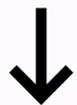


Carbon Literacy Project

Brand Guidelines



**Carbon Literacy
Project**



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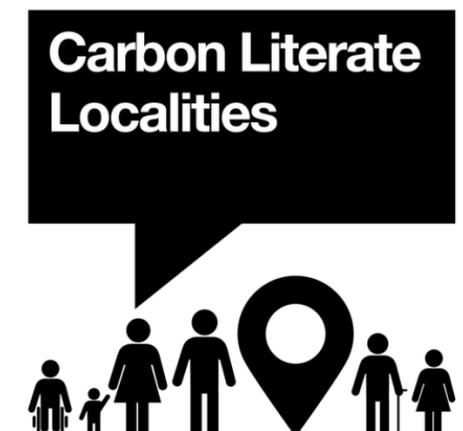
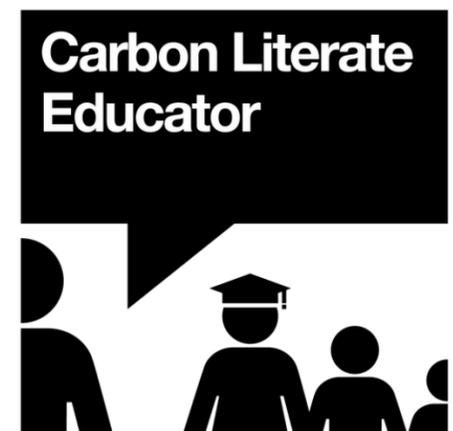
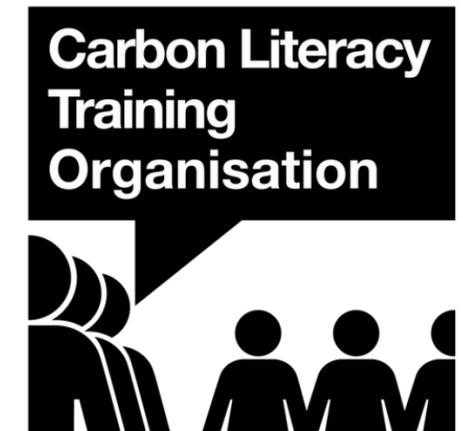
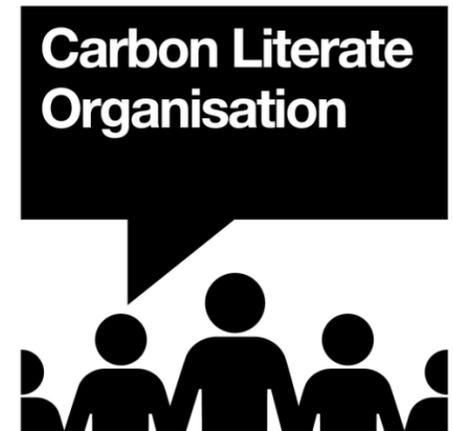
Introduction

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

Terms

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



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
CLL	Carbon Literate Locality

Other terms:

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

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 Carbon Literacy Project.



“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**.”

The words ‘**Carbon Literacy**’ should always appear together on the same line and should never be split across line breaks.



Carbon Literacy
Project



Carbon
Literacy **Project**



Fonts

To ensure consistency and accessibility across platforms, Arial is the default font for all digital Carbon Literacy materials, including presentations, documents, social media, and other online resources.

For printed materials, such as banners and professionally produced assets, Helvetica (or Helvetica Neue, where available) is used to align with the Carbon Literacy logo.

Headings and titles use Arial/Helvetica/Helvetica Neue emboldened (**'Bold'**).

