



Public Health
England

Protecting and improving the nation's health

Government 5 A Day logo Licensing guidelines



About Public Health England

Public Health England exists to protect and improve the nation's health and wellbeing, and reduce health inequalities. It does this through world-class science, knowledge and intelligence, advocacy, partnerships and the delivery of specialist public health services. PHE is an operationally autonomous executive agency of the Department of Health.

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Published: March 2016

PHE publications gateway number: 2015751

Contents

About Public Health England	2
Introduction	4
Application process	4
Terms and conditions	7
General criteria	8
Nutrition-related criteria	9
Portion equivalents	15
Graphic guidelines	19

1. Introduction

Government healthier eating messaging

The government recommends that we eat at least five portions of a variety of fruit and vegetables per Day. This is based on epidemiological evidence indicating an association between the consumption of more than 400g a Day of fruit and vegetables with a reduced risk of certain diet related chronic diseases, such as heart disease, stroke and some cancers.

The Eatwell Guide pictorially depicts the types and proportions of food groups that constitute a healthy diet consistent with government recommendations, based on advice from the Committee on Medical Aspects of Food and Nutrition Policy (COMA) and the Scientific Advisory Committee on Nutrition (SACN). This indicates we should eat at least 5 portions of a variety of fruit and vegetables every Day. The Eatwell Guide includes messaging about eating at least 5 portions of a variety of fruit and vegetables.

For more information see www.nhs.uk/livewell/5aDay/pages/5aDayhome.aspx

Government 5 A Day logo

- 1.1 The Government 5 A Day logo has been developed to help people recognise the 5 A Day message and to introduce consistency in the message in all settings.
- 1.2 There are two types of Government 5 A Day logo:
 - a **communications logo**, for general 5 A Day communications/ promotional activity
 - a **commercial logo** for use on product labelling
- 1.3 The Government 5 A Day logo may not be reproduced without a licence from Public Health England. This document sets out the criteria a person, company or organisation must meet to be granted a licence, and the conditions for the use of the Government 5 A Day logo when licensed by Public Health England.
- 1.4 Nothing in this document or any other associated documents construes compliance with any legal requirements in relation to the product, product labelling or promotional material. It is the responsibility of the licensee to ensure that any such legal requirements are met.

2. Application process

- 2.1 A licence application needs to be completed for promotional material and/or products for which you wish to use the Government 5 A Day logo.
- 2.2 The application form requires the following:

- information about the applicant’s organisation, to be completed by all applicants

For communication purposes:



- 2.3 There is a separate section of the application form if you wish to use the Government 5 A Day logo on generic promotional material which is not specific to a product or range of products.
- 2.4 The Government 5 A Day “at least”; “1 portion” and “2 portion” communications logos may be used on promotional materials such as printed leaflets, recipe cards, website information, different forms of advertising, point-of-sale or point-of-choice materials, company premises and transport, and promotional items such as carrier bags and posters.
- 2.5 In addition the Government 5 A Day logo may be used in connection with non-food products, eg, electrical juicers, steamers etc, where the 5 A Day message is promoted.

For commercial purposes



- 2.6 The Government 5 A Day “1 portion” or “2 portions” commercial logos are for use on pack.
- 2.7 There are separate application forms depending on the product category, for example, fruit and vegetables; juices; beans and pulses, which the Government 5 A Day logo can be used in conjunction with. Complete the relevant form for your product category/categories.
- 2.8 If an organisation wishes to use the Government 5 A Day in conjunction

with a range of products – for example, a range of fruit juices – you need to complete just one application form, provided that it contains all the relevant information. You do not need to complete a separate application form for each product.

- 2.9 Send the completed application form to Public Health England at the address below, or via email to the licensing mailbox.

