



THE GREEN DOT



A REPAK GUIDE

2014

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Background

The Green Dot symbol is an internationally recognised trademark used on packaging.

The official definition is that *“The Green Dot trademark on packaging means that for such packaging a financial contribution has been paid to a compliance system legally licensed, a company set up in accordance with the principles defined in European Directive 94/62 and the respective national law, which is responsible for the recovery of used packaging.”*

In effect, it means that the producer of the packaging has made a financial contribution to a waste packaging compliance scheme – such as Repak or a similar organisation in Europe – to fund the recovery of the packaging.

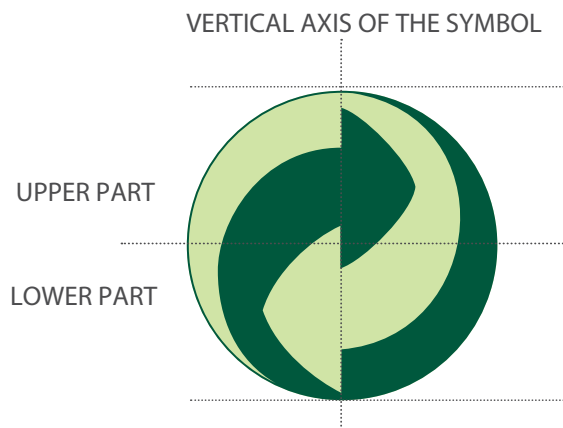
The Green Dot system is managed by PRO Europe (Packaging Recovery Organisation Europe) on behalf of the main packaging compliance schemes (“Green Dot organisations”) across Europe and in some other countries. Repak is the sole licensee for Ireland.

Repak licences the use of the Green Dot to packaging producers in Ireland. All members of Repak are entitled to use the Green Dot. Non-members may apply to Repak for a license.

Under the licence agreements, packaging producers are required to adhere to the core requirements of the trademark, as set out below.

Presentation

The Green Dot symbol / trade mark consists of an enclosed circle containing two interlocking arrows following a vertical axis.



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

The contrasting (darker) arrow with respect to the background is always on the top and pointing to the right.

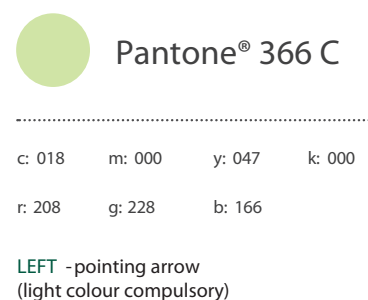
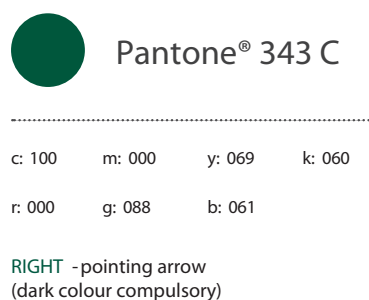
The symbol must stand vertical to the text on the packaging which is normally upright.

Some packs may not have a standard base and therefore, the orientation of the text on the side where the Green Dot is marked will dictate the presentation of the symbol.

Colours

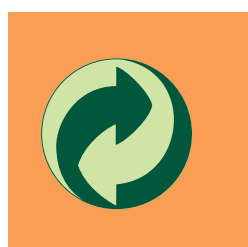
The original Green Dot symbol consists of the following two colours on a white background:

1. The arrow pointing right and on the top is the dark green Pantone: 343C
The text “the Green Dot” (if used) is in Pantone 343C
2. The arrow pointing left and on the bottom is the light green Pantone 366C



However, over time, it has been recognised that for many packs, the introduction of completely new colours is not always practical or feasible. It is now accepted that two colours can be used, subject to correct usage. The Green Dot can even be printed in a single colour on a contrasting background as long as the symbol is enclosed.

