



Design manual for the Keyhole label

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Ministeriet for Fødevarer,
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Fødevarestyrelsen



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Introduction

The Keyhole is a Swedish-registered trademark owned by the Swedish National Food Administration. The Danish Veterinary and Food Administration, the Norwegian Directorate of Health and the Norwegian Food Safety Authority have chosen the Keyhole label as a joint Nordic label for healthier food. The Swedish National Food Administration has granted permission for authorities in other countries to use the label, after entering into an agreement.

Incorrect use of the label is against the trademark law. The label must therefore look similar, irrespective of the nature of the usage.

The Keyhole is a voluntary label. Suppliers, retailers and marketing agencies are themselves responsible for ensuring that the use of the label conforms to National Food Administration regulations. The directions are found in Regulation on voluntary labelling of foodstuffs with the Keyhole, laid down on 17.06 2009.

No fees or charges

No fees or charges are levied for using the label as long as the regulations for use are complied with. The label can be downloaded free of charge from:

www.nokkelhullsmerket.no
www.noeglehullet.dk
www.slv.se/nyckelhalet

In order to ensure consistency, this design manual specifies correct usage of and visual design for the Keyhole label.

Nøkkelhullet // Nøglehullet // Nyckelhålet // The Keyhole



Keyhole label's identity and design

The Keyhole label is a registered trademark owned by the Swedish National Food Authority. The label must always be followed by the ® symbol.

As a trademark, the Keyhole must always look 100% the same, irrespective of where it is reproduced or placed. Individual design elements must not be used separately or combined other than as shown on the right side. The proportions and definitions must be reproduced as shown in the example, irrespective of size.

The Keyhole label can be downloaded free of charge from:

www.nokkelhullsmerket.no
www.noeglehullet.dk
www.slv.se/nyckelhalet





Correct use of Keyhole label

Four versions of the Keyhole label may be used (see pictures on the right).

The label consists of the following elements:

- white Keyhole
- green circle (PMS 356) or black circle
- black or white ® symbol

As far as possible, the label should be reproduced in colour (green circle). Black should only be used when colour printing is not available.

If the background is dark or the same colour as the label, a thin, white edge line may be added around the green or black circle to make the label more clearly visible.

It is essential that the correct colours are used – this must be complied with in all instances.



Green label without white edging + black ®.



Black label without white edging + black ®.



Green label with white ring and white ®.
The label can be used with a thin, white edge line and white ® when the background is black or very dark.



Black label with white ring and white ®.
The label can be used with a thin, white edge line and white ® when the background is black or very dark.



Keyhole label's colour codes

Colour codes:

PMS: 356

Euro: X1X0

CMYK: C:100 M:0 Y:100 K:10





Free space around the Keyhole label

A free space has been defined around the Keyhole label.

No other information may be placed within this free space.

The breadth of the free space is $\frac{1}{4}$ of the diameter of the label (4:1).



Free space = 4 : 1



Free space = 4 : 1

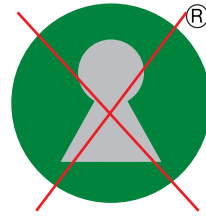


Examples of incorrect use of the Keyhole label

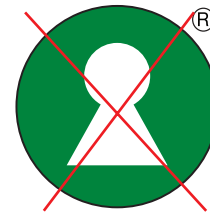


Those using the Keyhole label on packaged food or in marketing are responsible for ensuring its correct use.

The individual elements of the Keyhole label must not be used separately or combined other than as specified in this manual.



The Keyhole in the circle must always be white, i.e. it must not be grey or transparent, for example, so that the background colour shines through.



A black edge line around the label is not permitted.



The Keyhole label must not be reproduced without the ® symbol.



No other information, text or symbols may be placed within the free space.



The Keyhole label must not be reproduced in other colours than green (PMS 356) or black.



The Keyhole label must not be reproduced in white/negative.



Use and placement of the Keyhole label

Position of the Keyhole label on packaged foodstuffs

The Keyhole should appear on the front of product packaging. The front is usually defined as the most prominent side, the one that features the product name. The Keyhole may appear in several positions on the packaging.

