

# Labeling Guidelines

Updated September 2019 | v1.1



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# I. Overview

## SCOPE

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This document is intended to provide guidance to any brand, publication, or individual wanting to represent their affiliation with Climate Neutral.

The usage of Climate Neutral Brand Marks are, in many cases, governed by signed agreements between Climate Neutral and relevant partners.

## OBJECTIVE

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These guidelines are constructed to protect the credibility of the Climate Neutral Brand Mark. The integrity and consistency of the Climate Neutral Brand Mark is of paramount importance to both brands certified with our organization and the ultimate end consumer of these brands' goods and services.

## II. Brand Marks

### QUICK REFERENCE

If you are a....

Use this logo...

#### COMMITTED BRAND

- This means you have signed an MOU to become Climate Neutral Certified in the following calendar year.

#### MEDIA, PARTNER

- You have entered into a cause marketing relationship with Climate Neutral.
- You are in a formal partnership with Climate Neutral.
- You are writing about Climate Neutral for media publications.

#### CERTIFIED BRAND

- Your brand has signed a Brand License Agreement (BLA) with Climate Neutral and received a certification number.
- You've received written permission from Climate Neutral to use the badge on a conditional basis for long lead time items (such as product packaging).



**PROMOTIONAL LOCKUP**  
See [page 6](#) for full usage guidelines and restrictions



**CERTIFIED BADGE**  
See [page 8](#) for full usage guidelines and restrictions

# III. Committed Vs. Certified

When brands are entering into a certification agreement with Climate Neutral, there are two stages of progression.

### Committed

In this stage brands have signed an MOU stating their intention to offset the entirety of their footprint for the current calendar year.

During this time period, we understand that it is helpful for brands to have a visual toolkit that speaks to their intent to offset their carbon footprint.

We offer a limited use **Promotional Lockup** for this purpose (page 6).

### Certified

A Climate Neutral Certified brand has measured their footprint, submitted a reduction plan for the current year, and purchased carbon credits that account for the entirety of their footprint in the previous year.



- Estimate your total costs**  
 Multiply your revenues by 0.4% for a rough estimate. If you don't make physical goods, you can adjust down. Alternatively, assume you generate about a ton of CO2 for every thousand dollars in cost of goods sold.
- Sign our MOU (memorandum of understanding)**  
 It says you're committed to becoming Climate Neutral for 2019 and we're both excited to tell the world.
- Measure your footprint**  
 If your revenues are less than \$100m, you can measure them yourself. We can help. Otherwise, we'll want to see a 3rd party audited emissions report.
- Create a plan to reduce your emissions**  
 Submit an action plan to show how you plan to reduce and manage your emissions.
- Offset your impact**  
 Buy enough qualifying carbon credits to fully offset your emissions. We'll help you figure out what kinds of credits qualify. We'll even buy credits for you if you want.
- Sign our BLA (brand license agreement)**  
 This agreement signifies you've met the requirements for certification and are permitted to use the Certified Badge
- Label your products**  
 Send us your work (calculations, audits, and evidence of offset purchases) and then add the Certified Climate Neutral badge to your products, website, and anywhere else you'd like.

# IV. Promotional Lockup

## USAGE & RESTRICTIONS



↓ Download logo assets at [ClimateNeutral.org/Brand](https://ClimateNeutral.org/Brand)

### HOW THIS MARK CAN BE USED

- For Climate Neutral Committed brands, the Promotional Lockup should be used with a qualifying statement like the example to the right.

#### Committed Brand Qualifying Statement Example:

*“We are pleased to be working with Climate Neutral, a non-profit organization that is helping us work toward carbon neutrality by measuring, reducing, and offsetting*

### WHO CAN USE THIS MARK

- Your brand has signed an MOU to become Climate Neutral Certified in the following calendar year. This stage is referred to as “Climate Neutral Committed.”
- You have entered into a cause marketing relationship with Climate Neutral.
- You are in a formal partnership with Climate Neutral.
- You are writing about Climate Neutral for media publications.

### WHERE THIS MARK BE CAN BE USED

- Presentations (PowerPoint, Keynote, Google Slides etc)
- Blog Posts & Digital Publications
- Social Media
- Emails

.....

