

Version 1.6

# Partners Brand Toolkit



These guidelines are intended to be used in combination with our Logo and Branding [Terms of Use](#).

If you require any further information please do not hesitate to contact us.

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# Welcome to the Carbon Neutral Partner Brand Toolkit

We have developed these Brand Guidelines to support your communications so you can get the most from your partnership with Carbon Neutral. They present our identity and strategy for visual communications to assist in the consistency of internal and external communications for our partners to use.

## The Carbon Neutral Logo

Our Master Logo, of a green tree with swirling grey emissions represents the capture of carbon dioxide from the atmosphere to convey carbon sequestration. Since the two shapes are the same size, the implication is that they neutralise each other.

The Australian Competition and Consumer Commission (ACCC) looks closely at green and carbon neutrality claims by businesses with relation to the *Trade Practices Act* to ensure they are not misleading their customers.

We allow organisations to use a **variation** of our Master Logo which includes the word '*supporting*'. By inclusion of the word '*supporting*' the risk associated with overstating green claims is reduced.

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# Logomark

Logomark  
**Offset Partner Badge**

For our offset Partners.



01. Partner logo\_statement



02. Partner logo\_statement\_reversed

**Plant-a-Tree Banner**

For our Plant-a-Tree Partners.

These banners are available in print (JPG and PDF) and web (PNG) files. Please specify which you would like in your request.



03. Plant-a-Tree Partner banner text only



04. Plant-a-Tree Partner banner text only reversed



05. Plant-a-Tree Partner banner tree icon



06. Plant-a-Tree Partner banner tree icon reversed



07. Plant-a-Tree Partner banner picture



08. Plant-a-Tree Partner banner picture reversed



# Usage dos & don'ts

Logomark  
**What To do**

Use the Partner logos in their correct colours and variations.



## Logo Safe Zone

The safe zone is the mandatory negative space protection area that should be observed whenever using the logo to ensure its legibility.

To determine the correct safe zone at all scales, simply trace a circle equivalent to  $\frac{1}{2}$  the height of the logomark and place it at the top left and bottom right corner of the logo.

Draw a rectangle from circle to circle and refer to it as the mandatory white space to have around your logo within your composition.



**What Not To Do**

To avoid confusion or issues with legibility use of the logo files provided, do not do the following



Don't stretch or distort the logo



Don't remove any part of the logo, add alternative words or elements



Don't change the colour of the logo



Don't display the logo on an angle

## Minimum Size

For print use, the primary logo should have a minimum height of 20mm. For web, the primary logo should have a minimum height of 56 px.







## White logo on photographs

Use the mono-white colour variation of your logo when you want to place it over photography and/or use it as a watermark over videos.

When choosing photographs to place the logo over, consider how legible the logo will be against many different colours. Make sure that the logomark and wordmark stand out strongly and the tagline is still legible. If the logo needs to be displayed at a very small scale, opt for a version of the logo without the tagline.

## Try to avoid

Try to avoid photos with bright, light backgrounds where the logo becomes difficult to read. Also avoid imagery with a lot of intricate details, patterns and embedded text.

<p>Verdant Green</p> <p><b>CMYK</b> 84, 40, 96, 39</p> <p><b>RGB</b> 31, 86, 45</p> <p><b>HEX</b> #1f562d</p> <p><b>PANTONE</b> 357 C</p>	<p>Charcoal</p> <p><b>CMYK</b> 59, 50, 39, 10</p> <p><b>RGB</b> 111, 114, 126</p> <p><b>HEX</b> #6f727e</p> <p><b>PANTONE</b> Cool Gray 9</p>	<p>Gravel</p> <p><b>CMYK</b> 38, 30, 29, 0</p> <p><b>RGB</b> 163, 165, 168</p> <p><b>HEX</b> #a7a9ab</p> <p><b>PANTONE</b> Cool Gray 6</p>
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### PNG - RGB

Web resolution (72dpi) with transparent background to use on your website and social media

