



The ClimatePartner certified label

04 / 2023

Transparency and traceability

The ClimatePartner certified label provides transparent disclosure of a company's entire climate action strategy including carbon footprints, emissions reduction targets, implemented reductions, and financial contributions towards climate projects worldwide.

Please adhere to the following guidelines to ensure the correct use of our ClimatePartner certified label. And thank you for being a valuable partner in taking climate action.



The ClimatePartner certified label

The ClimatePartner certified label provides transparent disclosure of a company's entire climate action strategy. It consists of five elements:

1. ClimatePartner signet

Climate action is depicted by the stylised letters 'C' and 'P' that surround a circle, the symbol for our planet earth.

2. ClimatePartner certified

ClimatePartner certified is awarded to companies that complete all five steps, demonstrating a high-calibre climate action strategy.

3. Category

The ClimatePartner certified label indicates exactly what has been certified: a company or a product.

4. Climate-ID

The unique climate-ID number and the associated URL can be used to track the climate action measures that are associated with that specific label.

5. QR code (optional)

The QR code facilitates quick access to all related information via a smartphone.



Label variants

The ClimatePartner certified label is available for download in various configurations:

- Standard label
- Standard label with QR code (optional element)
- Standard label with achievement text (optional element)
- Standard label with achievement text and QR code (optional elements)
- Mini label with asterisk and explanatory text

The mini label shall only be used for the product label. It is intended for customers with limited space on their packaging.

Please note: The ClimatePartner certified label has been carefully crafted to adhere to various requirements. Please use only the labels that can be downloaded via our label generator. Recreating or changing the label is not permitted.



Standard label



plus QR code



Standard label with achievement text



plus QR code



Mini label with asterisk

Label colours

The ClimatePartner certified label is available in three colours and various file formats to support transparent communication for a wide range of uses in print as well as in digital applications.

1. Two-colour blue

This version should be used whenever possible, preferably on a white background.

2. One-colour black

This version can be used when only one colour is available, or on backgrounds where the two-colour version would not stand out enough.

3. One-colour reversed white

This version should be used on dark backgrounds where the two-colour version would not stand out enough.

Please note: Please use only the colours shown on this page. The labels should not be used in any colour other than what is offered for download from the label generator.



ClimatePartner
certified company
climate-id.com/000000

Two-colour blue



ClimatePartner
certified company
climate-id.com/000000

One-colour black



ClimatePartner
certified company
climate-id.com/000000

One-colour reversed white

Minimum size

Minimum sizes for the standard and mini label have been defined to ensure all texts remain legible. The minimum size of the standard label is defined by its height of 7 mm. The minimum size of the mini label is defined by its height of 10 mm.

Please use larger sizes than specified on this page, depending on the printing method and substrate, to guarantee the legibility of all text elements.

Do not use the labels at a smaller size than specified on this page.



Incorrect use

The ClimatePartner certified label and its guidelines were created to facilitate transparent communication. Please adhere to these simple rules and refrain from incorrect uses.

- A. Do not distort the label in any way.
- B. Do not alter the position of any label elements.
- C. Do not change the colours of the label.
- D. Do not add drop shadows or any other effects.
- E. Do not change the text elements of the label in any way.
- F. Do not use the label in a colour that will not stand out against the background.



A



B



C



D



E



F

Examples

The ClimatePartner certified label provides transparent disclosure of a company's entire climate action strategy.

Please use a label size and colour that allow for maximum legibility.



The label generator

Customers will receive a URL that will lead them to the label generator tool that will enable them to configure and download the ClimatePartner certified label.

The mandatory actions in order to get to the correct label are:

1. Select a design (choose between the standard version, standard version with QR code, standard version with achievement text, standard version with QR code and achievement text, or the mini label).
2. Select a color.
3. Select the languages of the label text.
4. Select the file formats of the label.
5. Click to confirm you agree to the terms of use.
6. Select “Download”.
7. Go to the download folder and unzip the folder.

We recommend to using the two-colour blue label variant on a white background.

Please keep in mind before integrating the downloaded label that any changes and/or modifications to the label are not allowed.

Note that if you are downloading the mini label, the explanatory text will be included in a separate .txt file.

If you have any questions about the usage of the tool, please approach your contact person at ClimatePartner.

The screenshot shows the ClimatePartner label generator interface. At the top, there's a blue header with the ClimatePartner logo and the text "Configure and download your label". Below the header is a preview of a label with the ClimatePartner logo, the text "ClimatePartner certified product", and the URL "climate-id.com/000001". The main area is divided into two columns. The left column is titled "Choose presets" and contains three steps: 1. Select a design: showing four different label designs (standard, standard with QR code, standard with achievement text, and standard with QR code and achievement text); 2. Select a color: showing three color options (blue, black, and white); 3. Select language(s): showing a list of languages (English, German, Spanish, Italian, French, and more...). The right column is titled "Export options" and contains a "Select format(s):" section with buttons for .svg, .pdf, .jpeg, .png, and .eps. Below this is a toggle switch for "I have read and agree to the terms of use for the ClimatePartner Certified label." and a "Download" button. At the bottom, there's a blue footer with links for "Label Guidelines", "Privacy policy", and "Imprint", the copyright notice "© 2023 ClimatePartner GmbH", and the ClimatePartner logo.

Place to use the ClimatePartner certified label

The ClimatePartner certified label shall only be used on certified subjects or any medium directly referring to certified subjects (such as websites, advertisements and flyers). For example, a product-related label may be used on the product itself, on any advertising material related to this product, or as part of product descriptions in online stores or at the point of sale. Company-related certification labels may be used, for example, on company websites, email signatures, or brochures. Company-related labels shall not be displayed on the packaging of products of that company.

Recommendations for transparent disclosure

Companies can communicate transparently and credibly about their climate action in several ways. In general, when communicating about their climate action strategies, companies should use clear and transparent language that any citizen could be expected to understand.

When communicating their climate action efforts, it is important for companies to explain what the ClimatePartner certified label represents whenever possible. For instance, on the website, in marketing materials, on advertising posters, or on the product packaging.

Notes

- The ClimatePartner certified 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 licensed group of companies.
- Only the specifically licensed version of the ClimatePartner certified label may be used, with the specified graphic design and colour scheme and in accordance with this label guide. The ClimatePartner certified 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 climate-ID page URL may not be associated with any other label than the ClimatePartner certified label and may not be used on its own without the entire label. The same applies to the QR code that refers to the climate-ID page.
- The ClimatePartner certified label may only be used in connection with the climate-ID that discloses a company's entire climate action strategy.
- Displaying the ClimatePartner certified label online and on print media is subject to the same rules.
- If space allows, additional information regarding a company's climate action strategy can be added, outside of the label and without encroaching on 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 on the climate-ID page. 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 pursuant to our General Terms and Conditions applies.
- This label guide does not constitute legal advice and offers no legal guarantees. The user must instead verify that the ClimatePartner certified label is being used in a legally compliant manner in each individual case.

Questions?

For any question regarding the use of the ClimatePartner certified label, please contact us. We look forward to helping you.

support@climatepartner.com