

MyPlate

Style Guide and Conditions of Use for the Icon

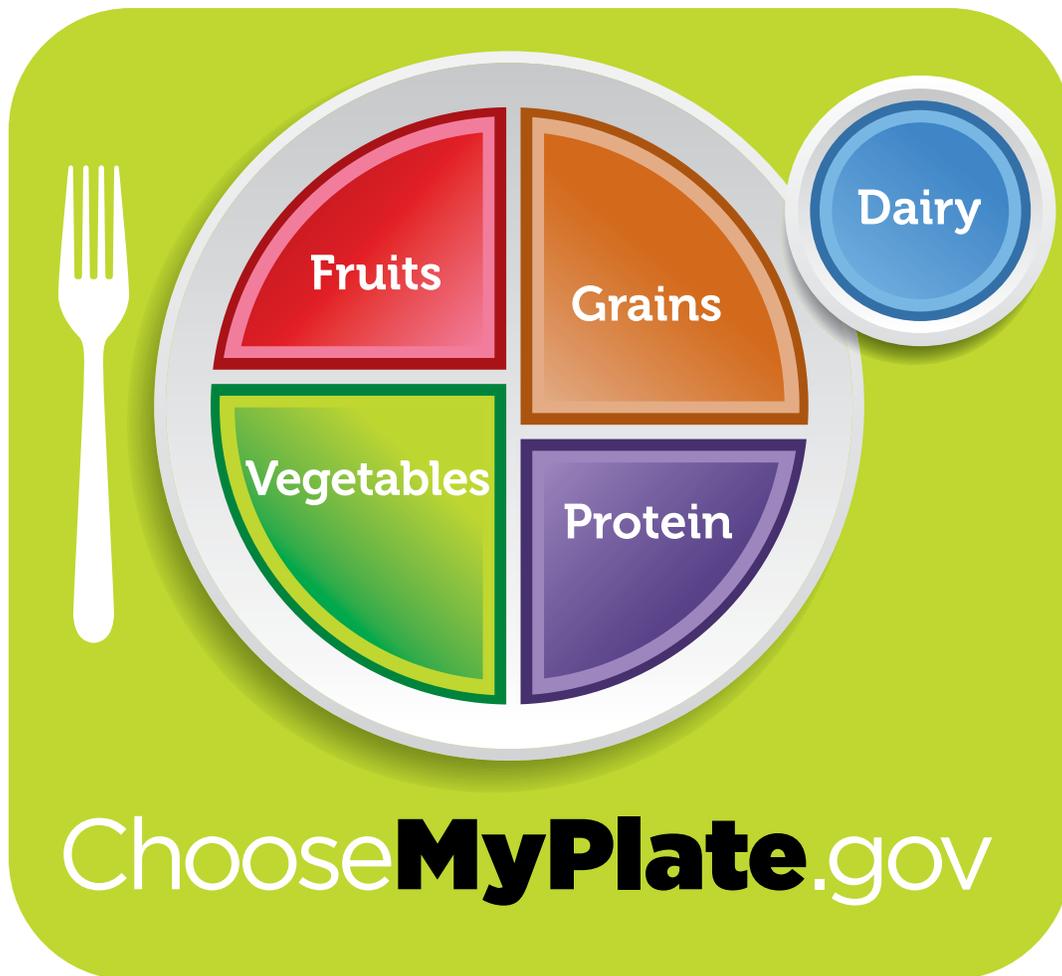


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Introduction

MyPlate is a reminder to find a healthy eating style and build it throughout the lifespan. Choose **MyPlate.gov** contains a wealth of resources based on the *2015-2020 Dietary Guidelines for Americans* to help individuals meet food group, nutrient, and calorie needs and make positive eating choices.