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz / 1 2 3 4 5 6 7 8 9 0

Helvetica Neue

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz / 1 2 3 4 5 6 7 8 9 0

Helvetica

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz / 1 2 3 4 5 6 7 8 9 0

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz / 1 2 3 4 5 6 7 8 9 0

Helvetica Neue Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz / 1 2 3 4 5 6 7 8 9 0

Helvetica Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz / 1 2 3 4 5 6 7 8 9 0

Fonts in Use

Carbon Literacy in Arial
Carbon Literacy in Arial Bold

Carbon Literacy in Helvetica Neue
Carbon Literacy in Helvetica Neue Bold

Carbon Literacy in Helvetica
Carbon Literacy in Helvetica Bold

Translations

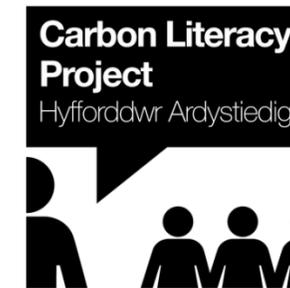
The normal and correct usage of The Carbon Literacy Project's terms (Carbon Literacy, Carbon Literate, The Carbon Literacy Project) and its associated logos and materials are the English language versions provided in these Brand Guidelines.

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

Welsh translation examples



**Do you speak
Carbon?**

**您有关注全球
变暖吗**

**¿Hablas
Carbono?**

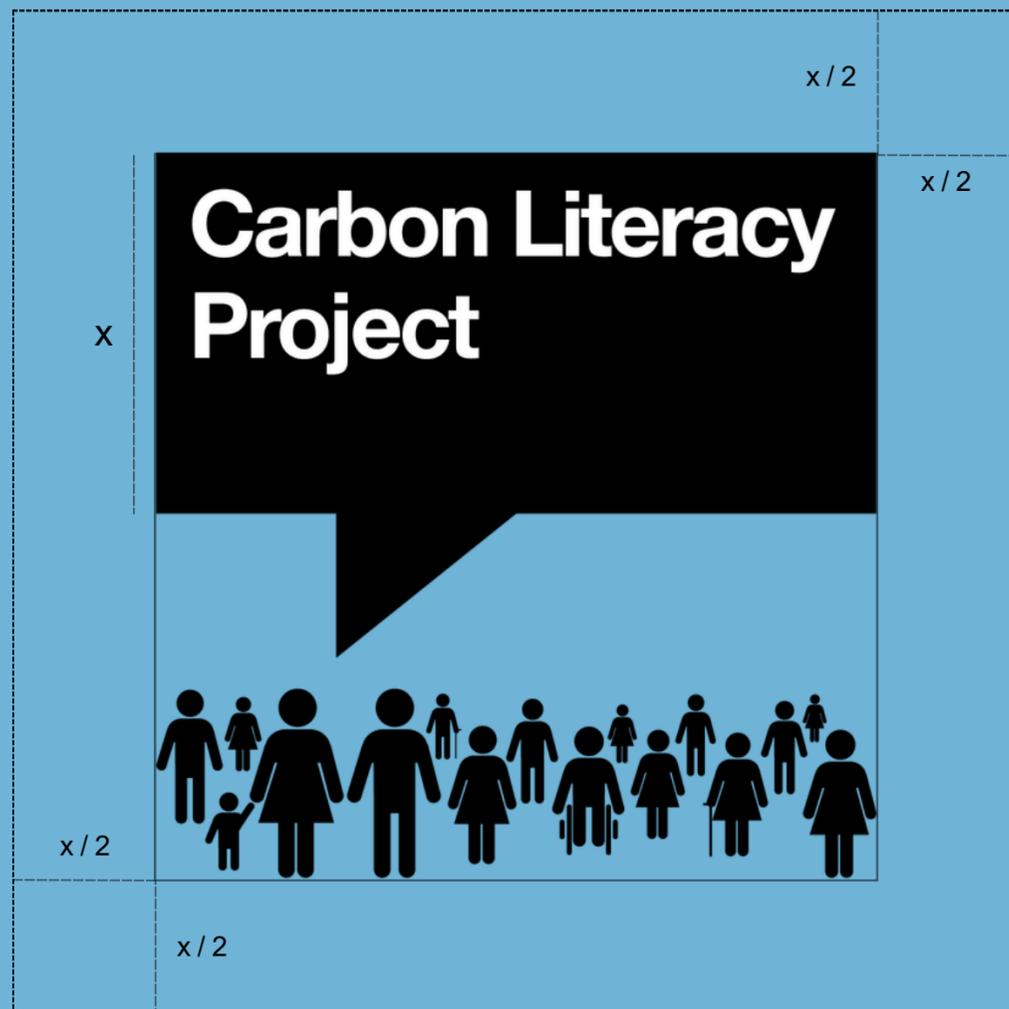
**Parlez-vous
Carbone?**

Logo Guidelines

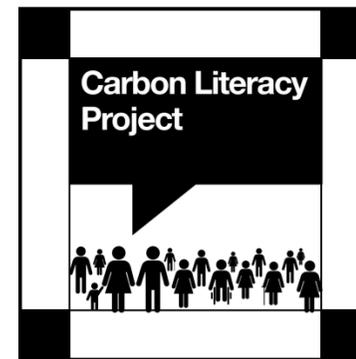
**Carbon Literacy
Project**



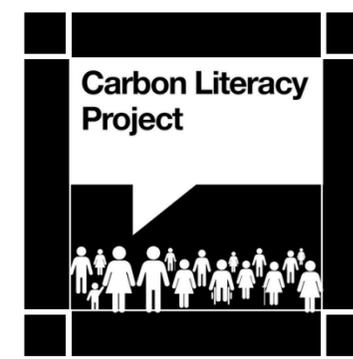
Displaying the Logos



