

Carbon-Inset® Brand Guidelines

- **Exclusion Zone** - a clear space of 1cm (100mm) should be left on all sides of the logo. No other elements should encroach on this space or appear within it. The minimum size at which the logo may be reproduced is 10mm.
- **Colour** - always aim for maximum legibility when reproducing the logo. The preferred colours are the provided full colour and full black options for Carbon-Inset®, but a pantone colour consistent with your corporate identity can also be used. In the case of a single colour printed piece, the logo can be reproduced in the same colour as the rest of the material, provided that it is a dark enough colour and tone to maintain legibility. The logo may appear against photographic backgrounds - providing that it is not only visible but legible. Always position the logo on a neutral area of the image where visibility is high.
- **Artwork Approval** - as a part of our quality assurance programme and to ensure consistent and accurate use of the Carbon-Inset® brand by all clients, **ALL USAGE** of the Carbon-Inset® brand and logos **MUST** be approved by The Sustainable Future Group along with any written comments when stating a company's Carbon-Inset® status or when referring to The Sustainable Future Group, **PRIOR** to publishing.

You may use the "Carbon-Inset® Institution" logo on;

- Letterheads
- E-signatures
- Promotional Banners and brochures
- Business cards, etc

... as well as on social media and any official websites related to USJ such as Facebook, LinkedIn or Twitter. If you are planning to give publicity to this achievement on social media sites such as Facebook, the attached logos may be used on the cover photo with any suitable graphic/photo according to the brand guidelines above. Should you have any concerns please run it by us so that we can confirm the usage of these.