The *Dietary Guidelines* are increasingly important as federal departments search for ways to reduce rates of morbidity and mortality related to obesity, diabetes, cardiovascular disease, some cancers, and other chronic illnesses. Choose **MyPlate.gov** offers dietary assessment tools, nutrition education resources, and clear, actionable information about how to make better food choices. The USDA Center for Nutrition Policy and Promotion works with numerous partners—the media, educators, government agencies, nongovernmental organizations (NGOs), health professionals, industry, and others—to facilitate use of MyPlate and promote to various audiences.

The MyPlate icon is intentionally simple. It was designed to remind consumers to eat healthfully from all five food groups and guide them to resources and tools to put the Dietary Guidelines into action. The icon is part of a broader communications initiative and, as such, is not intended to change consumer behavior alone.

USDA encourages the use of the MyPlate icon in a variety of applications, including textbooks and other educational materials, online communications, the media (print, broadcast, social), packaging, newsletters, brochures, signage (interior and exterior), menus, coloring books, etc.

The icon also may be used in advertising, at point-of-purchase, and in other paid media applications. However, any such use cannot suggest or imply USDA endorsement of the product or service. Further, such use cannot be misleading in its application on labels/labeling on packaging or at retail sale (e.g., as an implied health claim).

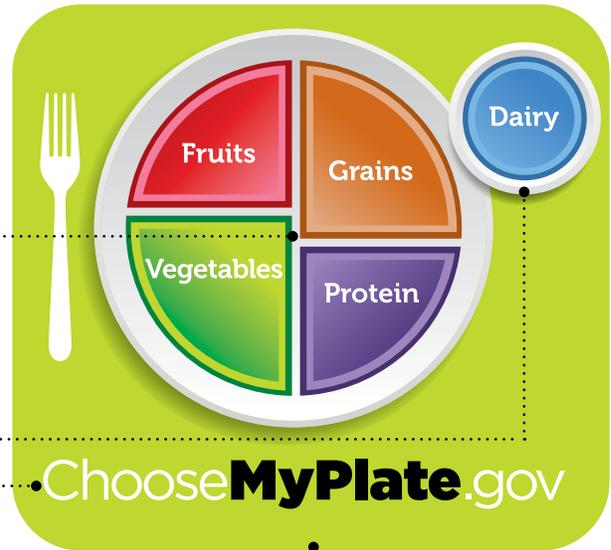
USDA is making the icon, website, and educational messages available for use without cost. However, to create the most effective communication initiative possible and to avoid consumer confusion, all users should follow this style guide and editorial standards. The following guidelines illustrate and explain possible applications.

Core Icon Elements

Consistent applications of all core elements related to MyPlate will greatly strengthen overall communication and benefit nutrition education and product development efforts. The icon, website, and messages are interrelated and ideally each of these elements would be used together. However, understanding that use will vary enormously, a variety of suggested formats and uses are provided in these guidelines.

MyPlate has three distinct elements:

1. **Icon** (plate with fruits, vegetables, grains, protein and dairy adjacent to the plate)
2. **Website** (ChooseMyPlate.gov)
3. **Placemat frame**



MyPlate Icon Application Guidance

Always keep the image intact and reproduce exactly as shown, in four-color process for printing or RGB for digital usage. However, the web address may be used independently of the image.

The MyPlate icon and web address should be credited to the U.S. Department of Agriculture or USDA.

When the icon is reproduced smaller than 1 ½" wide (see page 11 – Sizing Recommendations), it is acceptable to show the icon without the food group names. However, the web address—Choose**MyPlate**.gov—should always remain and always be shown against the white placemat background.

A grayscale and black-and-white version of the icon and web address is included for applications where color is not possible, e.g., photocopying. Do not reproduce in any other single color other than black.

The MyPlate icon artwork with its variations, and different file formats are provided for your use online at Choose**MyPlate**.gov.

All variations are available in the following file formats appropriate for your specific printing and digital needs: EPS, TIFF, JPEG and PDF.

