

March 2020 — Version 1.0

Brand Guidelines

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Welcome to the Carbon Neutral brand guidelines

Carbon Neutral has a daring vision - one centered around simplicity and authenticity. We celebrate a shared vision of a brighter, cleaner future. These guidelines will be a vital part of making sure this vision become a reality.

They present our identity and strategy for visual and written communications to assist in the consistency of internal and external communications and are designed for sharing with suppliers and staff. However, these guidelines do not exist in a silo.

We need to engage with and revisit them as the brand changes and grows. These guidelines will help demonstrate how our living brand comes to life, and offer inspiration for current and future projects.



Our Brand

Purpose

Why Carbon Neutral exists, our reason for being.

Vision

Where we aspire to be, our goal.

Mission

What we do, how and why we do it.

Values

Our beliefs.

Tone of voice

How we communicate with our audience.

Purpose

To reduce the impact of the human race on the planet.

We inspire our community to adopt sustainable practices and provide businesses with environmental solutions.

Vision

Our planet has finite resources and limited atmospheric tolerance from human-made pollution.

To ignore the impact of human habitation will have devastating social and economic consequences.

Our vision is for sustainable practices to be a part of everyday responsibilities for caring for our planet.

Mission

To empower businesses with solutions and drive action among the community to take control of climate crisis.

Our aim is to overcome the effects of the climate crisis and to restore biodiversity through reforestation of degraded land.

Values

Integrity (primary)

- Credible, Principled, Ethical

Collaborative (secondary)

- Contributes, Empowers, Commits

Innovative (secondary)

- Resourceful, Visionary, Capable

Tone of Voice

To ensure all of our communications are consistent we need to consider our brand's voice.

Our brand's tone of voice helps us to govern **what** we say, **how** we say it and **where** we say it. Our voice helps us to be recognised, communicates our values and makes us unique.

Tone of Voice

Tone of Voice

We can base our brand voice on our three core values:

1. Collaborative
we contribute, empower and are committed
2. Integrity
we are credible, principled and ethical
3. Innovative
we are resourceful, visionary and capable

We are collaborative

We empower our audience by giving solutions to their problems. We share the things our audience needs to know. We are committed to always delivering the key message first.

VOICE GUIDELINES

- Inclusive
- Relaxed
- Empathic
- Honest

Show Collaboration

Everyone has lots to say which means we are bombarded 24/7 with communications. So the first step to getting our tone of voice right is to put first things first and deliver the key message.

Give our professional audience an honest and straightforward answer to their question, in an easy to understand way.

We share our knowledge, giving credibility to what we're saying, making the reader feel like they know as much about our business as we do.

Treat the reader like a member of our team and always strive to help them with what they need.

COLLABORATION

We empower and share

We demonstrate collaboration by giving the reader the key message in the first paragraph. Then following up with what makes us different in the second paragraph. We explain exactly what we do, and how we do it.

Examples

**WE DON'T SAY:**

We help organisations across Australia and beyond minimise their impact on the environment by working with them to measure, reduce and offset greenhouse gas emissions.

We're passionate about our native Australian landscape, and specialise in biodiverse reforestation plantings and carbon sinks.

**WE DO SAY:**

Carbon Neutral helps businesses reduce their carbon impact. Our unique biodiverse reforestation projects do more than just remove carbon, they regenerate ecosystems too.

COLLABORATION

We empower and share

We demonstrate collaboration by being clear about a problem facing customers and the solution Carbon Neutral provides to solve this. Make sure to spell out the key benefit we're providing and share our expertise.

Examples



WE DON'T SAY:

Carbon Neutral is proud to be the only company that can offer most types of carbon offsets (or carbon credits) available on the open market as well as our own locally produced offsets from Australia's largest biodiverse reforestation carbon sink.

We are a leading offset provider in the 'voluntary' market where companies choose to do the right thing according to their respective social and environmental goals and values.



WE DO SAY:

Offsetting doesn't have to be complicated. Carbon Neutral simplifies the entire offset process by managing everything from footprint calculation to certification.

COLLABORATION

We empower and share

We're showing collaboration by using simple language that anyone can understand.

Expressive phrases like 'noisy and filled with the sounds of animals' is the unique moment that brings Carbon Neutral to life when talking to potential customers.

Examples

**WE DON'T SAY:**

Planting 20 to 40 native tree and shrub species creates vital 'co-benefits', including biodiverse-rich habitat for wildlife. Native plants and animals thrive in large, well-connected patches of high quality habitat that meet their life cycle needs of food, shelter and reproduction. Our planting management focus is on the process of assisting the recovery of an ecosystem that has been degraded, damaged, or destroyed. Some reforestation companies plant only a single species – a monoculture. Monoculture plantings provide limited ecological function and habitat benefits, and are less resilient than biodiverse plantings.

**WE DO SAY:**

Healthy forests are noisy and filled with the sounds of animals. That's why we plant between 20 and 40 different species in all our projects. This provides a natural habitat for our unique flora and fauna to thrive.

We have integrity

When we talk, we are honest and clear. We simplify concepts by minimising jargon and industry buzzwords.

VOICE GUIDELINES

- Upbeat
- Hopeful
- Inspiring
- Empowering

Show Integrity

After we've locked our key message, work on explaining it clearly and simply. We can be depended on to use the simplest possible language.

Readers can rely on us to make complex ideas simple and use words that everyone understands.

