**Product Labelling**

**Recommendations for Industry Partners**

**DO**

0. THIN
1. SLIGHTLY THICK
2. MILDLY THICK
3. MODERATELY THICK
3. LIQUIDISED
4. EXTREMELY THICK
4. PUREED
5. MINCED & MOIST
6. SOFT & BITE-SIZED
7. EASY TO CHEW
7. REGULAR

All manufacturers are most welcome to use the IDDSI labels once they have tested their products and are confident that they meet the IDDSI descriptors and testing methods. The label files are available at: https://iddsi.org/resources

We recommend that manufacturers include a statement to indicate that the testing has been performed by their own company and to be careful about claiming that products ‘meet’ IDDSI standards.

Translation of IDDSI labels to languages other than English https://iddsi.org/translations/

Please use the IDDSI Colour Guide (RBG, CMYK and Pantone).

Reference to https://iddsi.org

**Suggested wording or label inclusions**

"Tests performed by: (company)"

"Designed for/suitable for use with IDDSI framework."

**DO NOT**

We kindly ask that manufacturers do not include the IDDSI logo or the IDDSI framework on their packaging as it may mislead customers to perceive that their products are uniquely endorsed or certified by IDDSI.
On review of international stakeholder feedback it was apparent that there was no consistency in colours used to differentiate texture modified food or thickened drinks. The IDDSI committee chose colours that were as distinguishable as possible when placed beside each other. The colour red was avoided as it often denotes alarm or danger in medical settings and has symbolism in some cultures.

The framework colours were reviewed in detail and assessed for suitability for people with colour blindness (e.g. protanopia, deuteranopia, tritanopia and monochromatism). The final IDDSI colour scheme (as depicted below) has six colours plus black and white that are individually distinguishable across all the different types of colour blindness tested and particularly for red blind and green blind, which is the most common variant (National Eye Institute).

Reference:

IDDSI is pleased to provide the RGB (computer applications), CMYK (print applications) and Pantone (print applications) IDDSI colour information as per the table below. CMYK codes are listed specific to printing on a white medium. Please set colour space settings to Adobe to view and create accurate IDDSI colours.

<table>
<thead>
<tr>
<th>IDDSI number and colour in words</th>
<th>Pantone (for print applications)</th>
<th>CMYK (for print applications assuming a white background)</th>
<th>RGB (for computer applications - web)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 Black</td>
<td>PANTONE 2935 PC</td>
<td>C:100 M:52 Y:0 K:0</td>
<td>R:0 G:103 B:178</td>
</tr>
<tr>
<td>6 Blue</td>
<td>PANTONE 172 PC</td>
<td>C:0 M:70 Y:94 K:0</td>
<td>R:255 G:102 B:0</td>
</tr>
<tr>
<td>5 Orange</td>
<td>PANTONE 368 PC</td>
<td>C:60 M:0 Y:100 K:0</td>
<td>R:51 G:204 B:51</td>
</tr>
<tr>
<td>4 Green</td>
<td>PANTONE 396 PC</td>
<td>C:0 M:0 Y:100 K:0</td>
<td>R:255 G:255 B:0</td>
</tr>
<tr>
<td>3 Yellow</td>
<td>PANTONE 212 PC</td>
<td>C:0 M:81 Y:0 K:0</td>
<td>R:234 G:78 B:150</td>
</tr>
<tr>
<td>2 Pink</td>
<td>PANTONE Cool Grey 10 PC</td>
<td>C:0 M:0 Y:0 K:75</td>
<td>R:102 G:102 B:102</td>
</tr>
<tr>
<td>1 Grey</td>
<td>White</td>
<td>C:0 M:0 Y:0 K:0</td>
<td>R:255 G:255 B:255</td>
</tr>
<tr>
<td>0 White</td>
<td></td>
<td>R:0 G:0 B:0</td>
<td></td>
</tr>
</tbody>
</table>