CARBON STANDARDS
international

Corporate Design Manual
Carbon Standards International AG

EXTERNAL

Version 1.2
30.10.2024

Contents

Note

This CD manual is based on the corporate design of the EASY-CERT group.

Carbon Standards International AG is a member of the EASY-CERT group.

1. Logos

1.1 Color versions

Colored standard version

Version black

Version negative

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1.2 Certification marks

The certification marks and labels are used to declare the respective certifications / endorsements.
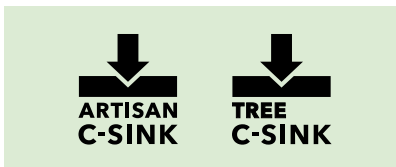
1.3 Labels

GLOBAL
C-SINK

ARTISAN
C-SINK

ROCK
C-SINK

BIOCHAR
C-SINK

TREE
C-SINK

registered
C-SINK

GLOBAL
COOLING

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1.4 Application

Coloured versions on white background

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In principle, the use of the coloured versions on a white background is recommended.

Black and negative versions

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ARTISAN
C-SINK   TREE
C-SINK

WBC

Where for technical reasons the coloured representation of the logos is impossible, the version black or (with dark background) negative can be used.

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2.   Colour definitions

Green and black are the primary colors of the corporate design.

Green

CMYK	80 C	0 M	100 Y	0 K
Pantone	354 U			
RGB	1 R	167 G	71 B	
Web	#01a747			

Black

CMYK	0 C	0 M	0 Y	100 K
Pantone	Schwarz			
RGB	0 R	0 G	0 B	
Web	#000000			

3. Labelling and certification marks/labels

3.1 Principle

The respective certification mark/label may be used to declare certification/endorsement on packaging, labels, flyers, websites, etc.
In the case of improper use and after an unsuccessful written warning, the client may lose the right to use the certification marks. We reserve the right to assert a claim for injunctive relief and to claim damages in the event of unauthorised labelling.

A   Labelling only with contractual relation

The labelling may only be used by companies that have a valid contractual relation with Carbon Standards International AG.

B   Labelling only with valid certification

Products labelled with the mark must also have valid certifications.

C   Labelling with certification marks EBC, WBC and World-Climate Farm

The regulations set out in the standards apply to the use of the certification marks listed below.

EBC: see chapter 12 in the EBC Standards

WBC: see chapter 11 in the WBC Standards

WCF: see chapter 11 in the WCF Standards

D   Good for printing

Prior to publication, a print approval must be obtained from the following address:

Carbon Standards International AG
Ackerstrasse 117
CH-5070 Frick, Switzerland
Tel. +41 (0) 62 552 10 90
info@carbon-standards.com

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3.2 Labelling types

Either the certification mark/label or text can be used for labelling.

A   Labelling with certification mark/label

We recommend using the certification mark/label for labelling.

Example

B   Labelling with text

If labelling with the certification mark/label is not possible, the label and the certification body must be stated. For the best possible customer information, we recommend labelling according to the example on the right.

Example

Certification:
WORLD-CLIMATE Farm Standard
Carbon Standards International AG
CH-5070 Frick

4. Impressum

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