



Material Stream Icon Guidelines

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Material stream icons

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Background

The material stream iconography was initially developed in 2004 to support the national Recycle Now (and subsequently Wales Recycles) campaign branding, help raise awareness of the different types of materials that can be recycled and promote local recycling services by providing a consistent look and feel. The icons are widely recognised and used nationally across recycling services.

The material stream icons primarily represent the most common items that can be recycled. Individual material categories have been assigned a distinctive colour, supporting icon image(s) and wording to reinforce what can be recycled. The visual representation of the icons helps make recycling easier for people with disabilities, language and literacy issues. Different icon options are available so they can be tailored to suit the shape and size of the space available on the channel or hardware to which they're applied.

The icons were initially tested using signage at household waste and recycling centres across England, and surveying users before and after the material stream icons were introduced. Images were tested for recall and recognition. The findings showed that overall, the use of the icons on signage improved peoples' ease of use at the sites.

Finally, the icons provide a set of practical signposts that show what can be recycled and can be used in many applications including:

- Local authority communications
- Information boards and signage at recycling bring sites and household waste and recycling centres
- Hot foiling information on containers
- Bin stickers and tags
- Container labels
- Out of home advertising
- Local authority websites
- Social media content
- Vehicle livery

Brand usage

Recycle Now is the national recycling campaign for England and Northern Ireland, and **Wales Recycles** is the national recycling campaign for Wales. They aim to motivate more people, to recycle more of the right things, more often.

The **Recycle Now** and **Wales Recycles** campaign logos and material stream icons are in widespread use by over 90% of local authorities and are widely used by retailers, community and not-for-profit groups, educational institutions, commerce and industry to communicate recycling messages.

“the use of the icons on signage improved peoples' ease of use at the recycling sites”



Recycle Now 'swoosh' brand mark

i The **Recycle Now / Wales Recycles** 'swoosh' brand mark is included as part of the **On-Pack Recycling Labelling (OPRL) scheme** and used by numerous retailers.

The OPRL scheme, which is led by the **British Retail Consortium** and supported by **WRAP**, has been developed to reduce consumer confusion and provide simple advice and consistent labels on what can and cannot be recycled based on access to recycling facilities.

If you are a brand or retailer and would like to include the **Recycle Now / Wales Recycles** 'swoosh' brand mark on your packaging, please contact **OPRL**.

Benefits of using the icons

- Consistent message for citizens** – the icons are in widespread use by over 90% of local authorities across a range of recycling communications. The icons help residents understand what can and cannot be recycled through their local services
- Save money** – the icons have been developed for you to use and can significantly reduce design costs
- Well recognised and established** – the icons have been used since 2004 across national and local communications, and are therefore familiar to residents and communities
- Tried and tested** – findings showed the use of the icons improved peoples' ease of use when recycling
- Complement local recycling campaigns** – the material icons can be used to support and enhance recycling information and messaging

“the icons are used by over 90% of local authorities”

Icons in action



Step-by-step guide

1.

Select a material stream category you want to use – such as ‘glass’ – then decide on the most relevant icon within that stream e.g., ‘mixed glass’.



2.

Consider the item or channel for which you need to use the material stream icon – such as a leaflet, household waste and recycling centre signage, container signage, bin stickers or vehicle livery.



If there is not a suitable icon available, please contact WRAP at partnerenquiries@wrap.ngo

WRAP will review each request to determine whether it would be useful and if it is, commission the design and add it to the library of icons and the overview document.

3.

Decide whether you want to use a portrait or landscape material stream icon – this will depend on whether you're displaying multiple icons together or using it as a single application, and the space available on the item to apply the icon – see page 6.



4.

Based on the end application, select the most relevant file type – such as an .eps file type in CMYK for bin signage, or a .jpeg file type in RGB for digital use on a website or social media post – see page 7.



5.

Select and download the relevant icon and incorporate it into your design.



Select and download the file

Icon introduction and application

The material stream icons should be used to reinforce what can and cannot be recycled, and can be used to support recycling communications.

