



# Brand Guidelines

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The Carbon Integrity Brand Guidelines introduces essential guidance for using the Carbon Integrity brand identity and mark.

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# Introducing Carbon Integrity

## About this document

The purpose of this document is to provide guidance to companies and other non-state actors (herein referred to as ‘companies’) on how and where to use a Carbon Integrity mark as part of making a Carbon Integrity Claim following the Voluntary Carbon Markets Integrity Initiative’s (VCMI) [Claims Code of Practice](#) (Claims Code).

This document provides branding information and guidance only, including direction on how to use the Carbon Integrity mark. It has been created to ensure the accurate use of the mark by companies making a Carbon Integrity Claim.

For technical guidance and information about Carbon Integrity Claims, companies should refer to the [Claims Code](#) and accompanying documents.

## The Carbon Integrity logo and mark

This document provides branding guidance for the use of both the Carbon Integrity logo and mark.

- Guidance on the logo is provided as general background information for all stakeholders interested in the Carbon Integrity brand.
- Use of the Carbon Integrity logo is reserved for the issuing body (VCMI). If you would like to make use of the Carbon Integrity logo, please contact us directly.
- Guidance on the mark is primarily provided for companies making a Carbon Integrity Claim.
- Companies making a Carbon Integrity Claim should review guidance on the Carbon Integrity logo and implement the guidance on the Carbon Integrity mark (only using the mark in their communications about achieving the Claim).
- Use of the Carbon Integrity mark is reserved for companies that have made a Claim using [the VCMI Claims Reporting Platform](#).

## Translations

The Carbon Integrity logo and mark are only available in English and should not be translated.

## About the issuing body – VCMI

VCMI is the issuing body for the Carbon Integrity Claim.

VCMI is an international non-profit organization with a mission to enable high-integrity voluntary carbon markets (VCMs) that deliver real and additional benefits to the atmosphere, help protect nature, and accelerate the transition to ambitious, economy-wide climate policies and regulation.

The organization is fully aligned with the goals of the Paris Agreement and is committed to a world on track to limiting global warming to below 1.5 degrees Celsius and net zero emissions by mid-century, achieved through a just transition that enhances equality and sustainable development for all.

On the demand-side the [Claims Code](#) provides guidance on how companies can make voluntary use of carbon credits as part of credible, science-aligned net-zero decarbonization pathways. It builds trust and confidence in how companies engage with VCMs and assists them in making credible climate claims. The Carbon Integrity Claim and associated mark demonstrate this credible use of carbon credits.

On the supply-side the VCM Access Strategy Toolkit provides guidance for countries on how to engage in high-integrity VCMs in support of national climate and economic prosperity.

For more information about VCMI, please visit [vcmintegrity.org](https://vcmintegrity.org)

# The logo

The Carbon Integrity logo is the visual representation of the brand. It's the first thing people see and leaves a lasting impression.

It has been designed to convey the feeling of honesty and credibility. The typography carries a bold and authoritative presence, yet with rounded edges, making it easy to read, simple and approachable.

## **Carbon Integrity symbol**

The symbol combines an organic shape, with a tick of achievement and a stylized letter C, connecting the logo with the brand name. It signifies a high-integrity commitment to the planet.



## The tagline

The phrase “Accelerating global net zero” encapsulates a commitment to swiftly driving the world towards achieving net zero emissions.

This concise tagline underscores a dedicated, urgent, and proactive approach to rapidly reducing greenhouse gas emissions on a global scale.

**Accelerating**  
**global net zero**

# Typography

## Articulat CF

The Carbon Integrity headline font is Articulat CF. It is friendly but precise. Making it perfect for use in technology with personality. **Weights include: Demi Bold, Medium and Regular.**

[↓ Install Articulat CF from Adobe Fonts](#)

## Helvetica

The system font Helvetica should only be used where our brand fonts are not available, for example Microsoft PowerPoint and Outlook.

