



Certification Identity Marketing

ClimateSafe ® is the United States' first federally recognized certification mark for greenhouse gas neutral products and services.

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Full Color Files Page 1



A1



B1



A2



B2



A3



B3



E1



E2



E3



C1



C2



C3



D1



D2



D3



F1



F2

Full Color Files Page 2



G1



H1



G2



H2



G3



H3



F3

Grey Scale Files Page 1



A1



B1



A2



B2



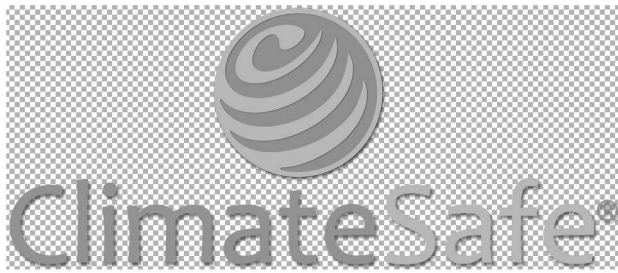
A3



B3



E1



E2



E3



C1



C2



C3



D1



D2



D3



F1



F2

Grey Scale Files Page 2



Graphic Elements

The corporate mark

Comprised of the globe icon and the Climatesafe wordmark.

Font

The corporate typefaces are Candara© (wordmark) and Arial© (copy).




The imagery

Photographic images should be target specific

The copy

Should be concise and clear. Inspiring and authoritative. Purposeful and educational. Benefit oriented.

Colors

	<u>CMYK</u>	<u>RGB</u>	<u>Hex</u>
	59/18/04/00	102/153/204	6699CC
	33/03/78/00	153/204/102	9966CC
	12/36/65/00	204/153/102	Cc9966

All of the elements should work together to correctly express the Climatesafe brand. However, once they've been introduced they need not be used all the time. For example, the front cover of a brochure should use feature all of the design elements, but they may not necessarily all be used inside. Once established, the branding elements can be relaxed. Elements should be tailored to reinforce the objective and the purpose of the piece. A more minimal approach to design makes the spread clean and easy to read. Too many design elements on a page can confuse the message.