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Introduction – about the system

Unified Nordic pictogram system for recycling

The Nordic countries strengthen waste sorting with a Common System of Symbols for waste bins, recycling stations, recycling centres and for packaging.

The system of waste symbols have been launched in Denmark (2017), Sweden (2020) and Iceland (2020).

The system currently consists of about 100 different pictograms and about 15-20 of them can be used on packaging.

The pictograms are overall identical - except for language.

The pictogram system is intended to guide people in the same way visually on how to sort waste everywhere:

- At home
- At the workplace
- In holiday homes
- At the recycling centres
- In public urban places
- At events concerts, festivals, and cinemas etc.
- On packaging and products

The advantages of a common system of symbols include increased recognition, which creates better conditions for sorting the waste correctly. The fact that producers and exporters use the same label on packaging - regardless of which country they are in - also makes it easier for both them and consumers.



Introduction – about the system

EUpicto

EUpicto is an initiative founded by four Nordic municipal waste associations

Dansk Affaldsforening – Danish Waste Association, Avfall Sverige – Swedish Waste Management Association, KIVO Suomen Kiertovoima – Finnish Solid Waste Association and Samband íslenskra sveitarfélaga - Icelandic Association of Local Authorities.

The association's purpose is to own, develop, distribute and administer a system of international waste management pictograms in order to facilitate the most environmentally friendly handling of waste and reuse of products.

The goal of the Nordic pictogram system and the collaboration between the Nordic countries is to:

Achieve correct and increased waste sorting through uniform product and waste labeling, which makes a substantial contribution to a sustainable society, a circular economy and the implementation of the global sustainability goals.

The original Danish pictogram system for waste sorting was first developed in 2016 by the Danish Waste Association, Local Government Denmark and the Danish Ministry of Environment/Environmental Protection Agency and designed by design agency Futu.



Why pictograms on packaging?

The pictograms can be used on products, for example packaging and single use products, to guide consumers on how the product should be sorted as waste.

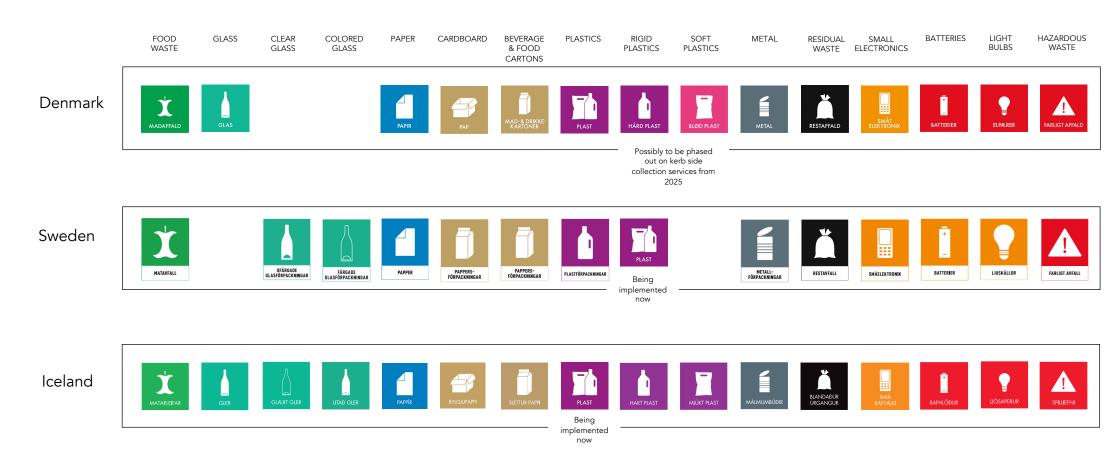
The pictograms then becomes a visual link between the empty package and the waste container and helps the consumer to sort correctly.

It also creates opportunities for dialogue with how packages are designed for reuse or recycling.





