

# DESIGN GUIDELINES FOR PACKAGING

UNIFIED NORDIC  
PICTOGRAM SYSTEM  
FOR RECYCLING

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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.

## EUpicto

EUpicto is an initiative founded by four Nordic municipal waste associations Brancheforeningen Cirkulær - Circular Denmark, 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 Circular Denmark, 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.



# Pictograms in Denmark, Sweden and Iceland - collection services

FOOD WASTE    GLASS    CLEAR GLASS    COLORED GLASS    PAPER    CARDBOARD    BEVERAGE & FOOD CARTONS    PLASTICS    RIGID PLASTICS    SOFT PLASTICS    METAL    RESIDUAL WASTE    SMALL ELECTRONICS    BATTERIES    LIGHT BULBS    HAZARDOUS WASTE

Denmark



Possibly to be phased out on kerb side collection services from 2025

Sweden



Being implemented now

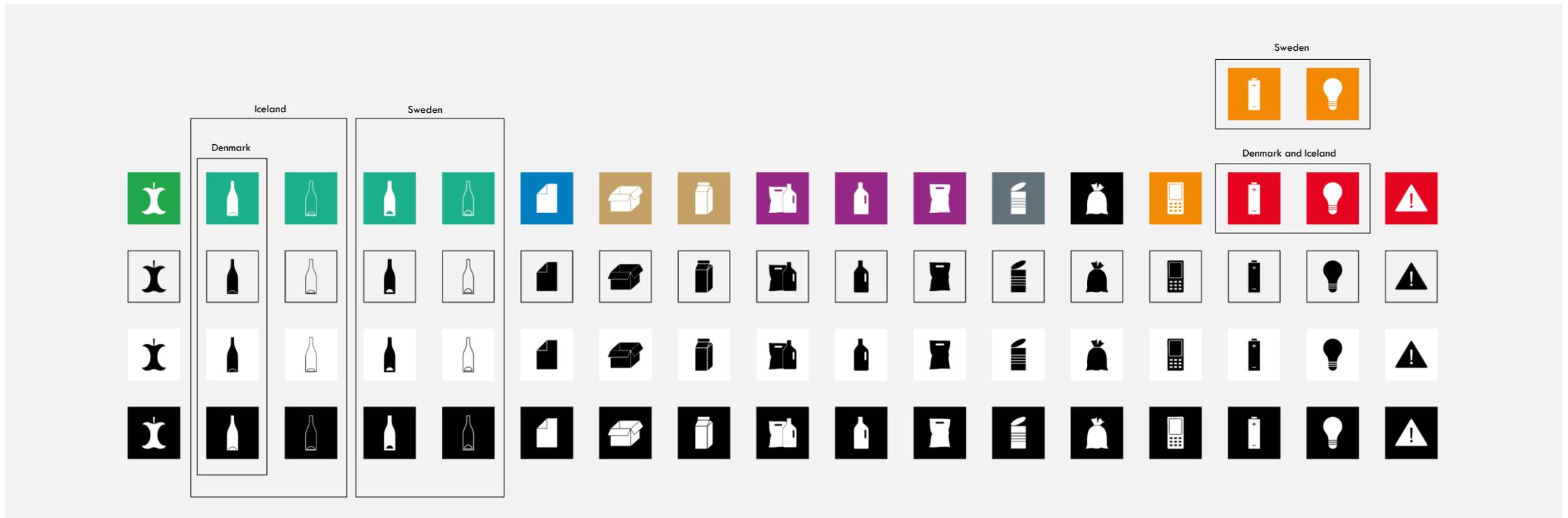
Iceland



Being implemented now

# 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://www.affaldspiktogrammer.dk/>

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 30 175 140 / #21b685  
RAL 6027 / LIGHT GREEN



CMYK 50 95 0 0  
PANTONE 7656 C  
RGB 150 30 130 / #961e82  
RAL 4008 / SIGNAL VIOLET



CMYK 0 55 100 0  
PANTONE 144 C  
RGB 240 145 10 / #f0910a  
RAL 2008 / BRIGHT RED ORANGE



CMYK 95 35 5 0  
PANTONE 2185 C  
RGB 0 130 190 / #0082be  
RAL 5015 / SKY BLUE



CMYK 25 0 0 65  
PANTONE 444 C  
RGB 90 110 120 / #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 pictograms



