

**Fost Plus**

Style guide for on-pack  
sorting instructions

## Fost Plus sorting instructions

In Belgium, there are no graphic rules regarding the display of sorting guidelines on product packaging. As a result, there is no uniform design on current packaging, either for sorting icons or for instructions. In order to avoid a proliferation of logos on the one hand, and to try to standardise the instructions on the other, Fost Plus has developed a style guide that can be used by a party responsible for packaging without any obligation. This gives you the opportunity to inform the consumer about the different sorting possibilities per packaging element in Belgium in a standardised way. Together, we can make the sorting and recycling process more efficient and more profitable.

Fost Plus has developed various bilingual, modular blocks that can be combined either horizontally or vertically.

### Overview of sorting options

An overview of the most up-to-date sorting guidelines can be found on <https://www.fostplus.be>.

Further questions? Please contact us via [info@fostplus.be](mailto:info@fostplus.be).

## Vertical version

### Basic version:

packaging element\*  
+ icon



### Extended version:

packaging element\* + icon  
+ fraction name (sorting destination)  
as text



The font that must be used for all versions is:  
**Fira Sans Condensed**

### Modular variants:

starting with basic version or  
extended version

+ country code\*\*

+ call-to-action

+ url Fost Plus



\* You may also choose to use the word 'packaging' if all the packaging belongs to one, single fraction.

\*\* Belgian country code can be expanded to include other relevant countries.

## Horizontal version

### Basic version:

packaging element\* + icon



### Extended version:

packaging element\* + icon  
+ fraction name (sorting destination) as text



The font that must be used for all versions is:  
**Fira Sans Condensed**

### Modular variants:

starting with basic version or extended version

- + country code\*\*
- + call-to-action
- + url Fost Plus

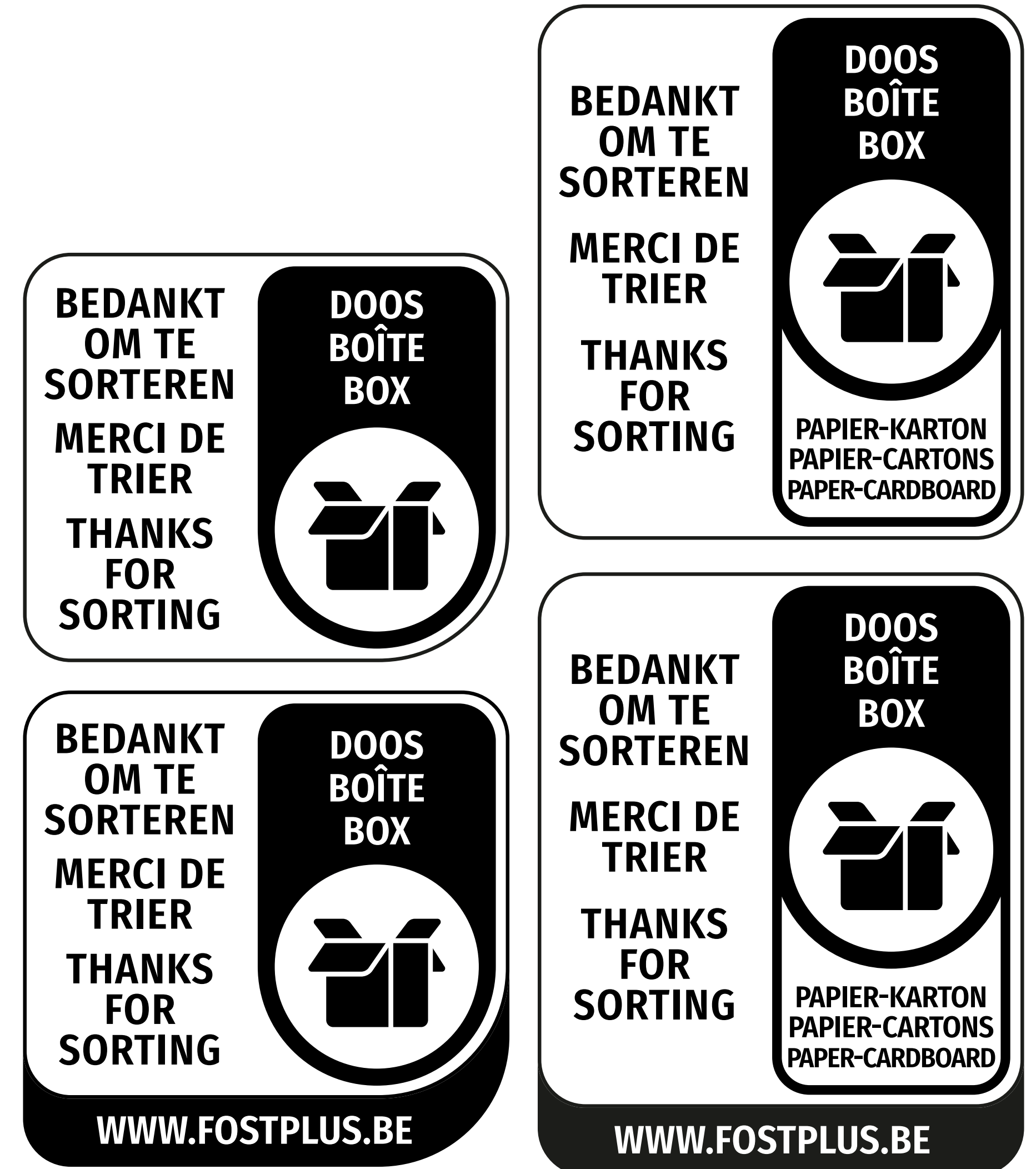
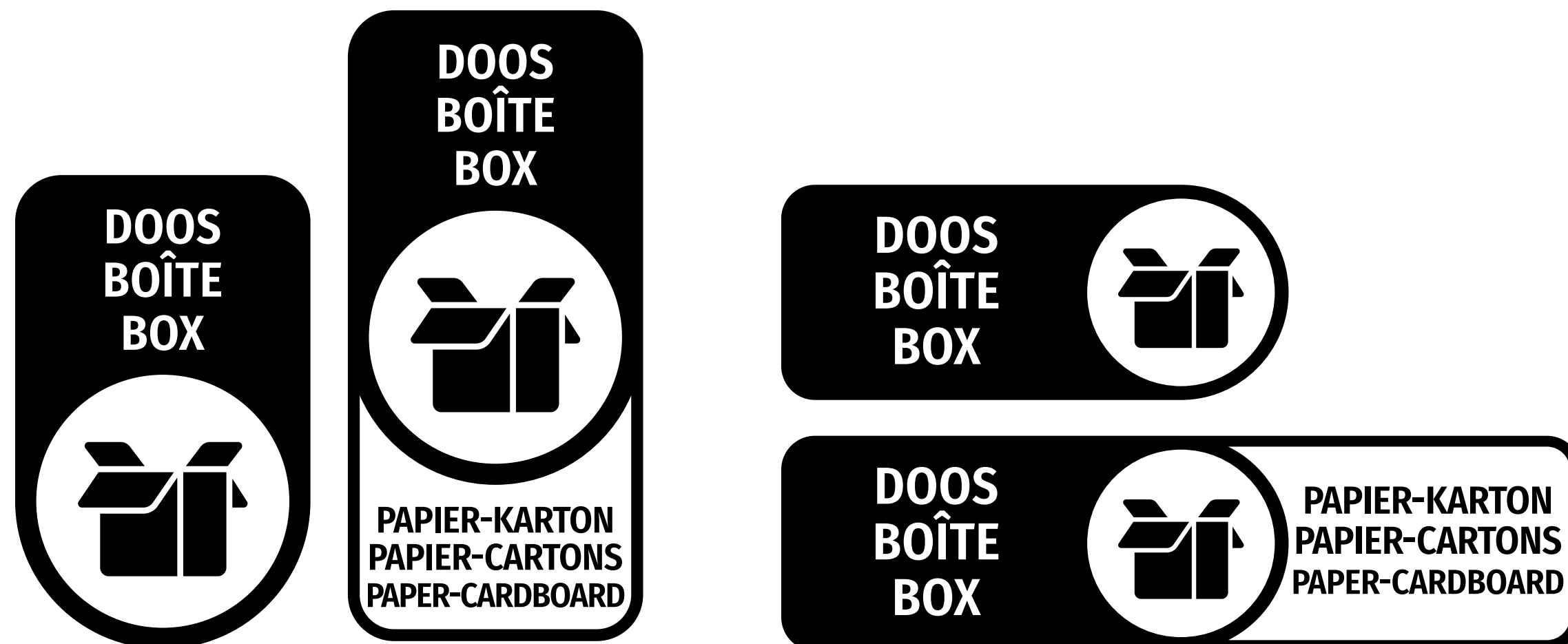


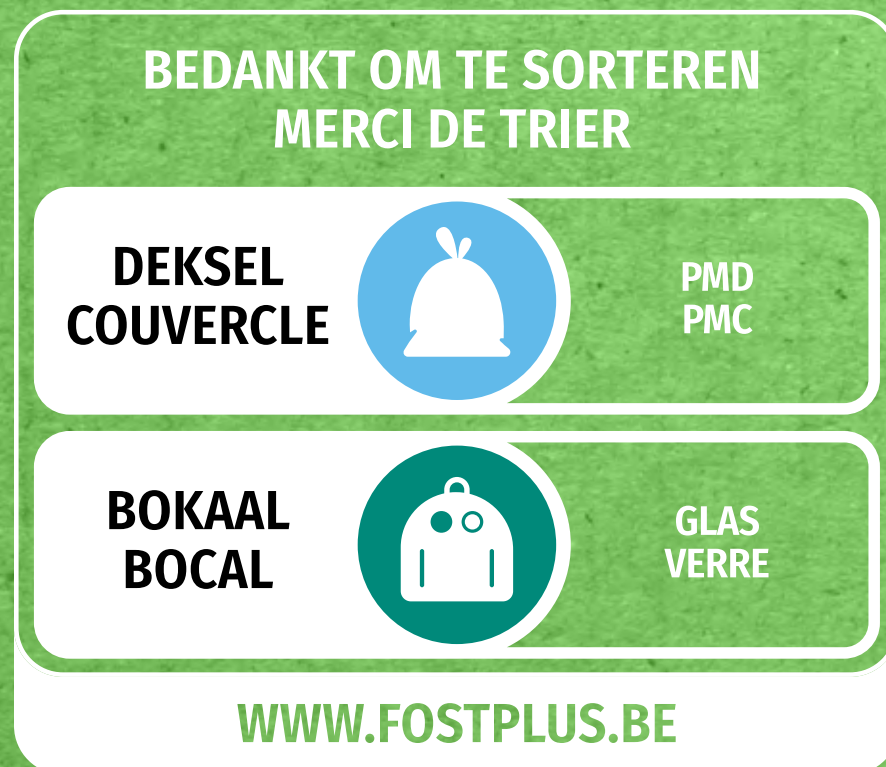
\* You may also choose to use the word 'packaging' if all the packaging belongs to one, single fraction.

\*\* Belgian country code can be expanded to include other relevant countries.

## Trilingual version

The sorting icons are also available in a trilingual version. This version provides all information in **Dutch, French and English**. Otherwise, the icons are identical to the previous designs. There are horizontal and vertical variants of this version too.



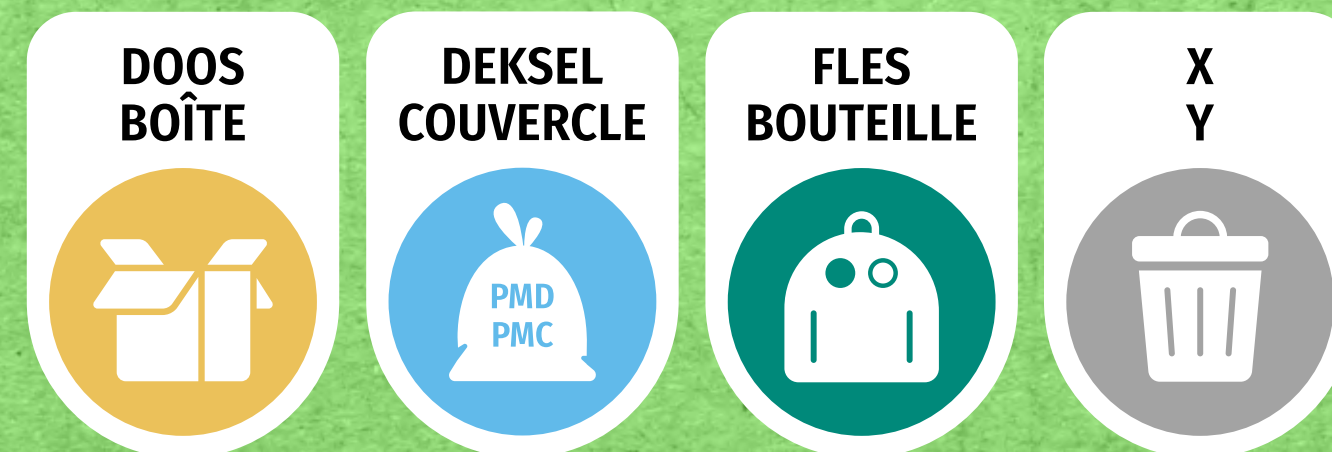


URL = fostplus.be:

- + Language neutrality: space-saving
- + Clear reference to [www.fostplus.be](http://www.fostplus.be)

+ Modular block systems that can be ordered horizontally or vertically, as you wish

