



The Keyhole Design Manual



This is the design manual for the Keyhole. The manual contains background information about the label and what it means, information about the Keyhole as a brand, as well as a guide on how the Keyhole should be used in labelling and marketing.

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What is the Keyhole?

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- This is the Keyhole
 - How can the Keyhole label be used?
 - Products that can be labelled with the Keyhole

This is the Keyhole

The Keyhole label was launched in Sweden in 1989. The label began as a local initiative in Swedish Västerbotten in the mid-1980s to improve public health. Today, the Keyhole serves as a Nordic health label for food, and for which Sweden, Denmark, Norway and Iceland jointly establish the criteria. The Keyhole has been used in Denmark and Norway since 2009, and in Iceland since 2013.

Benefits of using the Keyhole label

When you develop and promote products with the Keyhole label, you help consumers choose healthier foods. You also promote your business by showing that you want to contribute to healthy eating habits. The more the Keyhole label is used, the easier it becomes for consumers to find healthier options and positively affect their health. Together we improve public health!

An independent label for healthier food choices

The Keyhole is the label of the Swedish Food Agency. It is based on the latest research on Nordic dietary habits and on what we need to eat in order to improve our health (the Nordic Nutrition Recommendations, NNR). The Keyhole focuses on five areas: less salt, less sugar, more fibre, more wholegrains and healthier fat. These areas have proven to be of great importance for health.

Established and recognised

Almost everyone in Sweden (96%) recognises the Keyhole*. Studies show that consumers consider it positive that the Keyhole is administered by an independent authority, the Swedish Food Agency. It makes the label more trustworthy. The Keyhole has been used in Sweden for over 30 years and is established on the Swedish market. Nordic consumers see it as a strength that the label is used on products in several markets in the Nordic region.**

* YouGov – Food and Health. Awareness and credibility of nutrition labels 2010-2019.

** Nordic consumers' attitudes, needs and expectations regarding the choice and labelling of food – the basis for the development of the Keyhole brand.



How can the Keyhole label be used?

All products that meet the criteria may receive the Keyhole label. It is free to use and the products do not need to be registered before they are labelled.

To use the Keyhole on your products, you are required to meet the criteria for the product group that your product falls under. Sometimes the recipe may need to be adjusted. As a producer, it is your responsibility to ensure that your product meets the criteria and that you use the Keyhole correctly.

Keyhole-labelled products are not individually inspected, rather, they are inspected within the framework for public food inspections, i.e. in conjunction with the inspection of your facilities. The Keyhole can be used for both unpackaged and packaged products and criteria are in place for 32 product groups. The criteria can be found on <https://www.livsmedelsverket.se>. The Keyhole label is also available for download.

Products that can be labelled with the Keyhole

The Keyhole is divided into different product groups. Different foods contain different types of nutrition and in different quantities. Therefore, the requirements differ in terms of what the foods in different groups must contain in order to be labelled with the Keyhole. Cereals are compared to cereals, sausages to sausages, etc. Keyhole-labelled products in a particular product group are thus a healthier option within that particular group.

The keyhole comprises 11 main groups and 32 subgroups:

- Vegetables, fruits, berries and nuts
- Flour, grains and rice
- Porridge, bread and pasta
- Milk, fermented products, plant-based alternatives, etc.
- Cheese and corresponding plant-based products
- Fats and oils
- Fish and shellfish and derivative products
- Meat, cold cuts, sausages, etc.
- Plant-based products
- Ready meals
- Dressings and sauces

A full list of all product groups can be found on www.livsmedelsverket.se.



Vegetables, fruits, berries and nuts



Milk, fermented products, plant-based alternatives, etc.



Fish and shellfish and derivative products



Ready meals



Flour, grains and rice



Cheese and corresponding plant-based products



Meat, cold cuts, sausages, etc



Dressings and sauces



Porridge, bread and pasta



Fats and oils



Plant-based products

The Brand

The Keyhole

-
- A positive label for those looking for healthy options
 - What is the purpose of the Keyhole brand? – Brand platform

A positive label for those looking for healthy options in everyday life

The Keyhole is for everyone that wants to eat more healthily in all situations. The label makes it easy for everyone, regardless of age, background or language, to find the healthier options.

The Keyhole is a positive label that guides consumers to the best choices. Our goal is for the Keyhole to be perceived as a guide that, on a scientific basis, supports those who have decided to eat a little better.