Option 1 portrait



Option 2 portrait



Option 3 portrait



Option 3 should be used on applications such as signage, or where several material stream images will appear adjacent to each other, and must always be accompanied by either the Recycle Now mark or a Localised Recycle Now mark - see [Recycle Now Brand Guidelines](#)

Option 1 landscape



Option 2 landscape



Option 3 landscape



Material stream categories

Absorbent hygiene products (AHP)	8
Automotive waste	9
Building materials	10
Glass	12
Hazardous waste	14
Household organics	15
Liquids	16
Metals	17
Mixed containers	21
Mixed recyclables	23
Non-recyclable waste	24
Other recyclables	25
Paper and card / cardboard	28
Plastics	30
Textiles	33
Waste electrical and electronic equipment (WEEE)	34

i The collection of material stream colours has been tested for usability, visibility and consumer engagement. They are suitable for use across the various print and digital processes.

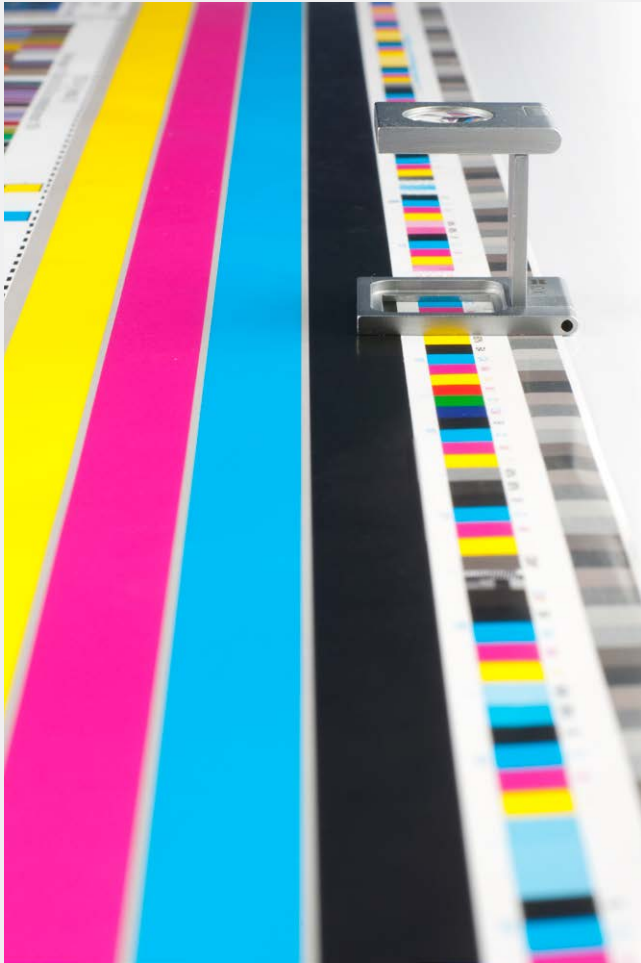
[Download icons](#)

Colour references and end application

As part of the design process, it's essential to use the relevant colour reference and file type. Once you know the item or channel for which you need to use the material stream icon, and how the artwork will be produced, you should select the most relevant file type. For example, if you plan to print a leaflet, you must use CMYK colours, and if you plan to apply the icon on a digital channel, such as a website, social media asset, or digital billboard, you must use RGB colours.

The table below shows the most common colour references and end applications

Colour references & file types	File type	Application
CMYK Process	EPS	Print
RGB	JPEG	Digital



Absorbent hygiene products (AHP)

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Absorbent hygiene products (AHP)						
Nappies						

Download icons

AHP Purple





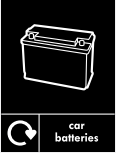





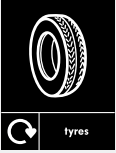









Pantone® 512 C

C48 M96 Y1 K10

R131 G49 B119

#682a6c

































Automotive waste

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Automotive waste						
Car batteries						
Tyres						
Used engine oil						

[Download icons](#)