Email: 5ADay@phe.gov.uk

5 A Day License Administrator
Diet & Obesity Team
Public Health England
2C Skipton House
80 London Road
London SE1 6LH

- 2.10 Your application will be reviewed and initial contact will be made with you within one week of submitting your application.
- 2.11 Any queries and anomalies will be resolved as quickly as possible.
- 2.12 You will be informed in writing whether or not the application has been approved.
- 2.13 If your application is approved, you will be sent one copy of a Licensing Agreement. This agreement is a legally binding agreement between Public Health England and the applicant. The copy must be signed by a senior member of staff who is authorised to do so on behalf of the organisation, and returned to Public Health England. The agreement will then be signed by Public Health England and a copy will be sent to your organisation to be retained for your own information.
- 2.14 Once a signed copy of the Licensing Agreement has been received by Public Health England, you will be sent the master artwork for the logos.
- 2.15 A copy of your final artwork for any materials containing the Government 5 A Day logo and any accompanying text must be submitted to Public Health England, either electronically or by post.
- 2.16 Should you wish to extend the scope of your licence to include additional products or material, please inform Public Health England.
- 2.17 The Licence Agreement is valid from January to December; a new licence agreement will be sent to you automatically each year for renewal.

- 2.18 Public Health England reserves the right to suspend the licence pending amendment of artwork and/or text if these do not meet the relevant 5 A Day Licensing Guidelines.
- 2.19 If you are dissatisfied or disagree with any decision about a licence application, please submit details of your complaint in writing to:

Email: 5ADay@phe.gov.uk

Or alternatively:

5 A Day Licence Administrator
Diet & Obesity Team
Public Health England
2C Skipton House
80 London Road
London SE1 6LH

3. Terms and conditions

- 3.1 The Government 5 A Day logo may only be used by persons, companies or organisations that have been granted a licence by Public Health England.
- 3.2 Public Health England reserves the right to withdraw approval to any organisation to be licensed to use the Government 5 A Day logo. Upon any such withdrawal, the organisation must immediately stop using the Government 5 A Day logo on all products, and/or promotional material.
- 3.3 An organisation must immediately stop using the Government 5 A Day logo if the product's specification changes. In such instances the product must be resubmitted for approval.
- 3.4 Any use of the Government 5 A Day logo that might contravene the conditions laid down in these Licensing Guidelines shall be referred to Public Health England.
- 3.5 Public Health England reserves the right to vary the conditions set out in these Licensing Guidelines without prior notice.
- 3.6 Misuse or misrepresentation of the Government 5 A Day logo may result in legal proceedings being instigated.
- 3.7 The Government 5 A Day logo must not be used in respect of fruit and vegetables which are specifically excluded (as described in paragraph 5.23, or in respect of those which

do not meet the requirements of the general and nutrition-related criteria set out in sections 4 and 5 of this document).

- 3.8 The Government 5 A Day logo must not be used in any way that might mislead the purchaser or general public about the content of a product in respect of fruit and vegetables.
- 3.9 The Government 5 A Day logo must not be used in such a way as to suggest that Public Health England, the Department of Health or any other Government Department or Organisation has approved the product, or accepts responsibility for any product labelling or promotional material.

4. General criteria

- 4.1 The Government 5 A Day logo must be displayed only in the appropriate form, size and colours as described in the Graphic Guidelines.
- 4.2 The Government 5 A Day logo may not be used on products specifically aimed at children. This includes products marketed specifically at children, but not necessarily all products consumed by children.
- 4.3 The exception is use of the Government 5 A Day logo on fruit and vegetables supplied as part of the School Fruit and Vegetable Scheme.
- 4.4 The Government 5 A Day logo may be used in conjunction with other fruit and vegetable schemes promoting the benefits of eating at least five portions of a variety of fruit and vegetables a Day, provided that the schemes meet the general and nutrition-related criteria of this document and the requirements of the Graphic Guidelines.
- 4.5 The Government 5 A Day logo must not be associated with claims on the nutritional quality of a product compared to another product.
- 4.6 No information on pack may suggest that a single product alone can enable people to achieve the 5 A Day target.
- 4.7 No information may suggest that individual fruit and vegetable products are any better than any other fruit and vegetable products in terms of the 5 A Day message.
- 4.8 The Government 5 A Day logo may only be used when:
 - the key Government 5 A Day messages are reflected – eg, portion size, variety, frequency

- UK recommendations for a healthy, balanced diet are reflected
- the information does not suggest that the Government 5 A Day logo endorses particular products
- suggested portion sizes in promotional materials for consumers must reflect the portion sizes given in section 6

4.9 Pictures of meals with fruit and vegetables must reflect general healthy eating guidelines.

4.10 Information for consumers must reflect good practice in terms of hygiene (eg, washing), storage and cooking (eg, thorough boiling of kidney beans and other pulses).