The Nordic authorities have developed a brand platform that describes how we as brand owners want to further develop the Keyhole. The platform is a support tool for anyone who develops, labels, and markets products with the Keyhole.

The Keyhole brand platform is summarised on the next page.
Contact us at livsmedelsverket@slv.se if you would like make full use of the platform.



The Keyhole.
Nordic brand
strategy and
platform.

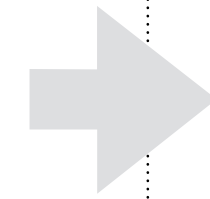


Mission

The Keyhole is well known and a strong asset, it:

- improves health equality and public health
- provides a simple and credible tool for healthy food recommendations
- gives the industry a starting point for development and added value in sales and marketing
- guides consumers in making well informed, everyday choices.

Healthy food habits don't come easy.

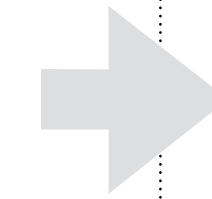


Vision

In five years from now The Keyhole:

- has consumer trust
- is present where food is bought, ordered and cooked
- is the first choice tool for healthy food recommendations
- is an important influencer of food development
- is used on an increased number of products
- is regularly chosen by half of the population.

Every one, every meal, every day.



Strategy

For the owner, the prioritized strategies are to:

1. Increase communication and presence.
2. Involve the industry and stakeholders and aim for the store in collaboration.
3. Intensify the Nordic collaboration.

For the label, the prioritized strategies are to:

1. Take the stage.
2. Be distinct and clear in brand identity.
3. Create likability.

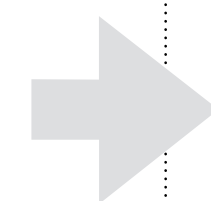
Position

Consumers encounter many brands, food labels and influencers who try to affect their decisions. Understanding their orientation, intentions and credibility is difficult. Do they represent the environment, health issues, animal rights, sustainability, equality, or...?

When there is uncertainty, The Keyhole has a strong public interest and believable credo.

Compared to other brands and labels, The Keyhole is positioned as:

The governmental label for healthier food.



