

Brand Guidelines

CO₂Trust Brand Guideline lines 2025



CO₂TRUST.earth

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01

Brand Overview

Vision

We advise companies, financial institutions, and public sector organizations on their Net Zero transition, supporting them with strategy and opportunities, target-setting, carbon reduction plans and transitioning to sustainable future.

Mission

Our mission is to accelerate the move to a sustainable future. We support sustainability pioneers, we partner with leading businesses, governments and financial institutions to accelerate their route to Net Zero Carbon Emissions. We are your expert guide to turn your ambitions into verifiable impacts.

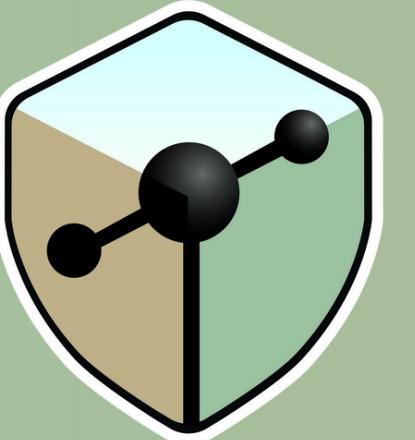
1.2 Brand Values

5

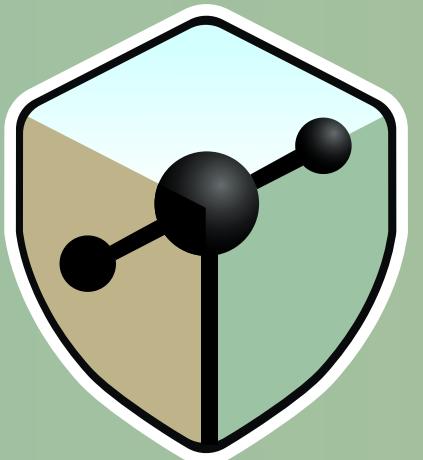


092

Logo



CO₂ TRUST



CO₂ TRUST.earth

2.1 Site Logo

The CO₂ Trust Site logo combines elements that reflect both the urgency of the climate crisis and the optimism that our actions can create lasting change. The use of the carbon dioxide symbol(CO₂) (in the shape of a T) emphasizes our focus on addressing climate change, while the word Trust reflects the confidence that businesses, organizations, and individuals can place in our mission to make a real difference.

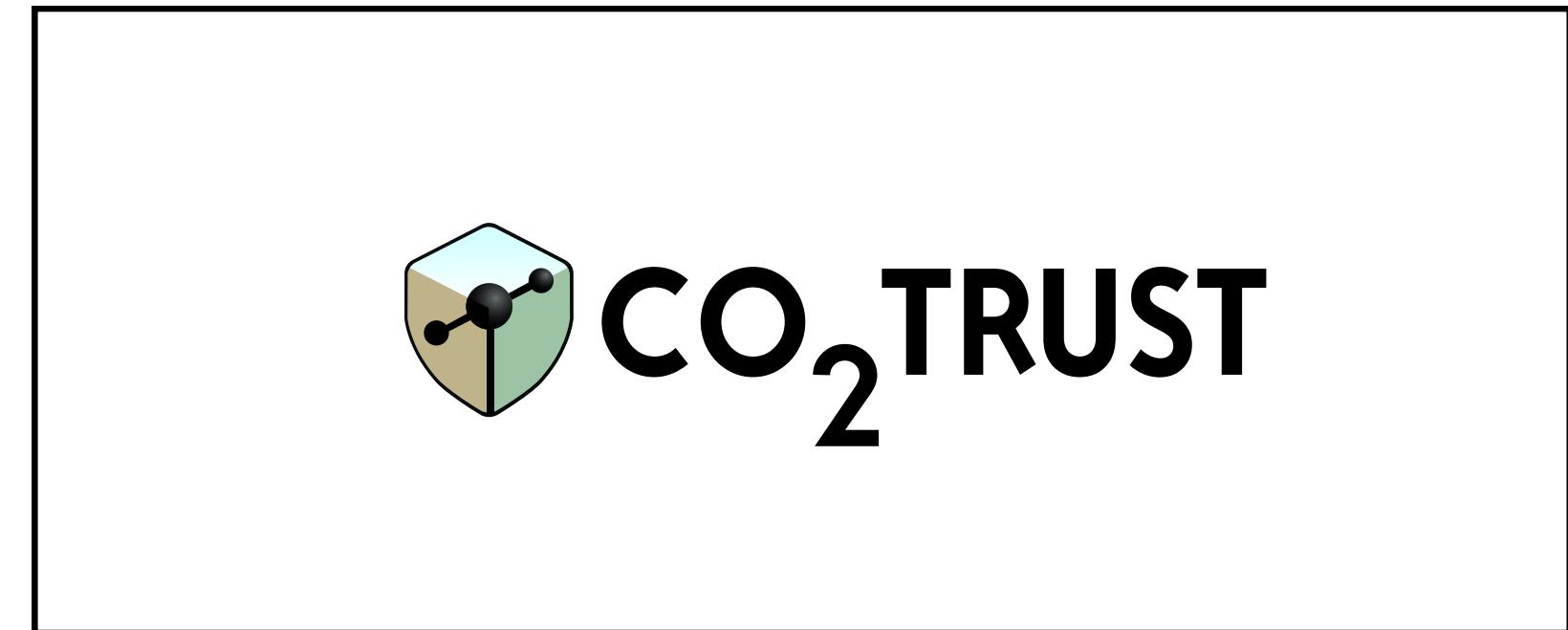
The Site Logo also includes our ".earth" domain.