### Articulat CF Demi Bold

Size	Leading	Tracking
48pt	48pt	-10

### Articulat CF Medium

Size	Leading	Tracking
26pt	30pt	0

### Articulat CF Regular + Demi Bold

Size	Leading	Tracking
11pt	16pt	0

# Articulat CF Demi Bold is used for headlines.

## Articulat CF Medium is used for captions and subheadings.

Body text is set in regular. Emphasis can be achieved by using **heavier weights** and **color**.

[Find out more](#)

# Color palette

The Carbon Integrity core colors represent the natural world, predominantly focusing on green and blue tones. The brand also uses pops of color, with yellows and oranges to bring warmth and contrast.

**Note: Print CMYK files will appear visually different from screen artwork.**

## Emerald

R 0 G 207 B 128

C 69% M 0% Y 66% K 0%

#00CF80

## Midnight Green

R 2 G 69 B 78

C 92% M 51% Y 49% K 47%

#02454E

## Moonlight

R 252 G 248 B 243

C 5% M 13% Y 21% K 0%

#FCF8F3

## Amethyst

R 140 G 128 B 246

C 59% M 53%  
Y 0% K 0%

#8C80F6

## Sunglow

R 253 G 200 B 39

C 0% M 23%  
Y 88% K 0%

#FDC827

## Sunset

R 246 G 93 B 26

C 0% M 74%  
Y 92% K 0%

#F65D1A

## Breeze

R 153 G 194 B 199

C 45% M 12%  
Y 22% K 0%

#99C2C7

# Logo variations

There are two core variations of the Carbon Integrity logo. The primary version is horizontal and includes the option to introduce our tagline or a QR code.

Our recommendation, when possible (and within the size parameters outlined on page 11), is to use the version with the tagline as priority.

The QR code provides a direct link to the VCMi website to provide further information about the Carbon Integrity Claim.

The secondary version is stacked vertically for use in applications where space is limited.

## Tagline (priority version)



## Horizontal



## Vertical



## QR code



# Logo color variations

The Carbon Integrity logo has different color variations for use in different contexts.

The color logo should be predominantly used where possible. Dark and light text options are available for use dependent on the background color.

The white logo version has been created to use on dark, busy, or photographic backgrounds.

Dark



Light



White



# Logo clear space

When positioning the logo on communications, ensure it has enough breathing space by using the clear zone rules opposite. The clear space zone is defined by 1x the height of the 'I' within Integrity.

The primary logo should not be any smaller than 30mm (114px) in width as the brand will start to become illegible.

Our tagline logo should not be any smaller than 41mm (155px) in width as the tagline will start to become illegible.

When using the logo in small sizes, such as on social media posts, please use the version without tagline or QR code.



Minimum size horizontal



Minimum size vertical



Minimum size with tagline



Minimum size with QR code



# Incorrect usage

Our brand is bold and flexible, however we do have some key rules when it comes to our logo. The following examples show what not to do, in order to keep consistency across branded material.

Incorrect colors



Outlining



Resizing elements



Warping



Rotating



Incorrect typeface



Transparency



Excluding parts of the wordmark



Excluding the symbol





# The mark

# About the mark

The Carbon Integrity mark reinforces that companies are going above and beyond in their climate action by purchasing high-quality carbon credits in support of both the company's climate goals and global efforts to mitigate climate change.

By displaying the mark, a company demonstrates that it has met the standards contained in VCMI's [Claims Code](#) around the high-integrity purchase of high-quality carbon credits.

## Where can the mark be used?

Carbon Integrity Claims are enterprise-wide claims. The mark should therefore only be used on external communications where the Carbon Integrity Claim represents an enterprise-wide achievement. It is not appropriate to use the mark on individual products or services.

## Who can use the mark?

To use the Carbon Integrity mark, companies must complete the 4 steps to make a Claim, as outlined in the [Claims Code](#).

VCMI issues the Carbon Integrity mark to companies that meet and report on the criteria for a Carbon Integrity Claim as set out in the [Claims Code](#) and the [VCMI Monitoring, Reporting and Assurance \(MRA\) Framework](#). Please refer to the technical guidance provided in the Claims Code and MRA Framework, which lays out further detail on the requirements and considerations around making a Carbon Integrity Claim.