Main logo



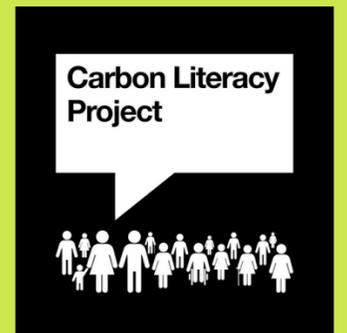
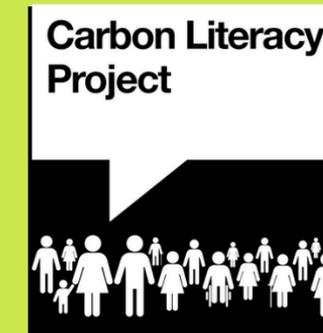
Reverse



Logo Usage

Carbon Literacy logos must always be used exactly as provided in these Brand Guidelines, including approved colours, formats, and proportions.

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



Logo Spacing

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.

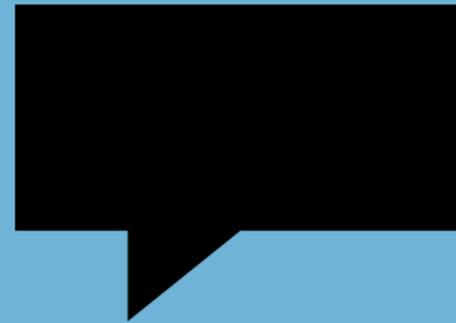
The **.png versions** of our logos, downloadable from the **Documents** page of our website, have the necessary spacing included.

Logo elements

Carbon Literacy logos share a set of **core visual elements** that reflect our approach to climate education: people, community and collective action. While individual logos may vary by scheme, these elements **remain consistent** across the Carbon Literacy family.

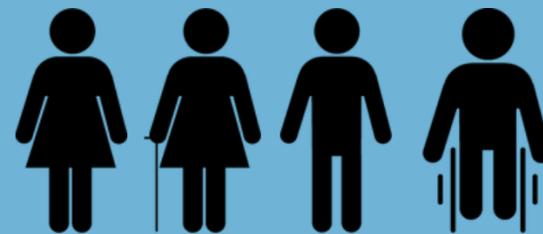
Carbon Literacy logos:

- Are primarily used in **black and white**
- Have **transparent backgrounds** to allow flexibility across materials
- Have **reverse versions** for use on dark backgrounds



Speech bubble

The speech bubble is a **key feature** of Carbon Literacy logos. It is presented within a square format across the core logo set, reinforcing consistency and recognisability across platforms. It **appears in all Carbon Literacy logos**, with colour and style varying by scheme.