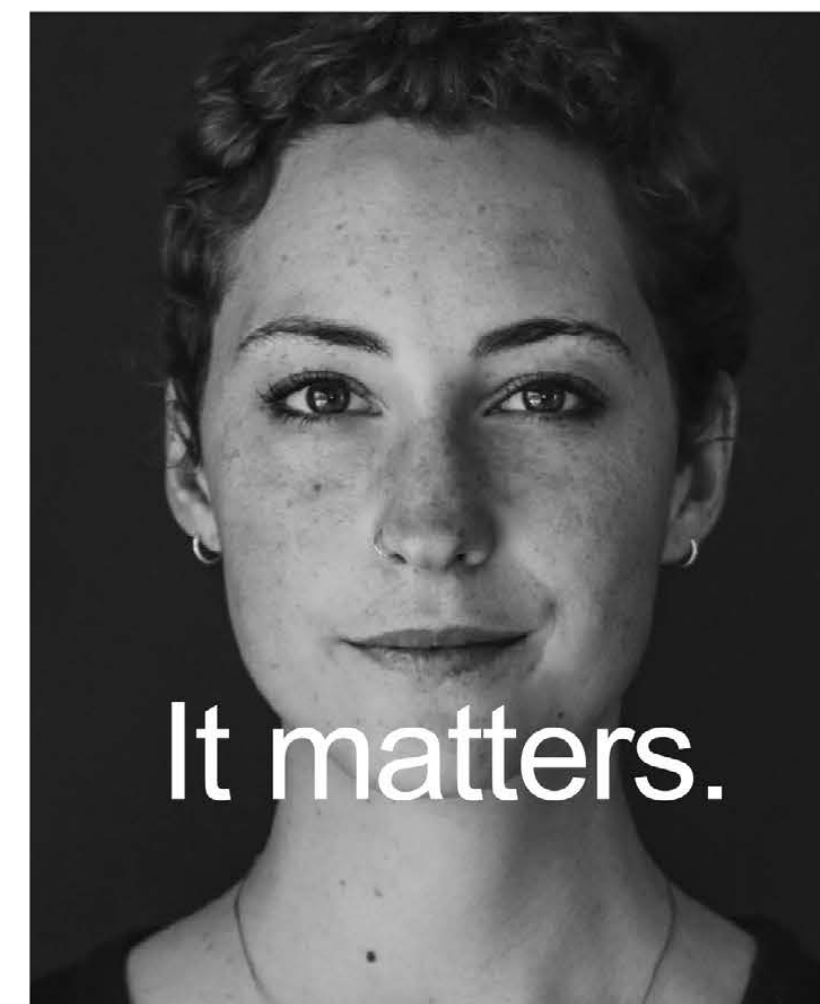
Promise

Consumers want to improve their food habits, but in a stressful and polarised consumer context it is not easy to make the informed and desired decisions.

The Keyhole offers a reliable shortcut to healthier food habits, but also principles to rely on and identify with.

In choosing The Keyhole the consumer makes a statement, and is proud to express it:

When I choose The Keyhole I do a good thing for myself, and those I care about. It matters.



Character

The Keyhole represents the government, it is scientific. To create and retain trust, it needs to take the stage, be forward thinking and lead the way.

When others say "things were better before", The Keyhole will say "things will be better tomorrow".

Factful, Optimistic, Driven are the three key words.

The character statement of the label is:

The Keyhole is about choosing a good thing, not avoiding a bad.

The Keyhole appears as:

A mentor in progress.

How to use the Keyhole label

-
- Registered trademark The Keyhole
