



Easy to use

A trademark manual, guidelines for use of the Easy to use label

The Easy to use certification is based on handling tests of packaging and products carried out by people with reduced hand function. The methodology is unique, scientifically peer-reviewed, and published in the Swedish Design Research Journal.

Let the customers love the product, not hate the packaging!

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This is Easy to use

Ease of opening and handling packaging or products is a crucial factor in customer satisfaction. Involving users with physical limitations early in the design process is not only recommended but also cost-effective. Designing products and packaging that are functional and easy to handle for individuals with reduced hand function ultimately enhances the experience for all consumers.

Easy to use is a unique testing method that involves people with limited hand function to determine whether the product is user-friendly.

Having people with impaired hand function testing the products gives a unique insight into how the packaging or a product works that mechanical tests do not provide. Since we work with relatively small test groups, we reduce the variation between the groups' composition and results by calibrating the assessments.

This is done by comparing each test group's reduced functionality with that of a reference group of over a hundred people with similar reduced functionality

and then adjusting the results accordingly. This correlation is linear, which means that the calibration is proportional to the difference in assessed functionality between the test group and the reference group.

The Easy to use certification is based on handling tests of packaging and products carried out by people with reduced hand function. The methodology is unique, scientifically peer-reviewed, and published in the Swedish Design Research Journal (SVID).

About us

The Swedish Rheumatism Association, founded in 1945, is the largest patient association in Sweden. We work to improve and maintain the well-being of people with rheumatic and musculoskeletal diseases (RMDs) and are dedicated to fostering societal development that benefits everyone affected by RMDs.

Since so many people have problems opening packages, we offer companies to test their products and get them certified as Easy to use by us. Having problems accessing products is not only a problem for people with arthritis but also for anyone who has reduced hand function due to disease or age. And a packaging or product that works for people with impaired hand function will work very well for everyone.

Lena Lorentzen Design AB conducts our tests. The company is run by Lena Lorentzen, an Industrial designer specialising in inclusive design and a professor of Industrial design with over 35 years of experience in Inclusive design. Lena is responsible for conducting the tests, has developed the test method, and has unique knowledge in her field.

Not only for people with rheumatic and musculoskeletal diseases

Impaired hand function affects an increasing number of people, and its causes are varied. Except for rheumatic diseases, the cause of reduced hand function can originate from conditions like stroke, multiple sclerosis, diabetes, and spinal cord injuries. Additionally, age-related decline in hand function affects both men and women, particularly those over 65.

Approximately 25% of the EU population is projected to be 65 or older by 2040. Today, a significant and growing number of consumers struggle to open medication or food packaging. This is a critical issue that demands urgent attention.

Competitive advantages & opportunities

Hard-to-open packaging is a significant frustration for consumers, so much so that it has earned its own term: wrap rage. It's time to act and start designing packaging that is accessible to everyone, regardless of physical limitations. Creating easy-to-use packaging is not just a matter of respect and inclusion; it's also a business necessity.

Difficult-to-open packaging is a real problem for a growing segment of society. The seniors of tomorrow will not tolerate poorly designed packaging and have more purchasing power than any generation before them. By ensuring your product passes the Easy to use test, you can confidently state that your packaging and product are genuinely accessible. What works well for people with impaired hand function benefits everyone.

Designing packaging that is easy to access and simple to open creates a more positive customer experience. It demonstrates that you listen to and care about all your customers, regardless of their needs or abilities. Making your products accessible to a broader audience can also increase your sales.

Companies that get their packaging certified with the Easy to use symbol can differentiate themselves in the marketplace. This is an opportunity to gain a competitive edge and meet the growing demand for easy-to-open packaging and accessible products.

If you're in the packaging industry, certifying your solutions with us will give you a distinct competitive advantage. Our unique test and certification process ensures your customers can be sure that the packaging is not only easy to handle and open but also truly easy to use.

