

# GREEN DOT

## RULE BOOK FOR ON-PACK USAGE OF THE TRADEMARK



### DEFINITION OF THE GREEN DOT TRADEMARK

Any reference to the “**Green Dot**” trademark on packaging, or in publications or communications, must comply fully with the following definition. This definition follows from the trademark statute and is an essential part of the license agreements between PRO Europe as the general licensee of the Green Dot trademark rights and the national packaging recovery organizations. Its purpose is to prevent any incorrect visual representation of the name.

#### OFFICIAL DEFINITION:

“The mark “The Green Dot” 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.”

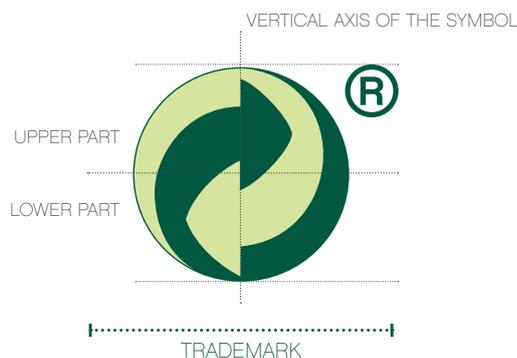
### BASIC RULES OF USE

#### A) Legibility

The symbol should be immediately identifiable by the consumer - for this it must be clearly visible and easy to read. Therefore, it should follow the following rules.

#### B) Graphic appearance of the symbol

The Green Dot trademark is a circle containing two entwined arrows around a vertical axis. The central axis must be vertical in relation to the wording on the packaging. It also includes the symbol ®, which means that the Green Dot symbol is a registered trademark.



#### C) Institutional colours

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

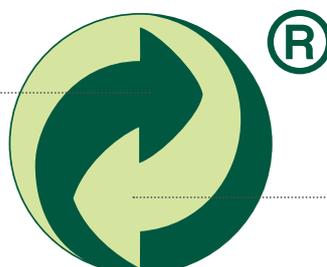
The arrow pointing right is dark green – **Pantone 343C**.



**Pantone® 343 C**

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

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



**Pantone® 366 C**

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 is printed in 4 colours.

If not, the symbol may also use another colour on a white or coloured background or be in one colour. See examples below.



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 symbol 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.



#### F) Surrounding margins

Minimum surrounding margins have been set 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 changed. It must be used fully, in the right proportions and colours. No other wording or graphics are permitted, and it cannot be altered without the express, prior, written agreement of the **national Green Dot organization**.

Any changes in these rules for technical or legal reasons must be included in a written agreement appended to the contract with **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 other wording or elements on 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.

NB: Contact the national trademark licensor if you need to use a size smaller than the permitted minimum.



10mm - recommended minimum



8 mm - permitted minimum



TRADEMARK

## I) Dimensions and proportions

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

NB: Contact the trademark licensor if you need to use a size smaller than the permitted minimum.

