



Making business sense  
of climate change

# **Generic guidelines for using the Carbon Trust Standard logo**



**The Carbon Trust Standard shows which businesses and organisations are taking real action on climate change by reducing their own carbon emissions. It is awarded to a whole or part of an organisation that is reducing its emissions year on year.**

**These guidelines have been created to help ensure the logo is used in the correct way in all applications.**

## The Carbon Trust Standard logo can be used on the following:

### Corporate literature

Corporate property (that is not for sale i.e. staff uniforms, mugs, mouse-mats, flags etc)

Buildings (door, floor, wall, corporate stands, tills, till receipts, literature)

Company reports

Website

Local and National advertising

When producing artwork please follow the instructions in terms of exact size, position and colour. All artwork should be submitted to [CTSBranding@carbontrust.co.uk](mailto:CTSBranding@carbontrust.co.uk) for approval prior to reproduction.

## Restrictions

1. The *Carbon Trust Standard* logo cannot be used on transport without permission. Each case will be considered on an individual basis.
2. The *Carbon Trust Standard* logo can only be used in national advertising when all sites within an organisation have qualified for the Carbon Trust Standard.
3. The *Carbon Trust Standard* logo must be displayed in a generic corporate area and in generic context. It must not be placed on product packaging, on shelf or next to the *Carbon Reduction Label*\*. It cannot be used on sales material promoting a particular good or service.

*\*For more information on the Carbon Reduction label, please refer to point 4.*

4. Clients who have been awarded both the *Carbon Reduction Label* for a product or service, and the *Carbon Trust Standard* for their organisation may use the following copy to distinguish between the two:

The *Carbon Trust Standard* shows that an organisation is reducing the emissions they directly control.

The *Carbon Reduction Label* shows they are tackling the emissions they create indirectly through their supply chain.

The Carbon Trust encourages organisations to do both. Together, the *Carbon Trust Standard* and the *Carbon Reduction Label* let people see which organisations are truly reducing their own emissions and begin to understand the carbon footprint of individual products.

## There are two versions of the Carbon Trust Standard logo

The two versions of the Carbon Trust Standard logo shown below have been created to ensure legibility at various sizes. Both marks are available as colour, black and white-out artwork.

Please note a change of colour to the Carbon Trust Standard logo may be permitted in extenuating circumstances, but permission must be obtained from Carbon Trust Standard Company prior to any materials going live or before they go into production. Permission will only be given to change the colour if it is felt that the full colour, black or white out versions of the logo are not workable. Carbon Trust Standard Company has final sign off on whether a change of colour is permitted.

The tables on the following two pages show which version should be used in any print and on-screen application.



Logo for use at sizes above 18mm wide



Logo for use at sizes below 18mm wide

## Using the correct version of the Carbon Trust Standard logo – in print

This table should be used to help decide which version to choose.

	12mm wide	15mm wide	18mm wide	18mm+ wide
Newsprint on white background	X	 Black mark with larger 'standard'	 Colour mark with larger 'standard'	 Colour mark with smaller 'standard'
Newsprint on pale colour background	X	 Black mark with larger 'standard'	 Black mark with larger 'standard'	 Black mark with smaller 'standard'
Newsprint on dark colour background	X	 White mark with larger 'standard'	 White mark with larger 'standard'	 White mark with smaller 'standard'
All other print on white background	 Black mark with larger 'standard'	 Colour mark with larger 'standard'	 Colour mark with larger 'standard'	 Colour mark with smaller 'standard'
All other print on pale colour background	 Black mark with larger 'standard'	 Black mark with larger 'standard'	 Black mark with larger 'standard'	 Black mark with smaller 'standard'
All other print on dark colour background	 White mark with larger 'standard'	 White mark with larger 'standard'	 White mark with larger 'standard'	 White mark with smaller 'standard'

## Using the correct version of the Carbon Trust Standard logo – on screen

This table should be used to help decide which version to choose.

	minimum size = 100 pixels wide	200 pixels wide and smaller	bigger than 200 pixels wide
Screen on white background	 Colour mark with larger 'standard'	 Colour mark with larger 'standard'	 Colour mark with smaller 'standard'
Screen on pale colour background	 Black mark with larger 'standard'	 Black mark with larger 'standard'	 Black mark with smaller 'standard'
Screen on dark colour background	 White mark with larger 'standard'	 White mark with larger 'standard'	 White mark with smaller 'standard'

## Exclusion Zone

The exclusion zone is an invisible barrier around the logo. It is the same for both variants of the logo shown on page 4. No other elements should enter the exclusion zone at any time.

