

MyPlate

Style Guide and Conditions of Use for the Icon

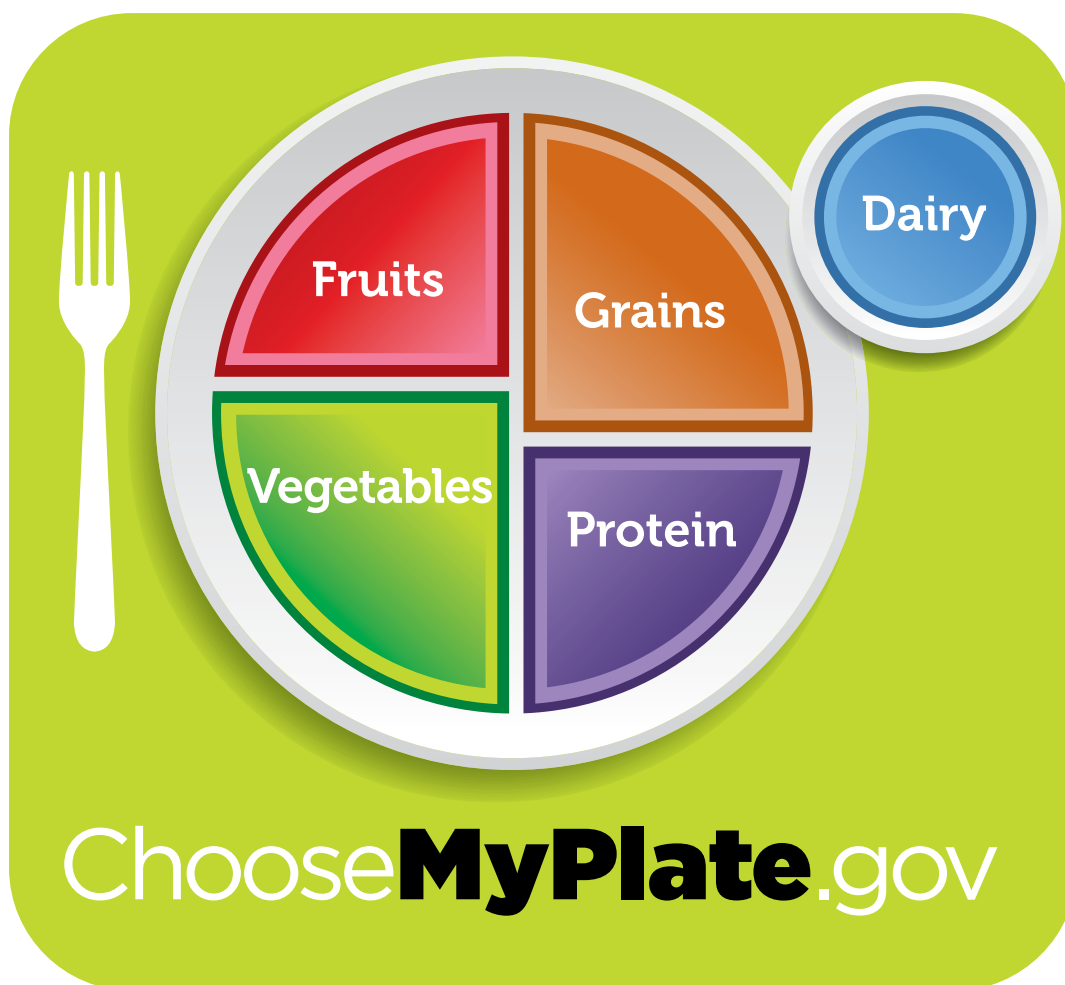


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Introduction

MyPlate is the “new generation” food icon to prompt consumers to think differently about their food choices. Choose**MyPlate**.gov contains a wealth of resources based on the *2010 Dietary Guidelines for Americans* to help individuals meet 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, cancer, 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. USDA will work with numerous partners—the media, educators, government agencies, nongovernmental organizations (NGOs), health professionals, industry, and others—to facilitate use of Choose**MyPlate**.gov and promote to general audiences.

The MyPlate icon is intentionally simple. It was designed to remind consumers to eat healthfully 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, the media (print, broadcast, and the Internet), packaging, newsletters, brochures, signage (interior and exterior), menus, coloring books, etc.

The new 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.