5. Nutrition-related criteria

5.1 These nutrition-related criteria apply to the use of the Government 5 A Day logo on:

- promotional material
- products aimed at adults

5.2 The Government 5 A Day logo may only be used to promote fruit and vegetable products without any added fats, sugars or salt.

5.3 The Government 5 A Day logo can be used to promote fresh, chilled, frozen, canned and dried fruit and vegetables and unsweetened 100% fruit and vegetable juices and smoothies.

5.4 The Government 5 A Day logo may only be used to promote fruit and vegetable products that provide at least one portion per serving (see paragraph 5.10 for portion size). The exceptions are individual whole fresh fruit and vegetables on which the Government 5 A Day logo may be used and on packs of whole fruit/vegetables (where the individual fruit or vegetable provides less than one portion), provided it is accompanied by an explanation of how many of the fruit/vegetables constitutes a portion.

5.5 Promotion of the 5 A Day message must be placed within the context of a healthy, balanced diet.

5.6 Reproduction of the Government 5 A Day logo must always be accompanied by an explanation of the portion quantity, where applicable (see page 14 for examples).

5.7 The explanation must indicate the number of portions (of fruit and veg) that a specified amount (eg, 1 serving, or half a can) will provide towards the 5 A Day target, together with details of the typical serving size if applicable. See the examples on page 14.

5.8 No information or product may state or suggest that any one product provides more than two portions towards the 5 A Day target.

5.9 No information or product, using the Government 5 A Day logo, may suggest that the 5 A Day target can be achieved by consuming only canned, juiced or dried products.

5.10 What is a portion of fruit and vegetables?

5.11 A portion is 80g. Portion sizes are 'as consumed' (ie, without inedible skin, or liquid medium, etc). This represents the minimum amount and there is no percentage leeway.

5.12 A product may not carry the Government 5 A Day logo unless a serving contains at least one portion of fruit or vegetables.

5.13 It is generally assumed that a variety of fruits and vegetables can make up one portion, for example, 30g tomatoes, 20g celery, 15g cucumber and 15g lettuce can make an 80g portion.

5.14 The exceptions are:

- a portion of unsweetened 100% fruit or vegetable juice is 150ml. Where the juices are diluted, the portion of fruit and/or vegetable juice must still equal 150mls in addition to any water added. The suggested serving size must not exceed one portion of fruit/vegetable juice (150ml)
- a portion of unsweetened 100% fruit and/or vegetable smoothies is 150ml. Where the smoothies are diluted, the portion of edible pulped fruit and/or vegetable must still equal 150ml in addition to any water added. The suggested serving size must not exceed one portion of fruit/vegetable smoothie (150ml)
- the portion size for concentrated puree products, such as tomato puree, is based on wet or reconstituted weight. A portion of 100% concentrated puree can count only once, even if more than one portion is consumed
- the portion size for dried fruit, including semi-dried fruit, is based on wet or reconstituted weight. The suggested serving size must not exceed one portion
- individual whole fresh fruit and vegetables may carry the "1 of your 5 A Day" Government logo, for example one whole banana or carrot. Smaller fruit may also carry the "1 of your 5 A Day" Government logo, provided it is accompanied by an explanation of how many fruit and vegetables constitutes a portion. For example a whole fresh Kiwi fruit may carry the logo even though one portion equals two whole fresh Kiwi fruits. This needs to be accompanied by supporting

material/communication which states that two kiwis contribute 1 portion of your 5 A Day

5.15 For information on portion equivalents for consumer information on promotional material see section 6.

5.16 What types of fruit and vegetables may carry the Government 5 A Day logo?

5.17 All fresh, chilled, frozen, canned, dried fruit and vegetables and unsweetened 100% juice and smoothies may carry the Government 5 A Day logo, subject to the criteria set out in this document. Specific criteria apply to the use of the logo on the following products:

Unsweetened 100% fruit juice or vegetable juice

- these can only provide one portion. One portion of unsweetened 100% fruit and/or vegetable juice is 150ml
- 'unsweetened 100% juice' includes 100% juices that are freshly squeezed, pasteurised, concentrated or long life
- water can be added to unsweetened 100% fruit and/or vegetable juices; however a whole portion of the fruit and/or vegetable juice (ie, 150ml) must be able to be consumed in one serving. The suggested serving size must not exceed one portion of fruit/vegetable juice (150ml)

Unsweetened 100% fruit or vegetable smoothies

- these can only provide one portion. One portion of unsweetened 100% fruit and/or vegetable smoothie is 150ml
- 'unsweetened 100% smoothie' includes 150ml of fruit/vegetable juice; puree; edible pulp or a combination of these
- water can be added to unsweetened 100% fruit and/or vegetable smoothies; however a whole portion of the fruit and/or vegetable smoothie (i.e. 150ml) must be able to be consumed in one serving

5.18 Additives in products

Where a product has other added ingredients, such as dairy products, it will be considered a composite food and therefore, will not comply with the guidelines for featuring the Government 5 A Day logo. However, Public Health England recognises that some additives are legally allowed to be added in very small amounts as processing aids and are essential for maintaining the quality of any given product. Such products can qualify for the logo. Some examples include:

- approved colours
- a small amount of oil that is added to dried fruit to prevent from sticking
- vitamin C added to restore that lost during processing
- preservative added to improve shelf life

- a small amount of fibre added to thicken smoothies etc but not in the quantity to make a nutrition content claim on the pack

5.19 If any additive is added in quantities above those required for processing purposes (eg, fibre) it will need to be considered on a case by case basis.

5.20 Limitations and exceptions for those products using the Government 5 A Day logo

5.21 The following can only use the “1 of your 5 A Day” logo:

Juice/smoothies

Since extraction of juice and the making of smoothies from fruits or vegetables can reduce the fibre content and releases free sugars, these are not counted as more than one portion in a Day. Government advice is that we should limit unsweetened 100% fruit and/or vegetable juices and unsweetened fruit and/or vegetable smoothies together to a total of 150ml per Day. In addition, juices and smoothies should be consumed with a meal, to reduce the impact on dental health.

Beans and other pulses

Because their nutrient content differs from that of most vegetables it is recommended that, however much is eaten, beans and pulses should only count once. This restriction refers to beans such as haricot, butter, soya and kidney beans and includes chickpeas and lentils. The restriction does not apply to green beans, such as French beans and broad beans as these are classified as vegetables.

Concentrated purees

A portion of 100% concentrated puree, such as tomato puree, can only count once, even if more than one portion is consumed. Portion size of concentrated purees is based on wet or reconstituted weight.

Dried fruit

Government advice is that we should consume dried fruit as part of a meal, as a dessert for example, not as a between meal snack, to reduce the impact on dental health. Dried fruit, eg, raisins, sultanas and currants where very small amounts of oil are added as a processing aid can contribute one portion, however, agreement must be sought, indicating the oil content as consumed. This also applies to dried apricots which are coated in small amounts of flour for similar reasons.

Portion size of dried fruit is based on wet or reconstituted weight.

The Government 5 A Day logo can be used on dried fruit bars provided they contain only dried fruit and no other added ingredients. The maximum portions (of fruit and vegetables) a fruit bar can contribute is one portion, irrespective of its size or fruit

content. Fruit bars containing added seeds or nuts CANNOT carry the Government 5 A Day logo.

5.22 Other fruit and vegetables that can count towards the 5 A Day target:

Root vegetables such as sweet potato, swedes, turnips, carrots and parsnips count as these are eaten in addition to and do not normally replace starchy staples (such as potatoes, yam, cassava, rice or pasta).

