

A. Overall

1. The Nutrition Facts label is boxed and contains all black or one color type printed on a white or neutral background.

B. Typeface and size

1. The “Nutrition Facts” label uses 6 point or larger Helvetica Black and/or Helvetica Regular type. In order to fit some formats, the typography may be kerned as much as -4 (tighter kerning reduces legibility).

2. Key nutrients and their % Daily Values are set in 8 point Helvetica Black. The “%” symbol also may be set in Helvetica Black.

3. “Nutrition Facts” is set in either Franklin Gothic Heavy or Helvetica Black to fit the width of the label flush left and flush right.

4. “Servings per container” is set in 10 point Helvetica Regular and “Serving size” is set in 10 point Helvetica Black and with 1 point of leading. “Amount per serving” is set in 6 point Helvetica Black.

5. “Calories” is set in 16 point Helvetica Black and the numerical value of calories is set in 22 point Helvetica Black.

6. Absolute measures of nutrient content (for example, “1g”) and nutrient subgroups are set in 8 point Helvetica Regular with 4 points of leading.

7. Vitamins and minerals are set in 8 point Helvetica Regular, with 4 points of leading, separated by 8 point bullets.

8. The type for the footnote is set in 6 point Helvetica Regular with 1 point of leading.

C. Rules

1. A 7 point rule separates large groupings as shown in the example. A 3 point rule separates calorie information from the nutrient information.

2. A hairline rule or ¼ point rule separates individual nutrients, as shown in the example. Descenders do not touch rule. The top half of the label (nutrient information) has 2 points of leading between the type and the rules and the bottom half of the label (footnote) has 1 point of leading between the type and the rules. The rule above the “Added Sugars” declaration is shortened as shown in the example.

D. Box

1. All labels are enclosed by ½ point box rule within 3 points of text measure.