

Family of symbols for eco materials introduced by *foldersgalore.com*

Folders Galore needed a group of recycling and recycled symbols for our clients to use on their projects made from eco-friendly materials. We could not find *any* symbols that are consistent, systematic, logical, easily printable and recognisable. In fact, what we found is muddled, mixed up localised thinking. Symbols would not reproduce in a small size in one colour and could not be grouped together.

The International Universal Recycling codes are the nearest thing but were predominantly used on plastics and now extended to textiles and beyond. However the symbols available are generally poorly worked out, graphically and typographically. They do not reproduce well and are low resolution.

In order to overcome this problem, we decided to go it alone, adopt and redraw the triangular system.



The next step was to make additions of our own in the hope that these will also become accepted as part of a consistent system.

Once created, we made the re-drawn existing symbols and our additions available to our clients as hi-resolution, scaleable PDF artwork.

Logically adding to the list was not as easy. In the end we decided that we needed a generic *recyclable* symbol that would be the basis of all of our designs.

The symbol we developed can be used with or without its supporting type. The space inside the triangle is large enough to accept large numerals to define the material used.



To this end, the lines and type used had to be weighted in such a way as to reproduce well. There needed to be enough space inside the triangle to allow for two large clear letters. Below the triangle we needed the option to have supporting type spelling out the type of symbol. Once again this type had to be in scale with the rest of the symbol and have room for 18 lowercase letters. The font used needed to be modern but not overtly flashy, so the humanist font Frutiger was selected as it is clear but also has some character.

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Now came the choice of subject. We knew we needed recyclable, but soon realised that we also recycled, which incidentally we noticed *by definition* would also be recyclable too. The idea was to imply that the material had already been around the circuit by adding a second set of arrows.



To this list we wanted to be able to show a product that *added* to the recycling chain - natural and recyclable. Having a spur entering the symbol from the left we imply new material being added to the cycle.



We also wanted to show certain materials are biodegradable. To this end we created another triangle variation. This time the triangle is opened, or broken and the arrows point out and ground wards to suggest dissemination.



Lastly we wanted to have a 'please recycle' symbol and so made the heart in the recycle triangle symbol. Borrowing from Milton Glaser's defining "I love New York" symbol we arrived at our version implying love for recycling.



We do not see this as the end of the story, more symbols are planned to cope in a systematic way with sustainable resources, carbon neutral production, windpower etc.

For more information and hi-resolution artwork, contact biggles@foldersgalore.com