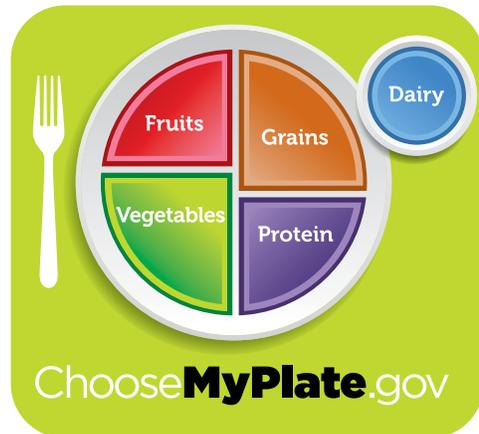
Do not alter the elements of the icon, including the type treatment of Choose**MyPlate**.gov while maintaining "MyPlate" in bold. Also do not change their relationships to each other, or replace them with other elements. See page 5 for examples of incorrect usage.

When the icon and web address appears on products, programs, systems, or any other venture, in any application, including packaging, exhibits, signage, floor and counter displays, or any other promotional materials, it does not imply, in any way, USDA endorsement.

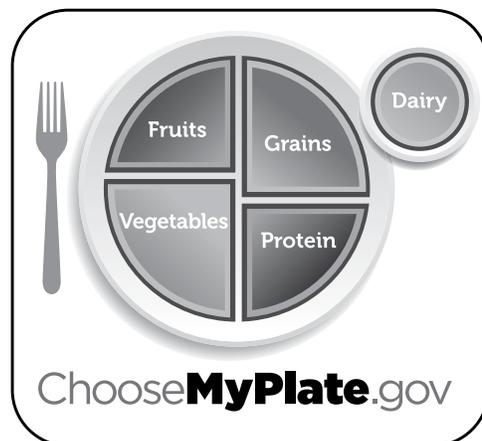
Choose**MyPlate**.gov

Gotham Book Gotham Black Gotham Book

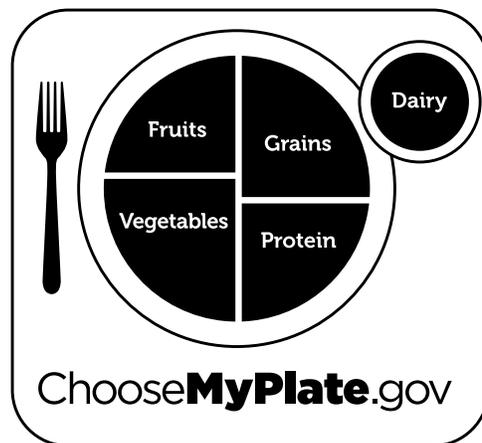
CMYK or RGB
(see page 6 for placemat frame color options)



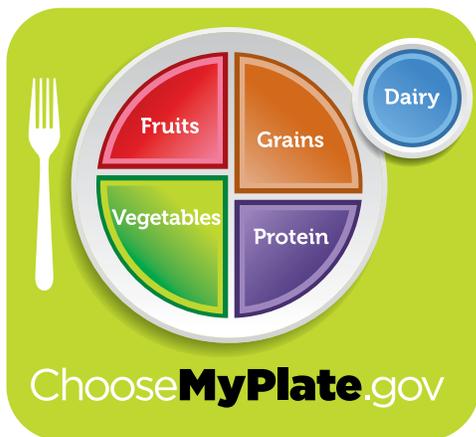
Grayscale



Black-and-white



MyPlate Icon Application Guidance



Because the MyPlate icon is designed to be a reminder to choose among the food groups to build healthful plates at meal times, it cannot be used to convey or imply a product's healthfulness in any application. Use of the icon cannot be misleading on product packaging or at retail sale.

Consumers have different calorie and nutrient needs. Therefore, the MyPlate symbol is suggestive of proportions of food groups and does not provide specific amounts to consume from each food group over the day. For this reason, the MyPlate icon should not be used on food labels in conjunction with what and how much to eat.

