

LOGO GUIDELINE

GHG Inventory Verification
Carbon Certified Product
Carbon Neutrality

Doc. No	: SLCF-GHG-GLN-001
Issue No	: 02
Date of Issue	: 20.02.2020
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SRI LANKA CLIMATE FUND	
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Prepared by: Quality Manager	Reviewed and approved by: CEO

Logo Guideline for : GHG Inventory Verification
Carbon Certified Product
Carbon Neutrality

Prepared By

:



Quality Manager

**Reviewed and
approved by**

:



Chief Executive Officer

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1. INTRODUCTION

After verification of organization/product level GHG Inventory by Sri Lanka Climate Fund (SLCF), client is allowed to use issued verification logo, as appropriate in annual reports, brochures and other communication platforms. The acquisition of GHG statement is a prerequisite for this privilege and necessary care should be taken by client to use Verification Logo along with relevant standards, in accordance with prescribed guidelines in this document.

The guidelines containing this document have been developed to encourage clients to use GHG Verification Logo to refer to their verification status. This document sets out the conditions for the use of Verification Logo by organizations verified by SLCF as meeting the requirements of the appropriate international standards.

Organizations reaching to the end of verification process may also wish to use the GHG Verification Logo or claim accreditation status for promotional purposes, on brochures, websites and business documents or on proposals or quotations concerned with the SLCF verification activity, subject to the conditions set out in this document.

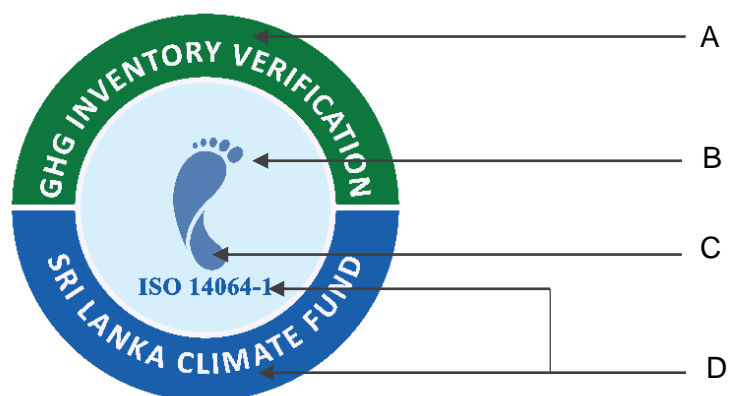
In addition to GHG verification, SLCF operates a well-established GHG neutrality scheme. The objective of this scheme is to provide third party attestation that organization or product has achieved status of its carbon neutrality by obtaining carbon credits from their own credit reserve or recognized carbon market. The parties presenting sufficient proof for their voluntary cancellation are eligible to receive a carbon neutral certificate either with a carbon neutral organization or carbon neutral product logo. In the logo guideline detailed hereunder, a separate section of guideline is provided to make intended parties aware on the use of carbon neutrality logos in the corporate context.

2. BASIC DESIGN ELEMENTS

2.1. GHG Inventory Verification Logo

The basic design element of the Verification Logo for ISO 14064-1 is a circle in which the carbon footprint logo is embedded. The description of the certification achieved is placed centred on top as part of the circle. Detailed information about the verification body (Sri Lanka Climate Fund) is placed centred below the circle.

2.1.1. Colours



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Clients who have achieved organizational level GHG verification are entitled to use GHG Verification Logo as per the colour codes given below. If necessary, clients are allowed to reproduce Verification Logo with its original colours

A	C : 88 R : 14 Hex Colour Code	M: 29 G: 119	Y: 98 B: 62 #0e773e	K: 17
B	C : 14 R : 215 Hex Colour Code	M: 01 G: 239	Y: 01 B: 250 #d7effb	K: 01
C	C : 72 R : 84 Hex Colour Code	M: 47 G: 125	Y: 08 B: 179 #547db3	K: 00
D	C : 91 R : 26 Hex Colour Code	M: 67 G: 95	Y: 01 B: 172 #1a5fac	K: 00

Clients are also permitted to use Verification Logo in Black & White version.



2.1.2. Font

The typeface used for the text is Calibri and font size is 13pt

2.2. Carbon Certified Product Logo

Carbon Certified Product Logo shall be used by clients who have achieved product level GHG verification.

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The basic design element of the Verification Logo for product is a circle in which the carbon foot print logo is embedded. The description of the certification achieved is placed centred on top as part of the circle. Detailed information about the verification body (Sri Lanka Climate Fund) is placed centred below the circle.

2.2.1. Colours

Clients achieving product level GHG verification are allowed to use Carbon Certified Product Logo adhering to original colour codes shown below.



A	C : 88	M: 29	Y: 98	K: 17
	R : 14	G: 119	B: 62	
	Hex Colour Code		#0e773e	
B	C : 14	M: 01	Y: 01	K: 01
	R : 215	G: 239	B: 250	
	Hex Colour Code		#d7effb	
C	C : 73	M: 00	Y: 100	K: 00
	R : 31	G: 198	B: 18	
	Hex Colour Code		#1fc612	
D	C : 91	M: 67	Y: 01	K: 00
	R : 26	G: 95	B: 172	
	Hex Colour Code		#1a5fac	

The Verification Logo for Product should maintain the original colour. Coloured verification marks should be used only on a light colour background. In general purpose, Product Verification Logo is also permitted to be used in Black & White version.

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2.2.2. Font

The typeface used for the text is Calibri and font size is 13pt

2.3. Carbon Neutral Logo

Carbon Neutral Logos shall be used by clients for the communication of carbon neutrality status. The basic design element of the Carbon Neutral Logo for organization/product level is a circle in which the globe is embedded in there. The description of the certification achieved is placed centred on top as part of the circle. Detailed information about the verification body (Sri Lanka Climate Fund) is placed centred below the circle.