Please follow the exclusion zone shown opposite. There must be a clear space around the logo with minimum distance of two cap-heights of the CARBON TRUST 'N' around the logo.



## Boilerplate copy

Where space allows, the following boilerplate copy must be used in conjunction with the Carbon Trust Standard logo:



The Carbon Trust Standard certifies that an organisation has genuinely reduced its carbon emissions, and is committed to making further reductions year on year.

Depending on the coverage of your certification and the proposed logo usage, there may be a need to include some additional text with the logo. Examples of these instances are below:

- 1) Where the Carbon Trust Standard has been awarded to either a division(s) or site(s), additional wording must be used to ensure it is clear which part of the organisation has achieved the Carbon Trust Standard.

Example wording:

*Company ABC, CDE division has been awarded the Carbon Trust Standard*

Or

*Awarded to ABC, CDE division*

- 2) Where the logo is to be used on materials of a sub brand, site or division, additional wording would need to be used to indicate which part of the organisation is covered by the certificate boundary. The organisation name on the certificate should be used in this instance.

Example wording:

*Company XYZ Ltd has been awarded the Carbon Trust Standard*

Or

*Awarded to XYZ Ltd*

- 3) If there is a lack of customer branding on materials or it needs to be made clear that the Carbon Trust Standard has been awarded to the organisation rather than, for example, a campaign the organisation may be running.

Example wording:

*Company 123 has been awarded the Carbon Trust Standard*

Or

*Awarded to 123*

## 'Awarded to:' Descriptor

In order to protect the integrity of the award, but equally to celebrate and clarify the exact basis on which it was awarded, we would recommend that where appropriate a descriptor be added alongside the Standard. In the example shown the Carbon Trust Standard was awarded specifically to ABC Organisation.

Whilst we would recommend positioning the descriptor to the right-hand side of the Standard, we suggest that you also produce a stacked version for use on applications which have width restrictions.

When producing artwork please follow the instructions overleaf in terms of the exact size, position, colour and specific typeface of the descriptor. All artwork should be submitted to [CTSBranding@carbontrust.co.uk](mailto:CTSBranding@carbontrust.co.uk) for approval prior to reproduction.

### Horizontal Version



Awarded to:  
**ABC Organisation**

### Stacked Version



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Awarded to:  
**ABC Organisation**

## Setting up a horizontal descriptor

When adding a horizontal descriptor to the logo please follow these instructions:

Firstly determine "A", this is equal to the height of "REDUCING CO2 YEAR ON YEAR" element of the logo.

Use "A" as the distance between the logo, the vertical line and the descriptor.

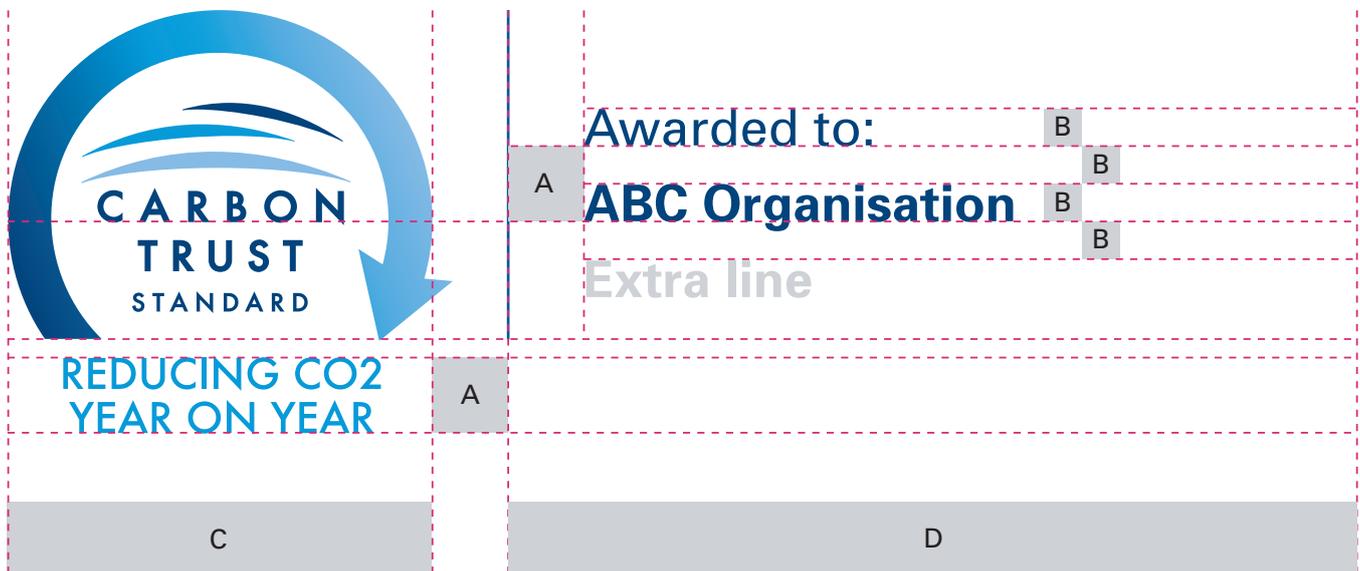
Use half the height of "A" as the cap height and leading of the descriptor, "B". Align the baseline of the descriptor with the baseline of the "CARBON" element of the logo.