Automotive Waste Black
Pantone® Black C
C0 M0 Y0 K100
R0 G0 B0
#000000

Building materials

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Building materials	 building materials	 building materials	  building materials	 building materials 	 building materials	 building materials
Plasterboard	 plasterboard	 plasterboard	  plasterboard	 plasterboard 	 plasterboard	 plasterboard
Soil	 soil	 soil	  soil	 soil 	 soil	 soil
UPVC frames	 upvc frames	 upvc frames	  upvc frames	 upvc frames 	 upvc frames	 upvc frames

 Download icons

Building Materials Brown







Pantone® 4635C

C20 M60 Y80 K30

R 152 G93 B53

#985D35

Building materials

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Wood & timber						
Hardcore & rubble						

 Download icons

Building Materials Brown


























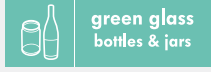
Pantone® 4635C

C20 M60 Y80 K30

















R152 G93 B53

#985D35









Glass

Material stream	Icons						Download icons
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3	
Glass							Glass Teal Pantone® 3272C C100 M0 Y45 K0 R0 G169 B164 #00A9A4
Blue glass bottles & jars							Glass Blue Pantone® 292C C50 M10 Y0 K0 R155 G193 B228 #74BEEB
Brown glass bottles & jars							Glass Brown Pantone® 4645C C30 M50 Y60 K0 R180 G140 B82 #B7886E
Clear glass bottles & jars							Glass Teal Pantone® 3272C C100 M0 Y45 K0 R0 G169 B164 #00A9A4
Green glass bottles & jars							Glass Green Pantone® 338C C60 M0 Y35 K0 R0 G169 B164 #5BC4B6

Glass

Material stream	Icons						Download icons
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3	
Flat glass	<div> flat glass</div>	<div> flat glass</div>	<div>  flat glass</div>	<div> flat glass</div> <div></div>	<div> flat glass</div>	<div> flat glass</div>	<div>Glass Teal Pantone® 3272C C100 M0 Y45 K0 R0 G169 B164 #00A9A4</div>
Mixed glass	<div> mixed glass bottles & jars</div>	<div> mixed glass bottles & jars</div>	<div>  mixed glass bottles & jars</div>	<div> mixed glass bottles & jars</div> <div></div>	<div> mixed glass bottles & jars</div>	<div> mixed glass bottles & jars</div>	<div>Glass Teal Pantone® 3272C C100 M0 Y45 K0 R0 G169 B164 #00A9A4</div>















Hazardous waste

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Hazardous materials						 hazardous materials
Gas bottles						 gas bottles
Household & garden chemicals						 household & garden chemicals
Asbestos						 asbestos

 Download icons

Hazardous Yellow
Pantone® Process Yellow C
C00 M00 Y100 K00
R255 G236 B00
#ffeb00

Household organics

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Food waste	<div><div></div><div>food waste</div></div>	<div><div></div><div>food waste</div></div>	<div><div></div><div>food waste</div></div>	<div><div></div><div>food waste</div><div></div></div>	<div><div></div><div>food waste</div></div>	<div><div></div><div>food waste</div></div>
Garden waste	<div><div></div><div>garden waste</div></div>	<div><div></div><div>garden waste</div></div>	<div><div></div><div>garden waste</div></div>	<div><div></div><div>garden waste</div><div></div></div>	<div><div></div><div>garden waste</div></div>	<div><div></div><div>garden waste</div></div>

 Download icons

Household
Organics Green







Pantone® 354C

C80 M0 Y80 K0

R24 G178 B106

#18B26A



















Liquids

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Liquids	 liquids	 liquids	 liquids	 liquids	 liquids	 liquids

 Download icons

Liquids Blue
Pantone® 7469C
C100 M51 Y27 K13
R0 G94 B130
#005E82

































Metals

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
General metals						
Metals	 metals	 metals				
Aerosols	 aerosols	 aerosols	  aerosols	 aerosols 	 aerosols	 aerosols
Scrap metal	 scrap metal	 scrap metal	  scrap metal	 scrap metal 	 scrap metal	 scrap metal

