

Financial climate contribution



Labelling guidelines from ClimatePartner



Elements of the label

Financial climate contribution

The **Financial climate contribution** label confirms the funding of climate projects:

1 The signet

The signet ensures recognition – especially when displayed in ClimatePartner’s dark and light blue.

2 Category

This identifies what the label refers to, for example a product, a company, a service, or another category.

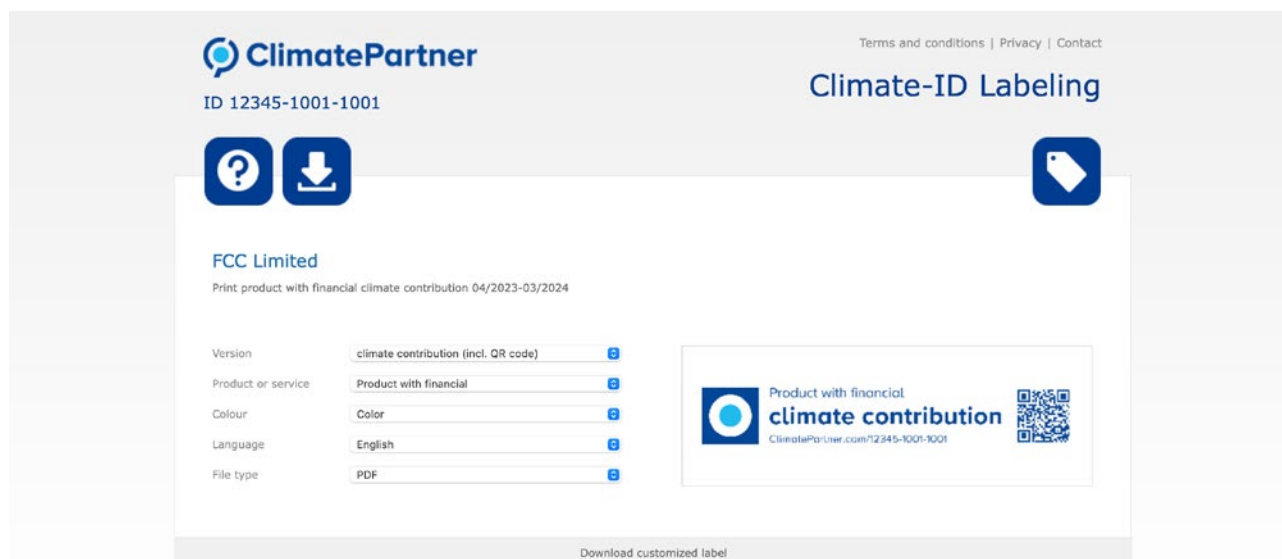
3 ID number and tracking URL

Every **Financial climate contribution** label includes a unique ID number. The projects funded and the amount of CO₂ accounted for can be viewed transparently via the corresponding URL.

4 Optional: QR code

This enables quick access with a smartphone to all relevant information.

The label generator



- The individual **Financial climate contribution** label can be downloaded using the label generator: www.climate-label.com/00000-0000-0000 with the order's ID number replacing the zeros.
- All of the generator's label variations can be implemented without specific release.
- Changes or modifications to the label are not allowed.
- Select the appropriate label category.
- We recommend using the full-colour label variant for ease of recognition. There are also black and reversed-out options for use on different backgrounds. With prior ClimatePartner approval, the label can be adapted to corporate colours under certain conditions.
- Choose from the available languages to generate your label. If required, other language options can be made available.
- For printing, the label should be downloaded as a PDF or EPS, while JPG and PNG are suitable for online use.

For very small and space-restricted products, we offer a smaller label format

- The mini-label must be accompanied by an asterisk text. This can be in any font and size, but must state:

*[category] with financial climate contribution,
ClimatePartner.com/[ID number].
- There are no restrictions on placement or spacing.
- You will receive the mini-label and corresponding text from your customer manager.

Signet edge must measure at least 4.5 mm



* Product with financial climate contribution,
ClimatePartner.com/12345-1001-1001

Use of the label

Size

The ID number should be legible. The necessary size can vary depending on the printing method and material. As such, we do not specify an absolute minimum size, however in order to be functional the QR code should be at least 10-mm square.

Completeness

Show the complete label. All elements have a function and are necessary. Only the original QR code from the label generator may be used.

Colour

ClimatePartner's dark and light blue colours ensure recognition of the label. Black and reversed-out versions are also available.

ID number

Check the ID before printing, such as by entering the URL or ID at www.climatepartner.com.

Linking to the label

If you are using the label online – on your website or in your newsletter – link to it with the tracking URL in the bottom row of the label.

Verification by ClimatePartner


If you are unsure, send a screenshot of the layout or the print-ready file to your ClimatePartner customer service contact and we'll be happy to check it for you!

Please always display the full and unmodified Financial climate contribution label.




Colour modifications require the prior approval of ClimatePartner







Display in the correct proportions




The label must be complete



Change to one single colour



No shadows or effects



No contours

Important information

- The label may only be applied to the contractually agreed products or product groups and quantities and their packaging in accordance with the agreed scope of use. The same applies with regard to the licensed company or group of companies.
- Only the specifically licensed version of the **Financial climate contribution** label may be used, with the specified graphic design and colour scheme and in accordance with this label guide. The label may not be modified or combined with other labels or graphical elements. Any graphical or other modification and processing requires the written consent of ClimatePartner. In particular, the ID tracking URL may not be associated with any other label than the ClimatePartner label and may not be used on its own without the entire label. The same applies to the QR code that links to the ID tracker.
- Additional information can be positioned outside of the label and without encroaching on the label, be it an asterisk footnote or a supplementary notice positioned in close proximity to the label. Such additional details must be separated graphically. If you are uncertain, please consult ClimatePartner. If any additional notices and further information have been added, the user is responsible for making sure that they do not contradict the label or the information available from the ID tracker. Further information must be accurate as it could otherwise risk being misleading. In particular, ClimatePartner recommends that you do not create your own additional labels.
- The trademark licence agreement applies in accordance with our General Terms and Conditions.
- This label guide does not constitute legal advice and offers no legal guarantees. The user must instead verify for themselves that the **Financial climate contribution** label is being used in a legally compliant manner in each individual case.

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