

Labeling Guidelines

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I. Overview

SCOPE

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

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.

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.



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

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 label on a conditional basis for long lead time items (such as product packaging).



CERTIFIED LABEL
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

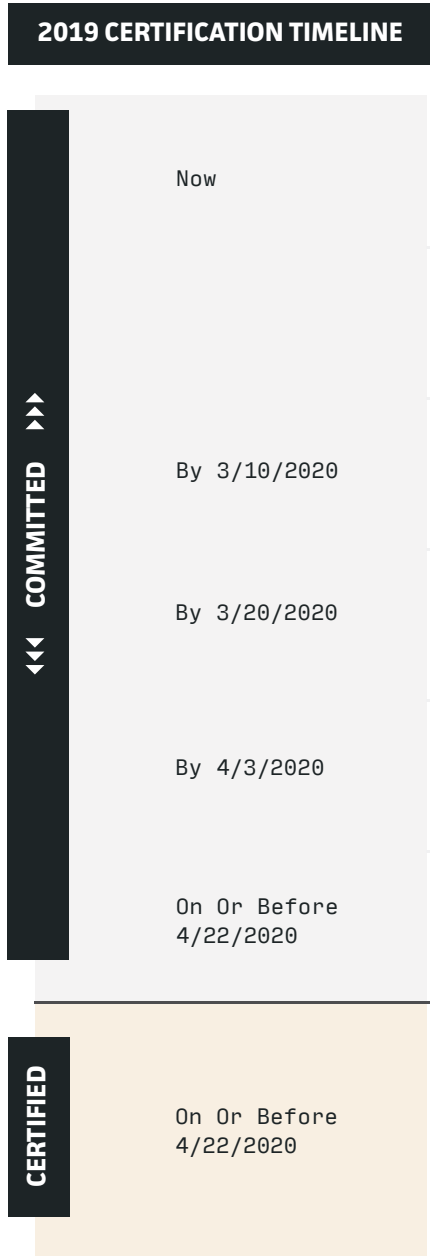
In this stage, brands have signed an MOU stating their intention to offset the entirety of their footprint for the certification year.

During this time period, we understand that it is helpful for brands to have a visual toolkit that speaks to their intent to certify 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 qualified 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, it may be lower. Alternatively, assume about \$2,500 USD for every \$1M in annual revenue.
- Sign our MOU (memorandum of understanding)**
 It says you're committed to becoming Climate Neutral Certified for 2019 and we're both excited to tell the world.
- Measure your footprint**
 If your revenues are less than \$100M USD, you can use our online tool to measure your carbon footprint. Otherwise, we'll want to see a third-party audited emissions report.
- Create a plan to reduce your emissions**
 Submit an action plan of two reduction measures 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.
- Sign our BLA (brand license agreement)**
 This agreement signifies you've met the requirements for certification and are permitted to use the Certified label.
- Label your products**
 Send us your work (calculations, audits, and evidence of offset purchases) and then add the Climate Neutral Certified Label to your products, website, and anywhere else you'd like.

IV. Promotional Lockup

USAGE & RESTRICTIONS



↓ Download logo assets at 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 all of our 2019 emissions.”

WHO CAN USE THIS MARK

- Your brand has signed an MOU to become Climate Neutral Certified. 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

⊗ 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 alongside other certifications in a manner that implies Climate Neutral Certification (e.g. 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 certification

V. Certified Label

USAGE & RESTRICTIONS



↓ Download logo assets at ClimateNeutral.org/Brand

HOW THIS MARK CAN BE USED

- The Certified Label can be used alone and doesn't require additional context. If you wish to include context on what the Climate Neutral Certified Label 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 Label under any circumstances.

WHERE THIS MARK BE CAN BE USED

Once certified, the Certified Label 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:

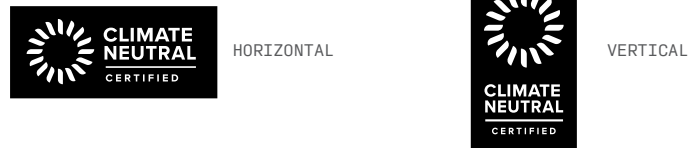
- Product Packaging
- Websites
- Presentations (PowerPoint, Keynote, Google Slides, etc.)
- Blog Posts & Digital Publications
- Social Media
- Emails

V. Certified Label

DESIGN SPECIFICATIONS & RESTRICTIONS

ORIENTATION

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



COLORS

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



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



CERTIFIED LABEL – 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 Label 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 Label 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 Label



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

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 Caitlin Drown, Brand + Communications

Manager, at caitlin@climatenutral.org.



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