 Download icons

Metals Grey
Pantone® 431 C
C20 M0 Y0 K70
R84 G101 B111
#54656F

























Metals

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Cans & tins						
Steel cans	<div><div></div><div>steel cans</div></div>	<div><div></div><div>steel cans</div></div>	<div><div></div><div> steel cans</div></div>	<div><div></div><div>steel cans</div></div> <div></div>	<div><div></div><div>steel cans</div></div>	<div><div></div><div>steel cans</div></div>
Aluminium cans	<div><div></div><div>aluminium cans</div></div>	<div><div></div><div>aluminium cans</div></div>	<div><div></div><div> aluminium cans</div></div>	<div><div></div><div>aluminium cans</div></div> <div></div>	<div><div></div><div>aluminium cans</div></div>	<div><div></div><div>aluminium cans</div></div>
Food & drink cans	<div><div></div><div>food tins & drink cans</div></div>	<div><div></div><div>food tins & drink cans</div></div>	<div><div></div><div> food tins & drink cans</div></div>	<div><div></div><div>food tins & drink cans</div></div> <div></div>	<div><div></div><div>food tins & drink cans</div></div>	<div><div></div><div>food tins & drink cans</div></div>
Large tins	<div><div></div><div>large tins</div></div>	<div><div></div><div>large tins</div></div>	<div><div></div><div> large tins</div></div>	<div><div></div><div>large tins</div></div> <div></div>	<div><div></div><div>large tins</div></div>	<div><div></div><div>large tins</div></div>

 Download icons

Metals Grey
Pantone® 431 C
C20 M0 Y0 K70
R84 G101 B111
#54656F

Metals

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Foil						
Foil	 foil	 foil	  foil	 foil 	 foil	 foil
Foil trays	 foil trays	 foil trays	  foil trays	 foil trays 	 foil trays	 foil trays
Foil (with pie tin)	 foil	 foil	  foil	 foil 	 foil	 foil

 Download icons

Metals Grey

























Pantone® 431 C

C20 M0 Y0 K70

R84 G101 B111

#54656F

Metals

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Mixed metals						
Mixed metals	 metal packaging	 metal packaging	  metal packaging	 metal packaging 	 metal packaging	 metal packaging
Mixed metals (with foil)	 metal packaging	 metal packaging	  metal packaging	 metal packaging 	 metal packaging	 metal packaging
Mixed metals (with foil but without aerosol)	 metal packaging	 metal packaging	  metal packaging	 metal packaging 	 metal packaging	 metal packaging

 Download icons

Metals Grey
















Pantone® 431 C

C20 M0 Y0 K70

R84 G101 B111

#54656F

Mixed containers

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Plastic, cartons, metal & glass (no tubes)	 plastic, cartons, metal & glass	 plastic, cartons, metal & glass	 plastic, cartons, metal & glass	 plastic, cartons, metal & glass 	 plastic, cartons, metal & glass	 plastic, cartons, metal & glass
Plastic, cartons, metal & glass (tubes)	 plastic, cartons, metal & glass	 plastic, cartons, metal & glass	 plastic, cartons, metal & glass	 plastic, cartons, metal & glass 	 plastic, cartons, metal & glass	 plastic, cartons, metal & glass
Plastic, cartons & metal (tubes)	 plastic, cartons & metal	 plastic, cartons & metal	 plastic, cartons & metal	 plastic, cartons & metal 	 plastic, cartons & metal	 plastic, cartons & metal
Plastic, cartons & metal (no tubes or glass)	 plastic, cartons & metal	 plastic, cartons & metal	 plastic, cartons & metal	 plastic, cartons & metal 	 plastic, cartons & metal	 plastic, cartons & metal
Plastic, cartons & metal	 plastic, cartons & metal	 plastic, cartons & metal	 plastic, cartons & metal	 plastic, cartons & metal 	 plastic, cartons & metal	 plastic, cartons & metal
Cartons	 cartons	 cartons	 cartons	 cartons 	 cartons	 cartons

[Download icons](#)
Other Recyclables Orange

















Pantone® 021 C

C00 M53 Y100 K00

R 145 G 102 B 32

#e55a00



Mixed containers

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Food and drink cartons	 food & drink cartons	 food & drink cartons	  food & drink cartons	 food & drink cartons 	 food & drink cartons	 food & drink cartons
Beverage cartons	 beverage cartons	 beverage cartons	  beverage cartons	 beverage cartons 	 beverage cartons	 beverage cartons

