

# Carbon Literacy Project

## Brand Guidelines

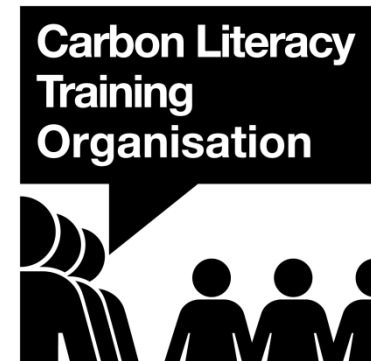
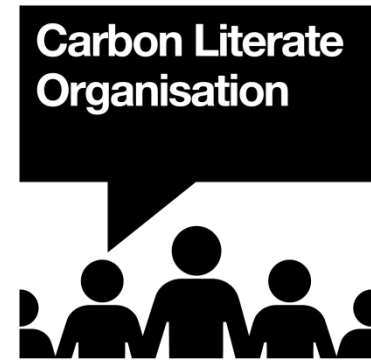
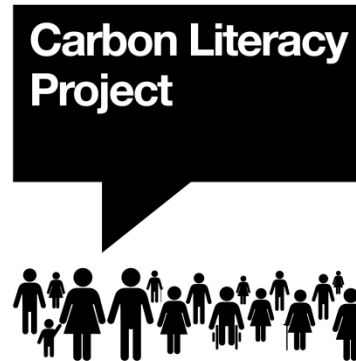
**Carbon Literacy  
Project**



# Introduction

There are a number of logos, words and images associated with The Carbon Literacy Project. As a result we have issued this set of guidelines to help our partners and others ensure that they are used consistently and correctly. This booklet provides this information and all information necessary to ensure usage complies with copyright law.

**Please note:** 'The Carbon Literacy Project' and the accompanying family of logos and imagery (including the use of text, the speech-bubble and the style of imagery including people) are all **registered trademarks**™. All logos and intellectual content are copyright and belong to The Carbon Literacy Trust, Registered charity no. 1156722 in the UK.



# Key Terms

## Key Terms:

CLP	(The) Carbon Literacy Project
CL	Carbon Literacy
CLK	Carbon Literacy: Knowledge
CLTrust	The Carbon Literacy Trust

“The **CLP** offers a number of qualifications for individuals including **CL**, **CLF**, **CLT**, **CLC**, as well as **CLO** and **CLTO** for organisations”



## Accreditations:

CLF	Carbon Literacy Facilitator
CLT	Carbon Literacy Trainer
CLC	Carbon Literacy Consultant
CLO	Carbon Literate Organisation
CLTO	Carbon Literacy Training Organisation

## Other terms:

Carbon Literate	Carbon Literate citizen
Carbon Literacy training	Carbon Literacy graduate
Carbon Literacy Standard	Carbon Literacy certification
Carbon Literacy Course Kit	

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# Fonts and Capitalisation

## Fonts:

All Carbon Literacy Project documentation, presentations and materials are consistent with the Project logo, in that the font for all printed materials, headings and headlines is Helvetica (or Helvetica Neue if available), and Arial as a substitute, for online materials.

Headings use Helvetica/Helvetica Neue/Arial emboldened (“Bold”).

Carbon Literacy in Helvetica Neue  
**Carbon Literacy in Helvetica Neue Bold**

Carbon Literacy in Helvetica  
**Carbon Literacy in Helvetica Bold**

Carbon Literacy in Arial  
**Carbon Literacy in Arial Bold**



# Fonts and Capitalisation

## Capitalisation:

Whenever used, within headings text or otherwise, the terms “The Carbon Literacy Project”, “Carbon Literacy”, “Carbon Literate” and the related family of certifications and terms shown in the Key Terms section of this document (eg; “Carbon Literate Organisation”, etc) **should be written with the initial letter of each word Capitalised**, as the words are **nouns** referring to the Project.

i.e.; “We extended our Carbon Literacy training so that all staff could become Carbon Literate”,

Not;

“We extended our carbon literacy training so that all staff could become carbon literate”.

