



BRAND GUIDELINES

Gold Standard[®]

Our brand guidelines have been developed to support our partners in communicating the impacts made by Gold Standard certified projects.

Our mission is to catalyse more ambitious climate action to achieve the Global Goals through robust standards and verified impacts. By working together with our partners, we're committed to delivering meaningful impacts and making life-changing differences in the world's most vulnerable and underserved communities and accelerating the transition to a zero-carbon sustainable global economy.

To this end, our brand guidelines provide best practices for demonstrating the positive outcomes that are made possible by our investors, partners and stakeholders. In addition to our communication guidelines, we provide standards for using our logo and assets to best represent our brand.

We extend our thanks to all who work with us. It is with your participation and continued support that we are able to realise our vision of a pioneering standard that drives holistic, verifiable and science-backed progress.

Sincerely,
the Gold Standard team

Brand guidelines {

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logo {

Primary
- Horizontal version



The Gold Standard logo features the words "Gold Standard" in a bold, sans-serif font. The "G" is a dark grey color, and the "o" is a teal color. A registered trademark symbol (®) is located at the top right of the word "Standard".

Secondary
- Stacked version



The Gold Standard stacked logo consists of the words "Gold" and "Standard" stacked vertically. The "G" in "Gold" is dark grey, and the "o" is teal. A registered trademark symbol (®) is at the top right of "Standard".

variants {

logo with tagline



The Gold Standard logo with tagline. The words "Gold Standard" are in a bold, sans-serif font, with the "G" in dark grey and the "o" in teal. Below the logo, the tagline "Climate Security & Sustainable Development" is written in a smaller, italicized, sans-serif font. A registered trademark symbol (®) is at the top right of "Standard".



The Gold Standard logo with tagline. The words "Gold Standard" are in a bold, sans-serif font, with the "G" in dark grey and the "o" in teal. Below the logo, the tagline "Climate Security & Sustainable Development" is written in a smaller, italicized, sans-serif font. A registered trademark symbol (®) is at the top right of "Standard".

alternatives {

Primary-Light
- Horizontal version

Secondary-Light
- Stacked version

variants {

logo with tagline



Gold Standard®



Gold Standard®



Gold Standard®
Climate Security & Sustainable Development



Gold Standard®
Climate Security & Sustainable Development

alternatives {

Black & White

Monochromatic logos can be used on two-colour documents or coloured backgrounds where the Primary Cyan colour does not have enough contrast.

MonoBlack

Gold Standard[®]
Climate Security & Sustainable Development

**Gold
Standard[®]**

MonoWhite

Gold Standard[®]

**Gold
Standard[®]**
Climate Security & Sustainable Development

exclusion zone {

The encumbrance of the exclusion zone is set by the “caret”

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 margins: No other text or graphic element should overlap on the exclusion zone.

min. dimensions { for print purposes

Primary Logo

Gold Standard[®]

minimum 6mm



Gold Standard[®]
Climate Security & Sustainable Development

minimum 12mm



Secondary Logo

**Gold
Standard**[®]

minimum 9.5mm



**Gold
Standard**[®]
Climate Security & Sustainable Development

minimum 19.5mm



usage {

Dos and Don'ts

Don'ts

distort/crop

Gold
Standard[®]

Dos

Gold Standard[®]

Gold Standard should always be readable

too small/low resolution

Gold
Standard[®]
Climate Security & Sustainable DevelopmentGold Standard[®]
Climate Security & Sustainable DevelopmentGold Standard[®]

If space is limited, use the logo version without the tagline. Vectorial logo versions are recommended to avoid issues with resolution.

alignment/re-colour

Gold Standard[®]Gold Standard[®]Gold Standard[®]

Use the logos provided without altering the colour or rotation

inconsistent background contrast

Gold Standard[®]Gold Standard[®]Gold Standard[®]

Logo versions exist in light and dark background options.

logo collections {

The logo is available in several formats, for digital and print purposes, in different file types for general and expert use.

general user {

The general logo collection contains:



File Types - .PNG (transparent background)
- .EPS (vectorial)



Black, White and FullColor (see details of usage above)



Variants and Alternatives logos (see details of usage above)

access {

<https://www.goldstandard.org/resources/brand-logo>

expert user {

The full logo collection is for professional users/designers



CYMK / RGB



File Types - .PNG - .EPS -.AI -.SVG



Black, White and Full Color (see details of usage above)



Variants and Alternatives logos (see details of usage above)

access {

Upon request please contact help@goldstandard.org.

affiliates {

Climate+ Logo



To always be used in combination with the Gold Standard logo. The Climate+ logo can be used by any Gold Standard certified project or by anyone who purchases carbon credits through the Gold Standard website.