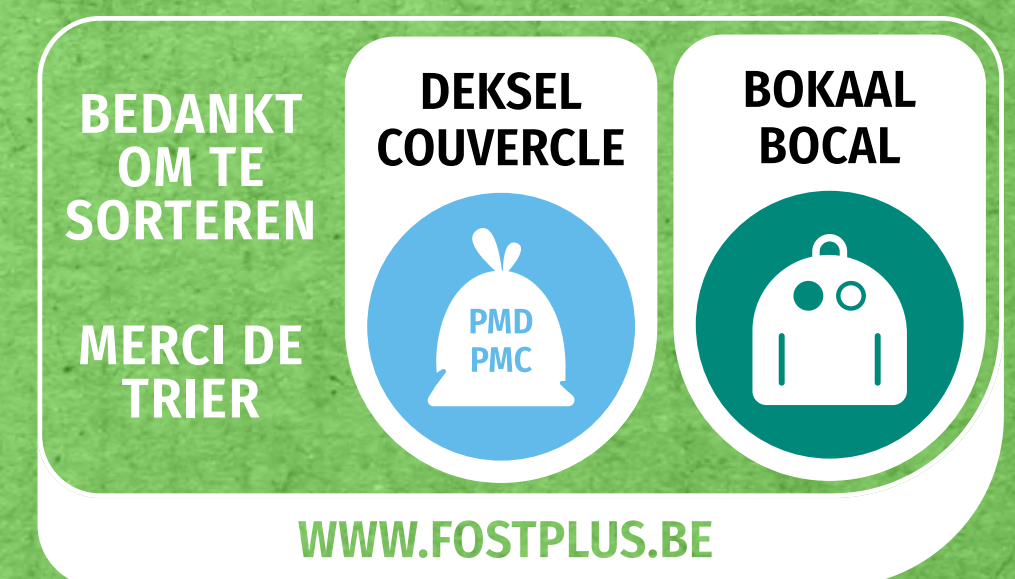
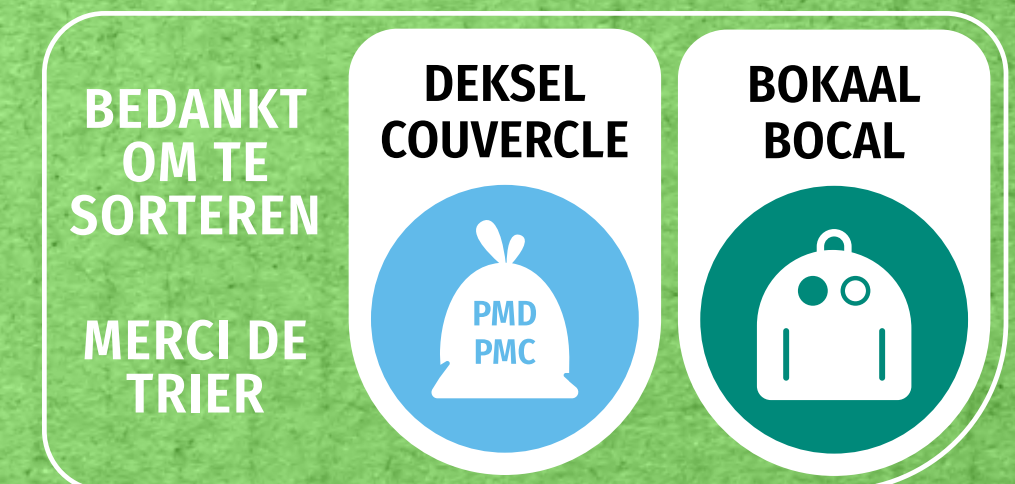
+ Text at the top can be determined by the packaging manufacturer



+ The extended version shows the fraction name (sorting destination) as text

Visual basic version (vertical or horizontal) with option of expansion:

- Module for call-to-action +
- Module for url + [www.fostplus.be](http://www.fostplus.be)



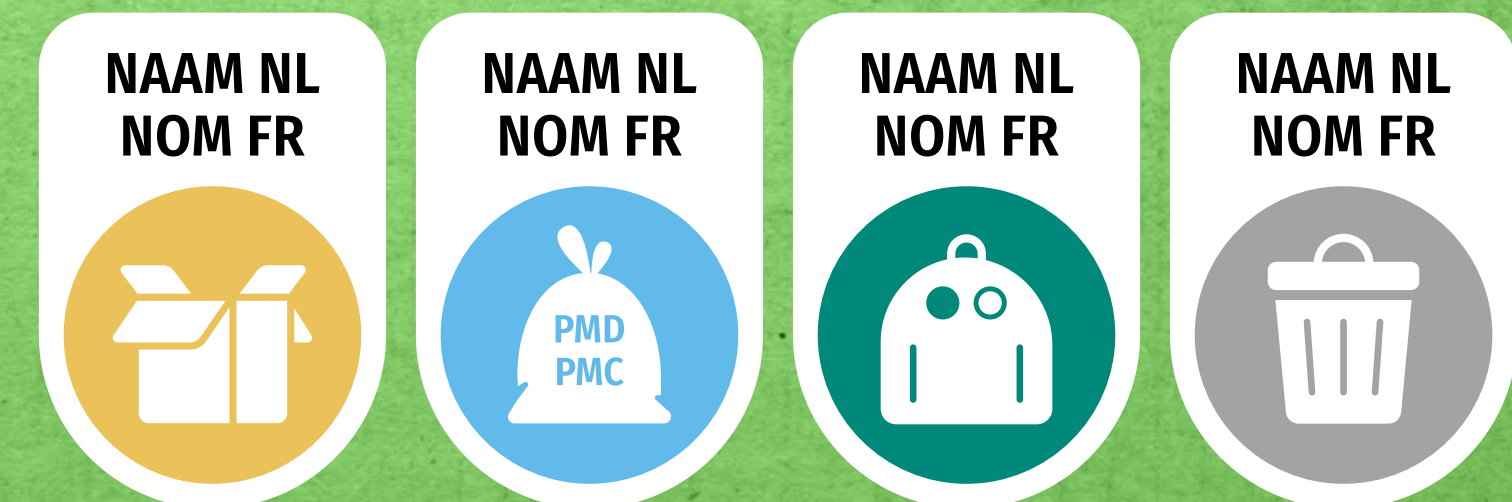
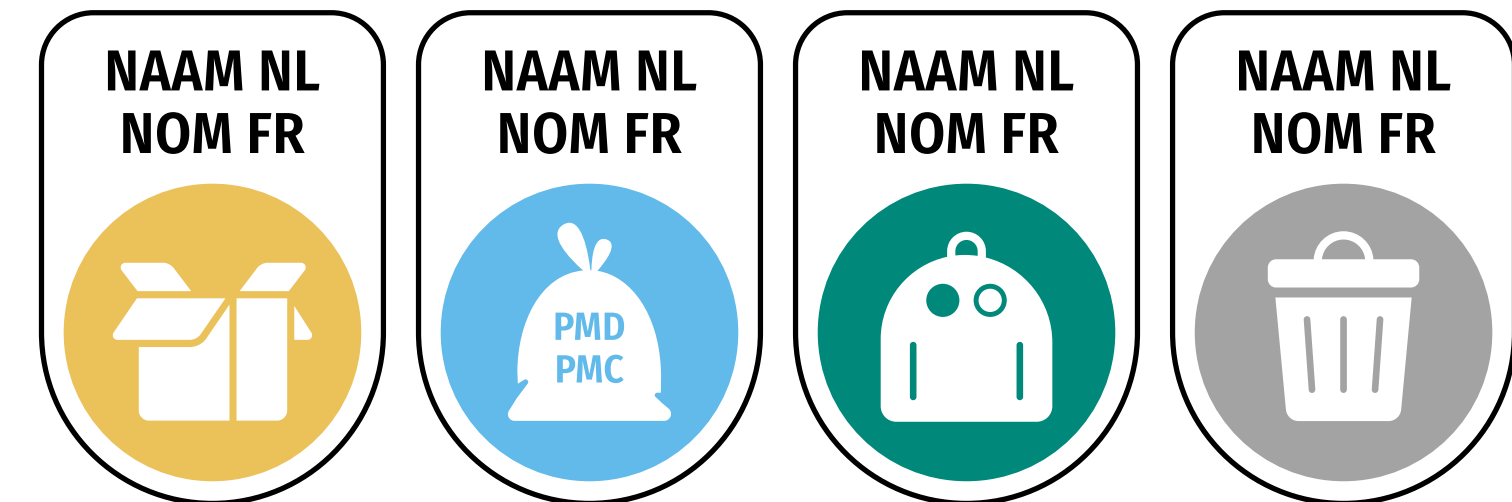
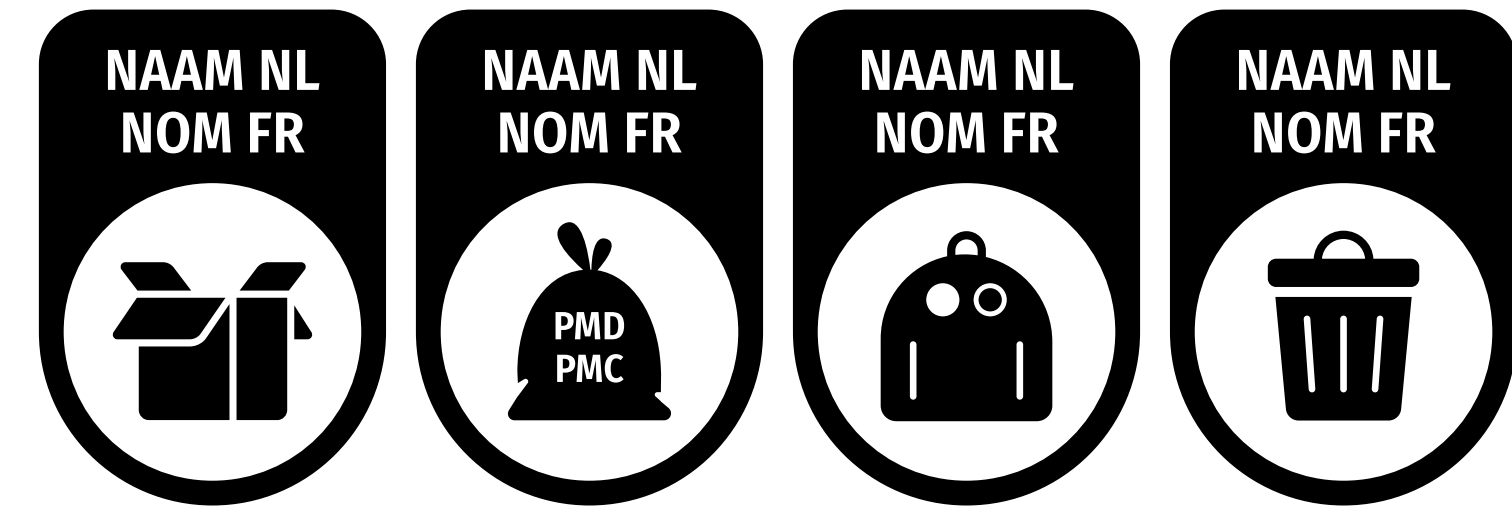
+ Each module is available in CMYK, black, monochrome and negative CMYK

**Vertical version**  
Components

## Fraction icons basic version: single colour and CMYK

This is the **gold standard** of sorting icons. It is a combination of the name of the packaging element and the fraction icon.

- Positive version monochrome (black or PMS):  
for use on white/light backgrounds
- Negative version monochrome (white):  
for use on coloured backgrounds
- Positive version CMYK (with striking black edge):  
for use on white/light backgrounds
- Negative version CMYK (no edge):  
for use on coloured backgrounds

