29 B27		7C 29M 17Y R232 G187 B187		

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Your content

CHOOSE BETTER WITH

NUTRI-GRADE

A B C D

A AND B DRINKS MAY NOT BE MARKED. SCAN TO CHECK LIST

GO.GOV.SG/NUTRI-GRADE

GO FOR HEALTHIER CHOICE DRINKS OR WATER

Lower in Sugar
Lower in Saturated Fat

Limit Nutri-Grade C and D drinks as these are higher in sugar and saturated fat. Nutri-Grade is now also for freshly prepared drinks.

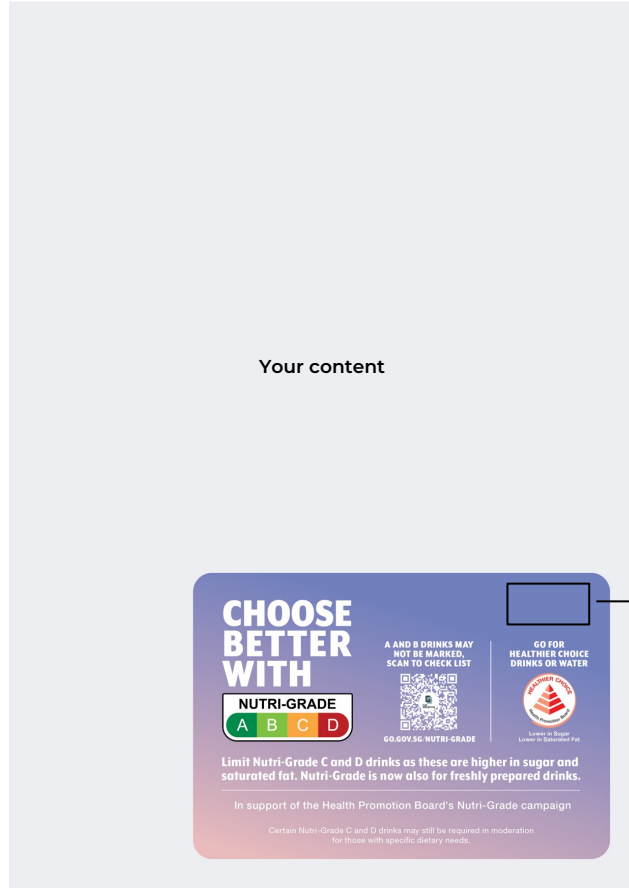
In support of the Health Promotion Board's Nutri-Grade campaign

Certain Nutri-Grade C and D drinks may still be required in moderation for those with specific dietary needs.

Your company logo

01. RETAIL AND MANUFACTURING PARTNERS

POS + PRINT | Portrait



Your content

Your company logo

COLOUR GUIDE:



Pantone®
CMYK
RGB



2423C
100C 25M 100Y
R0 G128 B61



375C
55C 100Y
R134 G188 B37



1375C
40M 85Y
R247 G168 B51



2035C
20C 100M 100Y 8K
R183 G25 B24



Black C
100K
R29 G29 B27



Pantone®
CMYK
RGB



PMS 032C
100M 100Y
R237 G28 B36



50% PMS 032C
50C 50Y
R245 G149 B121



66C 54M 4Y
R106 G118 B174



Black C
100K
R29 G29 B27



7C 29M 17Y
R232 G187 B187

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01. RETAIL AND MANUFACTURING PARTNERS

POS + PRINT | Wobbler 100 x 100mm



Nutri-Grade lockup (points to the Nutri-Grade logo)

Your company logo (points to the top right corner)

Call-to-action (points to the 'GO FOR HEALTHIER CHOICE' text and logo)

Partnership statement (points to the text: 'In support of the Health Promotion Board's Nutri-Grade campaign')

Disclaimer (points to the text: 'Drinks are graded on sugar and saturated fat content. Certain Nutri-Grade C and D drinks may still be required in moderation for those with specific dietary needs.'

Link to Nutri-Grade A and B directory (points to the QR code)

Poster Content:

CHOOSE BETTER WITH
NUTRI-GRADE
 A B C D
 LIMIT NUTRI-GRADE C & D DRINKS

GO FOR HEALTHIER CHOICE DRINKS OR WATER
 Lower in Sugar
 Lower in Saturated Fat

A AND B DRINKS MAY NOT BE MARKED, SCAN TO CHECK LIST
 GO.GOV.SG/NUTRI-GRADE

COLOUR GUIDE:

Legend: Green checkmark (A, B), Red X (C, D)

Pantone® 2423C 100C 25M 100Y R0 G128 B61	Pantone® 375C 55C 100Y R134 G188 B37	
Pantone® 1375C 40M 85Y R247 G168 B51	Pantone® 2035C 20C 100M 100Y 8K R183 G25 B24	Black C 100K R29 G29 B27
Pantone® PMS 032C 100M 100Y R237 G28 B36	Pantone® 50% PMS 032C 50C 50Y R245 G149 B121	66C 54M 4Y R106 G118 B174
Black C 100K R29 G29 B27		7C 29M 17Y R232 G187 B187

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SINGAPORE



02

F&B PARTNERS

02. F&B PARTNERS POS + PRINT



Link to Nutri-Grade A and B directory

Nutri-Grade lockup

CHOOSE BETTER WITH

NUTRI-GRADE

A B C D

A AND B DRINKS MAY NOT BE MARKED, SCAN TO CHECK LIST

GO.GOV.SG/NUTRI-GRADE

GO FOR HEALTHIER CHOICE DRINKS OR WATER

Ask for lower-sugar beverages

Your company logo

Call-to-action

Limit Nutri-Grade C and D drinks as these are higher in sugar and saturated fat. Nutri-Grade is now also for freshly prepared drinks.