The Easy to use label

Primary label



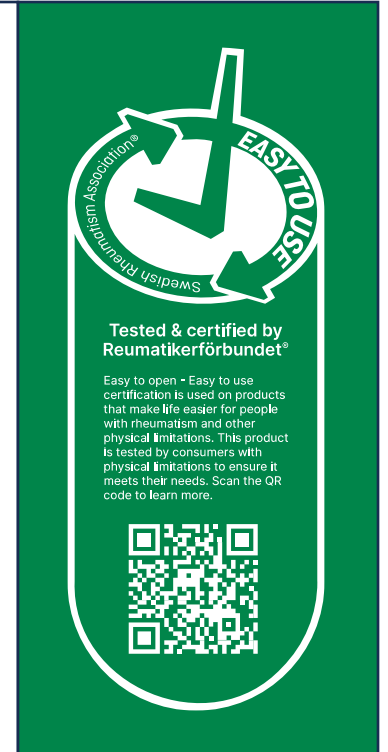
Primary label, inverted



Extended label



Extended label, inverted



Our label guarantees that we have thoroughly tested and approved the product, ensuring it is easy for everyone to use. The label is available in two formats: one featuring just the Easy to use symbol and another including a brief description and a QR code for those who want to learn more about the Easy to use test and the certification.

Guidelines & Rules for using the Easy to use Label

The Easy to use label certifies that a product or packaging has been tested and approved for accessibility. Therefore, products with this label should be referred to as 'Easy to use certified.' Phrases like 'meets the requirements for Easy to use' or 'lives up to all criteria' should be avoided, as they do not indicate certification.

To protect the brand's integrity, avoid vague statements such as, 'A majority of our packaging is Easy to use certified.' Instead, clearly state that the product has been tested, approved, and certified. Never claim that a product is 'recommended' by us, but feel free to highlight that it has been officially certified proudly.

Products bearing the Easy to use label guarantee that they are accessible and user-friendly for all consumers. Displaying this certification demonstrates your commitment to creating products that work for everyone.

Colours

Primary Green HEX # 00854A C:100 M:0 Y:100 :K15 PMS 356 Transparency: 0%	Positive Black HEX #000000 C:0 M:0 Y:0 K:100 PMS Black Transparency: 0%	Negative White HEX #FFFFFF C:0 M:0 Y:0 K:0 - Transparency: 0%
	Positive Black HEX #000000 C:0 M:0 Y:0 K:100 PMS Black Transparency: 10-90%	Negative White HEX #FFFFFF C:0 M:0 Y:0 K:0 - Transparency: 10-90%

Our label is available in three colours, chosen based on the context and type of product. If a particular context requires a black-and-white version, a gradient format can be used.

Usage of our label

Primary label



Secondary label, positive



Secondary label, negative



Label on picture



Secondary label, positive on picture



Secondary label, negative on picture



The label may only be used in one of the versions above. The primary version should always be used in the first place, but the secondary version can be used if the background or context makes it more appropriate. Black and white version is used for printing or other production that requires positive or negative imaging. It is allowed to place the seal against the picture. It should then be placed on a surface where (at least) the free surface of the logo is reproduced against a calm part of the image with good contrast

Permitted combinations of our label

Label application in communication & partners or collaborations



Label application on a product or packaging



In marketing communications, the Swedish Rheumatism Association's green or white and black should be used. More flexibility is allowed in product contexts, but the priority should consistently be achieving the highest contrast while ensuring the label does not overshadow the product or its branding. While the Swedish Rheumatism Association's green is preferred, black or white may be used when better suited to the overall design and similar elements on the packaging or product.

Label with information & QR code

Primary label with information



Secondary label with information



Label with information on image



The Easy to use label also includes additional information and a QR code linking to the Swedish Rheumatism Association's website, where users can find more details about the Easy to use test and certification. When used on a solid background or image, the same principles that apply to the label should be followed to ensure clarity and visibility.