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Other Recyclables Orange
Pantone® 021 C
C00 M53 Y100 K00
R 145 G 102 B 32
#e55a00

Mixed recyclables

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Mixed recyclables	 mixed recycling	 mixed recycling	<div><div><div>i</div><div>Please note. The mixed recyclables icon is to be used only where the following material categories are collected fully co-mingled as a single stream – paper, card, plastic, metal, cartons, glass. Please refer to this section where you can find the material stream icons for ‘mixed containers.’</div></div></div>			

 Download icons

Recycle Now and Wales Recycles Green













Pantone® 376 C

C50 M0 Y100 K0

R141 G198 B63

#8DC63F

Non-recyclable waste

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Non-recyclable waste	<p>! The non-recyclable waste icons are not available in other formats as these items cannot currently be recycled and should therefore not be linked to the Recycle Now 'swoosh'.</p>				 non-recyclable waste	 non-recyclable waste
Non-recyclable waste (sack)					 household waste	 household waste
Non-recyclable waste (sack)					 general waste	 general waste
Personal protective equipment (PPE) waste					 PPE waste	 PPE waste
COVID-19 self-test kit waste					 COVID-19 self-test kit waste	 COVID-19 self-test kit waste
Upholstered domestic seating					 upholstered domestic seating	 upholstered domestic seating

[Download icons](#)

Non-Recyclable Waste Black
 Pantone® Black C
 C0 M0 Y0 K100
 R0 G0 B0
 #000000









































Other recyclables

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Other recyclables	A square orange icon with a white circular arrow and a heart inside, with the text 'other recyclables' below it.	A square orange icon with a white circular arrow and a heart inside, with the text 'other recyclables' to its right.				
Discs	A square orange icon with a white circular arrow and a heart inside, with the text 'discs' below it.	A square orange icon with a white circular arrow and a heart inside, with the text 'discs' to its right.	A square orange icon with a white circular arrow and a heart inside, with the text 'discs' below it.	A square orange icon with a white circular arrow and a heart inside, with the text 'discs' to its right.	A square orange icon with a white circular arrow and a heart inside, with the text 'discs' below it.	A square orange icon with a white circular arrow and a heart inside, with the text 'discs' to its right.
Tapes	A square orange icon with a white circular arrow and a heart inside, with the text 'tapes' below it.	A square orange icon with a white circular arrow and a heart inside, with the text 'tapes' to its right.	A square orange icon with a white circular arrow and a heart inside, with the text 'tapes' below it.	A square orange icon with a white circular arrow and a heart inside, with the text 'tapes' to its right.	A square orange icon with a white circular arrow and a heart inside, with the text 'tapes' below it.	A square orange icon with a white circular arrow and a heart inside, with the text 'tapes' to its right.
Tapes & discs	A square orange icon with a white circular arrow and a heart inside, with the text 'tapes and discs' below it.	A square orange icon with a white circular arrow and a heart inside, with the text 'tapes and discs' to its right.	A square orange icon with a white circular arrow and a heart inside, with the text 'tapes and discs' below it.	A square orange icon with a white circular arrow and a heart inside, with the text 'tapes and discs' to its right.	A square orange icon with a white circular arrow and a heart inside, with the text 'tapes and discs' below it.	A square orange icon with a white circular arrow and a heart inside, with the text 'tapes and discs' to its right.
Hand tools	A square orange icon with a white circular arrow and a heart inside, with the text 'hand tools' below it.	A square orange icon with a white circular arrow and a heart inside, with the text 'hand tools' to its right.	A square orange icon with a white circular arrow and a heart inside, with the text 'hand tools' below it.	A square orange icon with a white circular arrow and a heart inside, with the text 'hand tools' to its right.	A square orange icon with a white circular arrow and a heart inside, with the text 'hand tools' below it.	A square orange icon with a white circular arrow and a heart inside, with the text 'hand tools' to its right.
Spectacles	A square orange icon with a white circular arrow and a heart inside, with the text 'spectacles' below it.	A square orange icon with a white circular arrow and a heart inside, with the text 'spectacles' to its right.	A square orange icon with a white circular arrow and a heart inside, with the text 'spectacles' below it.	A square orange icon with a white circular arrow and a heart inside, with the text 'spectacles' to its right.	A square orange icon with a white circular arrow and a heart inside, with the text 'spectacles' below it.	A square orange icon with a white circular arrow and a heart inside, with the text 'spectacles' to its right.

