

Gold Standard®



Brand guidelines

Updated August, 2016

Introduction

We've developed our brand guidelines to support our partners in communicating the impacts made by Gold Standard projects. It is our mission to bring sustainable development to the forefront in taking action against climate change. By working together with our partners, we're committed to delivering meaningful impacts and making life-changing differences in the world's most vulnerable and underserved communities.

To this end, our brand guidelines provide best practices for demonstrating the positive outcomes that are made possible by our investors, partners and stakeholders. In addition to our communication guidelines, we provide standards for using our logo and assets to best represent our brand.

We extend our thanks to our partners for their continued support in helping us achieve our goals. It is with their participation that we are able to realise our vision of a pioneering standard that drives holistic, verifiable and science-backed progress. We're grateful for our community of NGOs, project developers, and businesses who work with us to solve our world's biggest challenges.

For inquiries and requests, please contact us at info@goldstandard.org

Sincerely,
the Gold Standard team

Cover photo: GS2898 - Hifadhi improved cookstoves in Embu County, Kenya. Copyright © First Climate



Using the Gold Standard logo

If you are developing a Gold Standard project and have reached 'listed' status, promoting the impacts of Gold Standard projects to funders, or have funded these impacts by purchasing carbon credits or other SDG outcomes, you may use the Gold Standard logo once you have reviewed and signed the [Terms and Conditions](#). This is encouraged to build stakeholder confidence and trust.

The Gold Standard Logo is an integral part of our trademark.

The logo must be used in connection with the claim "Climate Security and Sustainable Development" as shown below. If design requirements do not allow the logo to be displayed with our tagline, alternative logos may be used per our guidelines. The logo may not be reproduced in part and may not be modified without prior written consent from Gold Standard.

Gold Standard[®]
Climate Security & Sustainable Development

Logo display requirements

Exclusion zones have been established for Gold Standard logos to ensure the impact of the brand is not diminished by overcrowding from other design elements or logos. No other graphics or text elements may appear within this exclusion zone.

If you have design limitations but would like to use our Gold Standard logo variations, please contact our Marketing and Communications team at info@goldstandard.org for further guidance.



Additionally, the Gold Standard logo may not be rotated or skewed. It may be scaled to the appropriate size of your needs, but the tagline must be legible and no the overall logo may not be reduced to a size smaller than 12 mm.



Logo variations

The Gold Standard logo may be used without the tagline if spacing requirements do not allow for the primary logo to be displayed.

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The “stacked” version of our logo may be used where spacing requirements do not allow for the use of the primary logo. The standalone “G” may only be used upon direct request and approval from Gold Standard.

**Gold
Standard[®]**
Climate Security & Sustainable Development



Logo variations

Black and white version of all logo types may be used if printing limitations, and/or visibility issues require them.

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Logo restrictions

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Do not change the proportions

Do not change the colors

Do not scale individual parts

Do not rotate

Logo example of use



The logo is used **correctly** in keeping with our exclusion zone guidelines and the proper variant of our logo is used to accommodate spacing and display requirements.



Color

Gold Standard uses the following colors across all asset types.



CMYK: 0, 0, 0, 80
RGB: 88, 89, 91
HEX: 58595b



CMYK: 75, 0, 30, 0
RGB: 0, 186, 190
HEX: 00babe



CMYK: 20, 0, 90, 0
RGB: 214, 224, 64
HEX: d6e040

Typography

The Gold Standard brand uses the Gotham font to represent its typographical logo and Avenir Light for body text. Although you are not required to use this font when representing Gold Standard products and services, we have included our typography guidelines for your reference.

Gotham:

Headlines, stand-alone text

Gotham Book:

ABCDEFGHIJKLMNOP
abcdefghijklmnop 123456789

Gotham Bold:

ABCDEFGHIJKLMNOP
abcdefghijklmnop 123456789

Avenir:

Body text, official documents

Avenir Light

ABCDEFGHIJKLMNOP
abcdefghijklmnop 123456789

Avenir Black:

ABCDEFGHIJKLMNOP
abcdefghijklmnop 123456789

Mercury:

Subtitles, pullquotes

Mercury Text G1 Italic

ABCDEFGHIJKLMNOP
abcdefghijklmnop 123456789

Communication guidelines



Promoting Gold Standard

We encourage the promotion of Gold Standard when linking or referring to our projects, activities and/or events, through the authorized use of our logo, inclusion of hyperlinks to our website and by sharing content contained in our publications and multimedia products (citing Gold Standard and linking back to our website - www.goldstandard.org).

Communication guidelines

Emphasise the Gold Standard difference

Gold Standard stands for the best that can be achieved in climate and development projects. Compared to other standards, our projects feature:

- Required contribution to sustainable development
- Required local stakeholder consultation
- Required environmental and social safeguards
- Exclusion of project types with greater risks and negative impacts (eg, large hydropower projects that can threaten local wildlife)
- Greater civil society endorsement from our 80+ NGO supporter network
- Increased assurance from more rigorous governance and transparency as Gold Standard 1) reviews every project and decides upon certification directly, while other standards 'sample check' and 2) requires a review by our independent Technical Advisory Committee and an open commenting period for our NGO supporter network.

We encourage our project developers, partners, and funders of project impacts to talk about these advantages in their communications.

GOOD
GETTING
BETTER.
Gold Standard[®]



Communication guidelines

Demonstrate project impact

Gold Standard projects help achieve the UN Sustainable Development Goals. The icons associated with the SDGs are part of the public domain and therefore can be used without requesting consent. If a project demonstrates a clear impact pathway to one of the SDGs and outcomes are certified by Gold Standard, we encourage you to feature the relevant SDG icons in association with the project story. It is important to accurately state what has been achieved and NOT to over-claim or 'greenwash.'



Gold Standard
for the **Global Goals**



Communication guidelines

Use effective language for climate action

The ambition to take full responsibility for climate pollutants is commendable – and increasingly seen as a license to operate for businesses. However, rather than implying that a contribution to emissions reductions negates or ‘offsets’ an organisation’s unavoidable emissions, use phrases like “accelerating the transition to a low-carbon economy,” “providing solutions to lower global emissions” or simply “financing emissions/CO2 reductions” to demonstrate the benefit of such climate action. Per the same rationale, use “emissions reductions” or “CO2 reductions” rather than “carbon credits” wherever possible.

Climate security and sustainable development for all



Communication guidelines

For funders of Gold Standard impacts

By supporting Gold Standard projects, you are participating in solutions to our world's biggest challenges: financing the global emissions reductions needed to accelerate progress toward a low-carbon economy and contributing to the 17 UN SDGs. The following are best practice communication guidelines to talk about the difference your investments in Gold Standard projects are making:

- Emphasize your dual responsibility:
 - 1) To reduce within your operations
 - 2) To finance beyond to help the world transition to a low-carbon economy. Be sure to articulate how you are reducing your own footprint and your plans to improve over time.
- Use points of reference that laypeople can easily comprehend. Ex: One tonne of carbon is comparable to the average US household energy use for one month.
- Cite the beyond-carbon SDG impacts the projects also deliver and tie these to your overall CSR and sustainability commitments.
- Combine project data with storytelling, allowing a human narrative to inspire your stakeholders with hard numbers to support as evidence.
- Involve your community. We encourage you to involve your stakeholders, customers and employees to join your effort in taking climate action. Some suggestions:
 - Develop employee engagement or incentive strategies to help your stakeholders better understand the difference projects can make on the ground in vulnerable communities.
 - Consider introducing matching programs, in which your organization invests beyond your stated commitments based on the contributions of your consumers or employees.