 - The Keyhole logo
 - The Keyhole on packaging
 - The Keyhole in stores
 - The Keyhole in communication and marketing
 - Typeface
 - Message: “Healthy choices made easy”

Registered trademark The Keyhole

The Keyhole is a registered trademark owned by the Swedish Food Agency. Any company with products that meet the criteria may use the Keyhole label on the products, as well as when marketing these products.

The following is a guide on how the logo must appear and how it may be used on packaging, in stores, and in communication and marketing.

The Keyhole logo



HEX: #007A33
RGB: R0 G122 B51
CMYK: C91 M0 Y100 K26
PMS: PMS 356



HEX: #000000
RGB: R0 G0 B0
CMYK: C0 M0 Y0 K100



HEX: #FFFFFF
RGB: R:255 G255 B255
CMYK: C0 M0 Y0 K0

Packaging: The Keyhole should preferably be printed in green (PMS 356). If green is not possible, black may be used. The area inside must always be white.

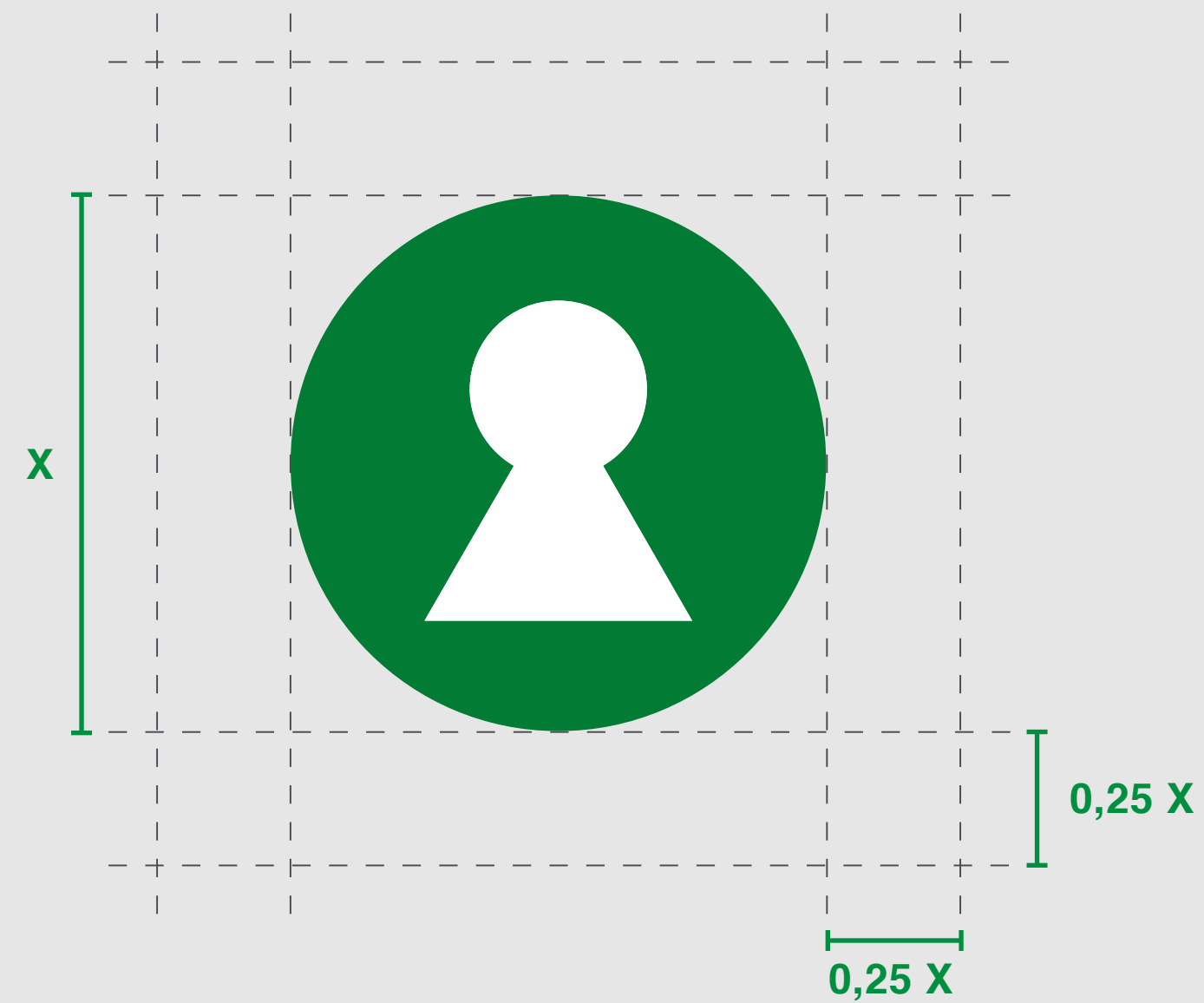
Marketing: In marketing, three versions can be used: green, black and white.