'People' icons

People are a **core visual element across Carbon Literacy logos**. They may appear individually or in groups, and vary in number, scale or arrangement depending on the logo or the scheme.

Carbon Literacy
Carbon Literate

'Carbon Literacy' wording

Carbon Literacy logos include consistent terminology, such as 'Carbon Literacy' or 'Carbon Literate', along with scheme-specific variations. This wording **must always remain unaltered**, rather than recreated or typeset separately.

Main Logo

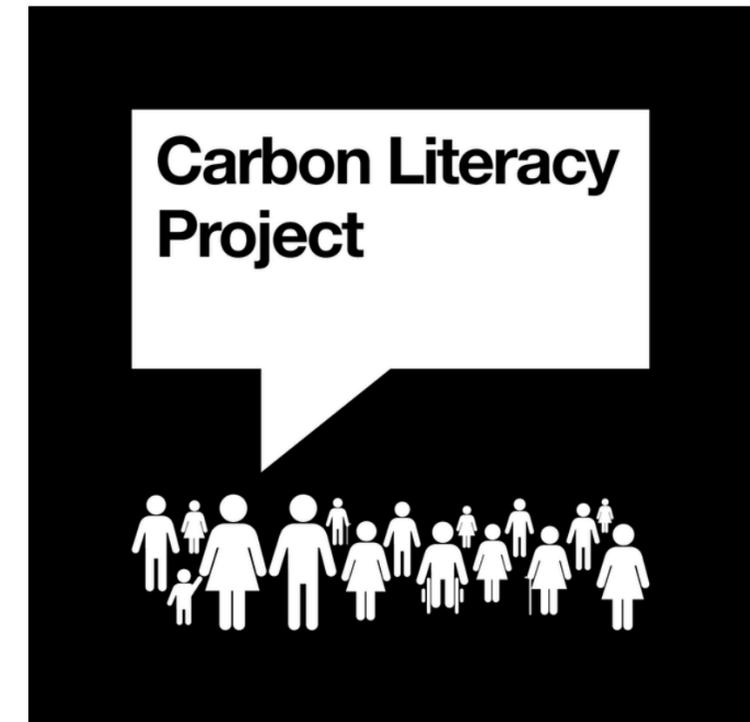
The main Carbon Literacy Project logo should only appear in **black and white** as a **speech bubble** emerging from the **16 people** with the words '**Carbon Literacy Project**'. Text is in white against the black of the speech bubble. The background is **transparent**.

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

Where can the logo be used

The main Carbon Literacy Project logo can be used in connection with **Carbon Literacy training or accredited course** 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, reversed, altered, or modified in any way.



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 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.

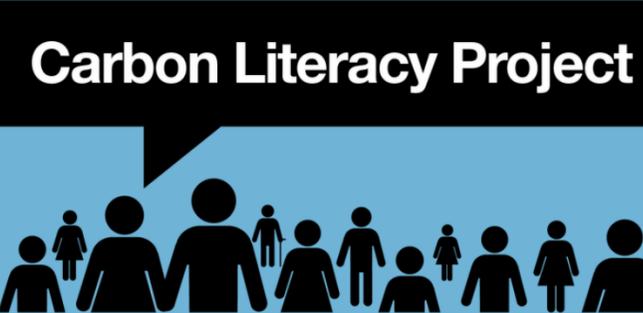
The logo should under no circumstances be cropped, chopped, rotated, reversed, altered, or modified in any way.

When to use the lozenge logo

The lozenge logo should be used **only** when the Main Carbon Literacy Project logo does not fit the available space. It is intended for restricted or narrow layouts and **should not** be used as a stylistic alternative to the main logo.

Where can the lozenge logo be used

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.



Carbon Literacy Project



Carbon Literacy Project

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 logo should under no circumstances be cropped, chopped, rotated, reversed, altered, or modified in any way.