MyPlate can be used on food packaging to point consumers to Choose**MyPlate**.gov to get more information about what and how much to eat. In this case, the MyPlate icon on food packaging should be used with text, such as:

- Learn about healthy eating at Choose**MyPlate**.gov.
- For information about food and health, go to Choose**MyPlate**.gov.

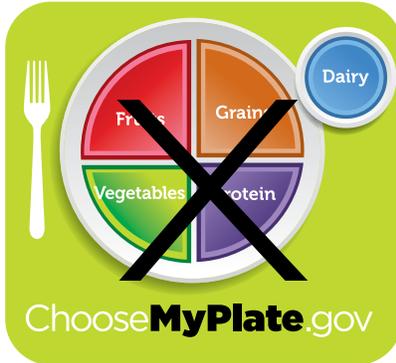
Separate from MyPlate, food manufacturers, food service, or food retailers may want to make statements about the amount of a food group contributed by a food, as it relates to the USDA Food Patterns found in the *2015-2020 Dietary Guidelines for Americans* (DGA). To ensure such statements are not misleading, statements about amounts of foods (in cups or ounces) may be disclosed for products that are considered to be “healthy” and that are compositionally consistent with the DGA recommendations as a whole, as described below. The terms “serving size” and “servings per container” are mandatory components of the Nutrition Facts label on packaged foods. USDA Food Patterns do not use the term “servings” to identify recommended amounts from each food group. Therefore, to avoid confusion, the term “servings” should not be used in relation to food group amounts provided by a food product. Recommended food group amounts in the USDA Food Pattern Equivalents Database (FPED)* for many foods may be found at: www.ars.usda.gov/Services/docs.htm?docid=17558. In order to disclose the FPED amount in conjunction with the USDA Healthy Food Patterns in the 2015-2020 DGA or MyPlate, the following is a guide:

- The food product must meet the criteria for the use of the claim “healthy,” as defined by USDA and FDA in 9 CFR 317.363(d) and 381.463(d) and 21 CFR 101.65(d)(2), respectively. (“Healthy” criteria include limits on fat and sodium.)
- The food should contain little or no added sugars.

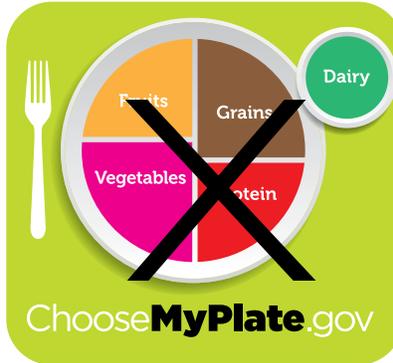
Examples of Incorrect Usage

Examples on this page demonstrate some incorrect uses of the MyPlate icon. In each case, an alteration to the artwork has been made. **DO NOT alter the MyPlate icon.**

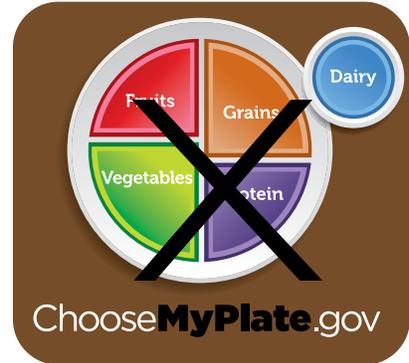
Altering the size of the food groups



Changing established colors of food groups



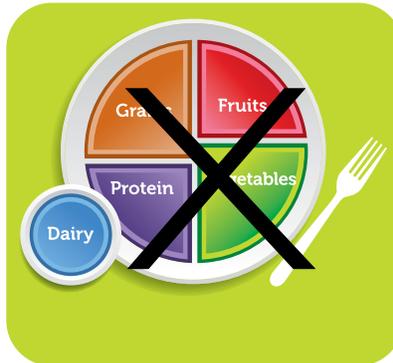
Changing established colors of placemat frame or removing icon elements



