

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 Ekopak- 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 PRO EUROPE – Packaging Recovery Organisation Europe as the general licensee of “The Green Dot” trademark rights on the one hand and Ekopak on the other hand.

Official Definition

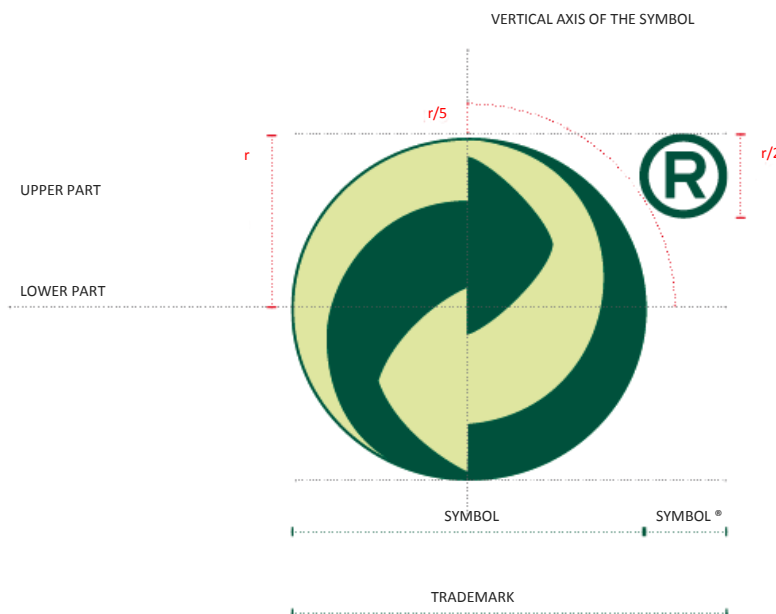
““The Green Dot” trademark on packaging means that for such packaging, a financial contribution has been paid to a national packaging recovery company that has been set up in accordance with the principles defined in European Directive No. 94/62 and the corresponding national law.”

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



“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 shows that “The Green Dot” symbol is a **registered trademark**.

The symbol is a character from the Chalet typeface family: the font used is **Chalet London Nineteen Sixty**.

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.

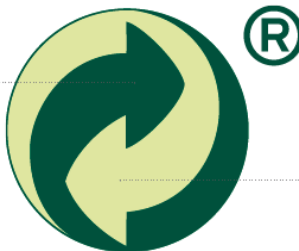
C) Institutional colours

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



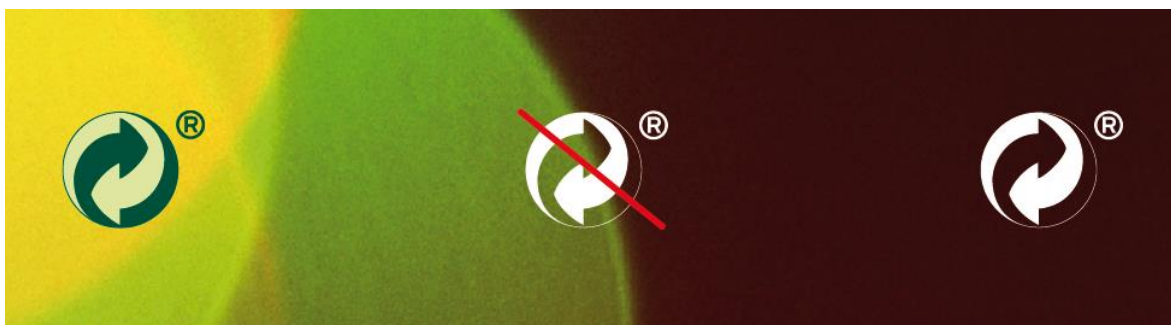
White on single colour background

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 *Ekopak*.

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, 6 mm can be accepted for small items.