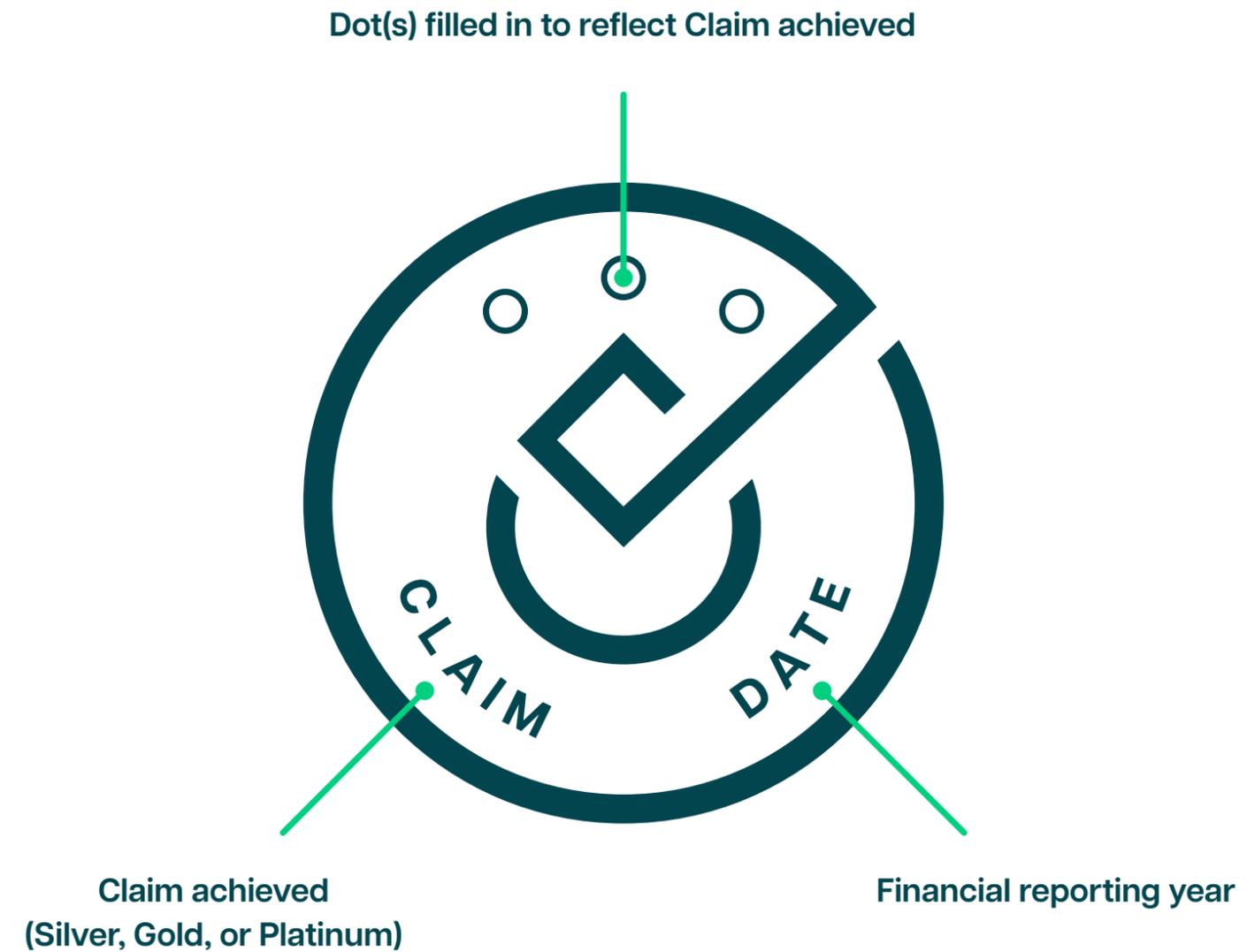
## Communicating the Carbon Integrity Claim and use of the mark

This document provides branding guidance for using the Carbon Integrity mark. For linguistic guidance on how to communicate a Carbon Integrity Claim, or climate claims more generally, please see [VCMI's Supplementary Guidance](#).