Changing fonts and/or URL



Removing the URL or changing the arrangement of icon elements



Removing the placemat frame



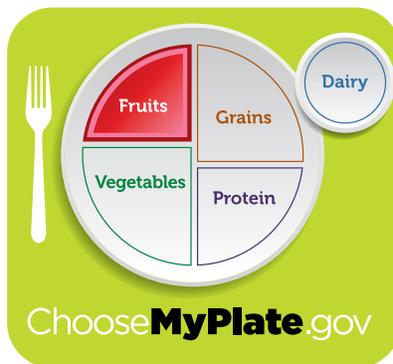
Featuring a Specific Food Group

OPTION 1

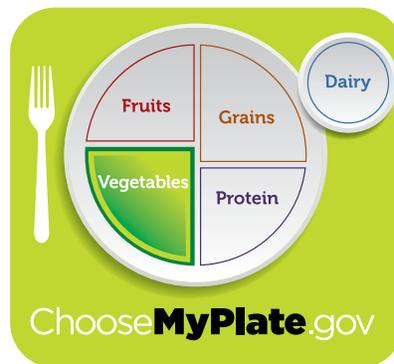
If one of the five color segments of the icon is used independently to feature a specific food group, the segment can be highlighted while other segments are shown in an outlined format.

Food group names should be used as shown and not altered.

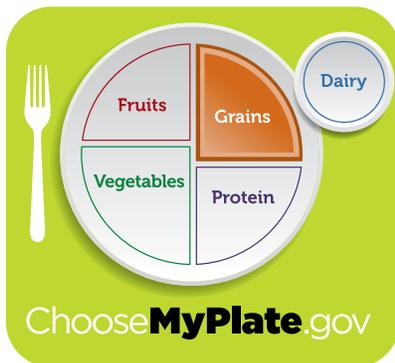
Fruit Group



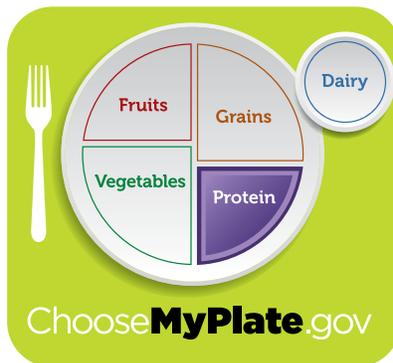
Vegetable Group



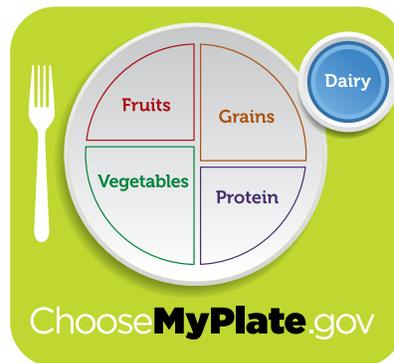
Grain Group



Protein Group



Dairy Group



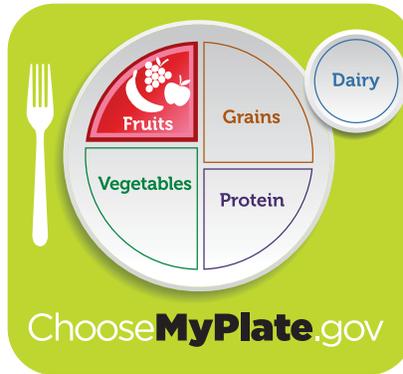
Featuring a Specific Food Group

OPTION 2

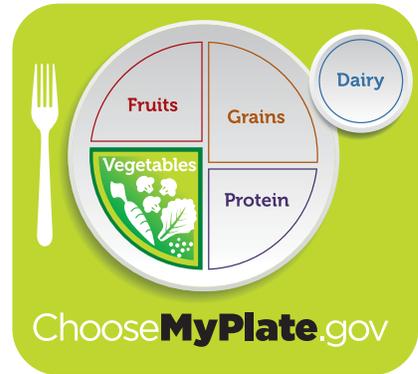
If one of the five color segments of the icon is used independently to feature a specific food group, the segment can be highlighted while other segments are shown in an outlined format.