“We extended our **Carbon Literacy** training so that all staff could become **Carbon Literate**”



“We extended our **carbon literacy** training so that all staff could become **carbon literate**”



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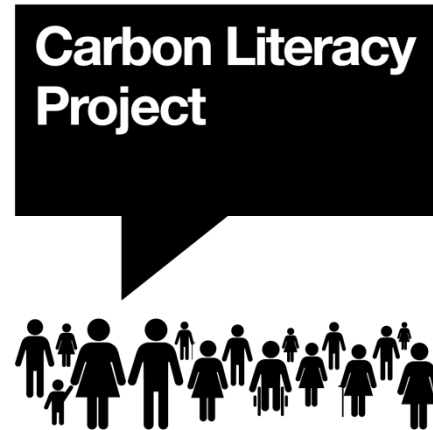
# The Main Project Logo

The main Carbon Literacy Project logo should only appear in black and white as a speech bubble emerging from the 16 people with the words “Carbon Literacy Project”. Text is in a white font against the black of the speech bubble.

The logo should only ever appear in this black on white version (as shown above) or as a transparent reversed logo, appearing as a white logo on a transparent background showing through as a colour or black (as shown below).

The main Carbon Literacy Project logo can be used in connection with Carbon Literacy training or criteria-checked (approved) training materials by any affiliated organisation with the consent of The Carbon Literacy Project, but should be used only as shown.

The logo should under no circumstances be cropped, chopped, rotated or reversed.



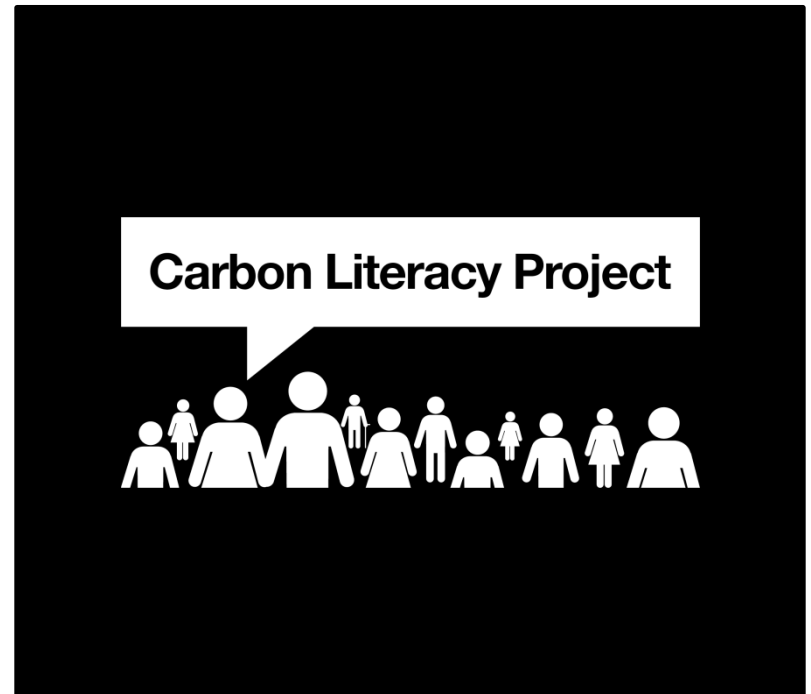
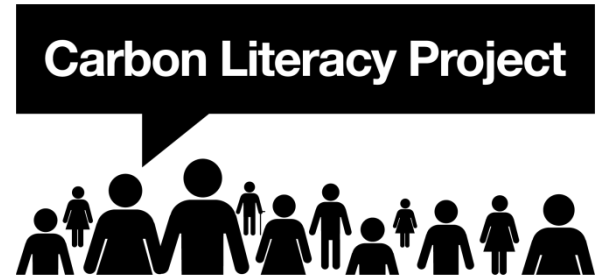
# Lozenge Logo

The lozenge shaped Carbon Literacy Project logo should only appear in black and white as a speech bubble emerging from the 12 people with the words “Carbon Literacy Project”. Text is in a white font against the black of the speech bubble. The lozenge logo should only be used where the Main Project Logo does not fit the space.