When to use the Certified Carbon Literate logo

The Certified Carbon Literate logo is a **personal certification badge**. It may be used publicly by individual learners who have **completed Carbon Literacy training**, to recognise and promote their certification.

This logo is **not for organisational use**.

The logo must always be used exactly as shown in these Brand Guidelines.



Carbon Literate Organisation

A Carbon Literate Organisation (CLO) is an **organisation** that:

- Is **committed** to Carbon Literacy
- Has a **substantial number of people** who are Carbon Literate
- Has a **commitment** to support its Carbon Literate people and maintain its **low-carbon culture**

To be an accredited Carbon Literate Organisation, 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 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**'.

* Please note

- The CLO logo **must only be used** by an organisation that has been accredited as such.
- It is available for **use by any accredited CLO**, regardless of accreditation tier.

Carbon Literate
Organisation



Carbon Literate
Organisation



Tiered CLO logos

There are specific CLO logos for each of the four levels of accreditation achievable by an organisation: **Bronze, Silver, Gold and Platinum**. Each tiered logo is based on the generic black and white CLO logo, with:

- The accreditation level added to the logo text
- A colour variation applied to the 'group of people' to reflect the accreditation tier

Tiered logos must be used:

- **Only in the colours supplied**, or
- In **monochrome**, where black-and-white printing is required

No other colour variations are **permitted**



Where and how CLO logos can be used

- ✓ We encourage CLO logo use on organisational materials such as:
 - Websites
 - Letterheads
 - Email signatures
 - Reports and other materials
- ✓ The appropriate CLO logos may be used for the **three-year duration** of the organisation's CLO accreditation, provided the accreditation remains valid.
- ✓ CLO logos **must only be used in direct association** with the accredited organisation or business unit.

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 representing the whole organisation.

Carbon Literate Educator

A Carbon Literate Educator (CLE) is an **educational institution** that:

- Is **committed** to Carbon Literacy
- Has a **substantial number of people** who are Carbon Literate
- Has a **commitment** to support its Carbon Literate staff and students while instilling and maintaining a **low-carbon culture**

To be an accredited Carbon Literate Educator, 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 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’**.

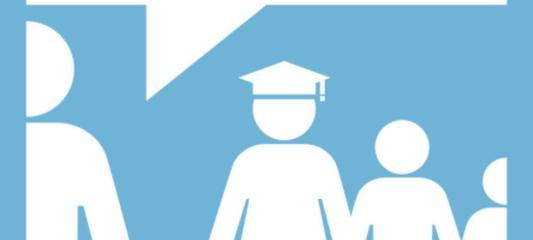
* Please note

- The CLE logo **must only be used** by educational institutions that have been accredited as such.
- It is available for **use by any accredited CLE**, regardless of accreditation tier.

Carbon Literate
Educator



Carbon Literate
Educator



Tiered CLE logos

There are specific CLE logos for each of the four levels of accreditation achievable by an organisation: **Bronze, Silver, Gold and Platinum**. Each tiered logo is based on the generic black and white CLE logo, with:

- The accreditation level added to the logo text
- A colour variation applied to the 'group of people' to reflect the accreditation tier

Tiered logos must be used:

- **Only in the colours supplied**, or
- In **monochrome**, where black-and-white printing is required

No other colour variations are **permitted**



Where and how CLE logos can be used

- ✓ CLE logos may be used on organisational materials such as:
 - Websites
 - Letterheads
 - Email signatures
 - Reports and other materials
- ✓ The appropriate CLE logos may be used for the **duration of the academic year** in which the CLE accreditation is valid.
- ✓ CLE logos **must only be used in direct association** with the accredited institution or sub-unit.

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 representing to the whole institution.

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** in training design and delivery, 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 **'Facilitator'**, **'Trainer'**, or **'Consultant'**.



