

### CARBON BALANCED BRANDMARK – PRIMARY

This icon may be used by 3rd parties on communication that in accordance with the conditions of use. This guide is to assist you in utilizing the logo and in protecting the integrity of the mark by maintaining consistency in its representations. The Primary format is the preferred version, and may be used with or without an outline. Where this does not suit, the Horizontal format may be used.

#### Colour, black and white or reversed

When you are creating a job to be faxed, photocopied or printed on a one-colour printer, it is best to use the black and white or reverse black and white brandmark options.

For jobs to be printed full colour offset or digital, use the supplied CMYK files; for on screen (web, PowerPoint etc) use the RGB files. On the rare occasions that you need to reverse, variations have also been supplied.

#### Clearspace

When using the brandmark, it is recommended to leave a minimum clearspace from text, images or edge of the page to ensure that the brand impact is not diluted by other elements. The minimum clearspace is measured by the height of the 'X' in the illustration below.

#### Size

The brandmark should not be reduced smaller than 15mm in height. The supplied files will cover most needs, however jpg files will lose quality if scaled larger than 100%. Larger formats are available on request.



BRANDMARK  
FULL COLOUR

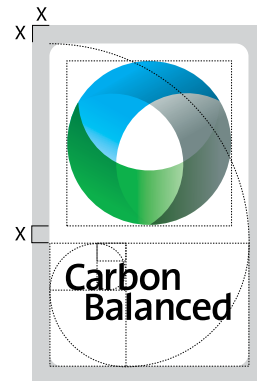


FILES:  
CB\_CMYK.pdf  
CB\_CMYK.jpg  
CB\_RGB.jpg

■ PROCESS C: 100 M: 0 Y: 0 K: 0  
■ PROCESS C: 80 M: 100 Y: 0 K: 0  
■ PROCESS C: 20 M: 0 Y: 0 K: 50



BRANDMARK  
MINIMUM CLEARSPACE



BRANDMARK  
FULL COLOUR: WITH OUTLINE & REVERSE

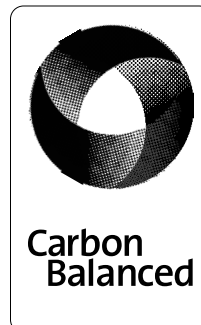


FILES:  
CB\_OL\_CMYK.pdf  
CB\_OL\_CMYK.jpg  
CB\_OL\_RGB.jpg

CB\_Rev\_CMYK.pdf  
CB\_Rev\_CMYK.jpg  
CB\_Rev\_RGB.jpg



BRANDMARK  
ONE COLOUR / REVERSE



FILES:  
CB\_OL\_BW.pdf  
CB\_OL\_BW.jpg

CB\_Rev\_BW.pdf  
CB\_Rev\_BW.jpg

## CARBON BALANCED BRANDMARK – HORIZONTAL

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### Colour, black and white or reversed

When you are creating a job to be faxed, photocopied or printed on a one-colour printer, it is best to use the black and white or reverse black and white brandmark options.

For jobs to be printed full colour offset or digital, use the supplied CMYK files; for on screen (web, PowerPoint etc) use the RGB files. On the rare occasions that you need to reverse, variations have also been supplied.

### Clearspace

When using the brandmark, it is recommended to leave a minimum clearspace from text, images or edge of the page to ensure that the brand impact is not diluted by other elements. The minimum clearspace is measured by the height of the 'X' in the illustration below.

### Size

The brandmark should not be reduced smaller than 15mm in width. The supplied files will cover most needs, however jpg files will lose quality if scaled larger than 100%. Larger formats are available on request.

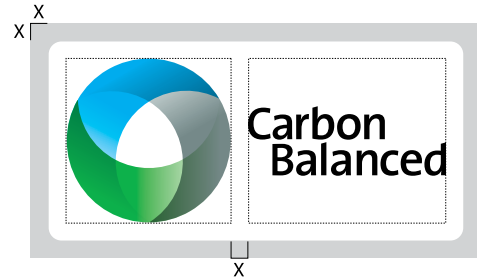
BRANDMARK  
FULL COLOUR



FILES:  
CB\_H\_CMYK.pdf  
CB\_H\_CMYK.jpg  
CB\_H\_RGB.jpg

■ PROCESS C: 100 M: 0 Y: 0 K: 0  
■ PROCESS C: 80 M: 100 Y: 0 K: 0  
■ PROCESS C: 20 M: 0 Y: 0 K: 50

BRANDMARK  
MINIMUM CLEARSPACE



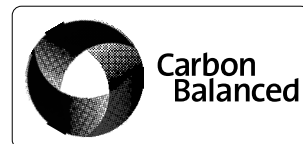
BRANDMARK  
FULL COLOUR: WITH OUTLINE & REVERSE



FILES:  
CB\_OL\_H\_CMYK.pdf  
CB\_OL\_H\_CMYK.jpg  
CB\_OL\_H\_RGB.jpg

CB\_Rev\_H\_CMYK.pdf  
CB\_Rev\_H\_CMYK.jpg  
CB\_Rev\_H\_RGB.jpg

BRANDMARK  
ONE COLOUR / REVERSE



FILES:  
CB\_OL\_H\_BW.pdf  
CB\_OL\_H\_BW.jpg

CB\_Rev\_H\_BW.pdf  
CB\_Rev\_H\_BW.jpg