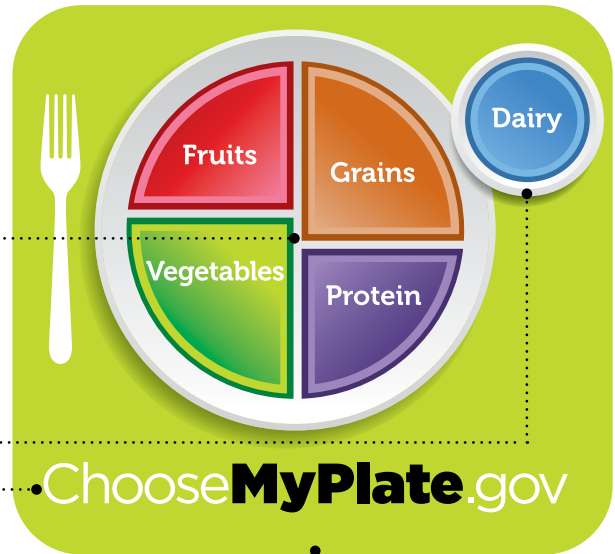
USDA is making the icon, website, and educational messages available for use without cost. However, to create the most effective communication initiative possible and to avoid consumer confusion, all users should follow this style guide and editorial standards. The following guidelines illustrate and 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 7 – 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 and are available on CD.

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 4 for examples of incorrect usage.

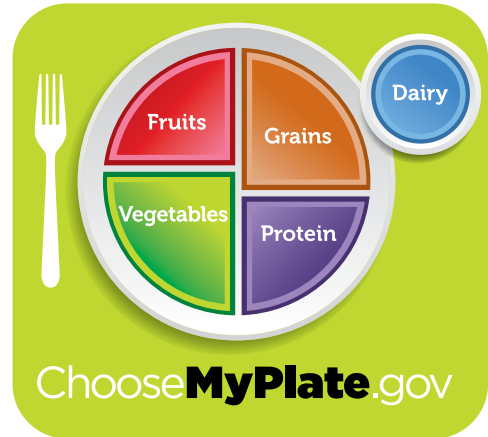
When the icon and web address appear to promote products, programs, systems, or any other venture, in any application, including packaging, exhibits, signage, floor and counter displays, or any other promotional materials, the following statement must be displayed:

“USDA does not endorse any products, services, or organizations.”

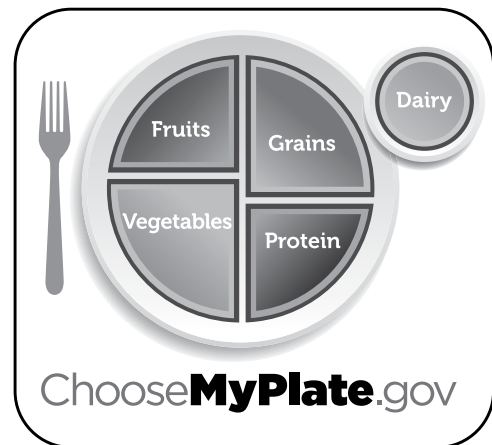
Choose**MyPlate**.gov

Gotham Book Gotham Black Gotham Book

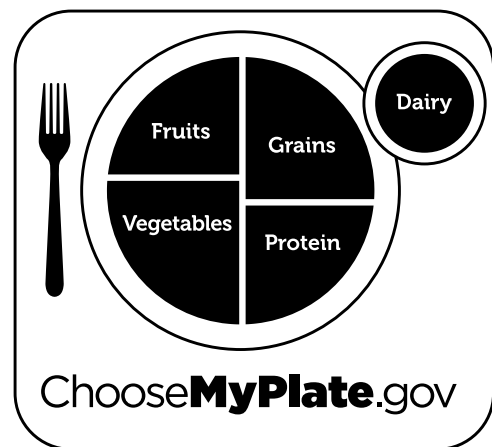
CMYK or RGB
(see page 6 for placemat frame color options)