# Mark breakdown

The mark includes three elements that are dependent on which Carbon Integrity Claim is being made (Silver, Gold, or Platinum) as well as the date (see details on page 16).

The Claim made by a company (Silver, Gold, or Platinum) is reflected both at the top (dots are filled in to reflect the level of achievement) and the text written at the bottom left.



# Using the mark across the Claims

The Carbon Integrity mark is applicable to the Silver, Gold and Platinum Claims achievable by companies.

As a company progresses up to a higher Carbon Integrity Claim, a dot is filled in. For the highest Claim (Platinum), all three dots are filled.

The numbers at the bottom represent the financial reporting year for which the mark applies.

Silver



## Carbon Integrity

Accelerating global net zero

Gold



## Carbon Integrity

Accelerating global net zero

Platinum



## Carbon Integrity

Accelerating global net zero

# Silver Claim and mark

There are four versions of the mark available for each Claim.

There is the primary horizontal version featuring the tagline, a horizontal version without the tagline, a vertical version, as well as a version with a QR code.

Our recommendation, when possible (and within the size parameters outlined on page 25), is to use the version with the tagline as a priority.

For information on the Silver Carbon Integrity Claim, please see the [Claims Code](#).

## Tagline (priority version)



# Carbon Integrity

Accelerating global net zero

## Horizontal



# Carbon Integrity

## Vertical



# Carbon Integrity

## QR code



# Carbon Integrity



# Gold Claim and mark

There are four versions of the mark available for each Claim.

There is the primary horizontal version featuring the tagline, a horizontal version without the tagline, a vertical version, as well as a version with a QR code.

Our recommendation, when possible (and within the size parameters outlined on page 25), is to use the version with the tagline as a priority.

For information on the Gold Carbon Integrity Claim, please see the [Claims Code](#).

## Tagline (priority version)



**Carbon  
Integrity**

Accelerating global net zero

## Horizontal



**Carbon  
Integrity**

## Vertical



**Carbon  
Integrity**

## QR code



**Carbon  
Integrity**



# Platinum Claim and mark

There are four available versions of the mark for each Claim.

There is the primary horizontal version featuring the tagline, a horizontal version without the tagline, a vertical version, as well as a version with a QR code.

Our recommendation, when possible (and within the size parameters outlined on page 25), is to use the version with the tagline as a priority.

For information on the Platinum Carbon Integrity Claim, please see the [Claims Code](#).

## Tagline (priority version)



## Horizontal



## Vertical



## QR code



# Color variations Silver mark

The mark has different color variations for use in different contexts.

The color mark should be predominantly used where possible, with dark and light text options for use dependent on the background color.

The white version of the mark has been created to use on dark, busy, or photographic backgrounds.

The dark version of the mark has been created to use on light backgrounds.

Color version (use on light backgrounds)



## Carbon Integrity

Accelerating global net zero

Color version (use on dark backgrounds)



## Carbon Integrity

Accelerating global net zero

White version



## Carbon Integrity

Accelerating global net zero

Dark version



## Carbon Integrity

Accelerating global net zero

# Color variations

## Gold mark

The mark has different color variations for use in different contexts.

The color mark should be predominantly used where possible, with dark and light text options for use dependent on the background color.

The white version of the mark has been created to use on dark, busy, or photographic backgrounds.

The dark version of the mark has been created to use on light backgrounds.

Color version (use on light backgrounds)



**Carbon  
Integrity**

Accelerating global net zero

Color version (use on dark backgrounds)



**Carbon  
Integrity**

Accelerating global net zero

White version



**Carbon  
Integrity**

Accelerating global net zero

Dark version



**Carbon  
Integrity**

Accelerating global net zero

# Color variations Platinum mark

The mark has different color variations for use in different contexts.

The color mark should be predominantly used where possible, with dark and light text options for use dependent on the background color.

The white version of the mark has been created to use on dark, busy, or photographic backgrounds.

The dark version of the mark has been created to use on light backgrounds.

