

MyPyramid Graphic Standards

How to use the new symbol



MyPyramid.gov
STEPS TO A HEALTHIER YOU

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Introduction

These standards have been written to make the correct application of the MyPyramid symbol as easy as possible. Active participation of a “community of users”—the media, educators, government agencies, nongovernmental organizations (NGOs), health professionals, industry, and others—is important to the program’s success. We appreciate interest in the program and encourage use of the symbol frequently.

The symbol is intentionally simple and, therefore, is dependent on MyPyramid.gov and print materials to provide specific dietary guidance, including the 12 food patterns. Widespread use of MyPyramid’s symbol will remind consumers to eat healthfully and to balance their intake with physical activity, and encourage consumers to visit MyPyramid.gov for more information.

USDA encourages the use of MyPyramid’s symbol 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 symbol also may be used in advertising, at point-of-purchase, and in other paid media applications. However, any such use must ensure that no USDA endorsement of the product or service is suggested or implied.

General Guidance

USDA is making MyPyramid's symbol, url, slogan, and educational messages available for use according to these graphic standards without cost. To create the most effective program possible and to avoid consumer confusion, all users of MyPyramid must follow these simple graphic standards. Consistent applications of MyPyramid will greatly strengthen the overall program and, consequently, will benefit not only consumers but the symbol's users as well.

The symbol, url, and slogan are interrelated and mutually dependent. The following guidelines illustrate and explain possible applications.

MyPyramid has three distinct elements:

- 1. Symbol** (pyramid with steps and figure)
- 2. url** (MyPyramid.gov)
- 3. Slogan** (Steps to a Healthier You)



General Guidance

The ideal application would be the exact use of all elements as shown on the previous page, in four-color process. However, understanding that parameters including size, costs, reproduction methods, type of applications, and materials will vary enormously, a variety of digital formats (eps, jpg, and tif) have been created in one color and four colors, along with guidelines for their use.

- When possible, keep the symbol, url, and slogan together—as one unit, without any alterations—and reproduce exactly as shown, in four-color process.
- The MyPyramid symbol, url, slogan, and educational messages should be credited to the U.S. Department of Agriculture.
- When the symbol is reproduced smaller than 1" wide (see page 7 - Sizing Recommendations), it is acceptable to remove the slogan "Steps to a Healthier You" to enhance legibility and reproduction quality. However, the url—MyPyramid.gov—should always remain.
- A black-and-white version of the symbol, url, and slogan is also included for applications where color is not possible, e.g., photo copying. Do not reproduce in any other single color other than black.
- Do not alter the elements of the symbol, change their relationships to each other, or replace them with other elements.
- The image should never be applied in a manner that would suggest or imply that the U.S. Department of Agriculture endorses any product or service, or recommends any product or service over another.
- If MyPyramid's symbol, url, slogan, or educational materials 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."

General Guidance

Featuring a specific food group

If one of the six color bands of the symbol is used independently to depict a specific food group, the symbol's figure can appear in the color that represents that specific food group.

The symbol, figure, slogan, url, and educational messages may be used independently from each other, provided the original design, colors, slogan, and educational messages are kept intact.

Educational messages for food groups



Grain Group
Make half your grains whole

MyPyramid.gov

Grain Group: Make half your grains whole

- Eat at least 3 oz. of whole-grain cereals, breads, crackers, rice, or pasta every day
- 1 oz. is about 1 slice of bread, about 1 cup of breakfast cereal, or 1/2 cup of cooked rice, cereal, or pasta



Vegetable Group
Vary your veggies

MyPyramid.gov

Vegetable Group: Vary your veggies

- Eat more dark green veggies like broccoli, spinach, and other dark leafy greens
- Eat more orange vegetables like carrots and sweet potatoes
- Eat more dry beans and peas like pinto beans, kidney beans, and lentils



Fruit Group
Focus on fruits

MyPyramid.gov

Fruit Group: Focus on fruits

- Eat a variety of fruit
- Choose fresh, frozen, canned, or dried fruit
- Go easy on fruit juices

General Guidance



Milk Group: Get your calcium-rich foods

- Go low-fat or fat-free when you choose milk, yogurt, and other milk products
- If you don't or can't consume milk, choose lactose-free products or other calcium sources such as fortified foods and beverages



Meat & Beans Group: Go lean with protein

- Choose low-fat or lean meats and poultry
- Bake it, broil it, or grill it
- Vary your protein routine — choose more fish, beans, peas, nuts, and seeds

Find your balance between food and physical activity

- Be sure to stay within your daily calorie needs.
- Be physically active for at least 30 minutes most days of the week.
- About 60 minutes a day may be needed to prevent weight gain.
- For sustaining weight loss, at least 60 to 90 minutes a day may be required.
- Children and teenagers should be physically active for 60 minutes every day, or most days.

