

# BRAND GUIDELINES

Gold Standard<sup>®</sup>

Our brand guidelines have been developed to support our partners in communicating the impacts made by Gold Standard certified projects.

Our mission is to catalyse more ambitious climate action to achieve the Global Goals through robust standards and verified impacts. 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 and accelerating the transition to a zero-carbon sustainable global economy.

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 all who work with us. It is with your participation and continued support that we are able to realise our vision of a pioneering standard that drives holistic, verifiable and science-backed progress.

Sincerely,  
the Gold Standard team

# Brand guidelines {

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# logo {

Primary  
- Horizontal version



Secondary  
- Stacked version



# variants {

logo with tagline



# alternatives {

Primary-Light  
- Horizontal version



Secondary-Light  
- Stacked version



# variants {

logo with tagline



# alternatives {

Black & White  
Monochromatic logos can be used on two-colour documents or coloured backgrounds where the Primary Cyan colour does not have enough contrast.

MonoBlack

**Gold Standard**<sup>®</sup>  
*Climate Security & Sustainable Development*

**Gold  
Standard**<sup>®</sup>

MonoWhite

**Gold Standard**<sup>®</sup>

**Gold  
Standard**<sup>®</sup>  
*Climate Security & Sustainable Development*

## exclusion zone {

The encumbrance of the exclusion zone is set by the “caret”

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.



- Minimum margins: No other text or graphic element should overlap on the exclusion zone.



# min. dimensions { for print purposes

## Primary Logo

**Gold Standard**<sup>®</sup>

minimum 6mm



**Gold Standard**<sup>®</sup>  
*Climate Security & Sustainable Development*

minimum 12mm



## Secondary Logo

**Gold  
Standard**<sup>®</sup>

minimum 9.5mm



**Gold  
Standard**<sup>®</sup>  
*Climate Security & Sustainable Development*

minimum 19.5mm





# usage {

## Dos and Don'ts

### Don'ts

distort/crop

Gold Standard<sup>®</sup>



### Dos

Gold Standard<sup>®</sup>

Gold Standard should always be readable

too small/low resolution

Gold Standard<sup>®</sup>  
Climate Security & Sustainable Development

Gold Standard<sup>®</sup>  
Climate Security & Sustainable Development

Gold Standard<sup>®</sup>

If space is limited, use the logo version without the tagline. Vectorial logo versions are recommended to avoid issues with resolution.

alignment/re-colour

Gold Standard<sup>®</sup>

Gold Standard<sup>®</sup>

Gold Standard<sup>®</sup>

Use the logos provided without altering the colour or rotation

inconsistent background contrast



Logo versions exist in light and dark background options.

# logo collections {

The logo is available in several formats, for digital and print purposes, in different file types for general and expert use.

## general user {

The general logo collection contains:



File Types - .PNG (transparent background)  
- .EPS (vectorial)



Black, White and FullColor (see details of usage above)



Variants and Alternatives logos (see details of usage above)

## access {

<https://www.goldstandard.org/resources/brand-logo>

expert user {

The full logo collection is for professional users/designers



CYMK / RGB



File Types - .PNG - .EPS -.AI -.SVG



Black, White and Full Color (see details of usage above)



Variants and Alternatives logos (see details of usage above)

access {

**Upon request** please contact [help@goldstandard](mailto:help@goldstandard).

# affiliates {

Gold Standard for  
the Global Goals Logo



Any Gold Standard  
Certified Project that has  
transitioned to our Gold  
Standard for the Global  
Goals standard can use this  
logo.

If you would like to use an affiliate logo, please contact  
[help@goldstandard.org](mailto:help@goldstandard.org) for more information.

