



# Client Brand Guidelines

Version 1.1

[www.carbonfootprint.com](http://www.carbonfootprint.com)

Please 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.

## CONTENTS

1. Contents.....	2
2. Who are the guidelines for? .....	3
3. About our brand .....	3
Who we are.....	3
What we do .....	3
4. Vision, Mission, Position, Values & Strapline.....	3
Mission.....	3
Vision .....	3
Position .....	3
Values .....	3
Strap Line .....	3
5. Visual identity .....	4
Logos & naming.....	4
Colours .....	4
Do's and don'ts .....	5
6. Collateral Examples.....	7

## 2. Who are the guidelines for?

These guidelines are designed for use by Carbon Footprint Ltd clients and other associates of the business.

## 3. About our brand

### Who we are

Carbon Footprint Ltd is a leading provider of carbon and broader sustainability products and services, serving business within the UK and also internationally.

### What we do

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.

## 4. Vision, Mission, Position, Values & Strapline

### Mission

To be first choice to businesses wishing to develop sustainability and environmental credentials.

### Vision

Carbon Footprint Ltd enables organisations globally to develop and maintain sustainable and responsible business that also provide great returns to their stakeholders,

### Position

We are leaders in the field of carbon management and carbon offsetting.

### Values

- **Passionate** – about the environment, social and ethical responsibility, lobbying and work
- **Innovate** – our products&services, our business and our processes
- **Adaptable and flexible** – our team, with our suppliers and with our clients
- **Transparent** – within our teams, products&services, offsetting, communications, policies and processes.
- **Expert** – in the industry, with clients, follow best practice, ISO9001 and Iso14001 certified, QAS, acknowledged experts

### Strap Line

Cutting carbon ...delivering value.

## 5. Visual identity

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.

### Logos & naming

#### Masterbrand



#### Endorsement marks



CO<sub>2</sub>e  
Assessed



Carbon  
Neutral  
PAS 2060



40kg  
CO<sub>2</sub>e  
PAS 2050

### Colours


#### Pantone shades

Lighter green 36U1

Darker green 355U

## Do's and don'ts

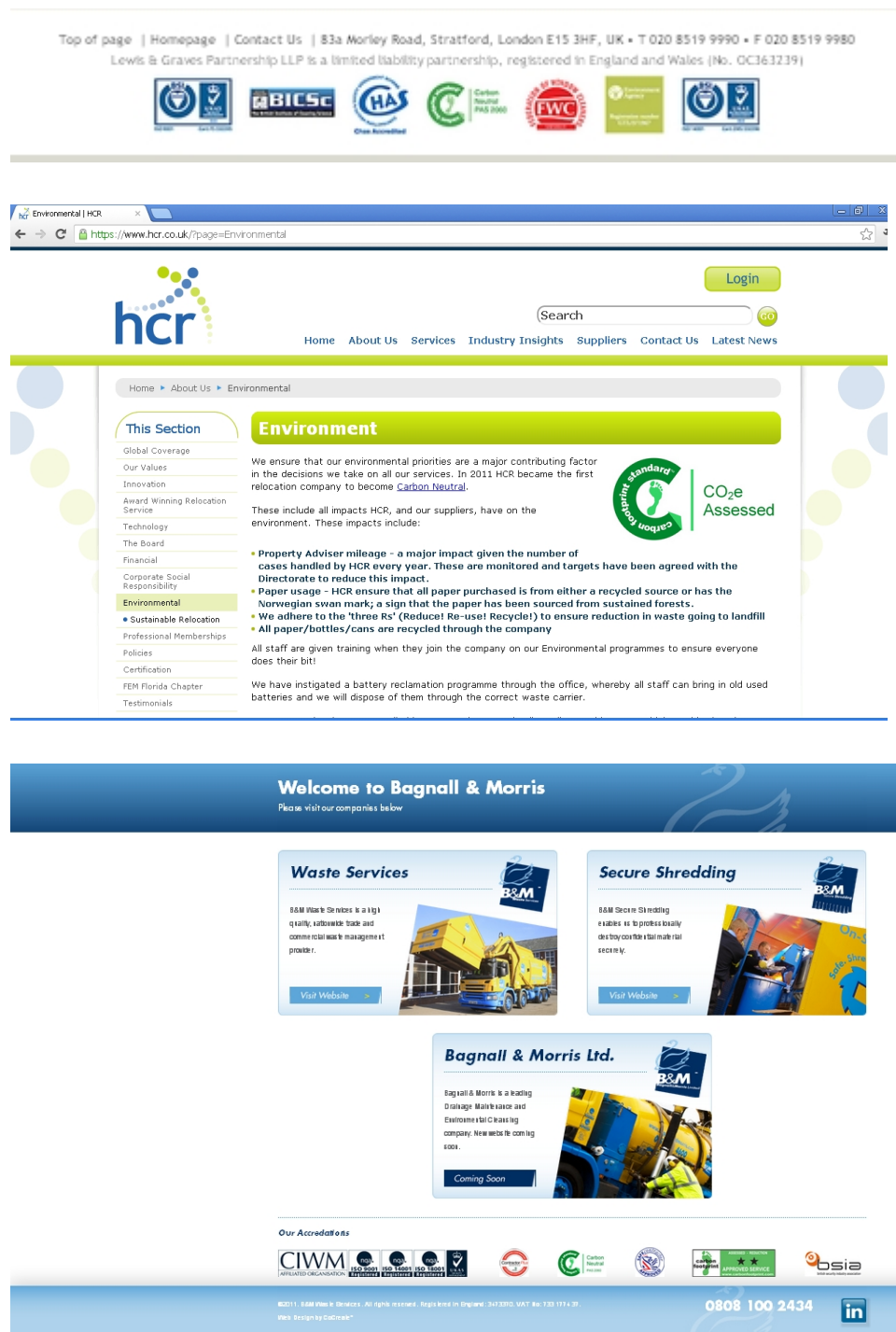
The following illustrated some do's and don'ts. Whilst not all scenarios are covered it should give you a good indication of what is acceptable and what is not.

Correct	In correct
<p><b>Leave border around brand mark of minimum 2mm</b></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><b>Failure to leave a sufficient border</b></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><b>Use on a complementary background</b></p> 	<p><b>Use on a clashing background</b></p> 
<p><b>Use correct aspect ratio reproduction</b></p> 	<p><b>Stretching, squashing or other distortion of the logo</b></p>  <p>Change of colours to fit with own branding (please contact us with specific requests and</p>

<b>Use of correct brand colours</b>	they will be considered on a case by case basis.
-------------------------------------	--

## 6. Collateral Examples

Effective use if the brand is demonstrated from some of our clients' collateral, by way of examples.



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.