Away from Home

Waste Signage Guidelines















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Introduction

Sustainability Victoria is committed to making it easier for all Victorians to minimise their waste. This guide provides all the information you need to deliver simple and effective waste signage for your event, venue, school, workplace or a public area.

Why do we need guidelines?

Consistent representation of common recycling and rubbish streams makes it easier for people to know how and what to recycle - whether they're at work, school or a public event. A widely recognised signage system encourages people to correctly separate their waste and to use bins rather than litter.

While over 90% of Victorians support recycling, simple and clear signage is vital to the success of correct recycling and waste minimisation. Our research shows that developing signage using these guidelines can return an excellent rate of recycling.

How to use these guidelines

These guidelines have been prepared for any person or organisation wanting to minimise waste and maximise resource recovery in public places, at events or venues, healthcare facilities, offices and schools.

This guide should be used in conjunction with other relevant tools and resources such as the Waste Wise Office Toolkit, Schools Resource Kit, Local Government Resources, Events Toolkit, Catering Toolkit and Public Place Recycling Guidelines, which are all available from www.sustainability.vic.gov.au

Victorian Litter Action Alliance resources for litter prevention can be accessed from www.litter.vic.gov.au

> Case Study - The Queen does it

Closing the loop

Recycling materials for reprocessing "closes the loop", that is, goods collected after their use are recycled and manufactured into new end use products. For example, waste paper is converted to new paper, organics to compost, and plastics to garden furniture, recycling bins or drink containers.

In 2004/05, Victorians recycled a record 55% of waste, saving enough water to fill 20,000 swimming pools and enough energy to power every home in Victoria for eight months. This fantastic effort slashed over four million tonnes of greenhouse emissions, the equivalent of removing more than 700,000 cars from our roads.

Contamination

Items not specified for recycling are known as contamination. While placing the wrong item in the recycling may seem harmless, it can contaminate the whole load. If there is too much contamination, it may not be accepted by recycling companies and could be sent to landfill.

Waste streams

The five most common recycling and rubbish streams are listed below. Depending on your requirements, you may provide for all or a selection of these streams. This should be decided in consultation with your waste contractor.

Bottles & cans

This stream includes aluminium and steel cans, glass and plastic bottles. In the waste industry, this is known as commingled recycling. In some locations, your contractor may require bottles and cans to be collected separately.

In most areas, milk and juice cartons (liquid paperboard) can also be recycled, and should therefore be added to this stream to boost resource recovery.

Bottles & cans / Clean paper & cardboard

This stream includes aluminium and steel cans, glass and plastic bottles, cartons, clean paper and cardboard. The waste industry refers to this stream as fully-commingled recycling.

Clean paper & cardboard

All clean cardboard and paper can be deposited in this stream. In some locations, your contractor may collect paper and cardboard separately.

It is essential to add the word "clean" when defining this waste stream to encourage the avoidance of food-contaminated paper. Contaminated paper will not be recycled in this waste stream and your collection may be deposited directly to landfill.

Food & Paper

This stream accepts most food and paper for composting, however most composting facilities prefer to avoid large amounts of meat and bones. Paper contaminated with food is acceptable in this stream unless it is waxed or lined with plastic.

Note: A Food Only stream is increasingly preferred over the food and paper stream as it enables organisations to recycle locally, for example using a composting bin. Food recycling requires extremely low levels of contaminants and is recommended for non-public areas only.

Rubbish

All materials not collected as part of recycling streams are considered rubbish. This includes soiled paper, non-paper wrappers or anything that cannot be separated for recycling (composite materials). If recycling streams are not available for food and paper, then these are included in the rubbish stream.

Which plastic is that?

The Plastics Identification Code is a series of symbols that identify the most common plastic material used to manufacture a product or packaging. The symbols are typically embossed on the bottom of plastic containers and bottles. A voluntary scheme administered by the Plastics and Chemicals Industry Association (PACIA), the Code assists collectors to sort plastics for recycling by material type.

Check with your waste contractor which plastics they accept for recycling. Some contractors will only accept plastic codes 1 to 3; while others will accept codes 1 to 7.



