

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	Terms and definitions	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