



Frequently Asked Questions:



ChooseMyPlate.gov Permissions for Logos, Icons, Graphics, Website Content, and Website Links

CNPP frequently receives inquiries about MyPlate and USDA logo usage, as well as utilizing and modifying content from ChooseMyPlate.gov. Answers to these questions can be found here. You may consult this document for all permissions-related questions. Permissions to specific requests **will not** be provided by the USDA or Center for Nutrition Policy and Promotion (CNPP) on an individual basis.

Logo, Icons, and Graphics

Am I permitted to use the USDA logo?

No. Materials developed externally to USDA may not include the USDA logo.

How about adding my logo to a document containing a USDA logo?

Organizations are not permitted to add a logo to materials or content produced by USDA carrying the USDA logo.

Am I permitted to use the MyPlate icon?

USDA encourages the use of the MyPlate icon in a variety of applications and settings. However, certain restrictions apply. The image must be used as a whole, including the URL ChooseMyPlate.gov, and must not be altered. A [MyPlate Style Guide](#) demonstrates correct and incorrect uses. Any use may not suggest or imply USDA endorsement of an organization, product, service, or otherwise.

How about using the MyPlate icon on food packaging?

MyPlate can be used on food packaging to point consumers to ChooseMyPlate.gov to get more information about what and how much to eat. The MyPlate icon should not be used on food labels in conjunction with what and how much to eat. In addition to the requirements stated above, use on labels/labeling on packaging or at retail sale cannot be misleading. Additional information can be found at ChooseMyPlate.gov in the document, "[Guidance on Use of USDA's MyPlate and Statements About Amounts of Food Groups Contributed by Foods on Food Product Labels.](#)"

I have a unique need and rationale to alter the image in a specific way. May I have permission to do so?

No. If you reproduce the MyPlate graphics either electronically or in print, we ask that you use them as originally designed and that they be sourced to the USDA Center for Nutrition Policy and Promotion. With regard to the use of the MyPlate icon in print and other media, guidance is provided in the form of conditions of use and in the MyPlate Style Guide at ChooseMyPlate.gov. If you alter or modify their design you cannot credit, or be associated with, USDA or CNPP. Finally, CNPP will not provide altered images or materials by special request including, but not limited to, other languages, fonts, colors, or highlighting combinations of food groups.

I want to publish the MyPlate graphic in a book and need a written permissions statement.

You may print the graphic in your publication provided you use the image unaltered and in its entirety per the [MyPlate Style Guide](#). This statement should serve as your written permission.

ChooseMyPlate.gov Content

Am I permitted to use content or materials from ChooseMyPlate.gov?

Yes. Materials and content found at ChooseMyPlate.gov are in the public domain. As such, you may reprint, distribute, and/or post to a Web site without any modifications or alterations. When doing so, we ask that you credit the USDA's Center for Nutrition Policy and Promotion.

Am I permitted to change content and/or materials from ChooseMyPlate.gov?

Content and materials attributed to USDA and CNPP must be used exactly as is, including but not limited to content and graphics. However, if you choose to modify in a way that does not change the nutritional integrity and intent of the content or resource, you may cite that the information is "Adapted from the USDA Center for Nutrition Policy and Promotion's ChooseMyPlate.gov Web site."

Linking

May I link to your Web site?

Yes. Any Web site can link to www.ChooseMyPlate.gov, www.SuperTracker.usda.gov, www.DietaryGuidelines.gov, and www.CNPP.USDA.gov without restriction.

Will you link to my Web site?

As a general rule, all of CNPP's Web sites (referenced above) only link to governmental and government-affiliated Web sites. The exception to this rule is the National Strategic Partner [page](#). National Strategic Partners must meet certain criteria and go through an [application process](#) before being posted to the Partner page.

Updated: April 24, 2013

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