Standards Manual

Recycling Iconography

sociedade
pontoverde

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Introduction

This Standards Manual is intended as a guide for how to use Sociedade Ponto Verde's Recycling Iconography.

The aim of recycling icons is to combine consumer information so that they can better understand the rules for waste separation.

The various elements are organized so as to provide all relevant information, tailored to the wide range of packaging sizes and formats on the market.

The new Recycling Iconography proposed by SPV adds a new field providing practical advice to consumers on what they should do before disposing of the packaging and/or its components in the recycling bank.
By performing these simple actions, consumers can help greatly improve the entire packaging waste management chain, from collection to sorting and recycling of the various materials.

Join Sociedade Ponto Verde in its mission to encourage more sustainable behaviour and good waste separation practices, by making the message to consumers simpler and more effective.

Note: The recommendations in this manual are based on the best knowledge available at the time of publication, and are subject to change with a view to ongoing improvement.

This iconography applies only to packaging that requires a statement to SPV and gives rise to household waste. The iconography depends on the recyclability of the packaging in question.
If only part of the packaging generates household waste, the iconography must be accompanied by the note "Domestic waste only".

1. Pictograms

1.1. Geometry and Layout of Pictograms

Pictograms

View of Three Pictograms

BIN   BIN   BIN

ECOPONTO   ECOPONTO   ECOPONTO
AZUL   VERDE   AMARELO

BLUE   GREEN   YELLOW
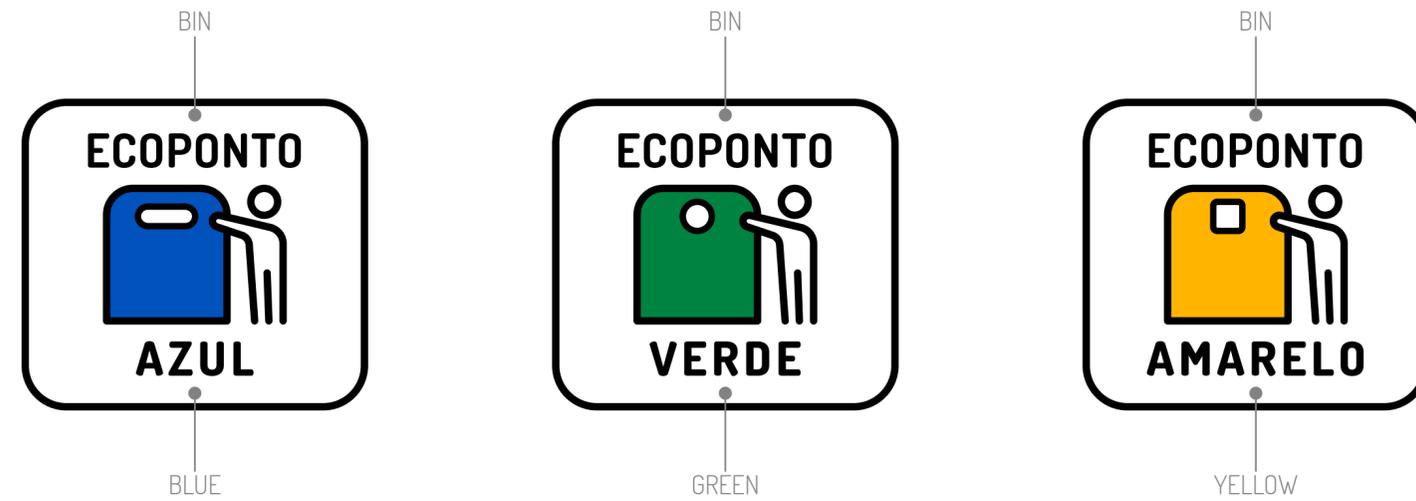
Pictograms

Blue drop-off container

This is a schematic of how the blue pictogram should be laid out, including its dimensions and fonts.
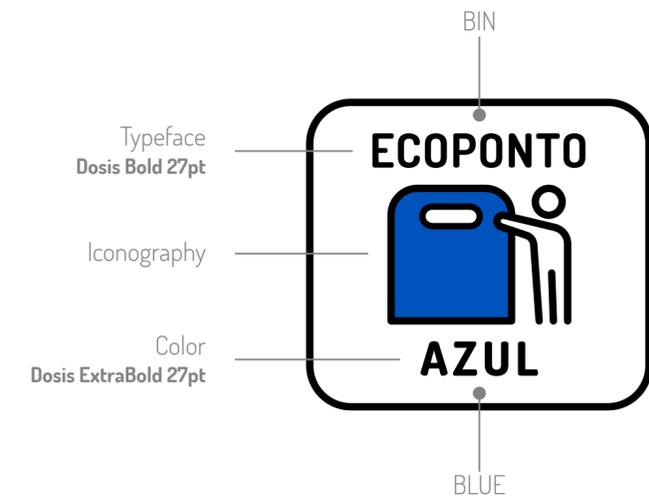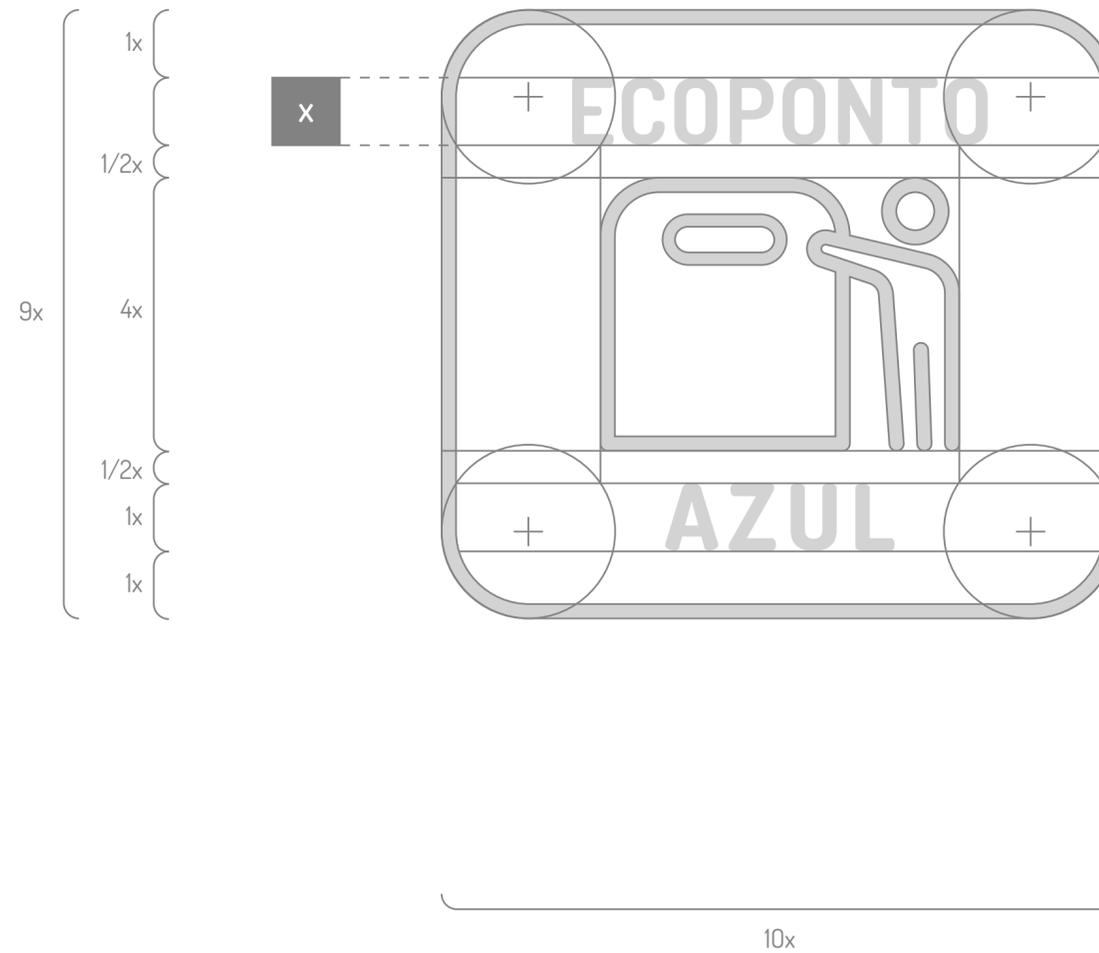
Pictograms

Green drop-off container

This is a schematic of how the green pictogram should be laid out, including its dimensions and fonts.

x

9x

1x

1/2x

4x

1/2x

1x

1x

ECOPONTO

VERDE

10x

BIN

Typeface
Dosis Bold 27pt

Iconography

Color
Dosis ExtraBold 27pt

ECOPONTO

VERDE

GREEN
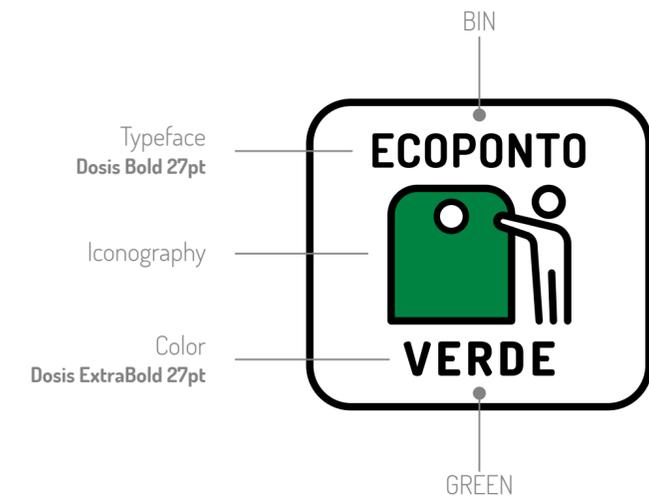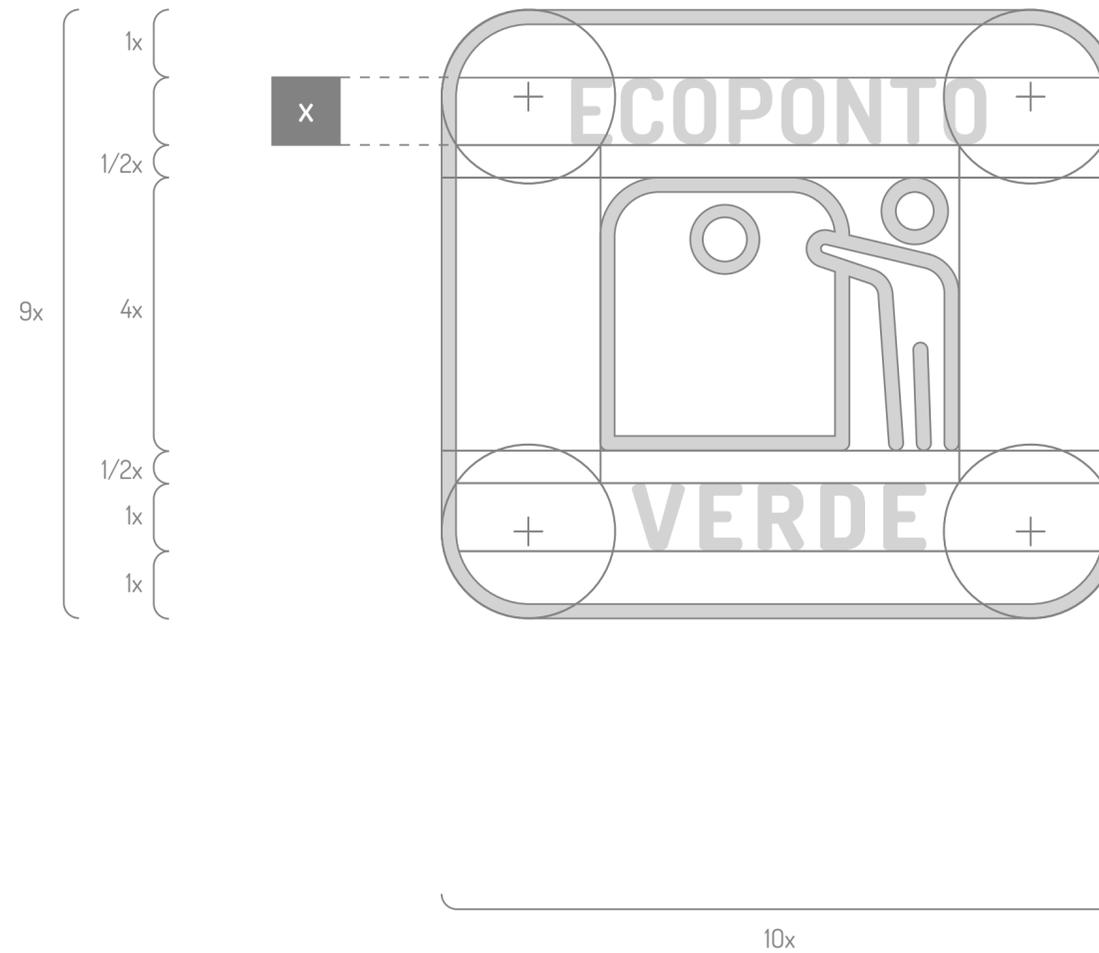
Pictograms

Yellow drop-off container

This is a schematic of how the yellow pictogram should be laid out, including its dimensions and fonts.

Typeface
Dosis Bold 27pt

Iconography

Color
Dosis ExtraBold 27pt

BIN

YELLOW

1.2. Information on Pictographs
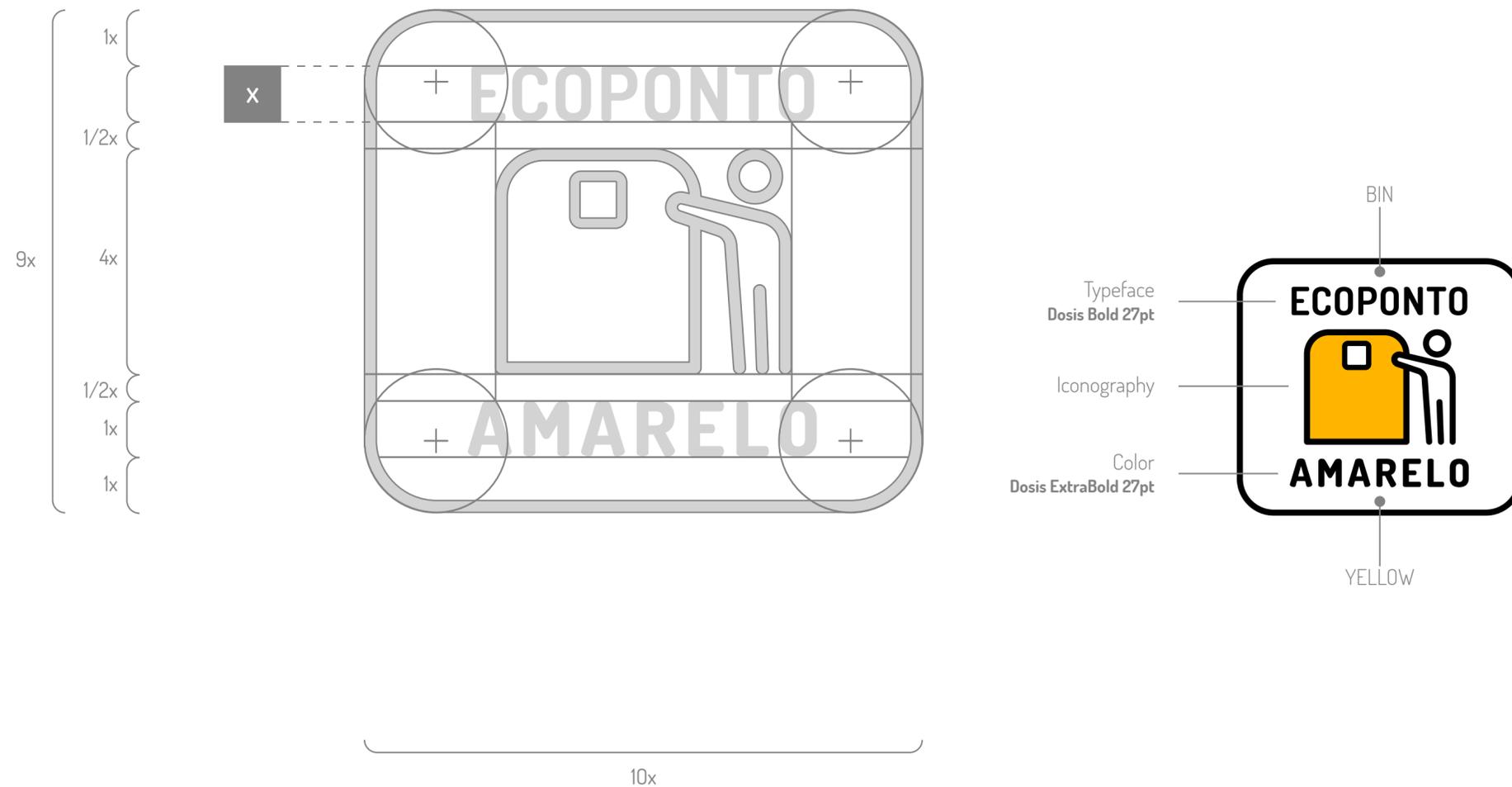
Information on Pictographs

The new iconography has three information fields:

• Name of the Main Body of Packaging or Component
• Packaging or Component Material
• Recommended Instructions/Steps

This helps identify the correct container for each packaging component, along with recommended steps prior to disposal at the recycling bank. The use of three information fields is not mandatory: a minimum of two may be used, depending on specific needs, provided that they enable correct waste separation. If only two information fields are used, they must be those relating to the material and the instructions.

Pictographs must always be accompanied by Pictograms alluding to each drop-off container and must not be placed on the packaging alone.

Information on Pictographs

Name of the Main Body of Packaging or Component

This section details information that may be included in the "Main Body of Packaging or Component" field on Pictographs.

Where the packaging contains components (e.g. labels, caps, seals, etc.) made of materials incompatible with the main body of packaging, and that are easy for consumers to separate, or where there is a better chance of recovering the component if it is separated before being placed separately in the recycling bank, detailed information on separation should be provided for each component.

This will maximize recycling of the various packaging materials and eliminate possible recycling hold-ups.

Where the size of components permits, they can bear the pictograms individually.

For further information on material compatibility go to **www.pontoverdelab.pt**

Main Body of Packaging
or Component
Dosis SemiBold 27pt
Espaçamento 27pt

XXXXXX

XXXXX

Xxxxxx
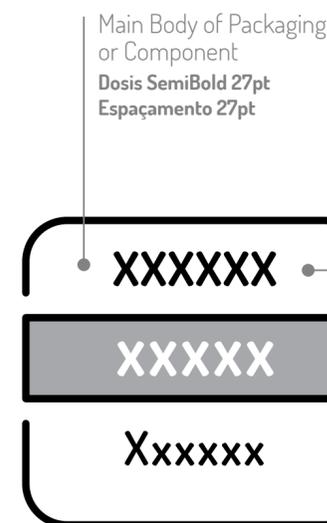
Name of the Main Body of Packaging

| AEROSSOL |
| BALDE |
| BISNAGA |
| BOIÃO |
| CAIXA |
| COPO |
| CUVETE |
| FRASCO |
| GARRAFA |
| GARRAFÃO |
| INVÓLUCRO |
| LATA |
| SACO |
| SAQUETA |
| TOP DOWN |
| TUBO* |

Component

| ASA |
| CÁPSULA |
| CARICA |
| DOSEADOR |
| JANELA |
| PULVERIZADOR |
| RÓTULO |
| SELO |
| TAMPA** |

*AEROSOL / BUCKET/ SQUEEZE TUBE / JAR / BOX / TUB / TRAY / FLASK / BOTTLE / CARBOY / WRAPPER / CAN / BAG / SACHET / TOP-DOWN / TUBE
**HANDLE/ CAPSULE/ BOTTLE CAP / DISPENSER / WINDOW / ATOMIZER / LABEL / SEAL / CAP

Information on Pictographs

Packaging or Component Material

This section details possible information to be included in the "Material" field on Pictographs.

This information field relates to the constituent material of the packaging or component: PAPER | CARDBOARD | GLASS | PLASTIC | METAL | CARTON*

* "Carton" refers to materials used in carton packaging for beverages.

XXXXXX

XXXXX

Xxxxxx

Material
**Dosis ExtraBold 27pt
Espaçamento 100pt**

**PAPEL
CARTÃO***1

VIDRO*2

**PLÁSTICO
METAL
PACOTE* *3**
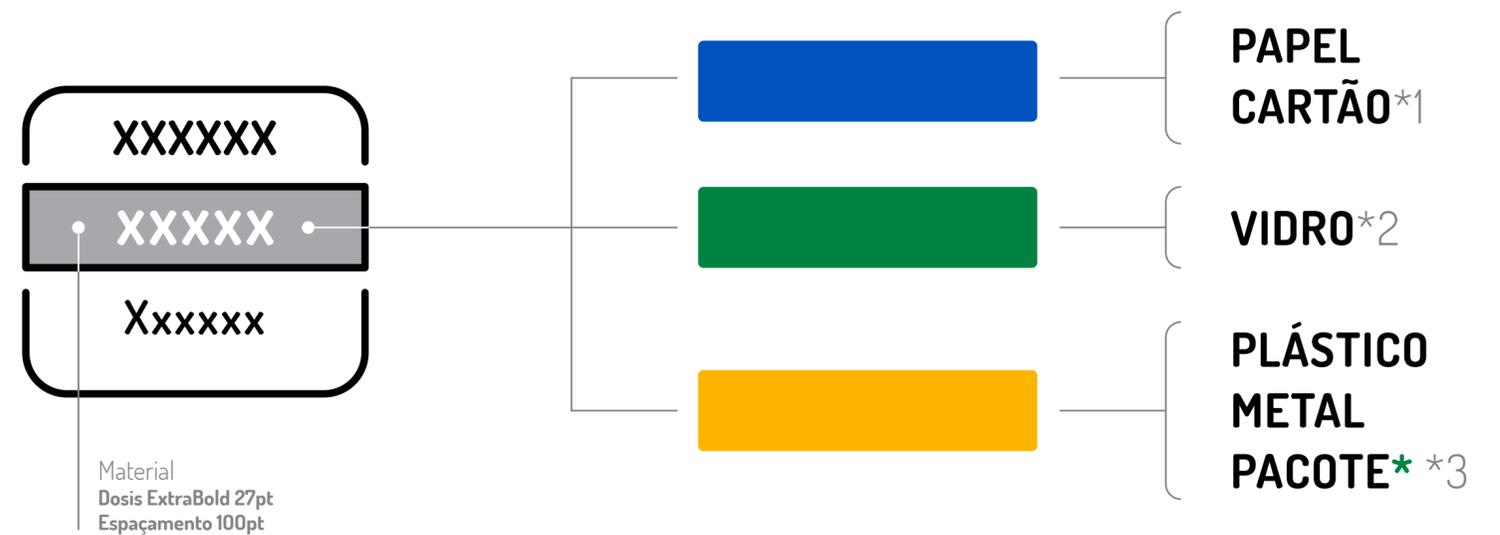
*1 PAPER / CARDBOARD
*2 GLASS
*3 PLASTIC / METAL / CARTON

Information on Pictographs

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Recommended
Instructions / Steps

This section details possible information
to be included in the "Instructions" field
on Pictographs.

This information field details the steps
consumers should take to better prepare the
packaging for recycling.

Countless advantages will stem from
consumers' adoption of good packaging
disposal/separation practices, with positive
outcomes at the various stages of packaging
waste management.

Thanks to signage recommending simple
actions, consumers will find it quick and easy
to prepare their packaging before disposing
of it at the recycling bank, simply
by consulting the information
on the packaging.

XXXXXX

XXXXX

Xxxxxx
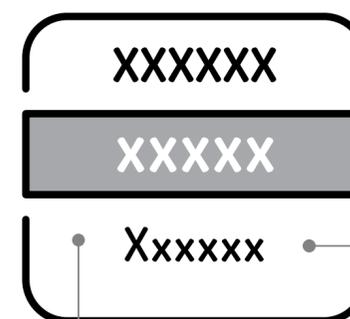
Instructions
Dosis SemiBold 27pt
Espaçamento 50pt

Separar

Esvaziar

Espalmar

Colocar tampa

Espalmar com
palhinha no interior

Separar pelo picotado

Colocar no interior

Colocar selo no interior*

*Separate / Empty / Flatten / Replace cap / Flatten with straw inside / Separate along perforation / Place inside / Place seal inside

Information on Pictographs

These recommendations can include:

Espalmar*1 **–** This helps reduce the packaging volume, optimizing waste collection and reducing the costs of this phase. It should only be recommended for packaging that can easily be compacted without the use of additional equipment.

Note: The "Flatten" option should only be provided for packaging destined for selective collection, and not for packaging that will be directed to packaging return systems using automated equipment.

Green Dot LAB Tip: Did you know that the best way to help the sorting and recycling process is to flatten bottles along their length?

Esvaziar*2 **–** In addition to preventing contents from being wasted, this recommendation can help reduce hold-ups in automated sorting at waste processing plants caused by the packaging's extra weight. It can also prevent hold-ups in the recycler caused by excess product in the packaging. There is no need for a "Rinse" recommendation: provided that the emptied packaging contains only a residue of the contents, this does not hold up the recycling process.

Separar*3 **–** Recommended only for components that are easy for consumers to separate. This enables recycling of the various components to be maximized, and recycling hold-ups to be minimized (where components are incompatible with recycling of the main body of packaging).

Colocar tampa*4 **–** Applicable to caps and tops smaller than 50mm. The recommendation to replace the cap after consuming the product helps prevent littering or waste ending up in ecosystems, especially the marine environment. Additionally, by replacing the cap it is more likely to be recycled, because when disposed of in the recycling bank separately it may be lost in the sorting process because of its small size. Tops and lids of 50mm or larger, except for those made of material that can be recycled along with the main body of packaging, can be disposed of separately in the relevant recycling drop-off container, because they will not be lost during sorting and will be picked up by the relevant material stream.
In addition, separation of the lid, top or cap should be recommended where its presence can disrupt recycling, such as metal caps on PET packaging, or ceramic and steel swing tops on glass packaging, provided that consumers can easily separate them.