Offsets, credits and calculations can make our business hard to figure out. Ensure we always use straightforward language, to make things plain and easy to understand.

INTEGRITY

Say it simply, clear and straightforward

We're showing integrity by being disciplined with our message. It's tempting to want to include all the relevant info but readers will switch off with too much detail.

Examples



WE DON'T SAY:

Carbon Neutral services include carbon accounting and sustainability consulting, energy reduction strategies, carbon calculators, carbon neutral certification, carbon offsets, vehicle fleet offsetting, biodiverse reforestation projects, our Plant-a-Tree Program, carbon neutral events, green marketing support, workshops and seminars.



WE DO SAY:

Carbon Neutral can help with:

- Carbon footprint calculation
- Energy reduction strategies
- Carbon offsets and credits
- Carbon neutral certification
- Plant-a-tree programs
- Carbon neutral events

INTEGRITY

Say it simply, clear and straightforward

When showing integrity, our writing should be brief, clear and to the point. Streamlining word count and minimising jargon enables a clearer message with more impact.

Examples

**WE DON'T SAY:**

Be part of Australia's largest biodiverse reforestation carbon sink.

Carbon neutral is dedicated to the protection and conservation of Australia's biodiversity. We are passionate about our native Australian landscape, and our focus is on developing biodiverse reforestation plantings and carbon sinks.

**WE DO SAY:**

We've created Australia's largest biodiverse carbon sink.

Carbon Neutral has planted over 30 millions trees and shrubs in the Yarra Yarra Biodiversity Corridor, which is growing every day.

We are innovative

We are confident leading conversations on issues and topics. We focus on the solution when approaching problems. We seek alternative ideas and concepts to our competitors.

VOICE GUIDELINES

- Helpful
- Knowledgeable
- Action-focused

Show Innovation

We are resourceful, yet
visionary.

We can be surprisingly inventive if the situation is right, even though people might think of us as a bunch of greenies. This could be in ideas, formats, language or in analogies and metaphors.

We know that planting trees isn't exactly breakthrough technology, but that doesn't stop us from trying new things.

We're passionate about what we do and sometimes let our emotion show by adding a little bit of character.

Thinking differently in unexpected places will lead to much more engaging writing, but never force it. If it doesn't work, leave it out.

INNOVATION

We are
resourceful, yet
visionary

We can show innovation by demonstrating our big-picture thinking. This highlights our ambition and sets us apart from our competitors.

Examples



WE DON'T SAY:

Carbon Neutral is a carbon solutions provider and reforestation developer.



WE DO SAY:

We don't just plant trees
We grow ecosystems
(header)

INNOVATION

We are resourceful, yet visionary

Always look for the opportunity to challenge conventional thinking. This adds character to our writing and shows our innovation side. In this example we've used the insight that most people inherently think carbon is bad, but may not realise this is what trees are made of.

Examples



WE DON'T SAY:

Carbon focused species are those that have been identified as being greater than two metres tall at maturity, and which make substantial contributions to the local carbon pool through the accumulation of carbon in their woody stems, branches, and roots.



WE DO SAY:

People say Carbon is enemy number 1.

We don't agree. Carbon just needs to be used in the right way. Some of our greatest natural treasures, like forests, are made of mostly carbon.

INNOVATION

We are
resourceful, yet
visionary

Instead of using a generic headline, we've taken lyrics from a popular song and a well known saying to capture the reader's attention. Using phrases like this can bring our benefits to life in a much more innovative and human way, highlighting our focus on biodiversity.

Examples



WE DON'T SAY:

Biodiverse reforestation carbon offsets

As well as sequestering carbon, our local biodiverse native tree planting also deliver substantial environmental and positive social outcomes in the rural landscape of Australia.



WE DO SAY:

Birds, Bees, Flowers, Trees

Carbon Neutral is passionate about the essential role biodiversity plays in thriving societies

Writing hints and tips

Our best writing will:

- Always consider the target audience – usually B2B
- Use active voice and positive language
- Use short words and sentences
- Be specific
- Avoid jargon
- Be consistent
- Use contractions e.g. don't, wouldn't, it's

Headings and subheadings

- Attract attention and hooks reader in
- Organises content and breaks longer content into smaller chunks
- Make our content more scannable
- Include relevant keywords in your headings and subheadings
- Use emotive actionable language

Digital and SEO

We write for people, not machines. However, it's important to make it easy for search engines to find our content. We can do this by:

- Organising each page around a single topic
- Including keywords in our headings
- Adding alt text to images

Logomark

Logomark
Primary Logo

Our primary logo combines the logomark with the our tagline. The primary logo can be used with or without the tagline. We advise to use the logo the without tagline at smaller scales.





Logomark
Secondary Logo

Our logomark is flexible. A secondary configuration of the logo can be found in your asset library to suit the composition you are using. Use this secondary logo where vertical height is not a constraint.



Logomark
Badge



Our badge is a certification of our services. It can be used by our partners and clients to demonstrate that they are associated with Carbon Neutral. Our badge can also be used in lieu of our logo in cases where the logo is not necessary.



Logomark
Things to Avoid

Avoid distortion or changes

To avoid confusion or issues with legibility, try to use the logo files found in you asset library, just as they have been laid out.



Our logomark is flexible. A secondary configuration of the logo can be found in your asset library to suit the composition you are using. Use this secondary logo where vertical height is not a constraint.

Minimum Size

For print use, the primary logo should have a minimum height of 20mm. For web, the primary logo should have a minimum height of 56 px. The tagline should be removed at smaller scales.