**Denmark**  
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:



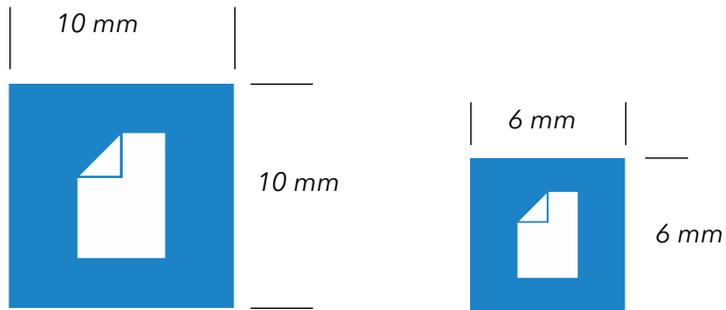
### Sorteres som:

# Size

## Pictogram without fraction name

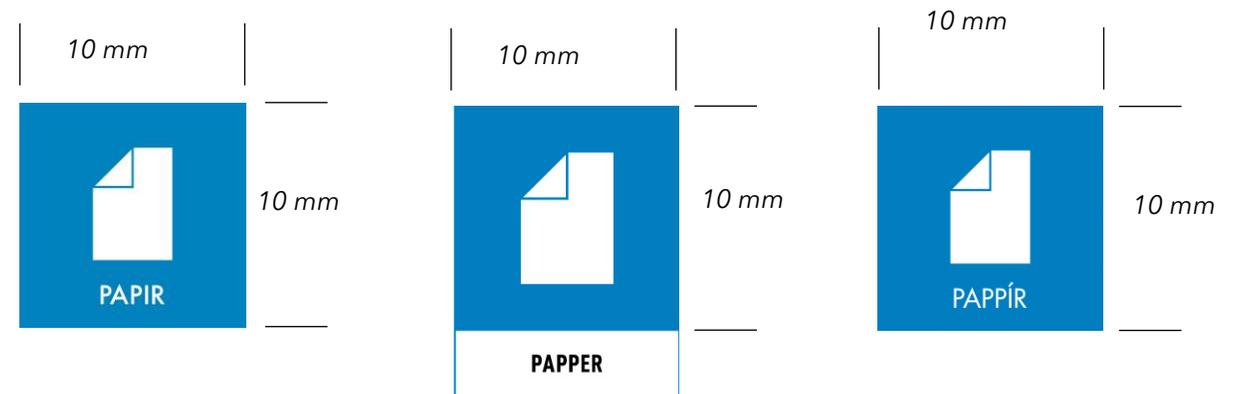
Recommended minimum size: 10 x 10mm

On small packaging, minimum size: 6 x 6 mm



## Pictogram with fraction name

Minimum size: 10 x 10mm



# Layout principles

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



**Sorted as:**  
MADAFFALD  
MATAVFALL  
MATARLEIFAR  
FOOD WASTE

**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**  
MADAFFALD  
MATAVFALL  
MATARLEIFAR  
FOOD WASTE

**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.



# Layout principles

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:**  
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**  
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**  
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**  
EXERCI  
CONSEQUAT  
ULLAMCOR TATION  
ADIPISCING



# Layout principles

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

**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.

**Facilis at vero eros AS**  
Accumsan et iusto 23  
4792 Dignissim,  
Qui Blandit  
Praesent



7 375812 77803 1



**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**  
EXERCI  
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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.  
**Nnostrud:**  
2 exerci tation ullamcorper suscipit  
lobortis nisi ut aliquip ex ea commodo  
consequat.



**Sorted as**  
EXERCI  
CONSEQUAT  
ULLAMCOR TATION  
ADIPISCING

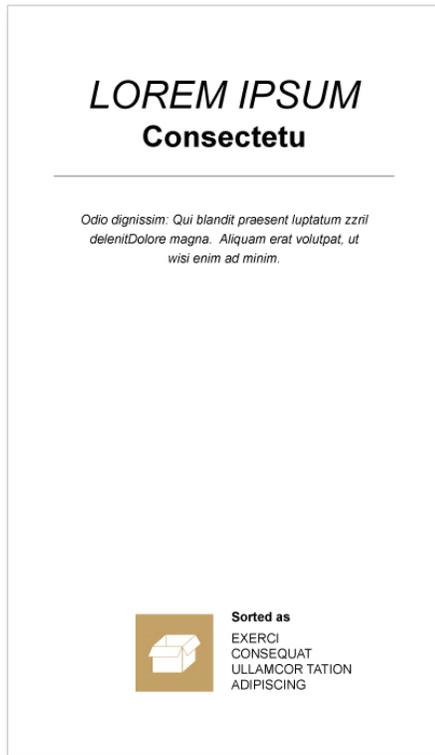
**Facilis at vero eros AS**  
Accumsan et iusto 23  
4792 Dignissim,  
Qui Blandit  
Praesent  
Facilisisatvero.com