*1 Flatten *2 Empty *3 Separate *4 Replace cap

Information on Pictographs

Note: Changes in Portuguese law are expected to make it compulsory for the caps and lids of plastic beverage packaging to be permanently attached to the receptacle during the product's expected life cycle.

Espalmar com palhinha no interior*1 **–** As with caps, because of their small size straws are unlikely to be recycled separately, and will end up lost in the sorting process and being sent to landfill. Therefore, it can be recommended that the straw be placed inside the packaging after use.

Colocar selo no interior*2 **–** Where the seal is made of a material compatible with the main body of packaging, e.g. polyethylene plastic seal on polyethylene or polyethylene terephthalate plastic packaging, the recommendation should be to place it inside the packaging. Where the seal material is incompatible with the main body of packaging, e.g. an aluminium

seal on polyethylene or polyethylene terephthalate plastic packaging, the recommendation should be to "Separate" before disposing of it at the recycling bank.

Any of these recommendations can be combined. For example:

Flatten

Espalmar
Colocar tampa

Replace cap

Empty

Esvaziar
Espalmar
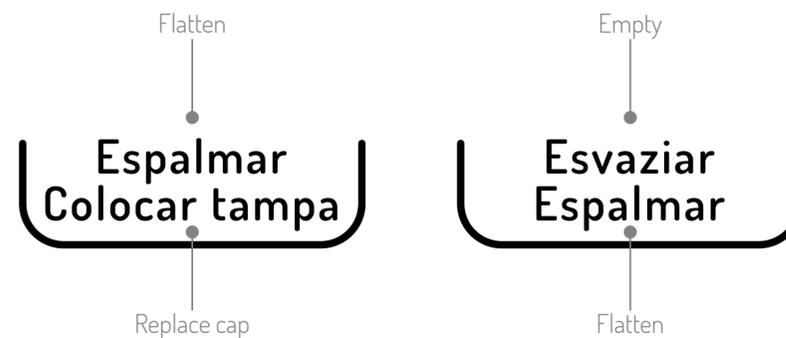
Flatten

*1 Flatten with straw inside *2 Place seal inside

1.3. Geometry and Layout of Pictographs

Pictographs

View of Three Pictographs

Pictographs must always be accompanied by Pictograms alluding to each drop-off container and must not be placed on the packaging alone.

LABEL | BOTTLE | LABEL

RÓTULO | **GARRAFA** | **RÓTULO**

PAPER — **PAPEL** | GLASS — **VIDRO** | **PLÁSTICO** — PLASTIC

Separar | Esvaziar | Separar

Separate | Empty | Separate
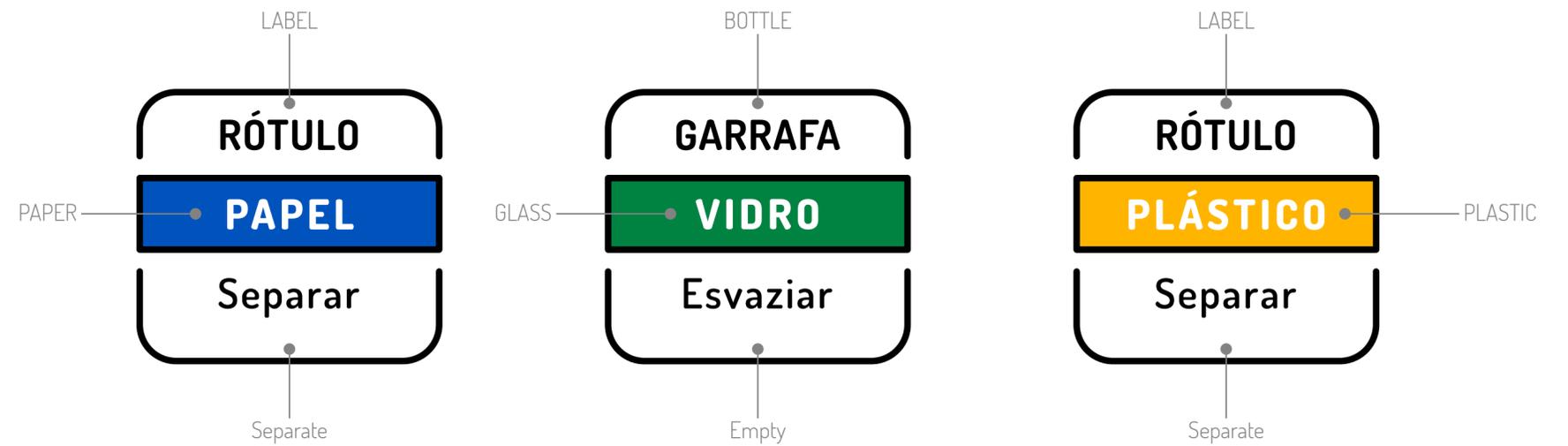
Pictographs

Blue drop-off container

This is a schematic of how the blue pictograph should be laid out, including its dimensions and fonts.

Pictographs must always be accompanied by Pictograms alluding to each drop-off container and must not be placed on the packaging alone.

LABEL

Main body of packaging or component
Dosis Bold 27pt

RÓTULO

Material
Dosis ExtraBold 27pt

PAPEL

PAPER

Instructions
Dosis SemiBold 27pt

Separar

Separate

Pictographs

Green drop-off container

This is a schematic of how the green pictograph should be laid out, including its dimensions and fonts.

Pictographs must always be accompanied by Pictograms alluding to each drop-off container and must not be placed on the packaging alone.

GARRAFA

VIDRO

Esvaziar

1x
1x
1/2x
1x
1/2x
1x
1x
9x
x
10x

BOTTLE

Main body of packaging
or component
Dosis Bold 27pt
GARRAFA

Material
Dosis ExtraBold 27pt
VIDRO — GLASS

Instructions
Dosis SemiBold 27pt
Esvaziar

Empty

Pictographs

Yellow drop-off container

This is a schematic of how the yellow pictograph should be laid out, including its dimensions and fonts.

Pictographs must always be accompanied by Pictograms alluding to each drop-off container and must not be placed on the packaging alone.

Main body of packaging or component
Dosis Bold 27pt

Material
Dosis ExtraBold 27pt

Instructions
Dosis SemiBold 27pt

LABEL

RÓTULO

PLÁSTICO — PLASTIC

Separar

Separate

Pictographs

Yellow drop-off container
Three Instructions

Schematic of how the yellow pictograph with three instructions should be laid out, including its dimensions and fonts.

Pictographs must always be accompanied by Pictograms alluding to each drop-off container and must not be placed on the packaging alone.

1x

1x

x

1/2x

1x

1/2x

1x

1x

1x

1/2x

GARRAFA

PLÁSTICO

Esvaziar
Espalmar
Colocar tampa

10x

BOTTLE

Main body of packaging
or component
Dosis Bold 27pt

Material
Dosis ExtraBold 27pt

PLASTIC

Instructions
Dosis SemiBold 27pt

GARRAFA

PLÁSTICO

Esvaziar
Espalmar
Colocar tampa

Empty
Flatten
Replace cap

1.4. Versions of Pictograms and Pictographs

Main Versions

Pictograms and Pictographs

These are the main versions of the Pictograms and Pictographs, which should be used whenever possible.
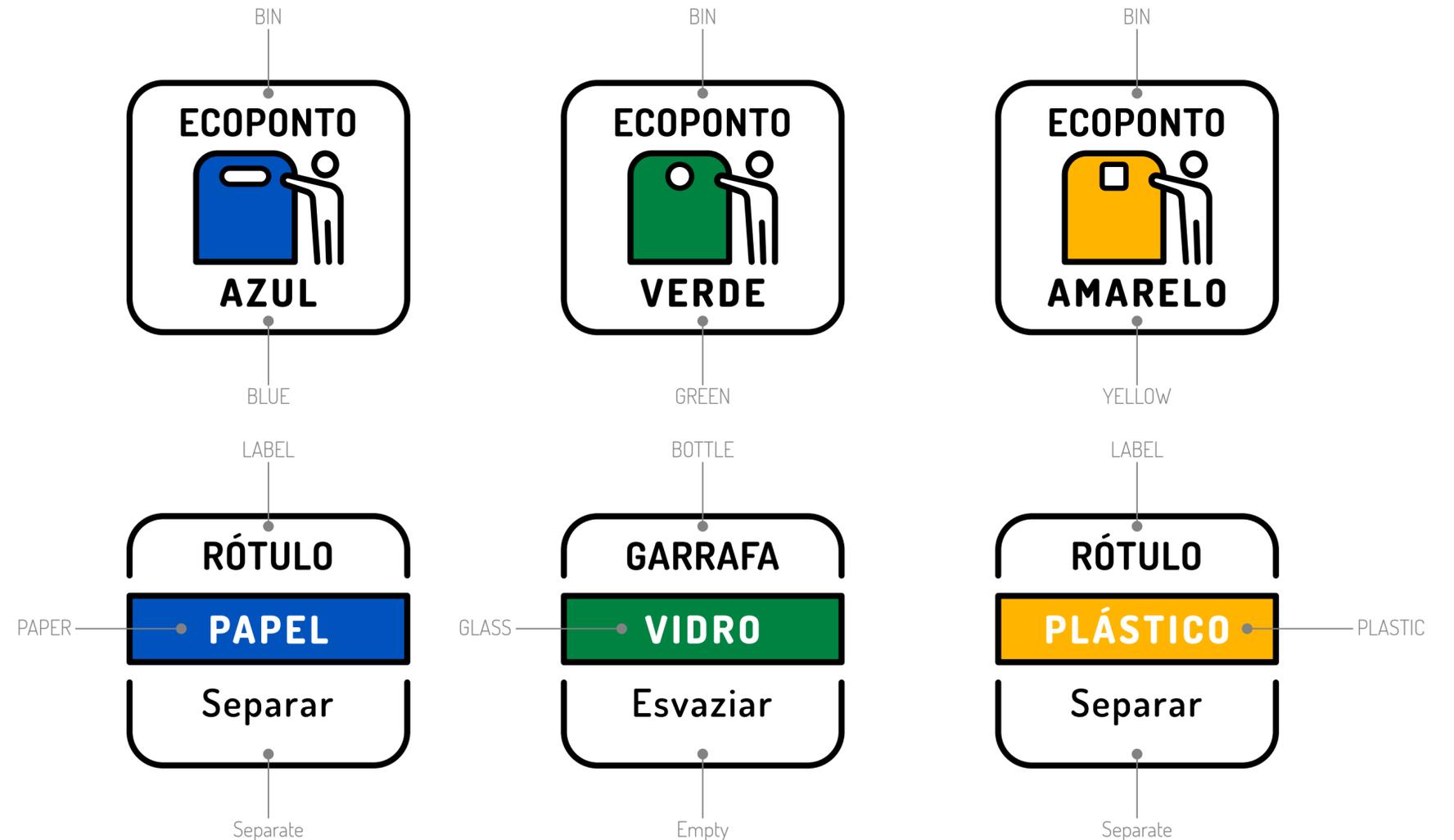
Pictographs must always be accompanied by Pictograms alluding to each drop-off container and must not be placed on the packaging alone.

Monochrome Versions

Pictograms and Pictographs Solid Colour – Positive

Example of monochrome Pictograms and Pictographs to be used when it is necessary to print in black and white only, on a light background.

Pictographs must always be accompanied by Pictograms alluding to each drop-off container and must not be placed on the packaging alone.
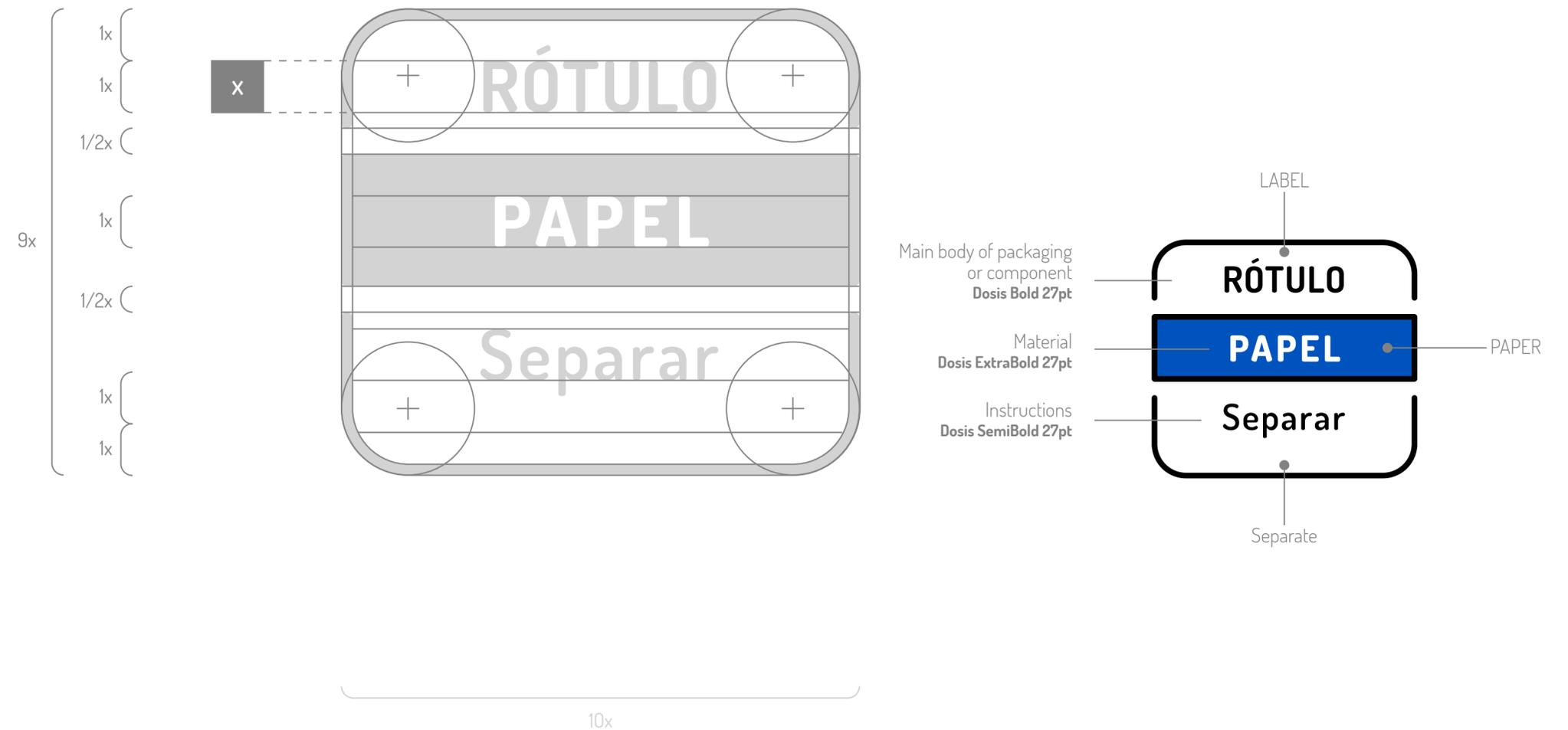
BIN

ECOPONTO

AZUL

BLUE

LABEL

RÓTULO

PAPER — **PAPEL**

Separar

Separate

BIN

ECOPONTO

VERDE

GREEN

BOTTLE

GARRAFA

GLASS — **VIDRO**

Esvaziar

Empty

BIN

ECOPONTO

AMARELO

YELLOW

LABEL

RÓTULO

PLÁSTICO — PLASTIC

Separar

Separate

Monochrome Versions

Pictograms and Pictographs
Solid Colour – Negative

Example of monochrome Pictograms and Pictographs to be used when it is necessary to print in black and white only, on a dark background.

Pictographs must always be accompanied by Pictograms alluding to each drop-off container and must not be placed on the packaging alone.

BIN

BIN
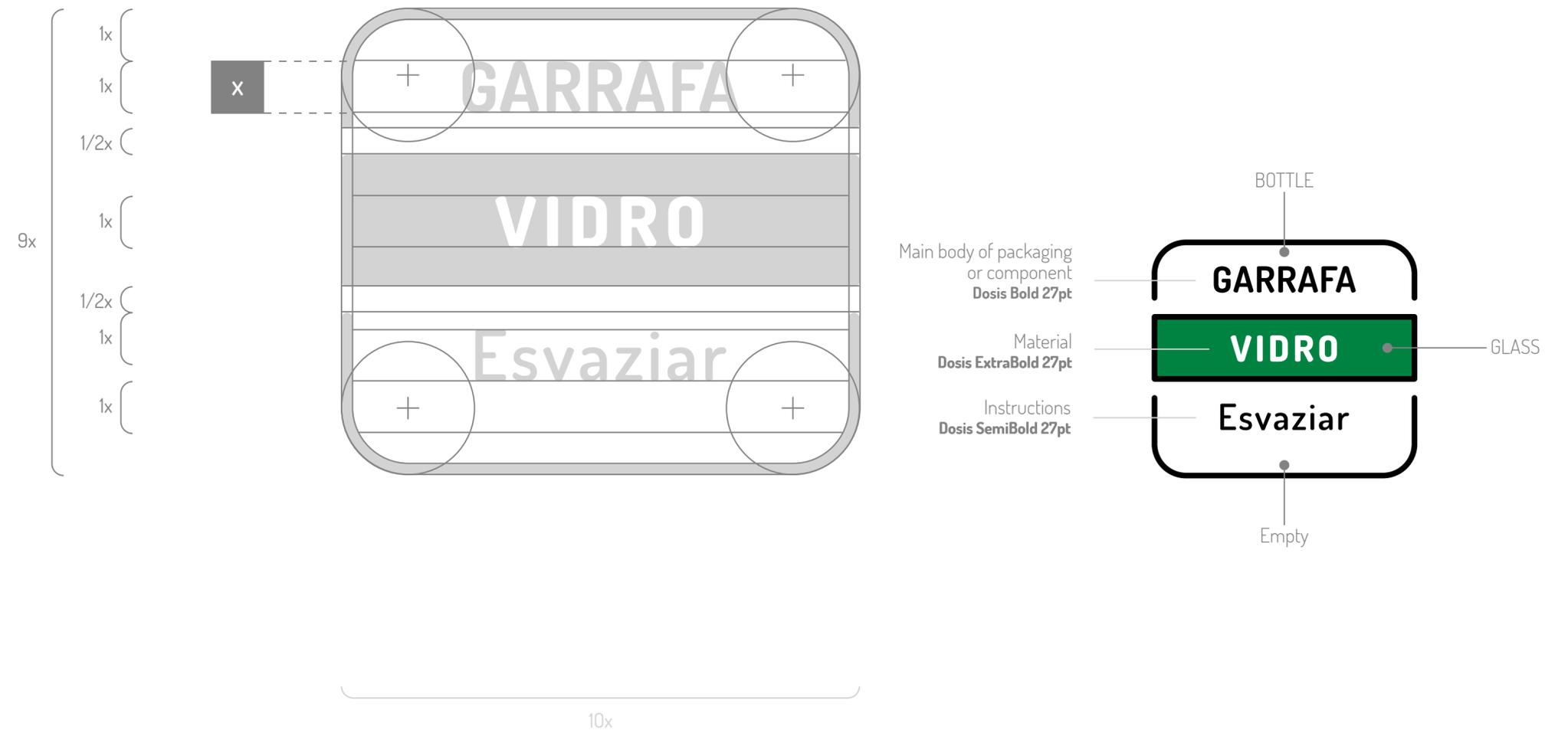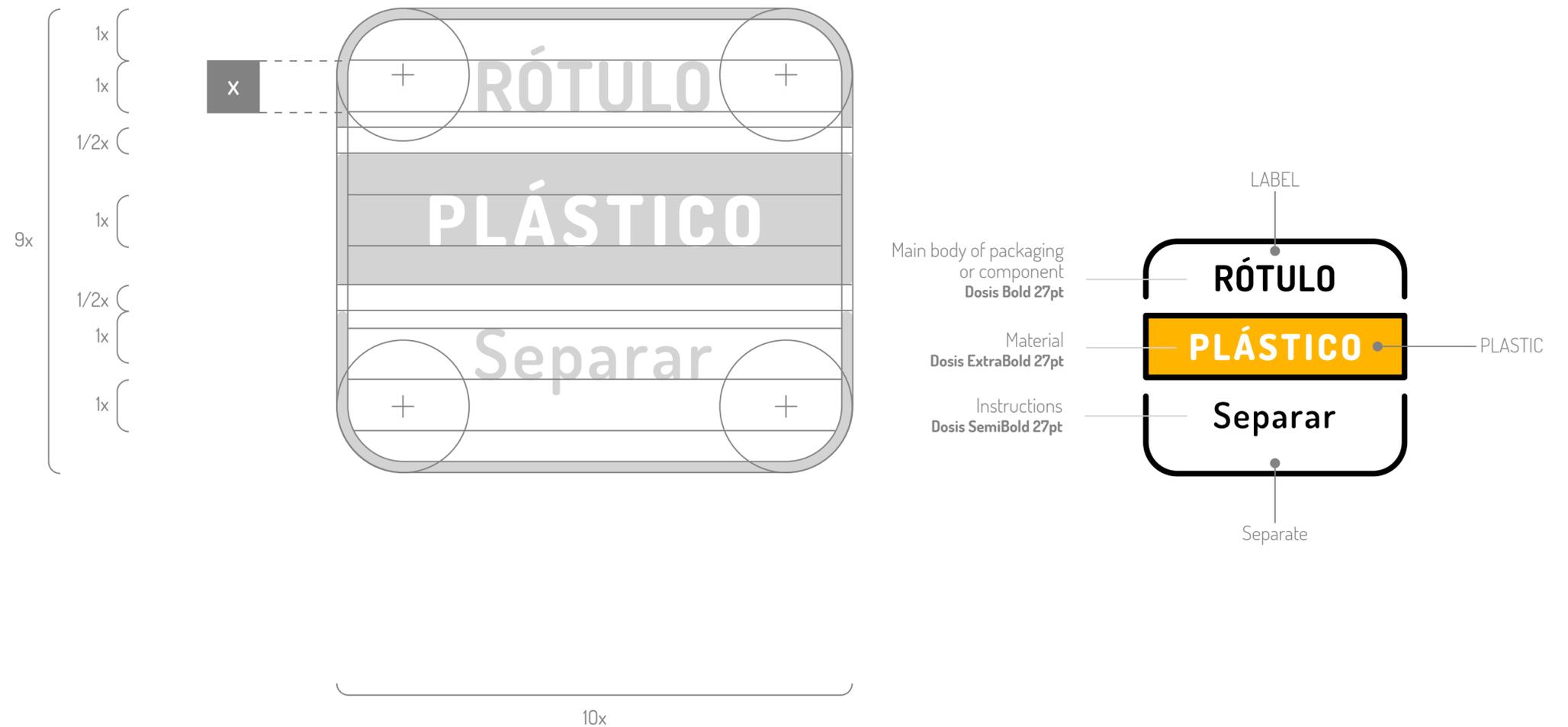
BIN

ECOPONTO
AZUL

ECOPONTO
VERDE

ECOPONTO
AMARELO

BLUE

GREEN

YELLOW

LABEL

BOTTLE

LABEL

RÓTULO
PAPEL
Separar

GARRAFA
VIDRO
Esvaziar

RÓTULO
PLÁSTICO
Separar

PAPER

GLASS

PLASTIC

Separate

Empty

Separate

Versions with Country Identification

Pictograms PT (Portugal) and Pictographs

These are the versions of the Pictograms with country identification (PT) and Pictographs, which should be used on products produced outside Portugal.

As in the main version, pictographs must always be accompanied by Pictograms alluding to each drop-off container and must not be placed on the packaging alone.

COUNTRY

BIN

ECOPONTO

PT

AZUL

BLUE

LABEL

RÓTULO

PAPER — **PAPEL**

Separar

Separate

COUNTRY

BIN

ECOPONTO

PT

VERDE

GREEN

BOTTLE

GARRAFA

GLASS — **VIDRO**

Esvaziar

Empty

COUNTRY

BIN

ECOPONTO

PT

AMARELO

YELLOW

LABEL

RÓTULO

PLÁSTICO — PLASTIC

Separar

Separate

Monochrome Versions with Country Identification

Pictograms PT (Portugal) and Pictographs Solid Colour – Positive

Example of monochrome Pictograms with country identification (PT) and Pictographs to be used when it is necessary to print in black and white only, on a light background.