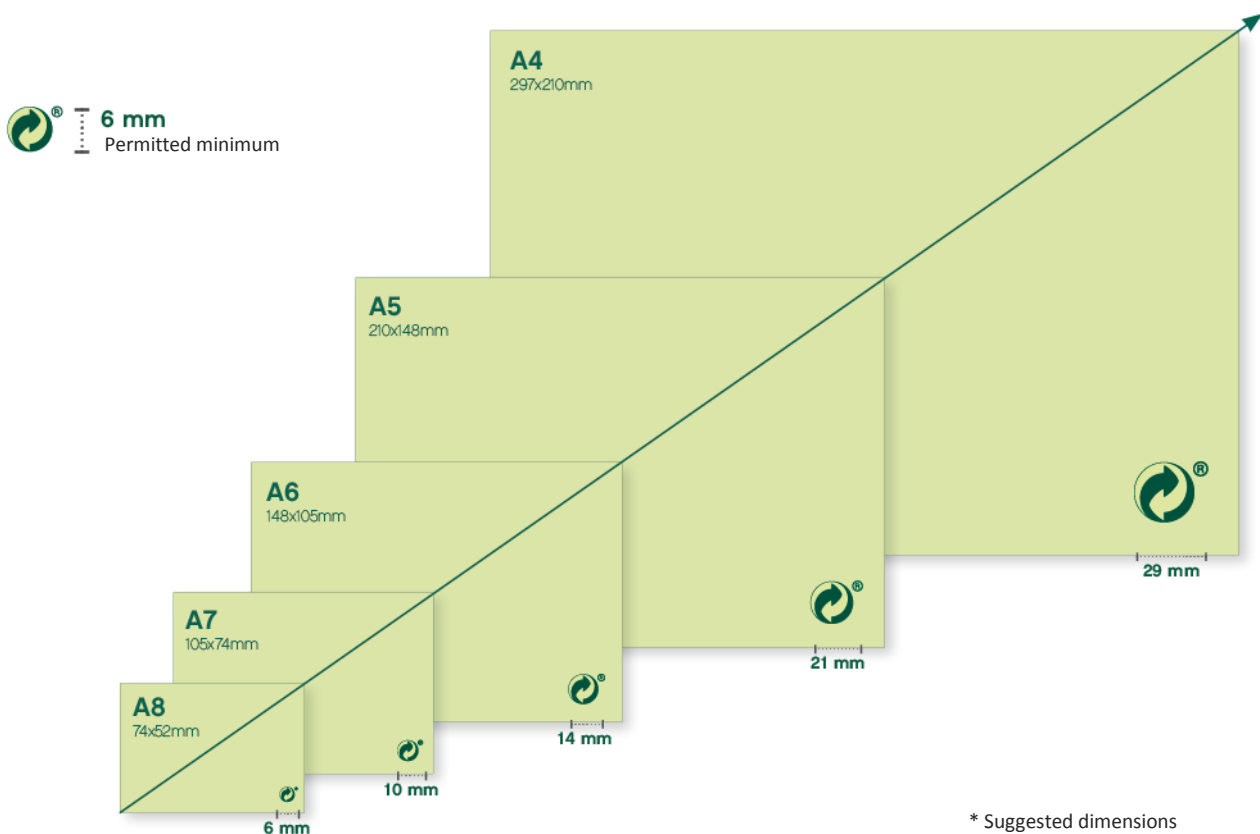
A minimum height of 40 px is recommended for digital use.

NB: Please contact *Ekopak* 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.*



NB: Please contact Ekopak if you need to use a size smaller than the permitted minimum.

National Green Dot Licensing Organizations

<u>Organization</u>	<u>Country</u>	<u>Website</u>
ARA Altstoff Recycling Austria AG	Austria	www.ara.at
asbl Fost Plus vzw	Belgium	www.fostplus.be
EKOPAK d.o.o.	Bosnia and Herzegovina	www.ekopak.ba
EcoPack Bulgaria Jsc	Bulgaria	www.ecopack.bg
Eko-Ozra d.o.o.	Croatia	www.eko-ozra.hr
GREEN DOT (CYPRUS) PUBLIC CO. LIMITED	Cyprus	www.greendot.com.cy
EKO-KOM, a.s.	Czech Republic	http://www.ekokom.cz
Estonian Recovery Organization (ERO)	Estonia	www.eto.ee
ECO EMBALLAGES	France	www.ecoemballages.fr
Der Grüne Punkt - Duales System Deutschland GmbH	Germany	www.gruener-punkt.de
HERRCO Hellenic Recovery & Recycling Corporation	Greece	www.herrco.gr
ÖKO-Pannon Nonprofit Kft.	Hungary	www.okopannon.hu
Repak Limited	Ireland	www.repak.ie
T.M.I.R – Manufacturers Recycling Corporation in Israel Ltd (CC).	Israel	www.pro-e.org/israel.htm
LATVIJAS ZALAIŠ PUNKTS, Joint-stock company	Latvia	www.zalais.lv
ŽALIASIS TAŠKAS, UAB	Lithuania	www.zaliasistaskas.lt
VALORLUX A.S.B.L.	Luxembourg	www.valorlux.lu
PAKOMAK	Macedonia	www.pakomak.com.mk
GreenPak Ltd	Malta	www.greenpak.com.mt
Grønt Punkt Norge AS	Norway	www.grontpunkt.no
Rekopol Organizacja Odzysku S.A.	Poland	www.rekopol.pl
Sociedade Ponto Verde, S. A.	Portugal	www.pontoverde.pt
ECO-ROM Ambalaje SA	Romania	www.ecoromambalaje.ro

Sekopak d.o.o. Beograd – Organisation for Packaging Waste Management	Serbia	www.sekopak.com
ENVI-PAK, a.s.	Slovakia	www.envipak.sk/
SLOPAK d.o.o.	Slovenia	www.slopak.si
Ecoembalajes España, S.A.	Spain	www.ecoembes.com/
Förpacknings- och Tidningsinsamlingen (FTI)	Sweden	www.ftiab.se
ÇEVKO	Turkey	www.cevko.org.tr/
Valpak Limited	United Kingdom	www.valpak.co.uk
Green Dot North America	Canada, USA, Mexico	www.greendot.ca/

***Ekopak – national packaging recovery organisation
authorized for granting rights to use the Green Dot
trademark on the market of Bosnia and Herzegovina -
February 2015***