



Communication Package

CarbonFix has focused a considerable amount of effort in establishing the highest possible standard for climate forestation projects. An important element of this is that entities using the CarbonFix label (name and logo of CarbonFix) represent it in the correct manner in their communications.

This package contains resources to help you communicate your carbon activity. The package includes the following:

1. CarbonFix's communication guidelines
2. CarbonFix logos
3. Linking to the CarbonFix website
4. Describing CarbonFix
5. Project information

CarbonFix's communication guidelines

It is a condition for using the label that the following communication guidelines are adhered to:

Agreement on communications | The wording "CarbonFix Standard", "CFS", and the CarbonFix logo are registered trademarks and may not be used in a misleading manner.

Any communications carrying the CarbonFix label need to be agreed in writing with CarbonFix before publication, unless all rules and regulations of this communication package are respected.

Be specific |

Project developers | When communicating that you are a project developer that will be or is certified according the CarbonFix Standard, you must specify your status of certification. These can be:

- Intends to be certified
- In the process of pre-validation
- Pre-validated
- In the process of certification
- Certified

CO₂-buyers | For activities of balancing emissions with CO₂-certificates of a CarbonFix certified project, the label must be accompanied by a clear statement explaining which elements of the activity have been balanced.

Others | When using the CarbonFix label you should clearly state, how and by which means you are working with the CarbonFix Standard.

Reduce before you balance | Besides the ecological and social co-benefits generated by the projects, CO₂-certificates of CarbonFix certified projects are to be seen as repair service for damage to the climate. It is obvious that repairs are never as good as avoiding the damage in the first place. Wherever communication materials should emphasize this aspect. Balancing should never be used to encourage or justify the emission of green house gases.



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Payment, rather than donation | Balancing emissions is an act of responsibility, rather than one of charity or goodwill. Please say 'payments' or 'contributions', rather than 'donations' when referring to balancing your emission with CO₂-certificates of CarbonFix certified projects.

Transparent retirement | In case of communicating the balance of emissions, it must be made transparent which CO₂-certificates have been retired in order to balance the emissions a specific activity.

CarbonFix logos

The most frequently used format of the CarbonFix logo is inserted on the right. A complete logo family is available, under www.CarbonFix.info/media



Using the CarbonFix logo:

- The logo should always be used on a white background.
- The area immediately surrounding the logo should remain clear from text, pictures and other logos. A space equal to the size of this letter 'e' around the logo should always be left clear.
- The logo itself must not be modified.
- The label must be displayed in high-resolution - 72 dpi for websites and 300 dpi for printing.
- The logo should never appear smaller than 15mm x 15mm.
- In the case that the logo is used on websites, it must be linked to www.CarbonFix.info.

Linking to the CarbonFix website

As long as you clearly state, how you are working with the CarbonFix Standard, you may link to the CarbonFix website. As matter of recognition we are pleased if you inform us about the link placed on your website.

Describing CarbonFix

When describing CarbonFix, please use the wording samples available, under www.CarbonFix.info/media

Project Information

For using specific information of the project you have purchased your CO₂-certificates from (texts, pictures, maps), please refer to the General Terms & Conditions of the project platform ClimateProjects (www.ClimateProjects.info).

For clarifications or more information, please contact:

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