



# Design manual for the Keyhole logo

– prepacked food and generic marketing

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Ministeriet for Fødevarer,  
Landbrug og Fiskeri  
Fødevarestyrelsen



 Helsedirektoratet





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# Introduction

**The Keyhole is a Swedish-registered trademark owned by the Swedish National Food Administration.**

The Keyhole logo is an EU-approved nutrition claim. 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 logo as a joint Nordic label for healthier food. The Keyhole logo will make it easier for consumers to choose healthier food products. The Swedish National Food Administration has granted permission to authorities in other countries to use the

logo, after entering into an agreement. Incorrect use of the logo is against the trademark law. The logo must therefore look similar, irrespective of the nature of the usage.

The Keyhole is a voluntary labeling scheme. Suppliers, retailers and marketing agencies are responsible for ensuring that the use of the logo conforms to National Food Administration regulations. The directions are found in «Regulation on voluntary labeling of foodstuffs with the Keyhole», laid down on in the summer of 2009 in Denmark, Norway and Sweden. The regulation has

been revised in Denmark on 31.01.2012 in order to include Keyhole labeling in restaurants in Denmark.

**No fees or charges on prepacked foodstuffs**

No fees or charges are levied for using the logo as long as the regulations for use are complied with.

The logo can be downloaded free of charge from:

[www.nokkelhullsmerket.no](http://www.nokkelhullsmerket.no)  
[www.noeglehullet.dk](http://www.noeglehullet.dk)  
[www.slv.se/nyckelhalet](http://www.slv.se/nyckelhalet)

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

Nøkkelhullet // Nøglehullet // Nyckelhålet // The Keyhole



# Keyhole logo's identity and design

**The Keyhole logo is a registered trademark** owned by the Swedish National Food Authority. The logo 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.

The individual keyhole design elements must not be used separately or combined other than as shown on the right side, further information on page 7.

The proportions and definitions must be reproduced as shown in the example, irrespective of size.

The Keyhole logo can be downloaded free of charge from:

[www.nokkelhullsmerket.no](http://www.nokkelhullsmerket.no)  
[www.noeglehullet.dk](http://www.noeglehullet.dk)  
[www.slv.se/nyckelhalet](http://www.slv.se/nyckelhalet)

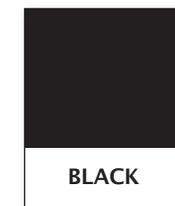
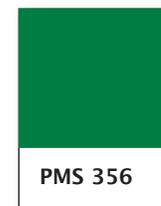
## Colour codes

The Keyhole logo must always be reproduced in black or green with a white keyhole.

PMS: 356

Euro: X1X0

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





## Exclusion zone around the Keyhole logo

**An exclusion zone has been defined around the Keyhole logo.**  
Nothing (typography, graphic device or photographic detail) should encroach into this space.

The exclusion zone measurement is  $\frac{1}{4}$  of the diameter of the logo (4:1).



**Free space = 4 : 1**



**Free space = 4 : 1**



# Correct use of the Keyhole logo

## The four versions of the Keyhole logo

(see pictures on the right).

The logo consists of the following elements:

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

As far as possible, the logo 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 logo, a thin, white edge line may be added around the green or black circle to make the logo clearly visible.

The Keyhole logo can be placed by itself or in combination with one or more of the following options: outside the exclusion zone:

## Swedish version:

1. [www.nyckelhalet.se](http://www.nyckelhalet.se)
2. Nyckelhålet är Livsmedelsverkets symbol
3. QR-code

## Norwegian version:

1. Les mer på [www.nokkelhullsmerket.no](http://www.nokkelhullsmerket.no)
2. Nøkkelhullet er myndighetenes merkeordning
3. QR-code

## Danish version:

1. [www.noeglehullet.dk](http://www.noeglehullet.dk)
2. Nøglehullet er Fødevareministeriets officielle ernæringsmærke
3. QR-code

## Download free marketing materials from:

- [www.noeglehullet.dk](http://www.noeglehullet.dk)  
[www.nokkelhullsmerket.no](http://www.nokkelhullsmerket.no)  
[www.nyckelhalet.se](http://www.nyckelhalet.se)



Green logo without white edging + black ®.



Black logo without white edging + black ®.



Green logo with white ring and white ®.

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



Black logo with white ring and white ®.

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

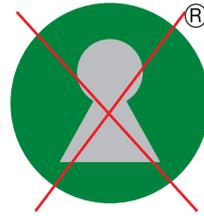


## Examples of incorrect use of the Keyhole logo

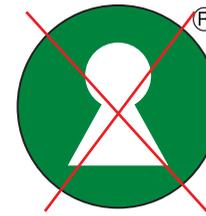


Those using the Keyhole logo on packaged food or in marketing are responsible for ensuring correct use of the logo.

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



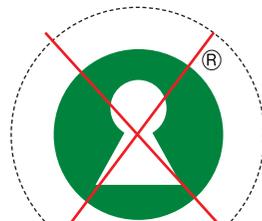
The Keyhole in the circle must always be white, i.e. it must not be grey or transparent, for example, so that the background colour shines through.



A black edge line around the logo is not permitted.



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



A healthy choice

No other information, text or symbols may be placed within the exclusion zone.



