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I. Overview

SCOPE

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

Usage of the Climate Neutral Certified brand marks is only authorized for parties that have a signed Brand License Agreement in place with Climate Neutral.

OBJECTIVE

These guidelines are constructed to protect the credibility of the Climate Neutral Brand Marks. The integrity and consistency of the Climate Neutral Brand Marks 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

If you are a....

COMMITTED BRAND
- This means you have signed the BLA 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.

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).

Use this logo...

PROMOTIONAL LOCKUP
See page 6 for full usage guidelines and restrictions

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 BLA 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, purchased qualified carbon credits that account for the entirety of their footprint in the previous year, and submitted a reduction plan for the current year.

Brands that have met this qualification are permitted to use the Certified Label (page 9).

Certification Process

Sign our BLA (Brand License Agreement)
This agreement signals your intent to become certified and that you agree to our certification process and brand verification from Climate Neutral.

Measure your footprint
Measure Scopes 1, 2, and 3 emissions using the Brand Emissions Estimator (the BEE).

Offset your impact
Buy enough qualifying carbon credits to fully offset your emissions.

Create a plan to reduce your emissions
Submit an action plan to show how you plan to reduce and manage your emissions.

Verification from Climate Neutral
Climate Neutral will verify that you have completed all steps of the certification and will issue a certification number.

Use the label
Let your customers, employees, and stakeholders know that you are taking climate change seriously by using the Climate Neutral Certified Label on products, packaging, marketing materials, and more.
WE CAN USE THIS MARK

- Your brand has signed a BLA to become Climate Neutral Committed. 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.

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.

WHO CAN USE THIS MARK

- Your brand has signed a BLA 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 caitlin@climateneutral.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).

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, offsetting, and reducing our 2020 emissions.”

Download logo assets at climateneutral.org/brand
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

CLEAR SPACE REQUIREMENTS

Always ensure that the Promotional Lockup has adequate padding.

TIP: Use the height of a half circle from inside the burst to ensure proper clear space.

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

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
WHO CAN USE THIS MARK

• Your brand has completed the certification process 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).

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.

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
☐ Annual Reports & Product Catalogs

“We are Climate Neutral Certified, meaning we’ve measured and offset our entire 2020 carbon footprint, and are working to reduce it.”

Download logo assets at ClimateNeutral.org/BrandKit
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 Label may be used in black (preferred) or in white reverse when used against dark backgrounds.

CLEAR SPACE REQUIREMENTS
Always ensure that the Certified Label has adequate padding. TIP: Use the diameter of the circle from inside the burst to ensure proper clear space.

MINIMUM SIZE
In order to preserve legibility, the optimal minimum size of the Certified Label is below.

PROHIBITED USES

- NEVER use in a solid color other than white or black. The label may only be recolored with pre-approval from Climate Neutral and only in particular circumstances.
- NEVER rotate or distort the Certified Label.
- NEVER add elements to the Certified Label that imply a designation or certification, including carbon negative/climate positive claims.
VI. Additional Resources

DOWNLOAD ASSETS
climateneutral.org/brandkit

CONTACT US
Have a question not answered in this document?
Have feedback on this document?
Contact Caitlin Drown, Brand + Communications
Manager, at caitlin@climateneutral.org