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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Primary-Light
- Horizontal version

Secondary-Light
- Stacked version

variants {

logo with tagline

Gold Standard
Climate Security & Sustainable Development

Gold Standard
Climate Security & Sustainable Development
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® minimum 9.5mm

Gold Standard® Climate Security & Sustainable Development minimum 19.5mm
Dos and Don’ts

distort/crop

Don’ts

too small/low resolution

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.

alignment/re-colour

Use the logos provided without altering the colour or rotation

inconsistent background contrast

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](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)

Upon request please contact help@goldstandard.
affiliates {

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.
### Brand Colors

For Gold Standard visual identity

#### Primary.Cyan

- **GScyan**
  - **rgb**: 15 178 183
  - **hex**: 0fb2b7
  - **cmyk**: 75 5 32 0

  **Accent Color**
  - **rgb**: 0.126 0.129
  - **hex**: #007e81
  - **cmyk**: 75 0 30 40

  **Light Color**
  - **rgb**: 110 195 200
  - **hex**: #6ec3c8
  - **cmyk**: 55 0 25 0

#### Primary.Green

- **GSGreen**
  - **rgb**: 215 225 65
  - **hex**: d7e141
  - **cmyk**: 20 0 90 0

  **Accent Color**
  - **rgb**: 186 188 86
  - **hex**: #b9be55
  - **cmyk**: 30 15 85 0

  **Light Color**
  - **rgb**: 230 235 155
  - **hex**: #e6e99d
  - **cmyk**: 10 0 50 0

#### Primary.Grey

- **GSgrey**
  - **rgb**: 90 90 95
  - **hex**: 5a5a5f
  - **cmyk**: 65 55 50 25

  **Copy / Contrast Color**
  - **rgb**: 63 63 63
  - **hex**: #3f3f3f
  - **cmyk**: 66 56 53 58

  **Light Color**
  - **rgb**: 242 242 242
  - **hex**: #f2f2f2
  - **cmyk**: 6 4 5 0
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 }
  - ABCDEFGHIJKLMNOPQRSTUV

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

- **IBM Plex Serif Italic**
  - use { subtitles, pullquotes }
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
alternative font {

Verdana -bold  
\textbf{ABCDEFGHIJKLMNOPQRSTUVWXYZ}  \textit{abcdefghijklmnopqrstuvwxyz}

Verdana - regular  
\text{ABCDEFGHIJKLMNOPQRSTUVWXYZ}  \text{abcdefghijklmnopqrstuvwxyz}

Verdana -italics  
\textit{ABCDEFGHIJKLMNOPQRSTUVWXYZ}  \text{abcdefghijklmnopqrstuvwxyz}

}
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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