

# Carbon Literacy Project

## Brand Guidelines

**Carbon Literacy  
Project**



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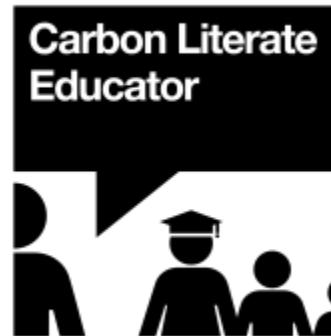
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# Introduction

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 use these consistently and correctly. The guidelines laid out in this document provides all information necessary to ensure usage complies with copyright law.

**Please note:** ‘Carbon Literacy’ and the ‘Carbon Literacy Project’ logo (including the use of text, the speech-bubble and the style of imagery including people) are **registered trademarks®**.

All logos and intellectual content are copyright and belong to The Carbon Literacy Trust – Registered Charity No.1156722 in the UK.



# Text Guidelines

The Carbon Literacy Project  
**The Carbon Literacy Project**

## Text Guidelines

# Terms

### Key Terms:


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

### Accreditations:

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

### Other terms:

Carbon Literate	Carbon Literate citizen
Carbon Literacy training	Carbon Literacy graduate
Carbon Literacy Standard	Carbon Literacy certification
Carbon Literacy Course Kit	Carbon Literacy Action Day (CLAD)
Carbon Literacy Toolkit	Carbon Literacy Action Network (CLAN)

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

## Text Guidelines

# 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 (e.g.; ‘Carbon Literate Organisation’, etc.) **should be written with the initial letter of each word Capitalised**, as the words are **nouns** referring to The Project.

e.g.

“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**”



## Text Guidelines

# 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 and titles 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**

## Text Guidelines

# Translations

The normal and correct usage of The Carbon Literacy Project's terms (Carbon Literacy, Carbon Literate, The Carbon Literacy Project) and its associated logos and materials are the English language versions provided in these Brand Guidelines.

From time to time we authorise translated versions of our logos and terminology. These formulations are agreed between The Carbon Literacy Trust and a local language partner, and produced by The Carbon Literacy Trust to retain consistent branding. Partners can then use the agreed language-specific materials, terms and logos.

Certificates and materials will always have the English language version of the main Carbon Literacy Project logo (see next page). Certificates can be produced in:

- English
- A single translation
- English and a single translation



**Do you speak  
Carbon?**

**您有关注全球  
变暖吗**

**¿Hablas  
Carbono?**

**Parlez-vous  
Carbone?**



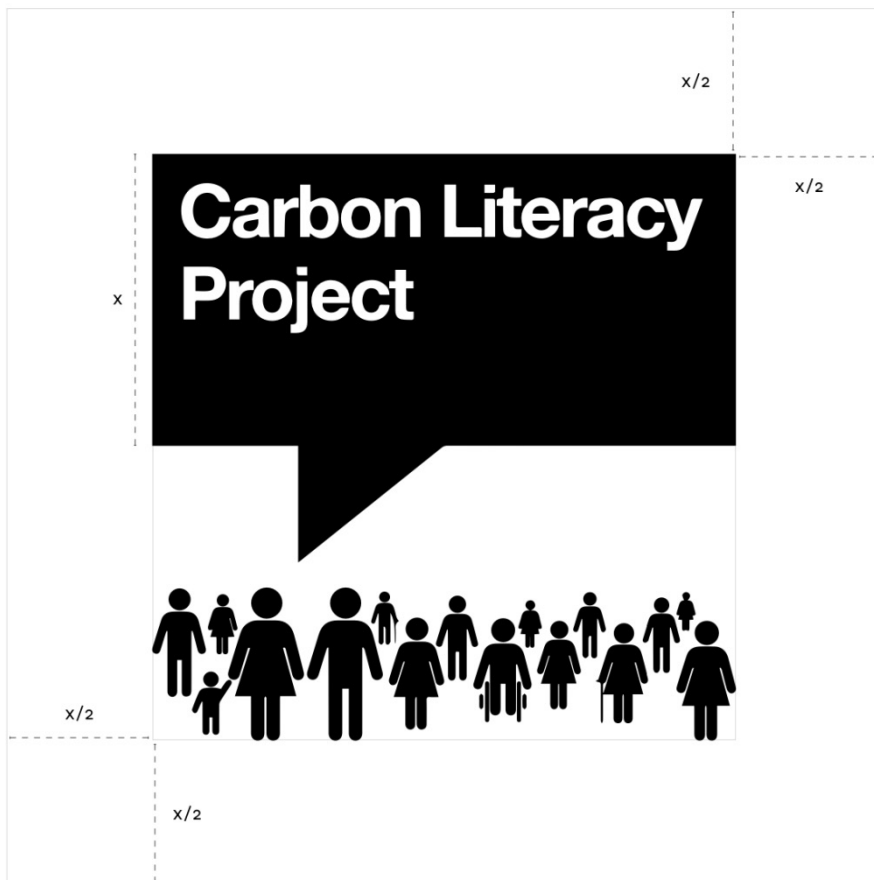
# Logo Guidelines

**Carbon Literacy  
Project**



## Logo Guidelines

# 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, blank space should be left, of not less than 25% of the logo's height or width, on all sides of the logo.

The .png versions of our logos, downloadable from the [Documents](#) page of our website, have the necessary spacing included.

## Logo Guidelines

# Main CLP

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 white against the black of the speech bubble. The background is transparent.

The logo can also be found in a reverse version – transparent text on a white speech bubble - for use on dark backgrounds.

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.



## Logo Guidelines

# Lozenge CLP

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 white against the black of the speech bubble. The background is transparent.

The logo can also be found in a reverse version – transparent text on a white speech bubble - for use on dark backgrounds.

The lozenge logo should only be used where the Main Project Logo does not fit the space.

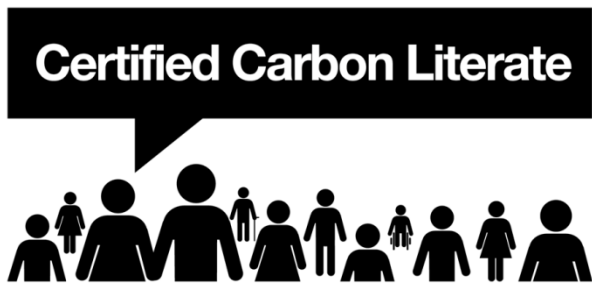
The lozenge logo can be used in connection with Carbon Literacy training or criteria-checked (approved) training materials by any affiliated organisation with the consent of The Carbon Literacy Project, but should be used only as shown.

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



## Logo Guidelines

# Certified Carbon Literate

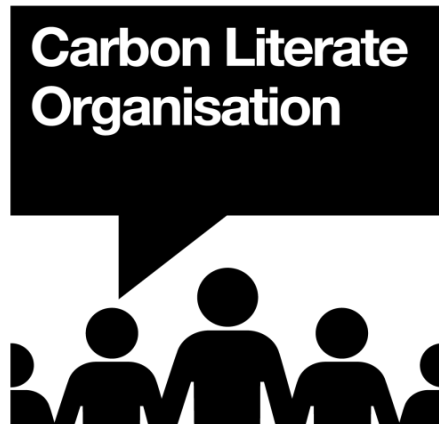


The Certified Carbon Literate logo should only appear in black and white as a speech bubble emerging from the 12 people with the words 'Certified Carbon Literate'. Text is in white against the black of the speech bubble. The background is transparent.

The Certified Carbon Literate logo is a badge that learners who have successfully completed Carbon Literacy training can publicly use to promote their certification, but it should be used only as shown.

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

# Carbon Literate Organisation



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.

## Logo Guidelines

# Carbon Literate Organisation



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.

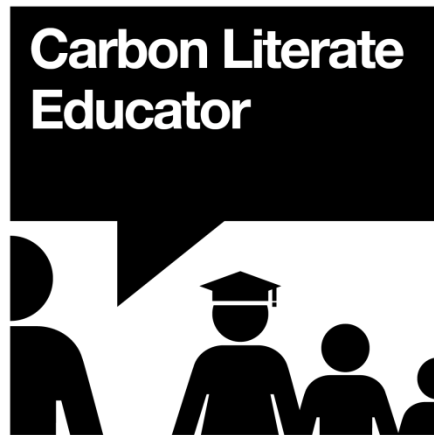
The pre-coloured accreditation logos must be used either in the colours as supplied (without colour variation) or in monochrome (in the event of black and white printing).