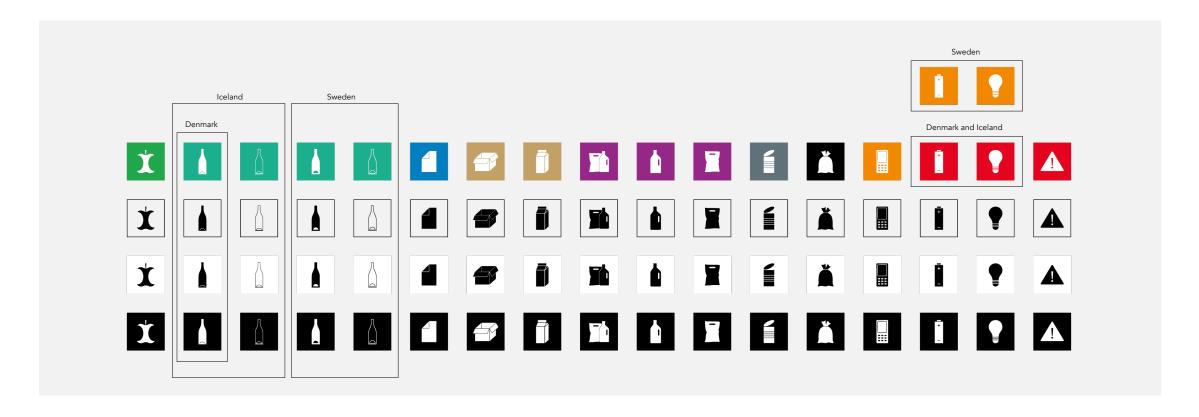
Pictorgrams in Denmark, Sweden and Iceland – collection services





Available pictograms for packaging

Available in EPS file format





Pictogram with fraction name

Pictogram with fraction name in Danish, Swedish or Icelandic, can also be used on packaging design, for the specific country.

The pictograms are identical, but in Sweden the fraction name is brought out and placed underneath. It can be used with or without the fraction name.

Minimum size for pictogram with fraction name: 10 x10 mm.







Download

Download the Danish pictograms here:

https://danskaffaldsforening.dk/the-danish-pictograms-waste-sorting

Download the Swedish pictograms here:

https://www.sverigesorterar.se/

Download the Icelandic pictograms here:

https://fenur.is/taknmyndabanki/



Colours



CMYK 80 0 90 0 PANTONE 7482 C RGB 0 160 75 #00a04b RAL 6037 / PURE GREEN



CMYK 25 35 65 5 PANTONE 7562 C RGB 190 160 100 / #bea064 RAL 1024 / OCHRE YELLOW



CMYK 0 100 90 0 PANTONE 485 C RGB 225 15 3 0 / #e10f1e RAL 3020 / TRAFFIC RED



CMYK 75 0 55 0 PANTONE 2401 C RGB 30 1 75 1 40 / # 21b685 RAL 6027 / LIGHT GREEN



CMYK 50 95 0 0 PANTONE 7656 C RGB 150 30 1 30 / #961e82 RAL 4008 / SIGNAL VIOLET





CMYK 95 35 5 0 PANTONE 2185 C RGB 0 130 19 0 / #0082be RAL 5015 / SKY BLUE



CMYK 25 0 0 6 5 PANTONE 444 C RGB 90 110 1 20 / #5a6e78 RAL 7031 / BLUE GREY



CMYK 20 20 20 100 PANTONE BLACK 6 C RGB 20 20 20 / #141414 RAL 9005 / JET BLACK



Font

Font used on pictogram



FUTURA medium

ALL CAPS



Sweden

D-D Condensed Bold

ALL CAPS

Free download

D-DIN Condensed Bold - Font Free [Download Now] (fontsfree.net)



Iceland

FUTURA PT Book

ALL CAPS



Text and language

Text and pictogram

- As a minimum, write fraction name next to the pictogram above or to the right.
- When same packaging used in both Denmark, Sweden and Iceland, write fraction name in Danish, Swedish, Icelandic and English.
- Use a font that is easy to read and write e.g fraction name in ALL CAPS.

Example of how text will appear on packaging:

Sorted as:

MADAFFALD MATAVFALL MATARLEIFAR FOOD WASTE





Sorted as:

MADAFFALD MATAVFALL MATARLEIFAR FOOD WASTE

Text and pictogram with fraction name

- Pictogram with fraction name in Danish, Swedish or Icelandic, can only be used for a specific country.
- Feel free to use explanatory text, next to the pictogram above or to the right.
- Use a font that is easy to read and write e.g fraction name in ALL CAPS.