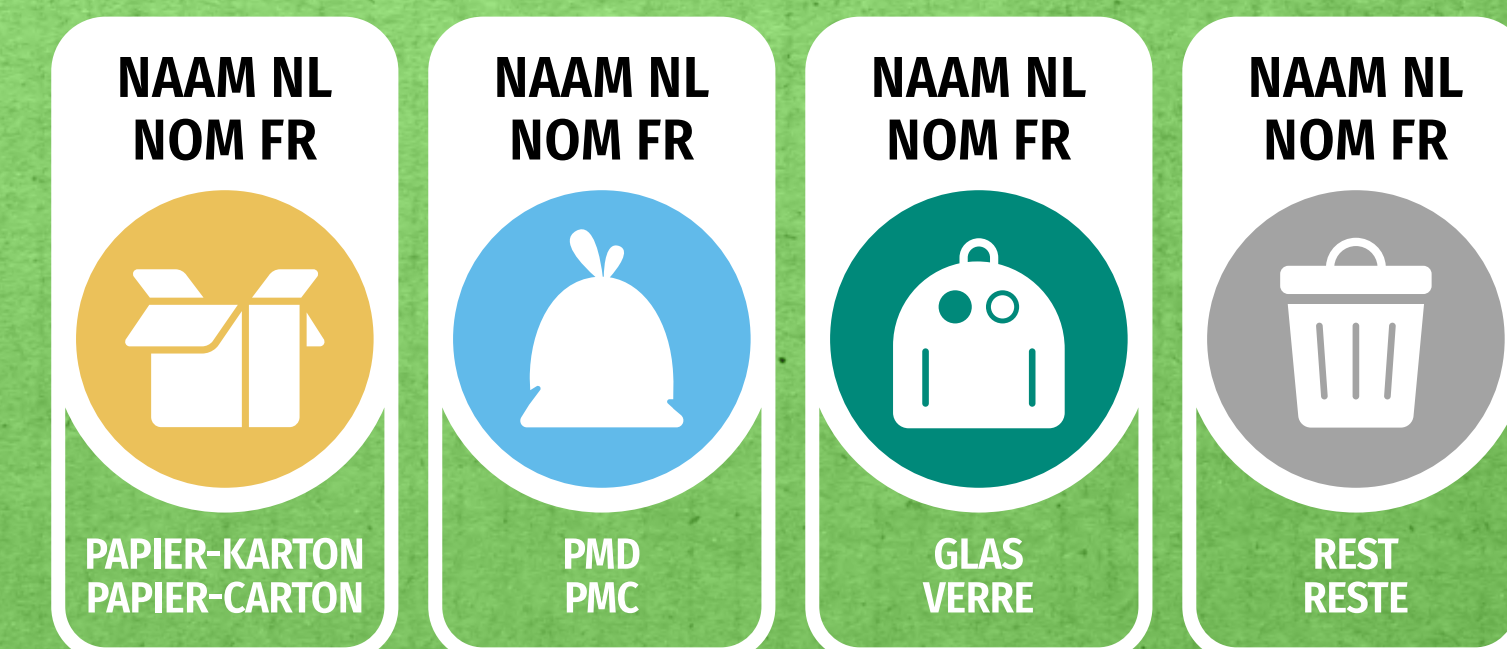
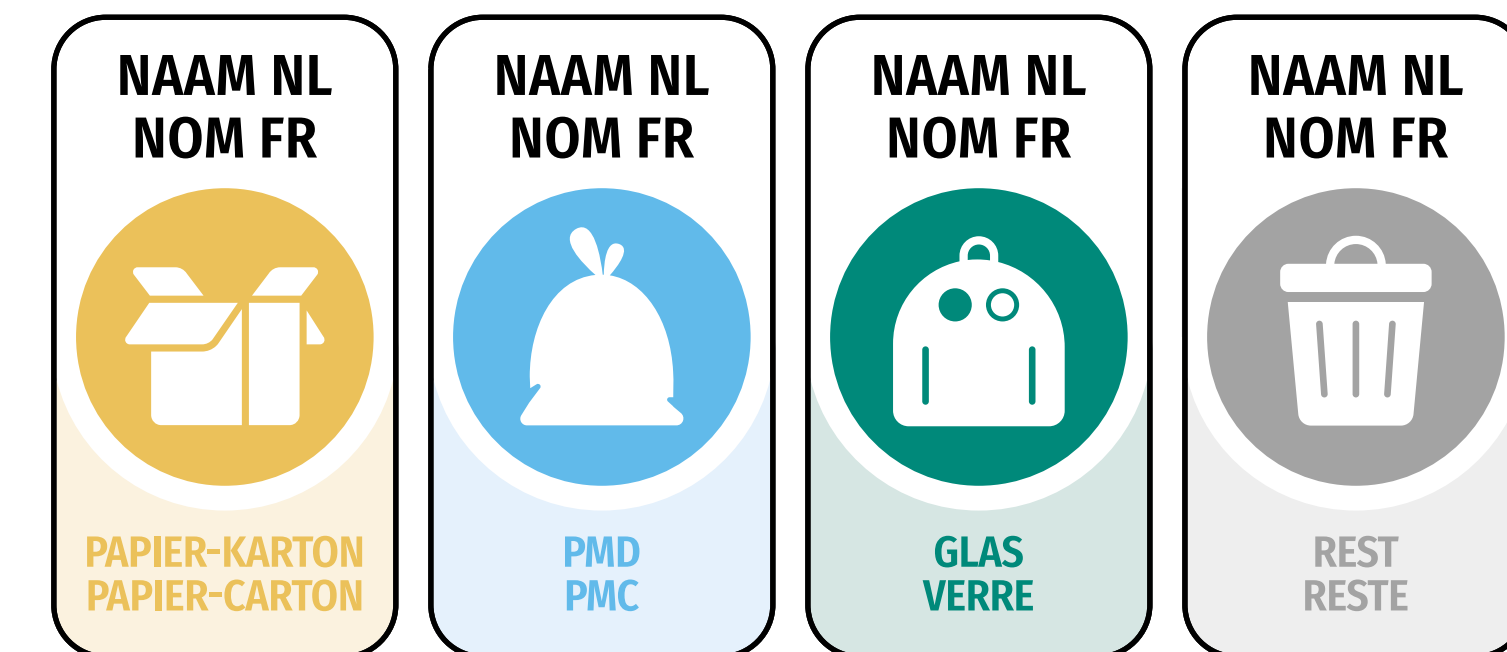
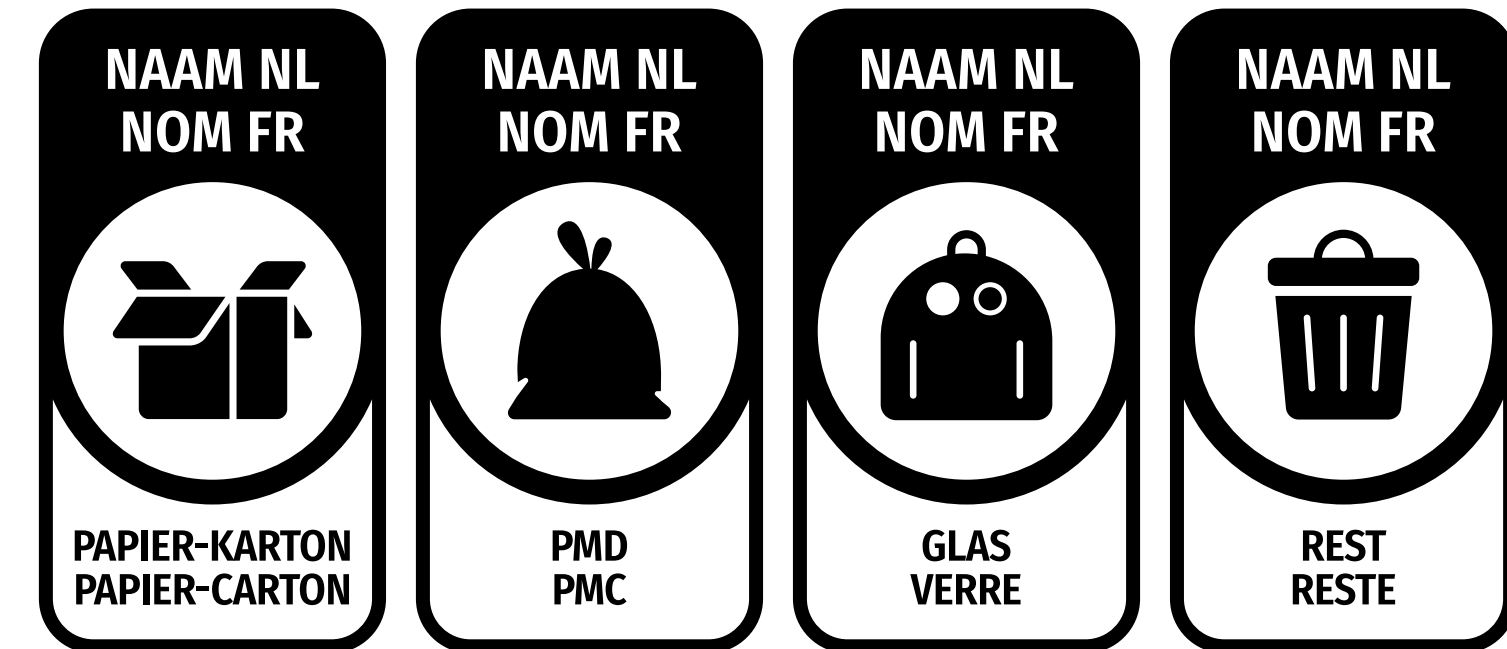




## Fraction icon extended version: monochrome and CMYK

This is the **extended version** of the sorting icons, which are only used when the surface is suitable. It is a combination of the name of the packaging element, the fraction icon and the name of the fraction (sorting destination).

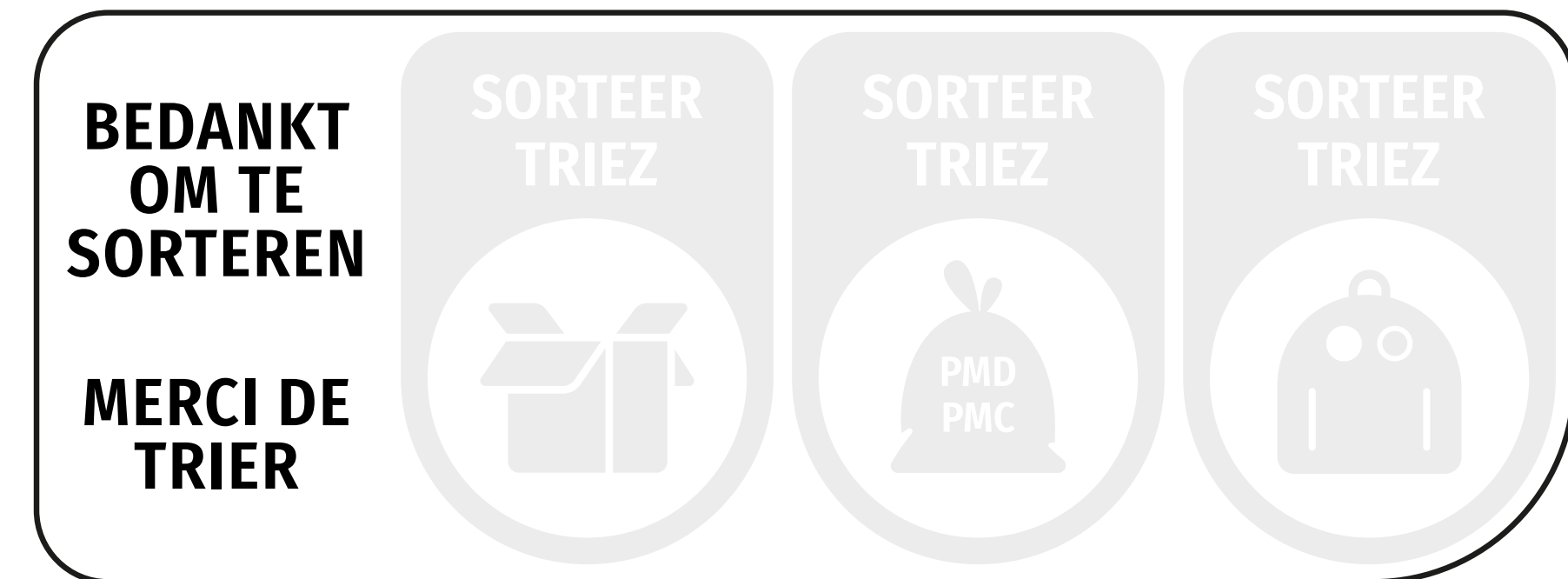
- Positive version monochrome (black or PMS):  
for use on white/light backgrounds
- Negative version monochrome (white):  
for use on coloured backgrounds
- Positive version CMYK (with striking black edge):  
for use on white/light backgrounds
- Negative version CMYK (no edge):  
for use on coloured backgrounds



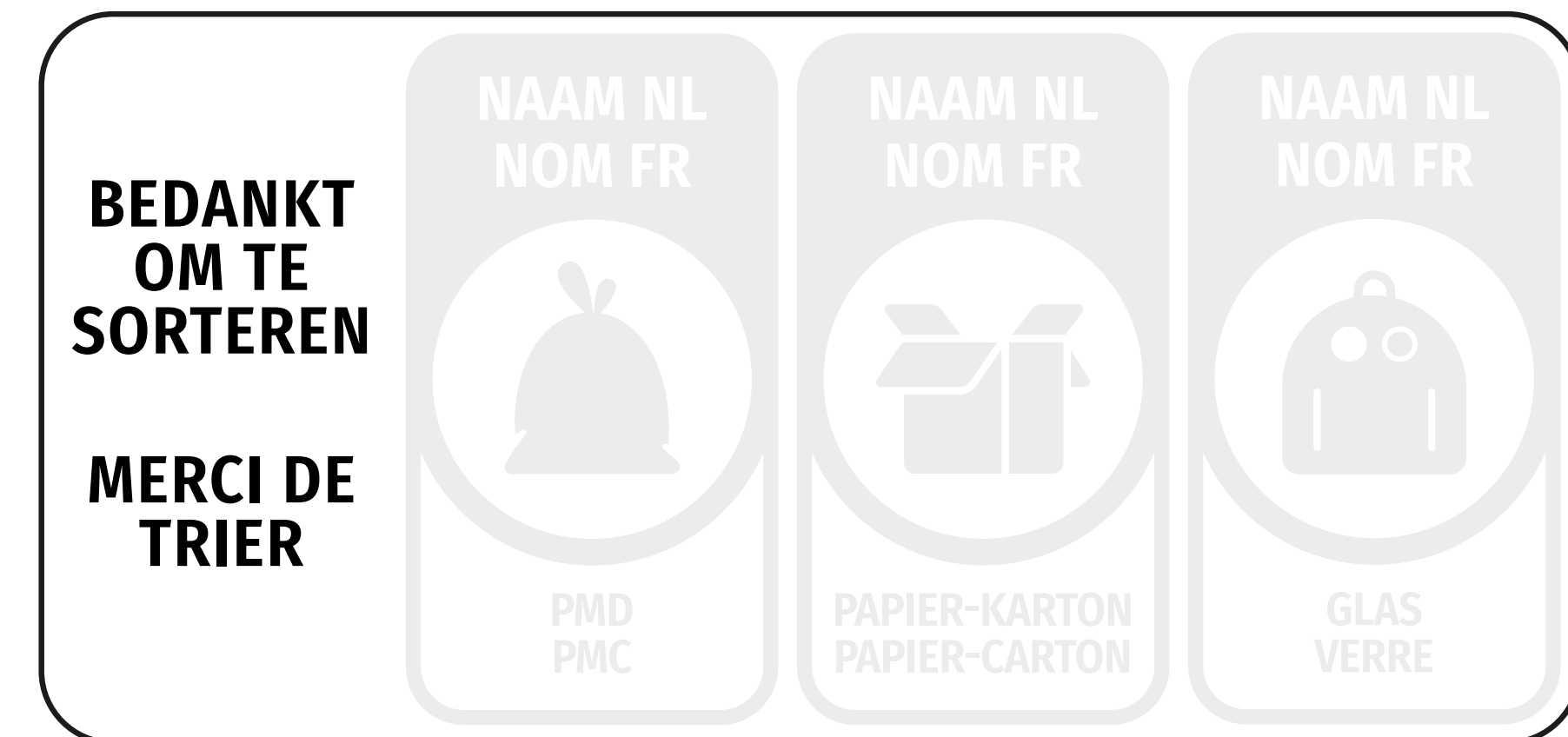
## Call-to-action block: single colour/CMYK

When there is enough space on the packaging, a **call-to-action** can also be added to the sorting icons. This applies to both the basic version and the extended version of the icons.