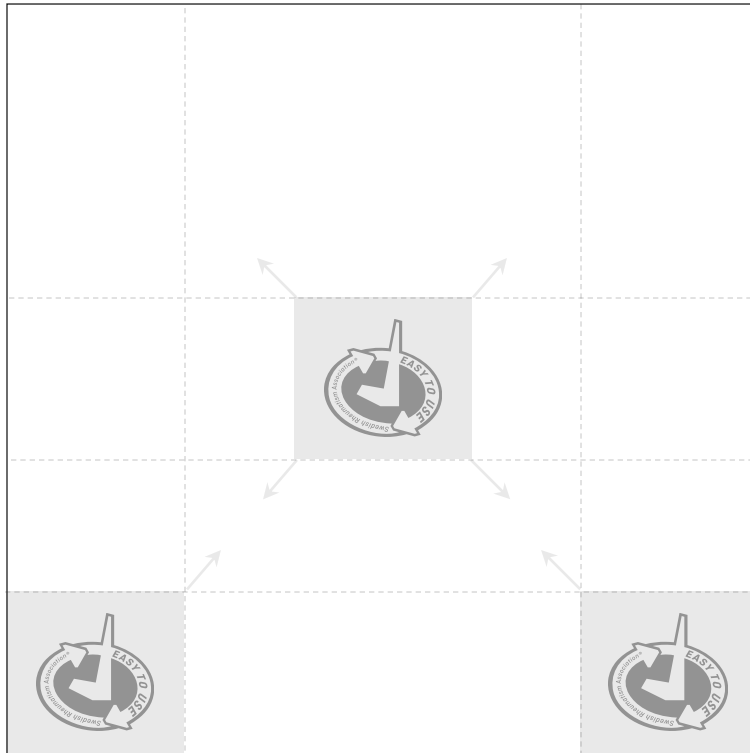
Free space



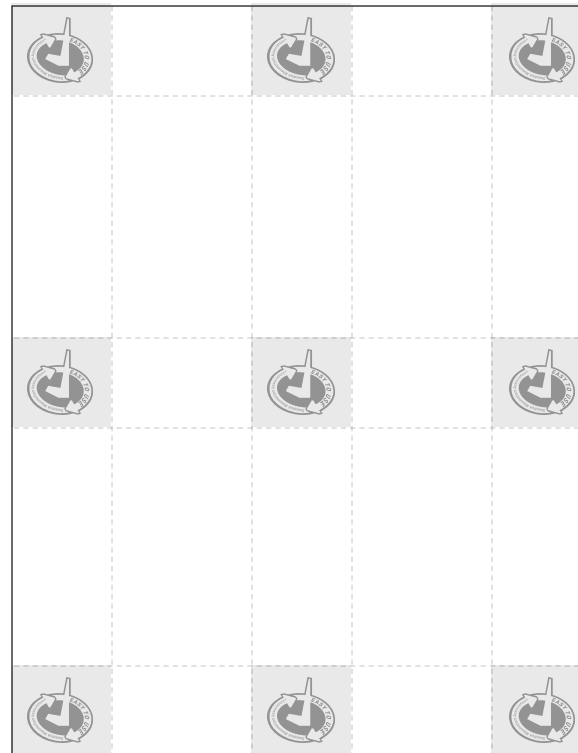
The free space around the label should be applied according to the specifications above, ensuring it is clear of nearby objects or surfaces. The same principle applies to images, where the free space is considered in relation to adjacent elements within the composition.

