

# Corporate Design Manual

English 1/2025

# Introduction

This corporate design manual briefly outlines the climate protection organisation myclimate and governs the use of the logo, fonts, colours and, in particular, the handling of the myclimate label.

## About myclimate

myclimate is a partner for effective climate protection – both locally and globally. Together with partners from the economic sector as well as individuals it wants to shape the future of the world through consultation, education and climate protection projects. myclimate pursues this as a market-oriented and customer-focussed non-profit organisation. With projects of the highest quality (Gold Standard, Plan Vivo and VCS (including CBB and/or SD

VISta)), myclimate promotes quantifiable climate protection and sustainable development worldwide.

Furthermore, it encourages everyone to achieve something for the future, through interactive and action-orientated educational programmes. myclimate also offers consultancy on integrated climate protection with tangible added value. This is done through IT solutions, labelling, analyses and resource management.

## Corporate design guidelines

A compelling and thoroughly implemented corporate design ensures a high level of recognition and a unique identity. A strong brand increases the value of the labelled products and boosts the image of the licensees and partners of myclimate respectively.

These design guidelines are binding. They serve to ensure a professional and vivid implementation of the corporate design and to guarantee a uniform appearance of the myclimate logo and label.

## Contact

For further information please contact:

**Foundation myclimate**

[info@myclimate.org](mailto:info@myclimate.org)

**myclimate Deutschland gGmbH**

[kontakt@myclimate.de](mailto:kontakt@myclimate.de)

**myclimate Österreich gGmbH**

[kontakt@myclimate.at](mailto:kontakt@myclimate.at)

[www.myclimate.org](http://www.myclimate.org)

# 1 Name and logo

myclimate is always written entirely in lower case and in one word – whether it is being used as the name of the company or the brand. For the logo, the figurative “cloud” mark and the claim “shape our future” is added to the name “myclimate”. The claim “shape our future” is a fixed element and is written without a full stop.

## Use of the logo

myclimate’s image is based on the logo, which may only be used as indicated here. The claim always appears together with the logo with the predefined spacing.

All advertising material must be submitted to myclimate for approval before production.



## Free space

The logo is always placed in empty surroundings, preferably on a white background. This predefined free zone, the free space, saves the logo from design influences such as graphics, surfaces, lines and typography. The border around the icon is derived from the height and the width of the letter “m”.



## Background

The logo should preferably be set on a white background.

If this is not possible, please ensure that the background is quiet. The logo should be set undisturbed in free surroundings. Where possible, the logo is positioned on the top right hand side. Brightly coloured backgrounds and quiet picture backgrounds with little colour are also permitted.

The logo may not be placed against a dark background. Similarly, please refrain from placing the logo against graphic backgrounds. The logo may not be distorted or altered in colour. The logo has a line conversion that can be used in positive or negative form.



## Minimum size

The logo's minimum size is two centimetres. Logo applications of this size are allowed to be used without the claim.



## Placement

The logo should be placed at the top on the right. The minimum spacing (see above: Free space) must furthermore be maintained. The logo may however also be placed freely on the top right hand side. It is important to take care that the logo is placed clearly visible.



## Partner logos

If the logo is used together with partner logos, the free space must be expanded by the width of the letter "m". From this distance it is important to take the free space of the partner logo into account.



## Colour options

The logo of myclimate is available in four different variations. In colour (CMYK, Pantone and RGB), negative, black and white.

The logo is available in a vector based PDF file; for Power-Point, Word and the web in PNG format.

Whenever possible, the logo is used in colour and placed on a white background.



## 2 Label

The myclimate label recognises companies that financially support climate protection projects – in addition to their own voluntary efforts to avoid and reduce greenhouse gas emissions associated with their product, activity, event or company. The label is a seal of approval that stands for the quality of voluntary support for climate protection projects outside the company's own value chain. The label may only be used with written consent from myclimate. All applications for new and subsequent print runs must be submitted to myclimate for approval prior to production (printing proof). For this reason, it would be sensible to involve myclimate early in the development process. Clients who work with the myclimate Calculate software do not have to submit a printing proof to myclimate.

### Guidelines

The “myclimate Label Guidelines” are an integral part of this manual and can be downloaded at [www.myclimate.org](http://www.myclimate.org). These guidelines define the different labels and which areas are included for the calculation of emissions. In addition, detailed calculation bases can also be downloaded at the same place.

### myclimate label

#### myclimate basic label

The basic label consists of the name, the cloud and the words “Engaged for Impact”. In exceptional cases, the label can be applied in the basic version. More about this on page 7.



#### myclimate label

The additional element consists of a description of what is being accounted for (e.g. event). The tracking number is generated using the myclimate Calculate software or sent directly to the customer by myclimate. With the help of the tracking number integrated into the label, it is possible to see via [myclimate.org](http://myclimate.org) at any time how many emissions an activity emits and to which myclimate climate protection project a corresponding contribution was paid..



#### myclimate label with QR code

The QR code can be read by the camera of commercially available smartphones and tablets and leads customers directly to the climate protection declaration.