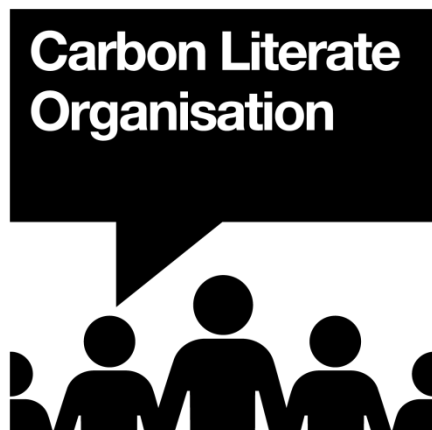
The logo should only ever appear in this black on white version (as shown above) or as a transparent reversed logo, appearing as a white logo on a transparent background showing through as a colour or black (as shown below).

The lozenge logo can be used in connection with Carbon Literacy training or criteria-checked (approved) training materials by any affiliated organisation with the consent of The Carbon Literacy Project, but should be used only as shown.

The logo should under no circumstances be cropped, chopped, rotated or reversed.



# Carbon Literate Organisation Logos



To be classed as a Carbon Literate Organisation (CLO), an organisation must have completed all the requirements of the Carbon Literate Organisation Standard, and have been accredited by The Carbon Literacy Project. The generic CLO logo must not be used by an organisation that has not been accredited as such.

A Carbon Literate Organisation (CLO) is one which is (i) committed to Carbon Literacy (CL), (ii) has a substantial number of people who are Carbon Literate, and (iii) has a commitment to support its Carbon Literate people and maintain its low carbon culture.

The generic CLO logo is black and white only, featuring a group of five people facing forward next to one another with the speech bubble containing the words "Carbon Literate Organisation". It can be used by a CLO that has reached any tier of CLO accreditation.





# Carbon Literate Organisation Logos



There are specific CLO logos for each of the four levels of accreditation achievable by an organisation: Bronze, Silver, Gold and Platinum. Each is a variation of the generic black and white CLO logo, with the level of accreditation added to the text of the logo, along with a change in the colour of the “group of people” to reflect the accreditation level.

The pre-coloured accreditation logos must be used either in the colours as supplied (without colour variation) or in monochrome (in the event of black and white printing).

At whatever level of accreditation attained by an organisation or business unit, the appropriate CLO logos can be used in any way (letterheads, websites, email signatures, etc.) for the 3 year lifetime of the CLO accreditation, as long as the accreditation remains valid.

The logos however, should only be used in direct association with the organisation or business unit **that has been accredited**, not for parts of an organisation not covered. For example, if a business location is accredited as a CLO, the logo can be used in connection with that location, but cannot be applied to materials applying to the whole organisation.



# Carbon Literacy Trainer Logos

The Carbon Literacy Trainer (CLT) certification scheme covers three qualifications; Carbon Literacy Facilitator (CLF), Carbon Literacy Trainer (CLT) and Carbon Literacy Consultant (CLC). The scheme reflects increasing levels of experience of training design and delivery ability, but each qualification stands alone.

All three logos are similar; all black and white, featuring one person training three others - three people next to each other and one separated - differentiated only by the text within the speech bubble, corresponding to the 'Facilitator', 'Trainer' or 'Consultant' level of accreditation.

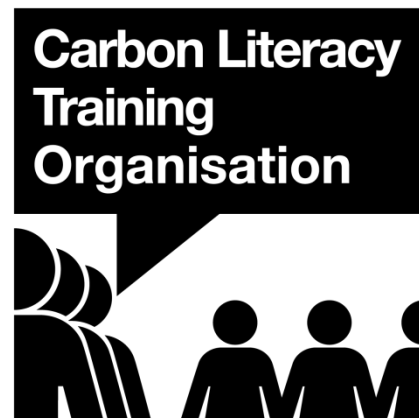
The logos can be used by and in connection with any qualified individual accredited to the appropriate level in promoting themselves and their work, individually or in accordance with a service/course they are delivering.