On-pack examples



Use of standard colours on contrasting backgrounds



Black on white background



Any colour on a white or transparent background



White on single colour background

Examples of Incorrect Use of Colours



Wrong Pantone colours



Three different colours, without the right Pantones



Inverted Pantone colours



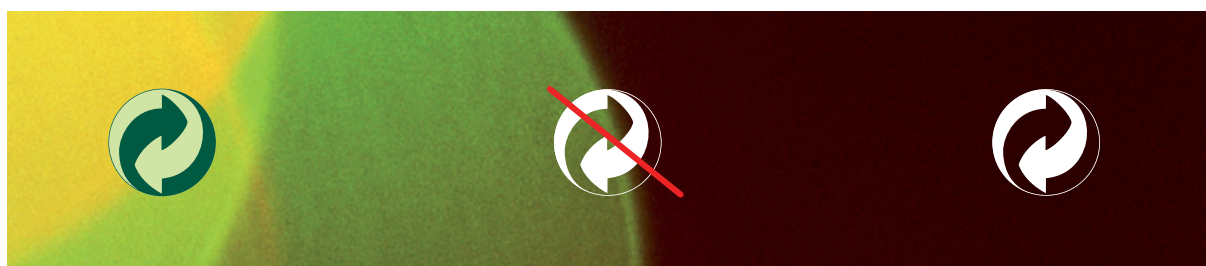
Use of shading and effects

Use on photographic backgrounds

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

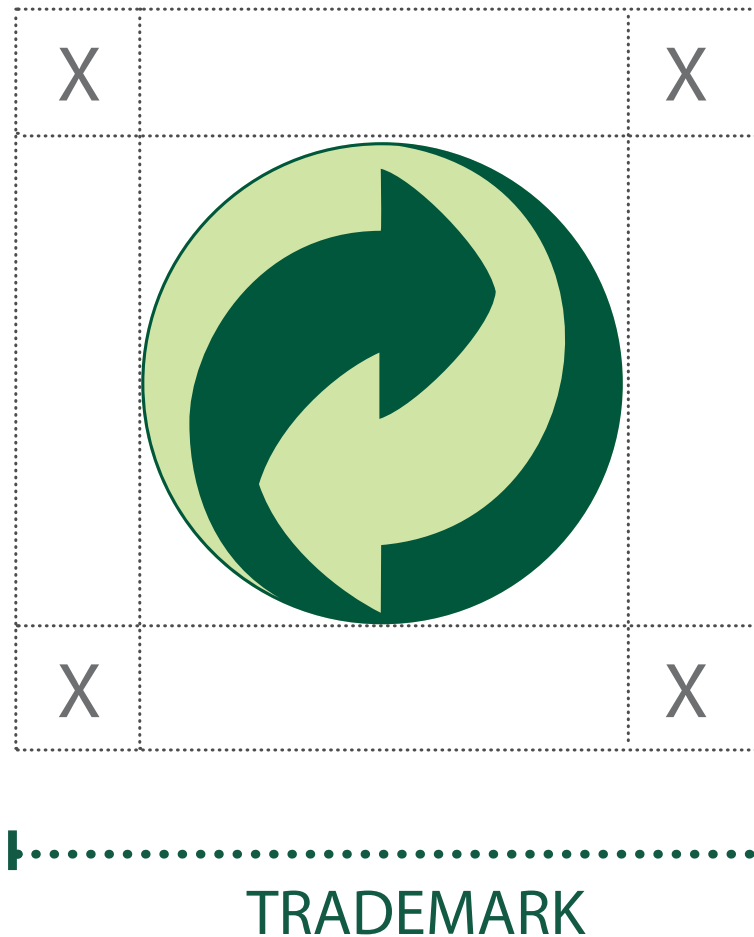
To ensure the symbol is legible, white can be used together with a uniform dark colour background.

The symbol can be used as shown below.



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.



Positioning

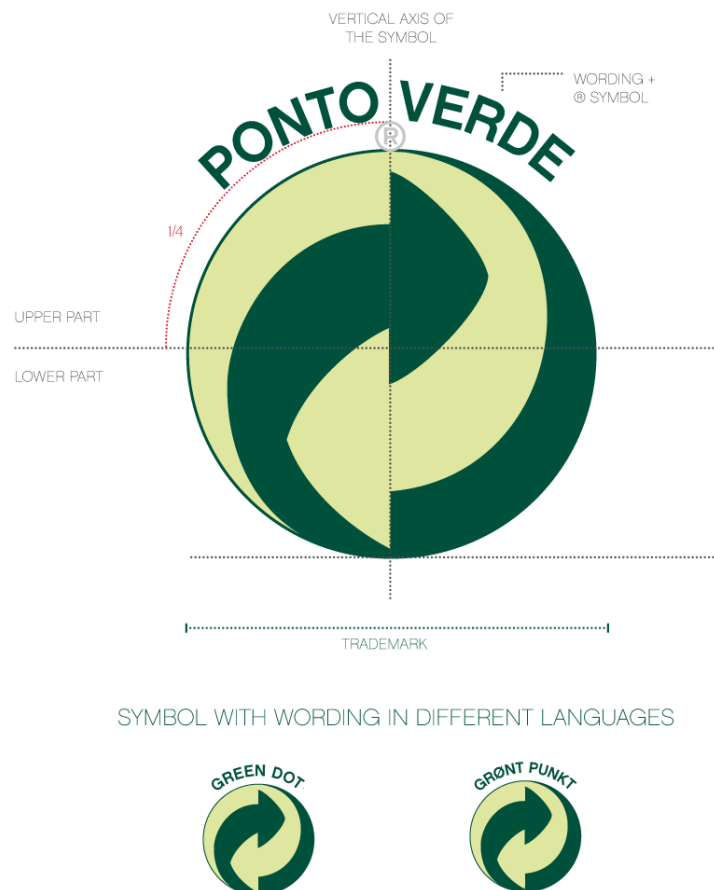
The symbol is placed on the packaging itself or on the label.
It is standard practice to place it on primary packaging.

