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
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logo {
  Primary
  - Horizontal version

  Secondary
  - Stacked version

variants {
  logo with tagline

Gold Standard
Climate Security & Sustainable Development
Gold Standard
Climate Security & Sustainable Development

alternatives {
  Primary-Light
  - Horizontal version

  Secondary-Light
  - Stacked version

variants {
  logo with tagline

alternatives {

MonoBlack

MonoWhite

Black & White
Monochromatic logos can be used on two-colour documents or coloured backgrounds where the Primary Cyan colour does not have enough contrast.
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®  Climate Security & Sustainable Development minimum 9.5mm

Gold Standard®  minimum 19.5mm

copyright 2020 Gold Standard
## Dos and Don’ts

### Don’ts
- distort/crop too small/low resolution alignment/re-colour inconsistent background contrast

### Dos
- Gold Standard should always be readable
- If space is limited, use the logo version without the tagline. Vectorial logo versions are recommended to avoid issues with resolution.
- Use the logos provided without altering the colour or rotation.
- Logo versions exist in light and dark background options.
The logo is available in several formats, for digital and print purposes, in different file types for general and expert use.

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)

https://www.goldstandard.org/resources/brand-logo
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)

**Upon request** please contact help@goldstandard.
affiliates {

Climate+ Logo

Gold Standard for the Global Goals 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.

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
}

Primary.green

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

Primary.grey

GSGrey {
  rgb: 90 90 95
  hex: 5a5a5f
  cymk: 65 55 50 25
}
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.

**Primary Fonts**

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 }

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijkl

Verdana - regular use { body copy }

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijkl

Verdana -italics use { subtitles, pullquotes }

ABCDEFGHIJKLMNOPQRSTUVWXYZ 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 (e.g., 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

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