

Labeling & Trademark usage guide



Introduction

This guide has been prepared to help companies correctly use recognised packaging recovery and labeling symbols on packaging and digital materials.

Definition of the Green Dot Symbol

Any reference to a packaging recovery or compliance symbol on packaging must comply with the definition below.

Official Definition

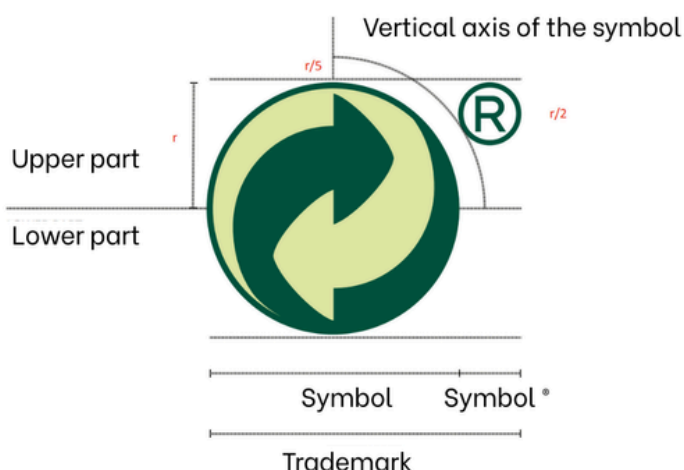
The Green Dot symbol on packaging confirms that a financial contribution has been made for that packaging to an authorised packaging recovery scheme, in line with applicable EU directives and national legislation. Use of the symbol indicates participation in an organised packaging recovery and recycling system.

Basic Principles of Use

- Visibility and Legibility

The Green Dot symbol must be clearly visible and immediately recognisable to the end consumer. It should never be hidden, distorted, or placed in a way that reduces its clarity.

- Graphic Construction of the Symbol



The Green Dot symbol:

- Is built around a vertical central axis
- Must always remain upright in relation to surrounding text
- Consists of a circular shape with two intertwined arrows
- May include the ® symbol to indicate trademark protection (recommended, not mandatory)

All elements must retain their original proportions. Scaling is permitted only if proportions remain unchanged.

Rotation, mirroring, distortion, or reconstruction of the symbol is not permitted.

- Official Colours

The symbol uses two institutional colours:

- Left-pointing element: light green (Pantone equivalent)
- Right-pointing element: dark green (Pantone equivalent)

The right-pointing element must always be visually darker than the left-pointing element.

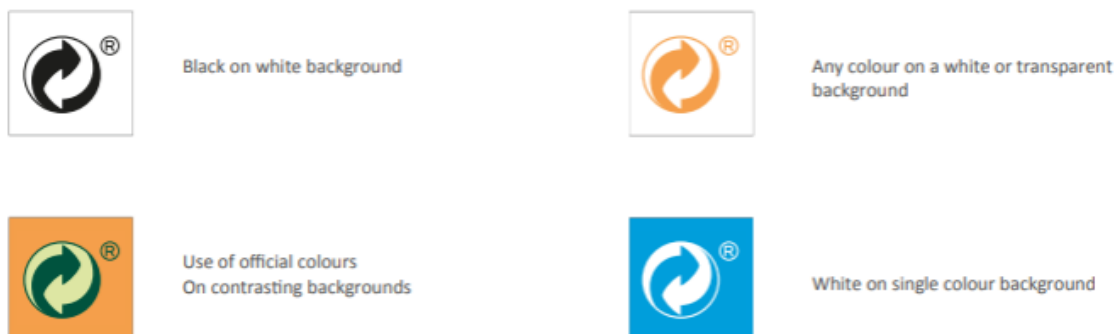


- Use on Coloured Backgrounds

Use of official colours is strongly recommended for full-colour print. If printing constraints apply, the symbol may also be:

- Black on white background
- White on a single-colour background
- Any single colour on white or transparent background

Colour contrast must always ensure readability.



