

Guidelines for the use of the Climate Neutral Now logo and the Badge

The participant in the Climate Neutral Now initiative may use the Climate Neutral Now logo and the associated Badge in accordance with the requirements outlined below, and as long as the participant submits the Report in support of their Climate Neutral Now pledge on a yearly basis.

1. Uses of the logo and the badge

a. Informational Use – Yes!

Informational uses are those that are primarily illustrative and not intended for commercial or fundraising activities.

An organization that has signed the Climate Neutral Now pledge is allowed to use the logo to highlight their participation in this initiative in their website, informational documents (e.g. annual reports, sustainability reports, company profiles) and promotional materials (flyers, brochures, and similar).

b. Products and packaging – Only with prior written authorization

The Climate Neutral Now logo cannot be placed on specific products or packaging without prior written authorization by the UNFCCC secretariat. Climate Neutral Now is an initiative that encourages action by companies and other organizations, but it does not provide certification, including product-related certification.

2. Requirement to use the Badge together with the Logo

It is required that organizations use the corresponding Badge together with the Climate Neutral Now logo, to ensure transparency and provide more confidence to the general public. The Badge indicates the levels that the participant has achieved in each of the three different steps of the initiative: measure, reduce and contribute. It also indicates the year for which these levels apply:



Logo



Badge

3. Mistakes in using the logo and the badge

We ask you to never:

- Stray from the color palette
- Switch the colors
- Replace the approved typeface with any other typeface
- Use the design on similarly-colored backgrounds
- Rearrange the elements of the design
- Stretch or distort the Logo
- Use any part of the logo as part of another word
- Redesign, redraw, animate, modify or alter the proportions
- Surround the logo with a pattern or design
- Rotate or render it three-dimensionally
- Add words, images, or any other new elements
- Enclose it in a shape or combine it with other design elements or effects

4. LIABILITY

All entities wishing to use the Climate Neutral Now logo and the Badge for the purposes specified herein must agree to the following provisions:

- The entity confirms that it will use the logo only as permitted by these guidelines.
- The United Nations and the UNFCCC secretariat do not assume any responsibility for the activities of the entity.

5. DISCLAIMER

- The use of the Climate Neutral Now logo and the badge by an entity does not imply the endorsement of the UNFCCC secretariat of such entity, its products or services, or of its planned activities.
- The Climate Neutral Now logo may not be reproduced for obtaining any commercial or personal financial gain.
- The UNFCCC secretariat will not assume any responsibility or liability arising from the translation of the text of the logo into non-UN official languages.

6. INQUIRIES AND PERMISSIONS

Please send inquiries to climateneutralnow@unfccc.int