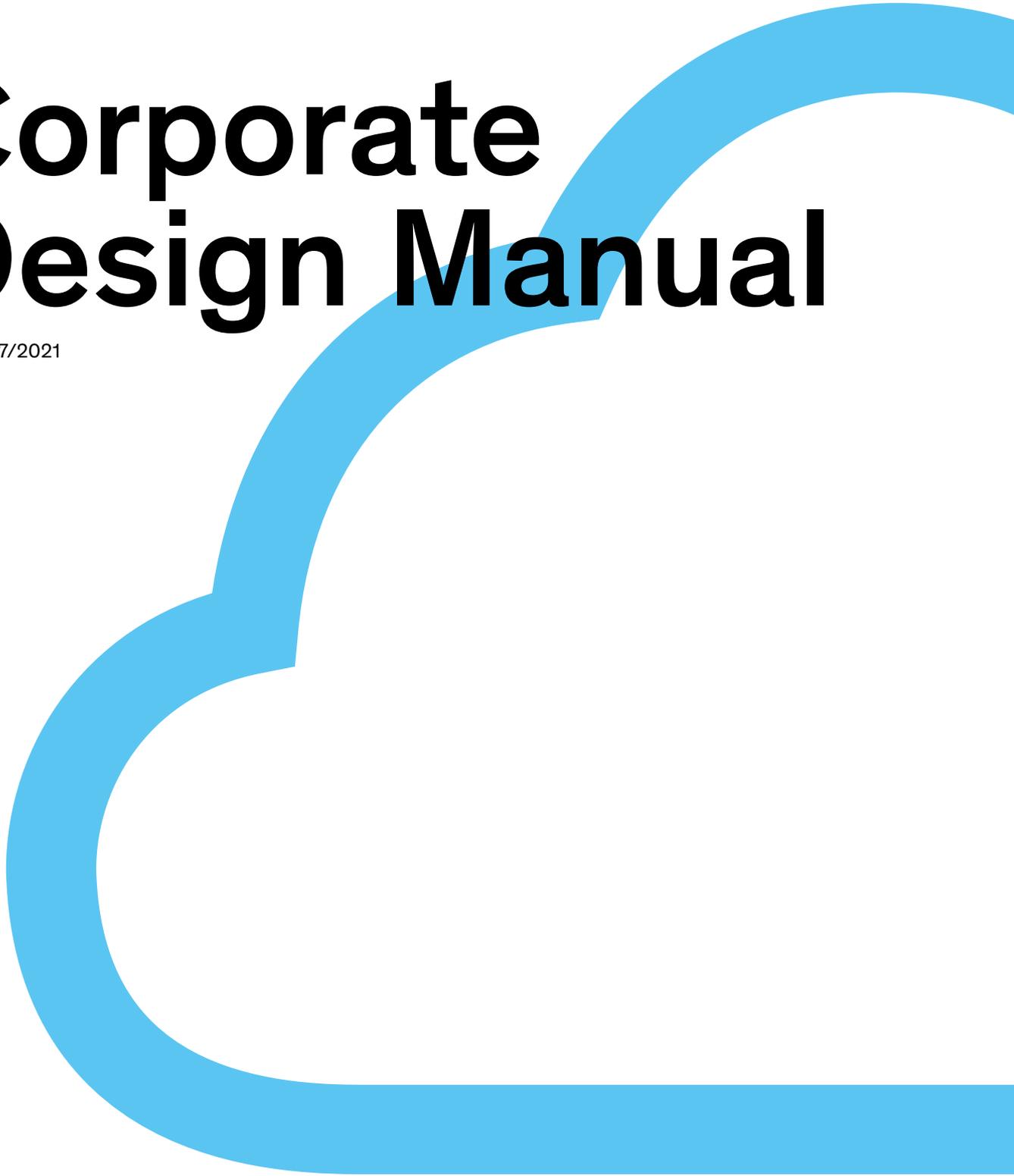


# Corporate Design Manual

English 7/2021



# 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

myclimate is a partner for effective climate protection, globally and locally. Together with industry partners and private individuals, myclimate wants to shape the future of the world through advisory services and educational programmes, as well as its own projects. It does so in a market-oriented and customer-focused way as a non-profit organisation.