Ownership and use of the Trainer logos

- ✓ The logos can be used by **individuals accredited** at the appropriate level to promote their own work, including services or courses they deliver.
- ✓ The accreditation and logo **belong to the individual**, not an organisation, and may be used **outside of, and after, the employment** in which they were gained. Employers may use the logo only to promote the **work of a currently certified employee**.
- ✗ Trainer logos **must not be used on course materials**, to avoid misuse if the material is delivered by someone other than the certified individual.

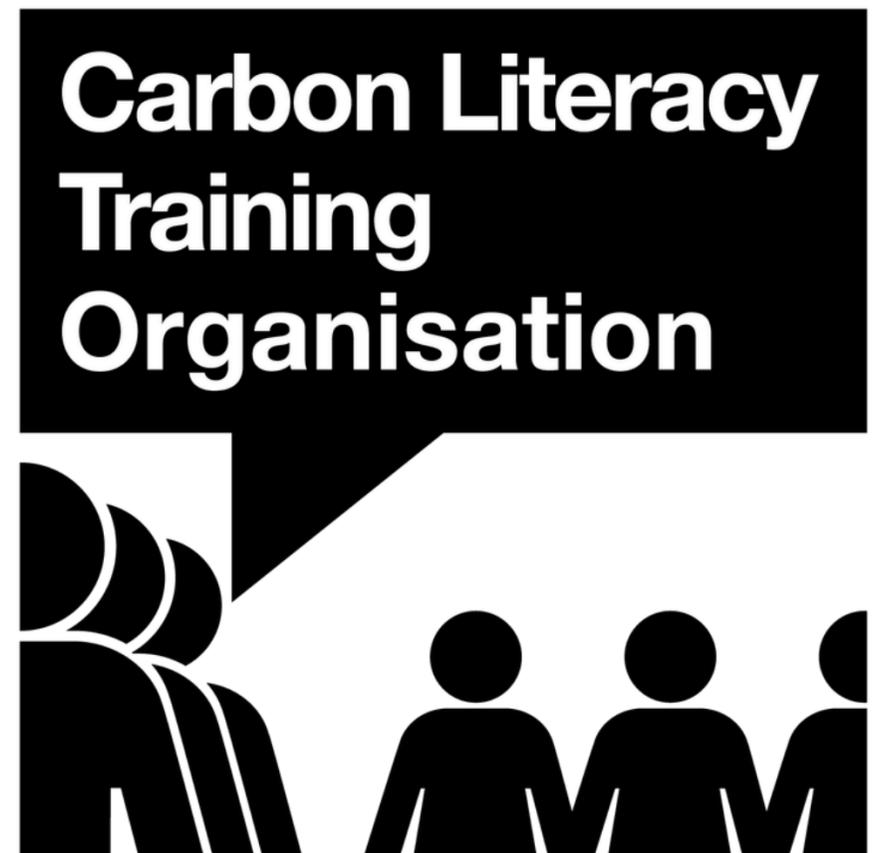
Carbon Literacy Training Organisation

A Carbon Literacy Training Organisation (CLTO) is an organisation that is **formally accredited** for its 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 one group of people delivering training to another. The text displays 'Carbon Literacy Training Organisation'.

Who can use the logo

- ✓ The CLTO logo may be used **only by organisations formally certified** as a CLTO to deliver Carbon Literacy training.
- ✓ The 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 remains valid.



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 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** participating in CLAD. The logos may be used on printed and online promotional and training materials.