Polyethylene terephalate (PET)

– frequently found in soft drink bottles





High density polyethylene (HDPE) – frequently found in milk bottles, pharmaceuticals and cleaners



Unplasticised polyvinyl chloride (UPVC) or Plasticised polyvinyl chloride (PPVC) – frequently found in clear cordial and fruit juice bottles and clear cartons



IDPE

Low density polyethylene LDPEfrequently found in bags and liners, wrapping film, squeeze bottles, shrink/stretch film, tubs, and caps



PP

Polypropylene (PP) – frequently found in potato crisp bags, lolly wrappers and microwave ware



PS

Polystyrene (PS) or Expandable polystyrene (EPS) – frequently found in plastic cutlery, CD covers, fruit and dairy tubs



Other, including nylon and acrylic

The importance of colour

Standard colours to identify different waste streams make it easier for people to recognise the correct bins for their waste and therefore maximise resource recovery. Consistent colours and symbols are a key feature of Standards Australia's requirements for mobile waste containers.

These signage guidelines replicate the standard colours for bin lids, except for food waste as lime green is more distinguishable than burgundy from red (rubbish) in public areas.

Additional signage guidelines provided here for cigarette butts and dog poo are components of the rubbish stream not defined by Australian Standards. Permanent recycling bins are also not covered by the Standards.

If you would like more information about Standards Australia's colours for mobile waste containers, the document can be purchased from www.standards.com.au

Standards Australia colour designation

Material	Body ¹	Lid
Rubbish	Dark Green or Black	Red
Paper/cardboard	Dark Green or Black	Blue
Green waste/organics	Dark Green or Black	Lime Green
Recyclables	Dark Green or Black	Yellow
Food waste	Dark Green or Black	Burgundy
Electronics	Dark Green or Black	White
Clinical and related – incineration	Yellow	Yellow
Clinical and related – non-incineration ²	Yellow	Orange
Cytotoxic ²	Purple	Purple
Radioactive ²	Red	Red

¹ Where the bin body is metal it may remain natural or galvanised.

² Appropriate hazard warnings to be affixed.

Types of signage

The correct use of signage has a key role in the success of any waste separation and recycling system. The sign types described in this guide have been tested extensively and are used consistently throughout Victoria. Instructional signage will be identified as (i) and supplementary signage as (s) in these guidelines e.g. school swing lids (i).

Instructional signage

Instructional signage gives users direction about which materials should be placed in each bin. Instructional signage is available for public places, events and offices. To maximise the effectiveness of this signage no elements should be altered and unique branding, such as corporate or sponsor logos, should not be added.

It is essential that the newly developed reuse symbol or the mobius recycling symbol, consistent with both international and Australian (AS/NZS ISO 14021: 2000) Standards, is prominently featured on all instructional signage.

RECYCLE





Supplementary signage

Supplementary signage reinforces recycling and waste separation messages. This signage is optional however it assists to improve public recognition.

The signage you select must be consistent across different signage types. For example, the same symbols must be used in the same order on all signage to aid awareness.

How to access signage

Signage can be accessed in two ways, depending on your requirements.

Ready to use

Simple and cost effective, Ready to use signage is available as print-ready artwork from www.sustainability.vic.gov.au and can be resized for different applications. This will usually be determined by the size of your bins, and you should choose the largest sign to suit the bin.

Custom

If you require more flexible use, Custom signage provides all the mandatory elements including colours, symbols and font usage, but allows the user to design the most appropriate sign.

For example, if milk and juice cartons make up a significant component of the waste stream, you could use the term "Bottles, Cans and Cartons" to improve collection and customise your signage to include the carton symbol.

> Case Study - Sustainable Living Festival

The Sustainable Living Festival continues to set impressive standards with an 86% recycling rate at its 2007 event at Federation Square. Despite a record attendance of 124,000 patrons, the Festival also reduced the volume of rubbish collected from 20% to 14% of total waste generation. The Festival uses Sustainability Victoria's bin caps to separate food (compostables), bottles & cans, cardboard and paper and rubbish. The Wash Against Waste trailer, now managed by the Festival owner, the Sustainable Living Foundation helped minimise the use of disposable food containers and cutlery.

Sign types

Public place recycling bins

Recycling facilities are increasingly found in public areas such as parks, foreshore reserves, transport centres, shopping precincts and sport and entertainment venues in response to community demand for away from home recycling facilities.

Signage has been developed to support the five most commonly available forms of public recycling systems, including mobile waste containers and permanent bin stations.

