

The Gold Standard

A/R Brand and Communications Manual

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1. Introduction

These broad guidelines outline how to use, and engage with, The Gold Standard brand. The information provided in this document is non-legal and purely informative.

The legal aspects of any engagement with The Gold Standard Foundation are governed by the Terms & Conditions (T&C) and in separate, legally binding contracts. Any legally binding engagement with The Gold Standard is subject to (i) acceptance of the T&Cs and (ii) entering into the appropriate, written contract with The Gold Standard Foundation.

In case of contradictions, the T&Cs, and any separate legal contracts, supersede this manual.

The Gold Standard is a protected trademark held by The Gold Standard Foundation, an independent legal non-profit entity established and incorporated in Switzerland. The official name of The Gold Standard is “The Gold Standard Foundation”. The Gold Standard trademark enjoys protection in numerous countries and, due to its high level of international recognition, also enjoys protection under unfair competition laws and trade protection laws. The Gold Standard trademark covers services in the international classes 35, 36, 41 and 42.

The Gold Standard’s logo and trade name may only be used in connection with activities in these sectors with the prior consent of The Gold Standard Foundation and acceptance of The Gold Standard’s Terms and Conditions.

While The Gold Standard is officially endorsed by more than 85 non-governmental organisations internationally, association with The Gold Standard does not guarantee the right to use the logos of these organisations in connection with Gold Standard activities. Permission is required from the individual NGOs separately should use of their logos be desired.

Applicable laws will prosecute violation of The Gold Standard’s trademark and false claims using the trademark. The Gold Standard reserves the right to verify public claims of connection to Gold Standard projects, credits or services.

2. The Gold Standard Logo



The Gold Standard Logo is an integral part of The Gold Standard trademark.

The logo must always be used in connection with the claim “The Gold Standard – Premium quality carbon credits” as shown below. The logo may not be reproduced in part and may not be modified without prior written consent from The Gold Standard Foundation.



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.



Please do not reproduce The Gold Standard logo smaller than 12mm in height.

If you have limited space but would like to use our Gold Standard logo, please contact The Gold Standard Marketing Department via info@cdmgoldstandard.org for further guidance.

3. Logo variations



For use when promoting The Gold Standard Foundation and Gold Standard Energy



To be used only in conjunction with Gold Standard Land Use & Forests activities. Please review page 6 & 7 for additional guidelines on Land Use & Forests projects that are in transition.



To be used only in conjunction with Gold Standard Water based activities.

4. Communicating about Validated and Verified Land Use Credits

An issued CO₂-certificate is either a *validated CO₂-certificate*, or it is a *verified CO₂-certificate*.

Validated CO₂-certificate

A *validated CO₂-certificate* represents the expected sequestration of 1 metric ton CO₂-equivalent by a Gold Standard A/R project activity. To issue *validated CO₂-certificate* the 'A/R Guidelines - Validated CO₂-certificates' shall be followed. A *validated CO₂-certificate* represents an intervention in land-use change that is expected to lead to the sequestration of 1 metric ton of CO₂-equivalent. A *validated CO₂-certificate* does not represent the actual sequestration of 1 metric ton of CO₂-equivalent and cannot be retired. Instead, *validated CO₂-certificates* can be assigned and locked in the Gold Standard Registry. *Validated CO₂-certificates* that are locked will be retired once they are *verified*.

Verified CO₂-certificate

A *verified CO₂-certificate* represents actual sequestration of 1 metric ton CO₂-equivalent by a Gold Standard A/R project activity and is stored by the different carbon pools of a forest (see chapter '5.2 Calculation of CO₂-certificates'). When a *verified CO₂-certificate* is issued, it replaces the corresponding *validated CO₂-certificate*. A *verified CO₂-certificate* can be retired.

The number of CO₂-certificates is determined based on the methodology outlined in chapter '5. Methodology'.

The vintage of a CO₂-certificate represents the expected or actual timing for the corresponding sequestration.

5. Communicating about Land Use and Forests transition projects



Please adhere to this wording and the use of this logo explicitly in any external communications:

The Gold Standard Foundation acquired the Carbon Fix Standard in September 2012. The Gold Standard is currently in the process of aligning and developing its new Land Use & Forests Framework, Requirements and Guidelines.

6. How Not to Use The Gold Standard Logo



DO NOT: change the font



DO NOT: change the proportions



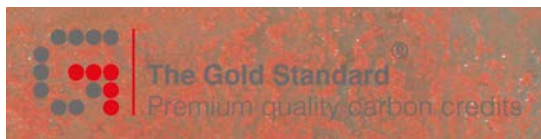
DO NOT: change the colours



DO NOT: scale individual parts



DO NOT: rotate



DO NOT: place logo on coloured backgrounds