**Carbon Literacy
Action Day**
International



**Carbon Literacy
Action Day**
International



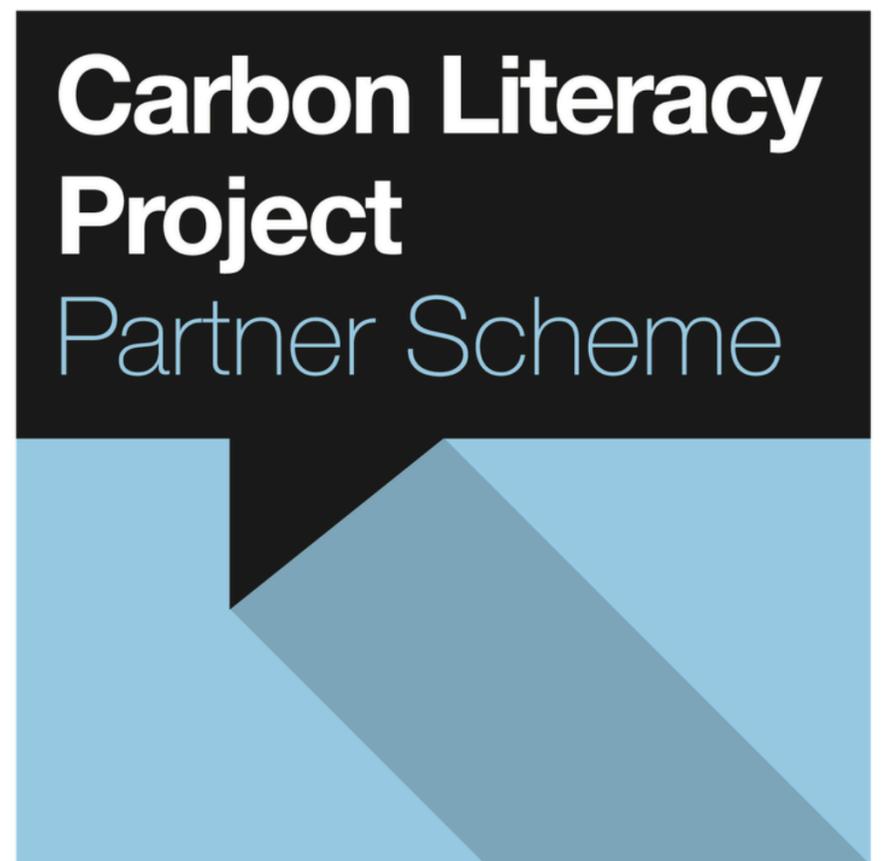
Carbon Literacy Partner Scheme

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).

Main logo

The main Partner Scheme logo is visually distinct from other Carbon Literacy logos and does not include 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 the 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.



Partner Scheme logos

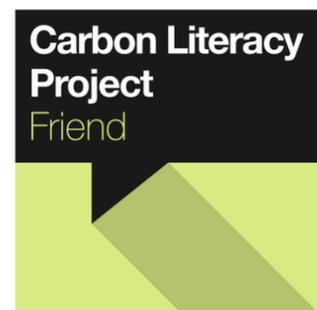
There are specific Partner Scheme logos for each of the five tiers of the Partner Scheme: **Friend, Bronze, Silver, Gold and Platinum**. Each tiered logo is a variation of the generic black, white, and blue Partner Scheme logo, with:

- The **Partner tier** added to the logo text
- A **colour change** applied to the Partner tier text and the lower half of the square logo to reflect the sponsorship level

Tiered logos must be used:

- **Only in the colours supplied**, or
- In **monochrome**, where black-and-white printing is required

No other colour variations are **permitted**



Who can use Partner Scheme logos

At any sponsorship level, the appropriate Partner Scheme logo may be used by the **organisation or business unit** providing the sponsorship.

Logos may be used on **organisational materials**, including:

- Websites
- Letterheads
- Email signatures
- Promotional materials

Logos may be used **for as long as the sponsorship remains valid.**

Carbon Literate Localities

Carbon Literate Localities (CLL) is an initiative that brings together **individuals, organisations, and sectors within a defined geographic area** to collaborate on their collective Carbon Literacy journey. By working together, participants support culture change at a local level so that the **combined impact of individual, organisational, and community action is amplified**.

The CLL logo is black and white, featuring a group of **six people** alongside a **location pin**, under a **speech bubble** containing the words '**Carbon Literate Localities**'. 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 logo may be used only by the **coordinating body and contributing organisations** involved in that registered initiative. Logos may be used on **printed and online materials** to communicate participation in, and commitment to, the Carbon Literate Locality.