Placing it on secondary or tertiary packaging is optional.

Associated text

It is not normal to have text associated with the Green Dot symbol. The only accepted text is “The Green Dot” (in any of the participating countries’ language).

The size of the wording is equal to $\frac{1}{4}$ of the circumference and is centred on the symbol’s vertical axis, as shown below.



Other text uses e.g. marketing messages, recycling messages, strap lines etc. are not permitted.

Typeface

The institutional typeface used for the Green Dot symbol is Chalet.
This typeface is the only one permitted, to the absolute exclusion of all others.

Chalet Typeface

AaBbCcDd 1234

Chalet
Paris
Nineteen
Sixty

Chalet
London
Nineteen
Sixty

Chalet
New York
Nineteen
Sixty

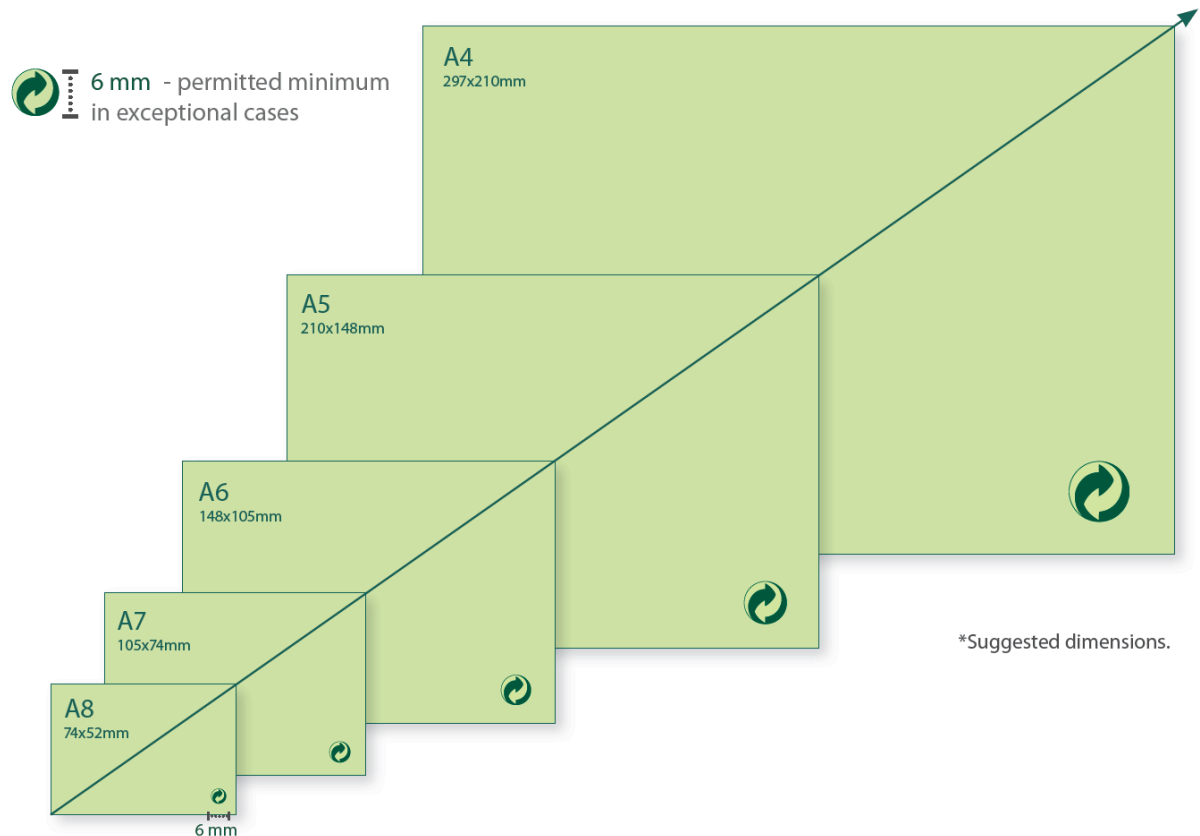
Printing Techniques

The Green Dot can either be 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.

Artwork for the Green Dot is available from Repak.

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.*

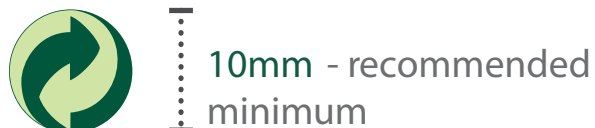


In the interests of optimum visibility on packs, a minimum height of 10 mm is recommended.

However, 8 mm can be accepted for small items.

For smaller packaging the absolute minimum size tolerated is 6mm in diameter.

PRINT



A minimum height of 40 px is recommended for digital use

DIGITAL



On-pack examples



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 surrounding margins



Use of other wording or elements on the symbol

Deviations

The Green Dot on packaging must not be altered and must be employed in its entirety.

For technical details please phone Repak Membership Services at (01) 467 0190.

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