As in the main version, pictographs must always be accompanied by Pictograms alluding to each drop-off container and must not be placed on the packaging alone.
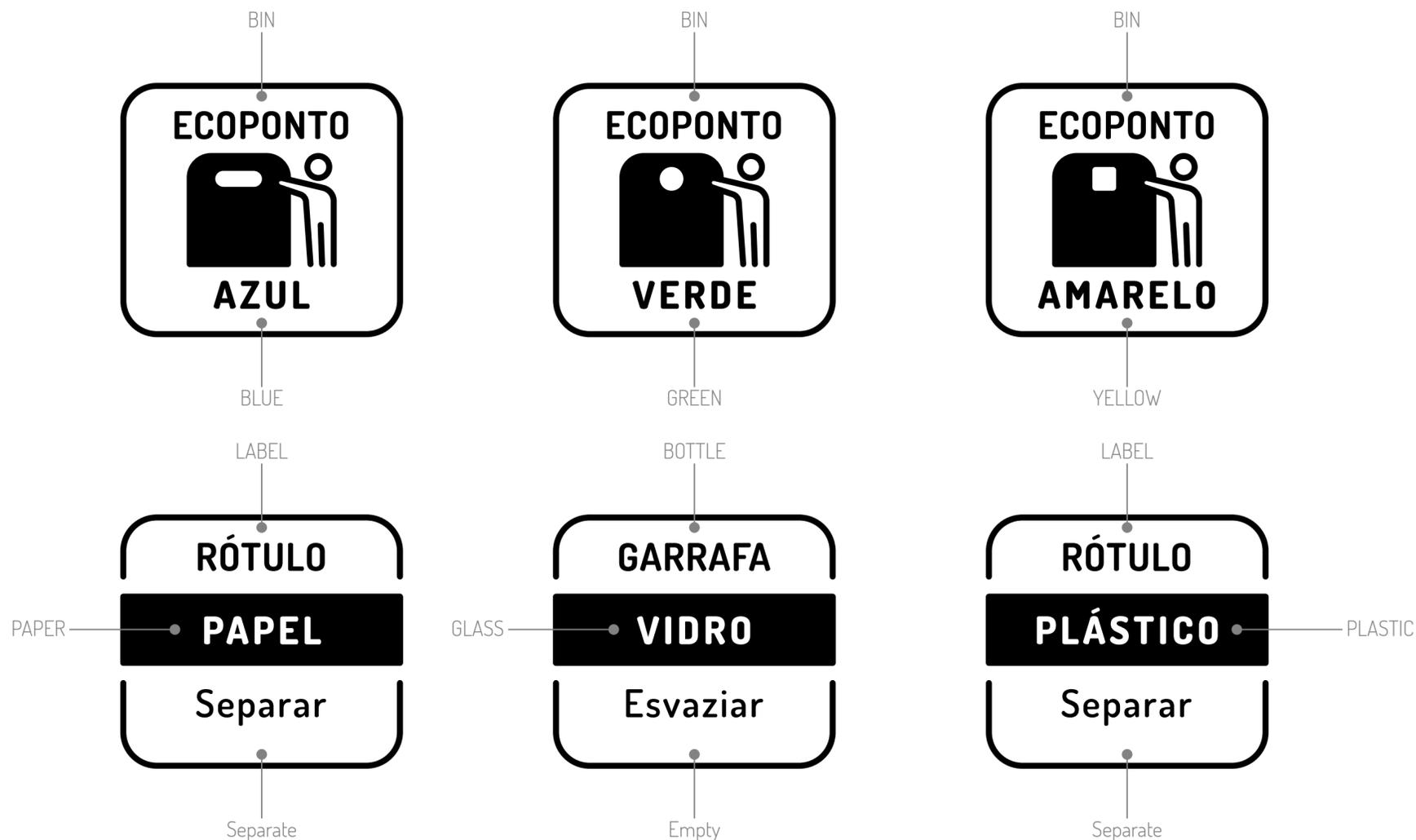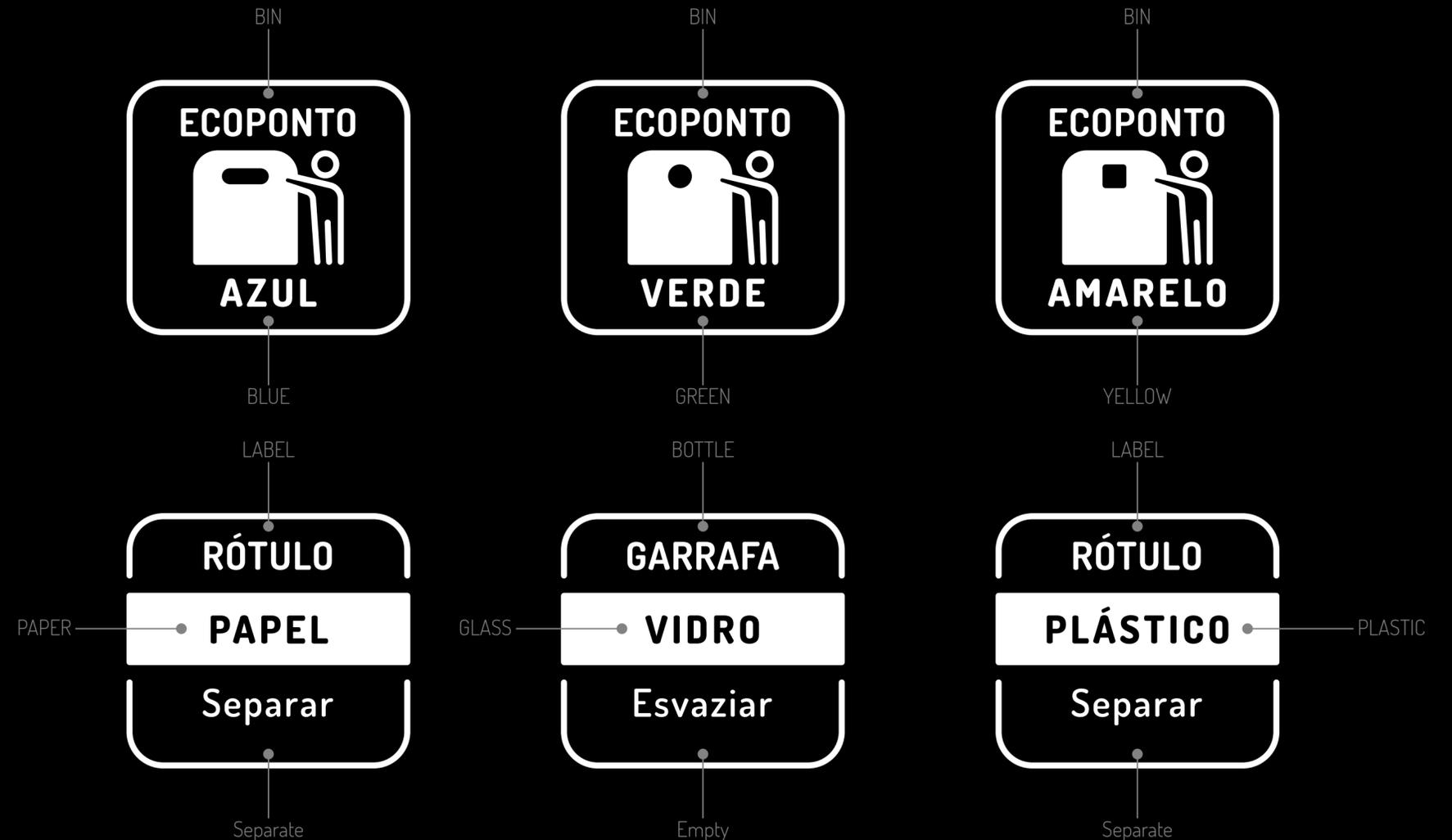
COUNTRY
BIN
PT
ECOPONTO
AZUL
BLUE
LABEL
RÓTULO
PAPER — PAPEL
Separar
Separate

COUNTRY
BIN
PT
ECOPONTO
VERDE
GREEN
BOTTLE
GARRAFA
GLASS — VIDRO
Esvaziar
Empty

COUNTRY
BIN
PT
ECOPONTO
AMARELO
YELLOW
LABEL
RÓTULO
PLÁSTICO — PLASTIC
Separar
Separate

Monochrome Versions with Country Identification

Pictograms PT (Portugal)
and Pictographs
Solid Colour – Negative

Example of monochrome Pictograms with
country identification (PT) and Pictographs
to be used when it is necessary to print in
black and white only, on a light background.

As in the main version, pictographs must
always be accompanied by Pictograms
alluding to each drop-off container and must
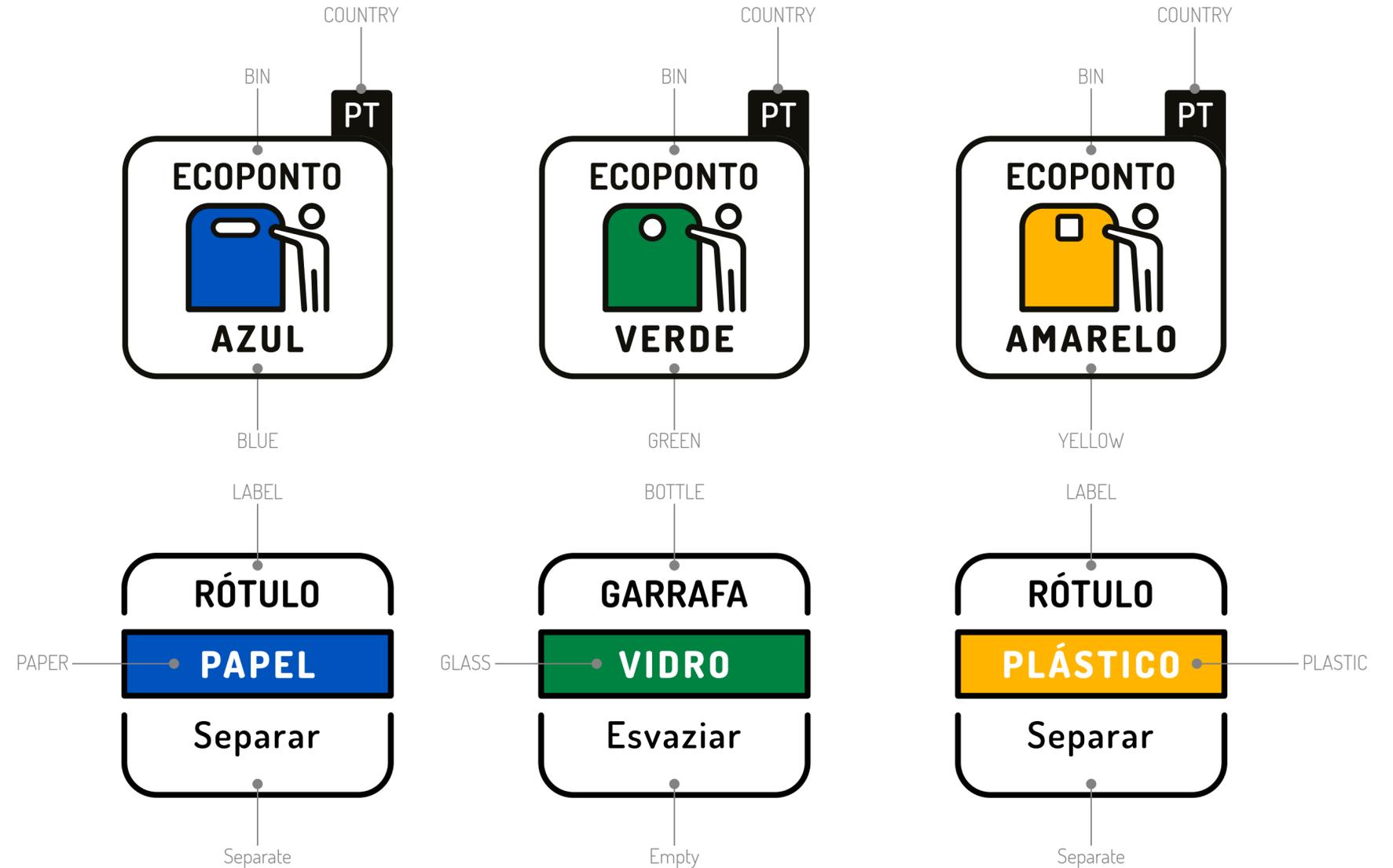not be placed on the packaging alone.

COUNTRY

BIN

PT

ECOPONTO

AZUL

BLUE

LABEL

RÓTULO

PAPEL

PAPER

Separar

Separate

COUNTRY

BIN

PT

ECOPONTO

VERDE

GREEN

BOTTLE

GARRAFA

VIDRO

GLASS

Esvaziar

Empty

COUNTRY

BIN

PT

ECOPONTO

AMARELO

YELLOW

LABEL

RÓTULO

PLÁSTICO

PLASTIC

Separar

Separate

2. Colours

Colours

Pantone, CMYK and RGB

These are the colours of Sociedade Ponto Verde's brand image. They are used in its pictograms and pictographs to create brand uniformity. However, a darker yellow has also been considered.
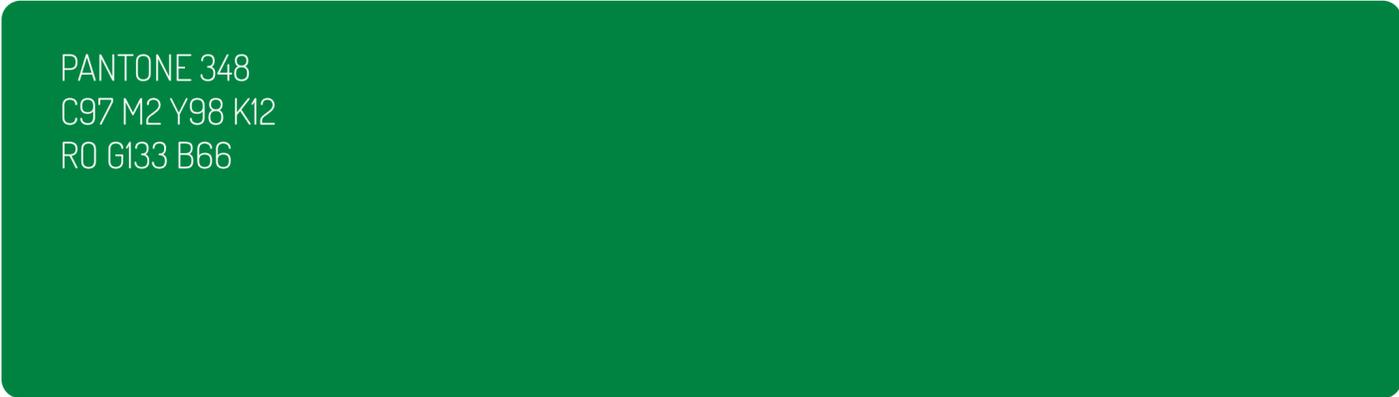
PANTONE 348
C97 M2 Y98 K12
R0 G133 B66
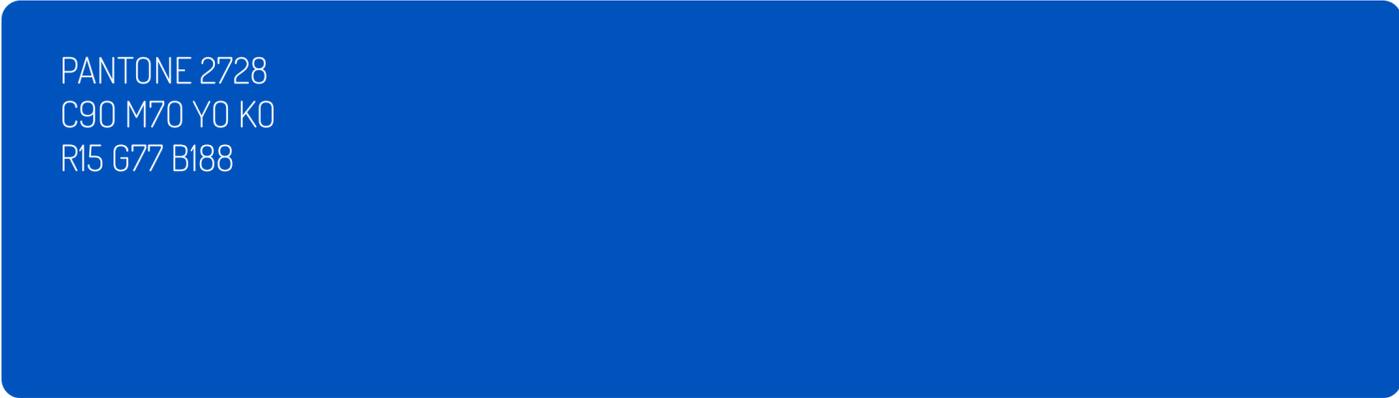
PANTONE 2728
C90 M70 Y0 K0
R15 G77 B188

PANTONE 1235 C
C0 M26 Y98 K0
R255 G182 B18

3. Font

Pictogram and Pictograph Font

Dosis

The Dosis font is a GoogleFonts typeface similar to Sociedade Ponto Verde's official font, and as such it satisfies our brand requirements.

Google Fonts

Aa

The quick brown fox jumps over the lazy dog.

Dosis Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Dosis Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Dosis Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Dosis SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Dosis Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Dosis ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

4. Rules on use

4.1. Safe Area in Pictograms and Pictographs

Safe Area

Pictogram

There are two safe areas in Pictograms.

Inner safe area
1x denotes the space between Pictograms and Pictographs.

Outer safe area
2x denotes the safe area reserved for other recycling categories or other graphic elements of the packaging.

Safe Area

Pictogram with Country Identification – PT (Portugal)

There are two safe areas in Pictograms with Country Identification (PT).

Inner safe area

1x denotes the space between Pictograms and Pictographs.

Outer safe area

2x denotes the safe area reserved for other recycling categories or other graphic elements of the packaging.

Outer safe area

2x

1x

Inner safe area

PT

ECOPONTO

AZUL

x

BIN

PT

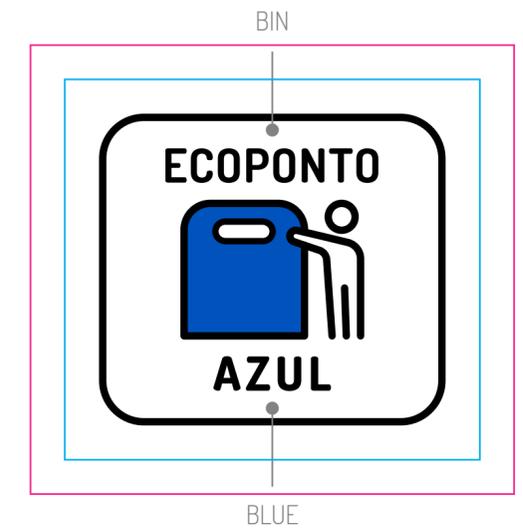ECOPONTO

AZUL

BLUE

Safe Area

Pictogram

There are two safe areas in Pictograms.
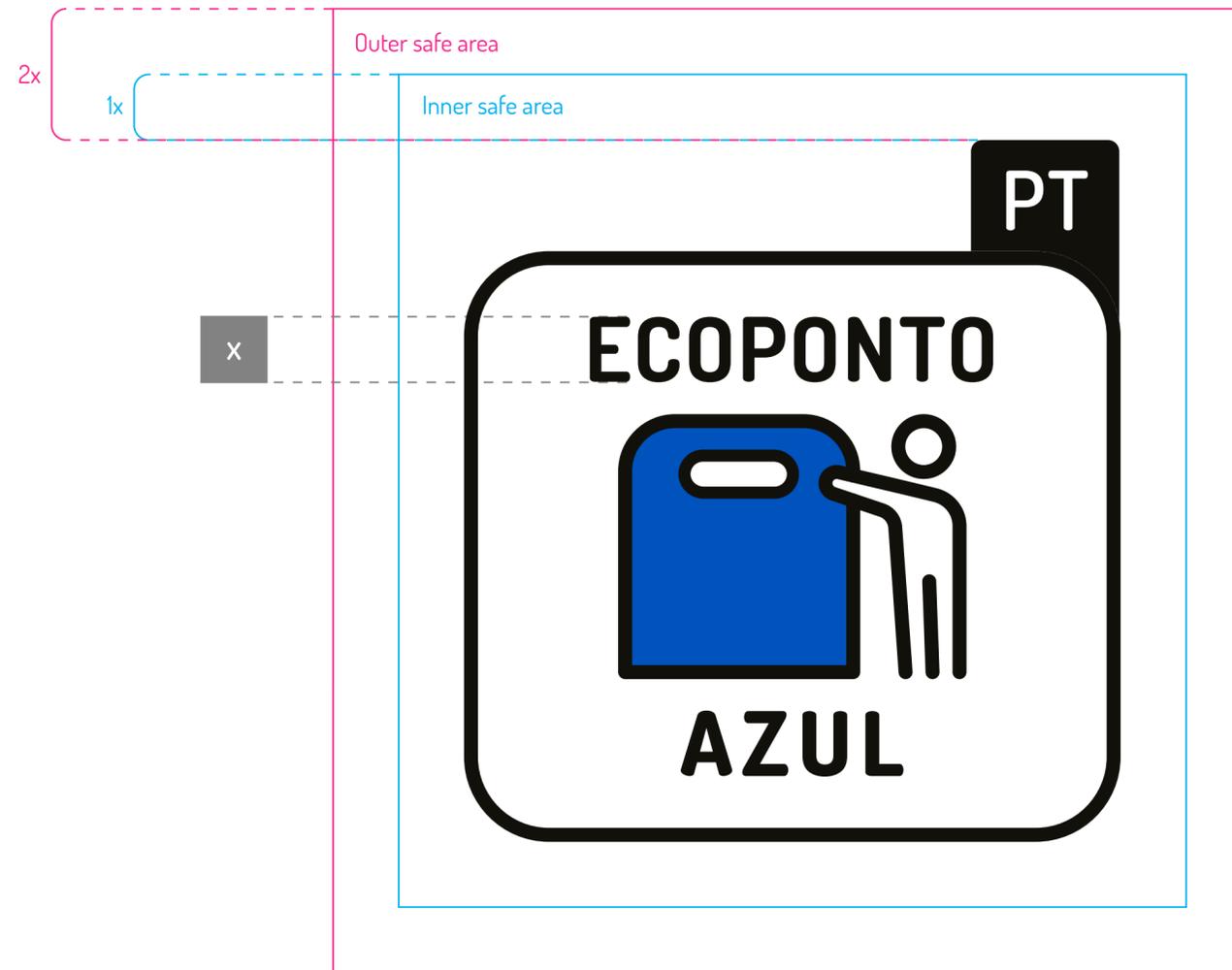
Inner safe area
1x denotes the space between Pictograms and Pictographs.

Outer safe area
2x denotes the safe area reserved for other recycling categories or other graphic elements of the packaging.

4.2. Combining Pictograms and Pictographs
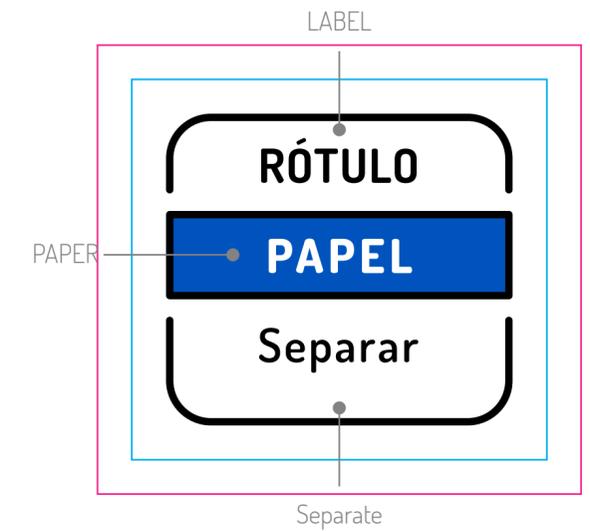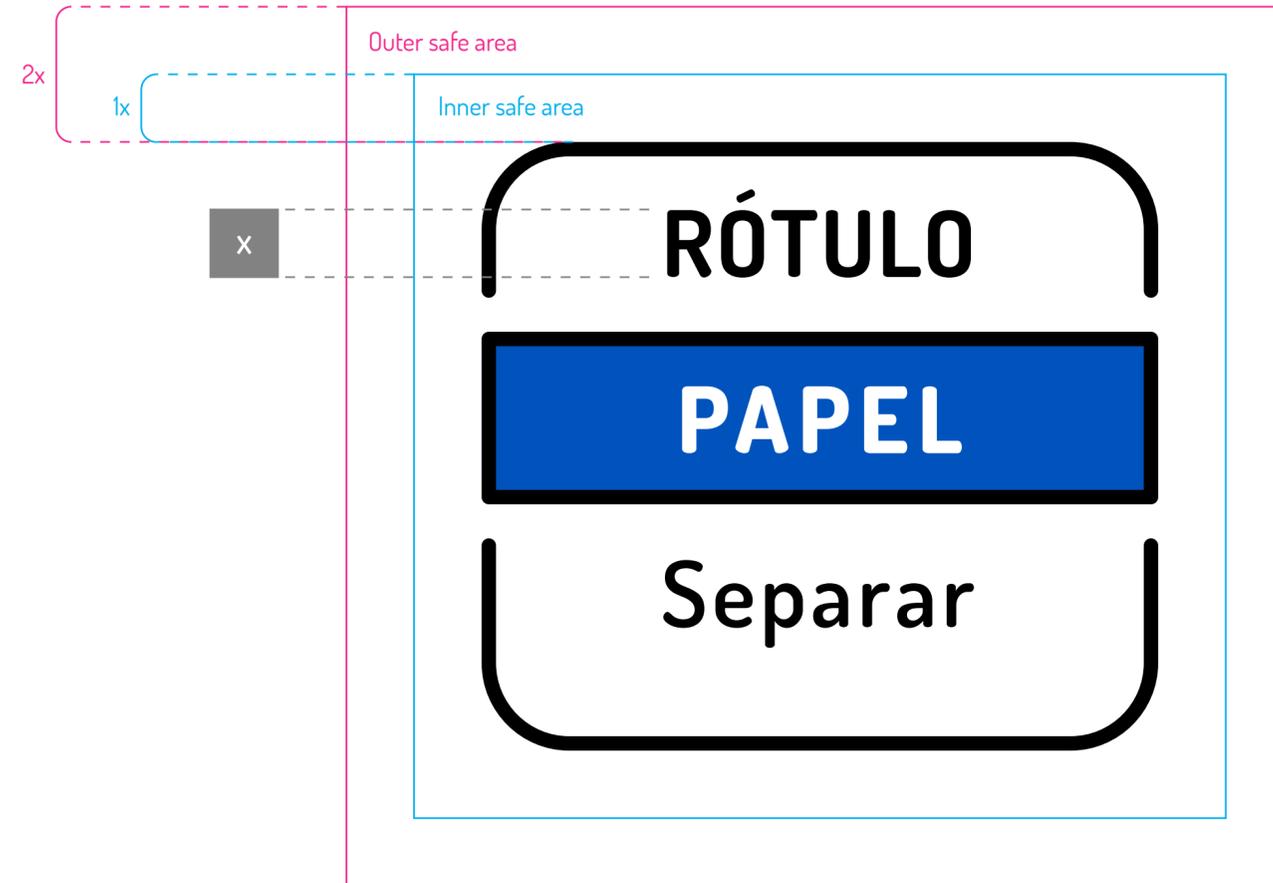
Combining Pictograms and Pictographs

Layout and Spacing
of Pictogram + Pictograph

Layout and alignment between Pictograms (with or without country identification) and Pictographs, plus safe areas, when both are in the same recycling category. In this case the distance between them is smaller (1x).