2.2 Main Logo

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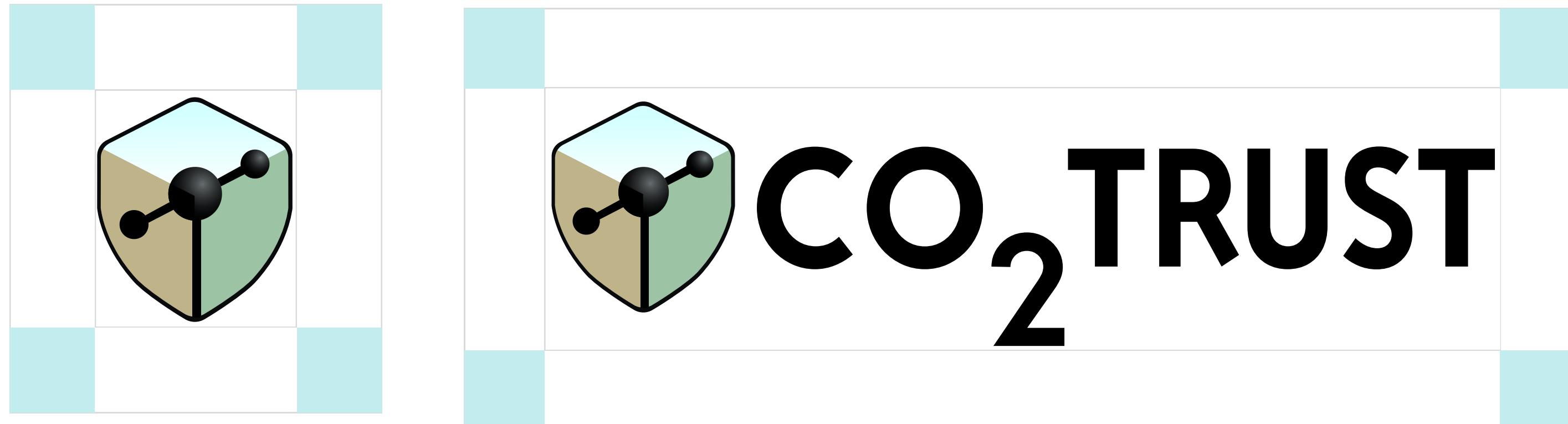
The CO₂ Trust logo combines elements that reflect both the urgency of the climate crisis and the optimism that our actions can create lasting change. The use of the carbon dioxide symbol(CO₂) emphasizes our focus on addressing climate change, while the word Trust reflects the confidence that businesses, organizations, and individuals can place in our mission to make a real difference.