[Download icons](#)

Other Recyclables Orange
 Pantone® 021 C
 C00 M53 Y100 K00
 R 145 G 102 B 32
 #e55a00

Other recyclables

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Paint	 paint	 paint	  paint	 paint 	 paint	 paint
Carpet	 carpet	 carpet	  carpet	 carpet 	 carpet	 carpet
Furniture	 furniture	 furniture	  furniture	 furniture 	 furniture	 furniture
Mattresses	 mattresses	 mattresses	  mattresses	 mattresses 	 mattresses	 mattresses
Cooking oil	 cooking oil	 cooking oil	  cooking oil	 cooking oil 	 cooking oil	 cooking oil

 Download icons

Other Recyclables Orange
Pantone® 021 C
C00 M53 Y100 K00
R 145 G 102 B 32
#e55a00

Other recyclables

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Cartons & cups						
Coffee cups						
Coffee pods						

 Download icons

Other Recyclables Orange




































Pantone® 021 C

C00 M53 Y100 K00

R 145 G 102 B 32

#e55a00






















Paper and card / cardboard

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Paper	 paper	 paper	 paper	 paper 	 paper	 paper
Books	 books	 books	 books	 books 	 books	 books
Cardboard	 cardboard	 cardboard	 cardboard	 cardboard 	 cardboard	 cardboard
Corrugated cardboard	 corrugated cardboard	 corrugated cardboard	 corrugated cardboard	 corrugated cardboard 	 corrugated cardboard	 corrugated cardboard
Mixed paper	 mixed paper	 mixed paper	 mixed paper	 mixed paper 	 mixed paper	 mixed paper

[Download icons](#)

Paper Blue
 Pantone® 300C
 C100 M30 Y0 K0
 R0 G137 B209
 #0089D1

Paper

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Mixed paper & card	<div><div>mixed paper & card</div></div>	<div><div>mixed paper & card</div></div>	<div><div>mixed paper & card</div></div>	<div><div>mixed paper & card</div></div>	<div><div>mixed paper & card</div></div>	<div><div>mixed paper & card</div></div>
Newspapers & magazines	<div><div>newspapers & magazines</div></div>	<div><div>newspapers & magazines</div></div>	<div><div>newspapers & magazines</div></div>	<div><div>newspapers & magazines</div></div>	<div><div>newspapers & magazines</div></div>	<div><div>newspapers & magazines</div></div>
Telephone directories	<div><div>telephone directories</div></div>	<div><div>telephone directories</div></div>	<div><div>telephone directories</div></div>	<div><div>telephone directories</div></div>	<div><div>telephone directories</div></div>	<div><div>telephone directories</div></div>

 Download icons

Paper Blue









































Pantone® 300C

C100 M30 Y0 K0

R0 G137 B209

#0089D1

Plastics

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
General plastics						
Plastics	 plastics	 plastics	  plastics	 plastics 	 plastics	 plastics
Hard plastics	 hard plastics	 hard plastics	  hard plastics	 hard plastics 	 hard plastics	 hard plastics
Plastic bottles						
Plastic bottles	 plastic bottles	 plastic bottles	  plastic bottles	 plastic bottles 	 plastic bottles	 plastic bottles
Plastic bottles	 plastic bottles	 plastic bottles	  plastic bottles	 plastic bottles 	 plastic bottles	 plastic bottles
Plastic bottles	 plastic bottles	 plastic bottles	  plastic bottles	 plastic bottles 	 plastic bottles	 plastic bottles