2.3.1. Colours

Carbon Neutral Logos shall be used by clients with its original colours. Logo reproduction is allowed and it shall be performed adhering to its original colour codes.



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A	C : 88 R : 14 Hex Colour Code	M: 29 G: 119	Y: 98 B: 62 #0e773e	K: 17
	GRADIENT			
B	C : 88 R : 14 Hex Colour Code	M: 29 G: 119	Y: 98 B: 62 #0e773e	K: 17
	GRADIENT			
C	C : 91 R : 26 Hex Colour Code	M: 67 G: 95	Y: 01 B: 172 #1a5fac	K: 00
	GRADIENT			
D	C : 91 R : 26 Hex Colour Code	M: 67 G: 95	Y: 01 B: 172 #1a5fac	K: 00
	GRADIENT			

Black & White version of Logo is allowed to be used where necessary. However, design, positioning and typeface should remain as they are shown in the template.



2.3.2. Font

The typeface used for the text is Calibri and font size is 13pt

2.4. Basic rules

2.4.1. Space and size

The GHG Inventory Verification Logo/ Carbon Certified Product Logo/ Carbon Neutral Logos may be enlarged or reduced. The size of the logo should be in proportion to the size of your company logo. The minimum reduced size is 15 mm wide. This is the minimum size at which

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numbers and letters are legible. The maximum size of the Logo should be such that it does not predominate over the size of the company logo.

The GHG Inventory Verification Logo/ Carbon Certified Product Logo/ Carbon Neutral Logo may be used in such a way that:

- It is the same height as the company logo.
- Even when the company logo is very small, the verification logo must be at least 15 mm high

The distance between the company logo and the GHG Inventory Verification Logo must not be less than the base width of the verification logo. This rule must be applied even when the Verification Logo is placed below the certified company's logo.

Always use the Verification Logo in conjunction with your company's name and/or logo. You may use the Verification logo on:

- Marketing material
- Corporate publications (e.g. annual reports)
- Websites
- Stands

Carbon Certified Product Logo shall use on products and packaging (if the product is certified). In addition the logo should not be used on entire group of company representing multiple sites where one or more sites are not covered by the verification (except where use can be properly controlled).

2.5. Improper use

The original artwork of GHG Inventory Verification Logo/ Carbon Certified Product Logo/ Carbon Neutral Logo should be used in a way that preserves the integrity of the mark. Therefore the logo should not be altered or used in an improper way.

- Do not modify the colours of the logo.
- Do not distort any parts of the logo.
- Do not alter the relative size of any element.
- Do not modify the font.
- Do not separate and modify
- Do not position the logo on a visually distracting background or on pictures

2.6. Marketing criteria

2.6.1. Marketing material

GHG Inventory Verification Logo/ Carbon Certified Product Logo/ Carbon Neutral Logo may be used on company brochures, leaflets and other promotional material.

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2.6.2. Annual Report

GHG Inventory Verification Logo/ Carbon Certified Product Logo/ Carbon Neutral Logo may be used on both the cover (near to or aligned with the company-logo) and on the title page (near the company name).

2.6.3. Website

You may put the GHG Inventory Verification Logo/ Carbon Certified Product Logo/ Carbon Neutral Logo on your website, applying the same rules as outlined in previous. If you use the Verification Logo on your website to indicate that you have been certified, you could link your Verification Logo back to the Sri Lanka Climate Fund website.

2.6.4. Buildings and signs

You can use GHG Inventory Verification Logo/ Carbon Certified Product Logo/ Carbon Neutral Logo and inscription on your company's office buildings, plants or signs.

2.6.5. Letterheads

On letterheads and following pages, GHG Inventory Verification Logo/ Carbon Certified Product Logo/ Carbon Neutral Logo must be positioned near the company-logo or on the baseline. When letterheads contain the addresses of different branches, some of which are not covered by the verification, the verification logo may not be used. In such cases the inscription should be used.

When a certified company belongs to a group or is associated with other companies which are not certified and both names appear on the letterhead, one of the following solutions must be adopted:

- The Verification Logo is reproduced with an indication of which company is certified (preferred solution).
- The verification logo is replaced with the inscription, clarifying the certified company to which the certification refers.

2.6.6. Other company documents

You can also use the GHG Inventory Verification Logo/ Carbon Certified Product Logo/ Carbon Neutral Logo on other company documents such as invoice, envelope and fax sheets. In this case, logos should be aligned with the base of your company logo or the GHG Inventory Verification Logo/ Carbon Certified Product Logo/ Carbon Neutral Logo should be placed near the company name.

2.6.7. Company vehicles

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When using the GHG Inventory Verification Logo/ Carbon Certified Product Logo/ Carbon Neutral Logo on your company vehicles or heavy machinery, make sure it is always positioned near the company logo. If your company's logo is very large, as it may be when displayed on the side of a trailer, it is recommended that there is sufficient space around the Verification Logo and that the Verification Logo does not cover more than 1/3 to 1/2 of the height of the surface to which it is a fixed.

3. USE OF SLAB SYMBOL

Sri Lanka Climate Fund is SLAB accredited organization and authorized to use SLAB Symbol on statements issued to its clients. In addition, SLCF is entitled to use SLAB Symbol for endorsing documents related to verification process.



Clients who have received verification statement of SLCF are not permitted to use SLAB symbol in any Marketing material, Corporate publications (e.g. annual reports), Websites or Stands. Instead they are advised to use SLCF Verification Logo as per the guidelines detailed above.

If found such an application, GHG statement is suspended and proper legal proceedings are executed.