Placement

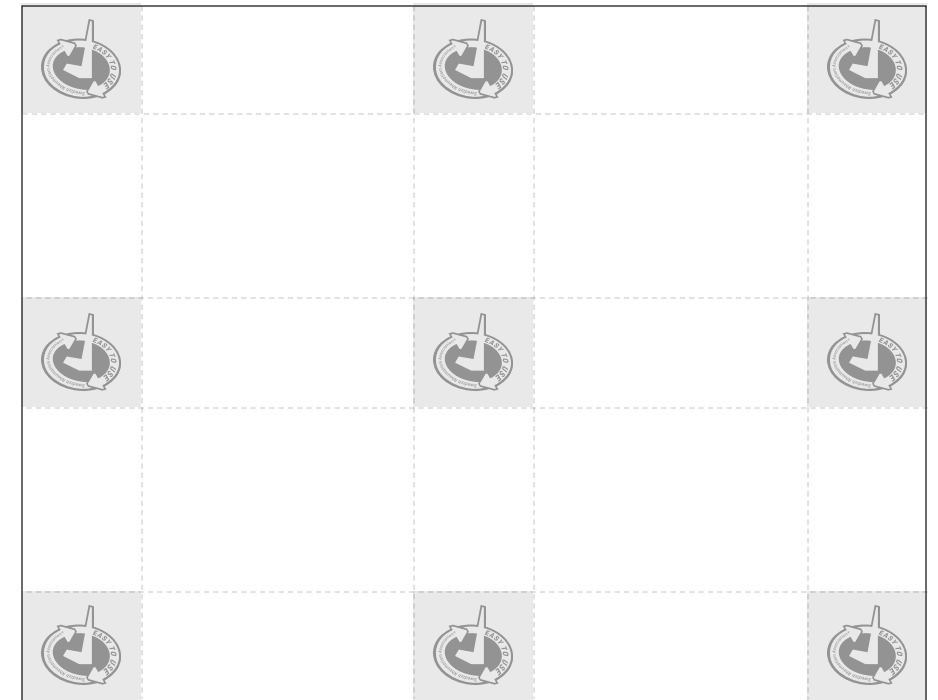
Square 1:1



Portrait



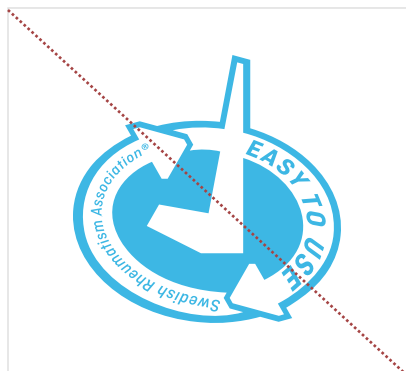
Landscape



The label can be placed starting from a corner or the centre of the typeface. The size of the symbol is flexible and can vary depending on the context and design preferences.

Unauthorised application of the Easy to use label

Color choice



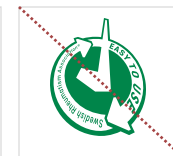
The colours below in the Swedish Rheumatism Association's colour palette are not allowed in the label.



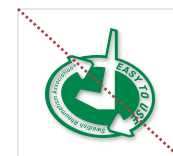
Manipulation & rotation



Rotation, change of perspective or warping of the label is not permitted.

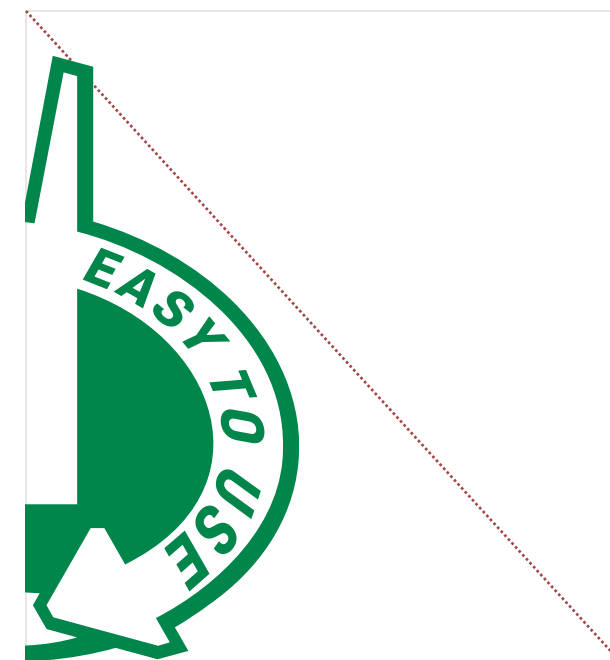


The effects of shading and glowing of the seal are not allowed.