Pictograms alluding to each drop-off container can be used alone or accompanied by Pictographs appropriate to the packaging in question. Pictographs in turn must always be accompanied by Pictograms alluding to each drop-off container and must not be placed on the packaging alone.
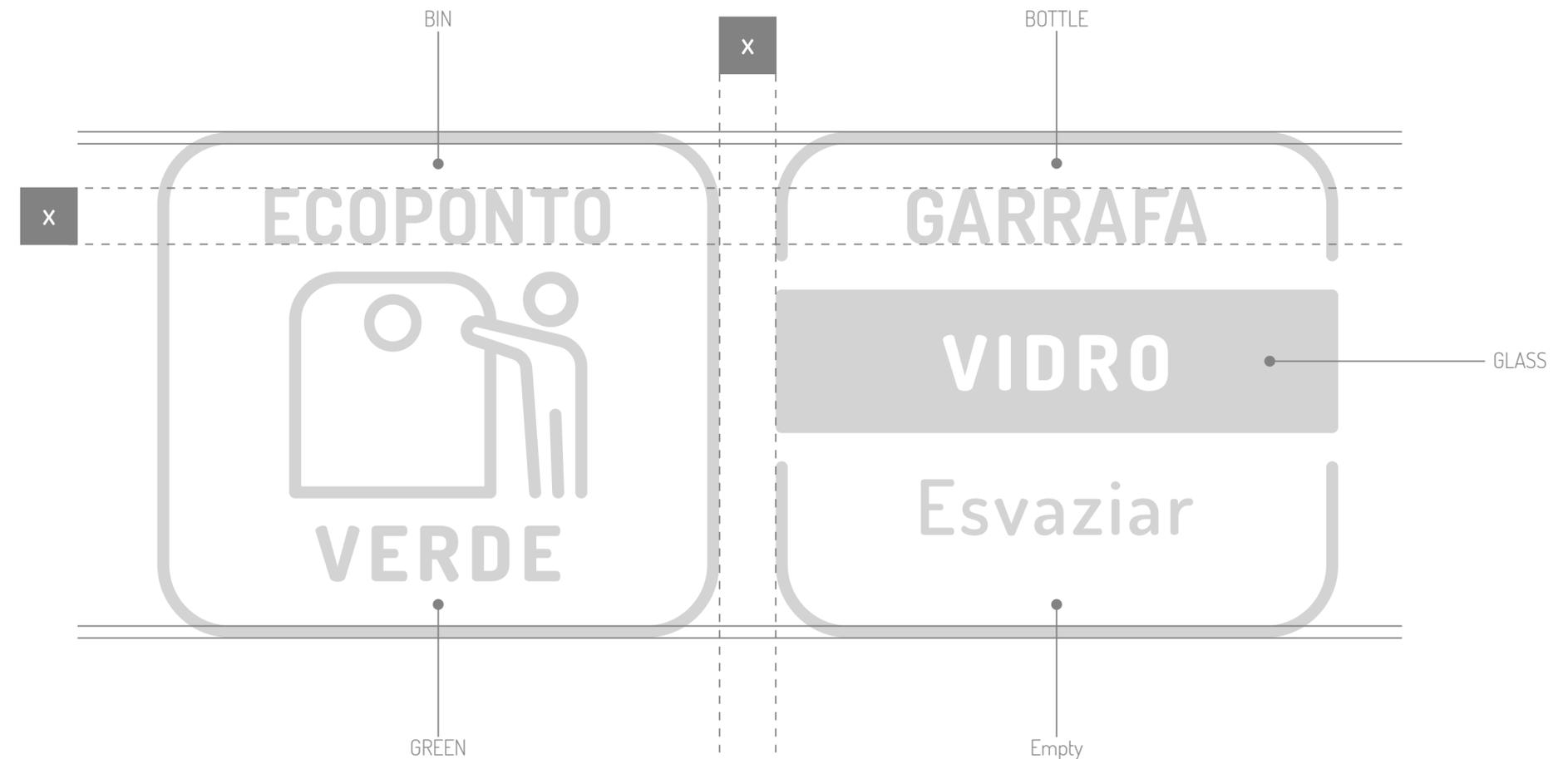
Combining Pictograms and Pictographs

Layout and Spacing of Two Pictograms

Layout and alignment between Pictograms (with or without country identification), plus safe areas, when the recycling categories are different. In this case the distance is greater (2x).

Pictograms alluding to each drop-off container can be used alone or accompanied by Pictographs appropriate to the packaging in question. Pictographs in turn must always be accompanied by Pictograms alluding to each drop-off container and must not be placed on the packaging alone.

Combining Pictograms and Pictographs

Pictogram + Pictograph, Vertically or Horizontally

Example of how to arrange the Pictogram (with or without country identification) and the Pictograph when in the same recycling category, vertically and horizontally. The vertical and horizontal versions should never be used simultaneously.

Pictograms alluding to each drop-off container can be used alone or accompanied by Pictographs appropriate to the packaging in question. Pictographs in turn must always be accompanied by Pictograms alluding to each drop-off container and must not be placed on the packaging alone.

Combining Pictograms and Pictographs

Two Pictograms
Vertically or Horizontally

Example of how to arrange Pictograms (with or without country identification) vertically and horizontally, plus safe areas, when the recycling categories are different. The vertical and horizontal versions should never be used simultaneously.

Pictograms alluding to each drop-off container can be used alone or accompanied by Pictographs appropriate to the packaging in question. Pictographs in turn must always be accompanied by Pictograms alluding to each drop-off container and must not be placed on the packaging alone.
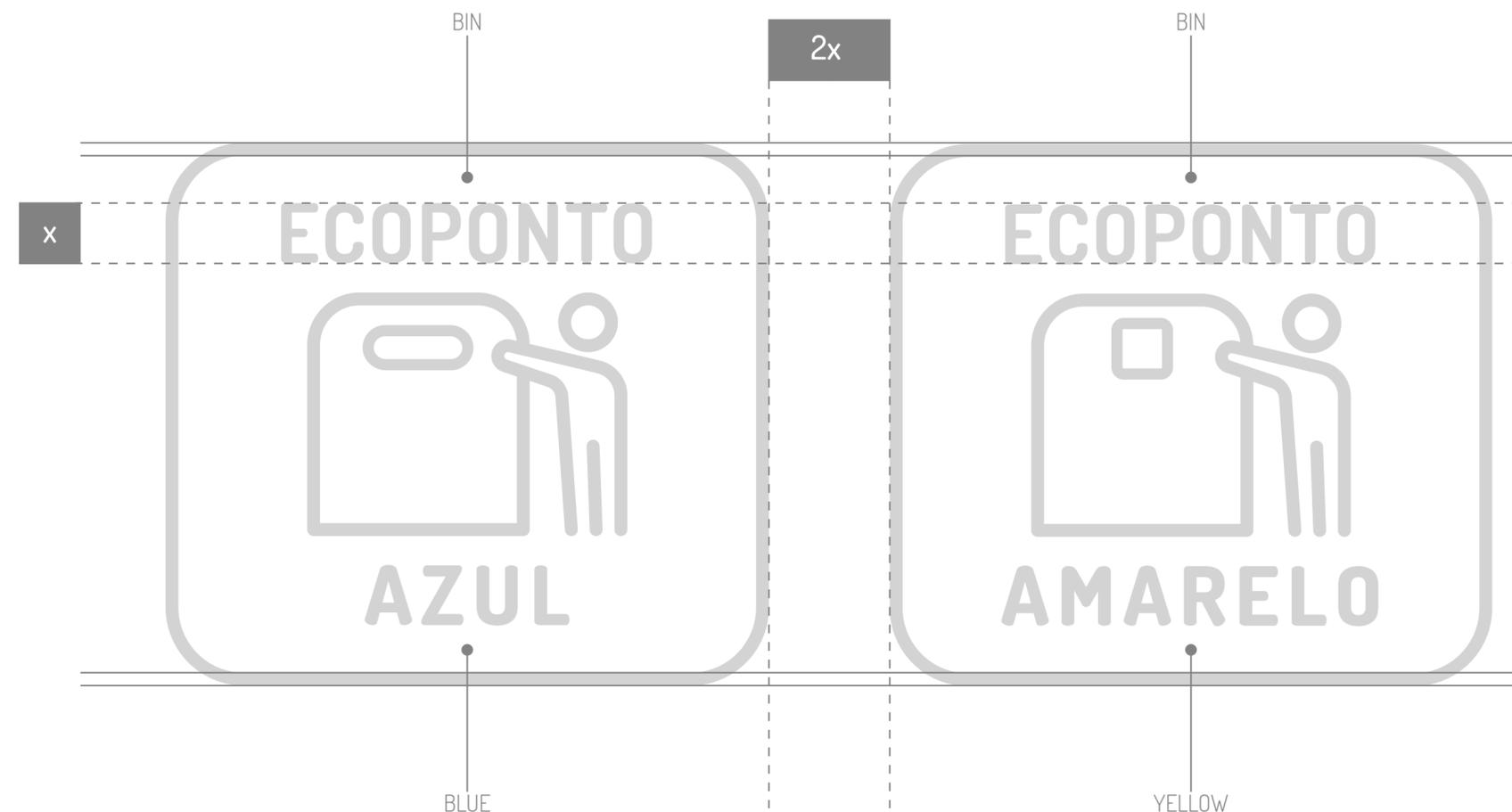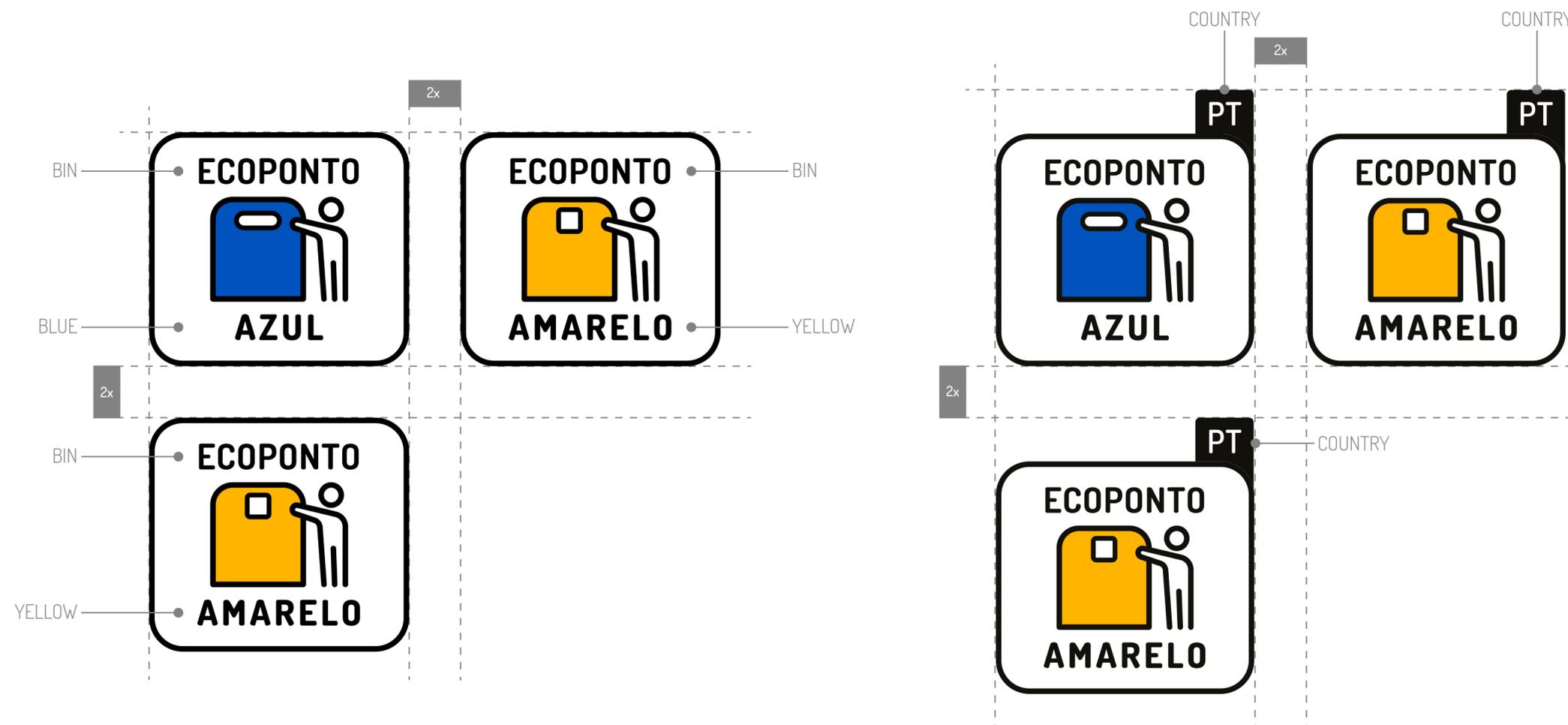
Combining Pictograms and Pictographs

Two Pictograms + Two Pictographs Vertically

Example of how to arrange two Pictograms (with or without country identification) together with two Pictographs, plus safe areas. This layout should be used if the writing on the packaging is laid out vertically.

Pictograms alluding to each drop-off container can be used alone or accompanied by Pictographs appropriate to the packaging in question. Pictographs in turn must always be accompanied by Pictograms alluding to each drop-off container and must not be placed on the packaging alone.
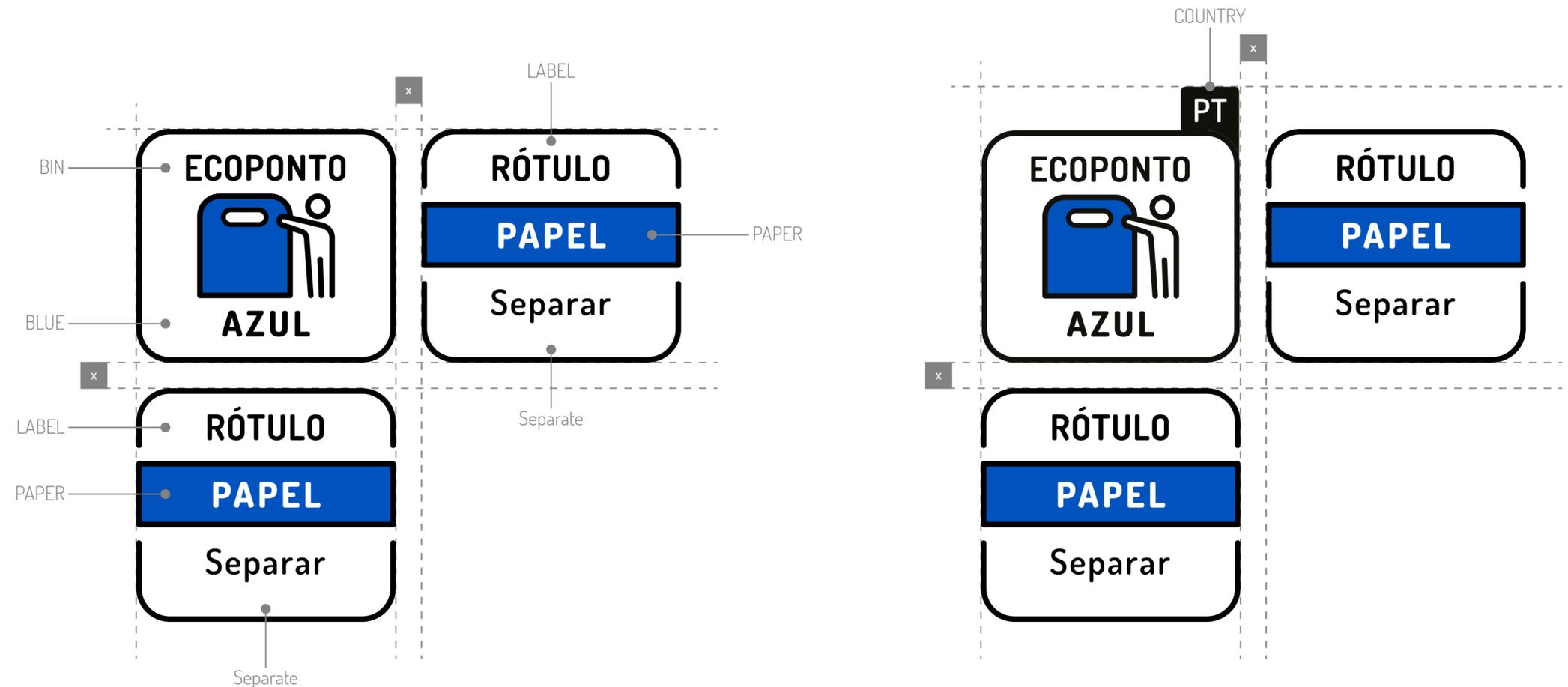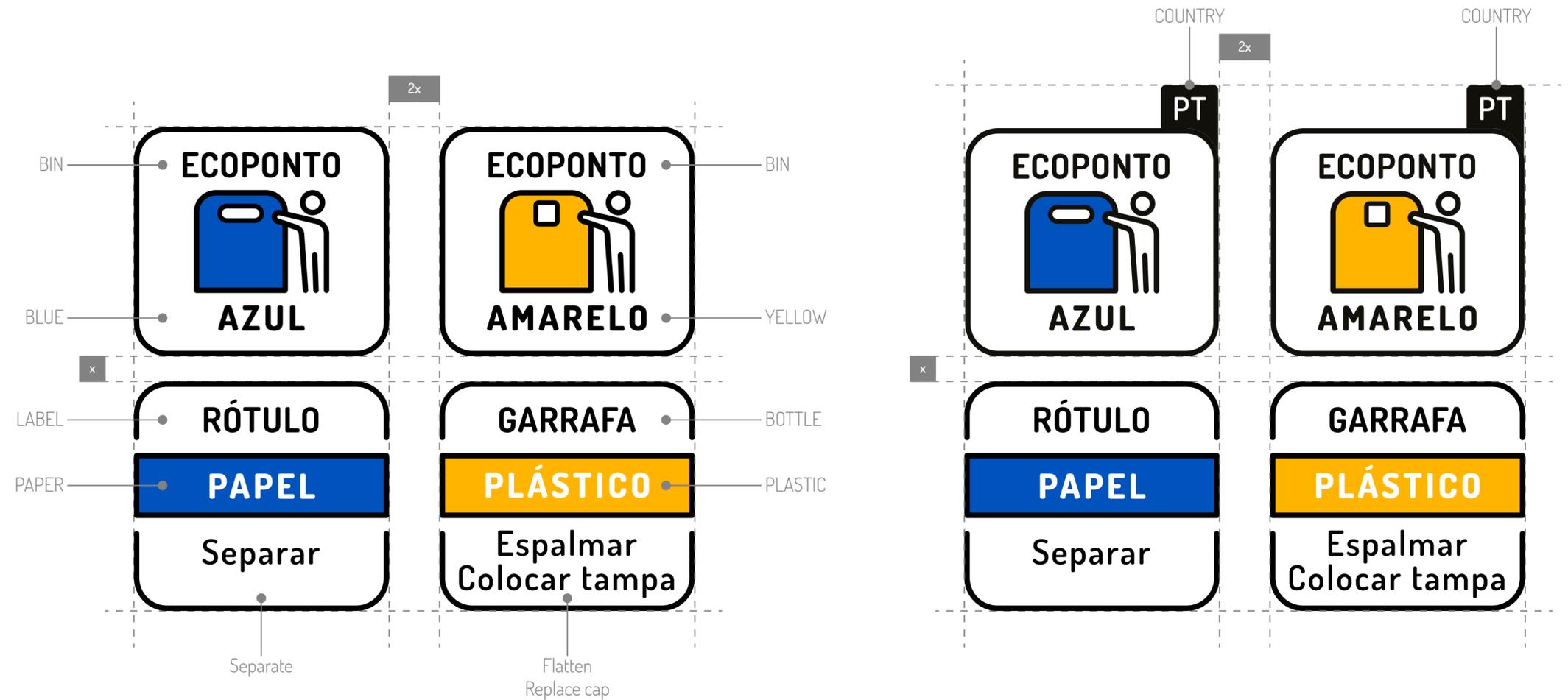
Combining Pictograms and Pictographs

Two Pictograms + Two Pictographs Horizontally

Example of how to arrange two Pictograms (with or without country identification) together with two Pictographs horizontally, plus safe areas. This layout should be used if the writing on the packaging is laid out horizontally.

Pictograms alluding to each drop–off container can be used alone or accompanied by Pictographs appropriate to the packaging in question. Pictographs in turn must always be accompanied by Pictograms alluding to each drop–off container and must not be placed on the packaging alone.

LABEL

BIN

PAPER

BLUE

Separate

ECOPONTO **AZUL**

RÓTULO **PAPEL** Separar

BIN

BOTTLE

PLASTIC

YELLOW

ECOPONTO **AMARELO**

GARRAFA **PLÁSTICO** Espalmar Colocar tampa

Flatten Replace cap

COUNTRY

PT

ECOPONTO **AZUL**

RÓTULO **PAPEL** Separar

PT

COUNTRY

ECOPONTO **AMARELO**

GARRAFA **PLÁSTICO** Espalmar Colocar tampa

Combining Pictograms and Pictographs

Two Pictograms + Two Pictographs Horizontally on One Line

Example of how to arrange two Pictograms (with or without country identification) together with two Pictographs, plus safe areas, when they need to be used horizontally.

Pictograms alluding to each drop-off container can be used alone or accompanied by Pictographs appropriate to the packaging in question. Pictographs in turn must always be accompanied by Pictograms alluding to each drop-off container and must not be placed on the packaging alone.


BIN
BLUE

LABEL
x
Separate

PAPER

2x
BIN
YELLOW

BOTTLE
x
PLASTIC
Flatten
Replace cap

ECOPONTO
AZUL

RÓTULO
PAPEL
Separar

ECOPONTO
AMARELO

GARRAFA
PLÁSTICO
Espalmar
Colocar tampa

COUNTRY
x
PT

2x

COUNTRY
PT
x

ECOPONTO
AZUL

RÓTULO
PAPEL
Separar

ECOPONTO
AMARELO

GARRAFA
PLÁSTICO
Espalmar
Colocar tampa

Combining Pictograms and Pictographs

Two Pictograms + Two Pictographs Vertically on One Line

Example of how to arrange two Pictograms (with or without country identification) together with two Pictographs, plus safe areas, when they need to be used vertically.

Pictograms alluding to each drop-off container can be used alone or accompanied by Pictographs appropriate to the packaging in question. Pictographs in turn must always be accompanied by Pictograms alluding to each drop-off container and must not be placed on the packaging alone.
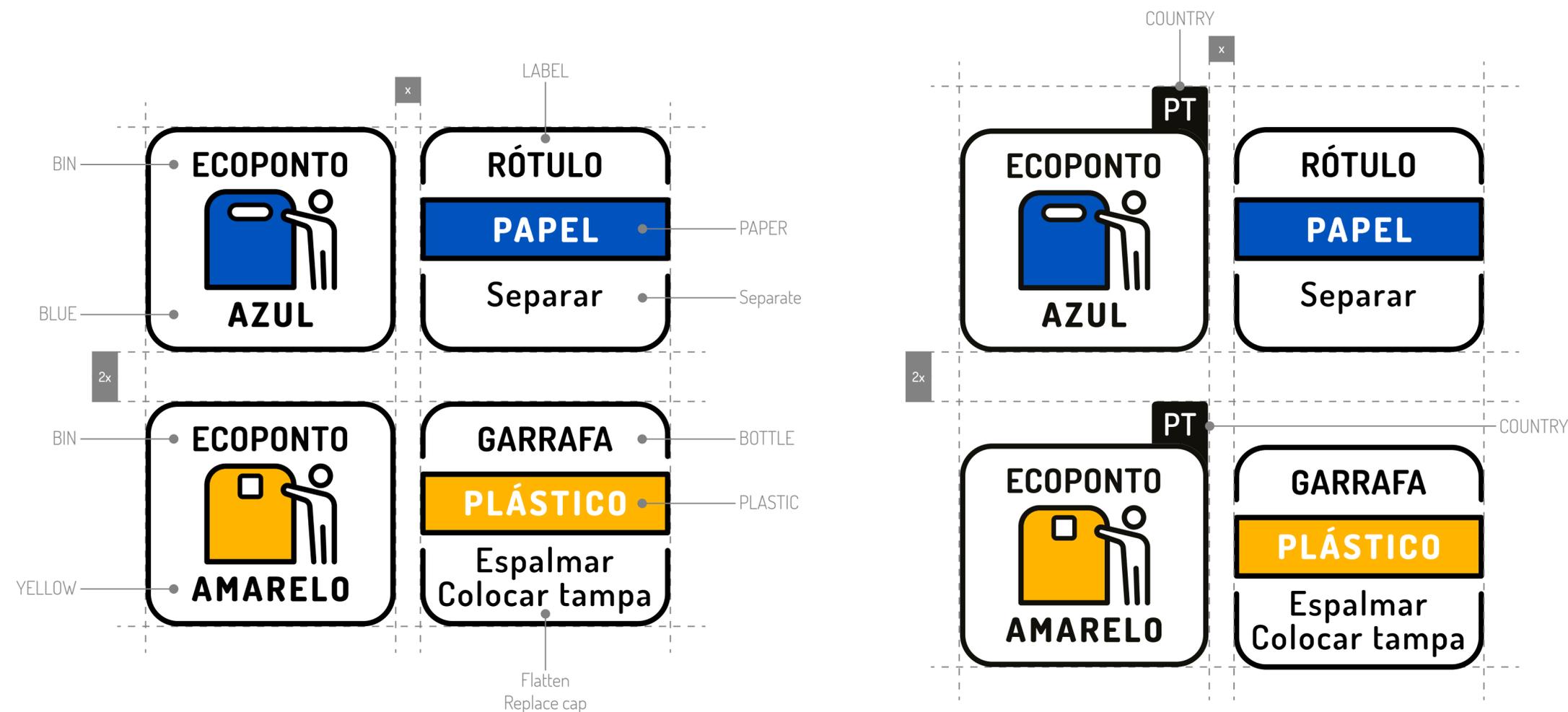
BIN

BLUE

ECOPONTO

AZUL

x

LABEL RÓTULO

PAPER PAPEL

Separate Separar

2x

BIN

ECOPONTO

YELLOW AMARELO

x

BOTTLE GARRAFA

PLASTIC PLÁSTICO

Flatten
Replace can

Espalmar
Colocar tampa

COUNTRY

PT

ECOPONTO

AZUL

x

RÓTULO

PAPEL

Separar

2x

PT COUNTRY

ECOPONTO

AMARELO

x

GARRAFA

PLÁSTICO

Espalmar
Colocar tampa

sociedade
pontoverde

Combining Pictograms and Pictographs

Pictogram + Two Pictographs Horizontally

Example of how to arrange one Pictogram (with or without country identification) together with two Pictographs for the same recycling category, when used horizontally, plus safe areas.