Know the limits on fats, sugars, and salt (sodium)

- Make most of your fat sources from fish, nuts, and vegetable oils.
- Limit solid fats like butter, stick margarine, shortening, and lard, as well as foods that contain these.
- Check the Nutrition Facts label to keep saturated fats, trans fats, and sodium low.
- Choose food and beverages low in added sugars. Added sugars contribute calories with few, if any, nutrients.

Application Guidelines

Examples demonstrate the USDA-approved application options for the MyPyramid symbol. File formats of this artwork are provided on CD (see page 11).

When using the symbol on a colored or shaded background, it is important to have enough contrast between the symbol and the background. The symbol may not be reproduced on tones greater than 40% of black. The gradient samples below show correct and incorrect usage.

CMYK - four-color process



Contrast examples

Acceptable
background tint %'s

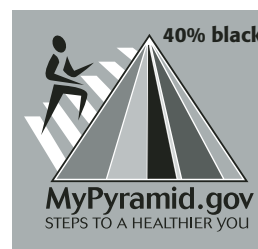
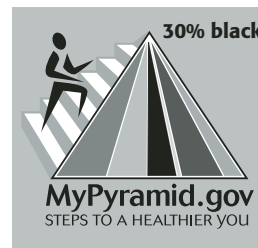
Not Acceptable
background tint %'s



black & white with screens



solid black & white



Sizing Recommendations

The typography, spacing, and graphic elements that comprise the symbol have been selected and designed for clear legibility and ease of reproduction.

There should be no issue with using the symbol at appropriate sizes for most communications materials. Problems may arise when attempting to reproduce the symbol at sizes that are too small.

The minimum width at which the symbol can be clearly reproduced is .75" (see example). The .75" is measured from the stairs on the left to the right corner of the pyramid.

Reproducing the MyPyramid symbol smaller than the minimum reproduction size can result in illegibility of the symbol elements, negating the value of the symbol as a communications tool.

Symbol with slogan



**Minimum reproduction size is .75" wide
(with slogan deleted)**



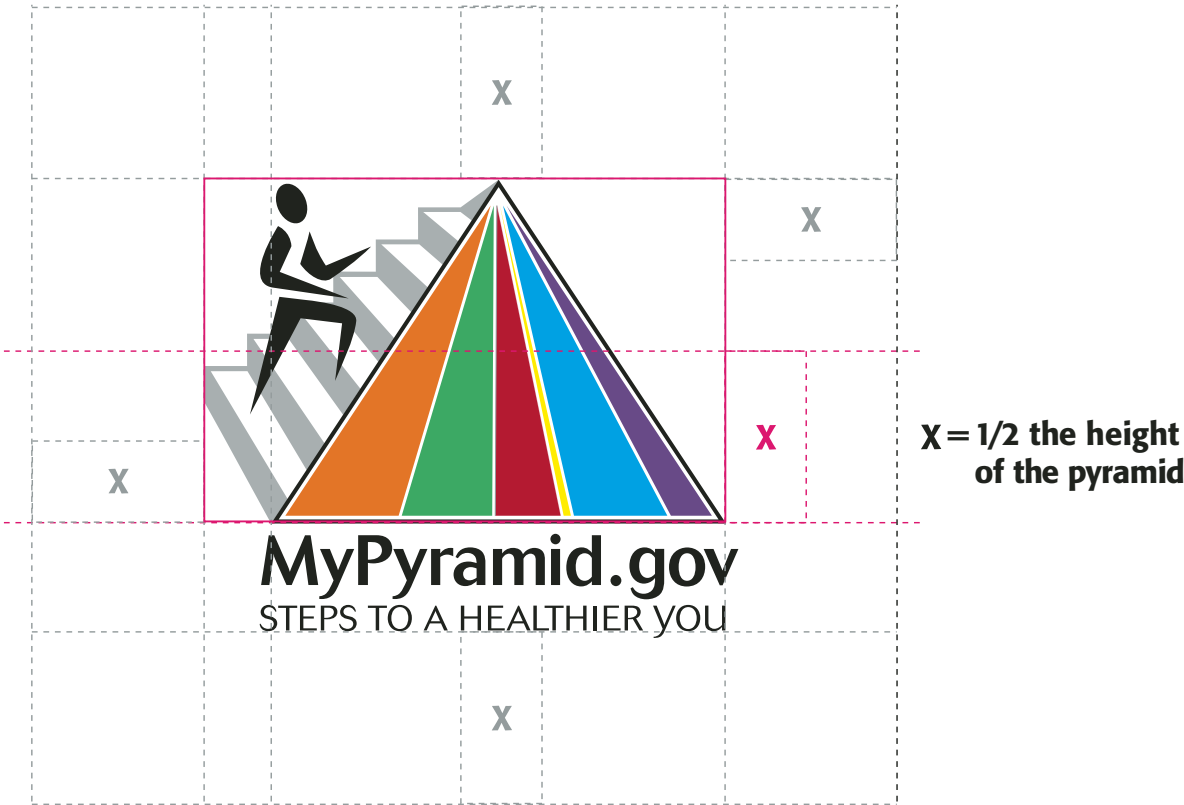
Note: minimum size is measured from left of stairs to the right corner of the pyramid.