Use of the Keyhole label alongside other labels

The Keyhole label may be used along with other labels, e.g. Fairtrade, eco-labels, etc., provided the guidelines for free space are respected.





Slogan

Healthy choices made easy is the approved Nordic slogan for the Keyhole label. The point of the slogan is to reinforce the trademark and increase familiarity among consumers, retailers and producers.

The slogan may only be used in marketing. On food packaging the label must always be used without the slogan. The slogan may not be used together with products that have their own designated name and trademark.

The slogan may be used with the Keyhole in the following contexts:

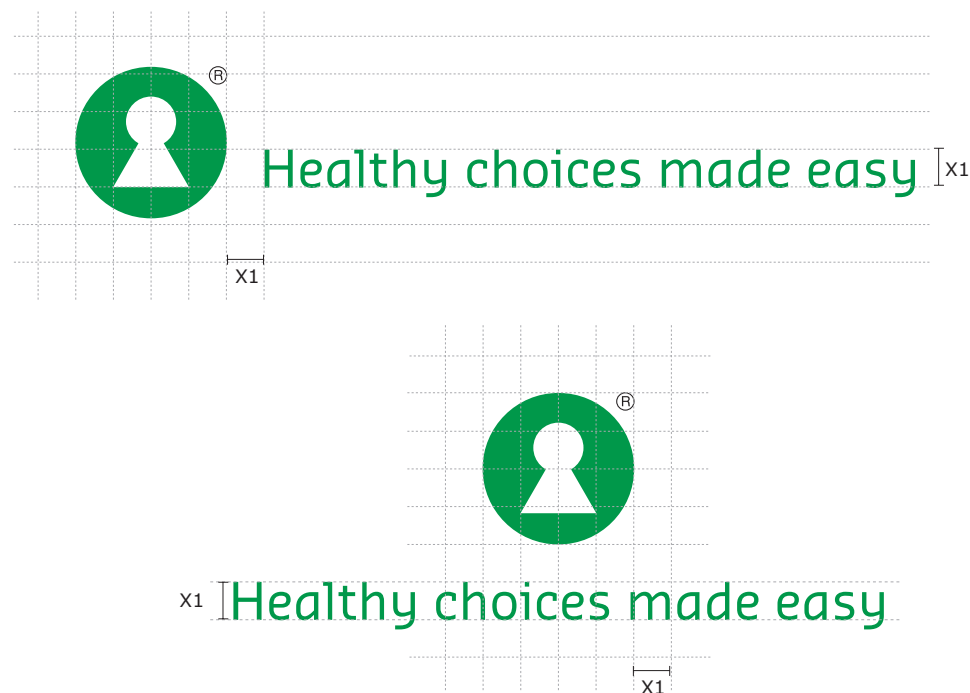
- General information about the Keyhole label
- Information about product groups that use the Keyhole label
- Brochures, posters, generic advertising, postal advertisements, etc.

The examples on this page show the position of the slogan in relation to the Keyhole label. The relative sizes of the label and slogan are as shown in the examples.

The label and the slogan can be downloaded free of charge from:

www.nokkelhullsmerket.no
www.noeglehullet.dk
www.slv.se/nyckelhalet

Appropriate regulations for use of the Keyhole label must be complied with Regulation on voluntary labelling of foodstuffs with the Keyhole laid down on 17.06 2009. Responsibility for compliance with the appropriate regulations rests with the producer and supplier.



The dotted line illustrates the relative sizes of the slogan and label.

The average height of the slogan's letters (see X1) equals the distance between the white Keyhole and the green background (see X1) (1:4 of the label's diameter).

The slogan is placed on the outer edge of the label's free space (1:4).



Typography

The **Sansa Normal** font is used for the slogan. If this font is not available, **Verdana** may be used.

In all other items of communication, the Keyhole authorities will use **Verdana**, to ensure a consistent and uniform profile for the label.

The **Verdana** font has been chosen for its legibility on paper and on screen.

Slogan

abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789!"#\$%&/()=?

Sansa Normal

For other communications

abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789!"#\$%&/()=?

Verdana Normal