The descriptor is set in Univers 55 Roman and Univers 65 bold, aligned left and coloured C100 M68 Y7 K30.

Univers is the preferred typeface however if Univers is unavailable please use Verdana (Regular and Bold), aligned left and coloured C100 M68 Y7 K30.

Never allow the width of the descriptor "D" to be more than double the width of the logo "C". Set the descriptor over three lines if necessary as shown.

Horizontal Version



## Setting up a vertical descriptor

When adding a vertical descriptor to the logo please follow these instructions:

Firstly determine "A", this is equal to the height of "REDUCING CO2 YEAR ON YEAR" element of the logo.

Use half the height of "A" as the distance between the logo, the horizontal line and the descriptor, "B".

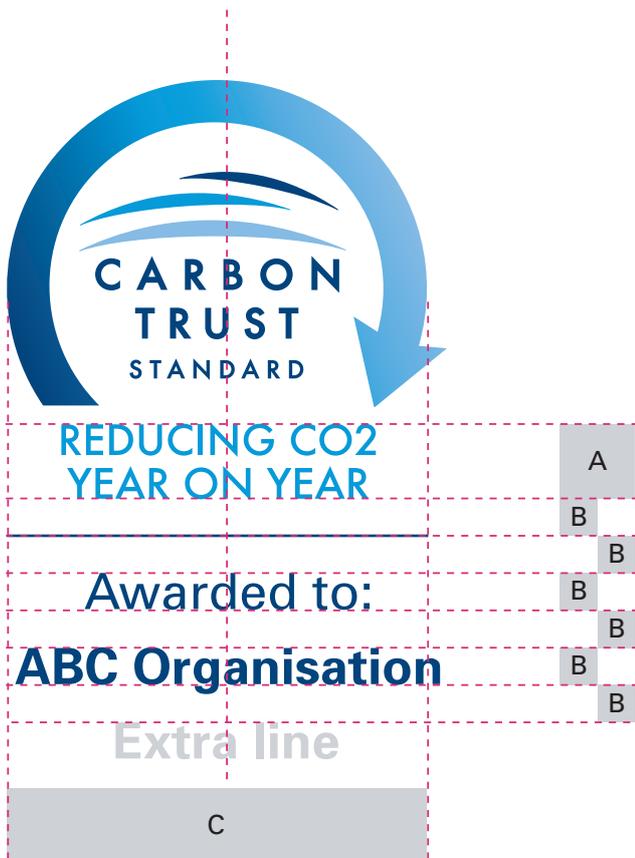
Use "B" as the cap height and leading of the descriptor.

The descriptor is set in Univers 55 Roman and Univers 65 bold, centred under the logo and coloured C100 M68 Y7 K30.

Univers is the preferred typeface however if Univers is unavailable please use Verdana (Regular and Bold), centred under the logo and coloured C100 M68 Y7 K30.

Never allow the width of the descriptor to be more than double the width of the logo "C". Set the descriptor over three lines if necessary as shown.

Stacked Version



# CARBON TRUST STANDARD LICENCE AGREEMENT

## 1. Parties

THIS LICENCE AGREEMENT is between: (i) you; and (ii) The Carbon Trust Standard Company Limited, a company incorporated in England (no. 06547658), with its registered office at 6th Floor, 5 New Street Square, London, EC4A 3BF (the “Licensor”).

## 2. Interpretation

- 2.1 References to a statute, ordinance or other law will be deemed to include regulations and other instruments under it and consolidations, amendments, re-enactments or replacements of any of them.
- 2.2 References herein to Clauses and Appendices are to clauses in and appendices to this Licence Agreement.
- 2.3 The headings are inserted for convenience only and will not affect the construction of this Licence Agreement.
- 2.4 Words importing the singular include the plural and vice versa and words importing a gender include every gender.
- 2.5 “Affiliate” means in relation to either party, every company that is, from time to time, a subsidiary or holding company of that party, or a subsidiary of any such holding company (and the terms *subsidiary* and *holding* company will have the same meanings as given to them in section 1159 of the Companies Act 2006).