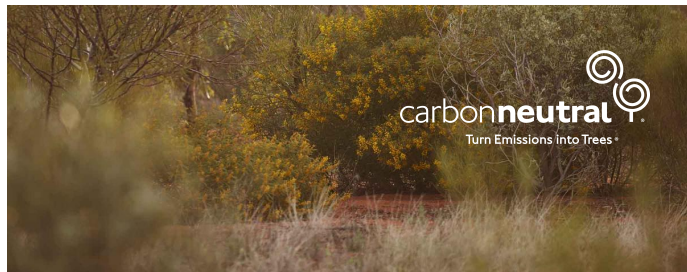


Logomark
Logo Safe Zone

The safe zone is the mandatory negative space protection area that should be observed whenever using the logo to ensure its legibility. To determine the correct safe zone at all scales, simply trace a circle equivalent to $\frac{1}{2}$ the height of the logomark and place it at the top left and bottom right corner of the logo. Draw a rectangle from circle to circle and refer to it as the mandatory white space to have around your logo within your composition.



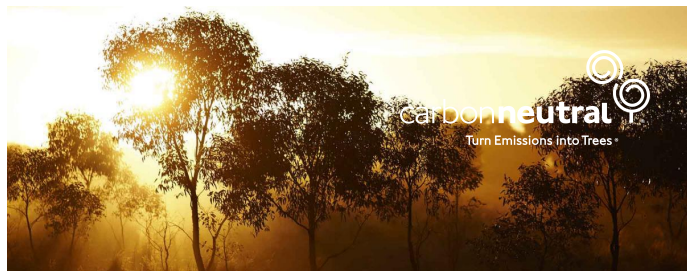
Our logomark is flexible. A secondary configuration of the logo can be found in your asset library to suit the composition you are using. Use this secondary logo where vertical height is not a constraint.



White logo on photographs

Use the mono-white colour variation of your logo when you want to place it over photography and/or use it as a watermark over videos.

When choosing photographs to place the logo over, consider how legible the logo will be against many different colours. Make sure that the logomark and wordmark stand out strongly and the tagline is still legible. If the logo needs to be displayed at a very small scale, opt for a version of the logo without the tagline.



Try to avoid

Try to avoid photos with bright, light backgrounds where the logo becomes difficult to read. Also avoid imagery with a lot of intricate details, patterns and embedded text.

<p>Verdant Green</p> <p>CMYK 84, 40, 96, 39</p> <p>RGB 31, 86, 45</p> <p>HEX #1f562d</p> <p>PANTONE 357 C</p>	<p>Charcoal</p> <p>CMYK 59, 50, 39, 10</p> <p>RGB 111, 114, 126</p> <p>HEX #6f727e</p> <p>PANTONE Cool Gray 9</p>	<p>Gravel</p> <p>CMYK 38, 30, 29, 0</p> <p>RGB 163, 165, 168</p> <p>HEX #a7a9ab</p> <p>PANTONE Cool Gray 6</p>
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Primary logo with tagline