Avocados and olives

5.23 Products which may NOT be promoted with the Government 5 A Day logo

5.24 The Government 5 A Day logo may NOT be used to promote consumption of the following:

- Fruit and vegetables with any added fats, sugars, or salt. These would be classified as composite products.
'Fats' includes any type of fat added to foods, including animal fats (such as butter and lard), vegetable oils, margarines, all types of fatty acids, including mono and polyunsaturated, trans fat and saturated fat. This restriction also applies to products containing fat, such as salad dressings and mayonnaise.
'Sugars' includes sucrose, glucose (dextrose), glucose syrup, fructose, maltose, lactose, honey, corn syrup, corn syrup solids or molasses.
'Salt' refers to sodium chloride.
- Potatoes and other starchy 'staples', such as yam, cassava and plantain. These products are classified nutritionally as starchy foods. This is because when eaten as part of a meal in the UK they are generally used in place of other sources of carbohydrate/starch, such as bread, pasta or rice. As such, they have a different role to vegetables in the average diet and thus do not count towards the recommended five portions of fruit and vegetables per Day or the Government 5 A Day logo scheme.
- Nuts, seeds and coconut
- Marmalades and jams (including 'reduced sugar', 'diabetic', 'extra' and other fruit preserves)
- Fruit drinks with added ingredients, such as juice 'drinks', squashes and smoothies mixed with yoghurt. This does not include unsweetened 100% fruit and/or vegetable juice or smoothies with water
- Fruit and herb teas and other infusions or tonics, and wines and other alcoholic and alcohol-like drinks made from fruit and vegetables

- Supplement type products, powdered concentrates, fruit and vegetable extracts

5.25 Nutrition and health claims and 5 A Day

5.26 Any nutrition and health claims made must be in accordance with the EU Regulation on nutrition and health claims (1924 / 2006).

EXAMPLES	
<p>Unsweetened 100% fruit juice or vegetable juice One serving (150ml of juice) from this carton will provide you with 1 of your 5 A Day portions (of fruit & veg)</p>	<p>Frozen vegetables One 80g serving from this pack will provide you with 1 of your 5 A Day portions (of fruit & veg)</p> <p>OR</p> <p>One serving from this pack will provide you with 1 of your 5 A Day portions (of fruit & veg)</p> <p>Typical serving – X g</p>
<p>Canned fruit or vegetables One serving from this can will provide you with 1 of your 5 A Day portions (of fruit & veg)</p> <p>Typical serving is - X amount of a can or X g</p>	<p>Dried fruits One serving from this pack will provide you with 1 of your 5 A Day portions (of fruit & veg)</p> <p>Typical serving is X g (The weight will need to be based on wet/reconstituted weight)</p> <p>OR</p> <p>Typical serving is X pieces. (eg, 3 apricots)</p>

6. Portion equivalents for consumer information

6.1 Portion descriptions have been estimated for a range of fruit and vegetables. The portions relate to the approximate fresh raw weight equivalent of 80g.

Fruit	Portion equivalent to 80g (As eaten. Edible portion, and drained if canned)
Apple, dried rings	4 rings
Apple, fresh	1 medium apple
Apple, puree	2 heaped tablespoons
Apricot, canned	6 halves
Apricot, dried	3 whole
Apricot, fresh	3 apricots
Apricot, ready to eat	3 whole
Avocado	Half an avocado
Banana chips	1 handful
Banana, fresh	1 medium banana
Blackberries	1 handful (9 to 10 blackberries)
Blackcurrants	4 heaped tablespoons
Blueberries	2 handfuls (4 heaped tablespoons)
Cherries, canned	11 cherries (3 heaped tablespoons)
Cherries, dried	1 heaped tablespoon
Cherries, fresh	14 cherries
Clementines	2 clementines
Currants, dried	1 heaped tablespoon
Damsons	5 to 6 damsons
Dates, fresh	3 dates
Fig, dried	2 figs
Fig, fresh	2 figs
Fruit juice	1 x 150ml
Fruit salad, canned	3 heaped tablespoons
Fruit salad, fresh	3 heaped tablespoons
Fruit smoothie	1 x 150ml
Gooseberries	1 handful
Grapefruit segments, canned	3 heaped tablespoons (8 segments)
Grapefruit, fresh	Half a grapefruit
Grapes	1 handful
Kiwi fruit	2 Kiwi fruit
Kumquat	6-8 kumquats
Lychee, canned	6 lychees
Lychee, fresh	6 lychees