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



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



The Keyhole logo is not to be used on or along with other products that have their own designed name and/ or brand, i.e. on packaging, shelf-fronts or other brand specific signage



# Use and placement of the Keyhole logo

**There are several options for the use of the Keyhole logo on packaged food-stuffs.**

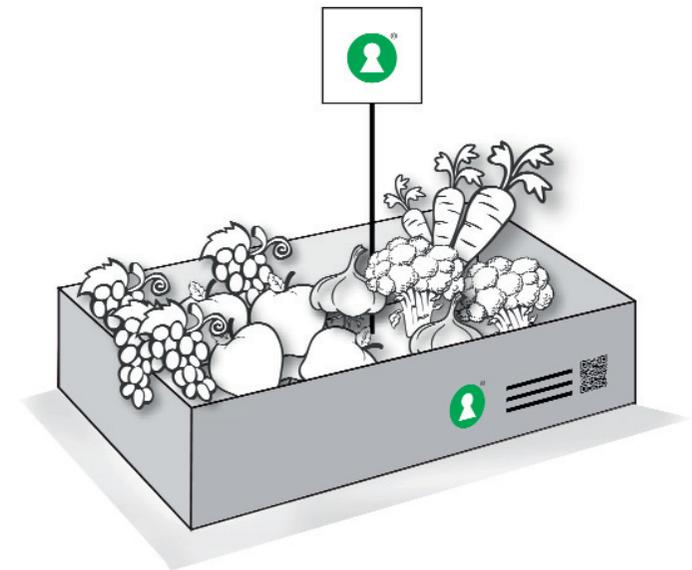
The Keyhole logo can be placed by itself or in combination with one or more of the options on page 6.

The Keyhole logo should appear on the front of product packaging, as long as the exclusion zone around the Keyhole logo is respected. The Keyhole logo may be placed on various places on the packaging.

Foodstuffs typically sold without packaging, in bulk, such as unprocessed fish, fruits and vegetables, can be branded with the Keyhole by signage in the immediate vicinity of the products that can carry the logo. This signage should leave no doubt about which products the Keyhole logo refers to.

**Use of the Keyhole logo alongside other labels**

The Keyhole logo may be used along with other labels, e.g. Fairtrade, eco-labels, etc., provided the guidelines for the exclusion zone are respected.





## The Keyhole logo and slogan

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

**On food packaging the logo must always be used without the slogan. The slogan may not be used along with products that have their own designated name and trademark, as this conflicts the scheme approved by the regulation on nutrition and health claims.**

Do **not** use the slogan:

- On foodstuffs with their own designated name and trademark
- On shelf fronts
- In advertising, product sheets, flyers for specific products or producers

The slogan may **only** be used in generic marketing of the Keyhole logo. Accordingly, the slogan may be used with the Keyhole within the following contexts:

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

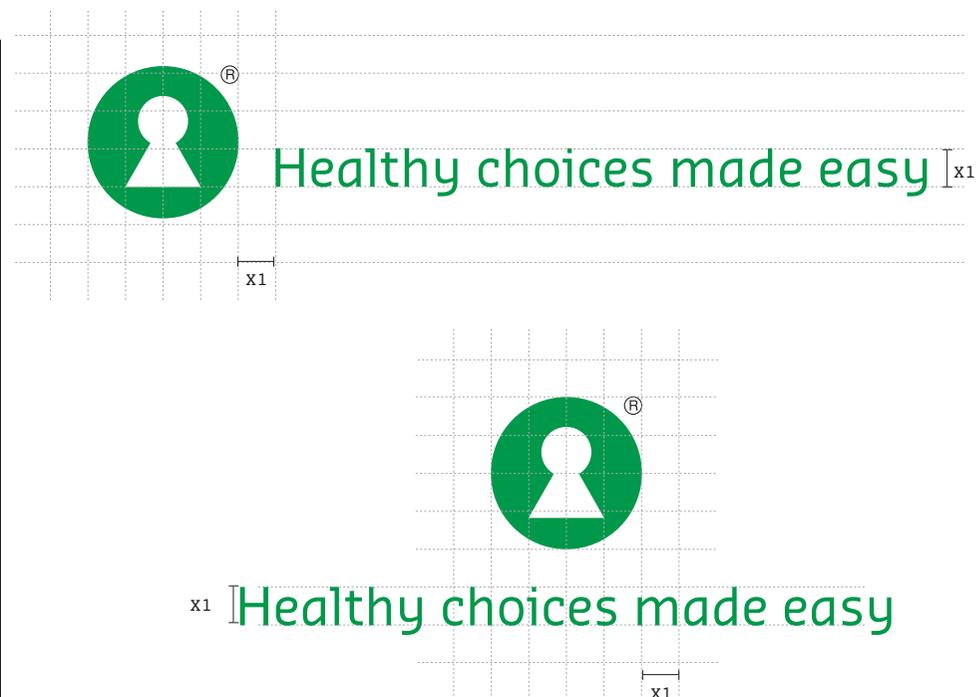
The logo and the slogan can be downloaded free of charge from:

[www.nokkelhullsmerket.no](http://www.nokkelhullsmerket.no)

[www.noeglehullet.dk](http://www.noeglehullet.dk)

[www.slv.se/nyckelhalet](http://www.slv.se/nyckelhalet)

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



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 logo's diameter). The slogan is placed on the outer edge of the logo's exclusion zone (1:4). Note, that the slogan can only be used in generic marketing, not on food packaging, product sheets, flyers and so forth for specific products and producers.



# Typography

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

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

## Slogan

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

Sansa Normal

## For other types communication

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

Verdana