Pictograms alluding to each drop-off container can be used alone or accompanied by Pictographs appropriate to the packaging in question. Pictographs in turn must always be accompanied by Pictograms alluding to each drop-off container and must not be placed on the packaging alone.
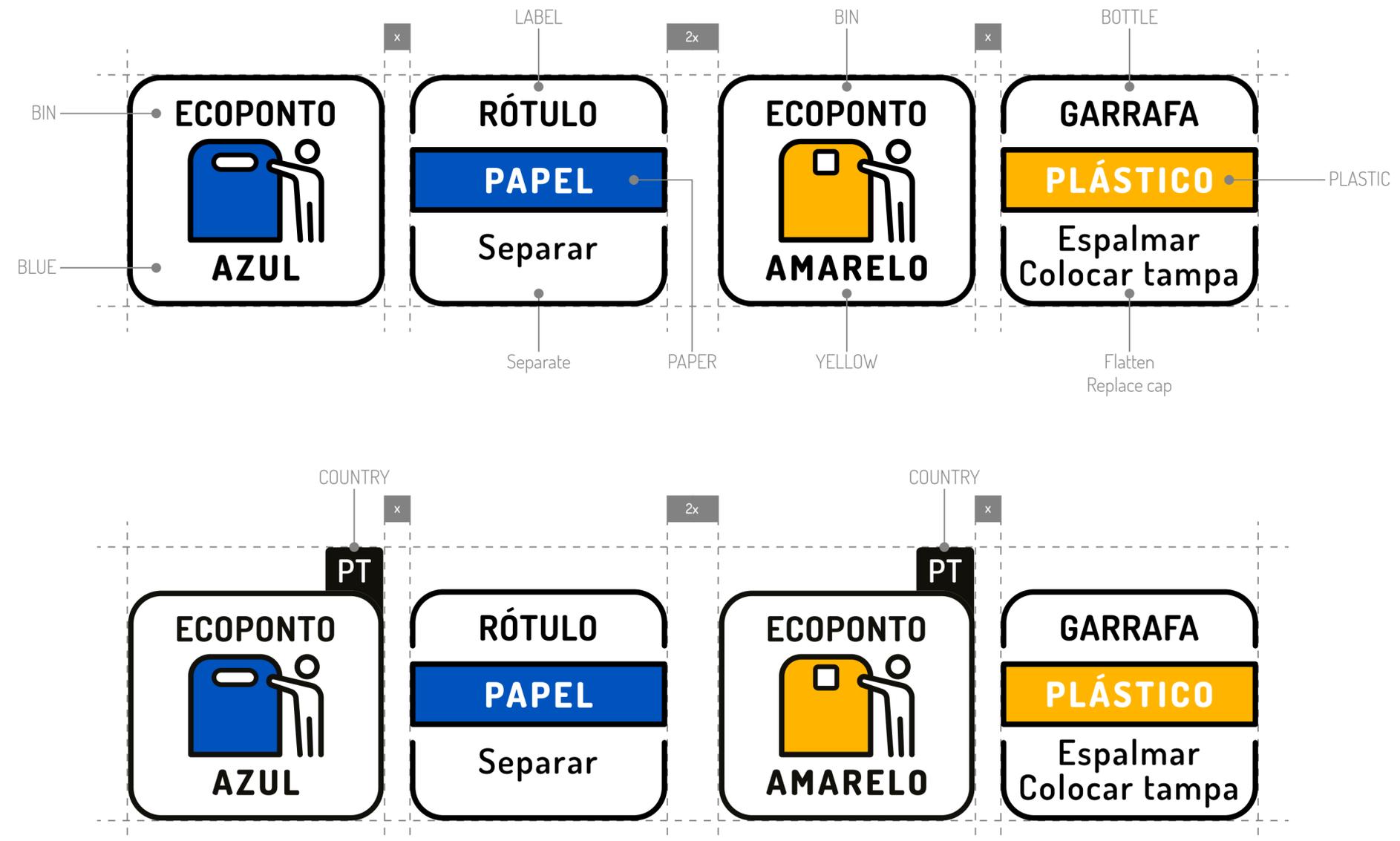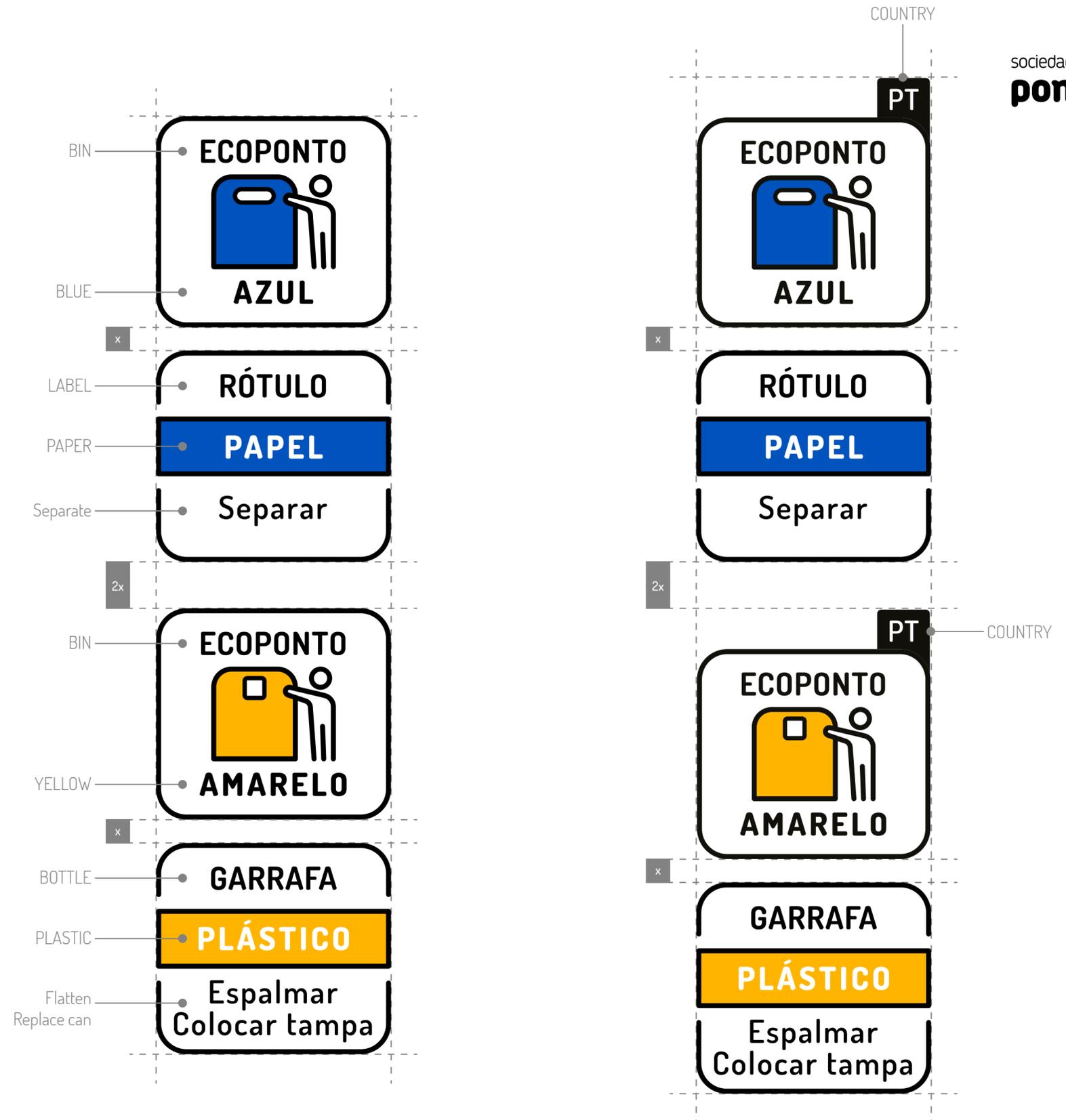

BIN — BOTTLE — BIN — PLASTIC

ECOPONTO AMARELO — GARRAFA — RÓTULO

PLÁSTICO — PLÁSTICO

Espalmar Colocar tampa — Separar

YELLOW — Flatten Replace cap — PLASTIC — YELLOW

PT

ECOPONTO AMARELO — GARRAFA — RÓTULO

PLÁSTICO — PLÁSTICO

Espalmar Colocar tampa — Separar

Combining Pictograms and Pictographs

Pictogram
+ Two Pictographs Vertically

Example of how to arrange one Pictogram (with or without country identification) together with two Pictographs for the same recycling category, when used vertically, plus safe areas.

Pictograms alluding to each drop-off container can be used alone or accompanied by Pictographs appropriate to the packaging in question. Pictographs in turn must always be accompanied by Pictograms alluding to each drop-off container and must not be placed on the packaging alone.

BIN

YELLOW

BOTTLE

PLASTIC

Flatten
Replace can

BOTTLE

PLASTIC

Separate

COUNTRY

PT

ECOPONTO
AMARELO

GARRAFA

PLÁSTICO

Espalmar
Colocar tampa

GARRAFA

PLÁSTICO

Separar

Combining Pictograms and Pictographs

Pictogram + Pictograph with Three Instructions

Example of how to arrange one Pictogram (with or without country identification) together with one Pictograph containing three levels of information in the Instructions field, plus safe areas. For the horizontal version, the bottom of the Pictograph must be aligned with the bottom of the Pictogram.

Pictograms alluding to each drop-off container can be used alone or accompanied by Pictographs appropriate to the packaging in question. Pictographs in turn must always be accompanied by Pictograms alluding to each drop-off container and must not be placed on the packaging alone.
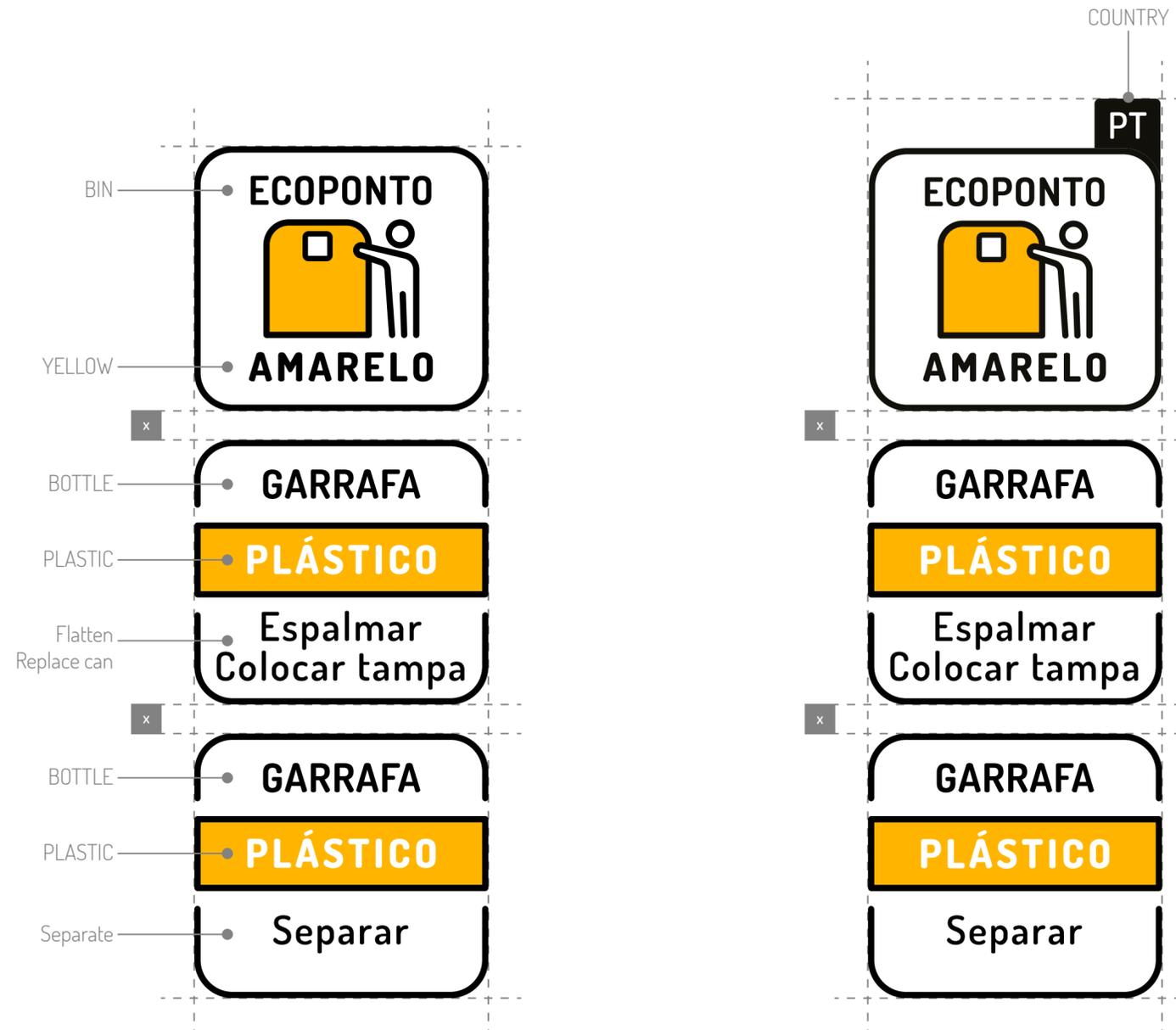
Combining Pictograms and Pictographs

Two Pictograms + One Pictograph + One Pictograph with Three Instructions

Example of how to arrange two Pictograms (with or without country identification) together with one Pictograph and one Pictograph containing three levels of information in the Instructions field, plus safe areas, when they need to be used vertically.

Pictograms alluding to each drop-off container can be used alone or accompanied by Pictographs appropriate to the packaging in question. Pictographs in turn must always be accompanied by Pictograms alluding to each drop-off container and must not be placed on the packaging alone.
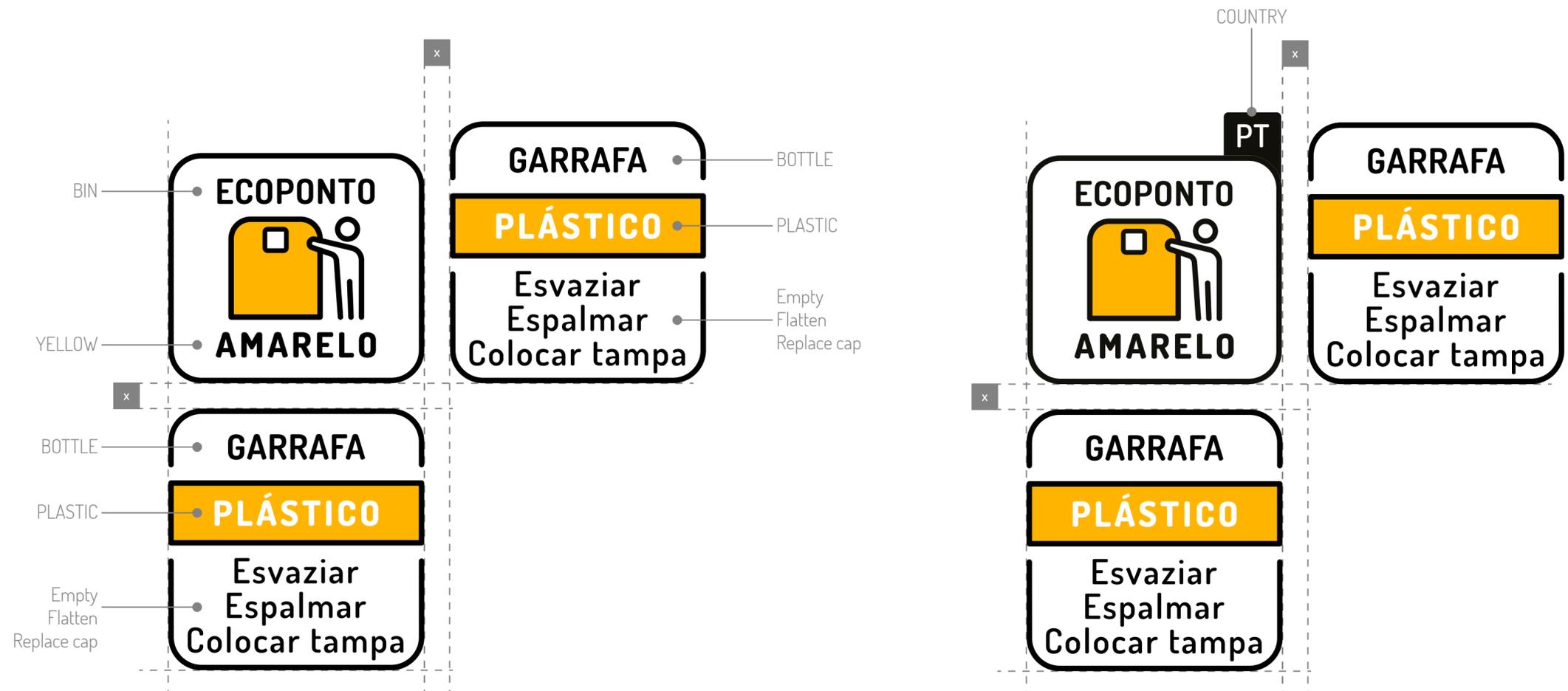
4.3. Minimum Dimensions
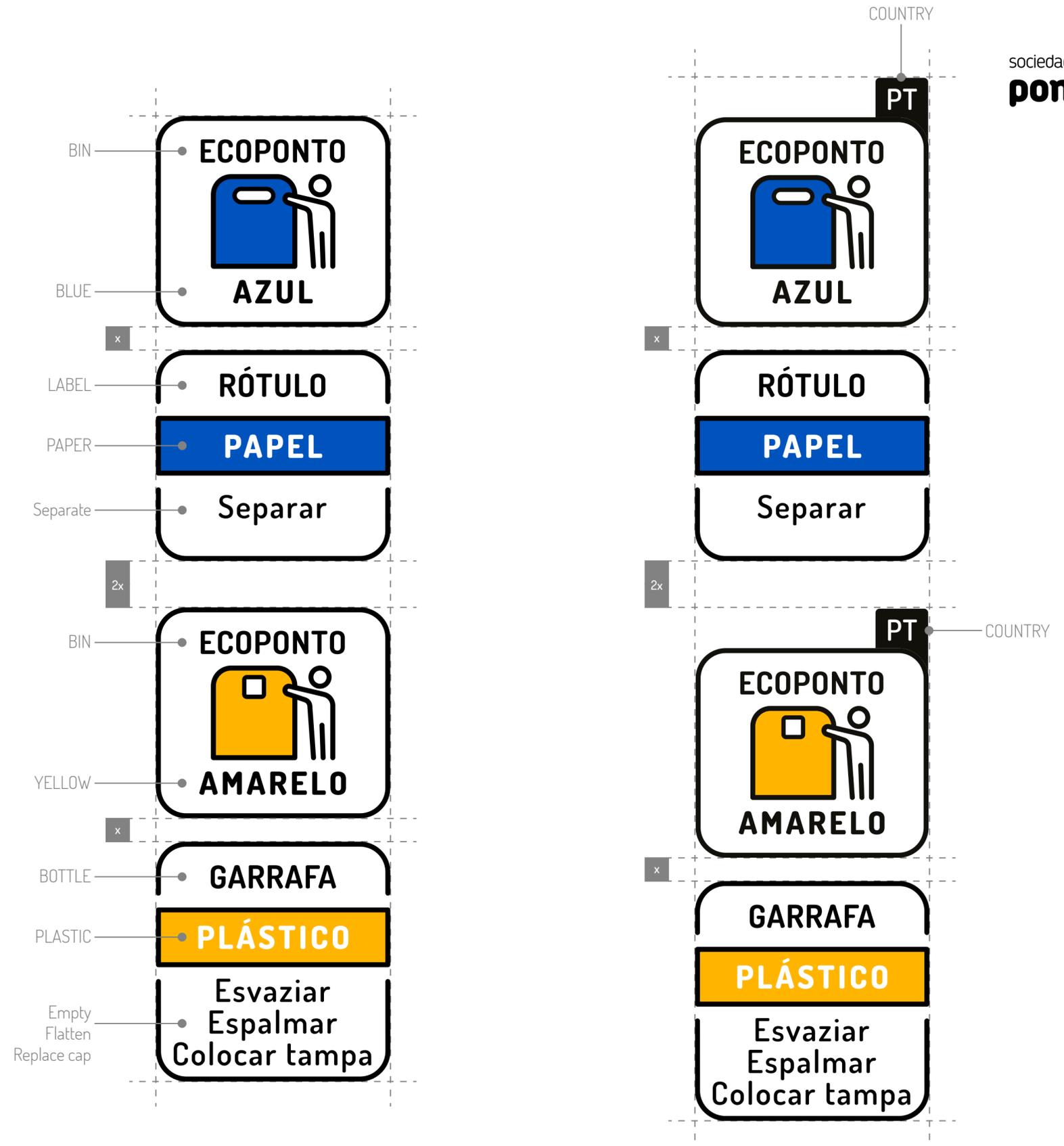
Minimum Dimensions

Pictograms

Mandatory minimum dimensions
of Pictograms (with or without country
identification).

BIN

ECOPONTO

AZUL

BLUE

BIN

ECOPONTO

VERDE

GREEN

BIN

ECOPONTO

AMARELO

YELLOW

Minimum Dimension (width)
Digital 50px
Printed 7mm

Minimum Dimension (width)
Digital 50px
Printed 7mm

Minimum Dimension (width)
Digital 50px
Printed 7mm

Minimum Dimensions

Pictographs

Mandatory minimum dimensions
of Pictographs.

LABEL

RÓTULO

PAPER — **PAPEL**

Separar

Separate

Minimum Dimension (width)
Digital 50px
Printed 7mm

BOTTLE

GARRAFA

GLASS — **VIDRO**

Esvaziar

Empty

Minimum Dimension (width)
Digital 50px
Printed 7mm

LABEL

RÓTULO

PLÁSTICO — PLASTIC

Separar

Separate

Minimum Dimension (width)
Digital 50px
Printed 7mm
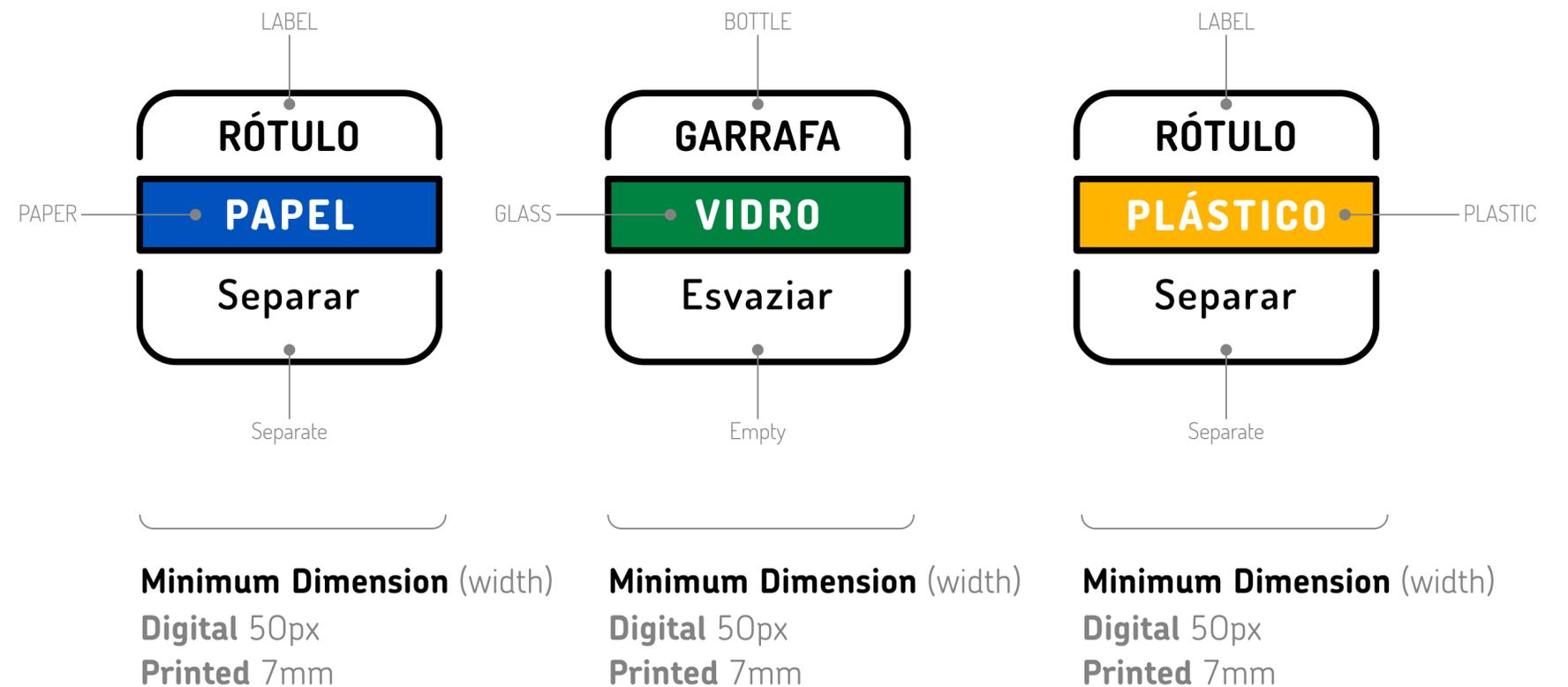
5. Amount of Information

Amount of Information

Maximum and Minimum Amounts of Information on Pictographs

If necessary, pictographs can contain just two information fields, in which case they must be the "Material" and "Instructions" fields, the "Component" field being dispensable. When there are three information fields, including "Component", the "Instructions" field can have up to three instructions. When the pictographs have two information fields, without "Component", it is possible to have up to three instructions in the "Instructions" field.

These instructions are for the version of Pictograms with or without country identification.