Cropping

Cropping of the symbol is not allowed. The entire symbol must always be visible.



The above are examples of prohibited variants and handling of the label. The aim is to maintain consistency in the perception of the label, control contrast and colours, to create a more evident brand.

Label display



Flexibility in product context, with 2-color printing.



Preferred display in a product context.

Primary display in a product context.

Label display

Shelf display



Clear, attention-grabbing areas that direct attention to certified products.

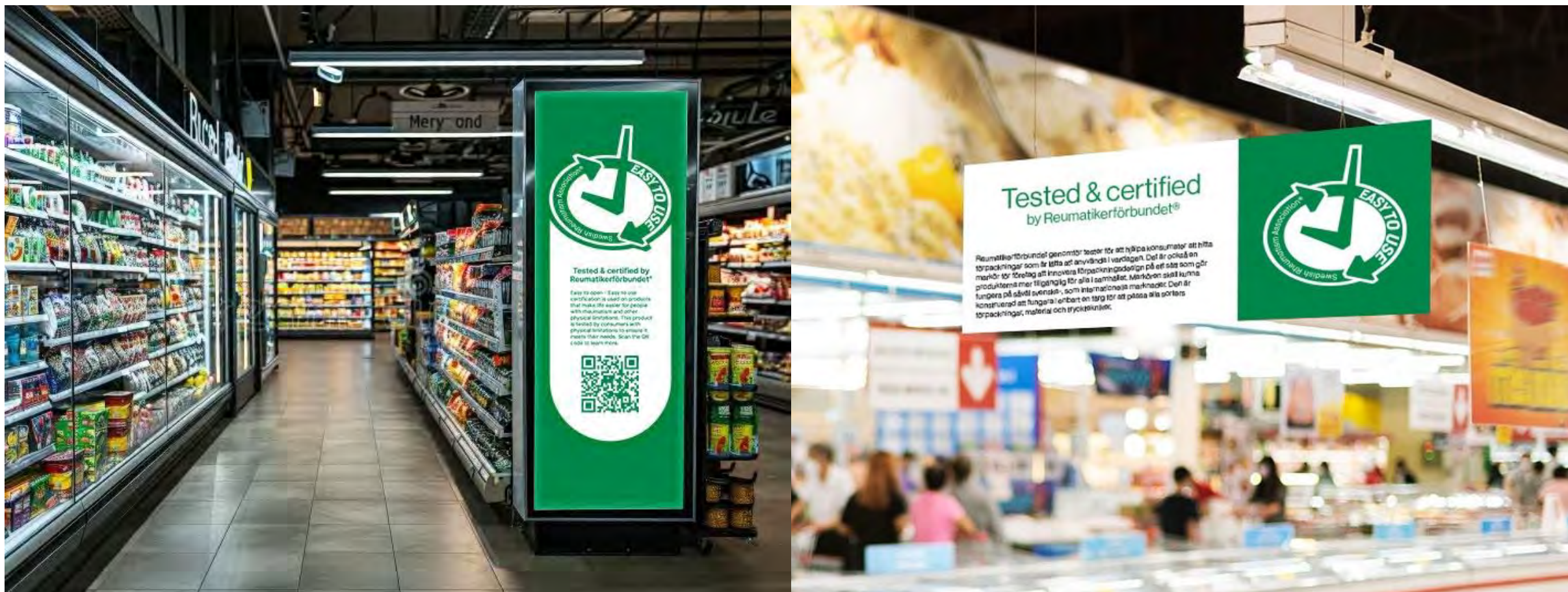
Isle display



Use creative spaces that capture attention and stand out, effectively highlighting products that are Easy to use certified. These areas should be designed to instantly convey the certification, ensuring clarity and impact.

Label display

Existing and general display surfaces for information about the Easy to use certification



Contact

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