# brand colors {

for Gold Standard  
visual identity

## Primary.cyan

GScyan {

**rgb:** 15 178 183

**hex:** 0fb2b7

**cymk:** 75 5 32 0

dark {

**rgb:** 0 126 129

**hex:** 007e81

**cmyk:** 75 0 30 40

light {

**rgb:** 110 195 200

**hex:** 6ec3c8

**cmyk:** 55 0 25 0

{ Accent color

## Primary.green

GSgreen {

**rgb:** 215 225 65

**hex:** d7e141

**cymk:** 20 0 90 0

dark {

**rgb:** 186 188 86

**hex:** b9be55

**cmyk:** 30 15 85 0

light {

**rgb:** 230 235 155

**hex:** e6e99d

**cmyk:** 10 0 50 0

{ Accent color

## Primary.grey

GSgrey {

**rgb:** 90 90 95

**hex:** 5a5a5f

**cymk:** 65 55 50 25

dark {

**rgb:** 63 63 63

**hex:** 3f3f3f

**cmyk:** 66 56 53 58

light {

**rgb:** 242 242 242

**hex:** f2f2f2

**cmyk:** 6 4 5 0

{ Copy / contrast color

# type fonts {

typography for Gold  
Standard visual identity

## primary fonts {

The Gold Standard brand uses Open Sans as its primary typography font. Although you are not required to use this font when representing Gold Standard products and services, we have included our typography guidelines for reference.

Open Sans      **use** { headlines, stand-alone text }  
ABCDEFGHIJKLM abcdefghijkl

Open Sans      **use** { body copy }  
ABCDEFGHIJKLM abcdefghijkl

IBM Plex  
Serif Italic      **use** { subtitles, pullquotes }  
*ABCDEFGHIJKLM abcdefghijkl*

## alternative font {

Verdana -bold      **use** { headlines, stand-alone text }

**ABCDEFGHIJKL abcdefghijkl**

Verdana - regular    **use** { body copy }

ABCDEFGHIJKL abcdefghijkl

Verdana -italics      **use** { subtitles, pullquotes }

*ABCDEFGHIJKL abcdefghijkl*



# Communications guidelines {

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# Introduction



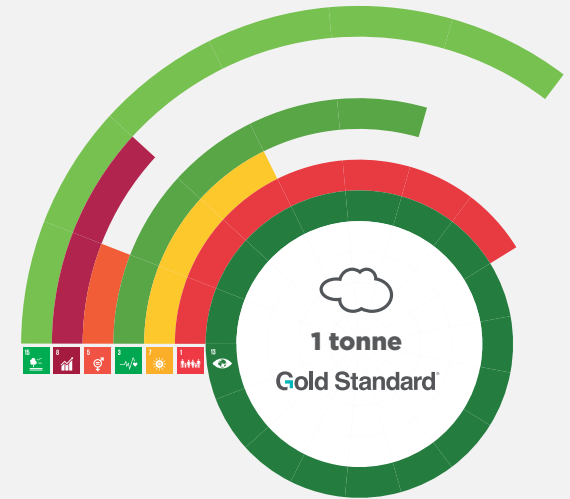
The purpose of this communications toolkit is to provide you with best practice guidelines and ideas for effectively communicating the impact you are making by supporting a Gold Standard certified project.

The toolkit contains information and communication resources, including infographics, images and social media assets that may be adapted to meet your own communication needs.

# Promoting Gold Standard

We encourage the promotion of Gold Standard when linking or referring to our projects, activities and/or events, through the authorised 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](http://www.goldstandard.org)).





## 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 contributions to a minimum of three Sustainable Development Goals
- Required local stakeholder consultation, following gender-sensitive guidelines
- Required environmental and social safeguards
- Exclusion of project types with greater risks and negative impacts (eg, large hydropower projects or fossil fuel switch)
- Greater civil society endorsement from our broad NGO Supporter network

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



## 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 to 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.'

access { <https://www.globalgoals.org/resources>



## 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 only positioning carbon credit purchases as offsetting or compensating emissions, phrases like “accelerating the transition to a low-carbon economy,” “providing solutions to lower global emissions” or simply “financing emissions/CO2 reductions” help to demonstrate the benefit of such climate action. Per the same rationale, use “emissions reductions” or “CO2 reductions” rather than “carbon credits” to provide clearer context.

access { <https://www.goldstandard.org/resources/brand-logo>

# Be clear and transparent in communications

- 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 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 organisation invests beyond your stated commitments based on the contributions of your consumers or employees.

# Contacts

Please feel free to contact Gold Standard communications team, for any communication related inquiry.

## Gold Standard Communication

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