7 375812 77803 1

# Layout principles

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



# Layout principles

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

**Lorem ipsum**

**Consectetu: 400g**  
**Odio dignissim:** Qui blandit praesent  
luptatum zzril delenit (E 407)

**Dolor sit 100g:**  
Eugait..... 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**  
EXERCI  
CONSEQUAT  
ULLAMCOR TATION  
ADIPISCING



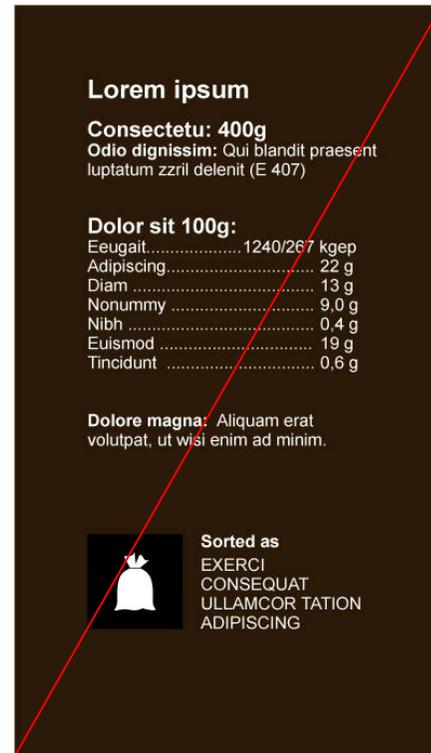
Primary choice if possible

Secondary choice



# Layout principles

Place the pictogram visibly and with contrast to the background.



# Layout principles

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.

**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**  
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**Lorem ipsum**  
**Consectetu: 400g**  
**Odio dignissim:** Qui blandit praesent  
 luptatum zzril delenit (E 407)

**Dolor sit 100g:**  
 Eeugait.....1240/267 kgep  
 Adipiscing..... 22 g  
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 Nibh ..... 0,4 g  
 Euismod ..... 19 g  
 Tincidunt ..... 0,6 g

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

 **Sorted as**  
 EXERCI  
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 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  
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 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**  
 EXERCI  
 CONSEQUAT  
 ULLAMCOR TATION  
 ADIPISCING

# Layout principles

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.



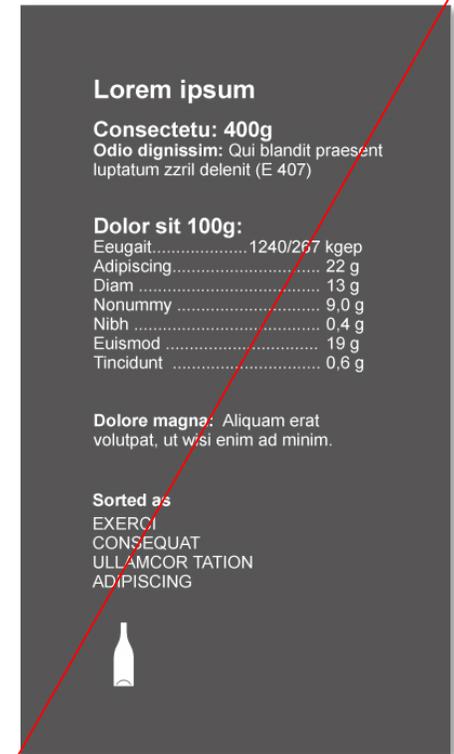
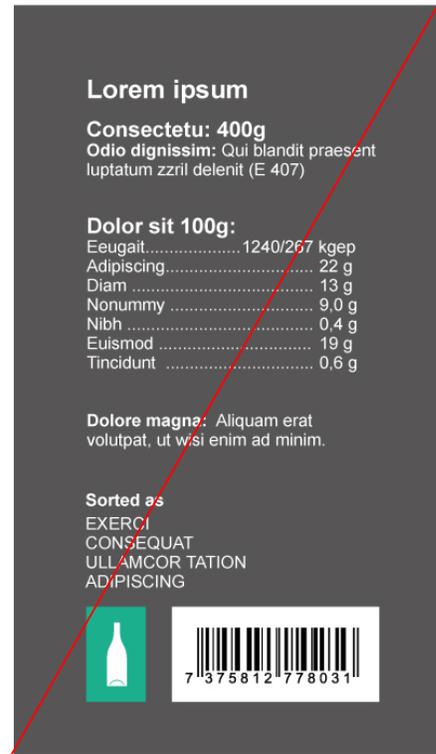
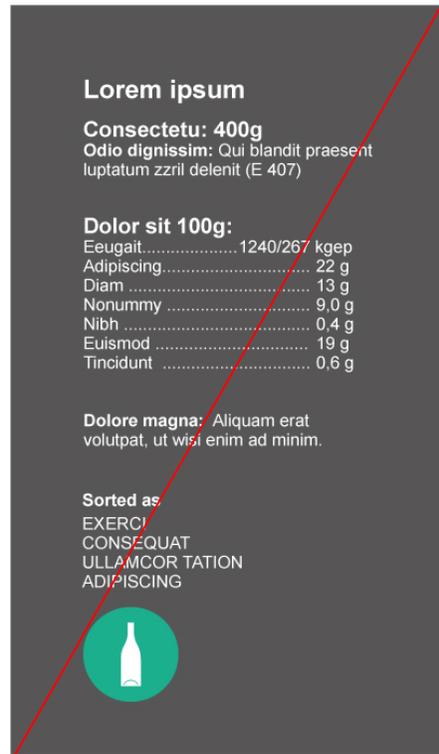
# Layout principles