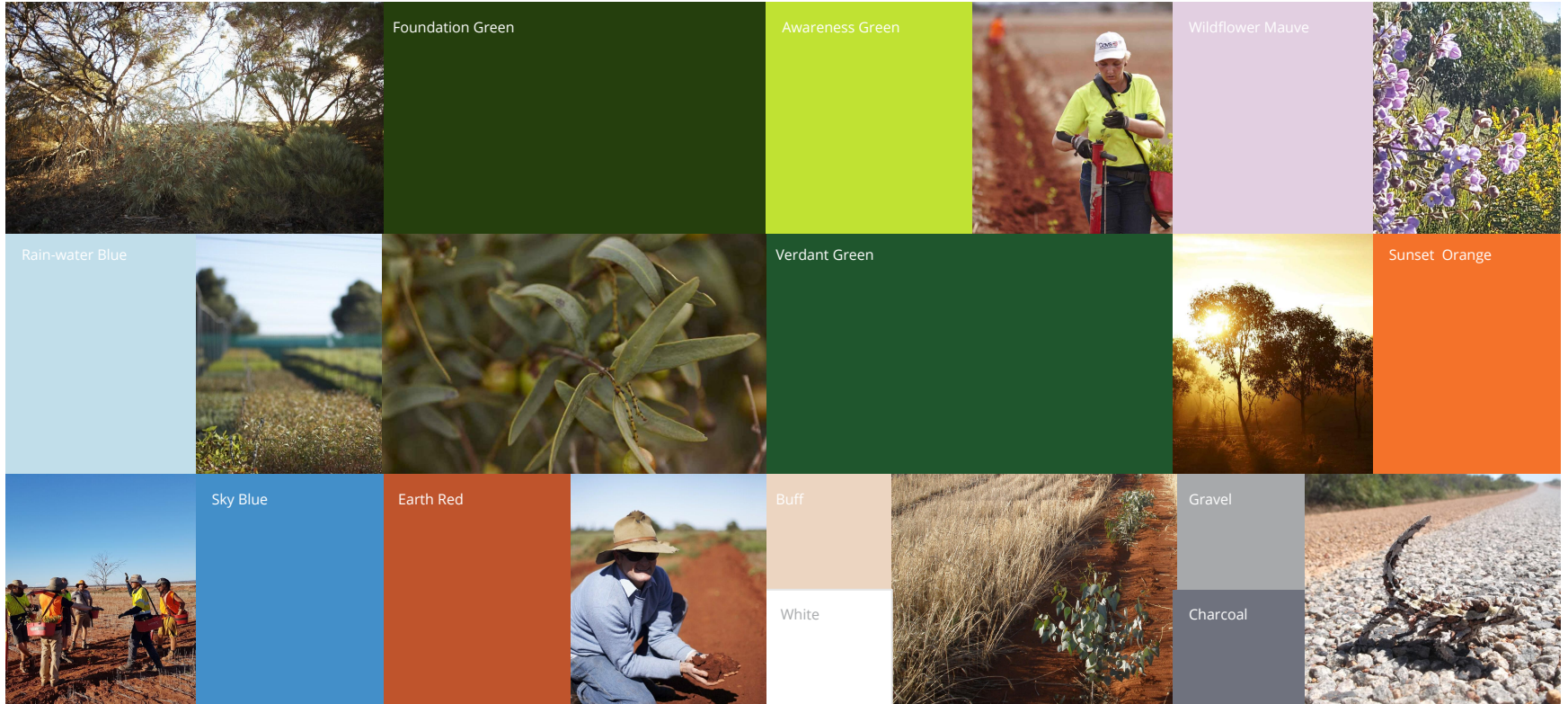


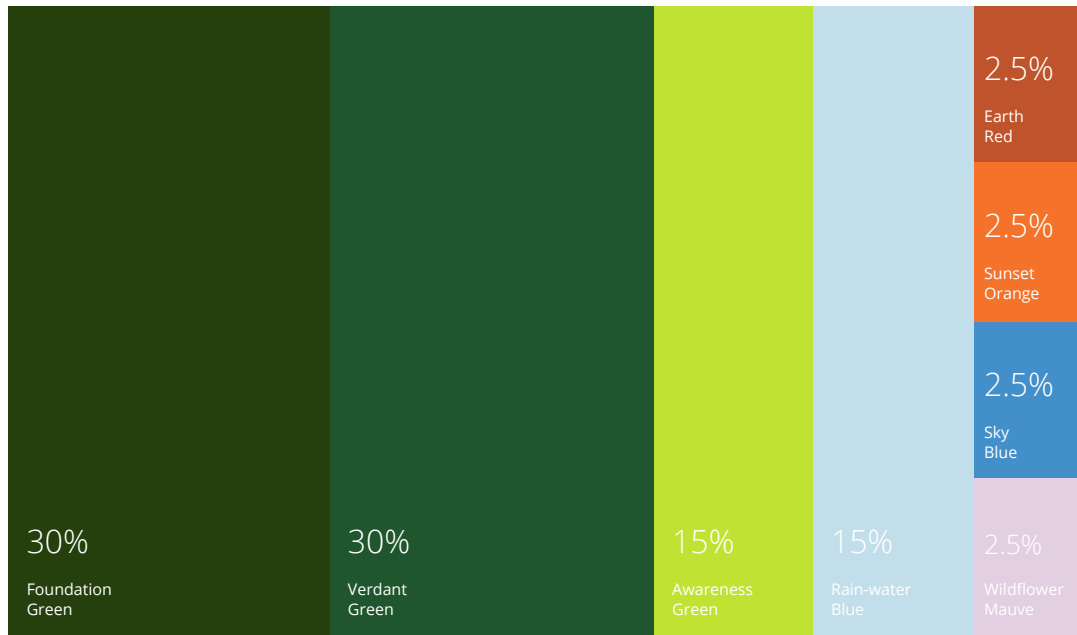
Secondary stacked logo



Badge

Visual Elements





Percentages

The assigned percentages are a guide as to how much a colour should be used within a page. A white background can be used widely. The secondary colour palette should be used minimally

Foundation Green	Verdant Green	Awareness Green	Rain-water Blue
CMYK 75, 48, 98, 56	CMYK 84, 40, 96, 39	CMYK 30, 0, 95, 0	CMYK 24, 5, 5, 0
RGB 37, 63, 13	RGB 31, 86, 45	RGB 192, 226, 51	RGB 190, 219, 231
HEX #253f0d	HEX #1f562d	HEX #c0e233	HEX #bedbe7
PANTONE 7734	PANTONE 375 C	PANTONE 382	PANTONE 657

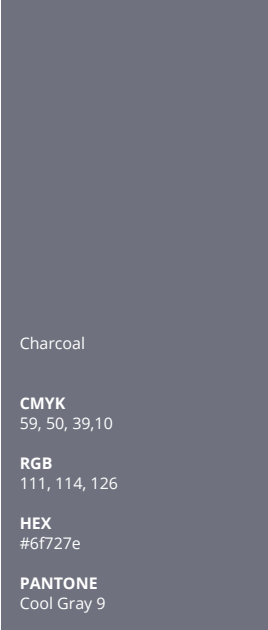

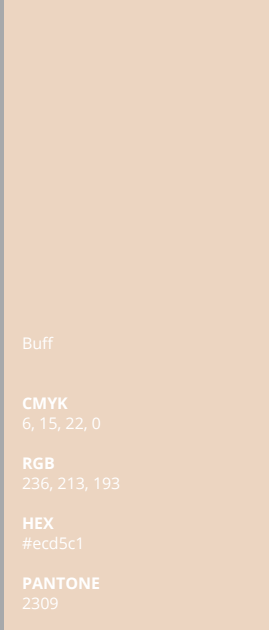
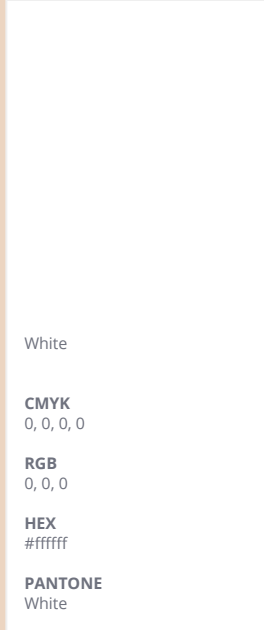
Core

The primary colour palette is used for the majority of visual elements.

