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1.0

Introduction

We believe that clients can gain significant advantage through proactively communicating their climate change action to stakeholders. We actively encourage customers to develop a communication activity around offsetting emissions associated with their business or event.

In order to maintain the ongoing integrity of the Climate Friendly™ brand for all clients, we ask that you maintain the use of our branding as outlined in these guidelines.

The purpose of this guide is to:

- Assist clients to promote their relationship with Climate Friendly™ and initiatives to reduce their climate change impact.
- Provide clear standards for the use of the Climate Friendly™ third party logos that accurately communicate steps that clients have taken to offset their carbon emissions.
- Maintain the integrity of the Climate Friendly™ brand and Climate Friendly™ third party status as symbols of real and meaningful climate action.

2.0

Taking Action With Climate Friendly™



The level of recognition for a business that has undertaken to offset any type/s of GHG emissions from either Scopes 1, 2 or 3 over an entire year is Taking Action With Climate Friendly™.

This means offsetting any one or more of the following types of emissions:

Scope 1

Gas consumption (natural Gas and LPG)
Fuel consumption (Petrol, diesel and other fuels)
On-site waste disposal

Scope 2

Electricity

Scope 3

Business air travel
Couriers & freight transport
Staff car reimbursement, car rental and taxis
Paper usage
Offsite waste disposal

2.1 Isolation Zone



An isolation zone has been established to maintain the integrity of the Taking Action With Climate Friendly™ logo and to ensure they remain clear and identifiable.

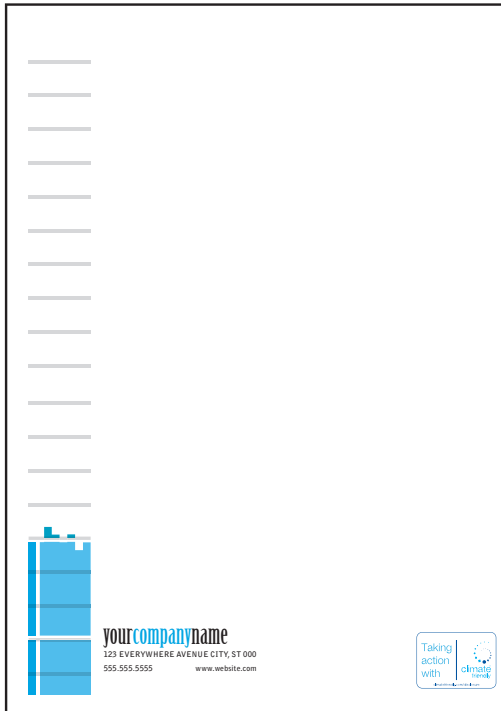
No other graphic, text or colour must encroach on the minimum isolation zone area around the logo.

This minimum isolation zone is represented by an “x” symbol which is defined by the height of the lower case “a” in action.

2.2

Positioning

Letterhead



Recommended placement of the Taking Action With Climate Friendly™ logo is in the lower-left or lower-right corner, preferably in the footer for any advertising, webpages, business cards, letterheads, email signatures and any other marketing collateral.

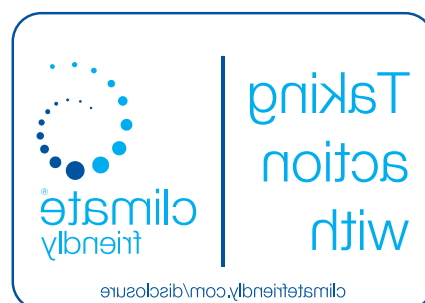
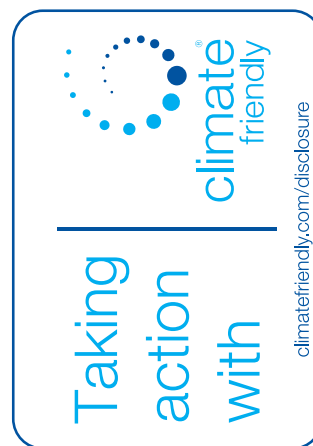
The logo is not to be placed vertically or at an angle other than the provided horizontal 90° angle. All elements of the logos must remain as supplied.

Please view the examples listed on the left for an indicative guideline on where and how to position the Taking Action With Climate Friendly™ logo on various collateral.