The CLT accreditation and logo belongs to the individual to whom it is awarded, not an organisation. It may therefore be used outside of, and after, the direct employment in which it is gained. Employers may use the logo to promote the services and courses delivered by a current, certified employee.

The logos should not however be used on course materials, to avoid the risk of misuse of the logo in the case of another person delivering the material in the certified individual's absence.



# Carbon Literacy Training Organisation Logos



A Carbon Literacy Training Organisation (CLTO) is an organisation that is formally accredited for their expertise and experience in delivering Carbon Literacy training to groups and organisations.

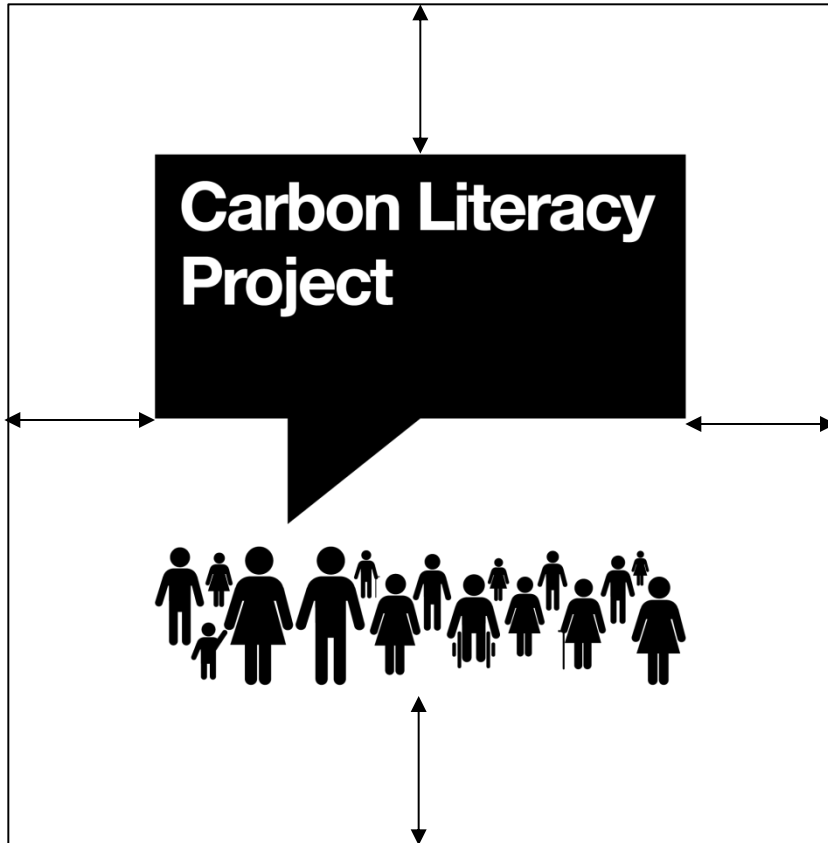
The CLTO logo is similar to the CLT logo, featuring six people instead of four, with a group of people delivering training to another group of people. The text displays “Carbon Literacy Training Organisation”.

The logo should only be displayed by an organisation that is formally certified as a CLTO to deliver Carbon Literacy training.

This logo belongs to the organisation, and may be used on printed and online organisational, promotional and training materials for as long as the CLTO accreditation is retained.



# Displaying the Logos



All logos should be displayed in the colours and formats stated in these Brand Guidelines.

Logos should only be used, with the consent of The Carbon Literacy Project, by organisations or individuals according to their level of accreditation.

When using or displaying any logo, white or transparent space should be left, of not less than 25% of the logo's height or width, on all sides of the logo.