- Positive version monochrome/CMYK (black):  
for use on white/light backgrounds
- Negative version monochrome / CMYK (white):  
for use on coloured backgrounds



Basic version + slogan



Extended version + slogan

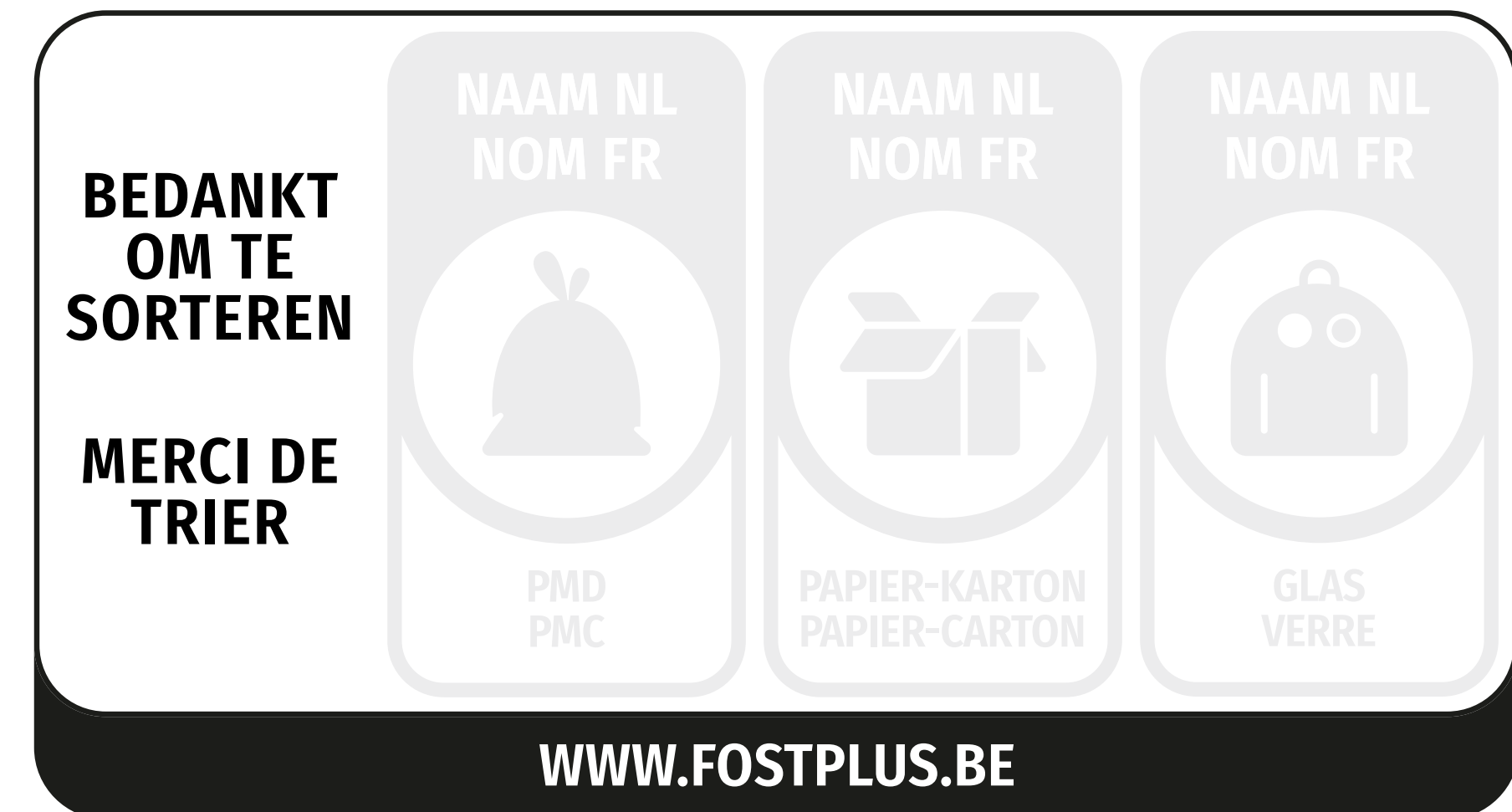
## Call-to-action block with url: single colour/CMYK

When there is plenty of space on the packaging, the url **www.fostplus.be** can also be added. This applies to both the basic version and the extended version of the icons.

- Positive version monochrome/CMYK (black):  
for use on white/light backgrounds
- Negative version monochrome / CMYK (white):  
for use on coloured backgrounds



**Basic version + slogan + url**

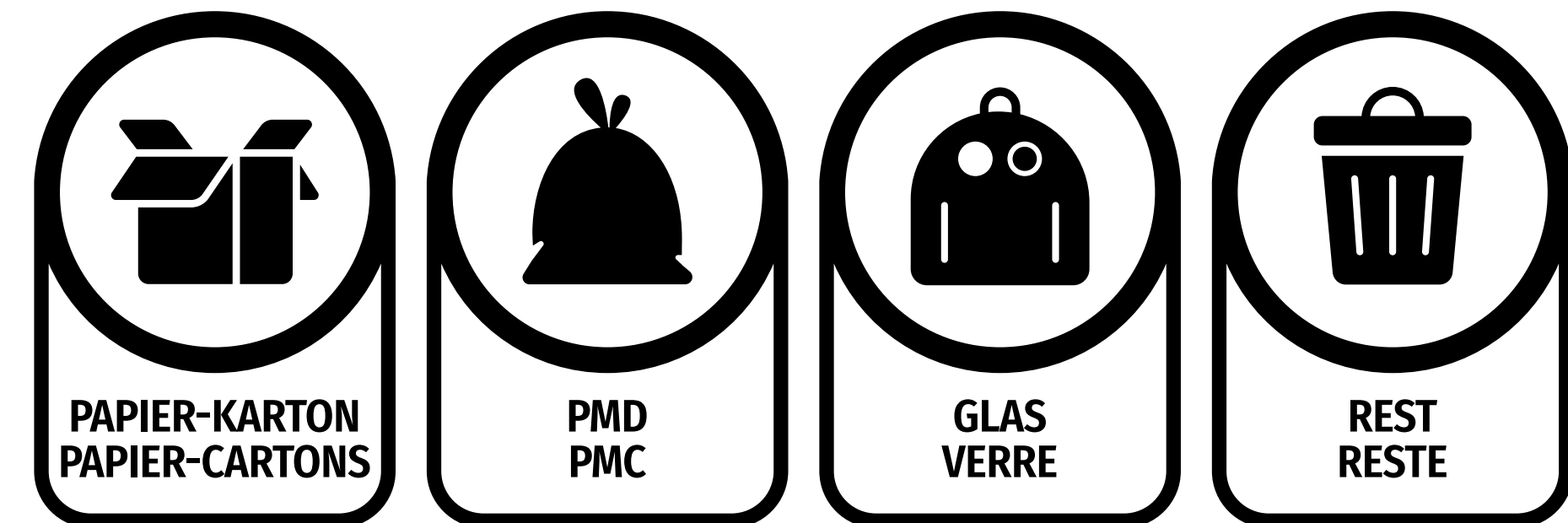


**Extended version + slogan + url**

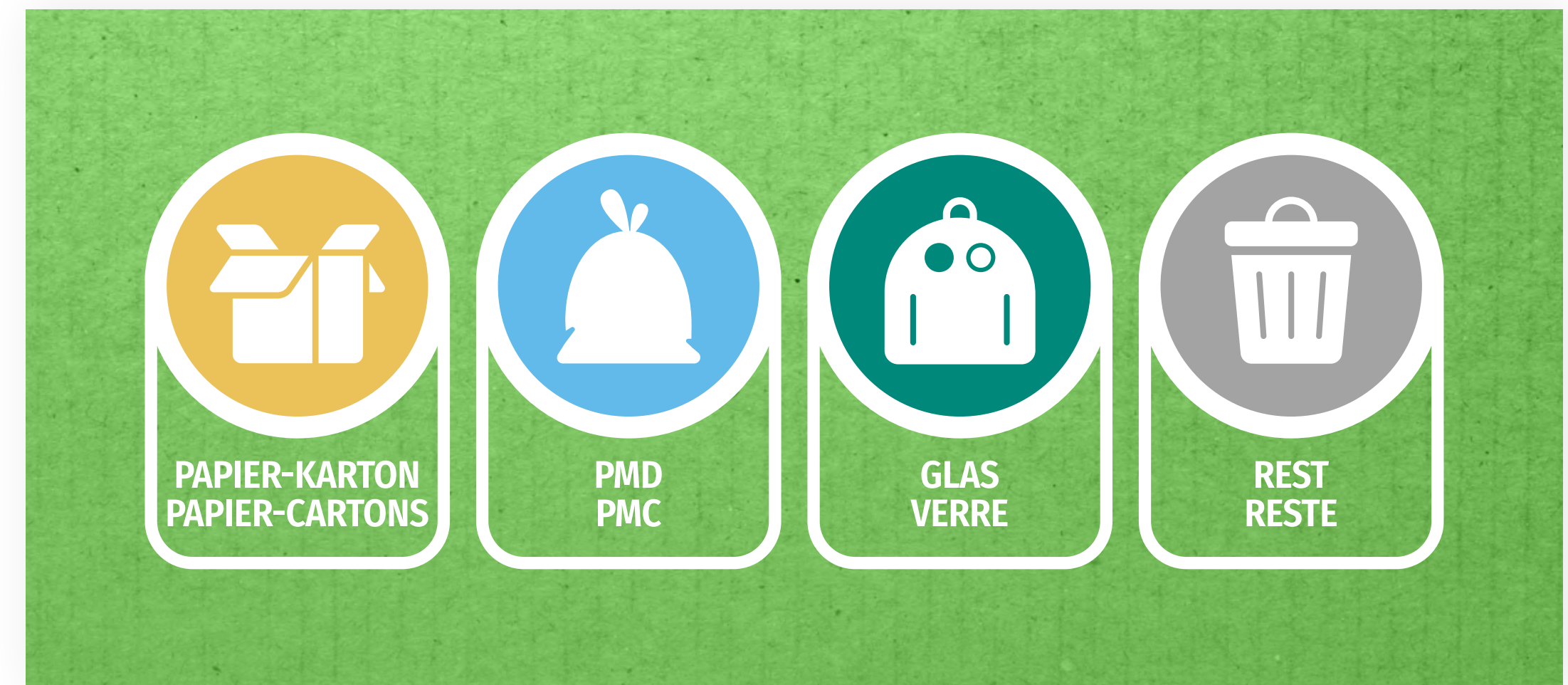
## Just one packaging element

Does the pack comprise just one, single packaging element? Use **the version with the icon and the sorting destination**. This version is only available for the extended version of the icons.

- Positive version monochrome (black or PMS):  
for use on white/light backgrounds
- Negative version monochrome (white):  
for use on coloured backgrounds
- Positive version CMYK (with striking black edge):  
for use on white/light backgrounds
- Negative version CMYK (no edge):  
for use on coloured backgrounds



Icon + fraction name monochrome



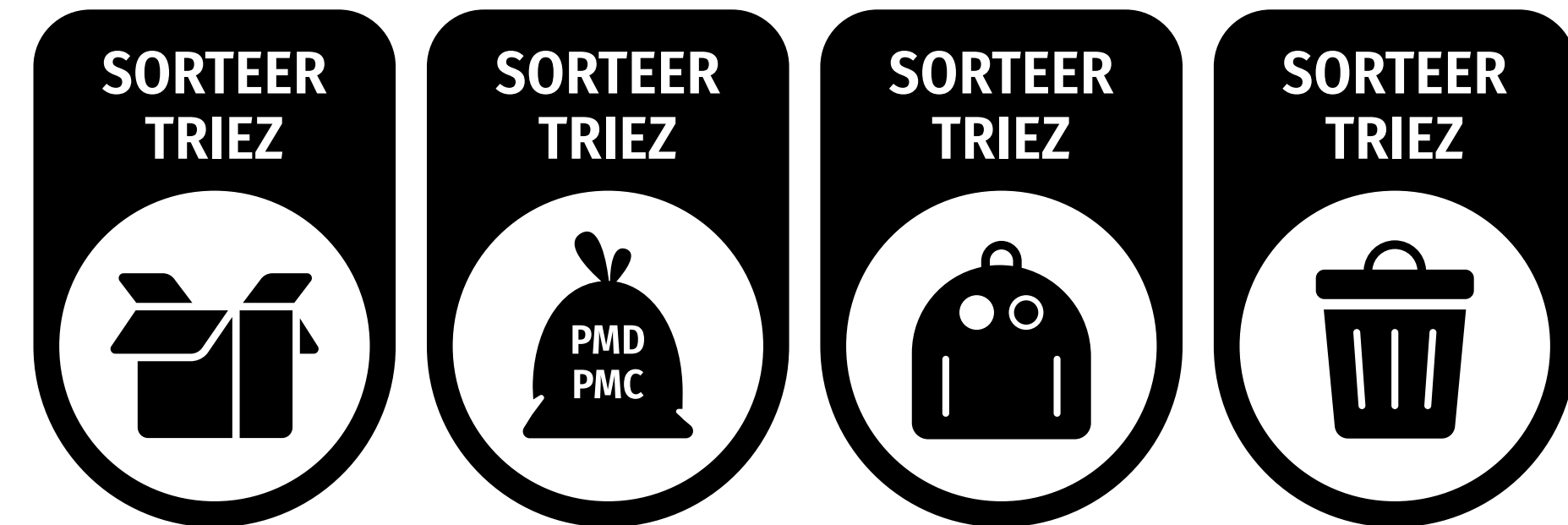
Icon + fraction name CMYK negative

## Version with abbreviated slogan

Do you have very little space? You may use **the version with the abbreviated slogan**. This version is only available for the basic version of the icons.

**NOTE:** only use this if no other options are available.

- Positive version monochrome (black or PMS):  
for use on white/light backgrounds
- Negative version monochrome (white):  
for use on coloured backgrounds
- Positive version CMYK (with striking black edge):  
for use on white/light backgrounds
- Negative version CMYK (no edge):  
for use on coloured backgrounds