Clear Space

The distance between the symbol and other objects, including text, is known as the "clear space." There should always be a clear space surrounding the MyPyramid symbol.

The clear space or distance "X" is equal to one-half the height of the pyramid component

of the symbol. Ideally, this area should be kept free of type, photos, illustrations, and other graphic elements. Exceptions are when the symbol must overlay a photo or illustration field, or when positioned near an edge or trim where space is at a premium.



Incorrect Uses

Examples on this page demonstrate some incorrect uses of the MyPyramid symbol. In each case, an alteration to the artwork has been made. **DO NOT** alter the MyPyramid symbol.

altering the proportions of the food groups in any way



changing established colors



altering the order of the food groups



removing the human figure



removing the url and tagline



changing fonts and/or url and tagline



positioning the symbol on a dark field



using colors other than 4-color process or 1-color black treatments



Colors

The MyPyramid symbol is comprised of six colors + black, simulated here, which will be referred to as Grain Group Orange, Vegetable Group Green, Fruit Group Red, Milk Group Blue, Meat & Beans Group Purple, and Fats & Oils Yellow.

To prevent consumer confusion, use each food group color only for design supporting each corresponding food group (blue for Milk Group, purple for Meat & Beans 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.

**Grain
Group
Orange**

4 COLOR

0% C
60% M
100% Y
0% K

**Milk
Group
Blue**

4 COLOR

100% C
0% M
0% Y
0% K

**Vegetable
Group
Green**

4 COLOR

75% C
0% M
80% Y
0% K

**Meat &
Beans
Group
Purple**

4 COLOR

70% C
80% M
0% Y
0% K

**Fruit
Group
Red**

4 COLOR

20% C
100% M
100% Y
0% K

**Fats &
Oils
Yellow**

4 COLOR

0% C
10% M
100% Y
0% K

Available File Formats

These guidelines, the MyPyramid artwork with its variations, and different file formats are provided for your use online at MyPyramid.gov and on CD.

Employing the symbol correctly as set forth in these guidelines will create a visually consistent message for any communication materials, both print and electronic, for the MyPyramid initiative.

Adherence to these design guidelines by any designer or agency will establish consistent recognition for MyPyramid regardless of the partner or affiliated organizations that choose to use the symbol for their own educational and marketing needs.

A 4-color process symbol can be used for offset and digital production. A grayscale (halftone) symbol can be used for black-and-white offset and digital print production. The halftone version of the symbol is not recommended for screen printing (e.g., ad specialty items, etc.) A black symbol can be used for 1-color offset and digital, and is recommended for screen printing.

File Formats

eps

MyPyramid_4c.eps
MyPyramid_hftn.eps
MyPyramid_blk.eps

tif

MyPyramid_4c.tif
MyPyramid_hftn.tif
MyPyramid_blk.tif

jpg

MyPyramid_4c.jpg
MyPyramid_hftn.jpg
MyPyramid_blk.jpg