

CATALOGUE OF STANDARD PICTOGRAMS AND ABBREVIATIONS AND BEST PRACTICE GUIDE

PART 1: IMMEDIATE LABEL

Version 1

Please note: Part 2 of this catalogue, covering pictograms and abbreviations for the outer packaging, is under development.

Design principles and purpose

General

1. Pictograms and abbreviations are intended for use in replacement of text on immediate packaging to allow easier development of multilingual labelling for veterinary medicines. The pictograms are not intended to replace the packaging artwork, which may also illustrate or represent the target species.
2. The purpose of species pictograms is to replace the name of the target species and the words “For animal treatment only”.
3. The use of standard pictograms from the catalogue will be optional.
 - a. Words remain an option
 - b. Company own pictogram designs remain an option.
 - c. The pictograms are separate from company or brand artwork.
4. Graphic files for the pictograms in this catalogue will be made publically available free of charge (for example, via the public websites of participating industry associations).

Printing

5. Pictograms should be suitable for printing in solid colour (silhouette), or as a reverse silhouette (light shape in a dark box).
6. Pictograms should be suitable for printing on all commonly used label materials.
7. Pictograms should be capable of downsizing to approximately 5 mm (minimum size may vary depending on the substrate and the detail of the pictogram).
8. Pictograms are printed in a single colour of sufficient hue to ensure legibility.

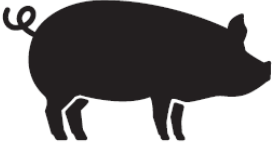

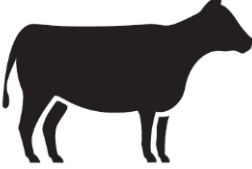







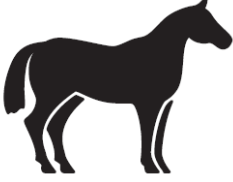





Target Species pictograms

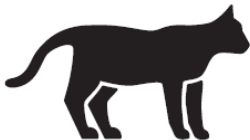











9. In the catalogue the animals are all presented facing to the right; this does not exclude the animals facing to the left on the packaging.
10. Pictograms representing different sizes of a target species, such as a large or small dog, are not included (see explanation in next point). This differentiation can be done by adding a weight range below the pictogram, and through the artwork on the pack.
11. The purpose of a species pictogram is to represent the species (e.g. “dog”) and to replace the text “For animal treatment only”. The species pictogram is not intended as a replacement for the indication (which need not appear on the immediate label), including size, sex or age of animal. No subspecies or pictograms differentiating between sexes, ages or animal product types (e.g. laying hens, broilers, dairy cattle, beef cattle, calves, piglets) are recommended.

PART 1: IMMEDIATE LABEL

1. Species Pictograms





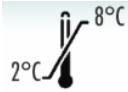



Not all authorised species are covered currently. Proposals for pictograms for additional species should be sent to the Technical Department at IFAH-Europe (techsec@ifahsec.org).

Species	Pictogram
1. Pig	 
2. Cattle	 
3. Sheep	 
4. Chicken	 
5. Rabbit	 
6. Horse	 
7. Goat	 
8. Dog	 

9. Cat	   
10. Turkey	 
11. Goose	 
12. Duck	 
13. Fish	 



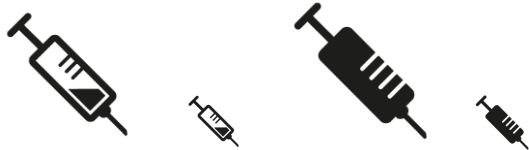
2. Functional Pictograms

Proposals for additional functional pictograms should be sent to the Technical Department at IFAH-Europe.

Concept	Pictogram
Read Pack Insert	  ISO 7000-1641
Storage Temperature	  ISO 7000-0632 or ISO 7000-0533 (upper limit only) or ISO 7000-0534 (lower limit only) Add temperature limits, for example:  
Once opened use within x days or hours (leave space for number+unit)	  x days/hours

3. Standard Terms

Proposals for additional pictograms for standard terms should be sent to the Technical Department at IFAH-Europe.

Standard Term	Pictogram
ORAL preparations	
Capsules	
Tablets	
PARENTERAL preparations	
Syringe / Injection (may be used in conjunction with the abbreviations IV, IM, IP or SC)	

4. Abbreviations

The English text is shown, but the abbreviation applies to all languages.

Full wording	Abbreviation
Batch Number	LOT
Expiry Date	EXP
Intra-muscular	IM
Intra-peritoneal	IP
Intra-venous	IV
Sub-cutaneous	SC

5. BEST PRACTICE GUIDE FOR THE USE OF PICTOGRAMS ON LABELLING

Introduction

The main purpose of this document is to summarize the basic recommendations/principles when using pictograms on the labelling.

This is to ensure that pictograms appearing on the labelling are suitably presented with optimum legibility and accessibility of information to guarantee safe use of the veterinary medicinal product.

Scope

These recommendations apply for pictograms listed in the IFAH-Europe catalogue of standard pictograms and abbreviations. Pictograms/abbreviations used on immediate label should be used within the same sections also on the outer labelling.

The black silhouettes within this pictogram catalogue are referred to as 'pictograms' and are intended as a replacement of text on Printed Packaging Materials. The pictograms are distinct from company and brand-specific images which are referred to as 'artwork' and which may encompass designs or images of target species on the labelling.

The scope of this best practice guide is limited to the use of pictograms. The scope excludes artwork.

Principles of use

The pictograms listed in the catalogue can be used in replacement of text.


The purpose of the species pictogram on the immediate label is to replace the name of the target species and to replace the words "for animal use only"; the purpose is not to replace wording for the indication, including the age, sex or size of the animal. Therefore the pictogram represents the species and not sub-species.

Pictograms that are an ISO standard, particularly those relating to safety warnings, should not be replaced by alternative pictograms. The use of other pictograms from this catalogue (for example, species or route of administration) is optional and, where appropriate, marketing authorisation holders are free to (a) use additional pictograms or (b) replace these with company pictograms or (c) not to use pictograms in replacement of text.

Where a replacement pictogram is used the same graphic principles described in this BPG should be applied.

Each pictogram used on the immediate and/or outer package should appear in a related section of the package leaflet, close to the wording it replaces, to reinforce and clarify the meaning of the pictogram.

E.g.: **7. Target species**

Dogs 

Other pictograms, such as "read the package insert" should be explained in the leaflet.

The size and colour of the pictogram in the leaflet can be different from the one used for the label.

Graphic Principles

Graphic

Pictograms should be suitable for printing as a silhouette, or as a reverse silhouette.

Contrast

A good contrast between the pictogram and the background should be ensured.

As a general rule, dark pictograms should be printed on a light background. A reverse type (light shape on a dark background) is also acceptable.

No visual effect in the pictogram should be used such as shading.

Use of colours

Pictograms should be printed in one solid colour allowing them to be easily distinguished from the background.

Similar colours (e.g. nuance of blue) should not be used for the pictogram and background as it reduces legibility.

Use 100% colour and not processed colour (superposition of colours) which may be subject to shifting when printing (creating shadows), especially for small sized pictograms.

The use of highly glossy or metallic reflective colour is not recommended as it may affect legibility.

Sizing

The size of the pictograms should be proportionate to the size of the label, within the limits of the recommended minimum and maximum sizes.

The pictograms have been designed to be legible down to a minimum recommended size of 5 mm.

Further downsizing may be possible, depending on the pictogram and the printed surface, provided legibility remains acceptable.

The pictograms have been designed to a maximum recommended size of 30 mm.