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 three 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.

## Logo Guidelines

# Carbon Literate Educator



To be classed as a Carbon Literate Educator (CLE), an educational institution must have completed all the requirements of the Carbon Literate Educator Standard, and have been accredited by The Carbon Literacy Project. The generic CLE logo must only be used by educational institutions that have been accredited as such.

A Carbon Literate Educator (CLE) is an educational institution 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 staff and students while instilling and maintaining a low carbon culture.

The generic CLE logo is black and white only, featuring one person training three others – one of the people being trained has a graduation cap on - with the speech bubble containing the words 'Carbon Literate Educator'. It can be used by a CLE that has reached any tier of CLE accreditation.



## Logo Guidelines

# Carbon Literate Educator



There are specific CLE logos for each of the four levels of accreditation achievable by an educational institution: Bronze, Silver, Gold and Platinum. Each is a variation of the generic black and white CLE 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 educational institution or sub-unit, the appropriate CLE logos can be used in any way (letterheads, websites, email signatures, etc.) for the one academic year lifetime of the CLE accreditation, as long as the accreditation remains valid.

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

## Logo Guidelines

# Carbon Literacy Trainer

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.

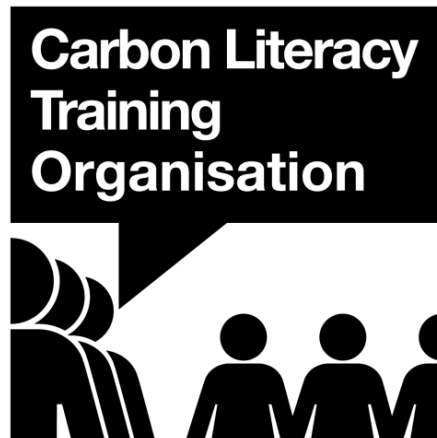
The logos can be used by and in connection with any qualified individual accredited to the appropriate level in promoting themselves and their work, individually or in accordance with a service/course they are delivering.

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



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.

## Logo Guidelines

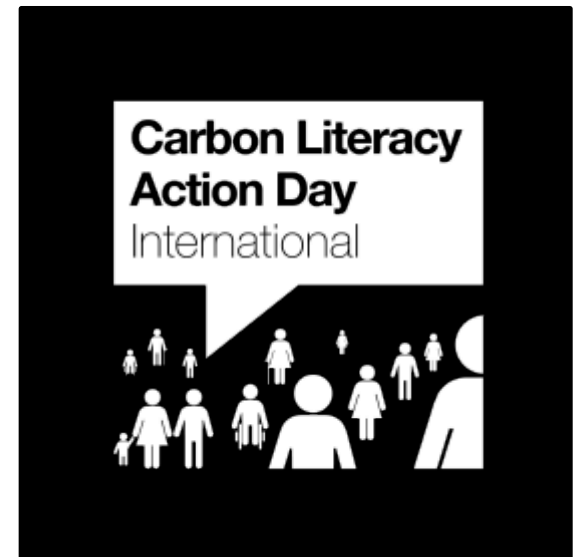
# Carbon Literacy Action Day

The Carbon Literacy Action Day (CLAD) is an annual, international climate education-and-action mass training event coinciding with the UN Climate Change Conference, bringing people across the world together to simultaneously complete their day's worth of Carbon Literacy training.

The CLAD International logo is black and white, featuring a group of 14 people spread out under a speech bubble containing the words 'Carbon Literacy Action Day' in **bold** with the word 'International' in regular font below. Text is in white against the black of the speech bubble. The background is transparent.