Food group names should be used as shown and not altered.

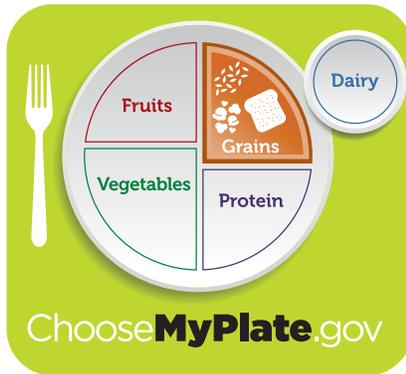
Fruit Group



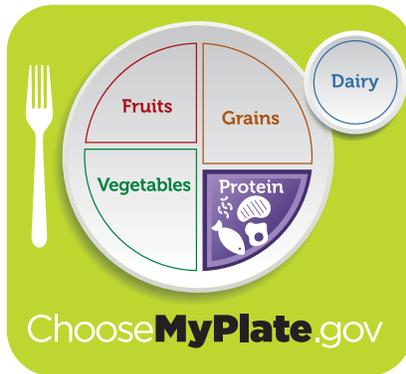
Vegetable Group



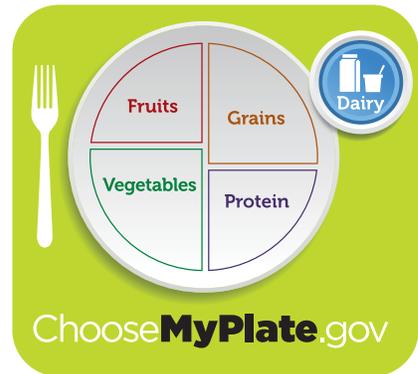
Grain Group



Protein Group

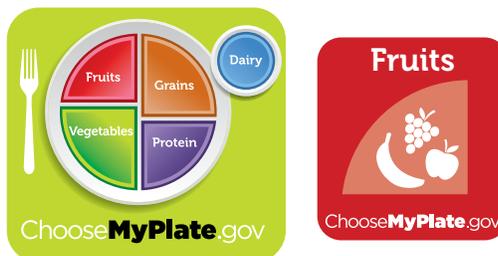


Dairy Group



Featuring Specific Graphics

Individual food groups and limit and activity graphics may be used to highlight a specific group, activity, or action. However, the graphics should always be used in conjunction with the MyPlate icon and ChooseMyPlate.gov url for context.



It is recommended that the minimum size of the graphic containing food group name and illustrations be at least 1 ¼" wide for printing and 225 pixels for digital usage.

Group names should be used as shown and not altered.



MyPlate, MyWins

MyWins is a way to describe a healthy achievement consistent with the *2015-2020 Dietary Guidelines for Americans*. The MyWins graphic should always be used in conjunction with ChooseMyPlate.gov and/or the MyPlate icon for context. As with the MyPlate icon, the MyWins graphic should not be used to imply USDA endorsement of an organization or product, nor the healthfulness of a particular product. Rather, it can be used to reflect nutrient dense choices within each food group.



Per the *2015-2020 Dietary Guidelines for Americans*, nutrient dense is defined as:

Foods and beverages that provide vitamins, minerals, and other substances that contribute to adequate nutrient intakes or may have positive health effects, with little or no solid fats and added sugars, refined starches, and sodium. Ideally, these foods and beverages also are in forms that retain naturally occurring components, such as dietary fiber. All vegetables, fruits, whole grains, seafood, eggs, beans and peas, unsalted nuts and seeds, fat-free and low-fat dairy products, and lean meats and poultry—when prepared with little or no added solid fats, sugars, refined starches, and sodium—are nutrient-dense foods. These foods contribute to meeting food group recommendations within calorie and sodium limits. The term “nutrient dense” indicates the nutrients and other beneficial substances in a food have not been “diluted” by the addition of calories from added solid fats, sugars, or refined starches, or by the solid fats naturally present in the food.