Gold Standard for
the Global Goals Logo



Any Gold Standard Certified Project that has transitioned to our Gold Standard for the Global Goals standard can use this logo.

If you would like to use an affiliate logo, please contact help@goldstandard.org for more information.

affiliate usage {

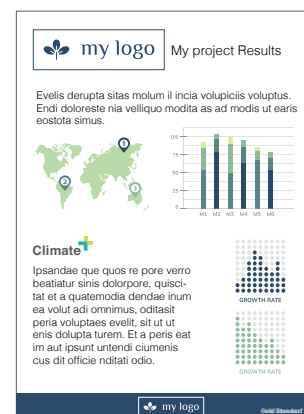
Climate+ is a trademark created by Gold Standard. It can be used by any Gold Standard certified project or by anyone who purchases carbon credits through the Gold Standard website.

The Climate+ logo must always be displayed with the Gold Standard primary logo. This page shows how the two logo's work together in both a vertical and horizontal layout.



If your communication material requires an alternative configuration, you can use the Climate+ and Gold Standard logo apart, but they must still be visible on the same page.

Here are some examples:



If you would like to use an affiliate logo, please contact help@goldstandard.org for more information.

brand colors {

for Gold Standard
visual identity

Primary.cyan

GScyan {
rgb: 15 178 183
hex: 0fb2b7
cymk: 75 5 32 0

dark {
rgb: 0 126 129
hex: 007e81
cmyk: 75 0 30 40

light {
rgb: 110 195 200
hex: 6ec3c8
cmyk: 55 0 25 0

{ Accent color

Primary.green

GSgreen {
rgb: 215 225 65
hex: d7e141
cymk: 20 0 90 0

dark {
rgb: 186 188 86
hex: b9be55
cmyk: 30 15 85 0

light {
rgb: 230 235 155
hex: e6e99d
cmyk: 10 0 50 0

{ Accent color

Primary.grey

GSgrey {
rgb: 90 90 95
hex: 5a5a5f
cymk: 65 55 50 25

dark {
rgb: 63 63 63
hex: 3f3f3f
cmyk: 66 56 53 58

light {
rgb: 242 242 242
hex: f2f2f2
cmyk: 6 4 5 0

{ Copy / contrast color

type fonts {

typography for Gold
Standard visual identity

primary fonts {

The Gold Standard brand uses Open Sans as its primary typography font. Although you are not required to use this font when representing Gold Standard products and services, we have included our typography guidelines for reference.

Open Sans **use** { headlines, stand-alone text }
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijkl

Open Sans **use** { body copy }
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijkl

IBM Plex
Serif Italic **use** { subtitles, pullquotes }
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijkl

alternative font {

Verdana -bold **use** { headlines, stand-alone text }
ABCDEFGHIJKL abcdefghijkl

Verdana - regular **use** { body copy }
ABCDEFGHIJKL abcdefghijkl

Verdana -italics **use** { subtitles, pullquotes }
ABCDEFGHIJKL abcdefghijkl

Communications guidelines {

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Introduction

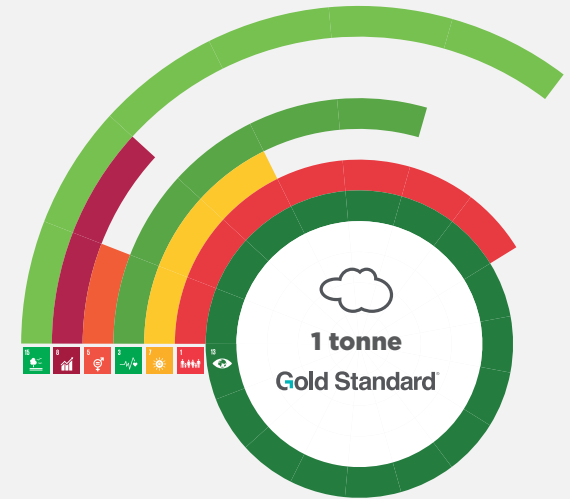
The purpose of this communications toolkit is to provide you with best practice guidelines and ideas for effectively communicating the impact you are making by supporting a Gold Standard certified project.

The toolkit contains information and communication resources, including infographics, images and social media assets that may be adapted to meet your own communication needs.



Promoting Gold Standard

We encourage the promotion of Gold Standard when linking or referring to our projects, activities and/or events, through the authorised use of our logo, inclusion of hyperlinks to our website and by sharing content contained in our publications and multimedia products (citing Gold Standard and linking back to our website - www.goldstandard.org).