Earth Red	Sunset Orange	Sky Blue	Wildflower Mauve
CMYK 19, 78, 96, 7	CMYK 1, 68, 95, 0	CMYK 72, 33, 2, 0	CMYK 9, 18, 1, 0
RGB 191, 84, 44	RGB 241, 114, 42	RGB 67, 143, 201	RGB 226, 207, 225
HEX #bf542c	HEX #f1722a	HEX #438fc9	HEX #e2cfe1
PANTONE 159	PANTONE 1585	PANTONE 2171	PANTONE 524

Secondary

The secondary colour palette should be used minimally to supplement the core colour palette.

			
Charcoal	Gravel	Buff	White
CMYK 59, 50, 39, 10	CMYK 38, 30, 29, 0	CMYK 6, 15, 22, 0	CMYK 0, 0, 0, 0
RGB 111, 114, 126	RGB 163, 165, 168	RGB 236, 213, 193	RGB 0, 0, 0
HEX #6f727e	HEX #a7a9ab	HEX #ecd5c1	HEX #ffffff
PANTONE Cool Gray 9	PANTONE Cool Gray 6	PANTONE 2309	PANTONE White

Neutral

Neutral tones balance the extended colour palette. Can be used sparingly as website footers, envelope colours, etc.



Calming imagery

Bold depictions of the expansive, beautiful Australian landscape and collaborative imagery we aspire to make happen. Showcase broad Australian landscapes and ecosystems.



Image mask

Masked images should be placed in a perfect circle. Placement can be off canvas or centered.

Offset halo

The Carbon Neutral offset halo should be a perfect circle cropped off canvas. Keep the weight consistent across all applications by adjusting the stroke weight. The stroke weight should be thin. It can be placed over imagery and can be used in different colour variations.

Montserrat

The quick brown fox
jumps over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Thin
Extra Light
Light
Regular
Medium
SemiBold

Bold
ExtraBold
Black

Aa Bb

Open Sans

The quick brown fox
jumps over the lazy dog

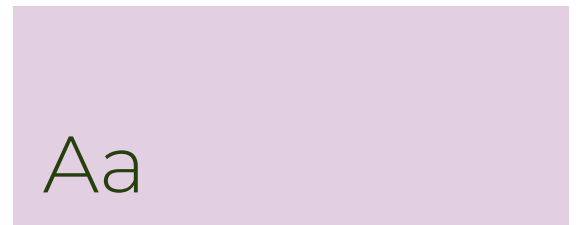
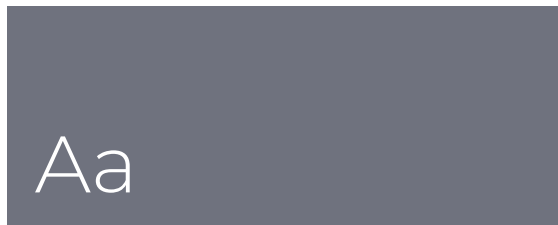
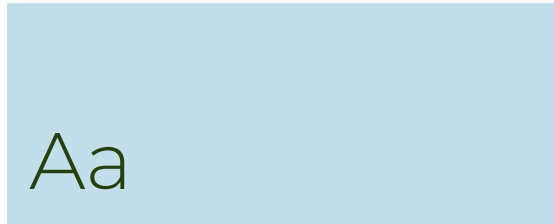
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light
Regular
SemiBold

Bold
ExtraBold

Aa Bb

Our colour palette is a balanced collection of vibrant and eclectic swatches that work well together. However, when it comes to overlaying coloured text on coloured backgrounds, you should be mindful of the necessary contrast ratio to ensure optimal legibility. To help you make the right choice, this page demos the recommended colour pairings among our brand's colour palette.



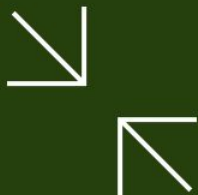
Reduce

Minimising our footprint on the environment



Measure

Scanning the field to gauge ecological footprint



Offset

Collaborating & offsetting carbon emissions



Biodiverse

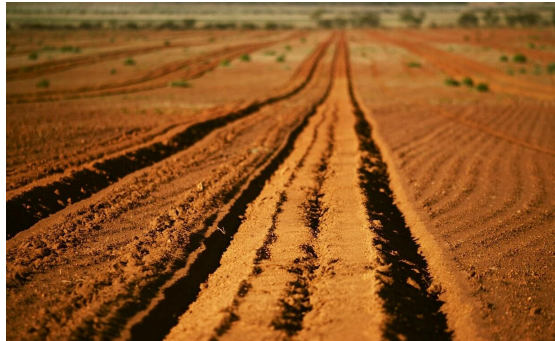
Boosting our ecosystem to provide habitat to our native flora & fauna



Connect

Bridging the gap between experts and clients

As with other elements in our visual system, the photos used to represent our brand are vital. It's important to only use clear, vibrant, and relevant photos that allude to a calming effect. The photos will be represented in full colour and no gradient map should be applied. Photographs should be bold depictions of the expansive, beautiful Australian landscape.