In all cases, recycling and rubbish bins should be located side-by-side rather than front to back. For more information about the appropriate placement of recycling systems in public locations, visit the Public Place Recycling Guidelines at www.sustainability.vic.gov.au

Event bin caps (i)

This signage has been developed to support single bin caps on 240 litre mobile waste containers. Signage can be adjusted to fit 120 litre or smaller mobile waste containers. Single bin caps are intended for short-term purposes, such as events.

There are three types of instructional signage templates provided to fit the panels of the bin caps – top signs, middle signs and base signs. This signage should be applied to the front and back of the caps. It is not necessary to apply signage to the sides of the caps.

Single bin cap examples



Event bin cap signage

Top signs (above disposal point) 300mm x75mm



Recycle sign used for both Bottles and Cans and Bottles & Cans / Clean Paper & Cardboard





Middle sign (at disposal point) 400mm x 75mm



Base sign (at base of bin cap) 570mm x 200mm





School swing lids (i)

Just as single bin caps are attached to mobile waste containers, so are swing lids. These are preferred in outside areas of some schools to prevent litter, insects and discourage children's contact with waste. However, they are not recommended for other areas due to public concerns about touching bin surfaces. Reflecting the swing lids predominant use in schools, instructional artwork is provided for recycling and rubbish streams only.

Single bin cap examples



Mobile public place recycling (i)

Mobile public place recycling is best used in areas that experience considerable changes in public usage, such as foreshore areas in high demand summer months or alpine resorts in the ski season. They are not suitable for events, as they are less visible than bin caps.

To meet the Australian standard, the mobile waste container should consist of a dark green or black body, a yellow lid for recycling with a limiter to restrict non-recyclables, or a red lid for rubbish.

When bins are located on site, rubbish bins are generally located to the left and recycling bins to the right.

Top labels should be located on the lids of both bins. Base labels should be applied on the front of both bins and to the left side of the rubbish bin and right side of the recycling bin.

School swing lid signage

Sign for flap - 225mm x 365mm Bottles & cans



Sign below flap - 600mm x 95mm - Bottles & cans



Sign for flap - 225mm x 365mm Rubbish



Sign below flap - 600mm x 95mm - Rubbish



Mobile PPR signage

Top signs (above disposal point) 370mm x 120mm







Base sign (at base of bin cap) 370mm x 250mm









> Case Study - Yarra Bend Park

Yarra Bend Park is one of Melbourne's most popular parks attracting more than 1.5 million visitors, who leave in excess of 105 tonnes of waste per year. Parks Victoria partnered Sustainability Victoria to introduce permanent recycling bins with customised signage to reflect resources most frequently disposed in the Park. The project proved highly successful with an average contamination rate of only 0.75%. The Yarra Bend experience also showed that public place recycling can be introduced at minimal cost by replacing rubbish bins with recycling bins, and that there is capacity for public place recycling to reduce cleaning costs, particularly through reduced litter and cleaner areas.

Permanent recycling bin stations (i)

Permanent public place recycling bins stations consist of a metal frame around a mobile waste container. Like all public recycling systems, permanent bins are located side by side.

No Australian Standards currently exist for permanent public place recycling stations, to allow consistency with other public infrastructure, streetscape or venue design requirements.

There are two main types of permanent recycling bins:

Pyramid domed recycling stations

The recycling bin includes a stainless steel pyramid dome with four limiters. The rubbish bin has an open lid with stainless steel sides to allow for cigarette butt disposal.

On the horizontal side of the outward panels, the recycling symbol and rubbish symbols should be placed with the word 'Recycling' or 'Rubbish' underneath. These symbols and words should be large to allow users to identify waste streams from a distance.

On the pyramid dome, signage should include images of recyclable items and words. Symbols should be yellow with black outline to maximise visibility on stainless steel.

Permanent rectangular recycling stations

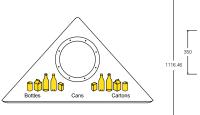
The recycling bin includes one or two limiters at the top of the front horizontal face of the bin. The rubbish bin has open space at the same height as the recycling limiters to enable quick disposal.

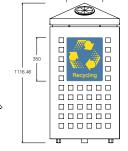
Signage should be customised to reflect materials most consumed at the site.

