

# THE GREEN DOT

## GUIDELINES FOR ON-PACK USAGE OF THE TRADEMARK



### Introduction

“The Green Dot” trademark is an internationally protected and well-known symbol. These guidelines are intended to help companies using The Green Dot on their packaging – based on a valid license agreement with an authorized national packaging recovery organization – to use the symbol in the correct manner.

### Definition

Any reference to the “Green Dot” trademark on packaging, must comply fully with the following definition. This definition follows from the trademark statute and is an essential part of license agreements between the national Green Dot organizations and PRO EUROPE – Packaging Recovery Organisation Europe as the general licensee of the “Green Dot” trademark rights

#### Official Definition

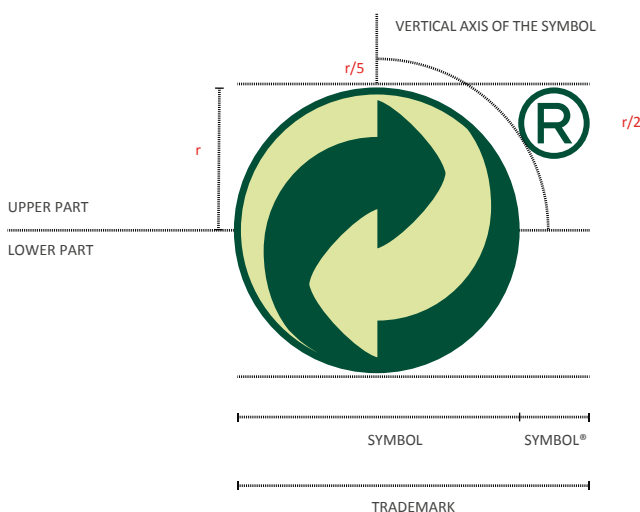
“The “Green Dot” trademark on packaging means that for such packaging, a financial contribution has been paid to a national packaging recovery company that has been set up in accordance with the principles defined in European Directive No. 94/62 and the corresponding national law.”

### Basic principles of use

#### A) Legibility

The symbol should be immediately identifiable by the consumer – for this it must be clearly visible on the packaging.

#### B) Graphic appearance of the symbol



Around a vertical axis. The central axis must be vertical in relation to the wording on the packaging.

It also includes the symbol “®” which shows that the Green Dot symbol is a registered trademark. The symbol is a character from the Lexend typeface family: the font used is Lexend Exa Regular.

The diameter of the circle is half of the Green Dot’s radius. The space between the Green Dot and the symbol “®” is equal to one fifth of the Green Dot’s radius.

Use of the “®” in connection with the Green Dot is strongly recommended, but not obligatory. The Green Dot trademark is a circle containing two entwined arrows

### C) Institutional colours

The arrow pointing left is light green – Pantone 366C.

The arrow pointing right is dark green – Pantone 343C.



c: 100 m: 000 y: 069 k: 060  
r: 000 g: 088 b: 061

**RIGHT** - pointing arrow  
(dark colour compulsory)



c: 018 m: 000 y: 047 k: 000  
r: 208 g: 228 b: 166

**LEFT** - pointing arrow  
(light colour compulsory)

### D) Use on coloured backgrounds

The use of Pantone 366c and 343c or equivalent four colours is not compulsory but is recommended if the label or packaging is printed in 4 colours. In other cases, the symbol may use another colour on a white or coloured background:



Black on white background



Any colour on a white or transparent background



Use of official colours  
On contrasting backgrounds



White on single colour background

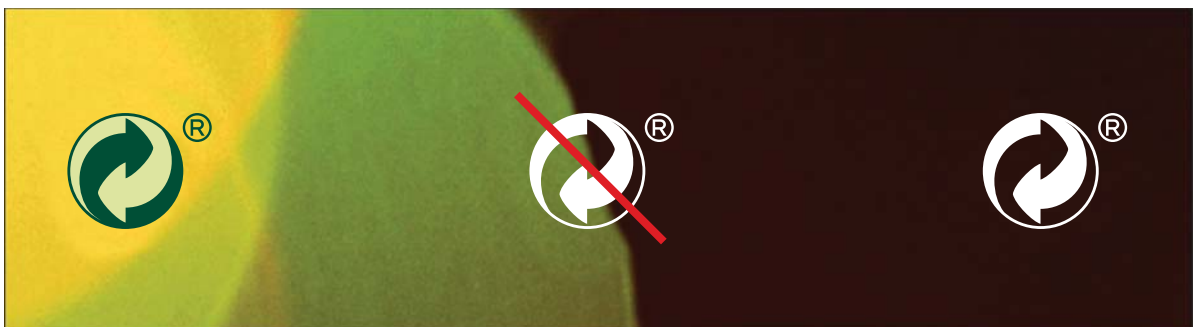
The arrow pointing to the right should always be darker than the left-pointing arrow.

### E) Use on photographic backgrounds

The Green Dot should contrast as much as possible with photographic backgrounds, which should preferably be medium to dark.

To ensure the symbol is legible, white can be used together with a uniform dark color background.

