

myclimate CORPORATE DESIGN MANUAL

English 3/2017

INTRODUCTION

This corporate design manual briefly outlines the Swiss foundation myclimate and regulates the use of the logo, fonts and colours, and in particular how the climate neutral label is handled.

MYCLIMATE – WHAT WE DO

The non-profit organisation myclimate – The Climate Protection Partnership is an international initiative with Swiss origins. Founded in 2002 as a spin-off of the ETH (Swiss Federal Institute of Technology) Zurich, myclimate is well-connected globally and is a leading quality provider of climate education and Carbon Management Services. myclimate is also a renowned partner for carbon offsetting solutions via effective carbon offset projects. Science-based and markt-oriented, myclimate offers a comprehensive service package for climate protection in line with the principles of “avoid – reduce – offset” as well as “do the best and offset the rest”. The group of partners and customers of the climate-protection organisation already includes large, medium-sized and small enterprises from all sectors as well as public administration institutions, non-profit organisations, event organisations and a large number of private individuals.

With its offset payments, myclimate develops and supports carbon offset projects around the world and thereby enables hands-on climate protection. The projects achieve their effect by replacing fossil fuels with renewable energies and through energy efficiency measures. myclimate Carbon Management Services creates carbon assessments and carbon reports as well as comprehensive life cycle assessments. Companies are also supported in the development of strategies, the examination of products and the optimisation of existing processes through the use of various tools. In numerous education projects, myclimate’s Climate Education shows how CO₂ emissions can be avoided or reduced. To this end, myclimate relies on the financial support of private individuals, foundations and companies.

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 the myclimate foundation respectively.

These design guidelines are obligatory. They will be used to implement the corporate design in an active and professional manner and to ensure that the myclimate logo and climate neutral label represent a uniform image.

CONTACT

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1 NAME AND LOGO

With its headquarters in Switzerland, myclimate has a worldwide presence and is represented by myclimate-representatives in selected countries. Its name is registered in the Swiss commercial register as “Stiftung myclimate – The Climate Protection Partnership”, its legal form being a foundation. 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), greyscale, line and negative.

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.

Whenever possible, the logo should be printed in Pantone for colour fastness. Placing the logo on a black/white or line conversion should be avoided whenever possible.



2 LABEL

The climate neutral label is an award for products, activities, events or companies that offset their emissions. The label is a seal of approval that represents quality in the carbon offset market. 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. Participants of the Performance Programmes do not have to submit a printing proof to myclimate.

GUIDELINES

There are various versions of the myclimate label. For simple offsetting, myclimate confers the climate-neutral label; starting on 1 January 2013, participants in the Performance Programmes will be awarded the new Performance Label. If desired, the label is also available in a basic version.

The “Climate-neutral label guidelines” are an integral part of this manual and can be downloaded at www.myclimate.org/service/downloads/logos-manual. These guidelines define the different climate-neutral 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 word “neutral”.



myclimate climate-neutral label

The additional specification describes what has been rendered climate-neutral (e.g. Company). The tracking number is generated using the “myclimateCalculate” software or sent directly to the customer by myclimate. By entering the tracking number at www.myclimate.org, customer can see how much emissions a product or a company produces and which myclimate climate protection project can be used to offset these emissions.



myclimate Performance Label

myclimate confers the Performance Label exclusively to participants in the Performance Programmes. The magenta word “Performance” directly above the otherwise unchanged myclimate label points out the extensive climate commitment of the Performance Programmes participant to end customers.



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 is two centimetres.



COLOUR OPTIONS

The correct colour space must be chosen depending on the label's application. The following options are available: Pantone, CMYK, RGB, greyscale, line or negative.

Whenever possible, the climate neutral label should be printed in Pantone for colour fastness. Placing the label on a black/white or line conversion should be avoided whenever possible.



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colour



No. 01-09-986498 – www.myclimate.org
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greyscale



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line



negative

EXAMPLES OF CORRECT USE

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



EXCEPTIONS

The exceptions described below only apply 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.

Climate neutral label with text

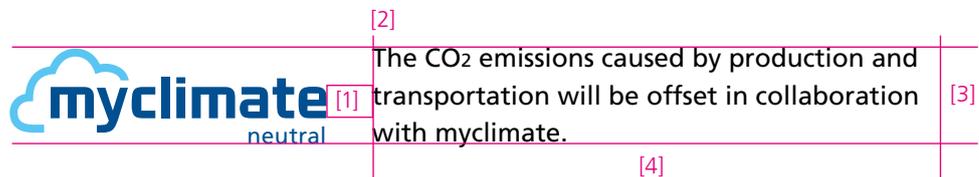
The label may, upon consultation with myclimate, be used in combination with a text explaining carbon offset on the right.

[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 “Frutiger”.

[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.



Climate neutral label with clients' logo

Whenever possible, the label should be used with the corresponding add-on.

There are exceptional cases where co-branding may occur. Here, the logo should whenever possible be used in its original version, which is coloured and with cloud and claim. In no case whatsoever may the cloud be used alone. When using the logo smaller than two centimetres in size, the claim may be omitted. Grey or negative use is allowed under certain circumstances.



Mini-label for micro-applications

Where a label below the minimum myclimate font size of two centimetres needs to be used, there is a mini-label for micro-applications in which the tracking number is easier to read.



3 FONTS

myclimate uses two different Frutiger fonts as well as the Arial font for alternative uses. It is important to ensure that “Frutiger LT Com 65 Bold” is used for titles, leads and highlighting and not “Frutiger LT Com 55 Roman” in the bold setting.

TITLE FONT

“Frutiger LT Com 65 Bold” is used for titles.

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

LEADS, HIGHLIGHTING

“Frutiger LT Com 65 Bold” is likewise used for leads and highlights.

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

MARQUEE FONT

“Frutiger LT Com 54 Light” is the basic font for scrolling text.

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

ALTERNATIVE FONT

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

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

4 COLOURS

The dark blue and light blue 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). The colours of the logo may also be used in a more faded form as background colour.

MAIN COLOURS

	Name	Use	CMYK	RGB (Web)	Pantone
	Dark blue	logo, label, text, tails	C100 M60 Y0 K20	R0 G77 B144 #004D90	294 U
	Light blue	logo, label, bars, tails, lines	C60 M0 Y0 K0	R91 G197 B242 #5BC5F2	2985 U

SUPPLEMENTARY COLOUR PALETTE

	Black	text	C0 M0 Y0 K100	#000000	Process Black U
	Anthrazit	text	C0 M0 Y0 K95	#313131	95%: Process Black U
	Dark grey	text, lines	C0 M0 Y0 K80	#666666	80%: Process Black U
	Grey	area, lines	C0 M0 Y0 K60	#999999	60%: Process Black U
	Light grey	area	C0 M0 Y0 K20	#c2c2c2	20%: Process Black U
	White grey	area	C0 M0 Y0 K0	#e8e8e8	10%: Process Black U
	White	text (title)	C0 M0 Y0 K0	#FFFFFF	0%: Process Black U
	Grey blue	web teaser, info boxes	C20 M5 Y5 K0	#C8E2F0	657 U

AWARD COLOURS

	Dark red *	text, grafics	C25 M100 Y65 K25	#990033	---
	Red *	text, grafics	C0 M100 Y100 K0	#ff0000	---
	Magenta *	text, grafics	C0 M100 Y0 K0	#DD2E68	Process Magenta U
	Green *	text, grafics	C60 M10 Y100 K0	#81ae06	---

* Award colours for text: Only to be used in scrolling text, not in title or leads.