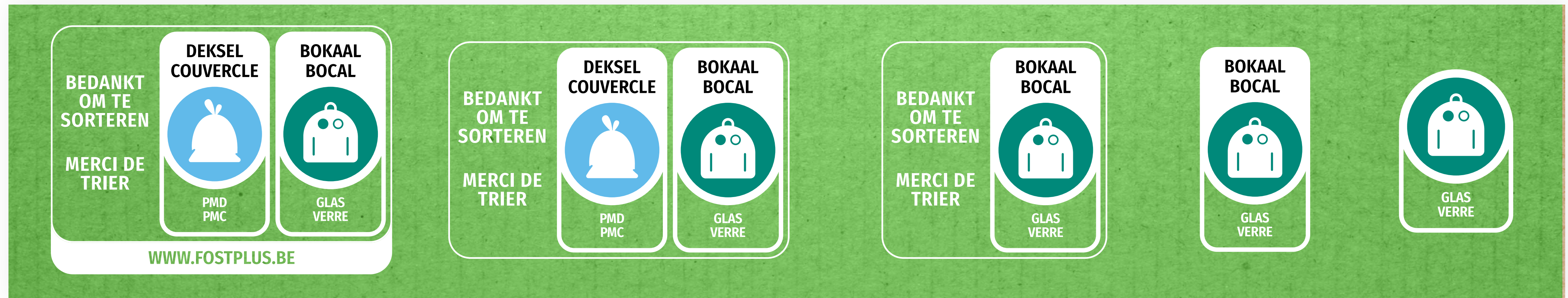


Basic version monochrome



Basic version CMYK negative

## Possible combinations\*



Multiple fractions + slogan + URL

Multiple fractions + slogan

Single fraction + slogan

Single fraction

Minimal version

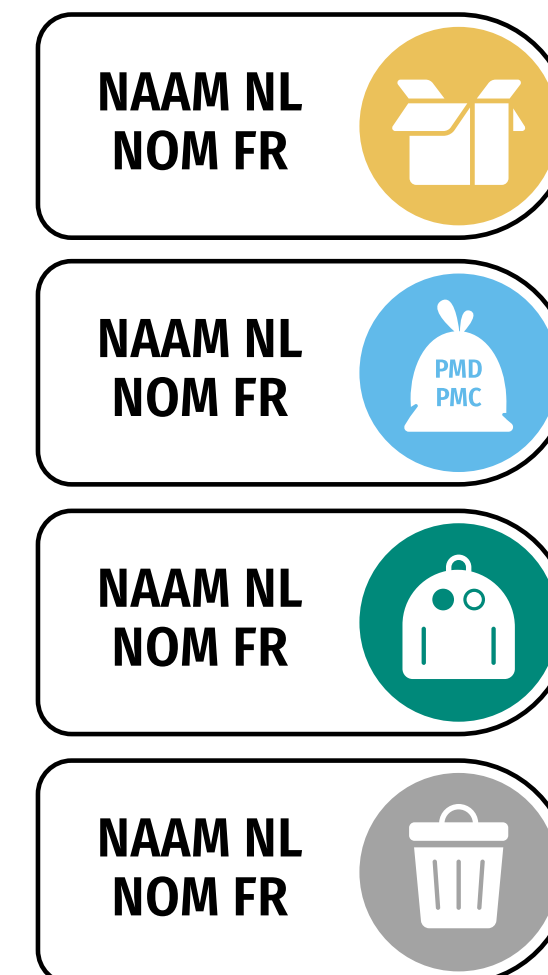
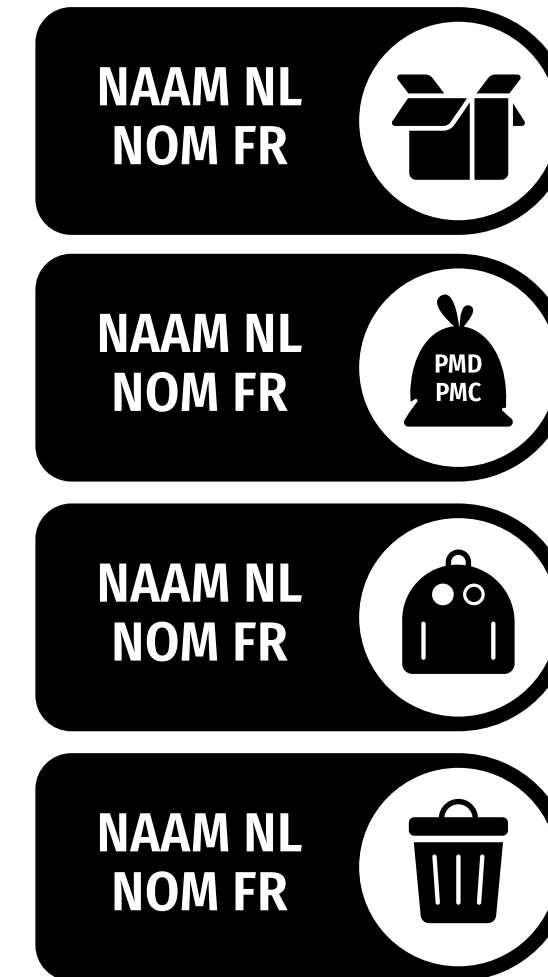
\* All these combinations can be created with and without country code(s).

**Horizontal version**  
Components

## Fraction icons basic version: single colour and CMYK

This is the **gold standard** of sorting icons. It is a combination of the name of the packaging element and the fraction icon.

- Positive version monochrome (black or PMS):  
for use on white/light backgrounds
- Negative version monochrome (white):  
for use on coloured backgrounds
- Positive version CMYK (with striking black edge):  
for use on white/light backgrounds
- Negative version CMYK (no edge):  
for use on coloured backgrounds

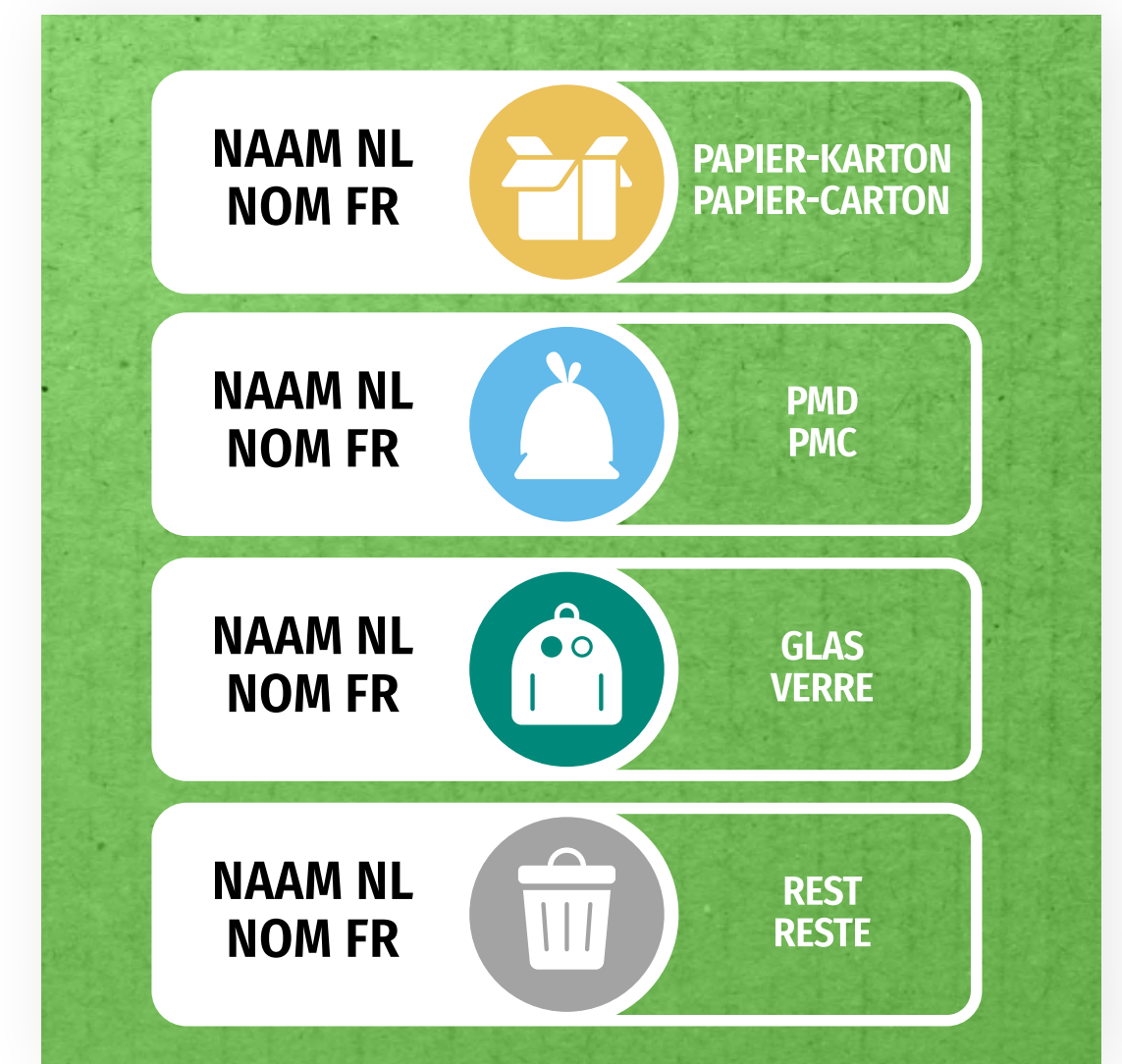
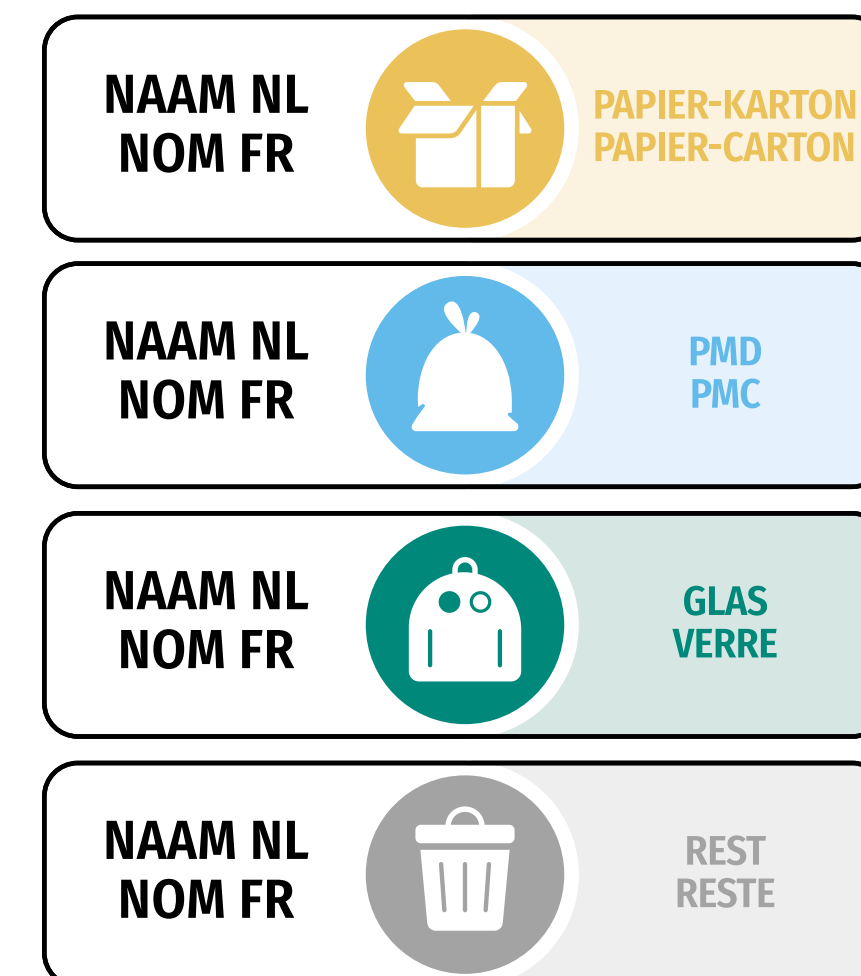
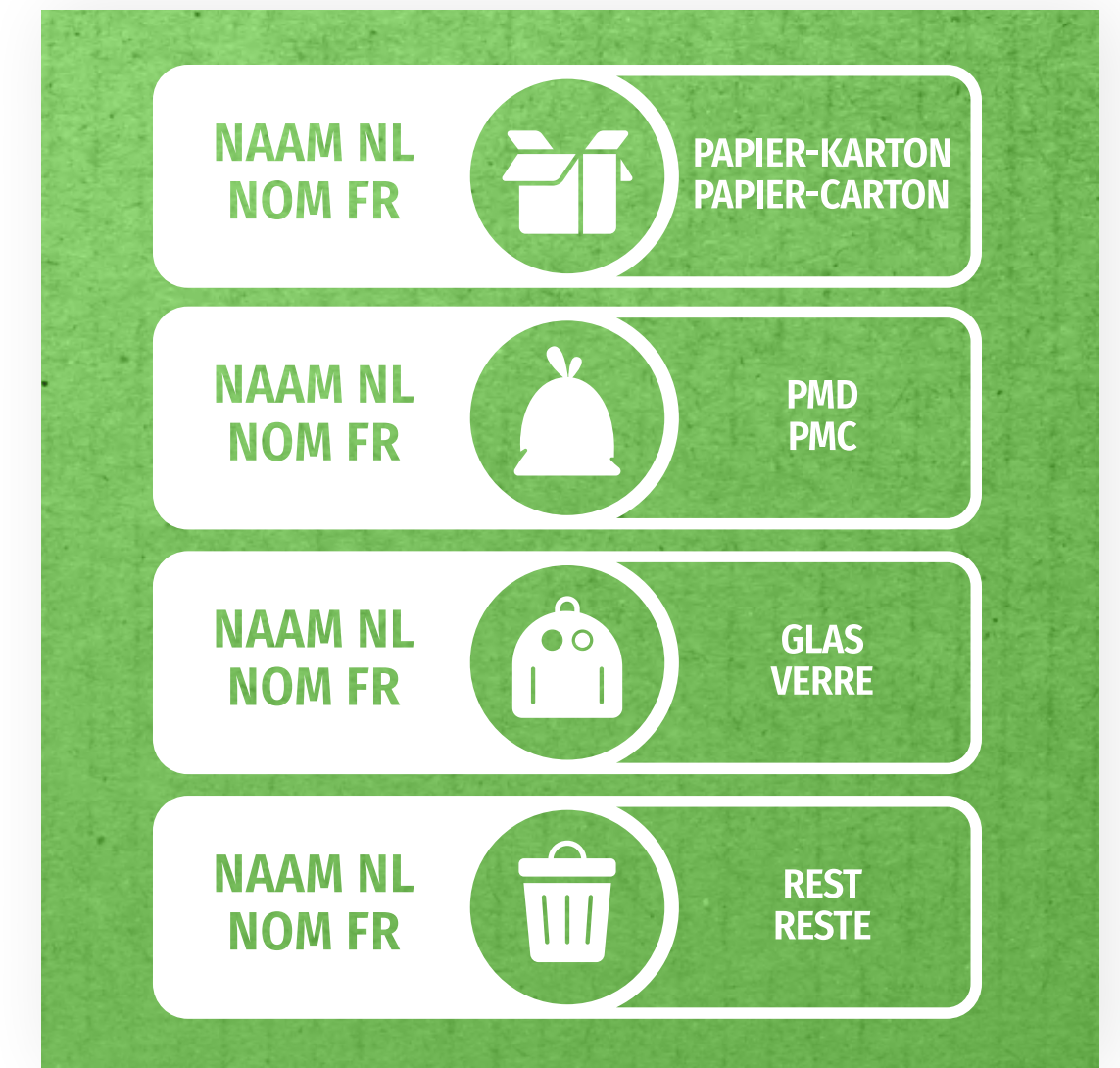




## Fraction icon extended version: monochrome and CMYK

This is the **extended version** of the sorting icons, which are only used when the surface is suitable. It is a combination of the name of the packaging element, the fraction icon and the name of the fraction (sorting destination).

- Positive version monochrome (black or PMS):  
for use on white/light backgrounds
- Negative version monochrome (white):  
for use on coloured backgrounds
- Positive version CMYK (with striking black edge):  
for use on white/light backgrounds
- Negative version CMYK (no edge):  
for use on coloured backgrounds



## Call-to-action block: single colour/CMYK

When there is enough space on the packaging, a **call-to-action** can also be added to the sorting icons. This applies to both the basic version and the extended version of the icons.

- Positive version monochrome/CMYK (black):  
for use on white/light backgrounds
- Negative version monochrome / CMYK (white):  
for use on coloured backgrounds



Basic version + slogan



Extended version + slogan

## Call-to-action block with url: single colour/CMYK

When there is plenty of space on the packaging, the url **www.fostplus.be** can also be added. This applies to both the basic version and the extended version of the icons.