- Exceptions will be made on a case-by-case basis and only granted through written permission by Climate Neutral. To request an alternate use case approval, email [info@climatenutral.org](mailto:info@climatenutral.org)

### ⊗ RESTRICTIONS

- ⊗ The Promotional Lockup should never be used on product packaging.
- ⊗ The Promotional Lockup should not be used in printed collateral such as Annual Reports or Product Brochures.
- ⊗ The Promotional Lockup should not be used in a context along side other certifications in a manner that implies Climate Neutral Certification (eg in the footer of your site next to a B Corp and Certified Fair Trade logo).

# IV. Promotional Lockup

## DESIGN SPECIFICATIONS & RESTRICTIONS

### COLORS

The Promotional Lockup may be used in black (preferred) or in white reverse when used against dark backgrounds.



PROMOTIONAL LOCKUP - BLACK  
R: 0 G: 0 B: 0  
C: 0 M: 0 Y: 0 K: 100  
Hex: #000



PROMOTIONAL LOCKUP - WHITE  
R: 255 G: 255 B: 255  
C: 0 M: 0 Y: 0 K: 0  
Hex: #FFF

### MINIMUM SIZE

In order to preserve legibility, the Promotional Lockup should never appear smaller than the sizes outlined below.



0.78 inches  
20 mm  
55 pixels

### CLEAR SPACE REQUIREMENTS

Always ensure that the Promotional Lockup has adequate space to breathe. TIP: Use the height of a half circle from inside the burst to ensure proper clearspace.



### PROHIBITED USES



✗ **NEVER** use in a solid color other than white or black



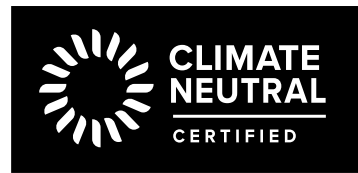
✗ **NEVER** rotate or distort the Promotional Lockup



✗ **NEVER** add elements to the Promotional Lockup that imply a designation or

# V. Certified Badge

## USAGE & RESTRICTIONS



↓ Download logo assets at [ClimateNeutral.org/Brand](https://ClimateNeutral.org/Brand)

### HOW THIS MARK CAN BE USED

- The Certified Badge can be used alone and doesn't require additional context. If you wish to include context on what the Climate Neutral Certified Badge means, see statement to the right for a suggestion.

*"Our brand is Climate Neutral Certified, which means we have measured, reduced, and offset our entire carbon footprint."*

### WHO CAN USE THIS MARK

- Your brand has signed a BLA with Climate Neutral and received a certification number.
- You've received written permission from Climate Neutral to use the badge on a conditional basis for long lead time items (such as product packaging).

### ✗ RESTRICTIONS

- ✗ Brands who are in the Committed stage may not use the Certified Badge under any circumstances.

### WHERE THIS MARK BE CAN BE USED

Once certified, the Certified Badge can appear in any location that your brand's primary logo would appear (provided that the design specs on page 10 are met). This includes but is not limited to:

- Product Packaging
- Websites
- Presentations (PowerPoint, Keynote, Google Slides etc)
- Blog Posts & Digital Publications
- Social Media
- Emails



# V. Certified Badge

## DESIGN SPECIFICATIONS & RESTRICTIONS

### ORIENTATION

The Certified Badge is available in two different orientations. Choose the option best suited to your available space in order to maximize legibility.



HORIZONTAL



VERTICAL

### COLORS

The Certified Badge may be used in black (preferred) or in white reverse when used against dark backgrounds.



CERTIFIED BADGE – BLACK  
R: 0 G: 0 B: 0  
C: 0 M: 0 Y: 0 K: 100  
Hex: #000



CERTIFIED BADGE – WHITE  
R: 255 G: 255 B: 255  
C: 0 M: 0 Y: 0 K: 0  
Hex: #FFF

### CLEAR SPACE REQUIREMENTS

Always ensure that the Certified Badge has adequate space to breathe. TIP: Use the diameter of the circle from inside the burst to ensure proper clearspace.



### MINIMUM SIZE

In order to preserve legibility, the Certified Badge should never appear smaller than the sizes outlined below.



0.78 inches  
20 mm  
55 pixels

### PROHIBITED USES



✗ **NEVER** use in a solid color other than white or black



✗ **NEVER** rotate or distort the Certified Badge



2020 CERTIFIED BRAND

✗ **NEVER** add elements to the Certified Badge that imply a designation or

## VI. Additional Resources

### DOWNLOAD ASSETS

[ClimateNeutral.org/Brand](https://www.climateneutral.org/Brand)

### CONTACT US

Have a question not answered in this document?

Have feedback on this document?

Contact us at [info@climateneutral.org](mailto:info@climateneutral.org).



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