− info   + info
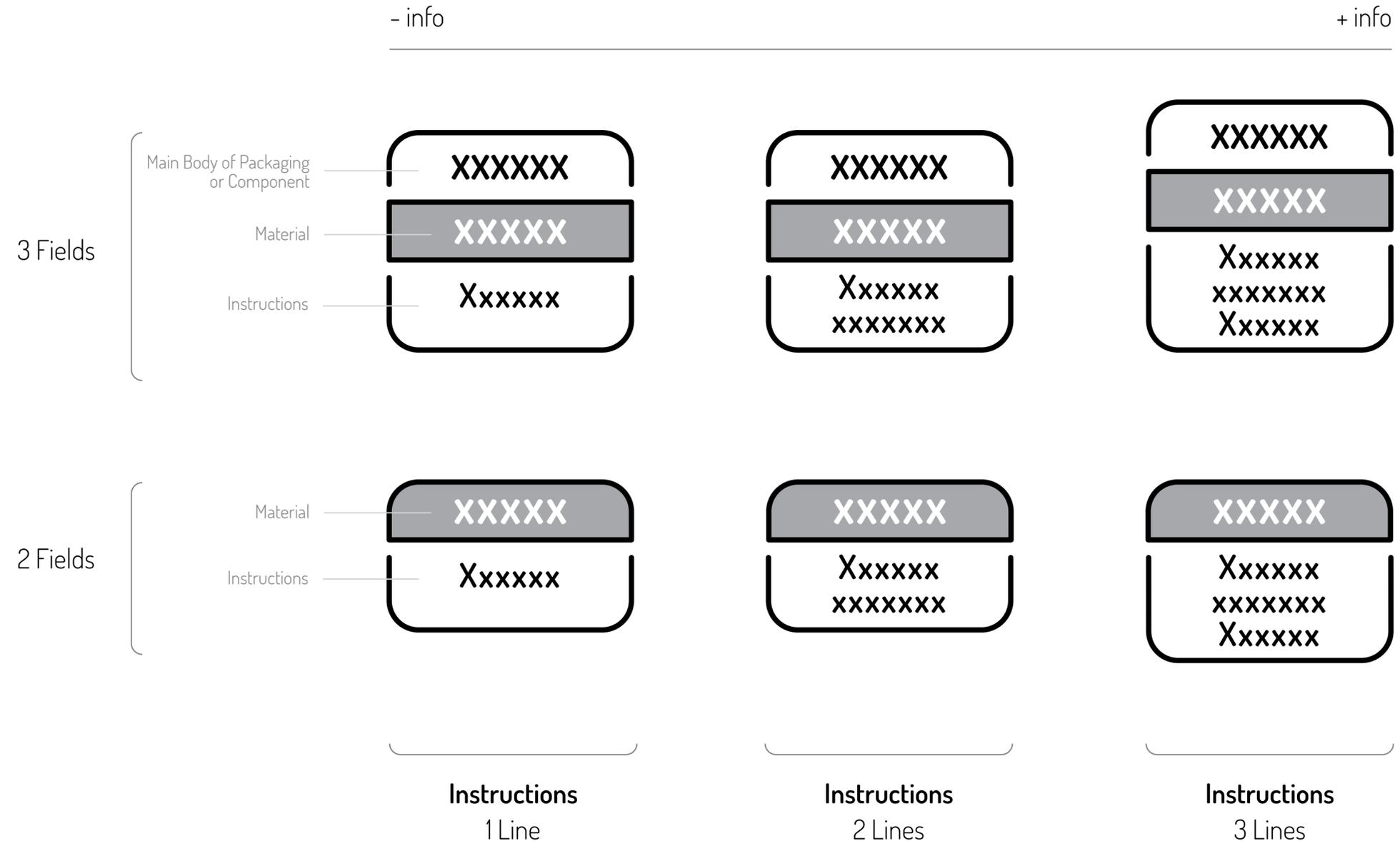
3 Fields

Main Body of Packaging or Component — XXXXXX
Material — XXXXX
Instructions — Xxxxxx

XXXXXX
XXXXX
Xxxxxx
xxxxxxx

XXXXXX
XXXXX
Xxxxxx
xxxxxxx
Xxxxxx

2 Fields

Material — XXXXX
Instructions — Xxxxxx

XXXXX
Xxxxxx
xxxxxxx

XXXXX
Xxxxxx
xxxxxxx
Xxxxxx

Instructions
1 Line

Instructions
2 Lines

Instructions
3 Lines

Amount of Information

Combining a Pictogram and a Pictograph with Minimal Information

These examples are for the version of Pictograms with or without country identification.

BIN — ECOPONTO

YELLOW — AMARELO

PLASTIC — PLÁSTICO

Separate — Separar

BIN — ECOPONTO

YELLOW — AMARELO

PLASTIC — PLÁSTICO

Place seal inside — Colocar selo no interior

BIN — ECOPONTO

YELLOW — AMARELO

PLASTIC — PLÁSTICO

Flatten with straw inside — Espalmar com palhinha no interior

6. Combining Pictograms and Pictographs with the Green Dot Symbol

Combining Pictograms and Pictographs with the Green Dot Symbol

Combining the Pictogram (with or without Country Identification) with the Green Dot Symbol Horizontally

There are two ways to combine the Pictogram with the Green Dot symbol.
The dimensions of the Green Dot symbol should always be the same as those of the Pictogram, whether combined horizontally or vertically.

The safe area should be the same size as the Green Dot registered trademark symbol.

Example
Black and White Version

Green Dot Symbol

Safe Area

Note: For further information on the use of the Green Dot symbol see the Green Dot Standards Manual.
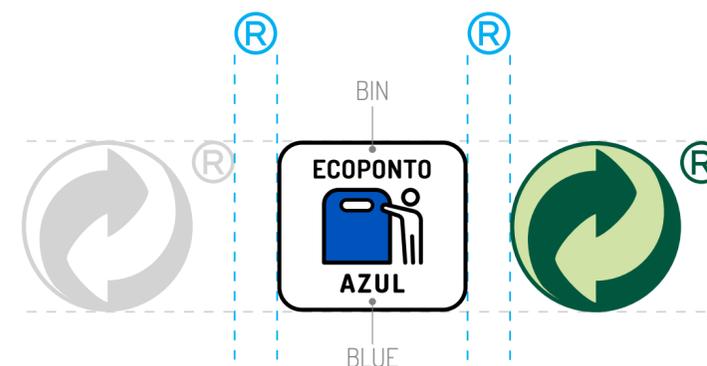
Combining Pictograms and Pictographs with the Green Dot Symbol

Combining the Pictogram (with or without Country Identification) with the Green Dot Symbol Vertically
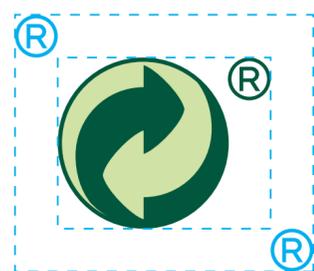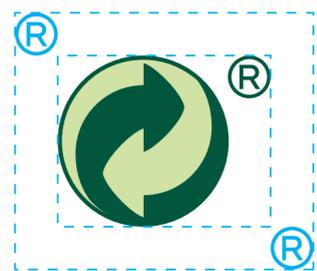
There are two ways to combine the Pictogram with the Green Dot symbol.
The dimensions of the Green Dot symbol should always be the same as those of the Pictogram, whether combined horizontally or vertically.

The safe area should be the same size as the Green Dot registered trademark symbol.

Example
Black and White Version

Green Dot Symbol
Safe Area

Note: For further information on the use of the Green Dot symbol see the Green Dot Standards Manual.

Combining Pictograms and Pictographs with the Green Dot Symbol

Combining the Pictogram (with or without Country Identification) and Pictograph with the Green Dot Symbol Horizontally

There are two ways to combine the Pictogram, the Pictograph and the Green Dot symbol.
The size of the Green Dot symbol should always be the same as that of the Pictogram, whether combined horizontally or vertically.

The safe area should be the same size as the Green Dot registered trademark symbol.

Green Dot Symbol
Safe Area

Note: For further information on the use of the Green Dot symbol see the Green Dot Standards Manual.
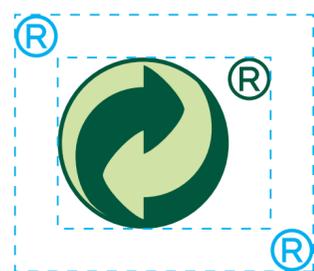
Example
Black and White Version

Combining Pictograms and Pictographs with the Green Dot Symbol

Combining the Pictogram (with or without Country Identification) and the Pictograph with the Green Dot Symbol Vertically

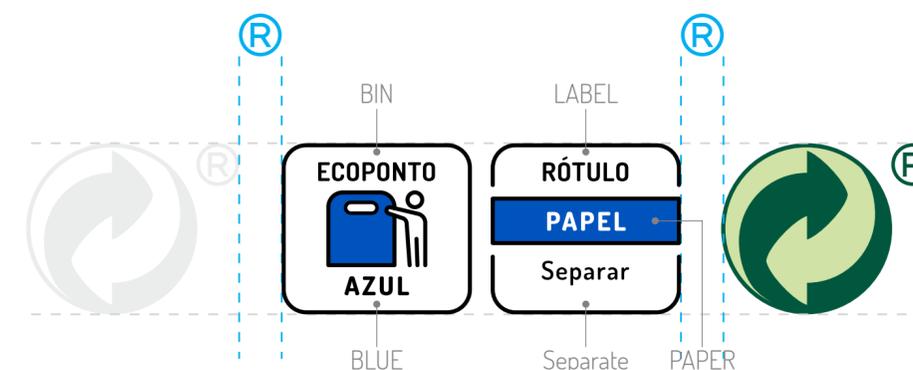There are six ways to combine the Pictogram, the Pictograph and the Green Dot symbol.
The size of the Green Dot symbol should always be the same as that of the Pictogram, whether combined horizontally or vertically.

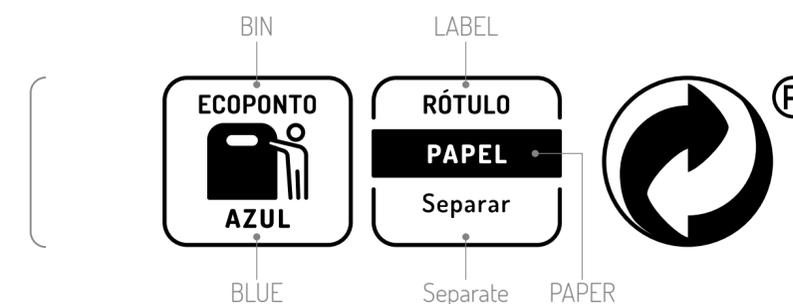The safe area should be the same size as the Green Dot registered trademark symbol.

Green Dot Symbol
Safe Area

Note: For further information on the use of the Green Dot symbol see the Green Dot Standards Manual.

BIN — ECOPONTO
BLUE — AZUL
RÓTULO — LABEL
PAPEL — PAPER
Separar — Separate

Example
Black and White Version

BIN — ECOPONTO
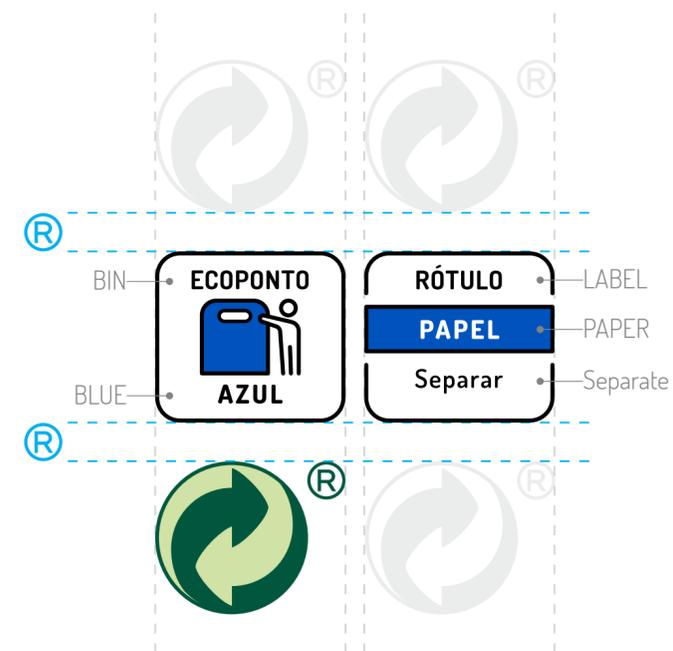BLUE — AZUL
RÓTULO — LABEL
PAPEL — PAPER
Separar — Separate

Combining Pictograms and Pictographs with the Green Dot Symbol

Combining Pictograms (with or without Country Identification) and Pictographs for Several Recycling Categories with the Green Dot Symbol Horizontally
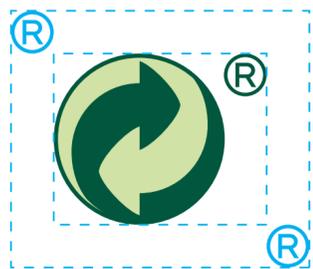
There are four ways to combine the family of Pictograms and Pictographs with the Green Dot symbol.
The size of the Green Dot symbol should always be the same as that of the Pictogram, whether combined horizontally or vertically.

The safe area should be the same size as the Green Dot registered trademark symbol.

Example
Black and White Version

Green Dot Symbol
Safe Area

Note: For further information on the use of the Green Dot symbol see the Green Dot Standards Manual.
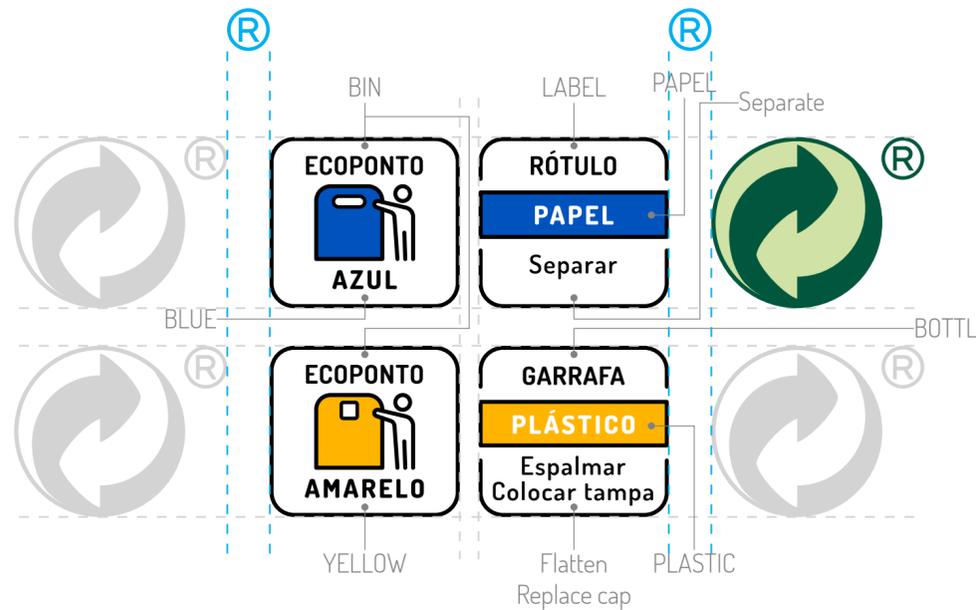
Combining Pictograms and Pictographs with the Green Dot Symbol

Combining Pictograms (with or without Country Identification) and Pictographs for Several Recycling Categories with the Green Dot Symbol Vertically

There are four ways to combine the family of Pictograms and Pictographs with the Green Dot symbol.
The size of the Green Dot symbol should always be the same as that of the Pictogram, whether combined horizontally or vertically.

The safe area should be the same size as the Green Dot registered trademark symbol.

Example
Black and White Version

Green Dot Symbol
Safe Area

Note: For further information on the use of the Green Dot symbol see the Green Dot Standards Manual.

Combining Pictograms and Pictographs with the Green Dot Symbol

Combining the Pictogram (with or without Country Identification) and Two Pictographs with the Green Dot Symbol Horizontally
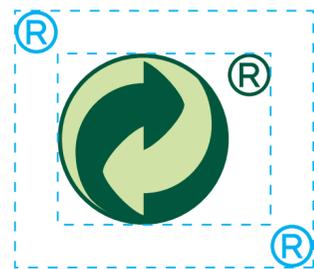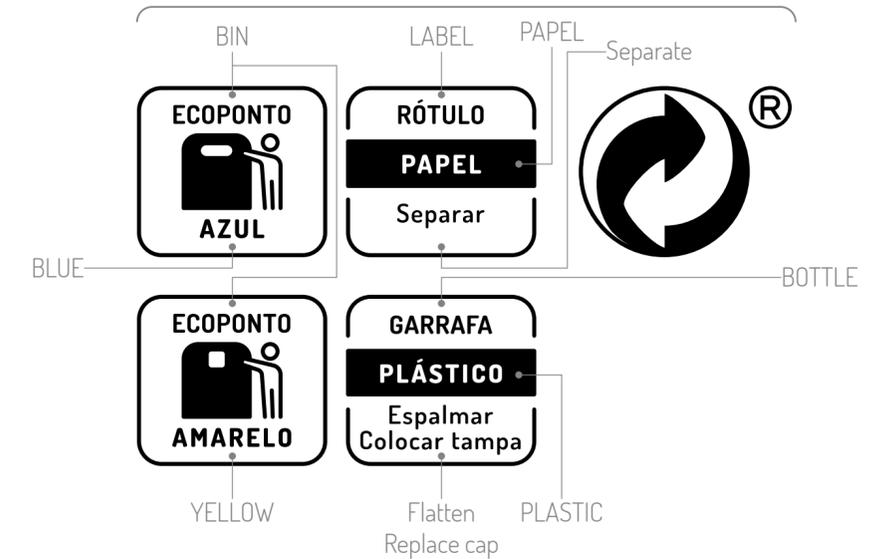
There are six ways to combine the Pictograms and Pictographs with the Green Dot symbol.
The size of the Green Dot symbol should always be the same as that of the Pictogram, whether combined horizontally or vertically.

The safe area should be the same size as the Green Dot registered trademark symbol.

**Green Dot Symbol
Safe Area**

Note: For further information on the use of the Green Dot symbol see the Green Dot Standards Manual.
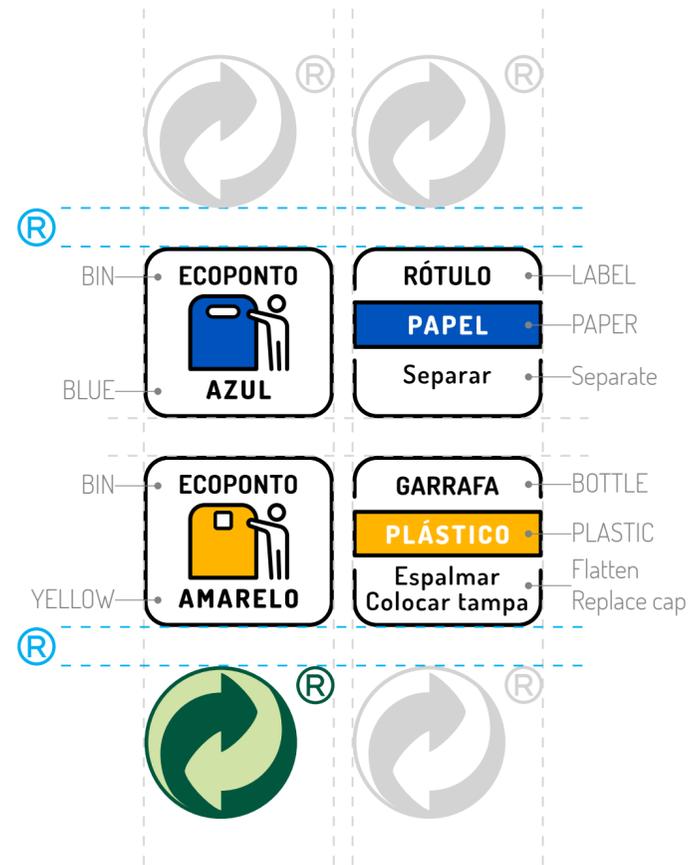
Example
Black and White Version

Combining Pictograms and Pictographs with the Green Dot Symbol

Combining the Pictogram (with or without Country Identification) and Two Pictographs Horizontally with the Green Dot Symbol Vertically
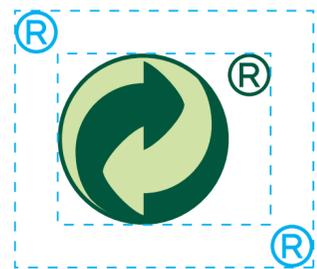
There are six ways to combine the Pictograms and Pictographs with the Green Dot symbol.
The size of the Green Dot symbol should always be the same as that of the Pictogram, whether combined horizontally or vertically.

The safe area should be the same size as the Green Dot registered trademark symbol.

BIN
YELLOW
BOTTLE
LABLE
Separate
PLASTIC
Flatten
Replace cap

ECOPONTO
AMARELO
GARRAFA
PLÁSTICO
Espalmar
Colocar tampa
RÓTULO
PLÁSTICO
Separar

Example
Black and White Version

BIN
YELLOW
BOTTLE
LABLE
Separate
PLASTIC
Flatten
Replace cap

ECOPONTO
AMARELO
GARRAFA
PLÁSTICO
Espalmar
Colocar tampa
RÓTULO
PLÁSTICO
Separar

Green Dot Symbol
Safe Area

Note: For further information on the use of the Green Dot symbol see the Green Dot Standards Manual.
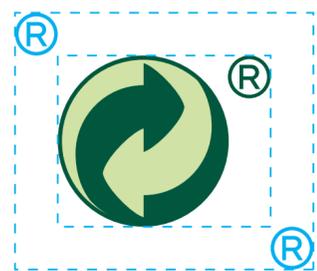
Combining Pictograms and Pictographs with the Green Dot Symbol

Combining the Pictogram (with or without Country Identification) and Two Pictographs Vertically with the Green Dot Symbol Horizontally

There are four ways to combine the Pictograms and Pictographs with the Green Dot symbol.
The Green Dot symbol should always align horizontally with the last Pictogram or Pictograph.
The size of the Green Dot symbol should always be the same as that of the Pictogram or Pictograph, whether combined horizontally or vertically.

The safe area should be the same size as the Green Dot registered trademark symbol.

Green Dot Symbol
Safe Area

Note: For further information on the use of the Green Dot symbol see the Green Dot Standards Manual.

Example
Black and White Version

Combining Pictograms and Pictographs with the Green Dot Symbol

Combining the Pictogram (with or without Country Identification) and Two Pictographs with the Green Dot Symbol Vertically

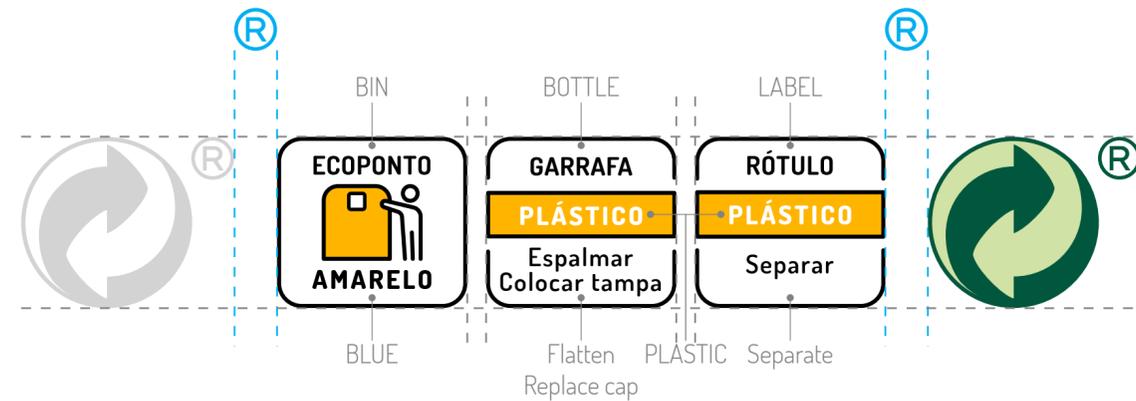There are six ways to combine the Pictograms and Pictographs with the Green Dot symbol.
The Green Dot symbol should align vertically with the last Pictogram or Pictograph.
The size of the Green Dot symbol should always be the same as that of the Pictogram or Pictograph, whether combined horizontally or vertically.