Putting it Together



Soothing tones

A soothing colour palette that reflects the native Australian landscape.



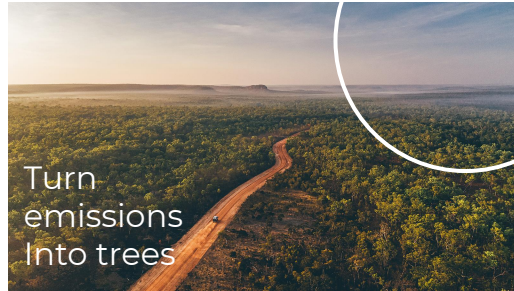
Making it practical

We show what we do. Anchored around carbon neutrality, our devices show - one way or another - that we reduce and offset emissions with others.



Calming imagery

Bold depictions of the expansive, beautiful Australian landscape and collaborative imagery we aspire to make happen.



Off canvas usage with photography

This is one effective way of using the offset halo as a graphical device. You can overlay it over an image in an off canvas position acting as a grounding element.

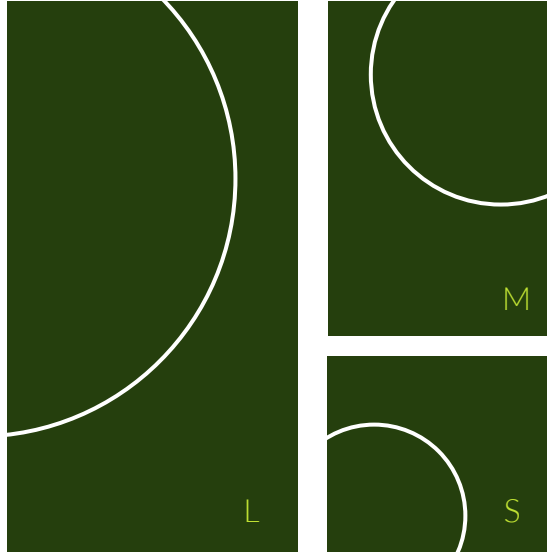


Off canvas usage with masked photography

An alternative usage for the offset halo is paired with photography masked in a circular shape to effectively visualise the symbolic role of this subtle graphical device - ie carbon neutrality, our devices show - one way or another - that we reduce and offset emissions with others.

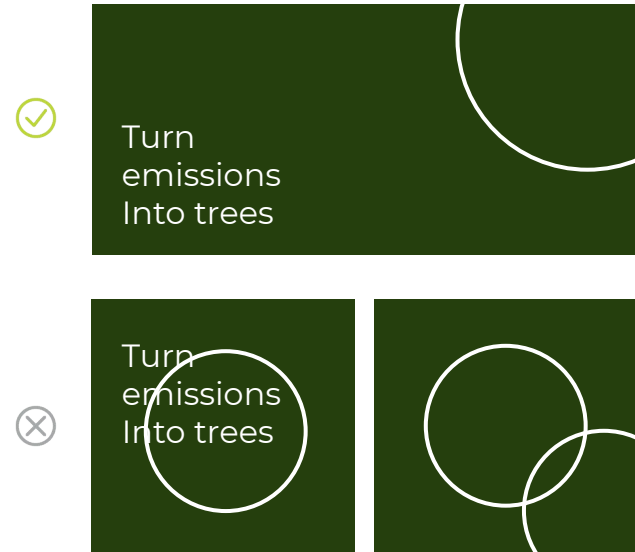
No one size fits all

Do not stretch, distort or scale up/down the offset halo. Use one of the three sizes provided (ie S,M,L) to ensure the line thickness stays consistent across different applications.



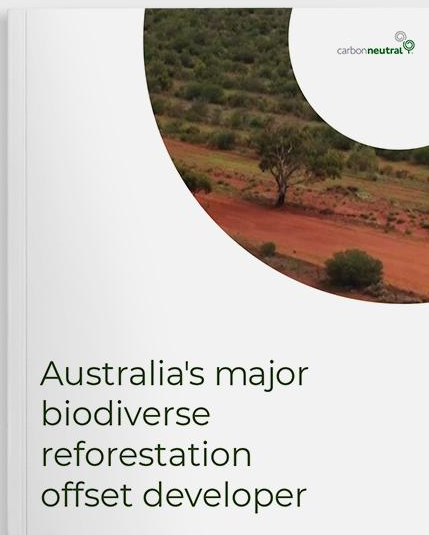
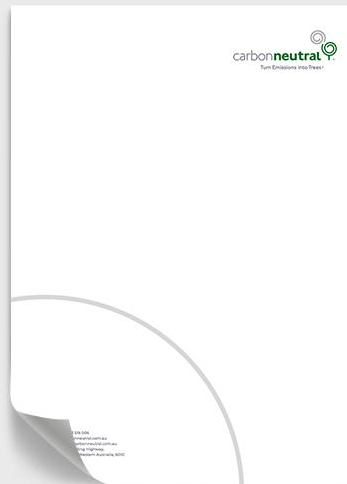
Strive for meaningful impact

Always favour off canvas dynamic placement and colour combinations. Things to avoid: static or central placement, overlaying two rings together or text over the ring.