The logo was previously used together with ® (registered trademark symbol). This is no longer the case. Products labelled with the Keyhole together with ® prior to 1 January 2024 may be marketed and sold until stocks run out.

The Keyhole must not be cropped or be allowed to overlap with other symbols or similar.

The Keyhole can be downloaded from the Swedish Food Agency's website: www.livsmedelsverket.se.

The Keyhole logo



When using the Keyhole, an open area corresponding to $\frac{1}{4}$ of the label diameter must be left around the Keyhole. No other information may be included within this area.

If the background is dark or has the same colour as the symbol (green or black), a very thin white line can be placed around the circle, so that the label is more visible.

There are no rules specifying how large the Keyhole should be, but keep in mind that it should be easily visible to consumers looking for Keyhole-labelled products.

The Keyhole on packaging

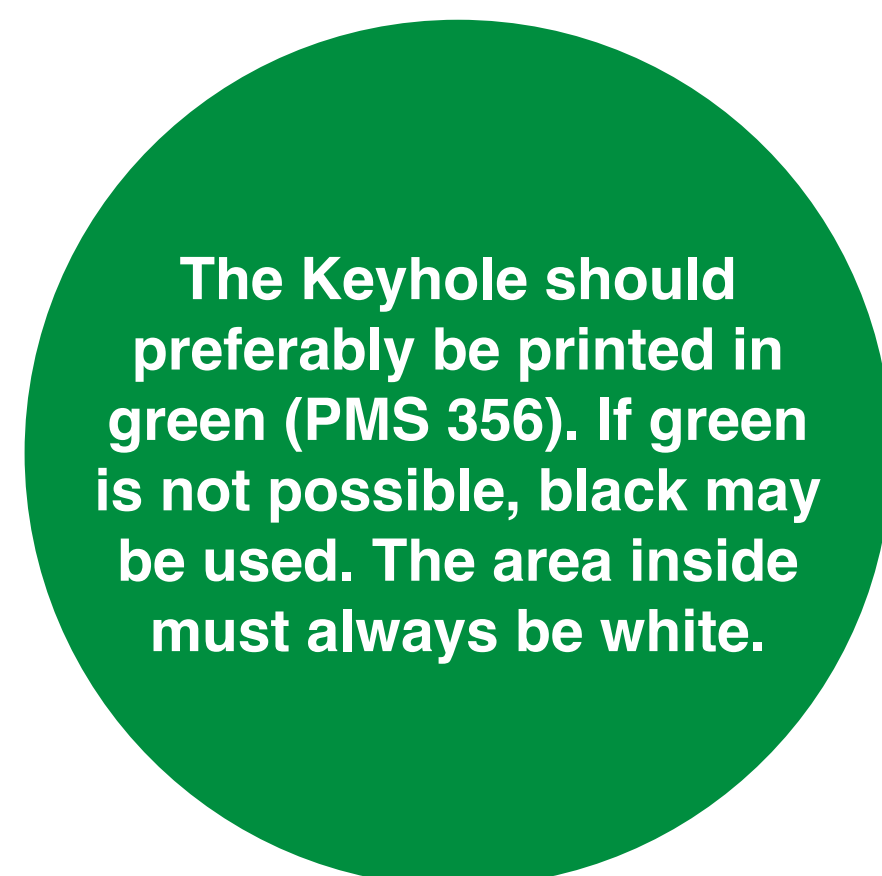
Pre-packaged products:

Ideally, place the Keyhole on the front of the package so that it is clearly visible to the consumer. The Keyhole may be placed in several places on the packaging and preferably in the same size as other labels.

The Keyhole may only be used on products marketed in the countries using the Keyhole, i.e. products not manufactured primarily for export.

Unpackaged foods:

The Keyhole can be placed on boxes or baskets holding vegetables, fruit or fish sold unpackaged by weight, or on a sign next to the product..



The Keyhole in stores

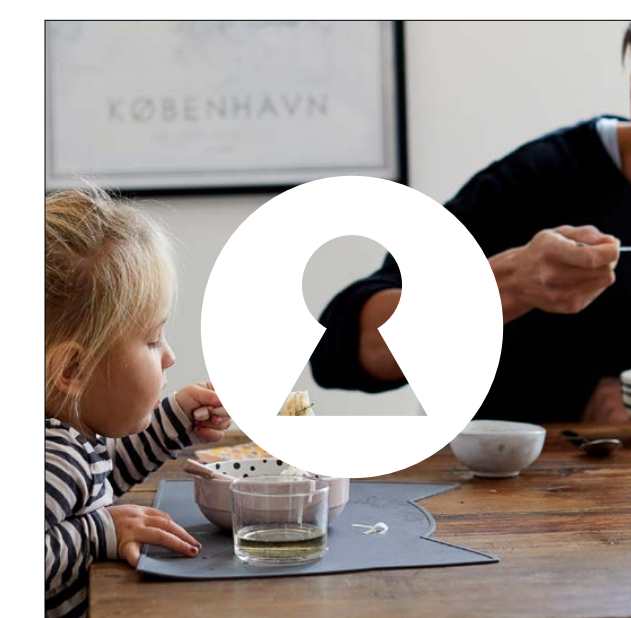
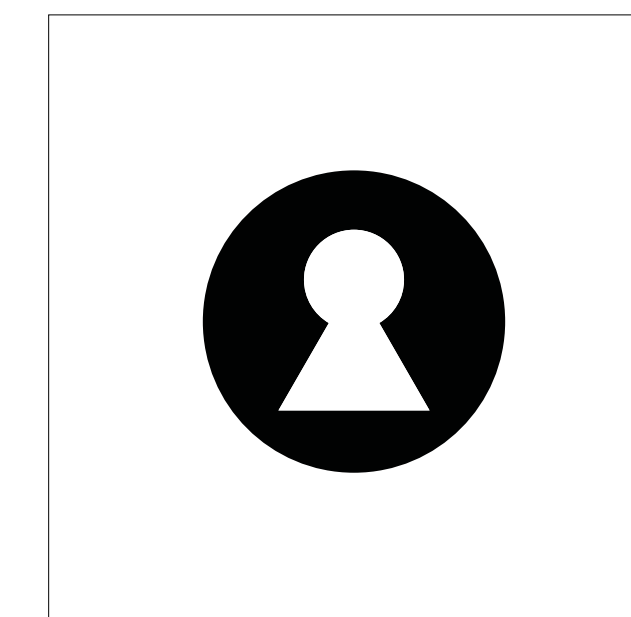
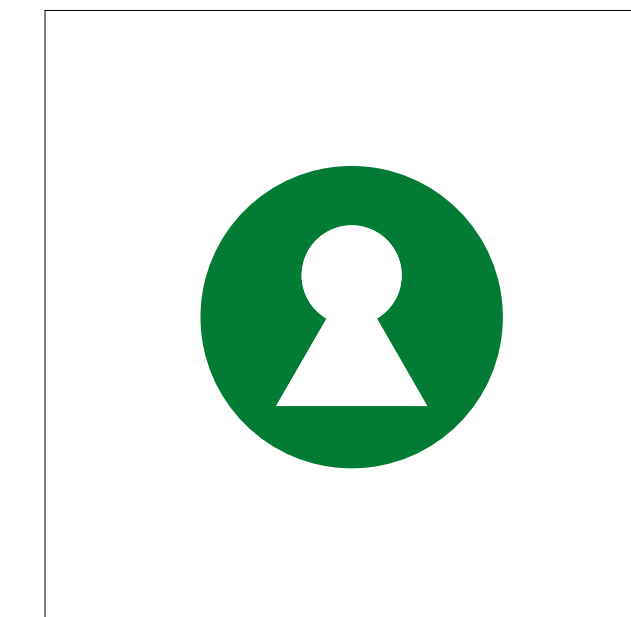
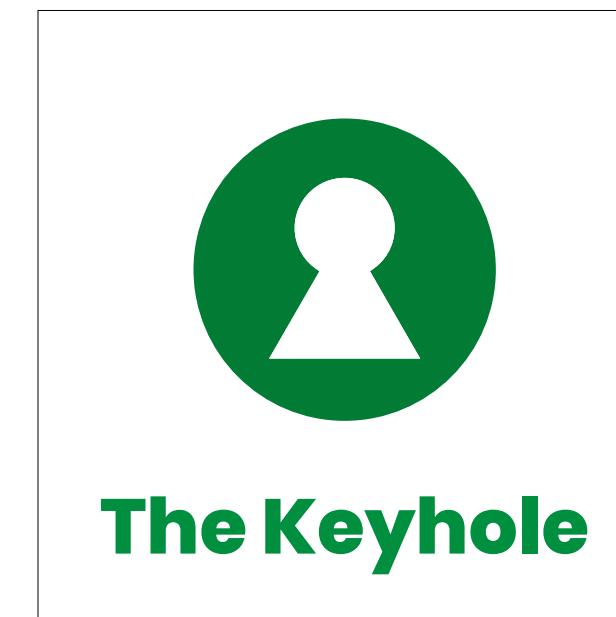
Stores can market Keyhole-labelled products by indicating on the shelf-front where they are located. The Keyhole can also be used together with other labels.

