ISO 19809:2017-11 (E)

Packaging - Accessible design - Information and marking

Contents

Page

Foreword iv

Introduction v

1 Scope 1

2 Normative references 1

3 Termsanddefinitions 1

4 Design considerations for increasing accessibility of information and marking for packaging 2
4.1 General design consideration 2
4.1.1 Considerations of diverse users and diverse contexts of use 2
4.1.2 Use of alternative or multiple means of presentation 2
4.1.3 Use of simple and clear information 3
4.1.4 Highlighting information and marking of importance 3
4.1.5 Limited amount of information and marking 3
4.1.6 Location of information 3
4.1.7 Additional marking and signage placement 4
4.2 Design considerations required from human abilities and characteristics 4
4.2.1 Luminance contrast 4
4.2.2 Colour and colour combination 4
4.2.3 Letters and legibility 5
4.2.4 Graphic symbols and pictograms 6
4.2.5 Languages 6
4.2.6 Use of tables 6
4.2.7 Avoidance of glare 6
4.2.8 Tactile marking 6
4.2.9 Braille signage 7
4.2.10 Auditory signals 7
4.3 Design considerations specific to packaging 7
4.3.1 Opening 7
4.3.2 Use 8
4.3.3 Storage 8
4.3.4 Disposal 8
4.3.5 Others 8
4.4 Design considerations related to safety 9

5 Evaluation of information and marking 9
5.1 General 9
5.2 Instrument-based evaluation 9
5.3 User-based evaluation 9

6 Conformance 10

Annex A (informative) Types of disabilities for human functions 11

Annex B (informative) Appropriate dimensions of tactile markings 13

Annex C (informative) Designer's checklist 14

Annex D (informative) Checklist for conformance with this document 16

Bibliography 18