Color version (use on light backgrounds)



**Carbon  
Integrity**

Accelerating global net zero

Color version (use on dark backgrounds)



**Carbon  
Integrity**

Accelerating global net zero

White version



**Carbon  
Integrity**

Accelerating global net zero

Dark version



**Carbon  
Integrity**

Accelerating global net zero

# Clear space

When positioning the mark on communications, please ensure it has enough breathing space by using the clear zone rules opposite. The clear space zone is defined by 1x the height of the 'I' within Integrity. This rule applies to all variations of the mark.

The mark variation with tagline and QR code should not be any smaller than 41mm (155px) in width as the tagline will start to become illegible. When using a smaller mark, please use the primary horizontal or vertical variation.



Minimum size horizontal



Minimum size vertical



Minimum size with tagline



Minimum size with QR code

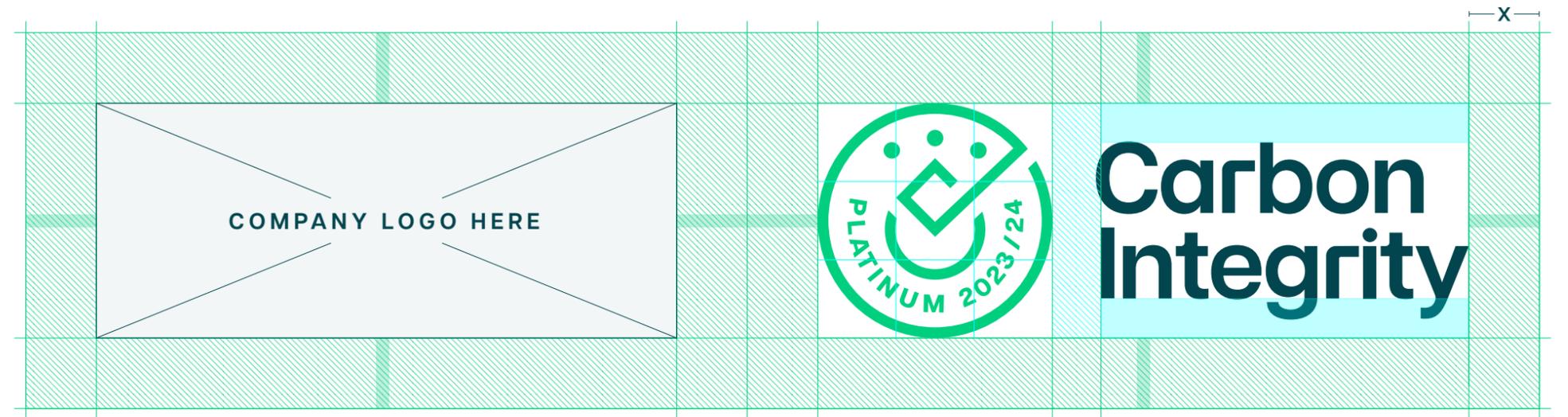


# Clear space with company logo

When incorporating a company logo alongside our mark, it's essential to position the company logo to the left and our mark to the right, ensuring the space between the two logos is equivalent to a distance of 2 'I's from 'Integrity'.

For a more harmonious alignment, we suggest pairing vertically oriented company logos with our vertical mark variant.

## Horizontal



## Vertical



# Incorrect usage

Our brand is bold and flexible, however we do have some key rules when it comes to the mark. The following examples show what not to do, in order to keep consistency across branded material.

Incorrect colors



Outlining



Resizing elements



Warping



Rotating



Incorrect typeface



Transparency



Excluding parts of the wordmark



Excluding the symbol



# Application examples

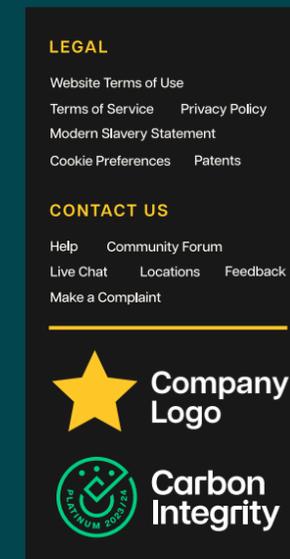
The relevant Carbon Integrity mark can be used alongside the logo of the company that has made a successful Claim, across different applications.