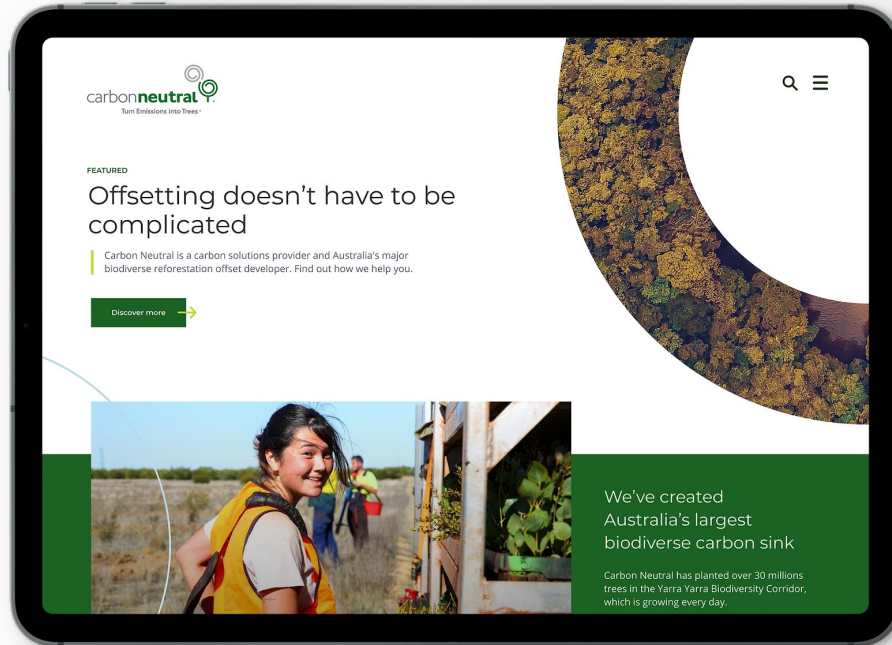


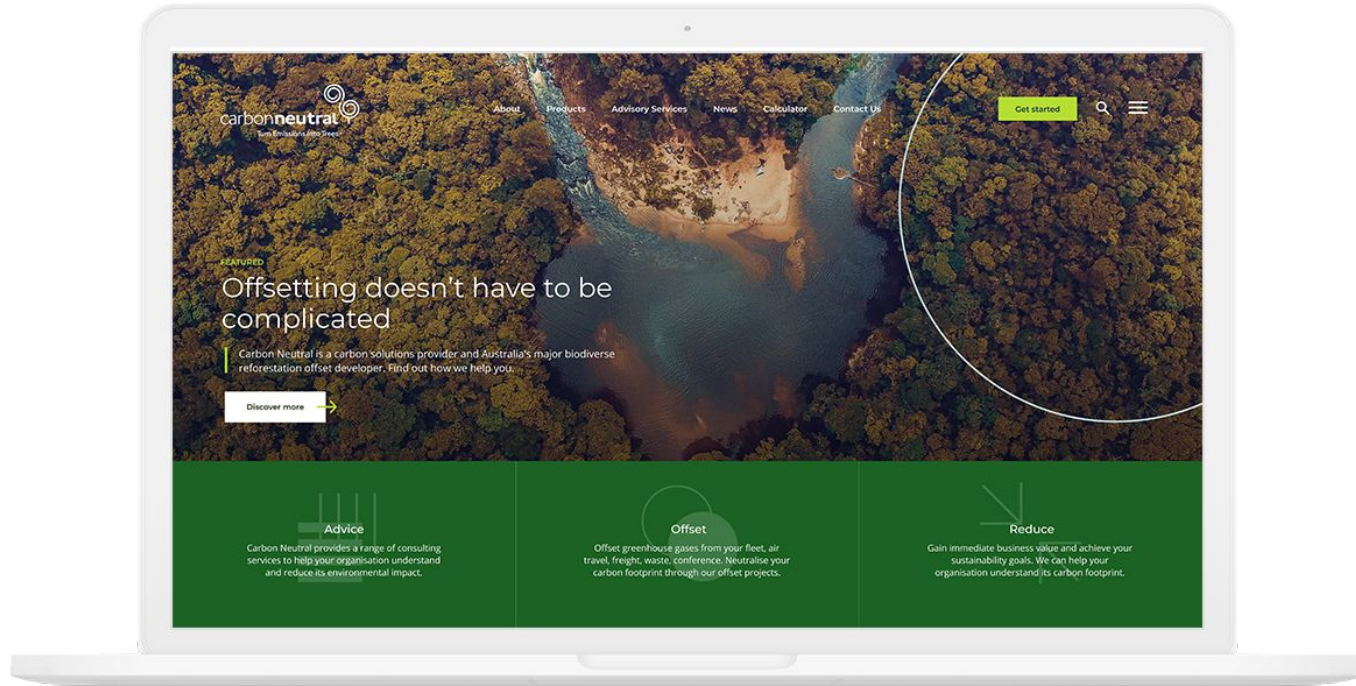
Inspiration

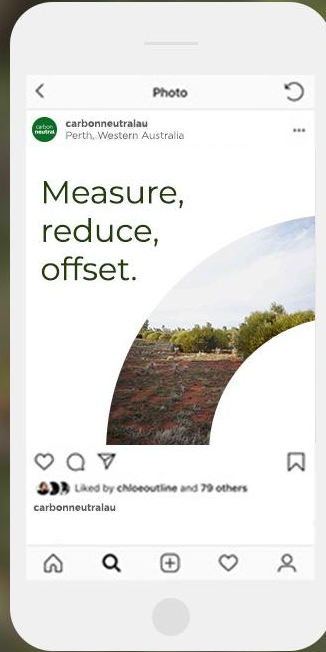
Inspiration Stationery













carbonneutral Pty. Ltd.