### JPG - CMYK

Print resolution (300dpi) to use for anything that will be printed

### PDF - CMYK

Print vector resolution (300dpi) to use for anything that will be printed

# Social Media Templates



Social media post 01



Social media post 02

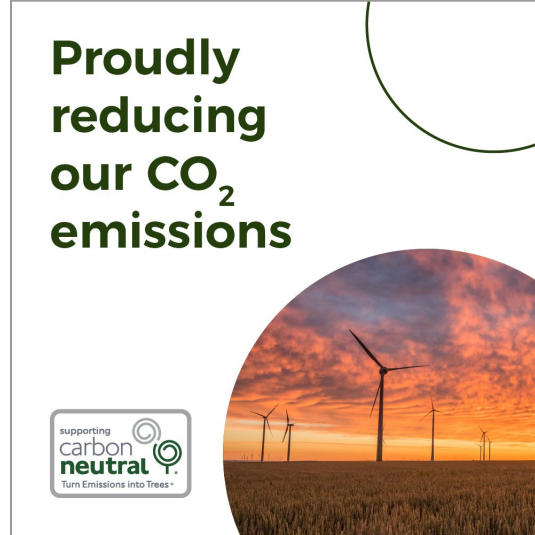


Social media post 03





Social media post 04



Social media post 05



Social media post 06



Social media post 07



Social media post 08



Social media post 09

**Proudly  
reducing  
our CO<sub>2</sub>  
emissions**



Social media post 10

### **PLANT-A-TREE PROGRAM**

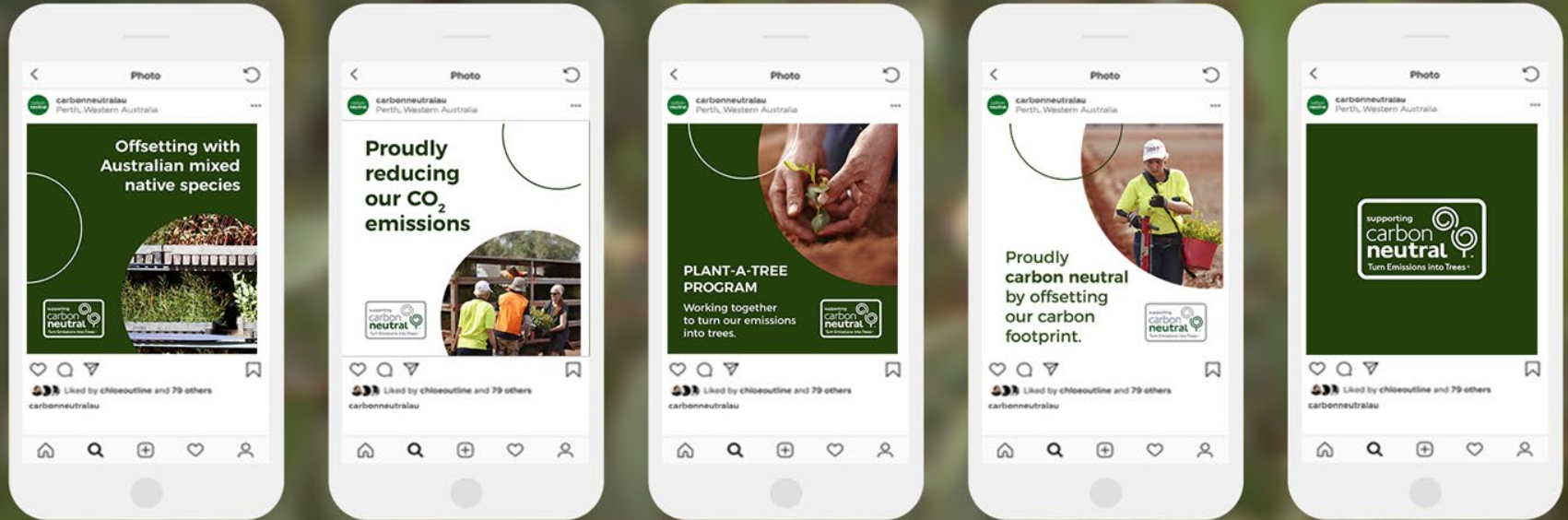
Planting Australian  
mixed native  
species.



Social media post 11

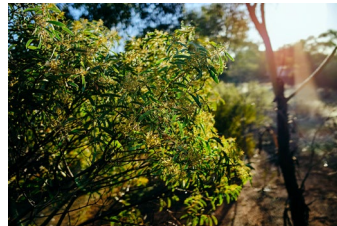


Social media post 12



# Photography





## Photo gallery

We have a gallery of images you can download and use on our website at the bottom of this page:

<https://carbonneutral.com.au/brand-assets-for-partners/>



## About the toolkit

This toolkit was made for the Carbon Neutral community - those who share our passion for reducing the impact of the human race on the planet.

## Get in touch

For any questions on the content of the Carbon Neutral Partner Brand Toolkit, please contact:

[communications@carbonneutral.com.au](mailto:communications@carbonneutral.com.au)  
Phone: 1300 851 211