Download icons

Plastics Red

































Pantone® 485 C

C0 M95 Y100 K0

R 195 G 38 B 31

#C3261F

Plastics

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Household plastics						
Plastic packaging	 plastic packaging	 plastic packaging	  plastic packaging	 plastic packaging 	 plastic packaging	 plastic packaging
Plastic packaging with tubes	 plastic packaging	 plastic packaging	  plastic packaging	 plastic packaging 	 plastic packaging	 plastic packaging
Plastic bottles, pots, tubs & trays	 plastic bottles, pots, tubs & trays	 plastic bottles, pots, tubs & trays	  plastic bottles, pots, tubs & trays	 plastic bottles, pots, tubs & trays 	 plastic bottles, pots, tubs & trays	 plastic bottles, pots, tubs & trays
Plastic bottles, pots, tubs, trays and tubes	 plastic bottles, pots, tubs, trays & tubes	 plastic bottles, pots, tubs, trays & tubes	  plastic bottles, pots, tubs, trays & tubes	 plastic bottles, pots, tubs, trays & tubes 	 plastic bottles, pots, tubs, trays & tubes	 plastic bottles, pots, tubs, trays & tubes
Plastic pots	 plastic pots	 plastic pots	  plastic pots	 plastic pots 	 plastic pots	 plastic pots

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Plastics Red









































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R 195 G38 B31

#C3261F

Plastics

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Household plastics continued						
Plastic tubs	 plastic tubs	 plastic tubs	  plastic tubs	 plastic tubs 	 plastic tubs	 plastic tubs
Plastic trays	 plastic trays	 plastic trays	  plastic trays	 plastic trays 	 plastic trays	 plastic trays
Plastic tubes	 plastic tubes	 plastic tubes	  plastic tubes	 plastic tubes 	 plastic tubes	 plastic tubes
Plastic bags						
Plastic bags	 plastic bags	 plastic bags	  plastic bags	 plastic bags 	 plastic bags	 plastic bags
Plastic bags & wrapping	 plastic bags & wrapping	 plastic bags & wrapping	  plastic bags & wrapping	 plastic bags & wrapping 	 plastic bags & wrapping	 plastic bags & wrapping

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Plastics Red

































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Textiles

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Textiles	<div><div></div><div>textiles</div></div>	<div><div></div><div>textiles</div></div>	<div><div></div><div> textiles</div></div>	<div><div></div><div>textiles</div><div></div></div>	<div><div></div><div>textiles</div></div>	<div><div></div><div>textiles</div></div>
Mixed textiles & clothes	<div><div></div><div>mixed textiles & clothes</div></div>	<div><div></div><div>mixed textiles & clothes</div></div>	<div><div></div><div> mixed textiles & clothes</div></div>	<div><div></div><div>mixed textiles & clothes</div><div></div></div>	<div><div></div><div>mixed textiles & clothes</div></div>	<div><div></div><div>mixed textiles & clothes</div></div>
Clothes	<div><div></div><div>clothes</div></div>	<div><div></div><div>clothes</div></div>	<div><div></div><div> clothes</div></div>	<div><div></div><div>clothes</div><div></div></div>	<div><div></div><div>clothes</div></div>	<div><div></div><div>clothes</div></div>
Shoes	<div><div></div><div>shoes</div></div>	<div><div></div><div>shoes</div></div>	<div><div></div><div> shoes</div></div>	<div><div></div><div>shoes</div><div></div></div>	<div><div></div><div>shoes</div></div>	<div><div></div><div>shoes</div></div>

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Textiles Yellow
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#FD8812



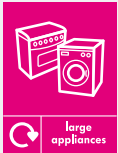





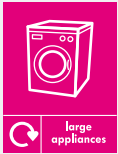









Waste electrical and electronic equipment (WEEE)

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
General electricals						
Electrical	 electrical	 electrical	 electrical	 electrical 	 electrical	 electrical
Batteries	 batteries	 batteries	 batteries	 batteries 	 batteries	 batteries
Portable batteries	 portable batteries	 portable batteries	 portable batteries	 portable batteries 	 portable batteries	 portable batteries
TVs & monitors	 tvs & monitors	 tvs & monitors	 tvs & monitors	 tvs & monitors 	 tvs & monitors	 tvs & monitors
Printer cartridges	 printer cartridges	 printer cartridges	 printer cartridges	 printer cartridges 	 printer cartridges	 printer cartridges
E-cigarettes & vapes	 e-cigarettes & vapes	 e-cigarettes & vapes	 e-cigarettes & vapes	 e-cigarettes & vapes 	 e-cigarettes & vapes	 e-cigarettes & vapes