Pyramid domed Public Place Recycling (PPR)









Permanent rectangular Public Place Recycling (PPR)



Sign types

Events

Certified event banner (s)

Promotional banners advise event patrons that an event is Waste Wise certified, to encourage reuse and recycling. These banners are available in medium (1.5m x 3m) or large (3m x 6m) sizes, and can be booked through your waste management group or Sustainability Victoria. It is recommended that banners be placed at key venue entry and exit points and other prominent locations.

Point of sale signage (s)

Point of sale signage is a useful prompt to remind event attendees of recycling options. Following are two examples which you can modify for your event.

Schools

Sustainability Victoria has prepared new signage to facilitate public recognition of schools that have been officially certified through the Waste Wise program. You can access the signage from waste management groups or through the Gould Group, facilitators of the Waste Wise schools program, see www.sustainability.vic.gov.au for contact details.

Waste Wise school certification signage

Three high resolution signage files are available, depending on the school's Waste Wise certification label, ie Gold, Silver or Bronze.

The signage has been designed to A4 size and is recommended that it is digitally printed on vinyl, and overlaid on 1.3mm aluminium.

Waste Wise event banner



Example: Point of sale sign



Example: Point of sale sign





At the office

A series of instructional signage for waste, recycling and paper reuse has been developed to support implementation of Waste Wise in the workplace. The office signage includes recycling, rubbish and paper reuse signs which are available in A3 & A4. DL size is available for personal paper reuse boxes.



















Office posters

A series of posters have been developed as part of the Waste Wise Office Kit to promote waste minimisation in the office.

Large posters (s)

The cartoons on these posters paint Waste Wise behaviour as fun, effortless and something that frees up your time for more important things. Visit www.sustainability.vic.gov.au to view the range of posters available.

Please email wastewise@sustainability.vic.gov.au to obtain the posters in PDF or telephone 1800 353 233 for printed copies.

















Mini Posters (s)

Three to an A4 page, these mini-posters are designed to be placed at various locations throughout the workplace. There are enough of these prompts and reminders to ensure that the Waste Wise messages don't get stale. These posters can be directly downloaded from Sustainability Victoria's website.

Healthcare signage (i)

Clinical waste and X-rays only signage have recently been developed to support Waste Wise implementation in healthcare facilities. The clinical waste signage utilises the international biohazard symbol, consistent with Australian Standards and Dangerous Goods Code. Signage is available in A3 and A4 formats, on Sustainability Victoria's website: www.sustainabilty.vic.gov.au

Example: Mini Posters







Butt litter campaign (s)

The Butt Litter Campaign was developed in 2007 to combat the expected increase in butt litter outside pubs and clubs following the introduction of the smoking ban in Victoria's licensed premises introduced on July 1, 2007.

The key message is 'Don't be a Tosser – Bin Your Butts', and the materials and graphics developed will be useful for any cigarette butt litter reduction program. Please check with Sustainability Victoria prior to using the material as there is a license agreement in place with a third party.

The graphics available include:

- A3 poster
- A4 poster
- Bumper sticker (60mm x 245mm)
- Sticker (148mm x 105mm)
- Series of four A4 fact sheets
- A4 presentation folder



The Victorian Litter Action Alliance has developed signage to address two common litter streams: cigarette butts and dog poo.

Cigarette butts (i)

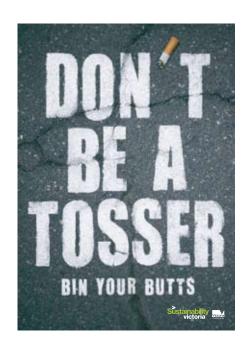
The 'Butt it & Bin it' label applies for butt litter infrastructure in designated smoking areas. The sticker shows a hand stubbing out a cigarette butt to reinforce the message to smokers to ensure the butt is out. The text prompts the smoker to actually place the butt in the bin, rather than leaving it on top of the device. If possible signage installed at eye level (or above heads) helps smokers find the butt bin when in a crowd.

Visit www.litter.vic.gov.au to access signage and more information about tackling butt litter.

Dog poo (i)

This signage encourages people to pick up after their dog. It should be used in conjunction with an information kit on best practice dog poo litter management for councils and community groups, which is available on the Alliance's website www.litter.vic.gov.au

Email the Alliance for more information about dog poo or cigarette butt signage at litterchampion@litter.vic.gov.au







Custom signage guidelines

These guidelines will ensure that your custom signage is consistent with the Ready to Use signage available from Sustainability Victoria.

