



erudus
United around food data

Food Allergy Icons

A Standardised Approach

Our Erudus Food Allergy Icons have been designed as the perfect quick and easy way to identify whether a food product contains or may contain any of the major allergen ingredients.

[Download the Erudus Food Allergy Icons here](#)

Design Notes:

They say a picture tells a thousand words - well, our Erudus Food Allergy Icons can tell users at a glance whether a food product contains or may contain any of the EU's 14 Major Food Allergens, as outlined in the EU Food Information for Consumers Regulation No. 1169/2011 and EU Food Information Regulation 1169/2001 (FIR).

Whilst there are various icons and visual representations being used across the food industry to signify the presence of major allergen ingredients in food products, as yet there has been no standardised approach agreed on.

At Erudus, we believe that should change - that an industry-wide icon set *should* be adopted. In fact, we created and designed the Erudus Food Allergy Icons in a bid to drive standardisation, and we offer them to the industry confident that building a consumer recognised mark will instil trust and confidence in the final product, and benefit Manufacturers, Wholesalers, Food Service companies and Caterers alike.



Guidelines for Use:

These icons are free to use, and we encourage you to adopt them as the industry standard solution. All we ask is the following guidelines are met:

- The icons must be presented in a legible fashion for the end-user - i.e they should be easily readable, and the end-user should be able to clearly identify which allergen ingredient the icon refers to.
- The icons should be displayed at a minimum of 50 pixels wide by 50 pixels high.
- When icons are displayed together, there should be a minimum of 10% whitespace between them - either horizontally or vertically or around an individual icon.
- Icons should always be scaled proportionally.
- The colour of the icon is an important visual cue for people, and arbitrarily changing the colour of the icon could disrupt that cue and confuse users. No changes should be made to the icon itself or the colours, other than altering the size.

Licence:


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Icon Illustrations



Cereals Containing
Wheat



Celery



Crustaceans



Egg



Fish



Lupin



Milk



Molluscs



Mustard



Nuts



Peanut



Sesame



Soya



Sulphur Dioxide

Design Credit:

The Erudus Food Allergy Icons were initiated and commissioned by Erudus Limited. The icons were designed by [In studio](#).