The Keyhole can be placed on a sign next to vegetables, fruit or fish sold unpackaged by weight. Alternatively, the entire fruit and vegetable section can be given the Keyhole label.

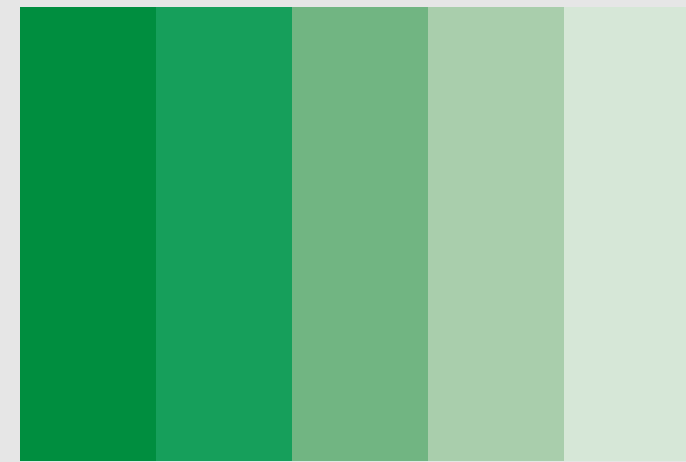


The Keyhole in communication and marketing

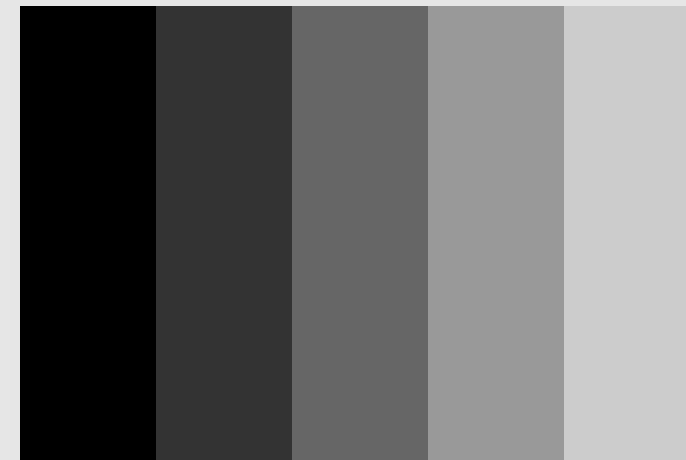
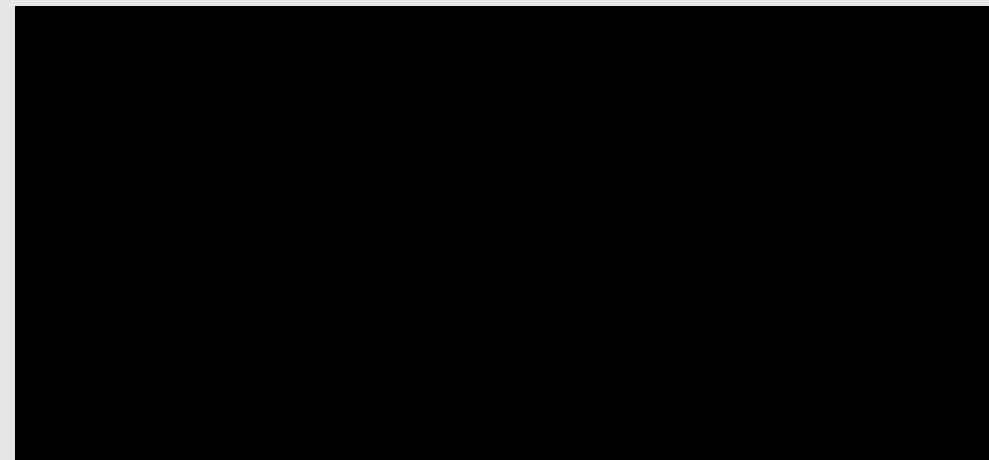
When you use the Keyhole to promote your product through, for example, advertisements, there is some extra leeway regarding the use of the label. The Keyhole should preferably be green, but black or white may also be used. The area inside should preferably be white, but it can also be transparent so that a photo, for example, can be seen through the area.



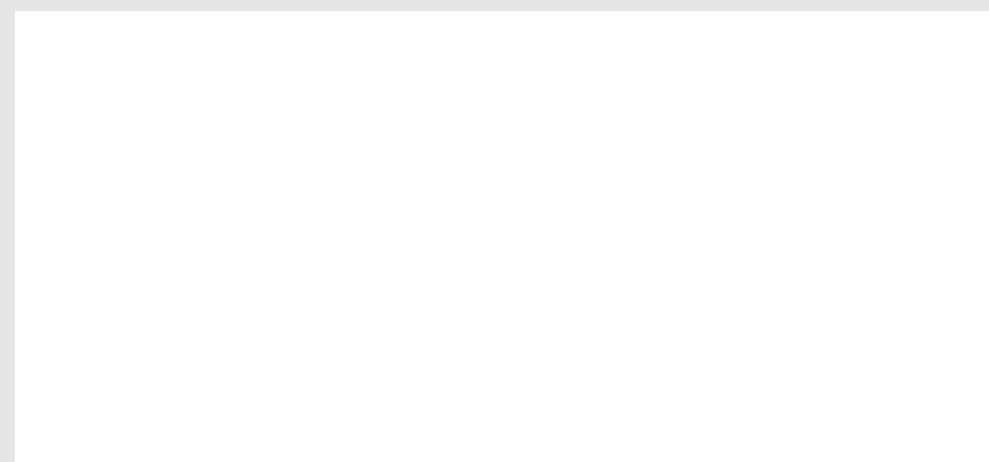
Colours



HEX: #007A33
RGB: R0 G122 B51
CMYK: C91 M0 Y100 K26
PMS: PMS 356



HEX: #000000
RGB: R0 G0 B0
CMYK: C0 M0 Y0 K100



HEX: #FFFFFF
RGB: R:255 G255 B255
CMYK: C0 M0 Y0 K0

The Keyhole symbol is widely recognised, and so too is our green colour. Our colours therefore become important components in creating a uniform impression and clarity regarding users of the label.