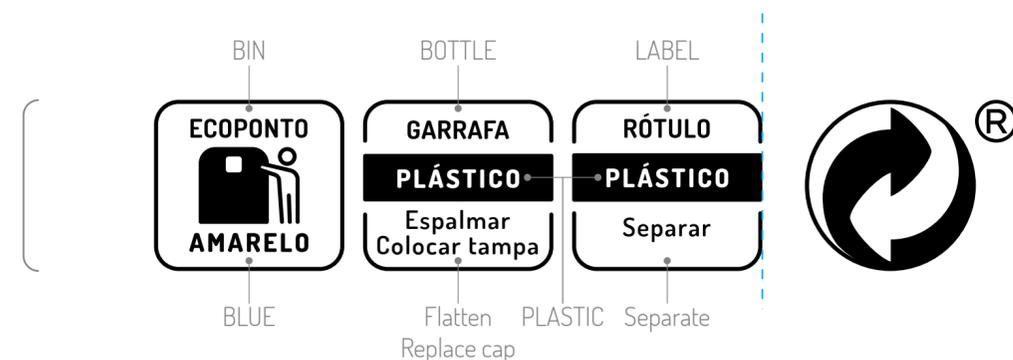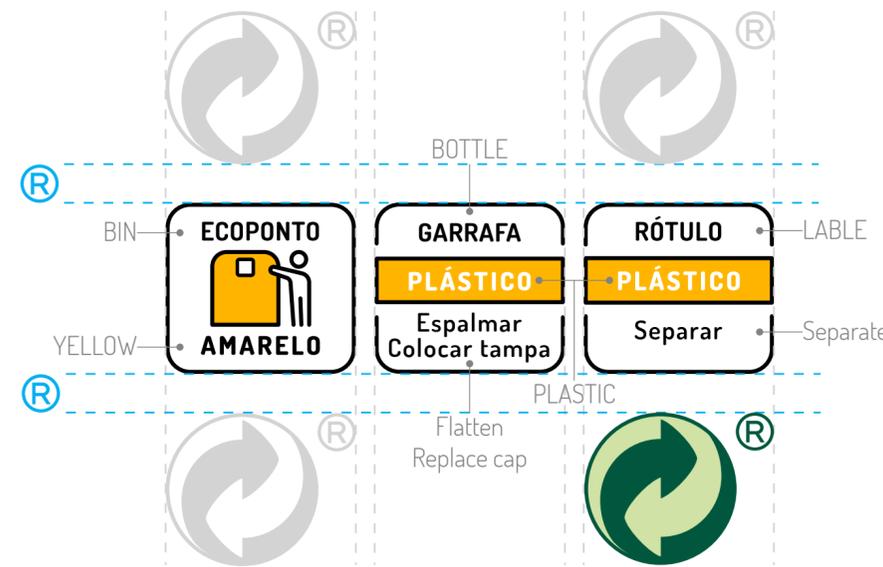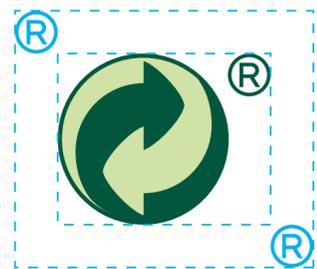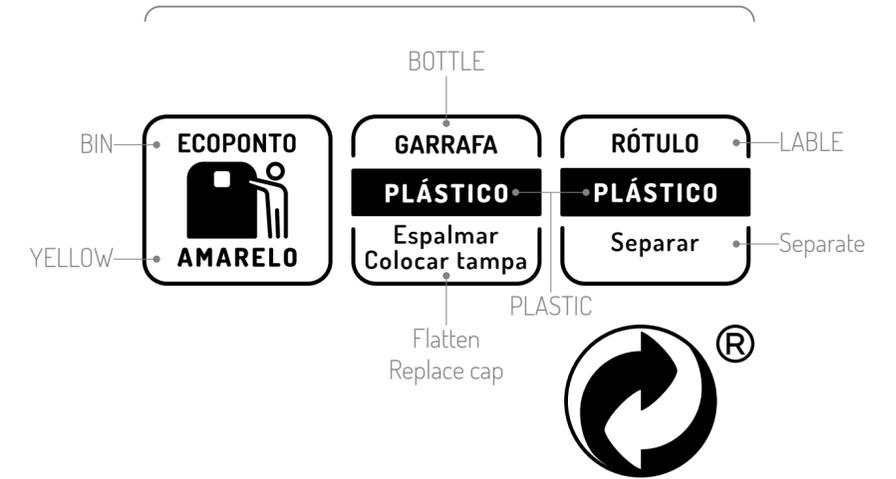The safe area should be the same size as the Green Dot registered trademark symbol.

Green Dot Symbol
Safe Area

Note: For further information on the use of the Green Dot symbol see the Green Dot Standards Manual.

Example
Black and White Version

ECOPONTO	BIN
AMARELO	YELLOW
GARRAFA	BOTTLE
PLÁSTICO	PLASTIC
Espalmar Colocar tampa	Flatten Replace cap
RÓTULO	BOTTLE
PLÁSTICO	PLASTIC
Separar	Separate
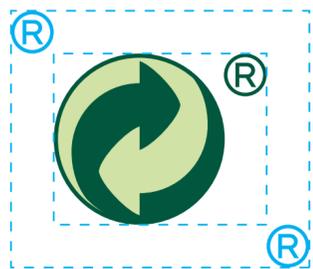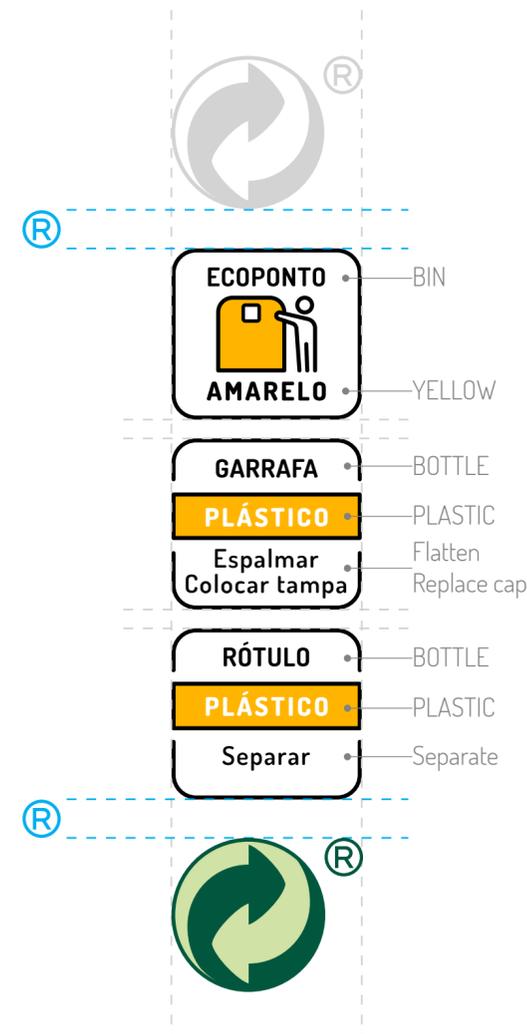
7. How to Display on Packaging

How to Display Pictograms and Pictographs on Packaging

Water bottle

Water bottle with metal cap.
Use on coloured background.

BIN
GREEN

ECOPONTO
VERDE

BOTTLE
GARRAFA
VIDRO
Esvaziar
Colocar tampa

Empty
Replace cap

VIDRO

Milk Carton

Carton Packaging for Beverages.
Single-colour use.

BIN
YELLOW
CARTON
Flatten
Replace cap

ECOPONTO
AMARELO

PACOTE
Espalmar
Colocar tampa
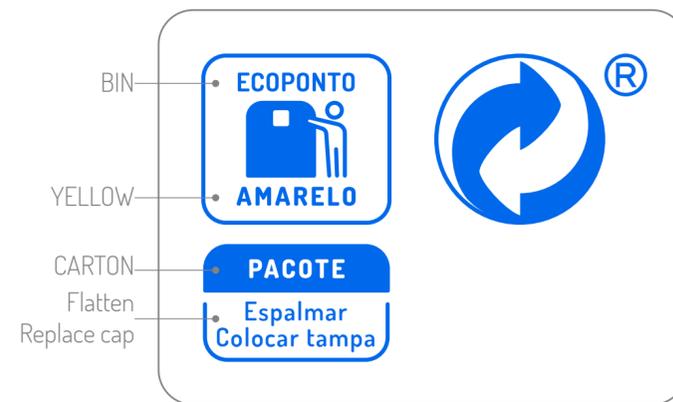
How to Display Pictograms and Pictographs on Packaging

Soft-drink Can

Metal can.
Use with colour.

CAN

BIN

YELLOW

ECOPONTO
AMARELO

LATA
METAL
Esvaziar
Espalmar

Empty
Replace cap

METAL
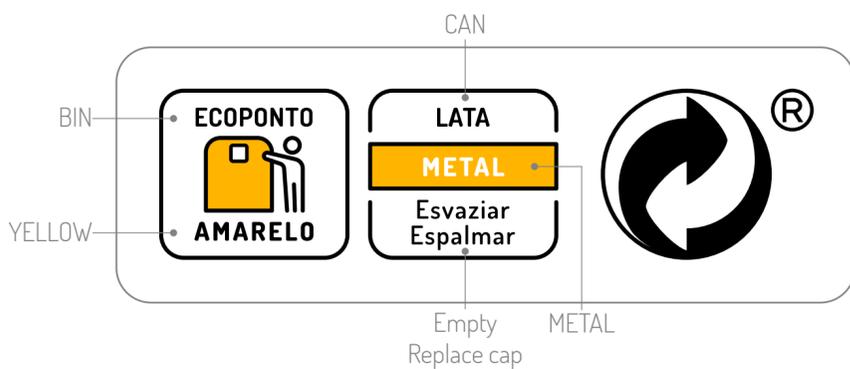
Cereal Box

Cardboard and plastic packaging.
Use in black and white.

Recicle sempre

BIN

BLUE

ECOPONTO
AZUL

CAIXA
CARTÃO
Espalmar

BOX
CARDBOARD
Flatten

BAG

BIN

YELLOW

ECOPONTO
AMARELO

SACO
PLÁSTICO
Separar

Separate
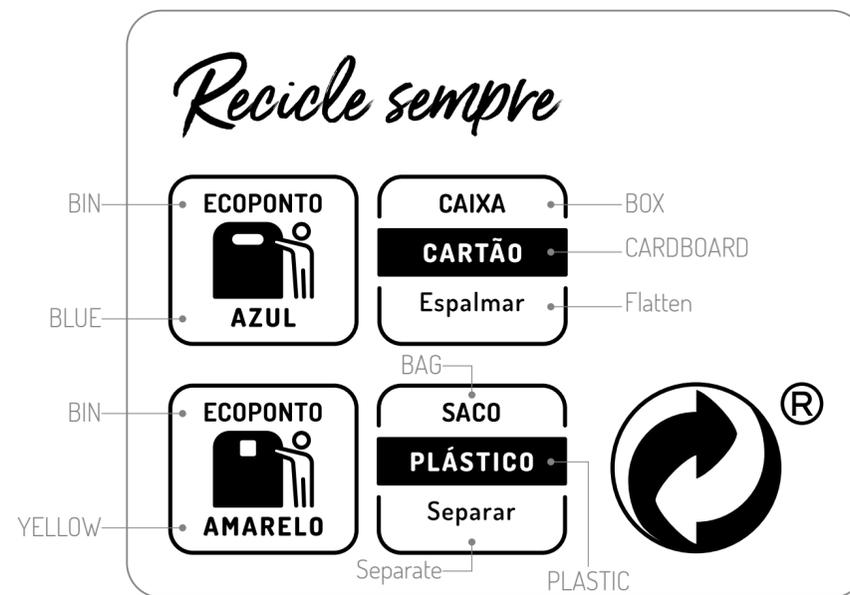
PLASTIC

Note: For further information on the use of the "Always recycle" symbol see the correspondent Standards Manual.

How to Display Pictograms and Pictographs on Packaging

Water bottle

Water bottle with plastic cap.
Use on transparent background.

BOTTLE

BIN

YELLOW

GARRAFA
PLÁSTICO
Esvaziar
Espalmar
Colocar tampa

ECOPONTO
AMARELO

®

PLASTIC

Empty
Flatten
Replace cap
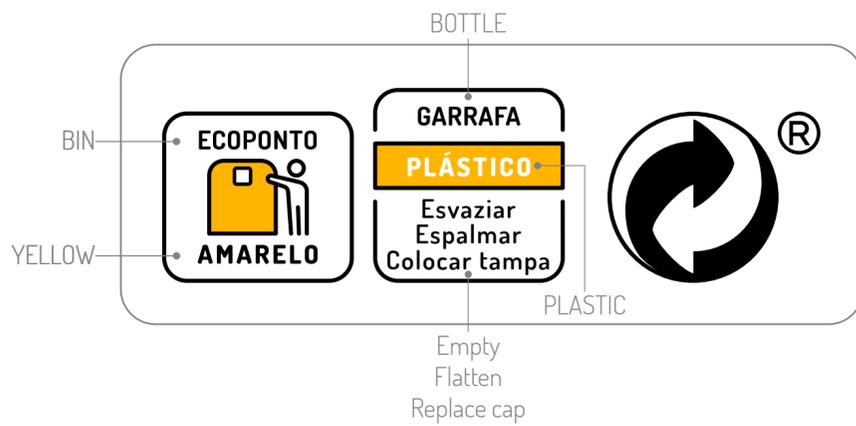
Tinned Food container

Metal tin.
Use on background with pattern/photograph and full pictogram.

CAN

BIN

YELLOW

ECOPONTO
AMARELO

LATA
METAL
Esvaziar

®

Empty   METAL
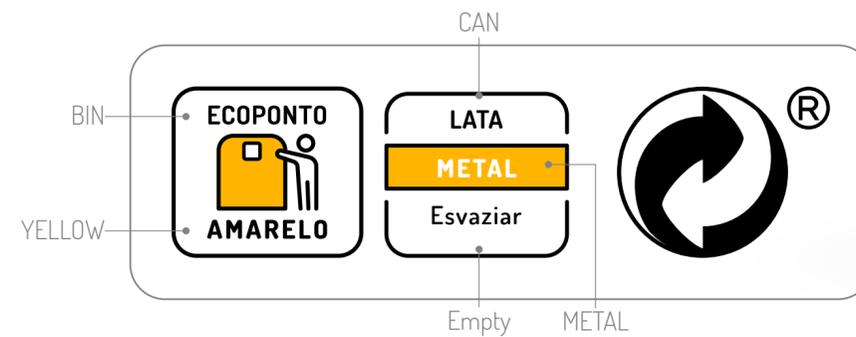
How to Display Pictograms and Pictographs on Packaging

Paint can with a capacity of more than 10 liters

Metal tin.
Use on white background.

DOMESTIC WASTE ONLY

CAN

APENAS RESÍDUOS DOMÉSTICOS

BIN

ECOPONTO

LATA
METAL
Esvaziar

AMARELO

YELLOW

®

Empty   METAL

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LOREM | IPSUM | DOLOR

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LOREM | IPSUM | DOLOR

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8. Guide to Pictogram Use

8.1. Recommendations

Recommendations

How to label packaging that can disrupt recycling

The use of symbols on packaging that SPV classes as disruptive to recycling (and subject to penalties) should satisfy the following rules:
• For disruptive packaging which can be recycled, provided that consumers can easily separate the components, the pictogram of the recycling container can only be used if accompanied by the relevant pictograms for component separation.
• For disruptive packaging whose components cannot be easily separated by consumers, the packaging must not carry the pictogram of the recycling container.

For further information on disruptive packaging
go to www.pontoverdelab.pt

How to tell if separation of a component from the packaging is recommended?

We suggest recommending separation of a component where it comprises a material that is incompatible with recycling of the main body of packaging (thus holding up the recycling process), and/or where the components can be recovered more effectively if they are separated from the main body of packaging and directed to a separate recycling stream.
However, such separation should only be recommended where the component is easy for the consumer to separate, or where there is a perforated line facilitating the task.
Below are a few specific examples to help you understand if component separation should be recommended, and the type of signage to provide for disposal.

Labels
In most cases, there is no need to recommend the separation of labels, because recycling processes are set up to take them into account.

Recomendações

However, the exception is where the material from which the label is made is not compatible with recycling of the main body of packaging. In these cases separation should be recommended, with specific signage for the component. For example:

• PVC labels on PET packaging (disruptive packaging) – inclusion of a label-separation pictogram is mandatory;
• PET labels with density of less than 1g/cm^3 on PET packaging.

For further information on material compatibility go to www.pontoverdelab.pt

Separation of the label is also recommended if consumers can do so easily, for example along a perforated line, and where it can be included in a recycling stream specifically for that material, thus improving the recovery rate.

Lids, Tops and Caps

It should be recommended that lids, tops and caps smaller than 50 mm be replaced on packages before they are disposed of in the recycling bank,

because this increases the chance of their being recycled. If they are disposed of in the recycling bank separately, their small size means they can be lost during sorting. This measure helps prevent littering or waste entering the environment, especially the marine environment.
It can also be recommended that lids, tops and caps be replaced on the packaging where the size is 50 mm or more, if they are recyclable with the main body of packaging.

However, there are some exceptions to this rule. Separation of the lid, top or cap should be recommended using specific signage for the component in the following situations.

• **Lids, tops and caps larger than 50mm –** Where these cannot be recycled with the main body of packaging they can be disposed of separately in the correct recycling drop-off container. Because of their larger size they will not be lost in the sorting process and can be directed to the specific recycling stream for their material. Thus, more of the material can be recovered.

• **Metal lids, tops and caps –** On PET packaging, because they are not

Recomendações

compatible with PET recycling and cause serious hold-ups. In fact, this is an example of disruptive packaging that increases the Green Dot fee.

Changes in Portuguese law are expected to make it compulsory for the caps and lids of plastic beverage packaging to be permanently attached to the receptacle during the product's expected life cycle.

• Non-detachable ceramic and steel tops, lids and caps – On glass packaging where they are easy for consumers to separate, because ceramic components cause major hold-ups to glass recycling. This is another example of disruptive packaging that increases the Green Dot fee.

For further information on material compatibility go to www.pontoverdelab.pt

Other components
We advise recommending the separation of a component when it comprises a material that is incompatible with recycling of the main body of packaging (causing hold-ups to the recycling process), and/or when greater recovery is achieved by recycling components if they are separated

from the main body of packaging to be directed to a separate recycling stream.
If the separation of components is recommended, they must be easy to separate.

The following are a few examples of components whose separation is recommended:
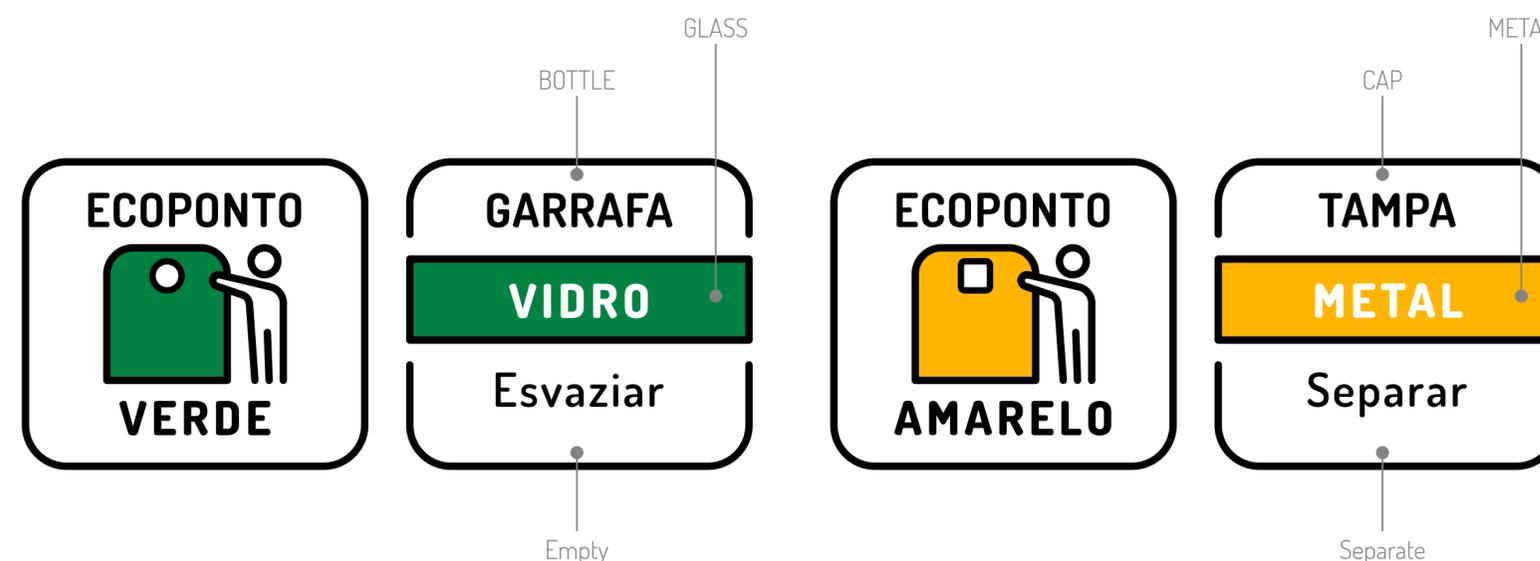
• Atomizer or dispenser – For all plastic packaging, because they may contain metal or other components that can hold up recycling. Moreover, there are also advantages to separating this component because the extra weight might prevent the correct separation of the packaging at automated sorting plants for redirection to the appropriate recycling stream. Furthermore, by disposing of the dispenser in the recycling bank separately, there is a greater likelihood of it being recycled in the correct material stream.

• Aluminium seals on PE or PET plastic packaging – In addition to holding up the plastic-recycling process, they are also more likely to be redirected to the aluminium stream at sorting plants.

8.2. Practical Examples

These examples are for the version of Pictograms with or without country identification.

Glass Packaging with Metal Cap

Most of this type of packaging has a removable cap. "Empty" and "Replace cap" instructions can be used where the **caps are <50 mm**. There is no need to recommend removal of labels because they do not hold up the recycling process, except for perforated labels that have been purposely designed to be easily removed by consumers.

Where glass packaging has **non-detachable ceramic and steel caps,** classed as disruptive packaging, the use of a pictogram telling consumers to separate the bottle cap, together with the pictogram of the green container is **mandatory** (see "Recommendations"). The cap should be easy for consumers to separate.

This labelling is recommended, but optional, for **detachable caps >=50mm.**

GLASS

BOTTLE

ECOPONTO **VERDE**

GARRAFA **VIDRO** Esvaziar Colocar tampa

Empty Replace cap

GLASS

BOTTLE

METAL

CAP

ECOPONTO **VERDE**

GARRAFA **VIDRO** Esvaziar

Empty

ECOPONTO **AMARELO**

TAMPA **METAL** Separar

Separate
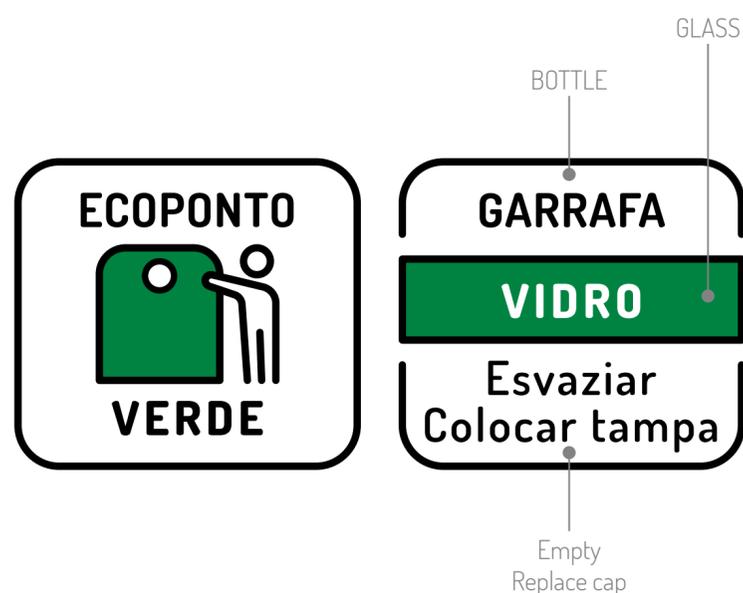
Plastic Packaging with Plastic or Cardboard Components

For plastic bottles with **plastic caps <50mm,** the instructions "Flatten" and "Replace cap" can be used.

For **tops ad lids >=50mm** made from material that is not recyclable with the main body of packaging, separation of the component can be recommended, but this is optional.

PLASTIC

BOTTLE

ECOPONTO **AMARELO**

GARRAFA

PLÁSTICO

Espalmar
Colocar tampa

Flatten
Replace cap

PLASTIC

JAR

ECOPONTO **AMARELO**

FRASCO

PLÁSTICO

Espalmar
Separar tampa

Flatten
Separate lid

PLASTIC

LID

ECOPONTO **AMARELO**

TAMPA

PLÁSTICO
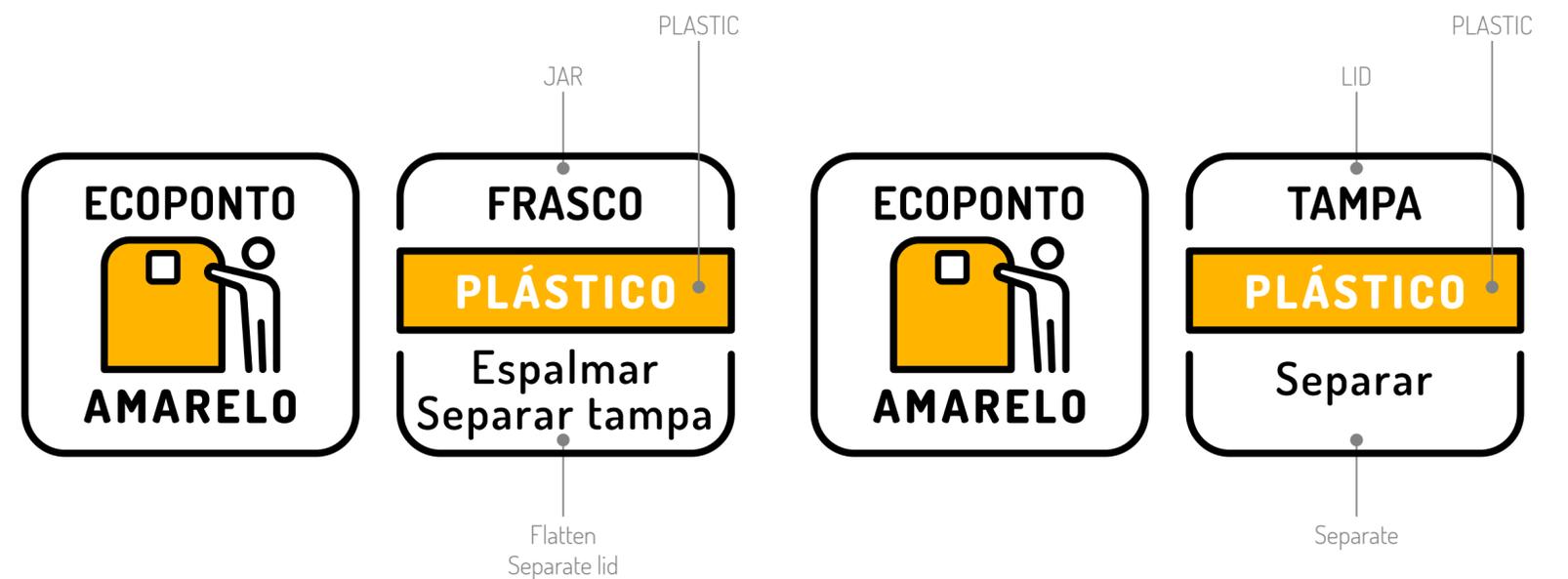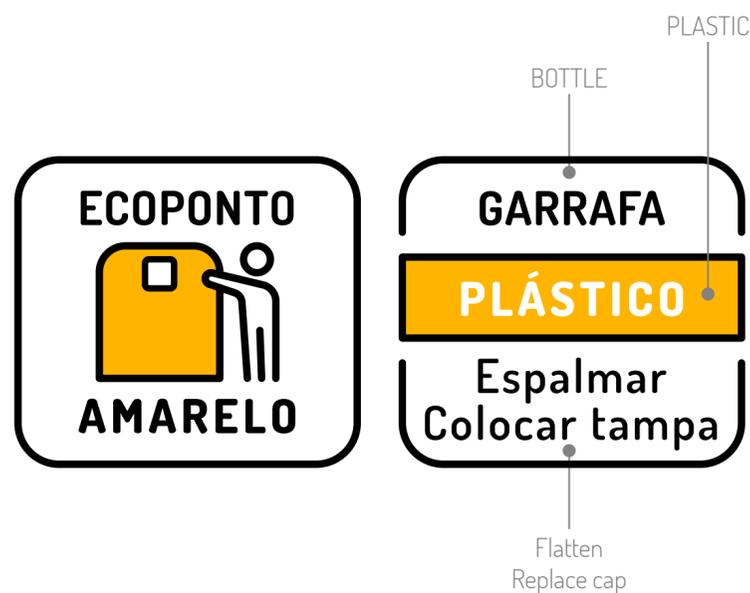
Separar

Separate

Plastic Packaging with Plastic or Cardboard Components

For **PET packaging with PVC labels** classed as disruptive, the pictogram for separating the label is mandatory, together with the pictogram of the yellow container (see "Recommendations"). The label must be easy for consumers to separate.