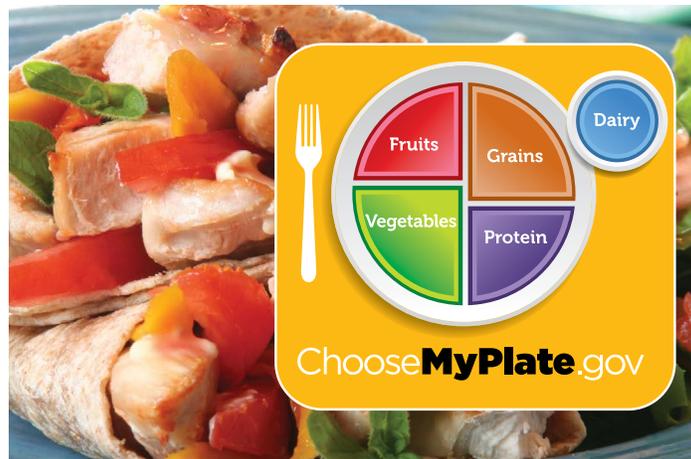
Placemat Frame Variations

When using the icon on a colored background or photograph, it is important to have enough contrast between the icon and the background. The MyPlate icon is available in five placemat frame color variations to provide flexibility of placement against backgrounds for the best contrast. A white or black keyline, depending on the color format, also surrounds the placemat frame for additional contrast.

The placemat frame must always appear as part of the icon.



Sample placement against a photo background



Sizing Recommendations

The typography, spacing, and graphic elements that comprise the MyPlate icon have been selected and designed for clear legibility and ease of reproduction.

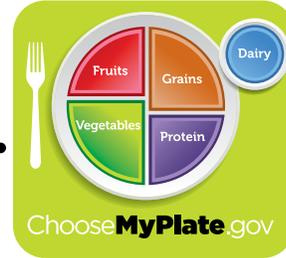
There should be no issue with using the icon at appropriate sizes for most communication materials. It is recommended that the minimum size of the icon containing food group names be at least 1 ½" wide for printing and 225 pixels for digital usage.

Problems may arise when attempting to reproduce the icon at sizes that are smaller than this.

As noted on page 3, when the icon needs to be reproduced smaller than 1 ½" wide, it is acceptable to show the icon without the food group names. However, the web address—ChooseMyPlate.gov—should always remain and always be shown against the white placemat background.

Note that the minimum width at which this version of the icon can be clearly reproduced is 1" wide for printing and 100 pixels for digital usage.

Reproducing the MyPlate icon smaller than the minimum reproduction size can result in illegibility of the icon elements, negating the value of the icon as a communication tool.



Minimum width:

1 ½" for printing /
225 pixels for digital usage

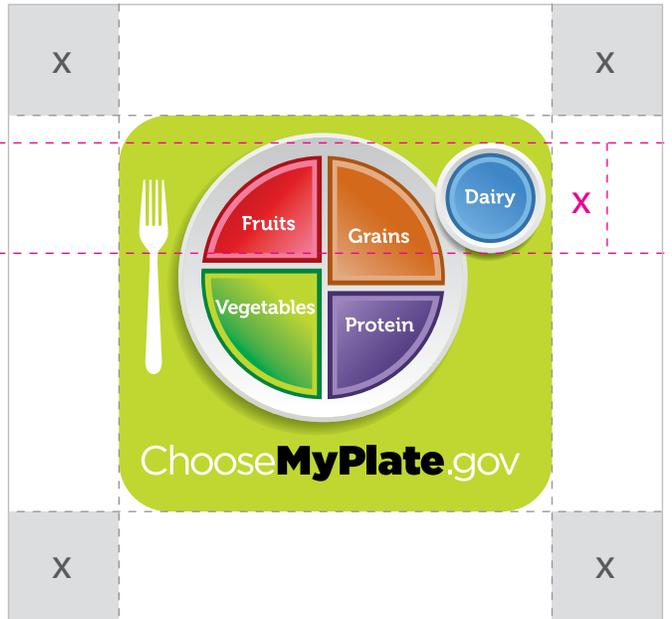


Minimum width:

1" for printing /
100 pixels for digital usage

Clear Space

The distance between the icon and other objects, including text, is known as the “clear space.” There should always be a clear space surrounding the MyPlate icon. The clear space or distance “X” is equal to the height of the Dairy component of the icon. Ideally, this area should be kept free of type, photos, illustrations, and other graphic elements. Exceptions are when the icon must overlay a photo or illustration field, or when positioned near an edge or trim where space is at a premium.



Food Group Color Palettes

The MyPlate icon is comprised of six color groups + black, simulated here, which will be referred to as Grain Group Orange, Vegetable Group Green, Fruit Group Red, Dairy Group Blue, and Protein Group Purple. Each group contains three shades of its respective color.

To prevent consumer confusion, use each color group only for design supporting each corresponding food group (the blues for Dairy Group, the purples for Protein group, etc.). Food group colors should not be used to denote other food groups, nor should any food group color be used for decorative design elements except as it pertains to the food group it represents.

Fruit Group Red

	CMYK	RGB	HEX
	C: 5 M: 100 Y: 100 K: 30	R: 169 G: 19 B: 23	A91317
	C: 5 M: 100 Y: 100 K: 10	R: 206 G: 27 B: 34	CE1B22
	C: 0 M: 65 Y: 15 K: 0	R: 242 G: 124 B: 156	F27C9C

Protein Group Purple

	CMYK	RGB	HEX
	C: 70 M: 80 Y: 0 K: 40	R: 70 G: 49 B: 110	46316E
	C: 70 M: 80 Y: 0 K: 20	R: 87 G: 65 B: 135	574187
	C: 40 M: 50 Y: 0 K: 0	R: 157 G: 133 B: 190	9D85BE

Vegetable Group Green

	CMYK	RGB	HEX
	C: 90 M: 5 Y: 100 K: 25	R: 0 G: 32 B: 61	00843D
	C: 85 M: 5 Y: 100 K: 0	R: 0 G: 167 B: 76	00A74C
	C: 30 M: 0 Y: 100 K: 0	R: 191 G: 215 B: 48	BFD730

Dairy Group Blue

	CMYK	RGB	HEX
	C: 75 M: 40 Y: 0 K: 20	R: 51 G: 112 B: 167	3370A7
	C: 75 M: 40 Y: 0 K: 0	R: 61 G: 133 B: 198	3D85C6
	C: 50 M: 15 Y: 0 K: 0	R: 120 G: 182 B: 228	78B6E4

Grain Group Orange

	CMYK	RGB	HEX
	C: 0 M: 65 Y: 100 K: 35	R: 171 G: 84 B: 16	AB5410
	C: 0 M: 65 Y: 100 K: 15	R: 211 G: 105 B: 27	D3691B
	C: 10 M: 35 Y: 50 K: 0	R: 227 G: 172 B: 131	E3AC83

Placemat Frame Color Palettes

The color palettes for the five placemat frame variations are as follows:

	CMYK	RGB	HEX
	C: 30 M: 0 Y: 100 K: 0	R: 191 G: 215 B: 48	BFD730
	C: 0 M: 30 Y: 100 K: 0	R: 253 G: 185 B: 19	FDB913
	C: 85 M: 0 Y: 0 K: 0	R: 0 G: 182 B: 241	00B6F1
	C: 0 M: 100 Y: 0 K: 0	R: 236 G: 0 B: 140	EC008C
	C: 0 M: 0 Y: 0 K: 0	R: 255 G: 255 B: 255	FFFFFF