- Positive version monochrome/CMYK (black):  
for use on white/light backgrounds
- Negative version monochrome / CMYK (white):  
for use on coloured backgrounds



Basic version + slogan + url

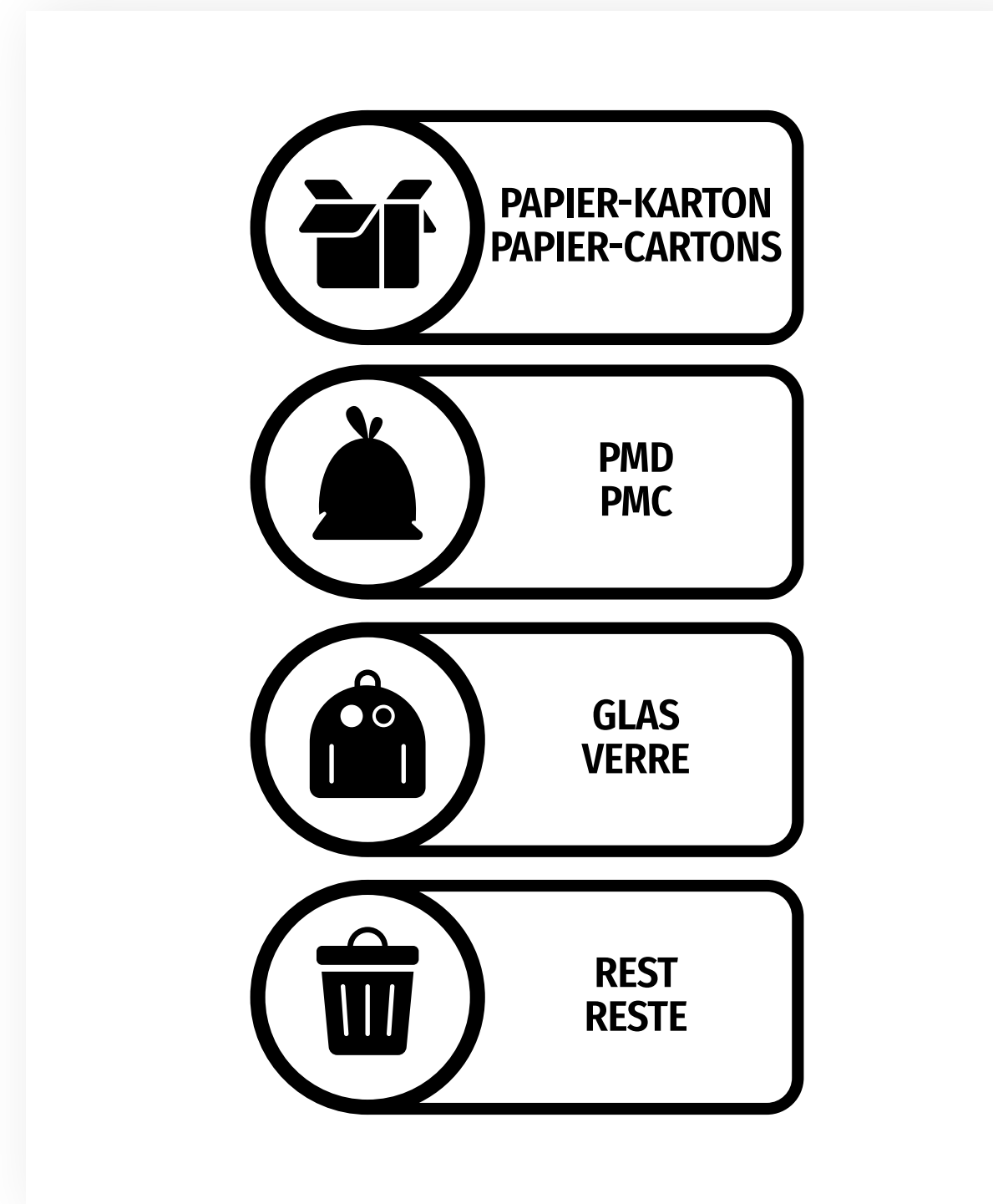


Extended version + slogan + url

## Just one packaging element

Does the pack comprise just one, single packaging element? Use **the version with the icon and the sorting destination**. This version is only available for the extended version of the icons.

- Positive version monochrome (black or PMS):  
for use on white/light backgrounds
- Negative version monochrome (white):  
for use on coloured backgrounds
- Positive version CMYK (with striking black edge):  
for use on white/light backgrounds
- Negative version CMYK (no edge):  
for use on coloured backgrounds



Icon + fraction name monochrome



Icon + fraction name CMYK negative

## Version with abbreviated slogan

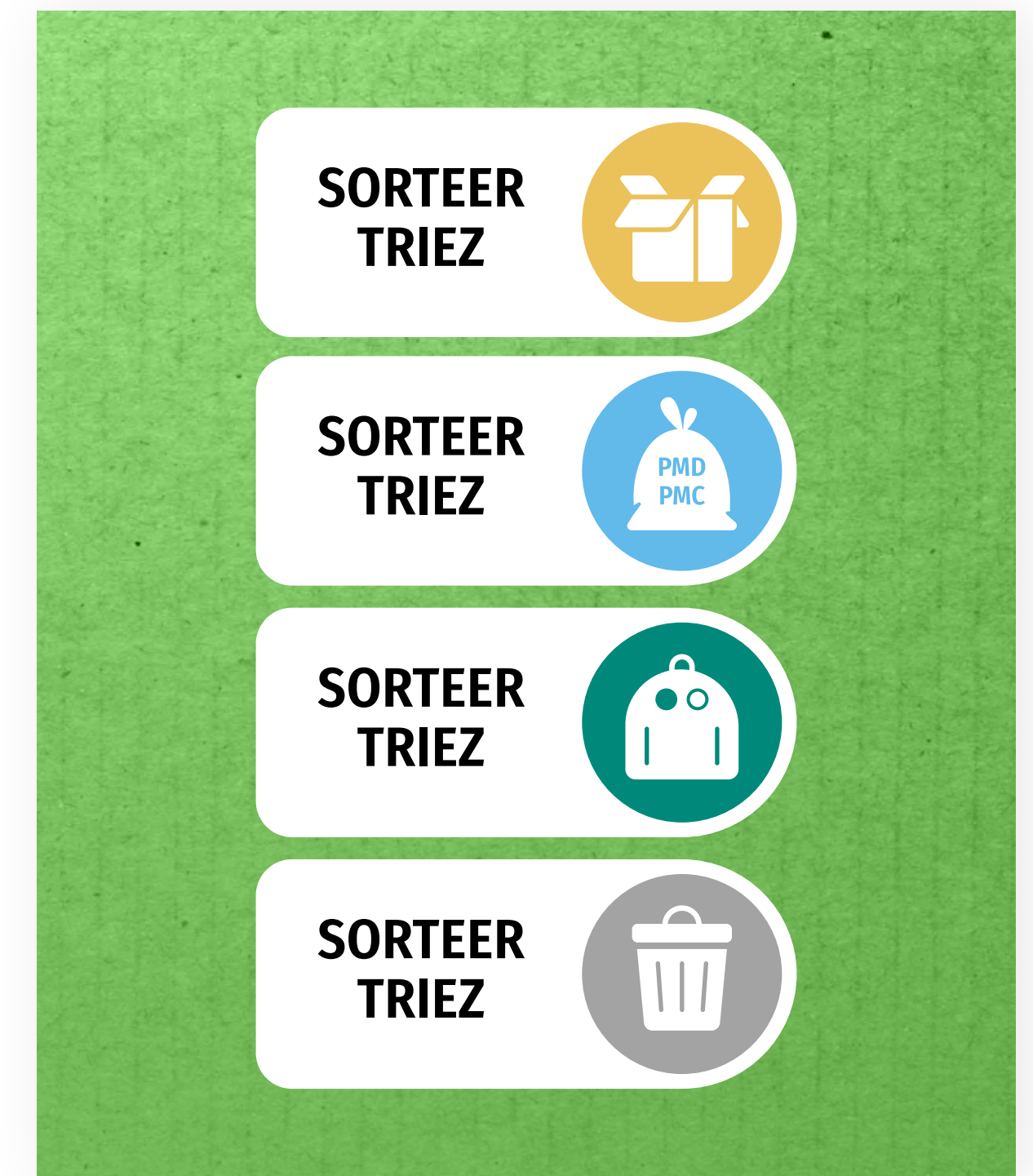
Do you have very little space? You may use **the version with the abbreviated slogan**. This version is only available for the basic version of the icons.

**NOTE:** only use this if no other options are available.

- Positive version monochrome (black or PMS):  
for use on white/light backgrounds
- Negative version monochrome (white):  
for use on coloured backgrounds
- Positive version CMYK (with striking black edge):  
for use on white/light backgrounds
- Negative version CMYK (no edge):  
for use on coloured backgrounds



Basic version monochrome



Basic version CMYK negative

## Possible combinations\*



Multiple fractions + slogan + URL

Multiple fractions + slogan

Single fraction + slogan

Single fraction

Minimal version

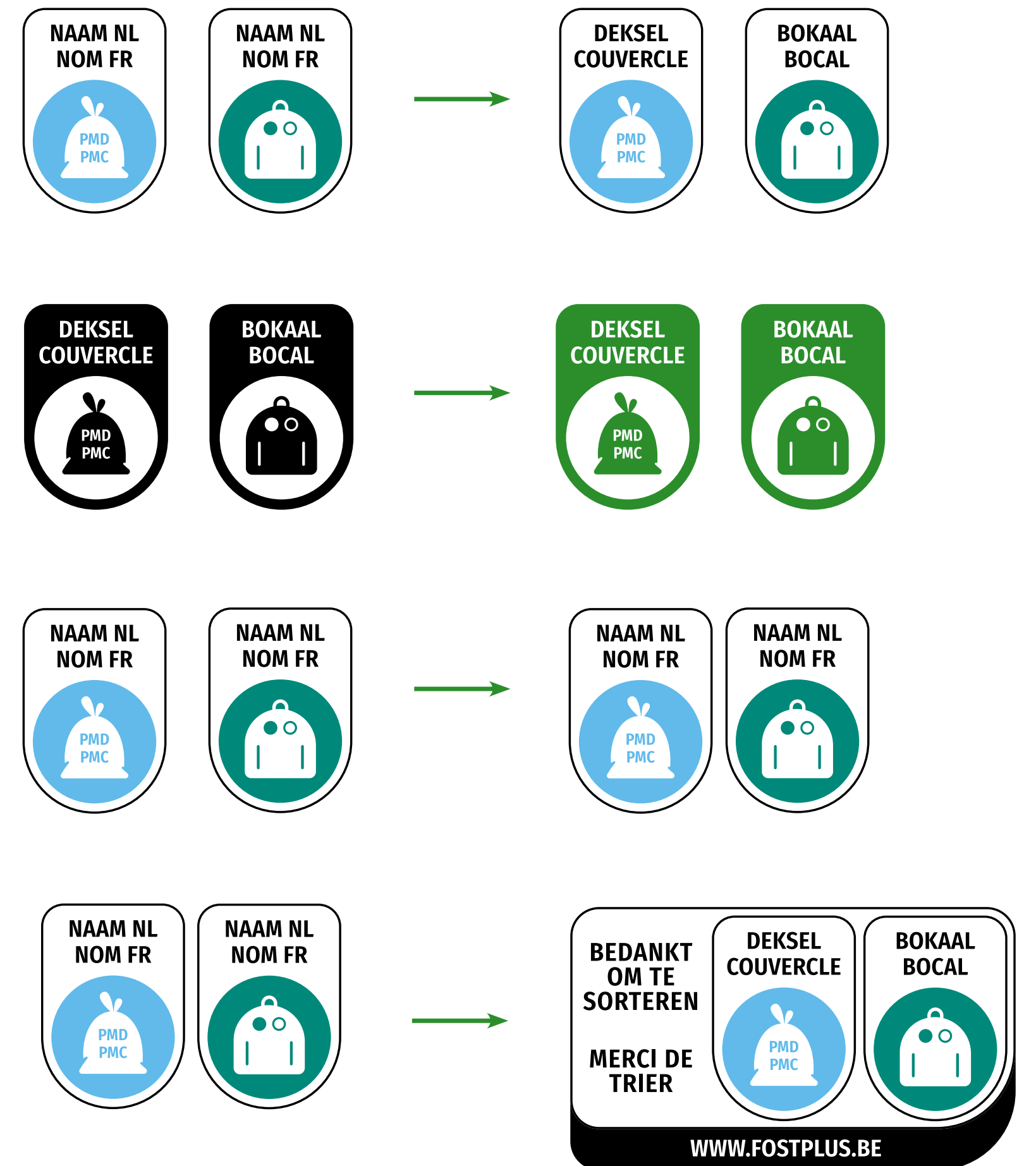
\* All these combinations can be created with and without country code(s).

**The system**

User manual

## How do you construct the sorting instructions?

- 1 Which packaging elements are used for the packaging? **Choose** the right **fraction icons** (basic or extended version), **note the packaging element** above and set the text into **letter contours**.  
**NB:** Use the same font for all versions, i.e. Fira Sans Condensed
- 2 For monochrome versions: change the icons to the **appropriate colour** now. **NB:** Don't forget, when using the negative icons, to **cut the letter contours out of the background**.
- 3 **Place the icons together** if more than one is to be used. Use the [guidelines](#) for the correct distance between the icons.
- 4 If there is insufficient space on the packaging, you may also place the finished icons in the module with slogan or the module with slogan and url. After positioning, set the placeholder low and, if necessary, set the extra module to the right PMS colour.