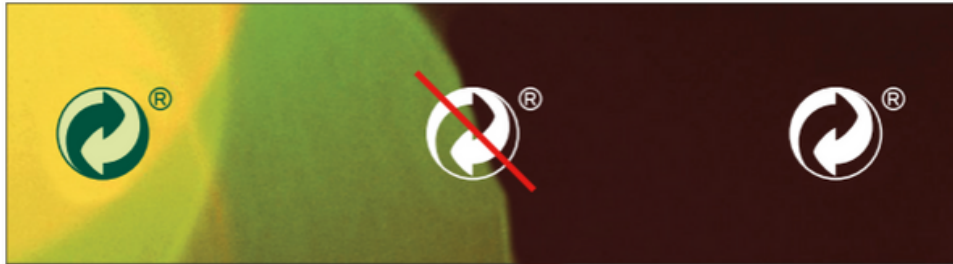
- Use on Photographic Backgrounds

When placed on photographic or complex backgrounds, the Green Dot symbol must strongly contrast with the background.

Preferably:

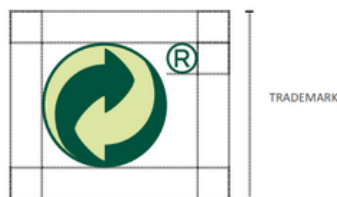
- Medium to dark photographic areas
- White symbol on a uniform dark background

The symbol must never blend into the image.



- Surrounding Space (Clear Zone)

A minimum clear space around the symbol is required to preserve its integrity. The minimum margin should be equal to the height of the ® symbol. Whenever possible, wider margins are recommended. No text, graphics, or edges may enter this area.



- Restrictions

The symbol:

- Must not be modified
- Must not be recoloured outside permitted rules
- Must not be combined with unauthorised text or graphics
- Must not be distorted, shaded, or stylised

Any exceptions must be explicitly approved by the relevant authorised eco-operator in writing.

The following are not permitted:

- Incorrect or swapped colours
- Additional effects (shadows, gradients)
- Altered proportions
- Insufficient margins
- Unauthorised wording inside or around the symbol

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

• Size Requirements

Print

- Recommended minimum height: 10 mm
- Acceptable minimum for small items: 8 mm
- Exceptional minimum: 6 mm (only with approval from the relevant authorised eco-operator)

Digital Use

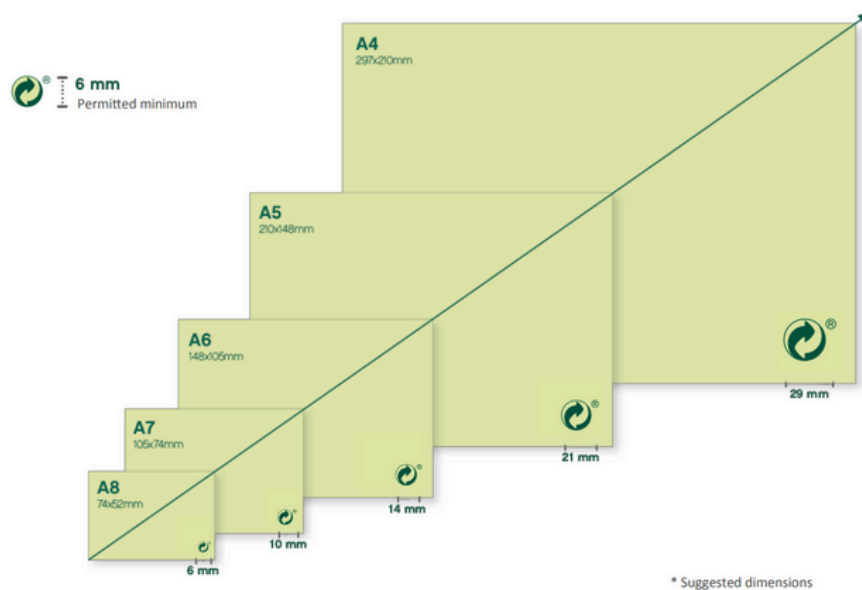
- Recommended minimum height: 40 px

If a smaller size is required, the relevant authorised eco-operator must be contacted in advance.



- Dimensions and Proportions

The Green Dot symbol must remain instantly recognisable across all formats. Recommended sizes scale proportionally depending on the packaging or document format.



Downloading the Green Dot Symbol

The Green Dot symbol is provided in the following formats:

PNG – for web and standard documents

Still have questions?

If you have questions or need support, you can book a demo with our team or contact Lappa directly.