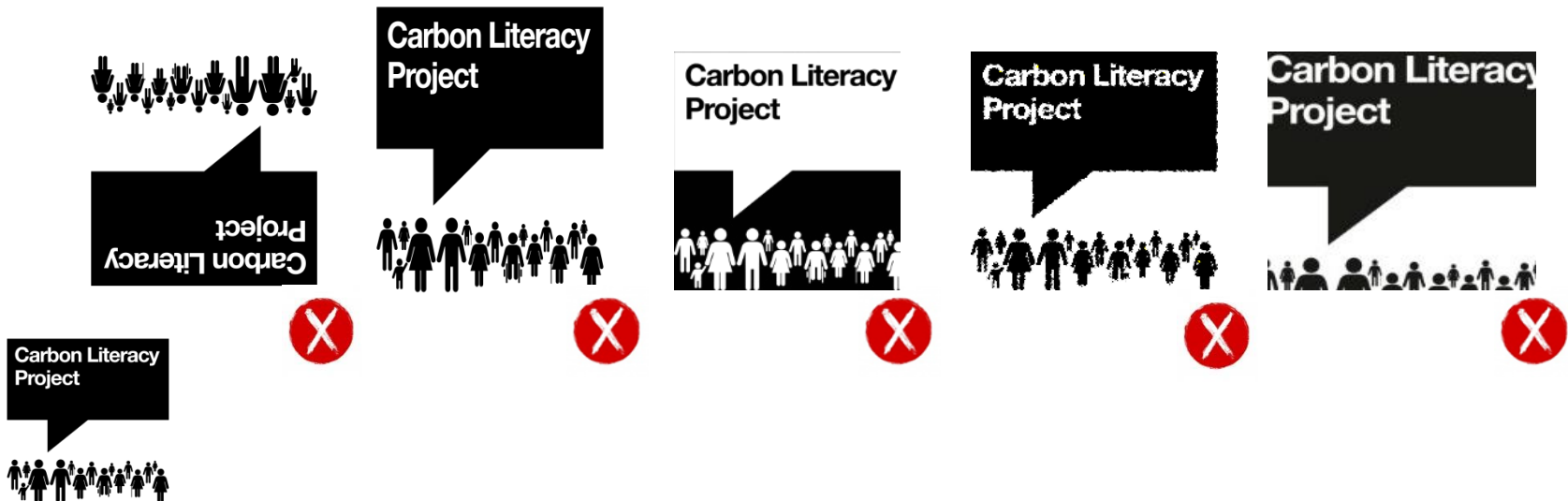


# Logo Misuse

All of the graphics and guidelines within this document demonstrate the **correct** way to use and display The Carbon Literacy Project logos and are correct at the time of writing.

With all Project logos, please avoid the following:

- Do not edit, modify, reshape, colour, recolour, invert or adapt any of the logos yourself.
- Do not animate or make a logo move.
- Do not include additional people or objects in any of the logos.
- Do not surround the logo with additional people.
- Do not use previous versions of the logo not shown in these Brand Guidelines.
- Do not use on promotional or training material in isolation; always accompany logos with text about a Criteria Checked (approved) course.
- Do not use on training materials that are not part of a Criteria Checked course.
- Do not use on promotional materials relating to a course that is not Criteria Checked.
- Do not use images of our logos other than the official version, provided upon request.



# Carbon Literacy Project Trademark Guidelines (the dull but important legal bit)

All logos and intellectual content within these Brand Guidelines are copyright of The Carbon Literacy Trust, registered charity no. 1156722. By using the logo(s) and images within these Brand Guideline you adhere completely to their proper use. The terms set out within this document apply solely to your use in accordance with the express consent of The Carbon Literacy Trust.

Adherence and compliance with these guidelines is required at all times. Failure to do so may result in the nullification of any contracts and agreements between yourself and The Carbon Literacy Trust.

Any license granted to you for the use of The Carbon Literacy Trust's trademarks are non-exclusive, royalty free and their use is not sub-licensable. The logo(s) cannot be used in conjunction with any message, webpage, email or other method of communication that directly conflicts with The Carbon Literacy Trust's charitable aim, or acts to diminish the commercial value of the certifications, accreditations and/or other projects.

The Carbon Literacy Project reserves the right to change or alter these guidelines without notice and take any appropriate action against those using The Carbon Literacy Trust's trademark against these guidelines or without prior and express authorisation from The Carbon Literacy Trust or its agents.



**Any questions?**

**Unsure about any usage of CLP logos or text?**

**Contact us at: [info@carbonliteracy.com](mailto:info@carbonliteracy.com)**