Carbon Literate
Localities



Carbon Literate
Localities



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 accurate at the time of writing.

Do not use logos out of context:

- Do not use logos in isolation on promotional or training materials.
- Do not use logos on materials not linked to accredited courses.
- Do not use logos on promotional materials for courses that are not Criteria Checked.

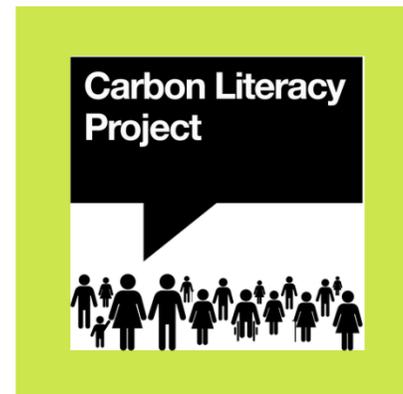
Do not use unofficial versions:

- Do not use previous, outdated, or unapproved versions of the logo.
- Do not use images or screenshots of the logos, other than the official version provided.

Do not alter the logo:

- Do not edit, modify, reshape, stretch, crop, recolour, invert, or adapt the logo.
- Do not animate the logo or apply effects (e.g. shadows, outlines, gradients).
- Do not add people, symbols, illustrations, or objects to the logo, or place the logo within a group of people or objects.

✘ Don't modify



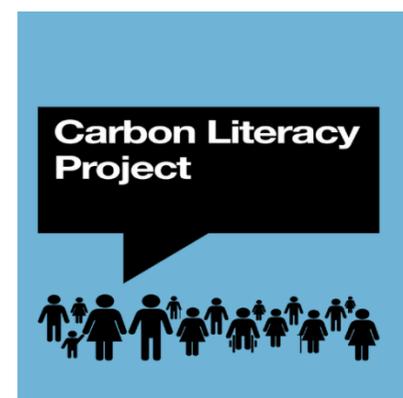
✘ Don't crop



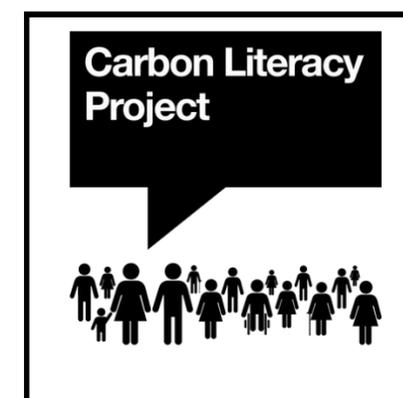
✘ Don't colour



✘ Don't stretch



✘ Don't add border



✘ Don't redesign



Brand Application



A few examples of how to correctly position and place Carbon Literacy logos



Trademark Guidelines



Trademark Guidelines

Trademark and copyright

- All logos and intellectual content contained within these Brand Guidelines are the copyright and trademarks of **The Carbon Literacy Trust (Registered Charity No. 1156722)**.
- Use of any Carbon Literacy logos or materials is permitted **only in accordance with these Brand Guidelines** and with the **express consent of The Carbon Literacy Trust**.

Use and compliance

Adherence to these guidelines is **required at all times**. Failure to comply may result in the **withdrawal of permission** to use Carbon Literacy logos and, where applicable, the **nullification of related contracts or agreements**.

License terms

Any licence granted to use The Carbon Literacy Trust's trademarks is:

- **Non-exclusive**
- **Royalty-free**
- **Non-transferable and non-sub-licensable**

Logo(s) must not be used in connection with any content or activity that:

- Conflicts with **The Carbon Literacy Trust's charitable aims**, or
- Diminishes the **value or integrity** of Carbon Literacy certifications, accreditations, or projects.

* Please note

The Carbon Literacy Trust reserves the right to **update or amend these guidelines at any time** and to take appropriate action where trademarks are used **outside of these guidelines or without prior authorisation**.

Any questions?

Unsure about any usage of CLP logos or text?
Contact us at: media@carbonliteracy.com

**Carbon Literacy
Project**