Grayscale



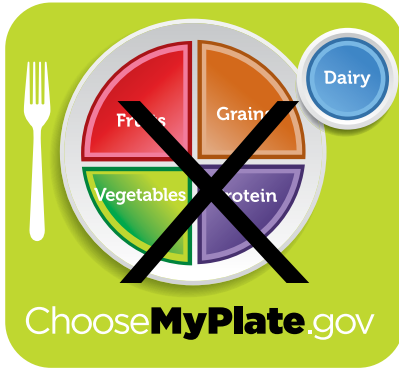
Black-and-white



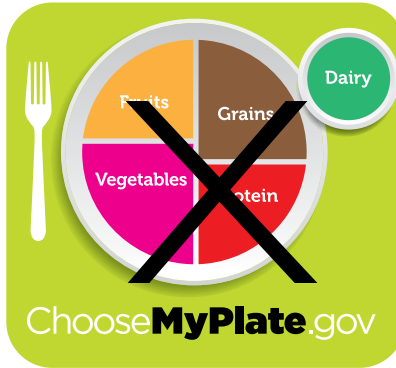
Examples of Incorrect Usage

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.**

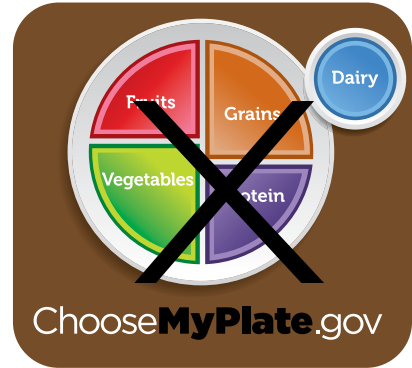
Altering the size of the food groups



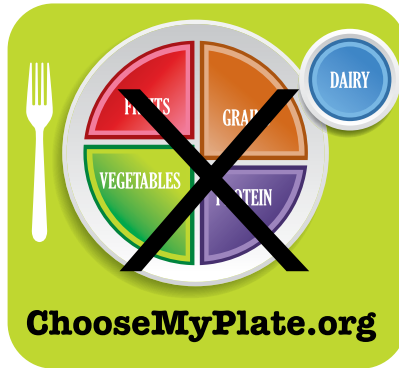
Changing established colors of food groups



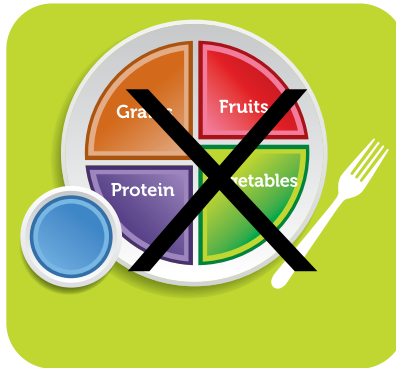
Changing established colors of placemat frame or removing icon elements



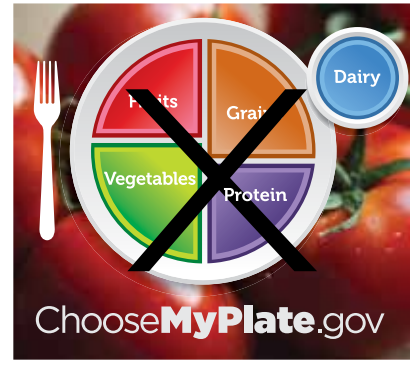
Changing fonts and/or URL



Removing the URL or changing the arrangement of icon elements



Removing the placemat frame

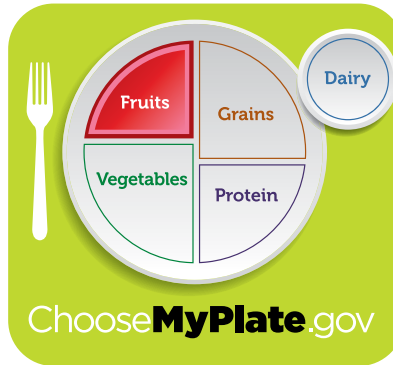


Featuring a Specific Food Group

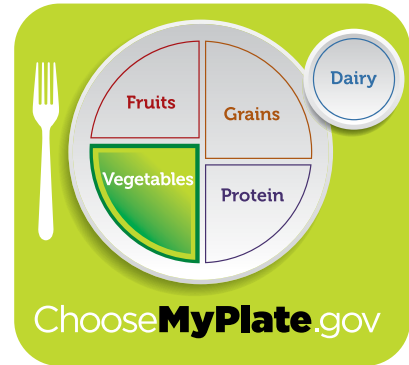
If one of the five color segments of the icon is used independently to feature a specific food group, the segment can be highlighted while other segments are shown in an outlined format.