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.



# Layout principles

The pictogram should always appear as a square.



# Layout principles

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:**  
 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**  
 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**  
 EXERCI  
 CONSEQUAT  
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 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

 **Sorted as**  
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 ADIPISCING

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**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  
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 Euismod ..... 19 g  
 Tincidunt ..... 0,6 g

 **Sorted as**  
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 ULLAMCOR TATION  
 ADIPISCING

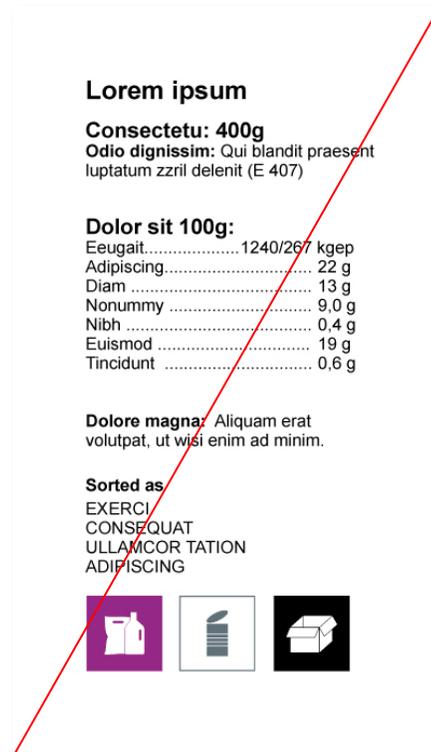
**Sorted as**  
 EXERCI  
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 ULLAMCOR TATION  
 ADIPISCING

 **Sorted as**  
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 CONSEQUAT  
 ULLAMCOR TATION  
 ADIPISCING

 **Sorted as**  
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 ULLAMCOR TATION  
 ADIPISCING

# Layout principles

Always use the same pictogram versions on the same packaging.



# Contact

## EUpicto

c/o Circular Denmark  
Niels Toftegaard  
Phone: +45 2633 0462  
Email: nt@cirkulaer.dk  
[www.eupicto.com](http://www.eupicto.com)

## Local country associations

### Circular Denmark

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DK-1606 Copenhagen West  
+45 7231 2070  
cirkulaer@cirkulaer.dk  
www.cirkulaer.dk

Download the Danish system here:  
<https://www.affaldspiktogrammer.dk/>

### Avfall Sverige

Baltzargatan 25  
21136 Malmö  
+46 40356600  
info@avfallsverige.se  
[www.avfallsverige.se](http://www.avfallsverige.se)

Download the Swedish system here:  
<https://www.sverigesorterar.se>

### Samband íslenskra sveitarfélaga

Borgartúni 30,  
105 Reykjavík  
+32 55154900  
samband@samband.is  
[www.samband.is](http://www.samband.is)

Download the Icelandic system here:  
<https://fenur.is/taknmyndabanki/>

### Suomen Kiertovoima - KIVO

Olympiastadion  
Paavo Nurmen tie 1,  
00250 Helsinki  
kivo@kivo.fi  
[www.kivo.fi](http://www.kivo.fi)