## 3. The Carbon Trust Standard Logo

- 3.1 The Carbon Trust Standard Logo (the “Logo”), when displayed by an organisation (or any part of it), demonstrates: (i) that the organisation’s carbon emissions (or relevant part’s carbon emissions) have reduced over a particular defined period; and (ii) that the organisation (or relevant part) maintains good carbon management practises, (including, but not limited to, management responsibility, raising staff awareness, and capital investment into carbon reduction). By using the Logo, you are representing that your organisation (or the relevant part of your organisation) meets these requirements.
- 3.2 The Licensor has made such searches and enquiries as have been considered appropriate (including a full search of the UK Trade Marks Register (extending to the EU wide (CTM) Register and International Register – designating UK and

CTM)) and to the best of the Licensor’s knowledge, information and belief, no likely conflicts to the use or registration of the Logo in the UK have been located.

- 3.3 Your use of the Logo will be your responsibility having regard to such laws, regulations and codes that may apply to any such representation or advertisement of your organisation’s practices.
- 3.4 If you intend to use the Logo with any additional trade marks, narrative, information or branding, you are advised to notify the Licensor as early as practicable during your creative process, but in any event you must submit a draft version of your intended usage and seek approval from the Licensor before you use the Logo. Without any prejudice to the provisions of Clause 7, the Licensor will use reasonable endeavours to respond to your notification within 10 working days and will either approve, or provide advice in respect of, your intended use. It will remain your responsibility to adhere to the Conditions of Use at Clause 7.

## 4. Grant of Licence

- 4.1 This Licence Agreement grants you permission to use the Logo on the basis that you have successfully been Certified, upon completion of a Carbon Trust Standard Assessment, as having met the Carbon Trust Standard.
- 4.2 The term “you” includes all parts of your organisation (which may include your Affiliates) which have been assessed in your Carbon Trust Standard Assessment (i.e. the defined *Boundary*), and which have been Certified as meeting the Carbon Trust Standard.

## 5. Scope of Licence

Subject to Clause 7, you are hereby granted a personal, non-exclusive, non-transferable licence to use the Logo within the UK and the Republic of Ireland for a period of twenty-four (24) months starting from the day following the end of the compliance period for which you have submitted data to be assessed (the “Term”).

## 6. Expiry of Licence and Licence Renewal

- 6.1 Your licence granted under this Licence Agreement is not automatically renewable. It may be renewed, upon expiry of the Term, subject to your re-Certification.
- 6.2 If you have submitted an application for re-Assessment prior to the expiry of the Term, you will be permitted a six-month grace period

whereby your licence will be deemed renewed pending the results of your re-Assessment. If your re-Assessment leads to a re-Certification, the Term of your renewed licence will be deemed to have continued immediately following expiry of the previous Term.

- 6.3 If you fail to be re-Certified, or if your application has not been submitted prior to the expiry of the previous Term, your licence will be deemed to have expired (at the end of the Term, or on the date you are informed of your failure to be re-Certified, as applicable).

## 7. Conditions of Use

By using the Logo, YOU AGREE to the following conditions:

- 7.1 To display the Logo only in areas that fall within the Boundary (as defined with your Assessment Agreement).
- 7.2 Not to use the Logo in conjunction with any goods or services supplied by your organisation.
- 7.3 To adhere to the Logo usage guidelines published by the Licensor (as may be updated from time to time).
- 7.4 Not to make any statement with reference to the Logo, or use the Logo in any way, that in the Licensor's opinion is misleading or could bring the Licensor, its Affiliates and/or the Logo into disrepute.
- 7.5 To do nothing which may be taken to indicate that you have any right, title or interest in or to the Logo (other than the licence granted herein). The Logo is the Licensor's property; any goodwill derived from your use of the Logo will accrue to the Licensor, and you now assign to the Licensor that goodwill (and will, promptly at the Licensor's request, execute a confirmatory assignment of that goodwill at any time).
- 7.6 To notify the Licensor promptly of any infringement or unauthorised use of the Logo by others of which you become aware. The Licensor will have the sole right, at its own expense, to bring any action on account of any such infringement or unauthorised use, and you agree to cooperate with the Licensor as the Licensor may request, in connection with any such action brought by the Licensor.