Emphasise the Gold Standard difference

Gold Standard stands for the best that can be achieved in climate and development projects. Compared to other standards, our projects feature:

- Required contributions to a minimum of three Sustainable Development Goals
- Required local stakeholder consultation, following gender-sensitive guidelines
- Required environmental and social safeguards
- Exclusion of project types with greater risks and negative impacts (eg, large hydropower projects or fossil fuel switch)
- Greater civil society endorsement from our broad NGO Supporter network

We encourage our project developers, partners, and funders of project impacts to talk about these advantages in their communications.



Demonstrate project impact

Gold Standard projects help achieve the UN Sustainable Development Goals. The icons associated with the SDGs are part of the public domain and therefore can be used without requesting consent. If a project demonstrates a clear impact pathway to one of the SDGs and outcomes are certified to Gold Standard, we encourage you to feature the relevant SDG icons in association with the project story. It is important to accurately state what has been achieved and NOT to over-claim or 'greenwash.'

access { <https://www.globalgoals.org/resources>



Use effective language for climate action

The ambition to take full responsibility for climate pollutants is commendable – and increasingly seen as a license to operate for businesses. However, rather than only positioning carbon credit purchases as offsetting or compensating emissions, phrases like “accelerating the transition to a low-carbon economy,” “providing solutions to lower global emissions” or simply “financing emissions/CO2 reductions” help to demonstrate the benefit of such climate action. Per the same rationale, use “emissions reductions” or “CO2 reductions” rather than “carbon credits” to provide clearer context.

access { <https://www.goldstandard.org/resources/brand-logo>

Be clear and transparent in communications

- Emphasize your dual responsibility:
 - 1) To reduce within your operations
 - 2) To finance beyond to help the world transition to a low-carbon economy.Be sure to articulate how you are reducing your own footprint and your plans to improve over time.
- Use points of reference that laypeople can easily comprehend. Ex: One tonne carbon is comparable to the average US household energy use for one month.
- Cite the beyond-carbon SDG impacts the projects also deliver and tie these to your overall CSR and sustainability commitments.
- Combine project data with storytelling, allowing a human narrative to inspire your stakeholders with hard numbers to support as evidence.

Involve your community

- We encourage you to involve your stakeholders, customers and employees to join your effort in taking climate action. Some suggestions:
 - Develop employee engagement or incentive strategies to help your stakeholders better understand the difference projects can make on the ground in vulnerable communities.
 - Consider introducing matching programs, in which your organisation invests beyond your stated commitments based on the contributions of your consumers or employees.

Contacts

Please feel free to contact Gold Standard communications team, for any communication related inquiry.

Gold Standard Communication

Jamie Ballantyne
Director of Communication

Laura Smith
Communications Manager
laura.smith@goldstandard.org

Ema Cima
Product Designer
ema.cima@goldstandard.org

partner {

SustainCERT is the official certification provider for Gold Standard for the Global Goals.

This page shows how the logo's should be displayed together when referencing Gold Standard.

1



Gold Standard®

2



Gold Standard®

3



Gold Standard®

4



Gold Standard®

If you would like to use an affiliate logo, please contact help@goldstandard.org for more information.

partner affiliate {

SustainCERT is the official certification body for Gold Standard for the Global Goals

This page shows how the logo's should be displayed together when referencing Gold Standard.

1



Official certification body for



2



Official certification body for



3



Official
certification
body for



4



Official
certification
body for



If you would like to use an affiliate logo, please contact help@goldstandard.org for more information.

usage {
on WORD documents

Open Sans.light, 30pt

Gotham.bold, 14pt

Lato.light, 14pt

Gotham.regular, 11pt

line-spacing 1.5

Section Title

PARAGRAPH TITLE

Subtitle

Body copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis eu diam molestie nunc ornare interdum. Aliquam ac tortor odio. Vestibulum blandit purus at metus efficitur varius. Integer nunc neque, facilisis eu arcu nec, elementum condimentum.

template {

GS_Blank_Template.dotx

GS-REPORT-Template.dotx { Please refer to Guidelines WORD to use the GS Word templates.

access {

SharePoint { <https://th> }

usage {

on POWERPOINT
documents

template {

access {

Gotham.bold, 60pt

Gotham.bold, 32pt

Gotham.regular, 24pt

Gotham.regular, 20pt

Section Title

Slide Title

SECTION/SLIDE SUBTITLE

Body copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis eu diam molestie nunc ornare interdum. Aliquam ac tortor odio. Vestibulum blandit purus at metus efficitur varius. Integer nunc neque, facilisis eu arcu nec, elementum condimentum.

Goldstandard PPT sample.potx { Please refer to Guidelines PPT file to use and install the GS-Theme on your system.

SharePoint { <https://> }