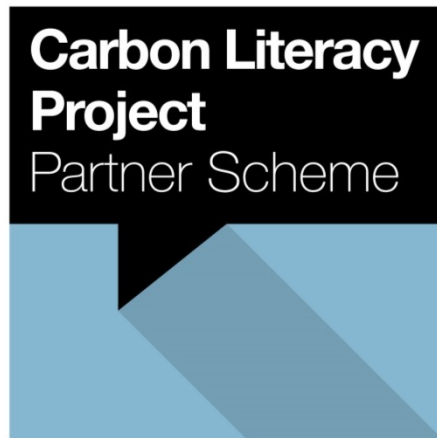
The logo can also be found in a reverse version – transparent text on a white speech bubble - for use on dark backgrounds.

These logos can be used in connection with CLAD by individuals, trainers or organisations involved in CLAD. These logos may be used on printed and online promotional and training materials.



## Logo Guidelines

# Carbon Literacy Partner Scheme



The Carbon Literacy Partner Scheme is a mutually beneficial, tiered sponsorship scheme, recognising organisations of any size and scope (as well as individuals) which have provided The Carbon Literacy Project with financial backing (equal to or greater than £365).

The main Partner Scheme logo is distinct from any other Carbon Literacy Project logos; it contains no people. The black speech bubble contains the words 'Carbon Literacy Project' in **bold** with the words 'Partner Scheme' in regular font below. The lower half of the square logo is filled in blue. The tail of speech bubble has a darker blue shadow.

The main Partner Scheme logo can be used when talking about the Carbon Literacy Partner Scheme as a whole.

## Logo Guidelines

# Carbon Literacy Partner Scheme



There are specific Partner Scheme logos for each of the five tiers of the Partner Scheme: Friend, Bronze, Silver, Gold and Platinum. Each is a variation of the generic black, white and blue Partner Scheme logo, with the Partner tier added to the text, along with a change in the colour of the Partner tier text and lower half of the square logo to reflect the sponsorship level.

The pre-coloured Partner 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 sponsorship level an organisation or business unit attains, the appropriate Partner Scheme logo can be used in any way (letterheads, websites, email signatures, etc.) as long as the sponsorship remains valid.

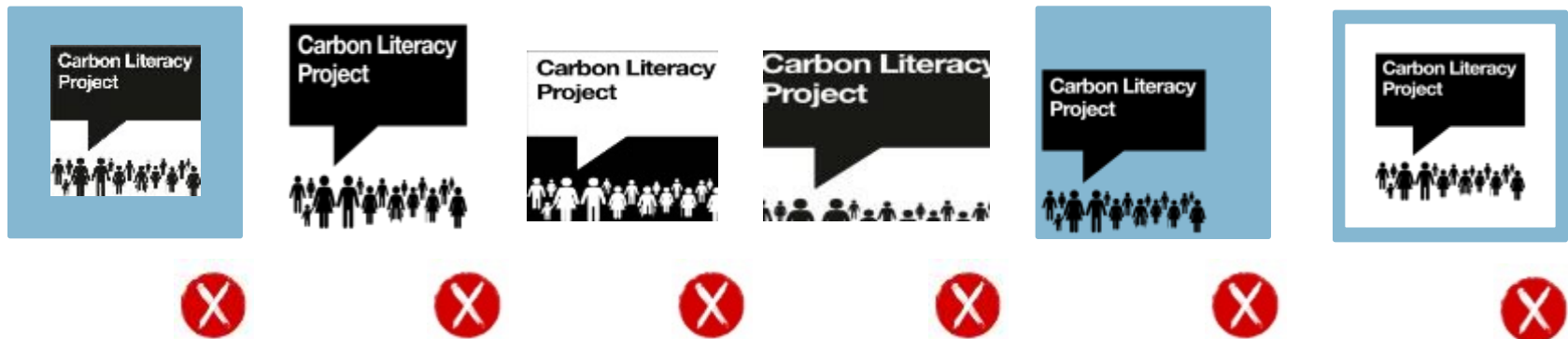
## Logo Guidelines

# 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 materials 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.



# Trademark Guidelines





# 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 logos and images within these Brand Guidelines 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 trademarks 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: [media@carbonliteracy.com](mailto:media@carbonliteracy.com)

**Carbon Literacy  
Project**