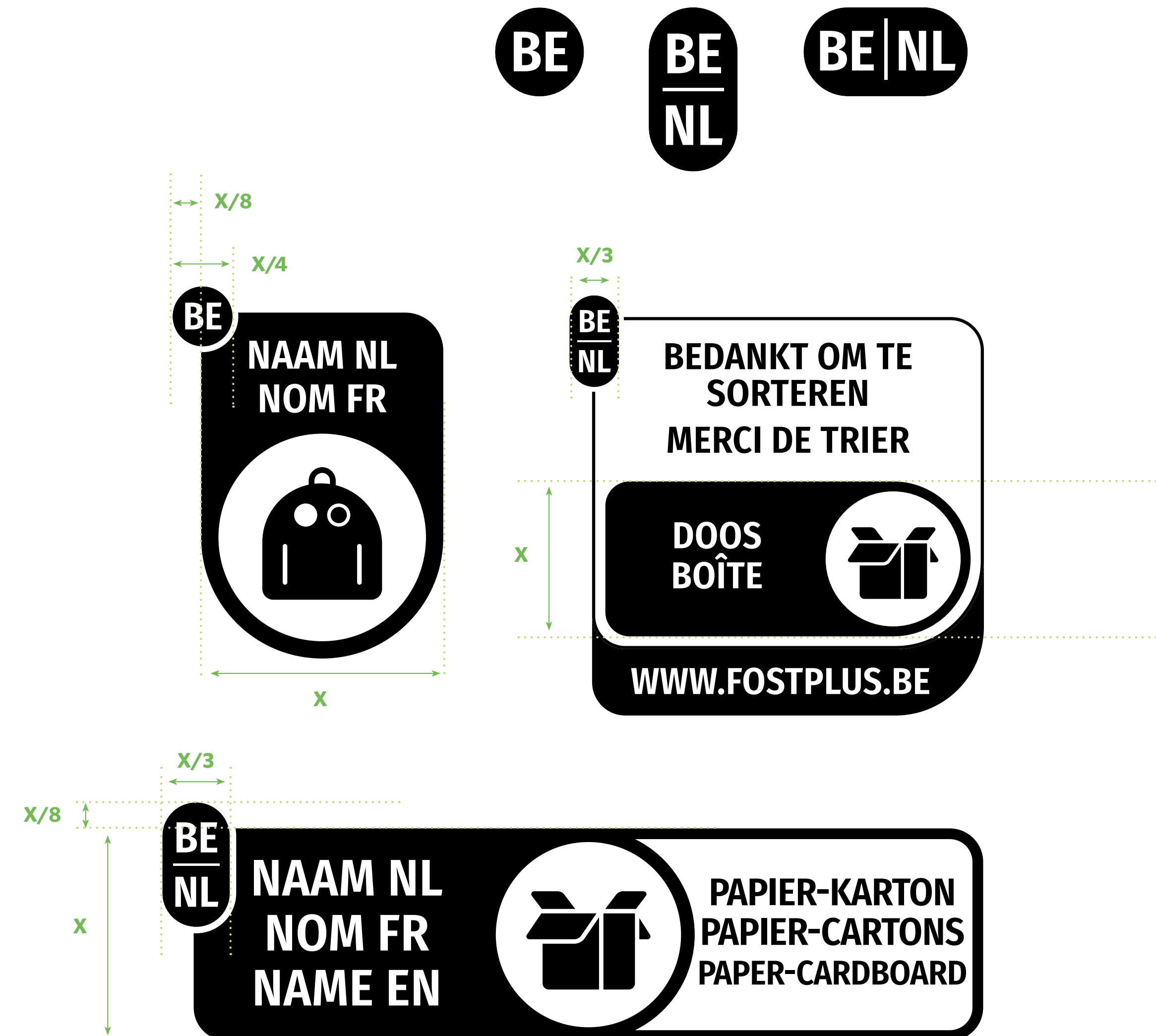




## How do you add a country code?

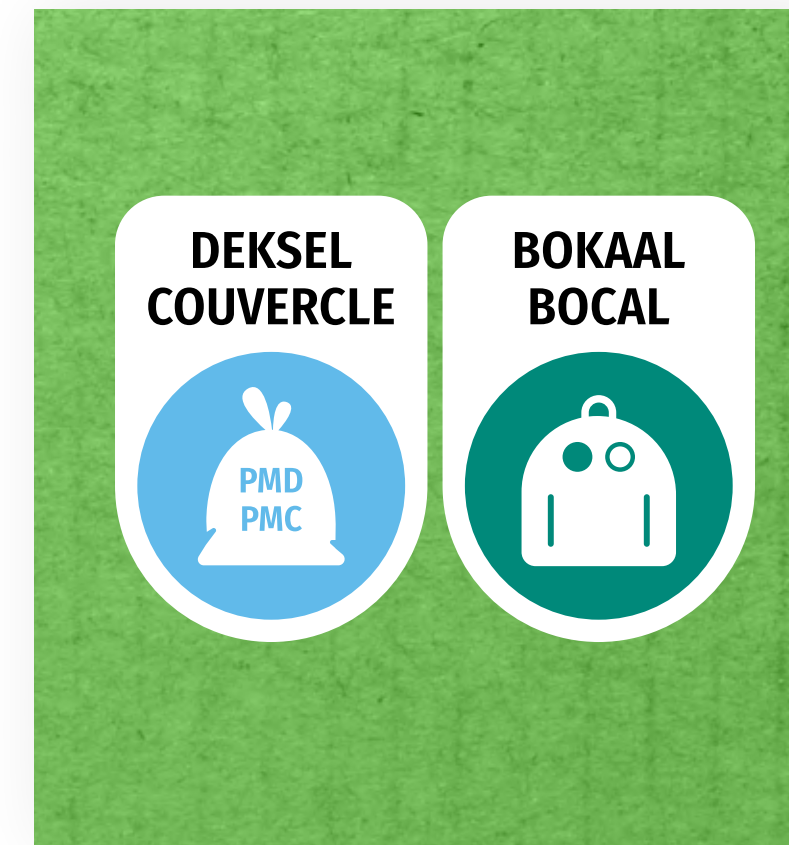
When the sorting instructions have been constructed, a country code can be added to the icon.

- The country code is **always** placed at the top-left of the sorting instruction.
- With vertical fraction icons, the landscape version of the country code is used, with horizontal fraction icons the portrait country code is used.
- The country code is always of the same size:  
The short side of the country code is always:  
**Vertical:  $x/4$  ( $x$  = the total width of one fraction icon)**  
**Horizontal:  $x/3$  ( $x$  = the total height of one fraction icon)**
- The exact alignment of the country code is also determined by the value  $x$ . **Align the country code with the upper left-hand corner and then move this  $x/8$  upwards and to the left**  
**(Vertical:  $x$  = the total width of one fraction icon)**  
**(Horizontal:  $x$  = the total height of one fraction icon)**

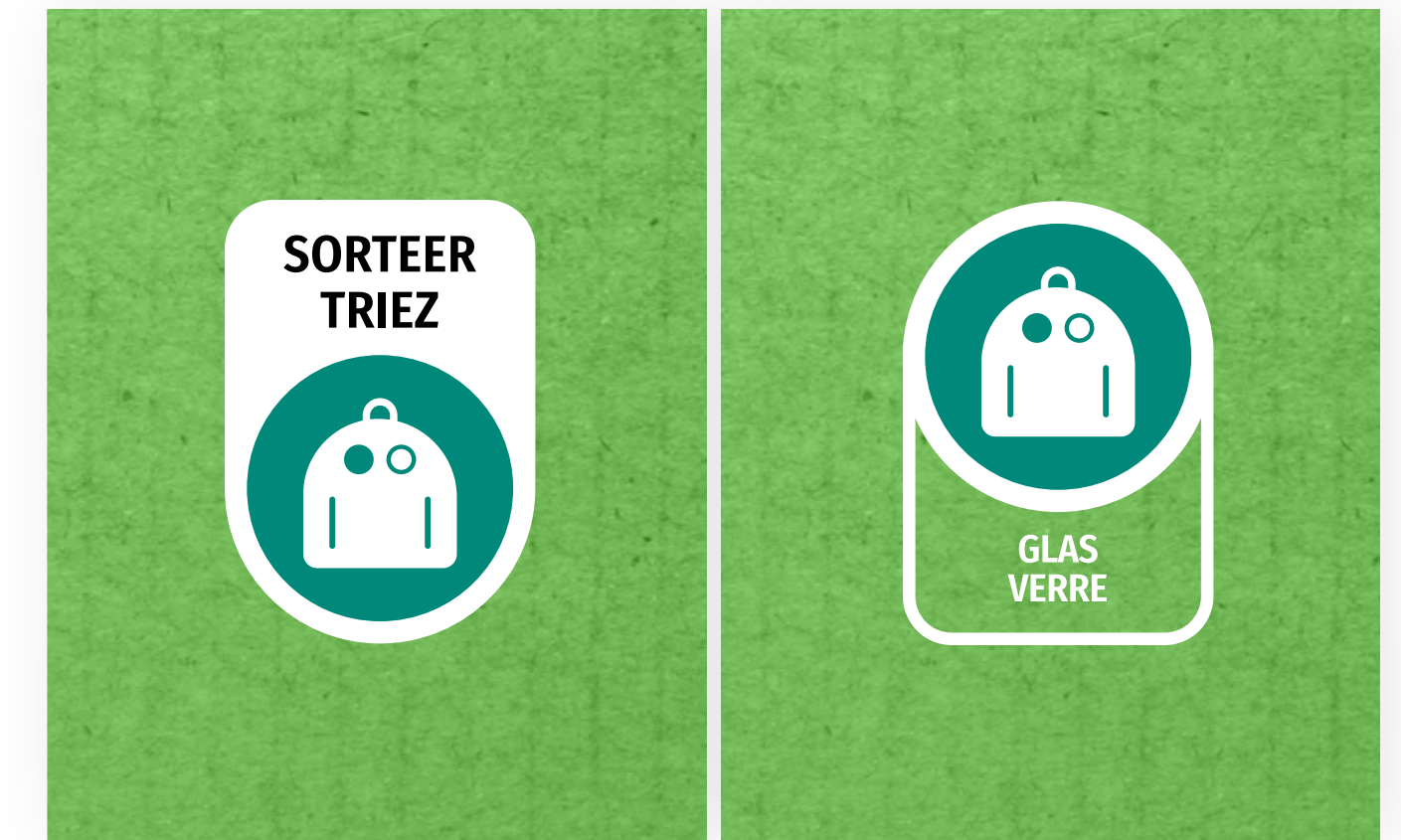


## Order of modularity

- **The basic version** is the gold standard. With this, the consumer knows which element is part of which fraction.
- **Just one fraction?** Then you may use the version with the abbreviated slogan or the version with icon and fraction name.
- Is there space for more than just the basic version?
  - First **add the slogan 'Bedankt om te sorteren / Merci de trier' (Thank you for sorting)**.
  - Then apply **the extended version** (name of fraction).
  - With maximum space: the url '**www.fostplus.be**' can be added too.
- Want to add a country code? Place **the country code BE or NE/NL** to the top-left.