The colours complement each other well and there are good opportunities to modify and modernise the design.

Typeface

Poppins & Helvetica

The Swedish Food Agency uses the typefaces Poppins and Helvetica in its communication for the Keyhole label. Poppins is used exclusively in headings, while Helvetica is used in body text.

If more companies/producers use them in their communication, we can create a more unified image of the brand. However, the use of other fonts/typefaces in communication and marketing of the Keyhole is permitted.

Message: “Healthy choices made easy”

“Healthy choices made easy” is the message for the symbol chosen by Sweden, Norway and Denmark. The message shall strengthen the Keyhole brand so that consumers, producers and retailers better understand the concept.

The message may only be used together with the symbol in general information about the Keyhole and in advertisements where the Keyhole is used generically or placed so that the message and symbol relate to multiple products from several different producers. The symbol along with the message can be found here:

www.nyckelhalet.se

www.helsenorge.no/nøkkelhullet

www.noglehullet.dk

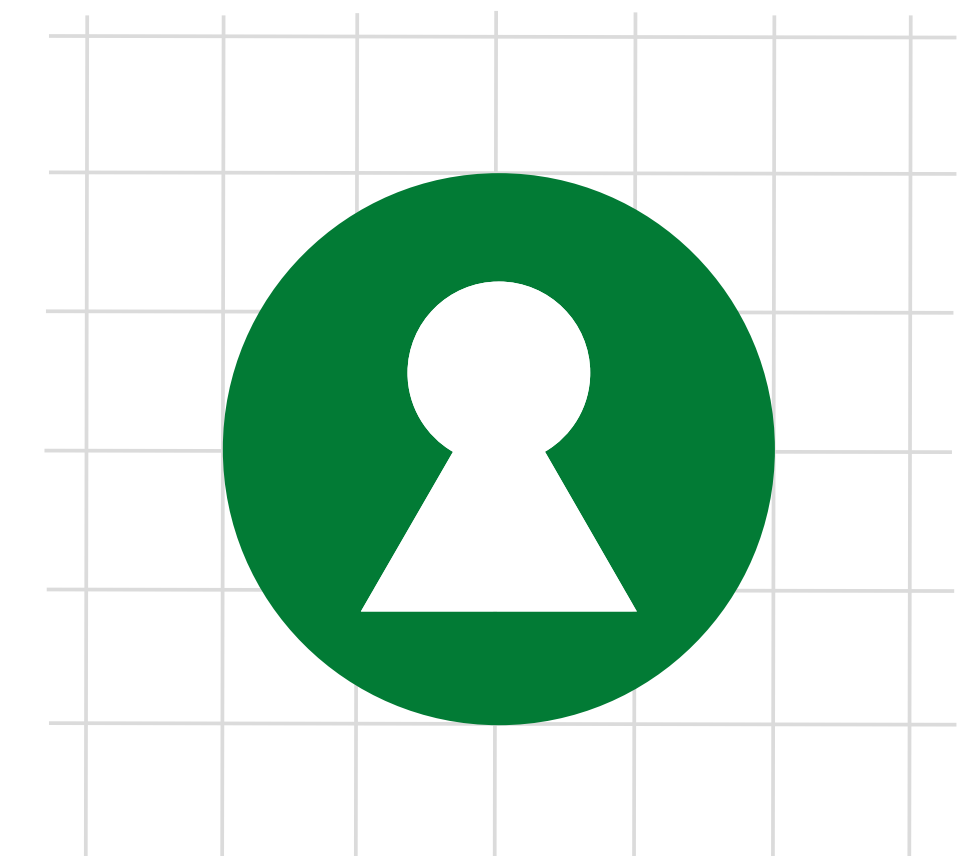
www.skraargat.is

The message must not be used in conjunction with named products, in shelf labels, on signs at the product or in advertisements for named products or producers, as it is contrary to EU regulations governing nutrition and health claims. In such contexts, only approved health claims may be used.

The examples on the right show how the message should be placed together with the Keyhole symbol. They also show the symbol-to-message size ratio.



Healthy choices made easy



Healthy choices made easy

Read more about the Keyhole and download materials:

www.livsmedelsverket.se/nyckelhalet

www.helsenorge.no/nøkkelhullet

www.nøglehullet.dk

www.skraargat.is