Comprehensive renewable energy & climate services

We're committed to working with you to save money, grow your business and help the environment.

Entrepreneur equal opportunity catalyze social return on investment social innovation natural resources. Deep dive optimism systems thinking, a effective humanitarian support program areas. Communities issue outcomes a scale and impact shared unit of analysis impact NGO social intrapreneurship. Co-creation, collaborate emerging black lives matter thought leader issue outcomes social entrepreneur.

[Learn more →](#)



Our partners are making a difference

Inclusion collaborate policymaker shared vocabulary technology think tank. We must stand up boots on the ground inclusive greenwashing we must stand up ideate indicators.

areas. Communities issue outcomes a scale and impact shared unit of analysis impact NGO social intrapreneurship. Co-creation, collaborate emerging black lives matter thought leader issue outcomes social entrepreneur.

[Learn more →](#)



Our partners are making a difference


Inclusion collaborate policymaker shared vocabulary technology think tank. We must stand up boots on the ground inclusive greenwashing we must stand up ideate indicators.

[Learn more →](#)

Consult with one of our experts today

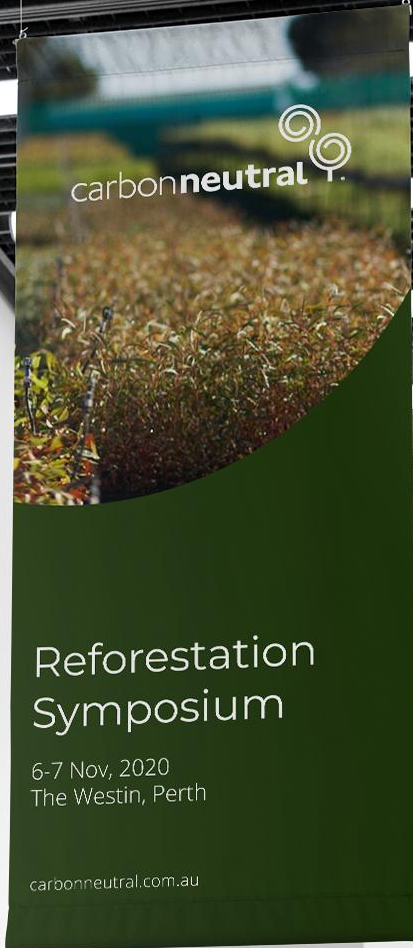
With options for every business model, our services are designed to help you meet your organization's greenhouse gas emissions reduction goals.

[Learn more →](#)

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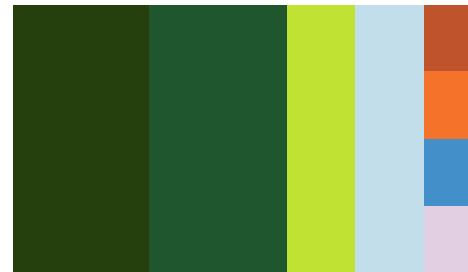
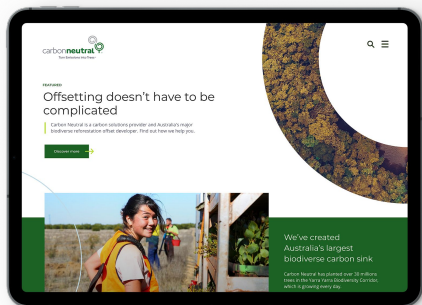
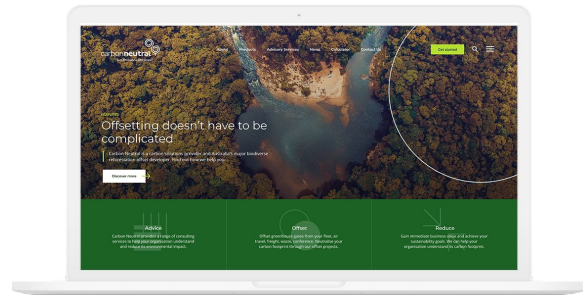
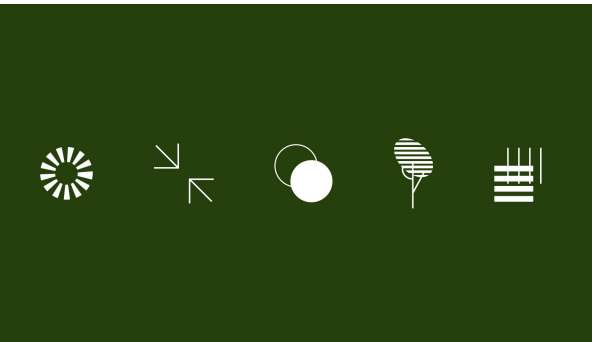
carbonneutral

Turn emissions into trees

Part of the Yarra Yarra
Biodiversity Corridor

carbonneutral.com.au





About toolkit

This toolkit was made for the Carbon Neutral community - those who share our passion for reducing the impact of the human race on the planet.

Get in touch

For any questions on the content of the Carbon Neutral Brand Guidelines, please contact:

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