



The Standards of Use are designed to help businesses apply the Green Dot™ correctly and in accordance with accepted guidelines

The Original Green Dot®

The “original” Green Dot® consists of the following two colours on a white background (see figure 1):

The arrow pointing left and on the bottom is the light green Pantone 366C;

The arrow pointing right and on the top is the dark green Pantone 343C; and

The text “The Green Dot®” is in Pantone 343C (text is optional).

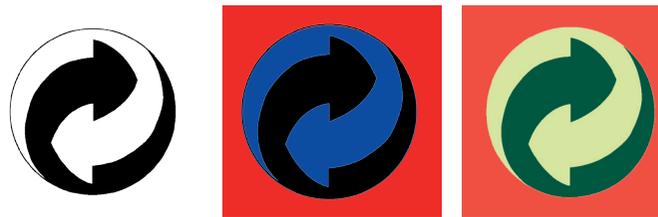
figure 1



Permitted Variations

It is accepted that for many types of packaging, the introduction of a completely new colour is not always practical or feasible, for example the printing of green onto a cosmetic jar which only had white text on a red background. Therefore, it is not compulsory to use only these two colours or the associated text. Any two colours can be used. It can even be printed in a single colour on a contrasting background. The Green Dot® can be marked as the same colour as the text, where the top contrasting arrow pointing to the left will be white and the bottom arrow will be the same as the red background (see figure 2).

Figure 2



Shape

The Green Dot® consists of an enclosed circle containing two interlocking arrows following a vertical axis. The contrasting arrow with respect to the background is always on the top and pointing to the left (figure 1).

Associated Text (optional)

Although it is not mandatory, the only text the Green Dot® can have associated with it is “The Green Dot®” or “Der Grüne Punkt” (figure 1).

Types of Packaging

The Green Dot® symbol should be marked on sales and consumer packaging, which includes, but is not limited to, primary and secondary packaging as defined by the regulations. A directory of those goods and packaging which may not be labelled with the mark by virtue of the packaging type, by virtue of the nature of the packaging material, by virtue of the goods or for any other reasons (e.g. transport packaging, hazardous waste etc) will be held by ourselves. If you have reason to believe that you may fall within this category please consult our website first, or contact info@valpak.co.uk



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Position and Proportions

The Green Dot® should be seen and be immediately recognisable by the consumer. In no way may the symbol be used in a misleading way or be associated with any of the users other commercial activities. It must be:

- visibly part of the sales packaging
- marked on the front, back, or sides
- Should be in proportion to the packaging
- should remain visible on the packaging throughout its life, even after being opened

The Dot must stand vertical to the text on the packaging although some packaging may not have a standard base; therefore, the orientation of the text on the side the Dot is marked would dictate the presentation of the Dot.

Size

In the interests of optimum visibility, it is suggested that the Green Dot® should have a minimum diameter of 10mm. For smaller packaging the absolute minimum size tolerated is 6mm in diameter.

Printing Methods

The Green Dot® can be either printed directly on the packaging or printed on a self-adhesive label applied to the pack. Litho, letterpress, silk screen or any other method of printing is acceptable. It can also be printed on the material by stamping. Embossing is not allowed where no one distinct colour is shown.

Legal Basis

The Green Dot® is both registered as a National trademark and as a European trademark. National registrations – 2039593 (classes 01-34) and 1466353 (classes 35-42 ex 37,38 & 41) Also – 1482186, 1482185, 1482184, 1482187 & 1466826. European registrations – 298273 & 197960 The Green Dot® must not be altered and must be employed in its entirety. Deviation shall require written consent, which will only be given in exceptional circumstances and incur further charges. It must not be supplemented by a text (save for that shown - “The Green Dot” or “Der Grüne Punkt”) or other graphic element. Artwork for the Green Dot® is available from this website or by contacting info@valpak.co.uk