Example of how text will appear on packaging:

Sorteres som:





Sorteres som:

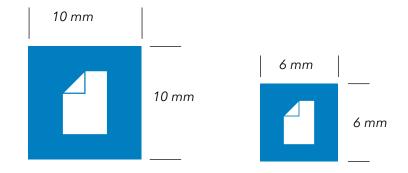


Size

Pictogram without fraction name

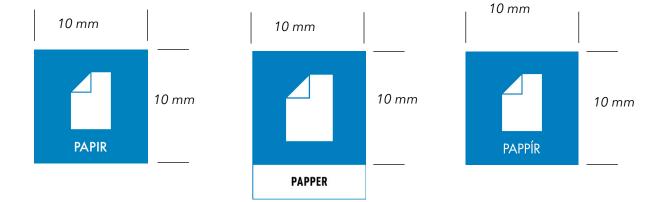
Recommended minimum size: 10 x 10mm

On small packaging, minimum size: 6 x 6 mm



Pictogram with fraction name

Minimum size: 10 x10mm





When only pictogram is used, it must be combined with text /fraction name.



Sorted as:

MADAFFALD MATAVFALL MATARLEIFAR FOOD WASTE





Consectetu: 400g

Odio dignissim: Qui blandit praesent luptatum zzril delenit (E 407)

Dolor sit 100g:

Boior oit roog.	,
Eeugait1240/26/	kge
Adipiscing	22 0
Diam	13 0
Nonummy	
Nibh	0,4
Euismod	19 0
Tincidunt	0,6

Dolore magna: Aliquam erat volutpat, ut wisi enim ad minim.





Place explanatory text + fraction name above or on the right side of the pictogram.

Lorem ipsum

Consectetu: 400g

Odio dignissim: Qui blandit praesent luptatum zzril delenit (E 407)

Dolor sit 100g:

Dolore magna: Aliquam erat volutpat, ut wisi enim ad minim.



Sorted as

EXERCI

CONSEQUAT

ULLAMCOR TATION

ADIPISCING

Lorem ipsum Consectetu: 400g Odio dignissim: Qui blandit praesent luptatum zzril delenit (E 407) Dolor sit 100g: ..1240/267 kgep Adipiscing. Diam ... 13 g Nonummy 9,0 g Nibh . 0,4 g Euismod 19 g 0.6 q Tincidunt Dolore magna: Aliquam erat volutpat, ut wisi enim ad minim. Sorted as **EXERCI** CONSEQUAT **ULLAMCOR TATION** ADIPISCING

Lorem ipsum

Consectetu: 400g

Odio dignissim: Qui blandit praesent luptatum zzril delenit (E 407)

Dolor sit 100g:

 Eeugait
 1240/267 kgep

 Adipiscing
 22 g

 Diam
 13 g

 Nonummy
 9,0 g

 Nibh
 0,4 g

 Euismod
 19 g

 Tincidunt
 0,6 g

Dolore magna: Aliquam erat volutpat, ut wisi enim ad minim.

Sorted as

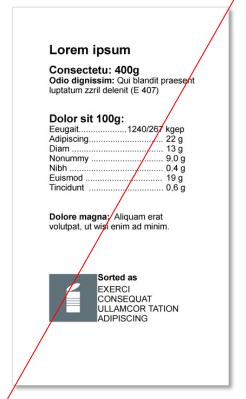
EXEROI CONSEQUAT ULLAMCOR TATION ADIPISCING





For easy readability, space around the pictogram and text is recommended.







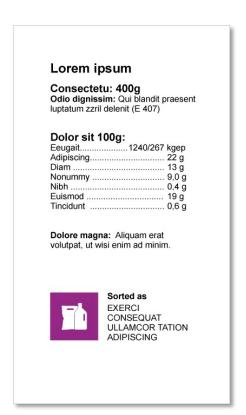


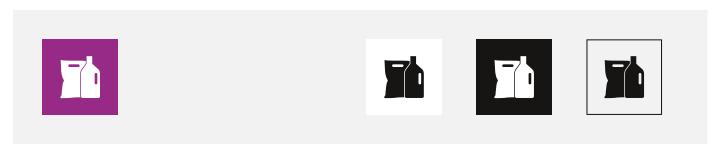
If possible, place pictogram on front of the packaging. It raises environmental awareness for the consumer.





Use preferably pictograms in correct colour. They are also available in black/white and outlined black.





