

# Annex N

## Brand Rules

## **1. General**

These rules apply to any use of the Gold Standard Brand.

Any use of the Gold Standard Brand and Gold Standard Name other than the „free use“ explicitly defined below is allowed only with explicit, written authorization by the GSF. Such authorization is granted only in the following cases:

- Pre-registration, as described in the T&C;
- Registration; as described in the T&C;
- Standard Written License Agreements, as described below;
- Individual Written License Agreements, as described below.
- Branding of GS-approved GS VER methodologies & additionality tools

## **2. The Gold Standard Brand and Sponsor's Manual / Visual Rules**

Any use of the Gold Standard Brand must be in compliance with the visual guidelines as set forth in the “Gold Standard Brand Manual”, shown on [www.cdmgoldstandard.org](http://www.cdmgoldstandard.org).

The Gold Standard Trademark must always be identified as registered trademark through use of the symbol “®”.

## **3. Free Use**

### **3.1 Descriptive use and reference to the GSF**

Freely allowed by anyone, without having to accept the T&C, is the descriptive use of the term “THE GOLD STANDARD” in flow text, without graphic highlighting, for the purpose of directly and in a descriptive sense referring to the GSF or its products and services. This does not include use of the term “THE GOLD STANDARD” or “GOLD STANDARD” as part of the name or as part of a label for specific Projects, products or services.

### **3.2 Hyperlinks**

The placement of hyperlinks to the GSF website ([www.cdmgoldstandard.org](http://www.cdmgoldstandard.org)) in text form in the link section of any user's website is freely allowed. For avoidance of any doubt, use of any other form of the Gold Standard Brand for such links, such as the logo-form, is not allowed without prior written approval of the GSF.

### **3.3 Limit**

Any free use is allowed only within the limits of good taste and morality, respecting the GSF's ideational independence and reputation. Any misleading use and/or any use causing confusion in the market and/or likely to damage the GSF's reputation is not allowed.

## **4. Standardized License Contracts**

Use of the Gold Standard Brand for sponsoring, by GS Market place participants or for other purposes not mentioned in the T&C can be authorized through one of the standardized license contracts offered by the GSF. Acceptance of the T&C is a precondition for any such agreement.

## **5. Individual License Contracts**

Use of the Gold Standard Brand for sponsoring or other purposes not mentioned in the T&C and not covered by the standardized license contracts can be authorized through an individual license contract. Acceptance of the T&C is a precondition for any such agreement.

**6. Branding of GS-approved GS VER methodologies, additionality tools**

Methodologies and additionality tools approved by the Gold Standard Technical Advisory Committee and listed on the Gold Standard website may use the Gold Standard Trademark. Acceptance of the T&C is a precondition for any such use.

**7. Non-Authorized Use**

The Gold Standard Brand may not be used, in part or as a whole, within a logo, as part of a name, as part of a trademark registration, as part of a domain name or otherwise in advertisements or in commerce in direct or indirect connection with emissions reduction projects and/or emissions reduction credits without explicit permission of the GSF.