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R237 G0 B140
#ED008C

























Waste electrical and electronic equipment (WEEE)

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Large appliances						
Large appliances - mixed						
Large appliances - washing machine						
Fridges & freezers						

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#ED008C



Waste electrical and electronic equipment (WEEE)

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Small appliances						
Small appliances - mixed						
Small appliances - hair dryers						
Small appliances - irons						
Small appliances - radios						

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Waste electrical and electronic equipment (WEEE)

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Telecoms & computers						
Telecoms & computers - fax, mouse & tower - not monitors	 telecoms & computers	 telecoms & computers	 telecoms & computers	 telecoms & computers	 telecoms & computers	 telecoms & computers
Telecoms & computers - phone & mouse - not monitors	 telecoms & computers	 telecoms & computers	 telecoms & computers	 telecoms & computers	 telecoms & computers	 telecoms & computers
Mobile phones	 mobile phones	 mobile phones	 mobile phones	 mobile phones	 mobile phones	 mobile phones

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Waste electrical and electronic equipment (WEEE)

Material stream	Icons					
	Portrait 1	Landscape 1	Portrait 2	Landscape 2	Portrait 3	Landscape 3
Lighting						
Fluorescent tubes						
Low energy bulbs						
Mixed light bulbs						

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Frequently asked questions and answers

Q Do I need to get approval for using the material stream icons?

A If you're using the icons as they appear in this guidance, then you don't need to get approval from us. If you'd like to send us your artwork for feedback, please email us at partnerenquiries@wrap.ngo

Q Can I change the wording on an icon?

A It's important any text accompanying an icon is clear and labelled correctly for your circumstances and the end application. If you'd like to change the wording on an icon, please send us your suggested amend for us to consider at partnerenquiries@wrap.ngo

Q What font should I use for the text that accompanies the icon?

A The font is Futura EF. If you'd like us to send you this font, please email us at partnerenquiries@wrap.ngo
We might be able to share this with you for free, depending on your organisation type.

Q What if you don't have the icon I need?

A If you can't find a suitable icon within the existing collection, please email us at partnerenquiries@wrap.ngo
We'll review your request to produce a new icon, and, if we agree it would be useful, we'll commission the design and add it to the collection of icons available to download from the WRAP website and to this document.

Q We want to use these in black and white. Are we allowed to do this?

A The material stream icons are strongest when used in full colour. However, there may be some examples when this is not possible, such as when you're applying this directly onto recycling containers. In these cases, you may use the icons in black and white. If you're unsure, please email us at partnerenquiries@wrap.ngo

Q Can I combine the images and / or text of more than one icon

A In some cases, it might be appropriate to combine icons or text. You may also find you need to use the 'mixed recycling' icon rather than combining several icons. Please email us at partnerenquiries@wrap.ngo and we will assist you.

Contacts and further help

Contacts

 **partnerenquiries@wrap.ngo**

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Disability Discrimination Act Compliance

WRAP has designed the material stream icons and the recommended signage detailed in this guide to meet the Disability Discrimination Act (DDA) guidance. The key requirements of the DDA in this area are that signs and their information should be clear, concise and consistent. The font chosen by WRAP is clear and easy to read.

The material stream descriptions and images are unambiguous. Signage text is scaled for visibility and the information layout is easy to understand. Colours have been chosen to maximise image and text visibility.

Colours are always used with contrasting foregrounds and backgrounds (either solid colour on white or white text and imagery on solid colours).

Note: For at-home communication templates, such as recycling container stickers, local authorities may wish to consider introducing Braille text additions.

i A wide range of recycling **communications guidance** and resources are available from WRAP. Local authorities can also contact WRAP's Local Authority Support Team for further support email: **la.support@wrap.ngo** website: **www.wrap.ngo/local-authorities**