

CARBON BALANCED BRANDMARK – PRIMARY

The 'Carbon Balanced' icon may be used by 3rd parties on communication material that is in accordance with the conditions of use.

This guide is to assist you in utilizing the logo and in protecting the integrity of the mark by maintaining consistency in its representations. The Primary format is the preferred version, and may be used with or without an outline. Where this does not suit, the Horizontal format may be used.

Colour, black and white or reversed

When you are creating a job to be faxed, photocopied or printed on a one-colour printer, it is best to use the black and white or reverse black and white landmark options.

For jobs to be printed full colour offset or digital, use the supplied CMYK files; for on screen (web, PowerPoint etc) use the RGB files. On the rare occasions that you need to reverse, variations have also been supplied.

Clearspace

When using the landmark, it is recommended to leave a minimum clearspace from text, images or edge of the page to ensure that the brand impact is not diluted by other elements. The minimum clearspace is measured by the height of the 'X' in the illustration below.

Size

The landmark should not be reduced smaller than 15mm in height. The supplied files will cover most needs, however jpg files will lose quality if scaled larger than 100%. Larger formats are available on request.

BRANDMARK
FULL COLOUR

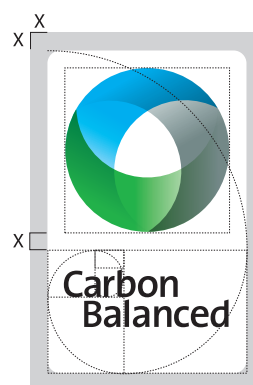


FILES:

CB_CMYK.pdf
CB_CMYK.jpg
CB_RGB.jpg

■ PROCESS C: 100 M: 0 Y: 0 K: 0
■ PROCESS C: 80 M: 100 Y: 0 K: 0
■ PROCESS C: 20 M: 0 Y: 0 K: 50

BRANDMARK
MINIMUM CLEARSPACE



BRANDMARK
FULL COLOUR: WITH OUTLINE & REVERSE

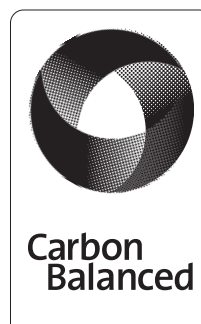


FILES:

CB_OL_CMYK.pdf
CB_OL_CMYK.jpg
CB_OL_RGB.jpg

CB_Rev_CMYK.pdf
CB_Rev_CMYK.jpg
CB_Rev_RGB.jpg

BRANDMARK
ONE COLOUR / REVERSE



FILES:
CB_OL_BW.pdf
CB_OL_BW.jpg

CB_Rev_BW.pdf
CB_Rev_BW.jpg

CARBON BALANCED BRANDMARK – HORIZONTAL

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Colour, black and white or reversed

When you are creating a job to be faxed, photocopied or printed on a one-colour printer, it is best to use the black and white or reverse black and white landmark options.

For jobs to be printed full colour offset or digital, use the supplied CMYK files; for on screen (web, PowerPoint etc) use the RGB files. On the rare occasions that you need to reverse, variations have also been supplied.

Clearspace

When using the landmark, it is recommended to leave a minimum clearspace from text, images or edge of the page to ensure that the brand impact is not diluted by other elements. The minimum clearspace is measured by the height of the 'X' in the illustration below.

Size

The landmark should not be reduced smaller than 15mm in width. The supplied files will cover most needs, however jpg files will lose quality if scaled larger than 100%. Larger formats are available on request.

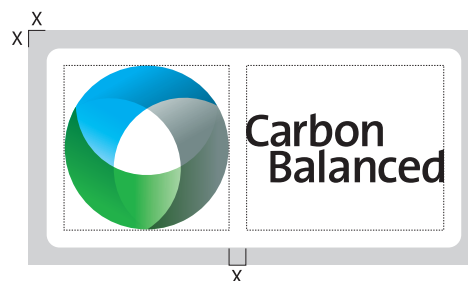
BRANDMARK
FULL COLOUR



FILES:
CB_H_CMYK.pdf
CB_H_CMYK.jpg
CB_H_RGB.jpg

■ PROCESS C: 100 M: 0 Y: 0 K: 0
■ PROCESS C: 80 M: 100 Y: 0 K: 0
■ PROCESS C: 20 M: 0 Y: 0 K: 50

BRANDMARK
MINIMUM CLEARSPACE



BRANDMARK
FULL COLOUR: WITH OUTLINE & REVERSE



FILES:
CB_OL_H_CMYK.pdf
CB_OL_H_CMYK.jpg
CB_OL_H_RGB.jpg

CB_Rev_H_CMYK.pdf
CB_Rev_H_CMYK.jpg
CB_Rev_H_RGB.jpg

BRANDMARK
ONE COLOUR / REVERSE



FILES:
CB_OL_H_BW.pdf
CB_OL_H_BW.jpg

CB_Rev_H_BW.pdf
CB_Rev_H_BW.jpg