Consistent signage for recycling systems is important to trigger instant and positive recognition of how and what to recycle. The universal symbols that represent, for example, "Bottles & Cans" or "Clean Paper & Cardboard" provide a solid foundation to develop strong and meaningful communications that make recycling easier.

It is critical to the success of waste minimisation systems that any custom made signage applies the visual identity according to these guidelines.

Colours

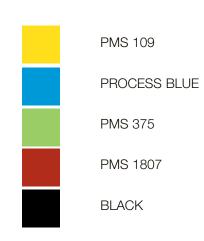
The correct use of the recycling and rubbish stream colours is essential.

No additional colours are to be used than the four specified stream colours and black x-ray signage. Symbols in single waste streams are placed as white reversed out of the appropriate stream colour.

The commingled and composting streams use more than one colour. Symbols in commingled and composting streams and clinical waste must be placed as black on solid yellow or green, or black on a white background with a yellow or green border.

The exception to this is symbols on permanent public place recycling pyramid domes, which must appear as yellow with a black outline on a transparent background.

Be sure to advise your printer of the correct PMS colours and request a proof of any artwork to confirm the colour prior to printing.



Fonts

Arial bold must be used on all signage. No other font or variation of Arial can be used. All text communicating the waste streams should be printed UPPER CASE.

In order to maintain consistency, the ampersand (&) character is always used.

Any text in addition to that required to depict the recycling streams, should be lower case Arial regular.

Mobius and rubbish symbols

The mobius symbol must be used on recycling bins and signage, while a rubbish bin symbol has been designed for the rubbish stream.

When applying the mobius symbol to commingled (PMS 109) or food streams (PMS 375) the symbol must appear as black on a solid yellow or green background, or black on a white background with a yellow or green border with middle and top event bin cap signage.

The mobius symbol must not be used in PMS 109 or PMS 375 on a white background, as yellow and green are not readily visible on white.

When applying the mobius symbol to the clean paper & cardboard stream (process blue), the symbol is preferred as white reversed out of process blue to maximise visibility. However, if this is not possible, the symbol can appear in process blue on a white background.

When developing an x-rays only sign, the mobius symbol should be printed as white reversed out of black to maximise visibility and consistency with other recycling streams.

When developing signage for the rubbish stream, the rubbish symbol is preferred as white reversed out of PMS 1807, otherwise as PMS 1807 on a white background.

BOTTLE & CANS BOTTLE & CANS / CLEAN PAPER & CARDBOARD RUBBISH



PMS 109 with black.

This colour to be used for commingled being bottles and cans and for fully commingled being bottles and cans / paper and cardboard only.



PROCESS BLUE with white. This colour to be used for paper and cardboard.



PMS 375 with black. This colour to be used for composting being

food and paper and food only.



PMS 1807 with white. This colour and symbol to be used for rubbish.

Examples below showing the symbol as one solid colour to appear on white or on clear stickers for use on metal bins. Note the yellow option is incorrect.









Safe area

The safe area determines the amount of clear space that should be maintained around the mobius or rubbish symbol. To calculate the safe area, take the outer dimensions of the symbol and multiply by 133%, then round the figure up or down.

For example $30\text{mm} \times 133\% = 39.9\text{mm}$, giving you 9.9mm. Round to 10mm. Your safe area for the symbol at dimensions $30\text{mm} \times 30\text{mm}$ is 40mm, allowing 5mm all around.

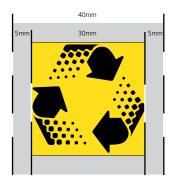
The same calculations can be made with the rubbish stream symbol ie the bin. As the bin symbol is not square, take the larger dimension, being the height, and calculate as before.

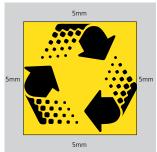
Stream symbols

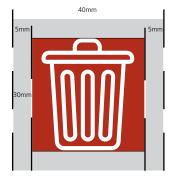
Sustainability Victoria has a range of symbols for use with all signage. The symbols have been designed to communicate appropriate disposal behaviours across a range of materials such as stickers, embossed symbols, posters or cut outs.

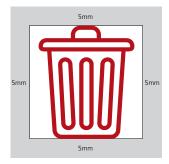
A range of rubbish and recycling symbols are available for you to select. See Appendix 1 for the complete list of symbols.