In support of the Health Promotion Board's Nutri-Grade campaign

Certain Nutri-Grade C and D drinks may still be required in moderation for those with specific dietary needs.

Key message

Partnership statement

Disclaimer

COLOUR GUIDE:

Pantone® CMYK RGB	2423C 100C 25M 100Y R0 G128 B61	375C 55C 100Y R134 G188 B37
1375C 40M 85Y R247 G168 B51	2035C 20C 100M 100Y 8K R183 G25 B24	Black C 100K R29 G29 B27
Pantone® CMYK RGB	PMS 032C 100M 100Y R237 G28 B36	50% PMS 032C 50C 50Y R245 G149 B121
Black C 100K R29 G29 B27	7C 29M 17Y R232 G187 B187	

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02. F&B PARTNERS

POS + PRINT | Landscape



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SINGAPORE



Your content

Your
company
logo

CHOOSE BETTER WITH

NUTRI-GRADE

A B C D

A AND B DRINKS MAY NOT BE MARKED. SCAN TO CHECK LIST

GO FOR HEALTHIER CHOICE DRINKS OR WATER

Ask for lower-sugar beverages

GO.GOV.SG/NUTRI-GRADE

Limit Nutri-Grade C and D drinks as these are higher in sugar and saturated fat. Nutri-Grade is now also for freshly prepared drinks.

In support of the Health Promotion Board's Nutri-Grade campaign

Certain Nutri-Grade C and D drinks may still be required in moderation for those with specific dietary needs.

COLOUR GUIDE:



Pantone®
CMYK
RGB



2423C
100C 25M 100Y
R0 G128 B61



375C
55C 100Y
R134 G188 B37



1375C
40M 85Y
R247 G168 B51



2035C
20C 100M 100Y 8K
R183 G25 B24



Black C
100K
R29 G29 B27



Pantone®
CMYK
RGB



PMS 032C
100M 100Y
R237 G28 B36



50% PMS 032C
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R245 G149 B121



66C 54M 4Y
R106 G118 B174



Black C
100K
R29 G29 B27

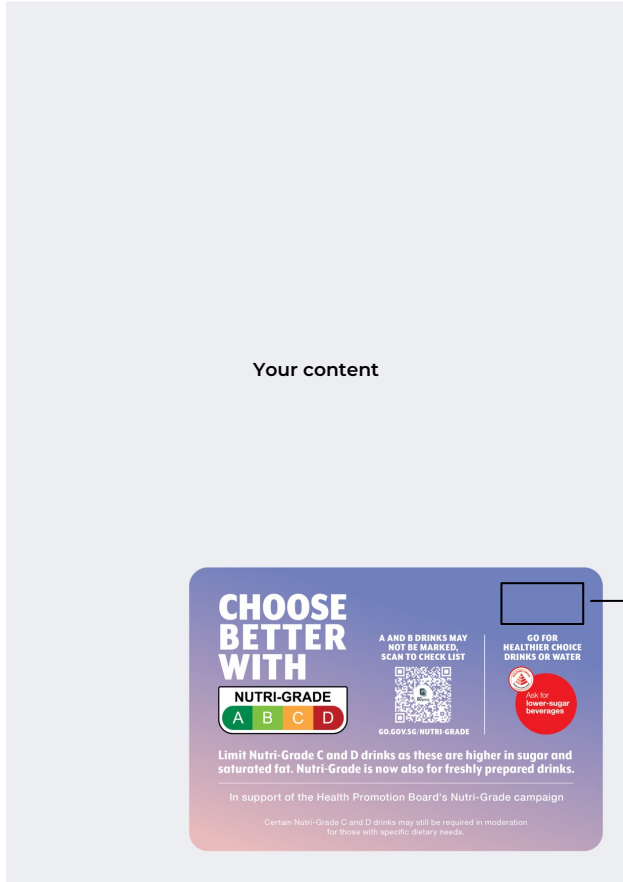


7C 29M 17Y
R232 G187 B187

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02. F&B PARTNERS

POS + PRINT | Portrait



Your content

Your company logo



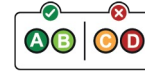
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SINGAPORE



COLOUR GUIDE:



Pantone®
CMYK
RGB



2423C
100C 25M 100Y
R0 G128 B61



375C
55C 100Y
R134 G188 B37



1375C
40M 85Y
R247 G168 B51



2035C
20C 100M 100Y 8K
R183 G25 B24



Black C
100K
R29 G29 B27



Pantone®
CMYK
RGB



PMS 032C
100M 100Y
R237 G28 B36



50% PMS 032C
50C 50Y
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66C 54M 4Y
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Black C
100K
R29 G29 B27



7C 29M 17Y
R232 G187 B187

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SINGAPORE



03 SOCIAL

03. SOCIAL

Application Example



An initiative of



MINISTRY OF HEALTH
SINGAPORE



Your content

NUTRI-GRADE
A B C D

**CHOOSE BETTER
WITH NUTRI-GRADE**

In support of the Health Promotion Board's Nutri-Grade campaign

Nutri-Grade lockup

Partnership
statement

POST CAPTION POINTERS:

1. Link to go.gov.sg/nutri-grade
2. Include the hashtags #NutriGrade #hpbsg
3. Tag @hpbsg

EXAMPLE:

Here's an easy tip to "upgrade" your drinks and your health. Simply limit Nutri-Grade C and D drinks as they are higher in sugar and saturated fat content.

Go for healthier choice or Nutri-Grade A and B drinks or simply choose water. Nutri-Grade is now also for freshly prepared drinks, so look out for it on drink menus!

Choose [partner product] graded Nutri-Grade [grade A or B] today!

Learn more at go.gov.sg/nutri-grade-partners

#NutriGrade #hpbsg

@hpbsg

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THANK YOU



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