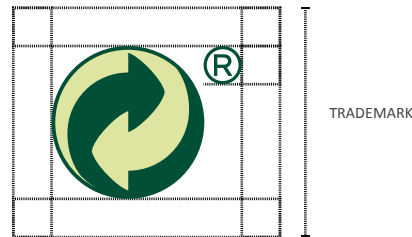
The symbol can be used as shown below.



The arrow pointing to the right should always be darker than the left-pointing arrow.

## F) Surrounding margins

A minimum surrounding margin equivalent to the height of the trademark symbol (the ®) is suggested in order to ensure the Green Dot symbol's legibility and integrity. Whenever possible these margins should be wider.



## G) Restrictions

The Green Dot symbol cannot be altered. It must be used in full, in the right proportions and colours. No unauthorized wording or graphics are permitted in connection with the symbol.

Any changes in these rules for technical or legal reasons must be included in a written agreement appended to the contract with a national Green Dot organization.

### EXAMPLES OF INCORRECT USE OF THE GREEN DOT SYMBOL



Incorrect official colours



Reversed colours



Three different colours, where the symbol is not in the correct official colours



Use of shading and effects



Incorrect proportions between each element



Use of unauthorized wording or elements on or around the symbol



Incorrect surrounding margins

## H) Size

A minimum height of 10 mm is recommended to ensure that the Green Dot symbol is identifiable and visible. However, 8 mm can be accepted for small items and 6mm only for exceptional cases.

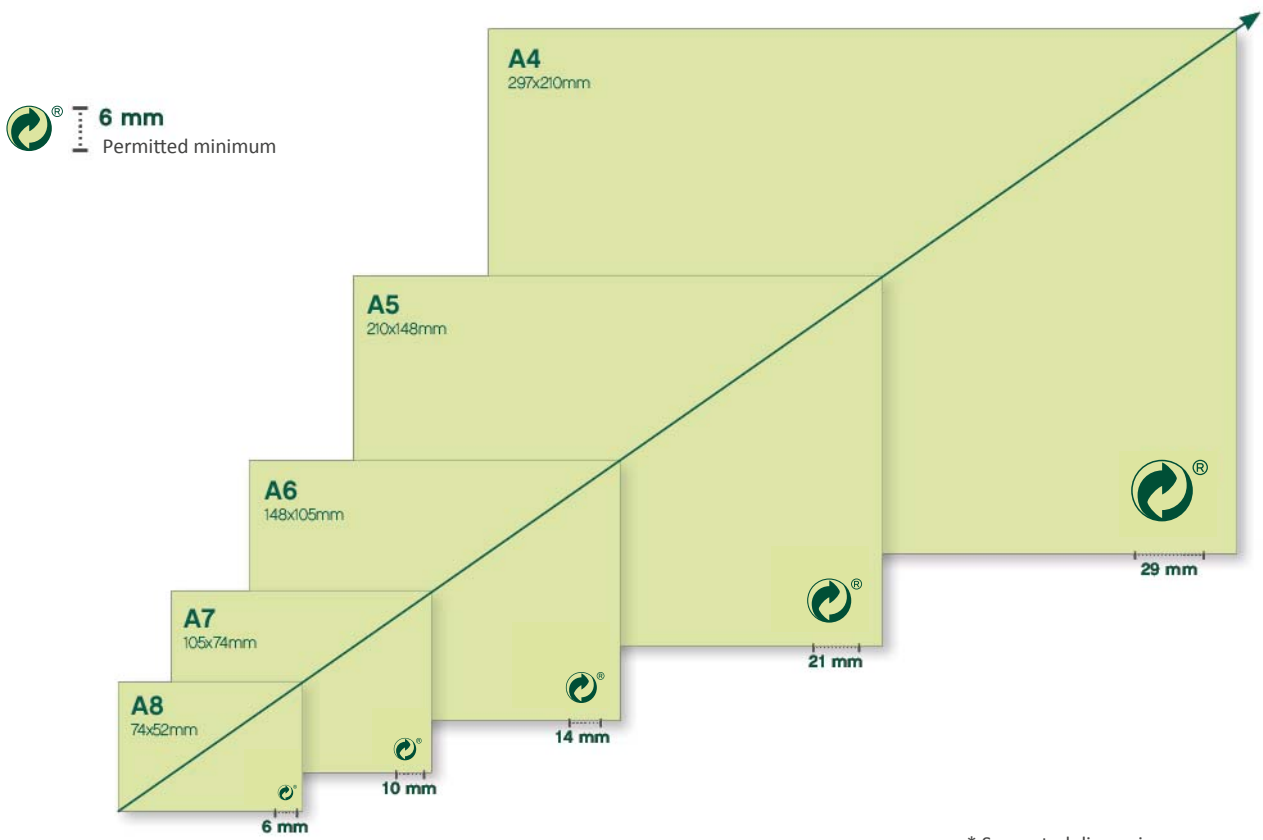
A minimum height of 40 px is recommended for digital use.

**NB:** Please contact the national Green Dot organization if it is necessary for you to use a size smaller than the permitted minimum.



### I) Dimensions and proportions

The Green Dot trademark must be instantly visible and identifiable to consumers. Consequently, to ensure it can be easily seen and read, the following proportions should be adhered to.\*



\* Suggested dimensions

NB: Please contact the national Green Dot organization if you need to use a size smaller than the permitted minimum.