Basic version

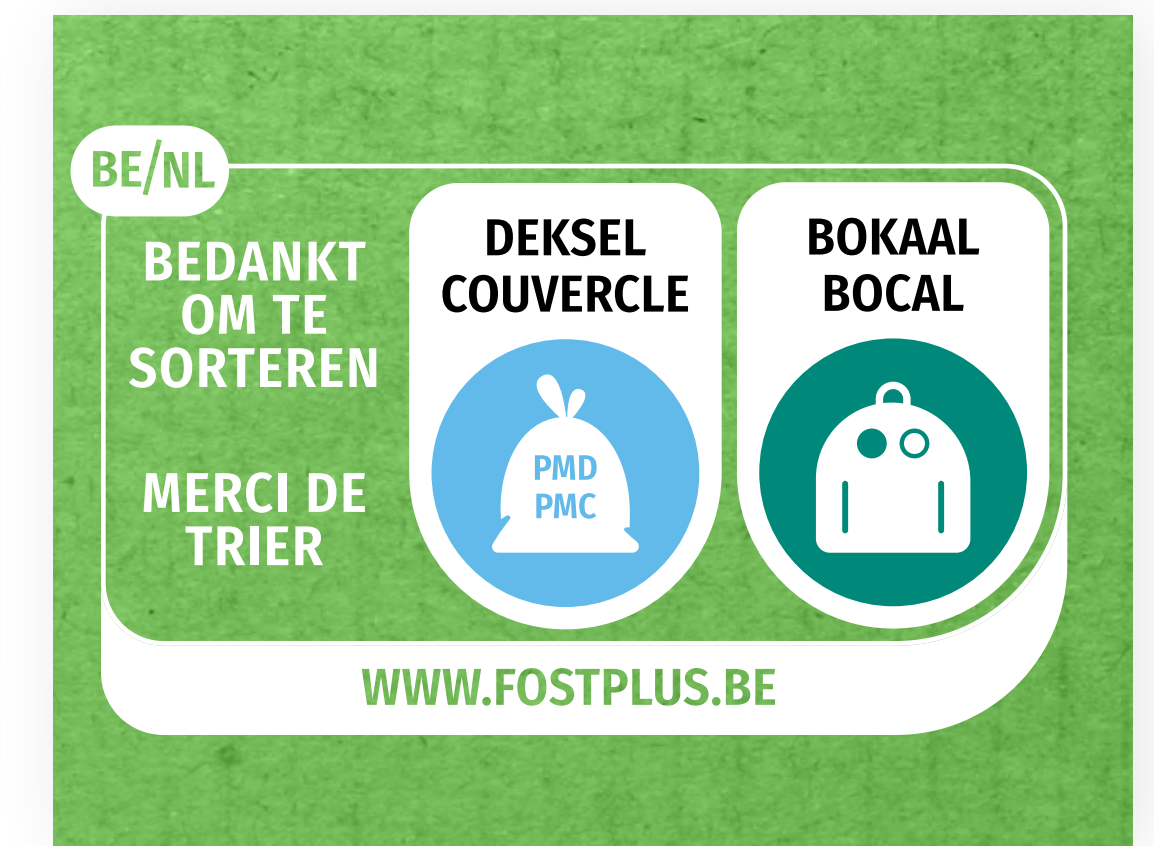


Version with abbreviated slogan

Version with icon and fraction name



Basic version + slogan



Basic version + slogan + url + country code

## Distance between the blocks

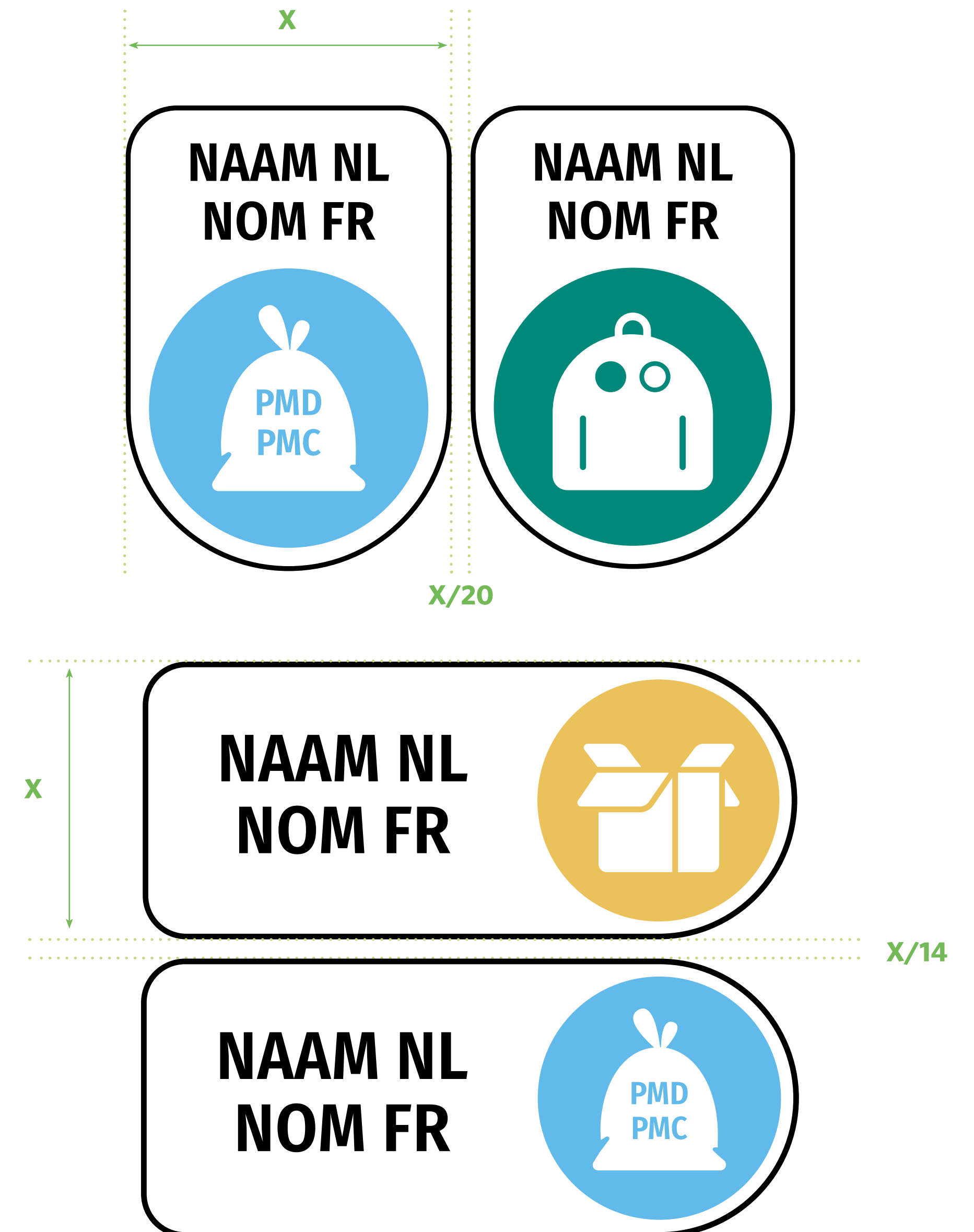
When you combine various components, the correct distance between the elements must be respected. This ensures uniformity across the various types of packaging.

- When you combine multiple fraction-icons without a slogan or url, the following distances apply:

**Vertical:  $x/20$  ( $x$  = the total width of the icon)**

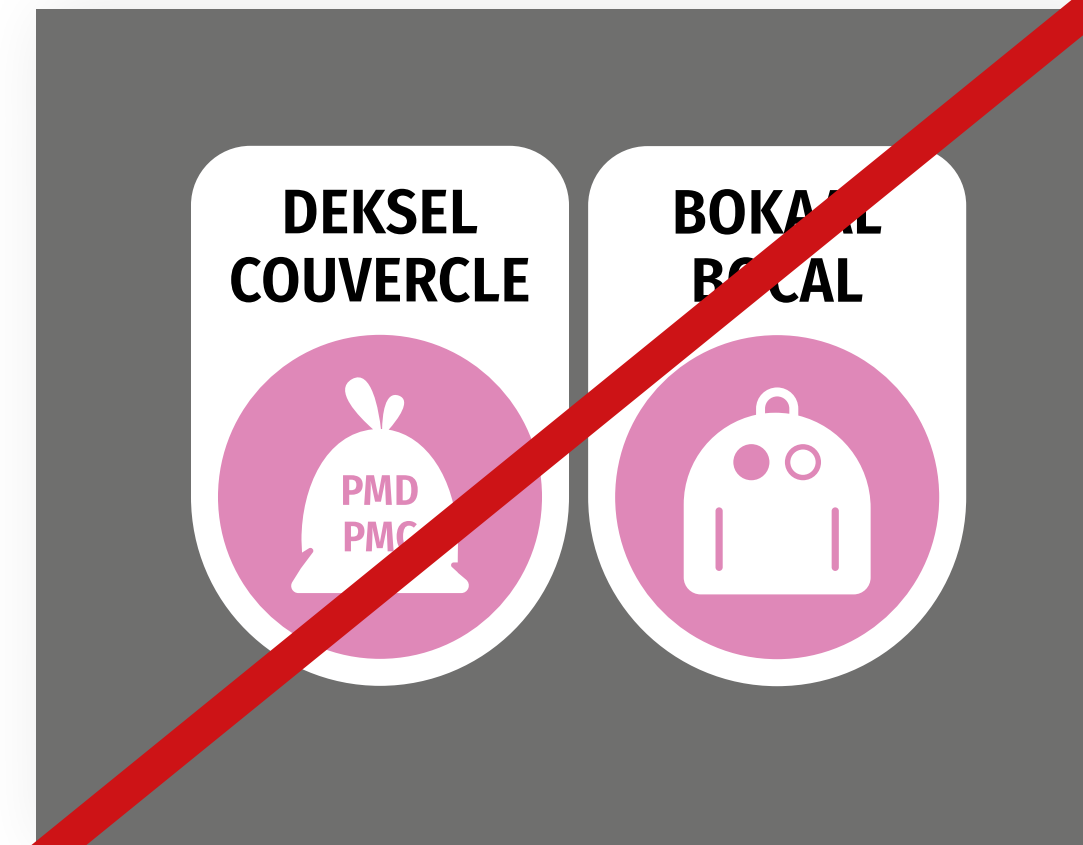
**Horizontal:  $x/14$  ( $x$  = the total height of the icon)**

- For the version with slogan (with or without url), you apply the distances as given in the vector files that are supplied with this guide.

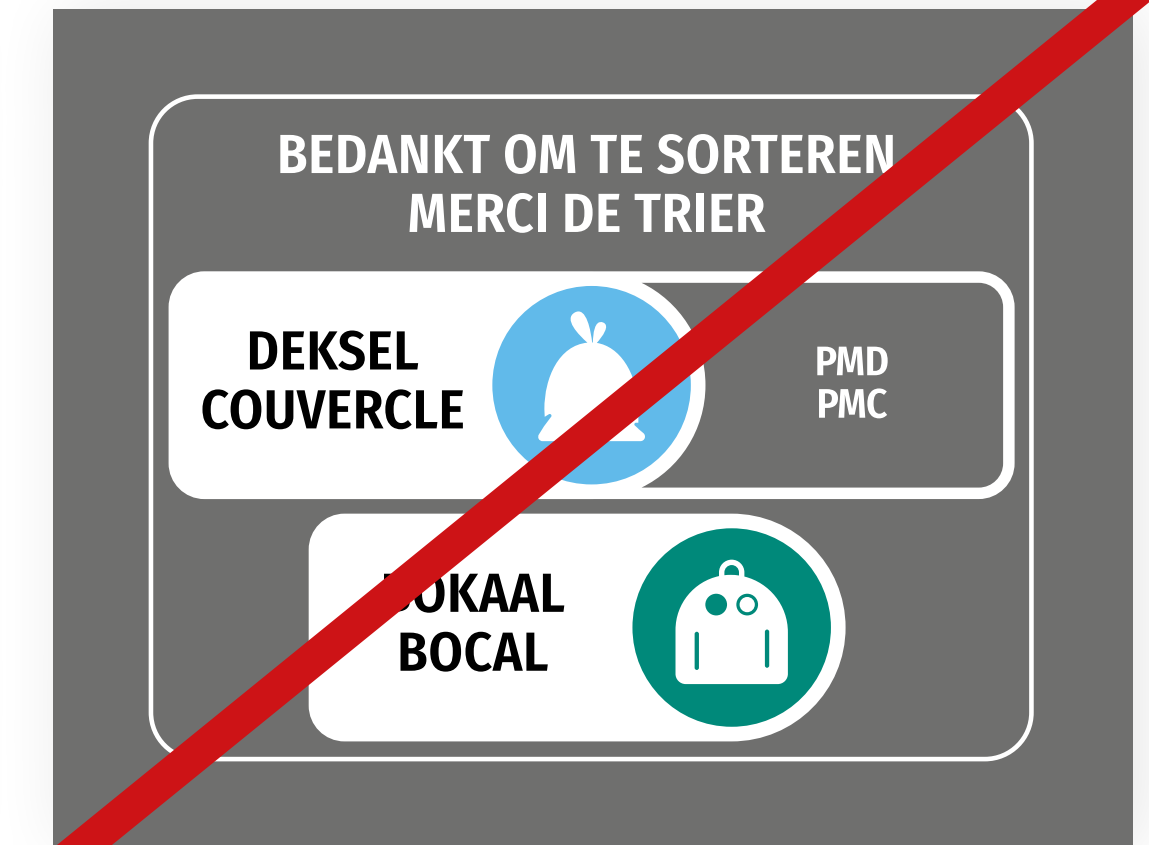


## Fixed rules

- **Each of the sorting fractions have fixed colours.**  
Subsequently, each icon in this guide has a fixed colour that may not be changed **if using CMYK**. Only the **monochrome** version allows for colour changes (PMS/black/white).
- Use the same font for all versions, i.e. **Fira Sans Condensed**
- With multiple fractions: **apply the same version across the board**. Do not use a mixture of basic versions and extended versions on the same packaging. Uniformity is important!
- All textual modifications must always be given in **two languages**: Dutch and French.
- The **distances** between the elements cannot be changed and the ratios given must always be respected.
- Apply these **minimum dimensions**:  
Vertical version: 6 mm wide • Horizontal version: 9 mm wide



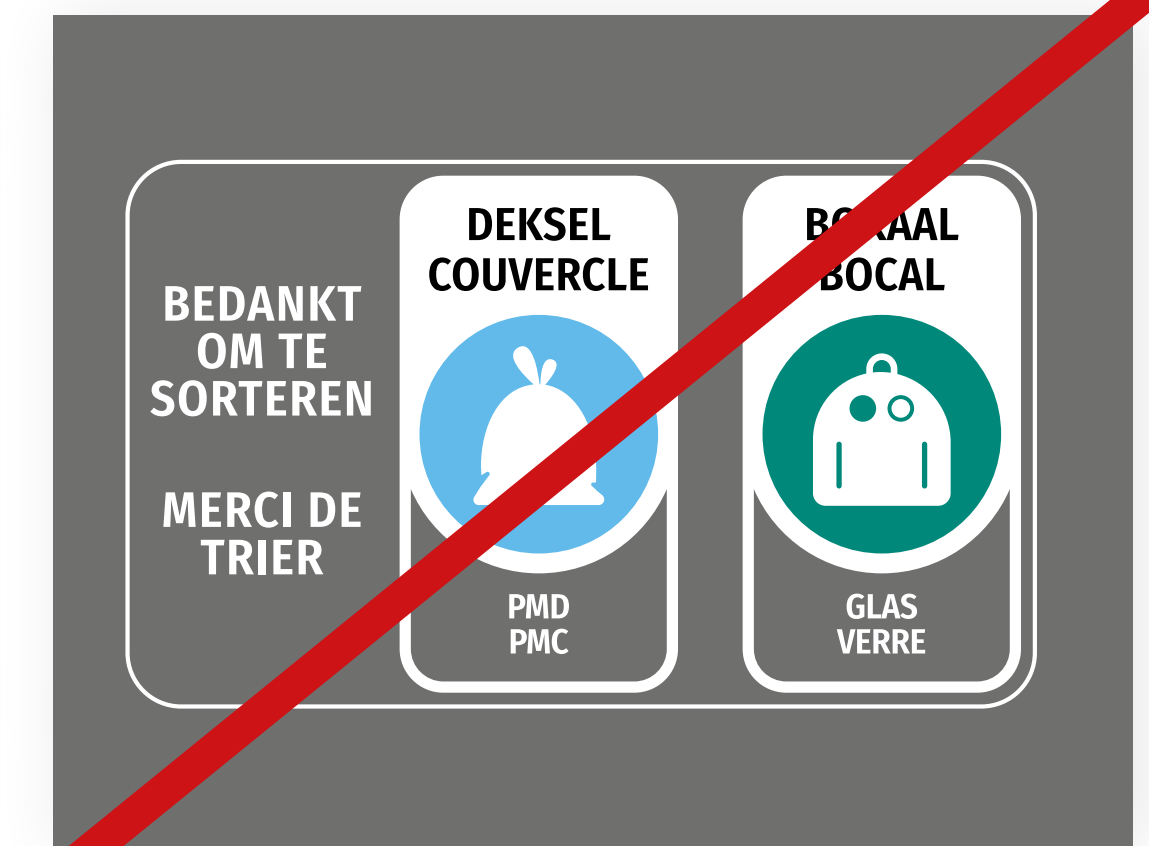
Changing fraction colours



Combination of basic version and extended version



single language version



Changing distances between elements

**The system**

In practice

## Example of vertical version



### Basic version

Height: 11,5 mm  
Width: 8 mm  
Surface area: 0,9 cm<sup>2</sup>



### Extended version

Height: 15 mm  
Width: 8 mm  
Surface area: 1,2 cm<sup>2</sup>



### Basic version + slogan + url

Height: 15 mm  
Width: 16,8 mm  
Surface area: 2,5 cm<sup>2</sup>

# Example of vertical version



**Basic version**

Height: 13 mm  
Width: 18,6 mm  
Surface area: 2,4 cm<sup>2</sup>



**Basic version + slogan**

Height: 13 mm  
Width: 26 mm  
Surface area: 3,4 cm<sup>2</sup>

## Example of vertical version



**Basic version**

**Height: 6 mm**  
**Width: 8,5 mm**  
**Surface area: 0,51 cm<sup>2</sup>**



**Basic version + slogan**

**Height: 5 mm**  
**Width: 10 mm**  
**Surface area: 0,5 cm<sup>2</sup>**



**Basic version + slogan + url**

**Height: 6 mm**  
**Width: 10 mm**  
**Surface area: 0,6 cm<sup>2</sup>**



## Example of horizontal version



### Basic version

Height: 6 mm  
 Width: 14,3 mm  
 Surface area: 0,9 cm<sup>2</sup>



### Extended version

Height: 6 mm  
 Width: 23,2 mm  
 Surface area: 1,4 cm<sup>2</sup>