This signage is also recommended for perforated labels that have been purposely designed for easy separation by consumers, but this is optional.

PLASTIC

LABEL

Separate

ECOPONTO
AMARELO

RÓTULO
PLÁSTICO
Separar

PLASTIC

LABEL

Separate along
perforation

ECOPONTO
AMARELO

RÓTULO
PLÁSTICO
Separar pelo
picotado

ECOPONTO
AZUL

RÓTULO
CARTÃO
Separar

ECOPONTO
AZUL

RÓTULO
CARTÃO
Separar pelo
picotado

CARDBOARD

Separate

LABEL

CARDBOARD

Separate along
perforation

LABEL
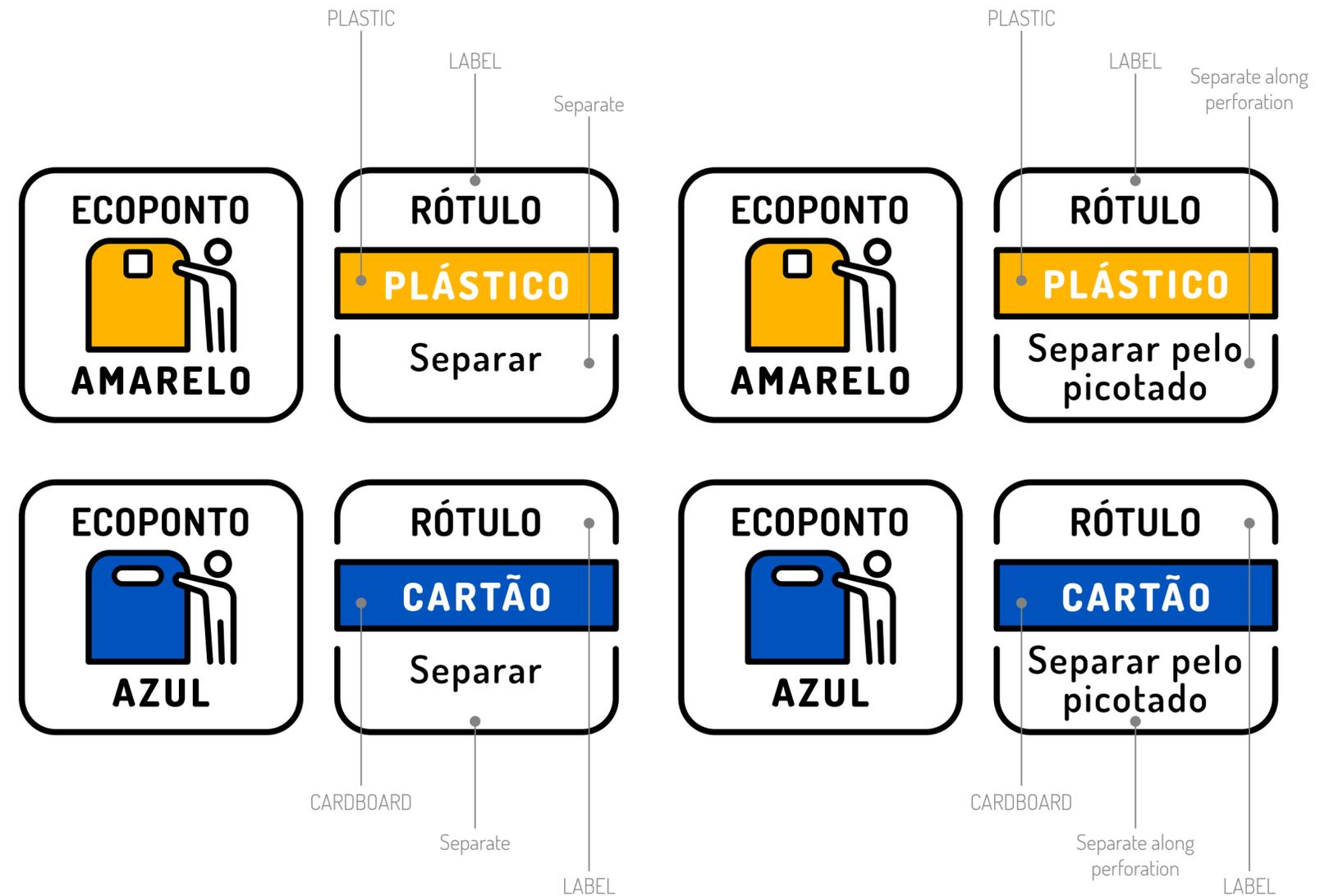
Plastic Packaging with Metal Components

Plastic bottles (except PET) with **metal caps <50mm** must bear the instructions "Flatten" and "Replace cap".

If the packaging is PET and the cap is metal, it is classed as disruptive packaging. In this case, **use of the "Separate cap" pictogram is mandatory.**
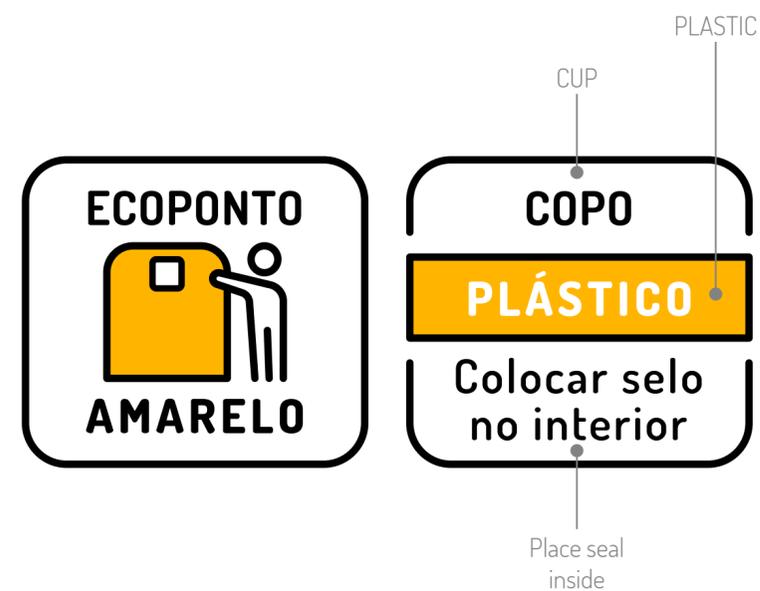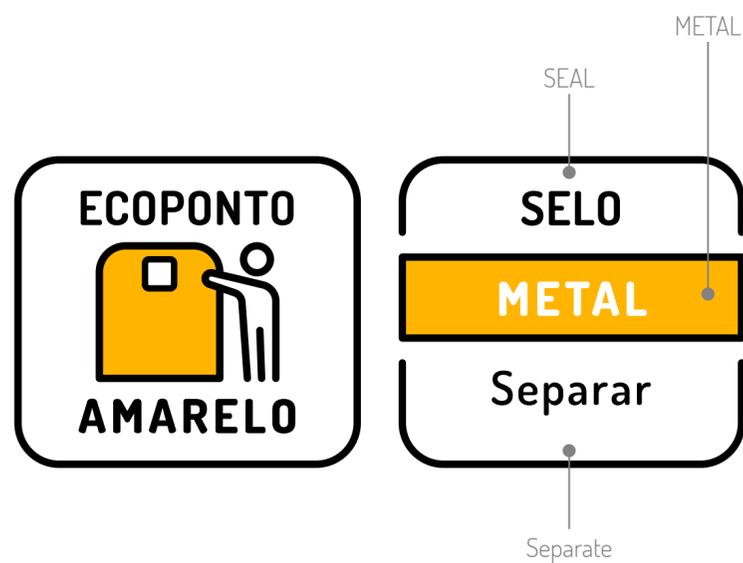
PLASTIC

BOTTLE

ECOPONTO
AMARELO

GARRAFA
PLÁSTICO
Espalmar
Colocar tampa

Flatten
Replace cap

PLASTIC

BOTTLE

METAL

CAP

ECOPONTO
AMARELO

GARRAFA
PLÁSTICO
Espalmar
Separar tampa

Flatten
Separate lid

ECOPONTO
AMARELO

TAMPA
METAL
Separar
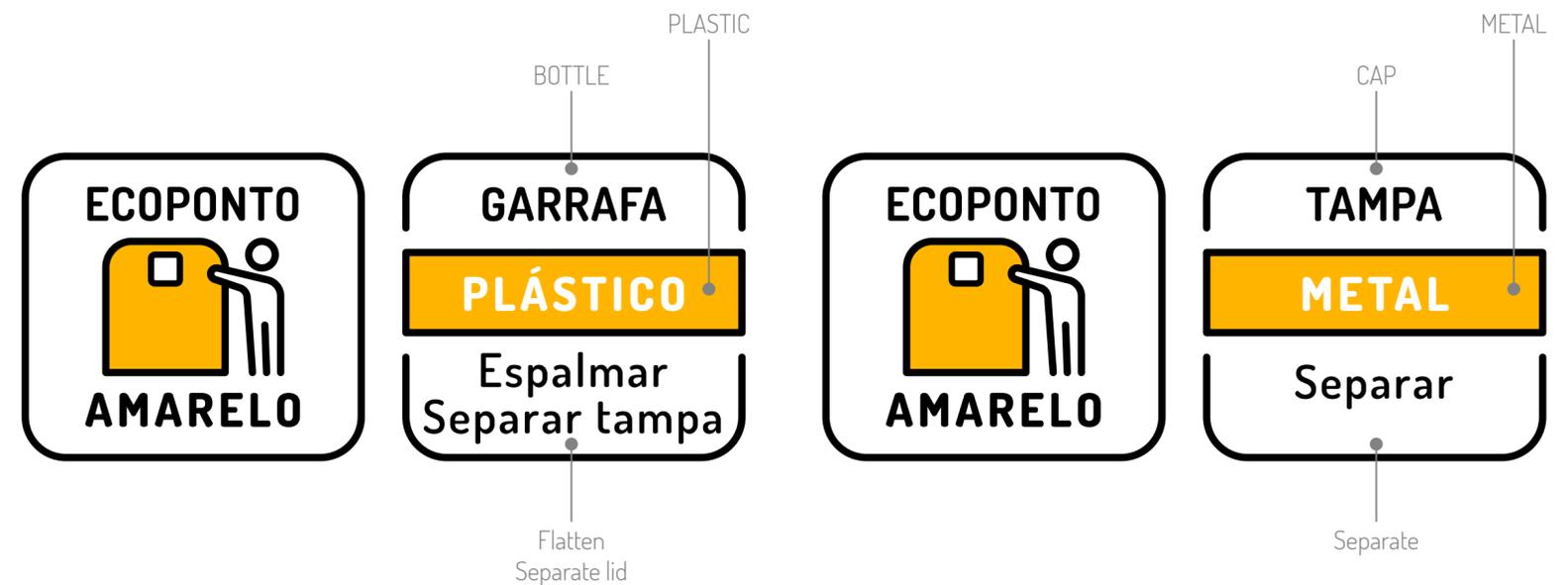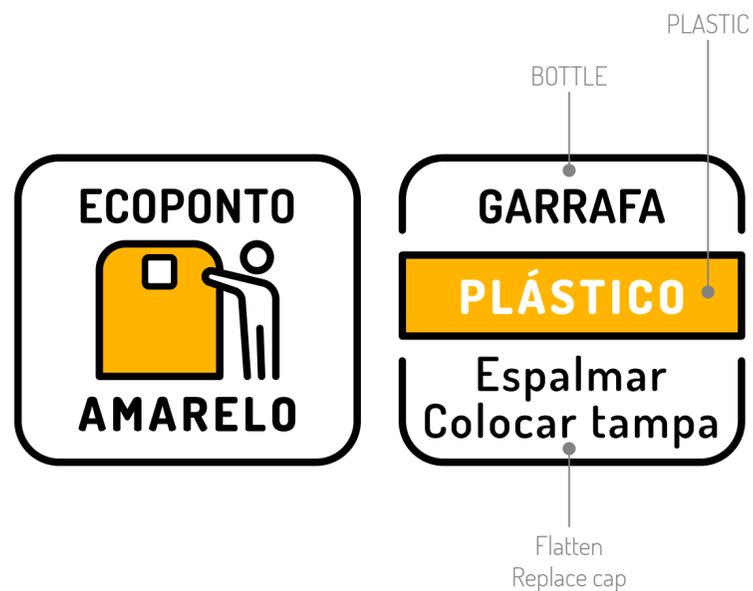
Separate

Plastic Packaging with Metal Components

For aluminium seals on PET and PE packaging, their separation and disposal separately in the recycling bank should be recommended (see "Recommendations").

It can be recommended that aluminium seals on plastic packaging other than PET and PE be placed inside the packaging.

METAL

SEAL

ECOPONTO AMARELO

SELO
METAL
Separar

Separate

PLASTIC

CUP

ECOPONTO AMARELO

COPO
PLÁSTICO
Colocar selo no interior

Place seal inside

Plastic Packaging with Atomizer or Dispenser
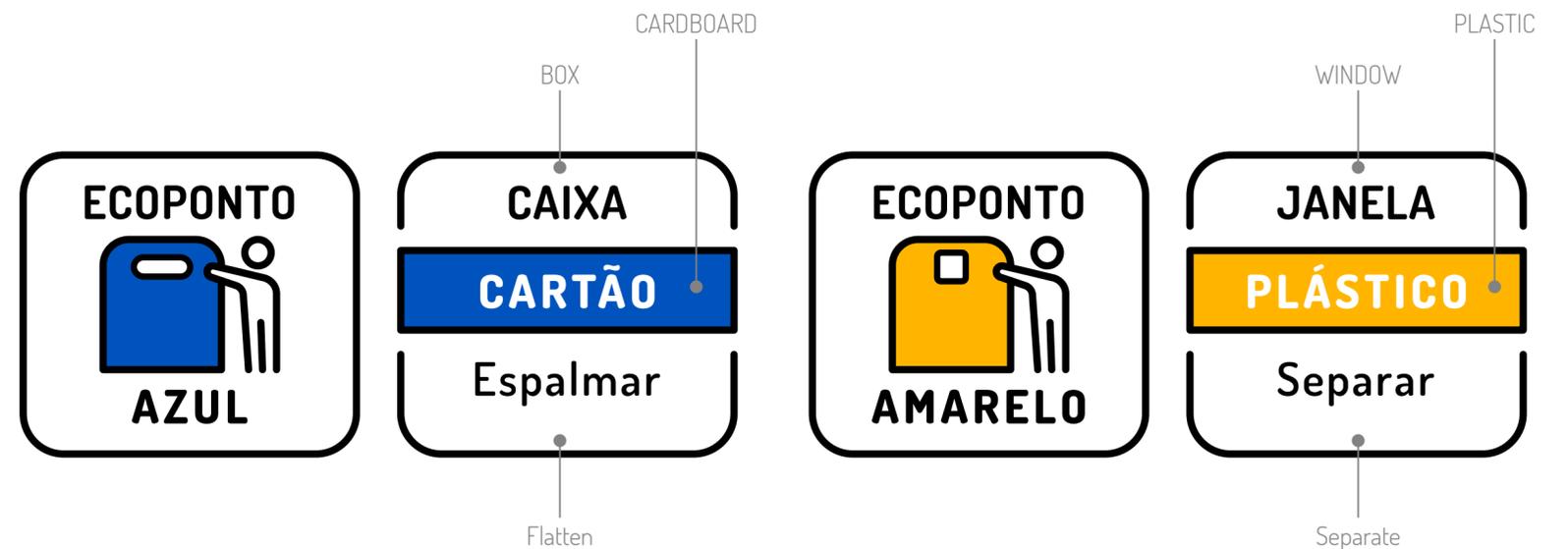
For atomizers or dispensers we recommend
that consumers be instructed to separate,
provided that they can do so easily
(see "Recommendations").

PLASTIC

BOTTLE

ECOPONTO
AMARELO

GARRAFA
PLÁSTICO
Esvaziar

Empty

PLASTIC

ATOMIZER

ECOPONTO
AMARELO

PULVERIZADOR
PLÁSTICO
Separar

Separate

PLASTIC

DISPENSER

ECOPONTO
AMARELO

DOSEADOR
PLÁSTICO
Separar

Separate

Cardboard Packaging with Plastic Component

It should be recommended that cardboard boxes be flattened, and if they have a component made from another material that consumers can easily separate, for example a plastic window, the instruction "Separate" should be included.
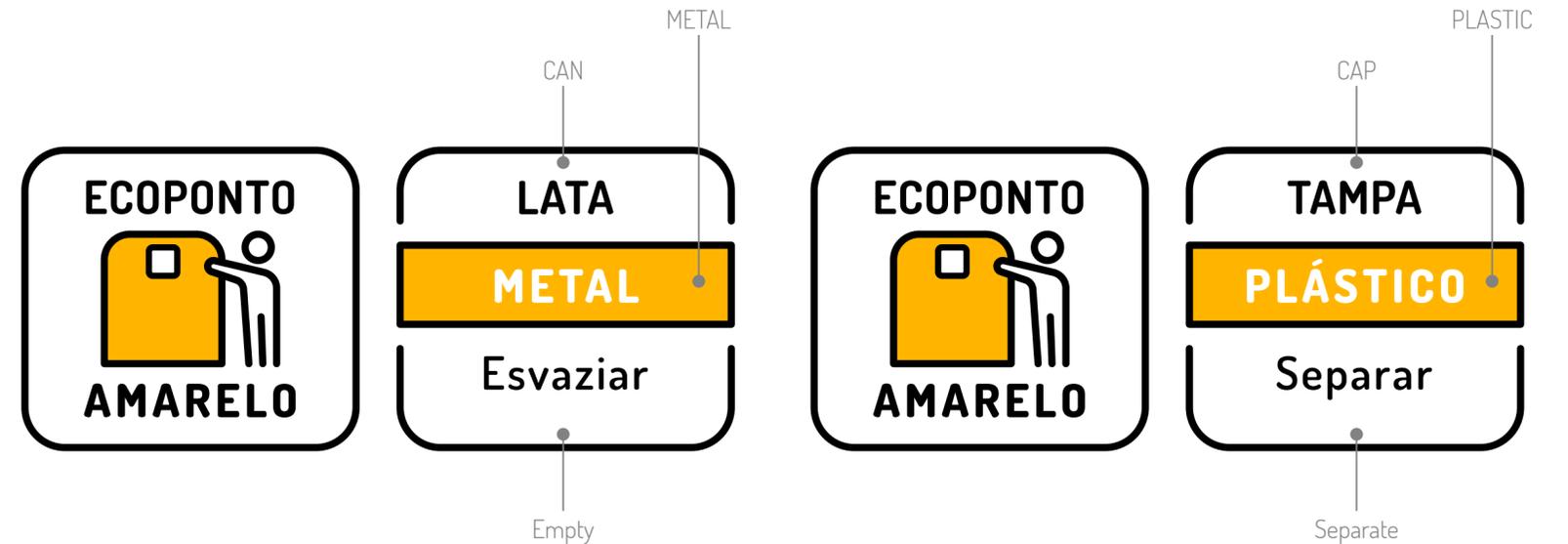
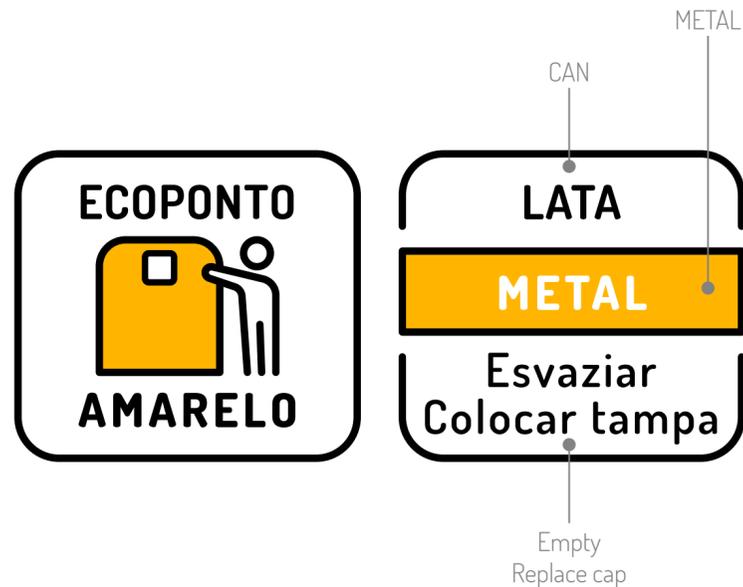For further information on material compatibility go to **www.pontoverdelab.pt**

BOX CARDBOARD

ECOPONTO

AZUL

CAIXA

CARTÃO

Espalmar

Flatten

WINDOW PLASTIC

ECOPONTO

AMARELO

JANELA

PLÁSTICO

Separar

Separate

Metal Packaging with Plastic Cap

The instructions "Empty" and "Replace cap" should be provided for packaging with **plastic caps whose size is <50mm.**
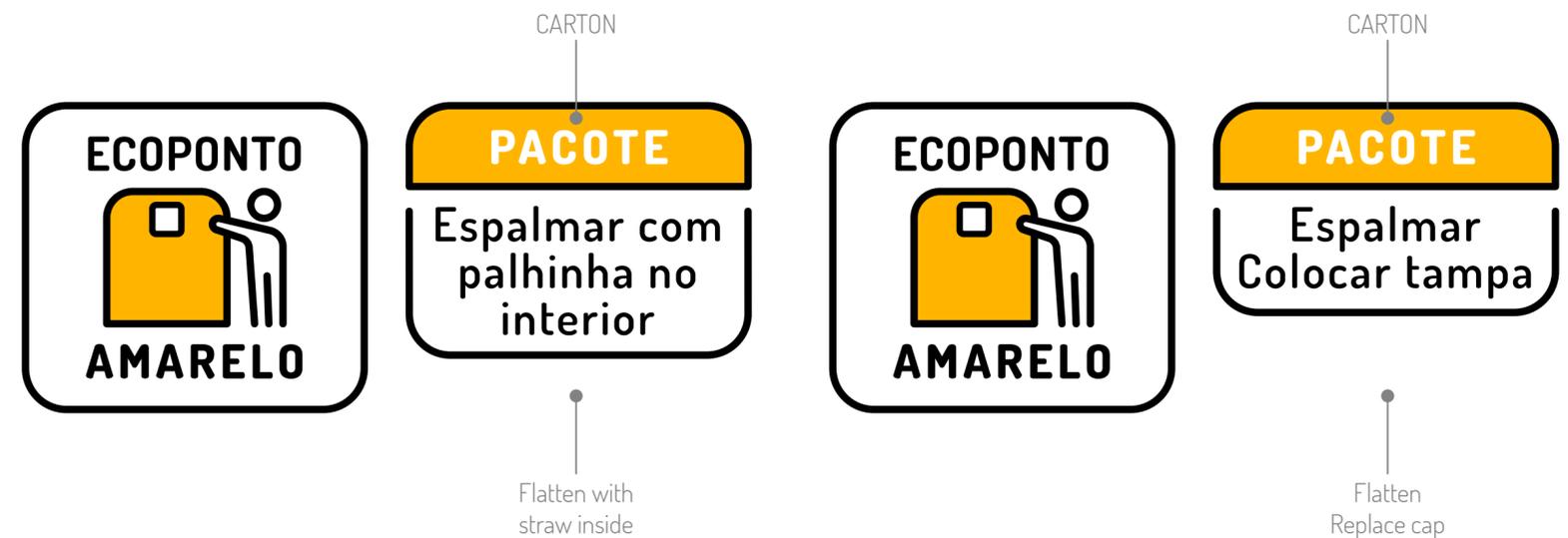
Separation of **lids and tops >=50mm** should be recommended, provided that they can be easily separated by consumers (see "Recommendations").

METAL
CAN

ECOPONTO
AMARELO

LATA
METAL
Esvaziar
Colocar tampa

Empty
Replace cap

METAL
CAN

ECOPONTO
AMARELO

LATA
METAL
Esvaziar

Empty

PLASTIC
CAP

ECOPONTO
AMARELO

TAMPA
PLÁSTICO
Separar

Separate

Cartons (Carton Packaging for Beverages)

Carton packaging for beverages sometimes includes straws and caps that can be recycled with this type of packaging. In such cases, it should be recommended that these components be disposed of in the recycling bank together with the packaging.

For further information on material compatibility go to **www.pontoverdelab.pt**

CARTON

ECOPONTO

AMARELO

PACOTE

Espalmar com palhinha no interior

Flatten with straw inside

CARTON

ECOPONTO

AMARELO

PACOTE

Espalmar Colocar tampa

Flatten Replace cap

Standards Manual   Recycling Iconography

2022

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pontoverde