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

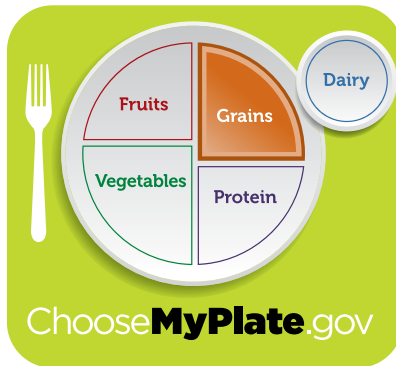
Fruit Group



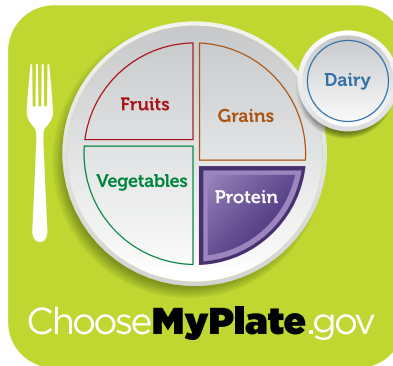
Vegetable Group



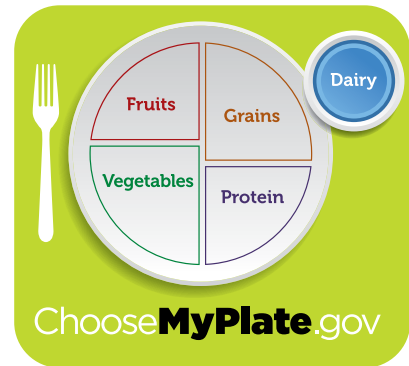
Grain Group



Protein Group



Dairy Group



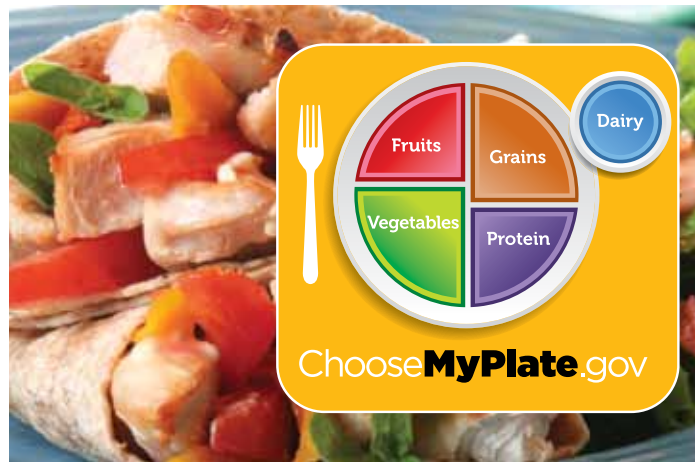
Placemat Frame Variations

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.

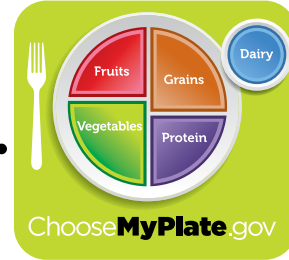
There should be no issue with using the icon at appropriate sizes for most communication materials. It is recommended that the minimum size of the icon containing food group names be at least 1 ½" wide for printing and 225 pixels for digital usage.

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—Choose**MyPlate**.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.



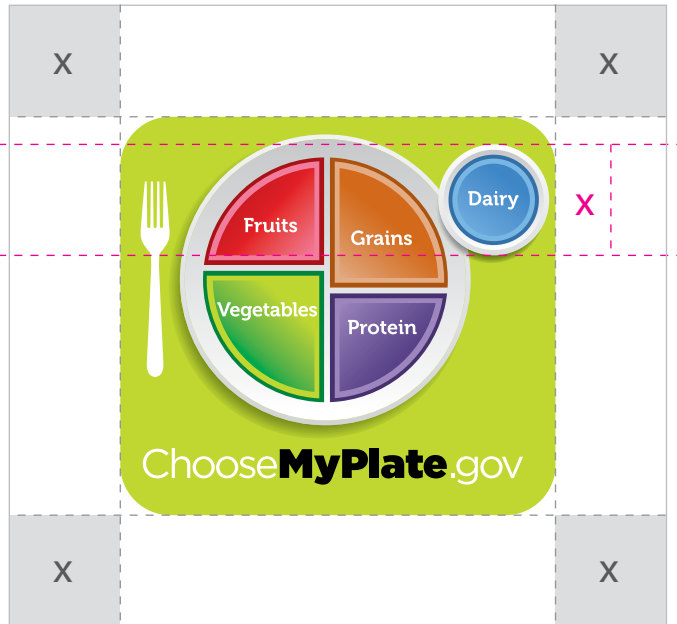
Minimum width:
1 ½" for printing /
225 pixels for digital usage



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