



The Gold Standard®
Premium quality carbon credits

Brand Manual



Influence. Innovate. Inspire.

The Gold Standard Brand Guidelines

- These broad guidelines outline how to use, and engage with, The Gold Standard brand. The information provided in this document is non-legal and purely informative.
- The legal aspects of any engagements with The Gold Standard Foundation are governed by the Terms & Conditions (T&C) and in separate, binding legal contracts. Any legally binding engagement with The Gold Standard is subject to (i) acceptance of the T&C and (ii) entering into the appropriate, written contract with The Gold Standard Foundation.
- In case of contradictions, the T&C and any separate legal contracts supersede this manual.

Our Logo



- The Gold Standard Logo is an integral part of The Gold Standard trademark.
- The logo must always be used in connection with the claim “The Gold Standard – Premium quality carbon credits” as shown above. The logo may not be reproduced in part and may not be modified without prior written consent from The Gold Standard Foundation.

Logo Variations



For use when promoting The Gold Standard Foundation and Gold Standard Energy



To be used only in conjunction with Gold Standard Land Use & Forests activities*



To be used only in conjunction with Gold Standard Water based activities

* Please review page 6 & 7 for additional guidelines on Land Use & Forests projects which are in transition.

Logo Denominations



APPLICANT LOGO: to communicate that a specific, clearly identified project has reached 'listed' status



PROJECT LOGO: to communicate that a specific, clearly identified project has reached 'registered' and/or 'issued' status



MULTIPLE PROJECT LOGO: to communicate multiple Gold Standard projects



PORTFOLIO PLEDGE: to communicate a commitment to environmental rigour and sustainable development through an agreed pledge to The Gold Standard

Land Use & Forests Transition Logo



The Gold Standard Foundation acquired the Carbon Fix Standard in September 2012. The Gold Standard is currently in the process of aligning and developing its new Land Use & Forests Framework, Requirements and Guidelines.

Please note that during this transition phase, Carbon Fix projects are unable to claim to be Gold Standard projects. The CarbonFix Standard will remain applicable to your project, and you will continue to issue CarbonFix credits until The Gold Standard Land Use & Forests Framework and Requirements are released and your project has been certified against these new rules.

Land Use & Forests Transition Logo

Please adhere to this wording and the use of this logo explicitly in any external communications:



Land-use and forest projects are increasingly providing exciting opportunities for innovation in carbon reduction. With strong positive support from its stakeholders, The Gold Standard Foundation has extended its original renewable energy and energy efficiency project scope into land-use and forests.

With a truly innovative holistic landscape approach, The Gold Standard wants to foster sustainable landscapes that are fully recognized for all their functions – including sustainable agriculture, biodiversity, water services and forest products.

As part of this, The Gold Standard has acquired The CarbonFix Standard to establish the foundation of its expansion into the land-use and forests sector building immediate capacity in afforestation/reforestation whilst other land-use methodologies are developed. The current CarbonFix approach and methodologies will form a core part of The Gold Standard Land Use & Forests Framework and Requirements. There will be a technical alignment of the CarbonFix Standard with Gold Standard procedures, governance structures and infrastructure.

In parallel, existing CarbonFix projects, including (insert project name) will be managed by The Gold Standard and may transition to become Gold Standard projects using Gold Standard A/R methodologies provided they meet the new rules under The Gold Standard Land Use & Forests Framework and Requirements.

How Not to Use The Gold Standard Logo



DO NOT: change the font



DO NOT: change the proportions



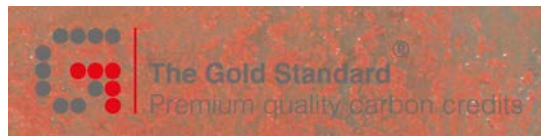
DO NOT: change the colours



DO NOT: scale individual parts



DO NOT: rotate



DO NOT: place logo on coloured backgrounds

Logo Exclusion Zones



Exclusion zones have been established for Gold Standard logos to ensure the impact of the brand is not diminished by overcrowding from other design elements or logos.

No other graphics or text elements may appear within this exclusion zone.

Minimum Size of Gold Standard Logo



Please do not reproduce The Gold Standard logo smaller than 12mm in height.

If you have limited space but would like to use our Gold Standard logo, please contact The Gold Standard Marketing Department via info@cdmgoldstandard.org for further guidance.

Principles of Third Party Engagement

When The Gold Standard Logo is used in conjunction with another logo:

- The Gold Standard logo should have equal visual presence and size with any logos around it.
- The Gold Standard logo should have clear visual space around it and should not be placed hard against, or layered over other logos or design elements.

The Gold Standard Trademark

- The Gold Standard is a protected trademark held by The Gold Standard Foundation, an independent legal non-profit entity established and incorporated in Switzerland. The official name of The Gold Standard is “The Gold Standard Foundation”. The Gold Standard trademark enjoys protection in numerous countries of the world and, due to its high level of international recognition, also enjoys protection under unfair competition laws and trade protection laws. The Gold Standard trademark covers services in the international classes 35, 36, 41 and 42.
- The Gold Standard’s logo and trade name may only be used in connection with activities in these sectors with the prior consent of The Gold Standard Foundation and acceptance of The Gold Standard’s Terms and Conditions.
- While The Gold Standard is officially endorsed by over 85 non-governmental organisations internationally, association with The Gold Standard does not guarantee the right to use the logos of these organisations in connection with Gold Standard activities. Permission is required from the individual NGOs separately should use of their logos be desired.
- Applicable laws will prosecute violation of The Gold Standard’s trademark and false claims using the trademark. The Gold Standard reserves the right to verify public claims of connection to Gold Standard projects, credits or services.

The Gold Standard Foundation

For more information please contact:

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