



Guidelines for equipment suppliers and installers authorized by the Carbon Trust to promote Energy-Efficiency Loans

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In this short guide we offer some advice for using the Carbon Trust name and logo in your communications. The aim is to help you communicate accurately and effectively. There is information on logos and advice on referencing the Carbon Trust in websites and printed materials.

By referencing this guide when you are producing materials, you'll know that you are using the Carbon Trust brand in the right way – giving the right messages to your audiences and other organisations.

You'll need to get approval from the Carbon Trust every time you wish to use our logo. A logo request form should be completed every time you wish to use the Carbon Trust logo. To obtain a form, please send an email to branding@carbontrust.co.uk

The Carbon Trust logo and boilerplate copy

The Carbon Trust logo and boilerplate copy can be used to highlight that certain products may qualify for a Carbon Trust Energy-Efficiency Loan, it cannot be used to imply that your company or products are accredited by the Carbon Trust.

We have developed copy that specifically describes the relationship between companies that supply and install energy efficient products and the Carbon Trust. Whenever you use the logo it must be used in conjunction with the following boilerplate copy:

Energy Efficiency Loans from the Carbon Trust are a cost effective way to replace or upgrade your existing equipment with a more energy efficient version. This means an immediate benefit from carbon, energy and cost savings. <Insert company name> can provide details of Carbon Trust interest-free loans and assist you in completing your application.



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Alternatively, if you are producing materials that talk specifically about products that may qualify for an Energy-Efficiency Loan from the Carbon Trust, or payment options, then you can use the Carbon Trust logo alongside the pre-approved boilerplate wording:

[This product may qualify for an interest-free Energy Efficiency Loan from the Carbon Trust](#)

Space and size

There are some design guidelines to bear in mind when you use the Carbon Trust logo in conjunction with the pre-approved wording:

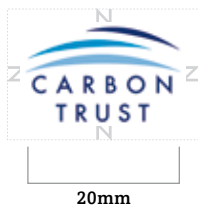
- A mandatory 'exclusion zone' creates a border of space around the logo — see the details below
- There are also minimum sizes at which you can use the logo in your print. There are minimum and maximum sizes for using the logo on the web.
- On both versions, a minimum distance of one cap-height of the CARBON TRUST 'N' must be kept clear all around the logo.

Exclusion zone



Print minimum size

Print



Web minimum and maximum size

Web



Logo usage

Mono/black solid logo:

Use on a mid-tone black and white background



White/reversed out logo:

Use on a dark coloured background



Logo usage cont...

Four colour process printing (CMYK) for print use



RGB (for screen use)



Logo usage cont...

You may need to use the Carbon Trust logo in a number of different colour formats and coloured backgrounds. There are some rules on how you should use the logos:



Never reproduce the black logo on a coloured background. The white-out logo should be used instead.



Never reproduce the colour logo on a noisy or blue background. The white-out logo should be used instead.



Never change the shape or distort or split the positions of the symbol set.



Never change or tint the logo colours.



Never re-create the logo.



Never use the symbol set without the Carbon Trust name or separate the logo in any way.



Never change the proportions of the logo.

Advertising and printed materials

Unfortunately you can't mention the Carbon Trust on your advertising, letterhead, business cards or any permanent stationery.

If, however, you produce printed materials that highlight that certain products may qualify for a Carbon Trust interest free Energy-Efficiency Loan, you can use the Carbon Trust logo with the boilerplate copy. You cannot imply that your company or products are accredited by the Carbon Trust.

Your website

The Carbon Trust logo cannot be used on your homepage. The Carbon Trust logo can only be used on website pages that specifically talk about products that may qualify for a Carbon Trust Energy-Efficiency Loan or payment options. The logo must be used with the boilerplate copy in all instances.

Please read the full terms and conditions for linking to the Carbon Trust web site at:

www.carbontrust.co.uk/legal

For links specifically related to reducing Energy use the recommended linking to the Carbon Trust web site at:

www.carbontrust.co.uk/energy

Links to publications must be done through the publications search page only and not through the publication ID page:

www.carbontrust.co.uk/energy/pages/publicationsearch.asp

This is to prevent users being directed to a dead link as publications are withdrawn or archived.

Do's and don'ts



Correct usage of the website and approved text



Incorrect usage of the logo – used without the approved text

Can we help?

We hope you have found this short guide useful. If there is anything we haven't covered or if you want to seek approval for designs or words other than those provided in this guide, please contact the Carbon Trust marketing department at branding@carbontrust.co.uk

The Carbon Trust was set up by government in 2001 as an independent company.

Our mission is to accelerate the move to a low carbon economy by working with organisations to reduce carbon emissions and develop commercial low carbon technologies. We do this through 5 complementary business areas:

Insights - Explains issues and opportunities surrounding climate change and carbon reduction, developing low carbon strategies that engage business and government.

Solutions - Delivers carbon reduction solutions for business and the public sector.

Innovations - Develops commercially viable low carbon technologies, through partnerships, funding, expert advice and outcome-driven research and demonstration.

Enterprises - Creates high growth low carbon businesses by identifying opportunities and bringing together key skills and resources.

Investments - Finances emerging clean energy technology businesses that demonstrate commercial potential.

www.carbontrust.co.uk

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