Business Card



Do Not rotate or flip the logo



2.3

Proportions & Minimum Size

Minimum size logo

no web address



print: 30mm



web: 42mm

Minimum standard size logo

disclosure web address



print: 42mm



web: 70mm

In order to maintain legibility of the Taking Action With Climate Friendly™ logo at a small size, the logo without the disclosure web address must be used. **Minimum size** attributes have been assigned for the following applications:

Print:

Resolution: 300 pixels/inch

Width: 30mm; 354 pixels; 1.181 inches

Web:

Resolution: 72 pixels/inch

Width: 42mm; 119 pixels; 1.653 inches

Revert to the standard logos with the disclosure web address for sizes equal or above the following size attributes:

Print:

Resolution: 300 pixels/inch

Width: 42mm; 496 pixels; 1.653 inches

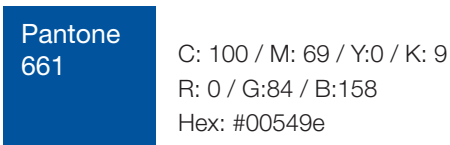
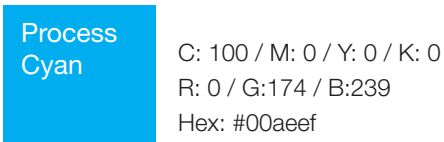
Web:

Resolution: 72 pixels/inch

Width: 70mm; 198 pixels; 2.75 inches

The logo must always remain in proportion as supplied. In no event shall the Taking Action With Climate Friendly™ logo be larger or more prominent than your own logo or company name.

2.4 Colours



To ensure that the integrity of the Taking Action With Climate Friendly™ logo is maintained, only the colours in the palette on the left should be used.

Two Colour Logo

The two colour logo is the standard choice and should be used whenever possible. The fill inside the boxed area is to be kept white.

Single Colour Logo

In some cases the reversed single colour logos can be applied. Only use the provided Process Cyan, Pantone 661 or black logos.

Two colour logos



Single colour logos



Black logos



2.5

Typography

Helvetica Neue - 45 Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&

Helvetica Neue - 46 Light Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&

Helvetica Neue - 55 Roman

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&

Helvetica Neue - 75 Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&

Verdana - Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&

Verdana - Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&

Verdana - Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&

The font family used within the Taking Action With Climate Friendly™ logo is Helvetica Neue.

Companies and organisations are encouraged to use Helvetica Neue for text accompanying the logos. However, alternative standard Sans-serif family fonts such as Verdana may also be used.

2.6

Permitted Usage

Offsetting the mentioned aspects of your business allows the use of the Taking Action With Climate Friendly™ logo on your company's or organisation's:

- Headers or footers
- Appropriate marketing and advertising collateral
- Website
- Email or other electronic correspondence

The Taking Action With Climate Friendly™ logo should not be applied:

- In association with emissions that have not been specifically offset by Climate Friendly™ and/or do not meet with Climate Friendly™ standards.
- When the time period for which you have offset your company's or organisation's emissions has expired.
- In association with any product or service.

2.7

Disclosure

We recommend that all companies and organisations supplied with the Taking Action With Climate Friendly™ logo accompany their logo with either information on the action they have taken on climate change or a link to a disclosure page be it their own disclosure page or the standard climatefriendly.com/disclosure webpage.

Full disclosure is recommended to avoid claims of Greenwash and to accurately convey the action your company or organisation has taken to offset their emissions.

For more information please refer to Climate Friendly's "Guide to Avoiding Greenwash" and the ACCC's (Australian Competition & Consumer Commission) "Green Marketing and the Trade Practices Act" pdf available on <http://www.accc.gov.au>

2.8

Legal Warranties and Obligations

The Client represents and warrants that:

1. it is not relying on any representations except those expressly set forth in this Agreement and any Statement of Work;
2. it has consulted with its own legal advisors and has made its own decision to enter into this Agreement based upon its own judgment and not upon any view expressed by Climate Friendly™ or any of its agents;
3. it is entering into these Terms and Conditions with a full understanding of the terms, conditions and risks thereof and it is capable of assuming, and willing to assume those risks;
4. it will not use the Climate Friendly™ trademark or logo in the marketing and promotion of the Services and/or Deliverables without Climate Friendly's written permission; and
5. it is aware of, and will comply with, its obligations under the Trade Practices Act 1974 (Cth) and comparable State-based legislation ("the Acts") in relation to the marketing of the Services and the Deliverables to consumers and will not make, or permit any person on its behalf or with its authority, to make any representation to any person concerning the Deliverables or the Services which may breach any provisions of the Acts.

Each party agrees that it will indemnify and keep indemnified the other party from and against all proceedings, actions, claims, demands, losses, liabilities, damages, costs and expenses which may be made or brought against or suffered or incurred by that party, and arising directly out of or in connection with any willful or negligent breach of a material provision of these Terms and Conditions by that party except to the extent that the loss or damage has been caused, or contributed to by the other party.