A maximum of 4 symbols may be used on each sign, and in order to maintain consistency across different signage types the same symbols must be used in exactly the same order for all signs.









Usage

Symbols must only appear as a solid of the four stream colours, or white reversed out of those colours, especially for x-ray signage.

The exceptions being commingled and clinical waste (PMS 109) and composting (PMS 375) where symbols should be black over their respective PMS colours, or black on white.

Clear space

A minimum of 10mm clearance around each symbol must be adhered to. If the symbols are placed too close together they will become ineffective.

Minimum size

These symbols are legible at very small sizes. The finished size of the artwork and the number of symbols required will determine the symbol size.

In the case of recycling signage, symbols should be as large as possible. However, they will be far more effective if a generous amount of clear space is available, rather than oversizing and crowding the art, which will cause confusion.

Placement of symbols

As a general rule, symbols should be placed from smallest to largest, starting from left to right. Where this system may upset the balance of design, an alternative layout may be used.

Symbols should be sized as large as possible, whilst allowing generous clear space around each symbol.

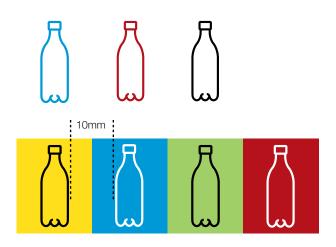
Symbols should be centred within the designated art area.

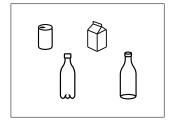
Due to the varied size and shape of the symbols, they may be placed in a staggered layout to avoid crowding.

Skip signage

All skips used at an event should be clearly signed to avoid contamination. Skip signage should be placed on the skip near the point of disposal, and visible from a distance of at least 5 metres.

You can enlarge any of the ready to use mobile public place base signs to at least 1 metre long, keeping signage in proportion, will give an overall size of approximately 1000mm wide x 668mm high.







Example of skip signage



Storage and maintenance

All sign types must be maintained as clean and legible throughout their use. Signage should be manufactured from materials that resist wear, fading and chipping.

Care should be taken to protect signage from gradual removal ie a clear varnish or laminate may be applied.

Durable, reusable signage should be favoured, rather than temporary solutions. For indoor locations such as offices, laminated colour print-outs may be a cost and time efficient option. For outdoor locations such as events, which are subject to varying environmental conditions, fabrication with durable, adhesive materials is recommended.

Waste Wise logo

The Waste Wise logo is used on all Waste Wise materials and communications.

Certified organisations are permitted to use the logo on their own publications to confirm Sustainability Victoria endorsement and build public awareness of the organisation's commitment to environmental responsibility.

If you are printing or producing materials using the Waste Wise logo, a Visual Style Guide is available from www.sustainability.vic.gov.au to ensure consistency in brand usage and help community recognition of Waste Wise as a useful and successful program.

Not Waste Wise?

Joining Waste Wise is entirely voluntary and there are no costs involved in participation. For more information about becoming Waste Wise, send an email to info@sustainability.vic.gov.au



Appendix 1 - Symbols list

Only symbols in this guide are allowable on signage. If you are using multiple signs, all signs must have the same symbols appearing in the same order.



Clinical waste.
To be used in conjunction with a solid PMS 109 (yellow) background

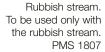


X-rays.
To be used in conjunction with a black background









i. Symbols which may be used for the Rubbish stream



ii Symbols which may be used for the Bottles and Cans (commingled) stream



iii Symbols which may be used in the Bottles and Cans / Clean Paper and Cardboard (fully commingled) Stream

iv Symbols which may be used for the Clean Paper and Cardboard stream



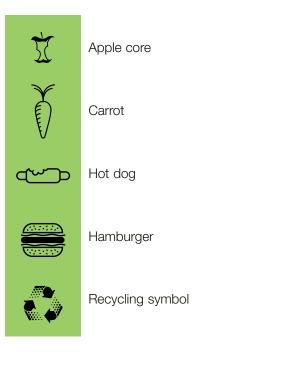
Recycling symbol



v Symbols which may be used for Food and Paper stream

vi Symbols which may be used for Food Only stream

















Sustainability Victoria

1800 353 233

Level 28 Urban Workshop 50 Lonsdale Street Melbourne Victoria 3000 www.sustainability.vic.gov.au