Mandarin orange, canned	3 heaped tablespoons
Mandarin orange, fresh	1 medium orange
Mango	2 slices (2-inch slice)
Melon	1 slice (2-inch slice)
Mixed fruit, dried	1 heaped tablespoon
Nectarine	1 nectarine
Orange	1 orange
Passion fruit	5 to 6 fruit
Paw paw (papaya), fresh	1 slice
Peach, canned	2 halves or 7 slices
Peach, dried	2 halves
Peach, fresh	1 medium peach
Peach, ready to eat	2 halves
Pear, canned	2 halves or 7 slices
Pear, dried	2 halves
Pear, fresh	1 medium pear
Pear, ready to eat	2 halves
Pineapple, canned	2 rings or 12 chunks
Pineapple, crushed	3 tablespoons
Pineapple, dried	1 heaped tablespoon
Pineapple, fresh	1 large slice
Plum	2 medium plums
Prune, canned	6 prunes
Prune, dried	3 prunes
Prune, ready to eat	3 prunes
Raisins	1 tablespoon
Raspberries, canned	20 raspberries
Raspberries, fresh	2 handfuls
Rhubarb, canned chunks	5 chunks
Rhubarb, cooked	2 heaped tablespoons
Satsuma	2 small satsumas
Sharon fruit	1 sharon fruit
Strawberry, canned	9 strawberries
Strawberry, fresh	7 strawberries
Sultanas	1 heaped tablespoon
Tangerine	2 small tangerines

Vegetables	Portion equivalent to 80g (As eaten. Edible portion, and drained if canned)
Ackee, canned	3 heaped tablespoons
Artichoke	2 globe hearts
Asparagus, canned	7 spears
Asparagus, fresh	5 spears
Aubergine	1/3rd aubergine
Beans, black eye, cooked	3 heaped tablespoons

Beans, broad, cooked	3 heaped tablespoons
Beans, butter, cooked	3 heaped tablespoons
Beans, cannelloni, cooked	3 heaped tablespoons
Beans, French, cooked	4 heaped tablespoons
Beans, kidney, cooked	3 heaped tablespoons
Beans, runner, cooked	4 heaped tablespoons
Beansprouts, fresh	2 handfuls
Beetroot, bottled	3 'baby' whole, or 7 slices
Broccoli	2 spears
Brussel sprouts	8 Brussel sprouts
Cabbage	1/6th small cabbage or 2 handfuls sliced
Cabbage, shredded	3 heaped tablespoons
Carrots, canned	3 heaped tablespoons
Carrots, fresh, slices	3 heaped tablespoons
Carrots, shredded	1/3 cereal bowl
Cauliflower	8 florets
Celery	3 sticks
Chick peas	3 heaped tablespoons
Chinese leaves	1/5th head Chinese leaves
Courgettes	Half a large courgette
Cucumber	2-inch piece
Curly kale, cooked	4 heaped tablespoons
Karela	Half a karela
Leeks	1 leek (white portion only)
Lentils	3 tablespoons
Lettuce (mixed leaves)	1 cereal bowl
Mangetout	1 handful
Mixed vegetables, frozen	3 tablespoons
Mushrooms, button	14 button or 3 handfuls of slices, 3-4 heaped tablespoons
Mushrooms, dried	2 tablespoons or handful porcini
Okra	16 medium
Onion, dried	1 heaped tablespoon
Onion, fresh	1 medium onion
Parsnips	1 large
Peas, canned	3 heaped tablespoons
Peas, fresh	3 heaped tablespoons
Peas, frozen	3 heaped tablespoons
Pepper, canned	Half a pepper
Pepper, fresh	Half a pepper
Pigeon peas, canned	3 heaped tablespoons
Radish	10 radishes
Spinach, cooked	2 heaped tablespoons
Spinach, fresh	1 cereal bowl
Spring greens, cooked	4 heaped tablespoons
Spring onion	8 onions
Sugarsnap peas	1 handful
Swede, diced and cooked	3 heaped tablespoons

Sweetcorn, baby	6 baby corn
Sweetcorn, canned	3 heaped tablespoons
Sweetcorn, on the cob	1 cob
Tomato puree	1 heaped tablespoon
Tomato, canned plum	2 whole
Tomato, fresh	1 medium, or 7 cherry
Tomato, sundried	4 pieces

7. Graphic Guidelines

7.1 Graphic Guidelines are available as a separate document – contact 5ADay@phe.gov.uk

If you have any questions, contact the 5 A Day Licensing Administrator at 5ADay@phe.gov.uk