

# HOW TO USE THE GREEN DOT

## DEFINITION OF THE GREEN DOT

Any reference to the “Green Dot” trademark on packaging or in publications or communications from licensees belonging to the Green Dot system must comply fully with the following definition. This definition is the result of an agreement between all the national systems licensed by PRO EUROPE - Packaging Recovery Organisation Europe, which owns the Green Dot trademark rights. Its purpose is to prevent any wrong impressions of the name.

### OFFICIAL DEFINITION:

*“The “Green Dot” trademark on packaging means that for such packaging a financial contribution has been paid to Sociedade Ponto Verde, a company set up in accordance with the principles defined in European Packaging and Packaging Waste Directive 94/62 and the respective national law, which is responsible for the recovery of used packaging”*

SPV has the exclusive right in Portugal to the brand granted by Pro-Europe.

## BASIC RULES ON THE USE OF THE GREEN DOT SYMBOL

### A) LEGIBILITY

The symbol must be instantly identifiable to consumers. It must be clearly visible and easy to read and designed to last as long as the packaging, even after it has been opened.

### B) POSITIONING

The symbol is placed on the packaging itself or on the label.

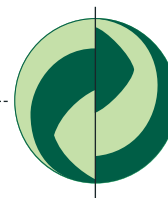
It is compulsory to display it on primary packaging, with the exception of specific, duly justified cases in which there is a degree of flexibility, as provided for by law. Placing it on secondary or tertiary packaging is optional.

### C) GRAPHIC APPEARANCE

The symbol is a circle containing two entwined arrows around a vertical axis.

UPPER PART

LOWER PART



The central axis must stay in vertical position towards the packaging text.

### D) COLOURS

On a white background, the arrow pointing left is light green: **Pantone 366 C**, while the arrow pointing right is dark green: **Pantone 343 C**.

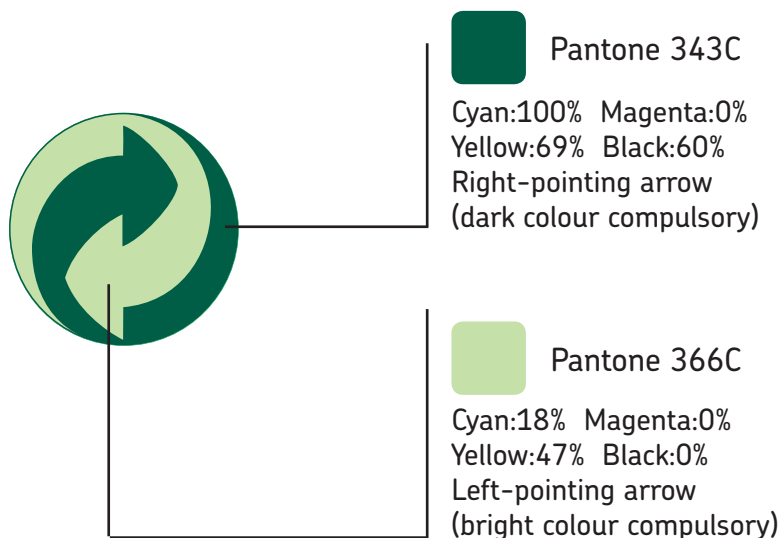


Pantone 343C



Pantone 366C

## E) EQUIVALENT IN FOUR COLOURS



## F) APPLICATION

The use of Pantones 366C and 343C or equivalent four colours is not compulsory. The symbol can also use another colour on a white or coloured background or be in one colour. See examples below.

### EXAMPLES OF CORRECT USE OF COLOURS FOR THE SYMBOL



Black on white background



Red on white background



White on single colour background



Dark background with the left-pointing arrow in a light colour



Light background with the right-pointing arrow superimposed in a dark colour



Any coloured background and symbol in Pantones 366C and 343C

## EXAMPLES OF **INCORRECT** USE OF COLOURS FOR THE SYMBOL



Wrong Pantone colours



Three different colours without the right Pantones



Inverted Pantone colours

### G) SIZE

A minimum height of 10 mm is recommended to ensure that the symbol is easily visible and identifiable. A minimum of 6 mm is acceptable for small items.



10mm  
Recommended  
minimum



6mm  
Minimum permissible

### H) MARKING TECHNIQUES

Printed on packaging or labels glued to it: offset, serigraphy, photogravure, etc.

Printed on the material: embossed or stamped

### I) ALTERATIONS

This symbol cannot be changed. It must be used fully, in the right proportions and colours. No mentions, additional or changed graphic features can be added without prior written permission from SOCIEDADE PONTO VERDE.

Any changes in these rules for technical or legal reasons must be included in a written agreement appended to the contract with SOCIEDADE PONTO VERDE.