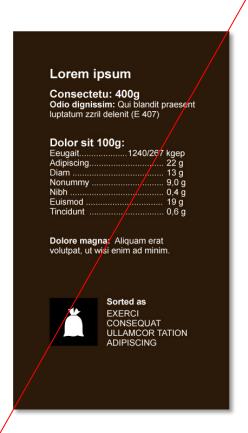
Primary choice if possible

Secondary choice



Place the pictogram visibly and with contrast to the background.







The colours of the pictograms are not allowed to be changed.

Be aware, that the outlined version will appear in the wrong colour when placed on a coloured background.









Use only outlined black pictogram version, when background is same colour as the pictogram.

Outlined white version can also be made from the EPS file.





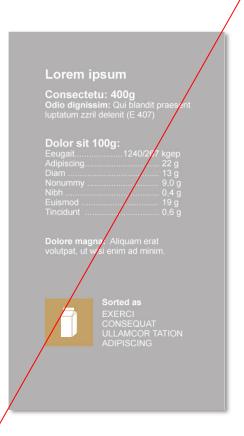


When the background colour is a middle tone, close to the pictogram colour or without enough contrast, use black or white version. Inverted colour version can also be made from the EPS file.







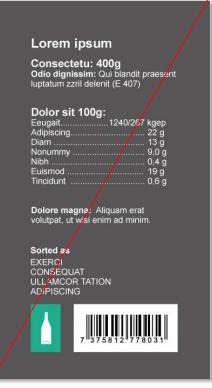




The pictogram should always appear as a square.











With multiple pictograms on the same packaging, always place the pictograms close to each other and aligned.

The text can be one paragraph or split, depending on the message.

Lorem ipsum

Consectetu: 400g

Odio dignissim: Qui blandit praesent luptatum zzril delenit (E 407)

Dolor sit 100g:

Eeugait1240/267	kgep
Adipiscing	22 g
Diam	13 g
Nonummy	9,00
Nibh	0,4 0
Euismod	19 g
Tincidunt	0.60

Dolore magna: Aliquam erat volutpat, ut wisi enim ad minim.

Sorted as

EXERCI CONSEQUAT ULLAMCOR TATION ADIPISCING







Lorem ipsum

Consectetu: 400g

Odio dignissim: Qui blandit praesent luptatum zzril delenit (E 407)

Dolor sit 100g:

Eeugait1	240/267	kgep
Adipiscing		22 g
Diam		13 g
Nonummy		9,0 g
Nibh		
Euismod		
Tincidunt		0,6 g

Dolore magna: Aliquam erat volutpat, ut wisi enim ad minim.

Sorted as

EXERCI CONSEQUAT ULLAMCOR TATION ADIPISCING



Lorem ipsum

Consectetu: 400g

Odio dignissim: Qui blandit praesent luptatum zzril delenit (E 407)

Dolor sit 100g:

eugait1240/267	kgep
Adipiscing	22 g
Diam	13 g
Nonummy	
Nibh	0,4 g
Euismod	
incidunt	0,6 g



Sorted as EXERCI CONSEQUAT ULLAMCOR TATION ADIPISCING



Sorted as EXERCI CONSEQUAT ULLAMCOR TATION ADIPISCING



EXERCI CONSEQUAT ULLAMCOR TATION ADIPISCING

Lorem ipsum

Consectetu: 400g

Odio dignissim: Qui blandit praesent luptatum zzril delenit (E 407)

Dolor sit 100g:

Eeugait1240/267	kge
Adipiscing	
Diam	13
Nonummy	9,0
Nibh	0.4
Euismod	19
Tincidunt	0,6



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Always use the same pictogram versions on the same packaging.

Lorem ipsum

Consectetu: 400g

Odio dignissim: Qui blandit praesent luptatum zzril delenit (E 407)

Dolor sit 100g:

Eeugait1240/267	kgep
Adipiscing	22 g
Diam	
Nonummy	9,0 g
Nibh	
Euismod	19 g
	060

Dolore magna: Aliquam erat volutpat, ut wisi enim ad minim.

Sorted as

EXERCI CONSEQUAT ULLAMCOR TATION ADIPISCING











Contact

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Download the Danish system here:

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Download the Swedish system here:

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Download the Icelandic system here:

https://fenur.is/taknmyndabanki/