## Use of the label

myclimate's image is based on the climate neutral label, which may only be used as displayed here. All advertising materials must be submitted to myclimate for approval before production.

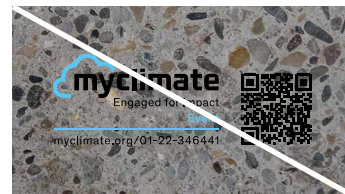
### Free space

The climate neutral label is always placed in free surroundings. This predefined free zone, the free space, saves the label from design influences such as graphics, surfaces, lines and typography. The border around the label is derived from the height and the width of the letter "m".



### Background

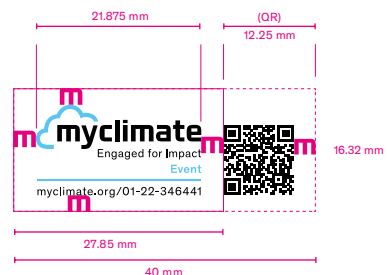
The label should preferably be set against a white background. If this is not possible, please ensure that the background is quiet. Brightly coloured backgrounds and quiet picture backgrounds with little colour are also permitted. The label may not be placed against a dark background.



Applications must be avoided where the readability of the label is compromised by a lack of colour contrasts, colour contrasts that are too similar or busy or graphic backgrounds. The label may furthermore not be distorted or altered in colour.

### Minimum size

The label's minimum size (excl. free space and QR code) is 21,875 mm or 153 px.



## Colour options

The following colour options are available: colour, black and white. The correct file format must be chosen depending on the label's application. Available are:

- PDF (CMYK colour space) for print (PDF/X-1a:2001)
- PNG (sRGB colour space) for web/screen



colour



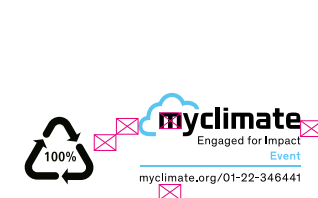
black



white

## Examples of correct use

Proper use requires observing the rules regarding free space and the most readable selection of size and colour contrasts.



## Exception

The exception described below only applies in consultation with myclimate and then only if for some specific reason the use of the climate neutral label as described above is not possible.

### myclimate label with text

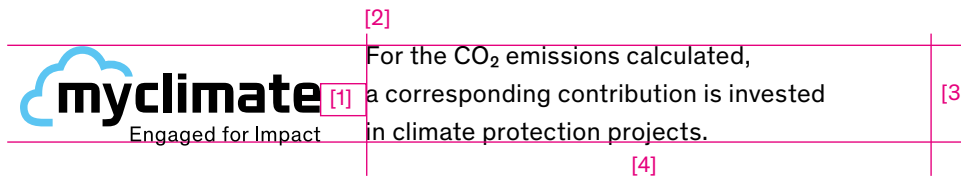
The label may, upon consultation with myclimate, be used in combination with a text on the right.

[1] The distance from label to text corresponds to the width of the “m” in “myclimate” on the label.

[2] The text font should preferably be set in “Theinhardt” or “Arial”.

[3] The height of the text corresponds to the height of the label.

[4] The text is at most twice as wide as the label.





## 3 Fonts

myclimate uses two different Theinhardt fonts as well as the Arial font for alternative uses. It is important to ensure that Theinhardt Medium is used for titles, leads and highlighting and not Theinhardt Regular in the bold setting.

### Theinhardt Medium

“Theinhardt Medium” is used for titles.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!“\$\$%&/()=? @€**

### Theinhardt Regular

“Theinhardt Regular” is likewise used for leads and highlights.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!“\$\$%&/()=? @€**

### Alternative font

For technical reasons, the “Arial” font is used for PowerPoint and web applications.




**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!“\$\$%&/()=? @€**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!“\$\$%&/()=? @€**



## 4 Colours

The light blue and black colours of the logo are the main components of our corporate identity. It is important to ensure that the surroundings support the impact of the two main colours (no complementary colours and enough white space). The colours of the logo may also be used in a more faded form as background colour.

### Main colours

	Name	CMYK	RGB (Web)	Pantone
	Black	C0 M0 Y0 K100	#222222 / R34 G34 B34	Process Black U
	Light Blue	C60 M0 Y0 K0	#5BC5F2 / R91 G197 B242	2985 U
	White	C0 M0 Y0 K0	#FFFFFF	0%: Process Black U

### Secondary colours

	Cyan	C100 M0 Y0 K0	#009FE3 / R0 G159 B227	Process Cyan U
	Magenta	C0 M100 Y0 K0	#E6007E / R230 G0 B126	Process Magenta U

### Tertiary colour

	Dark blue	C100 M60 Y0 K20	#004D90 / R0 G77 B144	294 U
---	-----------	-----------------	-----------------------	-------

### Project color

	CWC	C60 M10 Y100 K0	#6EAA28 / R110 G170 B40	3501 UP
---	-----	-----------------	-------------------------	---------