The two logos should remain independent from each other but be kept at the same size ratio.

## Social Post



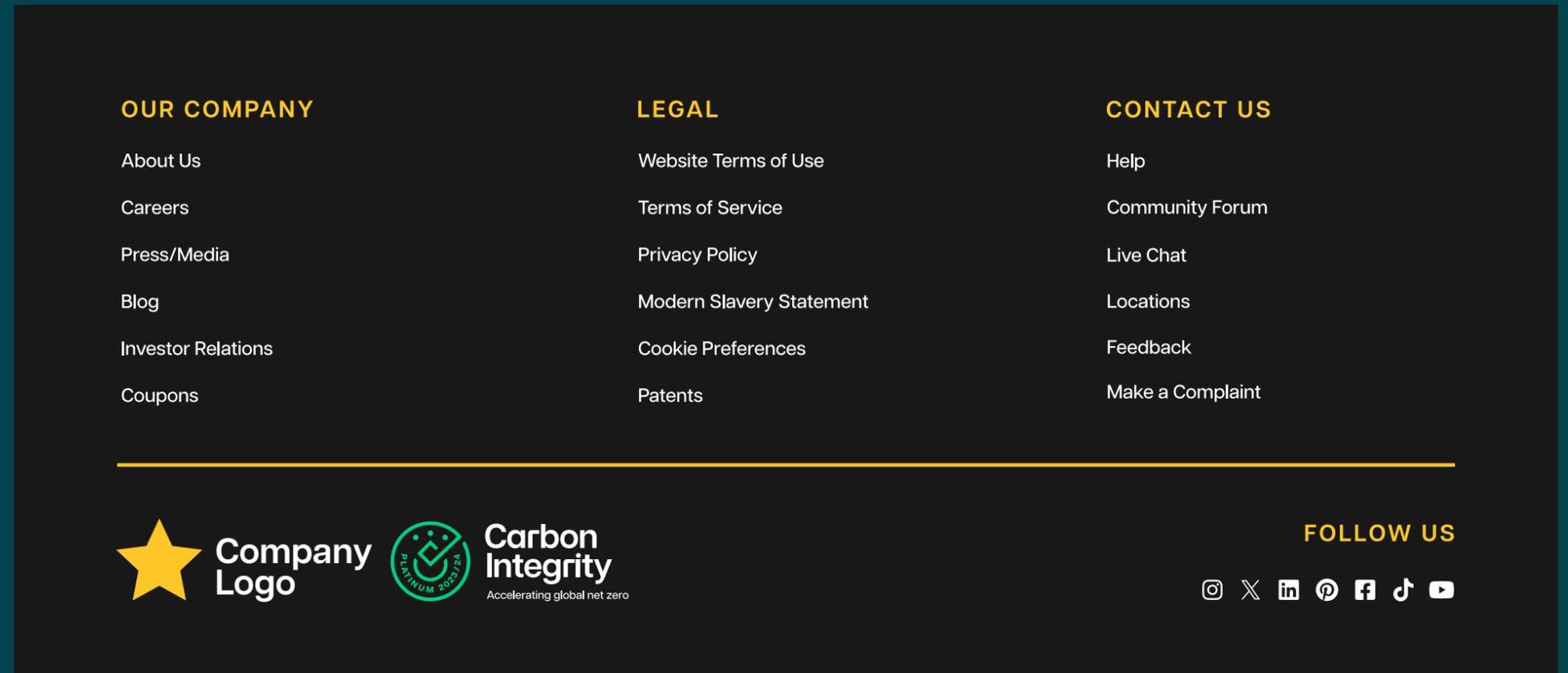
## Mobile Web Footer



## A4 Document



## Desktop Web Footer





**Get in touch** if you need further information or guidance on **using the Carbon Integrity brand.**

Visit [www.vcmintegrity.org](http://www.vcmintegrity.org) or email [info@vcmintegrity.org](mailto:info@vcmintegrity.org)