



Client Branding Guidelines v1.4

Details and guidance on how to use the Carbon Footprint Ltd branding

This document is designed for use by Carbon Footprint Ltd clients and other associates of the business to aid in marketing of the Carbon Footprint Ltd branding. Please also remember to refer to your Carbon Footprint Ltd licence agreement for scope of brand-marks that you may use and the business/products/services to which they relate.

About our brand

Carbon Footprint Ltd is a leading provider of carbon and broader sustainability products and services, serving business within the UK and internationally. We help hundreds of companies win more business through developing robust carbon & sustainability credentials. We can make your business and its products/services carbon neutral with high quality carbon offsets. We also help organisations with great ideas to reduce energy & transport costs.

It is our missions to be first choice to businesses wishing to develop sustainability and environmental credentials. Carbon Footprint Ltd enables organisations globally to develop and maintain sustainable and responsible business that also provide great returns to their stakeholders. We are leaders in the field of carbon management, sustainability and carbon offsetting.

Our key values include:

- **Passion** – about the environment, social and ethical responsibility, lobbying and work
- **Innovation** – our products and services, our business and our processes
- **Adaptability and flexibility** – our team, with our suppliers and with our clients
- **Transparency** – within our teams, products & services, offsetting, communications, policies and processes.
- https://carbonfp.sharepoint.com/Shared Documents/Marketing/Branding & Brand Guidelines/CarbonFootprint_BrandGuidelines_v1.3.docx **Expertise** – in the industry, with clients, follow best practice, ISO9001 and Iso14001 certified, QAS, acknowledged experts

Our strapline is:

‘Your Solution for Cutting Carbon and Caring for the Climate’.

Visual identity

Logos & naming

The company should be referred to as Carbon Footprint Ltd. All companies that work with us may use our masterbrand logo (as seen to the right) within marketing pieces such as on the company website, social media, products and any branded documents.



The Carbon Footprint Standard refers to our internationally recognised standard for demonstrating low carbon credentials. The standard is applicable to organisations, businesses, products, projects, services and events and is aligned with international best practice / standards. The standard recognises all stages of carbon management: assessment, reduction and carbon neutrality.

You should only use those brand marks that you have been licensed to use, on the specific business/products/services that they relate to. Please refer to your licence agreement.

Examples of our standard logos include:



For more information on our available standards please visit our website:

<https://www.carbonfootprint.com/cfpstandard.html>

Within our branding colours we use the following pantone shades:







Lighter green 361U

Darker green 355U

The Carbon Footprint Standard logos are trademark of Carbon Footprint Ltd and can only be used under licence from Carbon Footprint Ltd. Please refer to your licence agreement for the length of the licence (typically 12 to 24 months).

Do's and don'ts

The following illustrated some do's and don'ts. Whilst not all scenarios are covered it should give you a good indication of what is acceptable and what is not.

Correct	Incorrect
<p>Leave border around brand mark of minimum 2mm</p>  <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam vehicula justo at elit luctus euismod. Nam sed metus lacus. Praesent ultricies enim ut magna luctus ultricies. Sed molestie velit porttitor est condimentum posuere. Vivamus eleifend nisl eget elit accumsan commodo. Vivamus dignissim justo lectus, eu volutpat enim. Maecenas at augue varius ligula molestie tincidunt eget ut orci. Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p> <p>Use on a complementary background</p>  <p>Use correct aspect ratio reproduction</p>  <p>Use of correct brand colours</p>	<p>Failure to leave a sufficient border</p>  <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam vehicula justo at elit luctus euismod. Nam sed metus lacus. Praesent ultricies enim ut magna luctus ultricies. Sed molestie velit porttitor est condimentum posuere. Vivamus eleifend nisl eget elit accumsan commodo. Vivamus dignissim justo lectus, eu volutpat enim. Maecenas at augue varius ligula molestie tincidunt eget ut orci. Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p> <p>Use on a clashing background</p>  <p>Stretch, squash or distort the logo</p>  <p>Change of colours to fit with own branding (please contact us with specific requests and they will be considered on a case by case basis).</p>

Once you are licensed to use the marks, you do not need to seek our permission each time you wish to place it on any piece of collateral.

How to use our branding

Make sure you communicate your actions and achievements effectively, both within your organisation, to help develop your culture, and externally to help improve your brand image. When promoting your actions, be sure to utilise all marketing channels available to you, such as products, website, newsletters, brochures, press releases, conferences/events and social media etc.

You should:

- Explain why climate change matters to you (for more information visit: www.carbonfootprint.com/warming.html)
- Tell the story of where you have come from, the progress you have made and what your commitment is for the future (e.g. targets).
- Be clear and accurate about what you have achieved – take care not to exaggerate.
- Use the Carbon Footprint Standard branding, certificates, images of offset projects you are supporting and graphs of your carbon performance to help communicate your point in a clear and enticing manner.

Contact Carbon Footprint Ltd for further marketing support.

About This Document

Approved by: Dr Wendy Buckley (Client Director)

Next Review : 31/09/23