This international initiative with Swiss roots is one of the world's quality leaders in voluntary CO<sub>2</sub>-compensation measures. Its customers include large, medium-sized and small companies, public administrations, non-profit organisations, event organisers and private individuals. Via its partner organisations, myclimate is represented in other countries such as Germany, Austria, Sweden or Norway. The high-quality projects promote quantifiable climate protection and greater sustainability worldwide. CO<sub>2</sub> emissions are currently compensated voluntarily by means of more than 140 climate protection projects in 40 countries. Emissions are reduced there by replacing fossil energy resources with renewable energies, and by implementing local afforestation measures with smallholder farmers and

energy-efficient technologies. myclimate climate protection projects meet the highest standards (Gold Standard, Plan Vivo), which are not only proven to reduce greenhouse gases locally and regionally, but also make a positive contribution to sustainable development.

myclimate encourages everyone to make a contribution to our future, through interactive and action-orientated educational programmes. With this aim in mind, myclimate has already reached more than 25 000 school children and 10 000 trainees in Switzerland, and established a global network of 1 600 students and young professionals. Moreover, the foundation also advises on integrated climate protection with tangible added value. In the field of CO<sub>2</sub> and resource management, myclimate supports companies with advice, analyses, IT tools and labels. The portfolio ranges from simple carbon footprints (emissions calculations) at the corporate level through to comprehensive life cycle assessments for products. Our experienced advisors help with identifying and tapping into potential in the areas of energy and resource efficiency.

## 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

For further information please contact:

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info@myclimate.org  
www.myclimate.org

# 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), negative, black and white.

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.



## 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. Clients who work with the myclimate Calculate software do not have to submit a printing proof to myclimate.

### Guidelines

The “myclimate Label Guidelines” are an integral part of this manual and can be downloaded at [www.myclimate.org](http://www.myclimate.org). 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”. In exceptional cases the label can be used in the basic version. More about this on page 7.



#### myclimate climate-neutral label

The additional specification describes what has been rendered climate-neutral (e.g. Event). The tracking number is generated using the myclimate Calculate software or sent directly to the customer by myclimate. With the help of the tracking number, customers can track online 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 with QR code

The QR code can be read by the camera of commercially available smartphones and tablets and leads customers directly to the climate protection declaration.



## 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

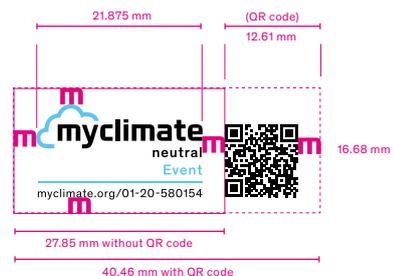
The label should preferably be set against a white background. If this is not possible, please ensure that the background is quiet. Brightly coloured backgrounds and quiet picture backgrounds with little colour are also permitted. The label may not be placed against a dark background.



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 (excl. free space and QR code) is 21,875 mm or 153 px. Further regulation for micro applications on page 7.



## Colour options

The following colour options are available: colour, black and white. The correct file format must be chosen depending on the label's application. Available are:

- PDF (CMYK colour space) for print (PDF/X-1a:2001)
- PNG (sRGB colour space) for web/screen



colour



black



white

## 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

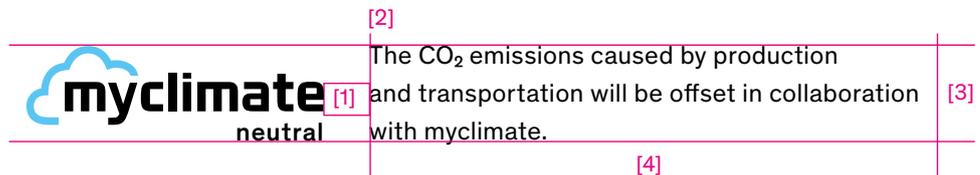
The label may, upon consultation with myclimate, be used in combination with a text explaining carbon offset on the right.

[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 “Theinhardt” or “Arial”.

[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.



## 3 Fonts

myclimate uses two different Theinhardt fonts as well as the Arial font for alternative uses. It is important to ensure that Theinhardt Medium is used for titles, leads and highlighting and not Theinhardt Regular in the bold setting.

### Theinhardt Medium

“Theinhardt Medium” is used for titles.

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

### Theinhardt Regular

“Theinhardt Regular” is likewise used for leads and highlights.

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

### Alternative font

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

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

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

## 4 Colours

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

### Main colours

	Name	CMYK	RGB (Web)	Pantone
	Black	C0 M0 Y0 K100	#222222 / R34 G34 B34	Process Black U
	Light Blue	C60 M0 Y0 K0	#5BC5F2 / R91 G197 B242	2985 U
	White	C0 M0 Y0 K0	#FFFFFF	0%: Process Black U

### Secondary colours

	Cyan	C100 M0 Y0 K0	#009FE3 / R0 G159 B227	Process Cyan U
	Magenta	C0 M100 Y0 K0	#E6007E / R230 G0 B126	Process Magenta U

### Tertiary colour

	Dark blue	C100 M60 Y0 K20	#004D90	294 U
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### Project colors

	CWC	C60 M10 Y100 K0	#6EAA28 / R110 G170 B83	3501 UP
	EKP / EKW	C0 M79 Y94 K0	#F5520B / R245 G82 B11	1665 C