## 8. Withdrawal of Licence

- 8.1 The Licensor reserves the right to request that you stop using the Logo immediately in the event that you breach Clauses 7.1 - 7.5 above.

- 8.2 If the Licensor makes such a request, you will cease to use the Logo immediately and will remove or obliterate the Logo from any Boundary areas in which you have displayed the Logo; the provisions of Clause 11 will apply.

## 9. Liability

- 9.1 The Licensor will not be liable to you for loss or damage arising from or in connection with any representations, agreements, statements or undertakings made in respect of the Licence prior to the date of your Certification other than those expressly incorporated or referred to in this Licence Agreement.
- 9.2 Any liability incurred by the Licensor hereunder will under no circumstances extend to any loss other than direct loss (including loss of profits, whether or not foreseeable), as defined under English law.
- 9.3 The total and aggregate liability of the Licensor in connection with this Licence Agreement will not at any time exceed an amount equal to 10x the fee you have paid for your Assessment.
- 9.4 Except as provided in this Licence Agreement, the Licensor will be under no further liability of any sort

## 10. Notices

- 10.1 All notices, communications and other correspondence required or permitted by this Licence Agreement will be in writing and will be sent by (a) facsimile; (b) e-mail; or (c) post by mail or courier. The Licensor will send any such notices, communications and other correspondence to the nominee appointed by you at the address provided during your Assessment, unless otherwise notified in writing in accordance with this Clause.

You will send any of the foregoing to Licensor at the following address:

Licensor

**Attn:** Company Secretary  
The Carbon Trust Standard Company Limited  
6th Floor, 5 New Street Square  
London  
EC4A 3BF

Fax: 020 7170 7020

e-mail: [legal@carbontrust.co.uk](mailto:legal@carbontrust.co.uk)

- 10.2 Notices will be deemed sent and received by means of either (i) a confirmation report in the case of either e-mail or facsimile; or (ii) a signature of receipt or confirmation code in the event of notice by post.

## 11. Termination

- 11.1 The provisions of this Licence Agreement will continue to apply until:
- 11.1.1 the expiry of the Term or notification of failure of re-Certification; or
  - 11.1.2 termination by Licensor in accordance with Clause 8.
- 11.2 All rights granted by this Licence Agreement, including, without limitation, your right to use the Logo, will expire upon termination or expiry of this Licence Agreement and, upon termination or expiry, you will immediately, or within such time frame as the Licensor agrees, cease and desist from all further use of the Logo. You will further ensure that the Logo is removed from all Boundary display areas, or any other areas in which it is displayed and provide the Licensor with signed confirmation of such removal.
- 11.3 The expiry of this Licence Agreement will not affect any obligations which, by their nature, are intended to continue beyond such expiry.

## 12. General

- 12.1 No Waiver. The Licensor's failure to enforce or to exercise, at any time or for any period of time, any term of, or any right arising under, this Licence Agreement does not constitute, and will not be construed as, a waiver of such term or right and will in no way affect the Licensor's right later to enforce or exercise it.
- 12.2 Severability. If any provision of this Licence Agreement, or the application of that provision, proves to be unenforceable for any reason, the remainder of this Licence Agreement, and the application of the provision, will be interpreted as best possible to give effect to the original intent behind such provision.
- 12.3 No Agency. You will not represent yourself as agent of the Licensor for any purpose whatsoever, nor will you have the authority to create or assume any obligations of any kind for or on behalf of the Licensor.
- 12.4 No Partnership. Nothing in this Licence Agreement is intended to create any partnership between you and the Licensor.
- 12.5 No Transfer of Rights. The licence granted hereunder is personal to you, and you are not permitted to assign, sublicense, transfer or otherwise convey your rights hereunder in whole or in part to any third party without the prior written

consent of the Licensor. You will indemnify and hold the Licensor harmless against all liability, costs, and expenses arising out of or in connection with claims relating to an attempted assignment, sublicense, transfer, or other conveyance of your rights in breach of this Licence Agreement.

- 12.6 Entire Agreement. This Licence Agreement contains the entire agreement between you and the Licensor with regards to the licensing to you of the Logo. You warrant that you have not relied on any oral representation made by the Licensor or upon any descriptions, illustrations or specifications contained anywhere other than within this Licence or directly on (or from) the Licensor's website.
- 12.7 Precedence. To the extent that there is any conflict between this Licence Agreement and the provisions of your Assessment Agreement, the provisions of your Assessment Agreement will take precedence.
- 12.8 Jurisdiction. This Licence Agreement is governed by, and construed in accordance with, English law and the parties submit to the exclusive jurisdiction of the English courts.