2.3 Logo Savezone

10

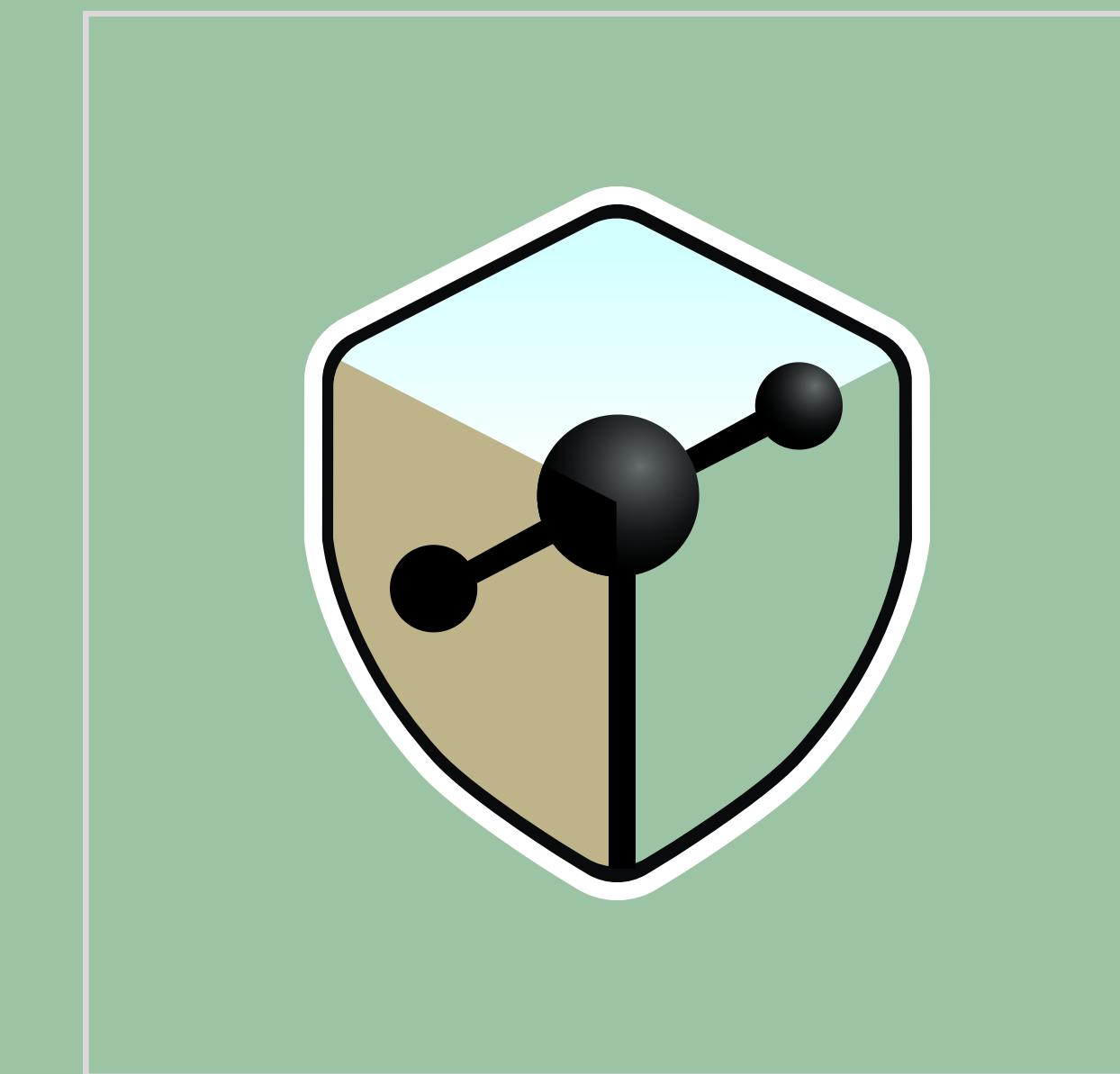
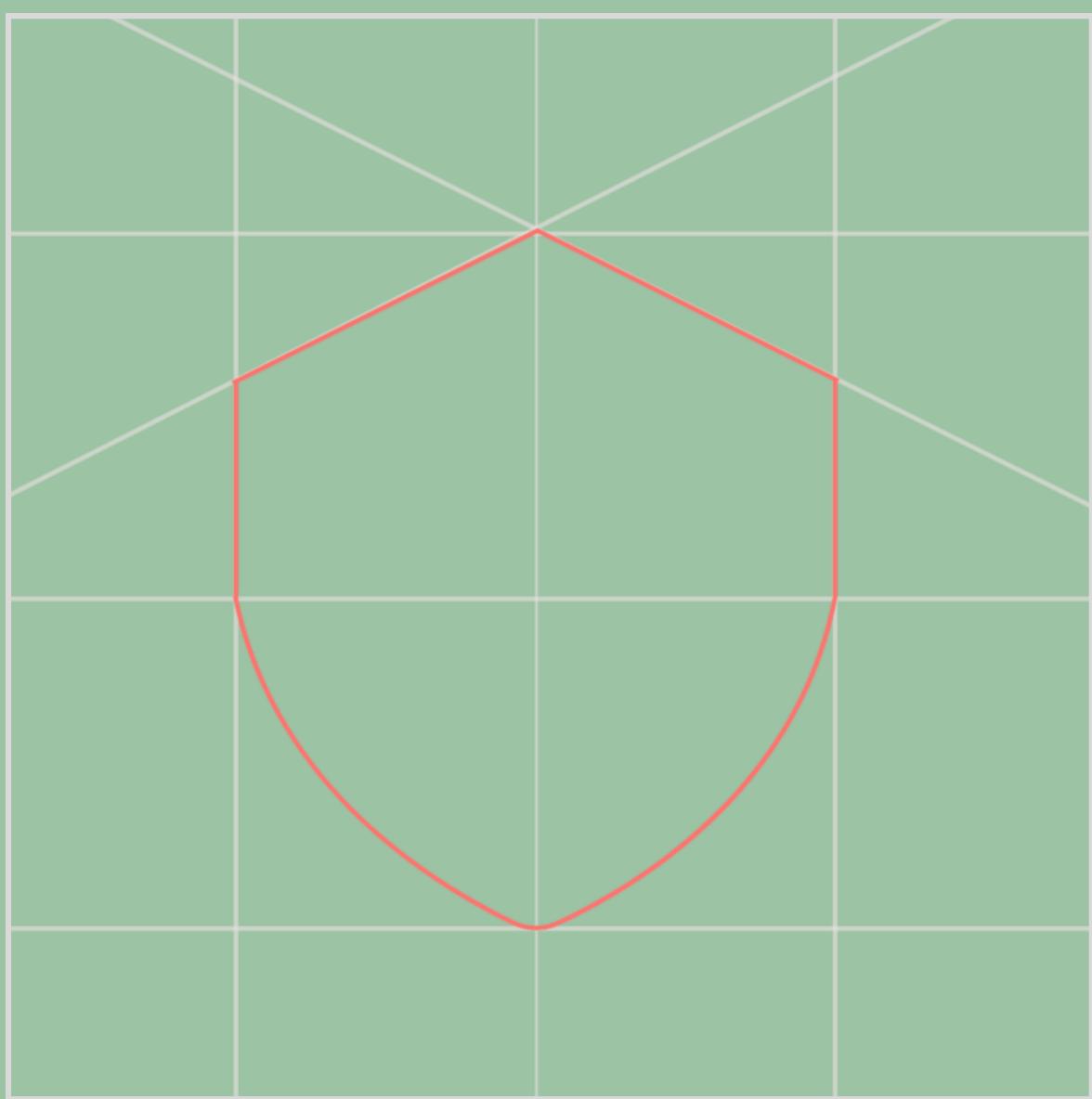
Maintain a clear space equal to the height of the "0" around the logo to ensure its visibility and impact.
Avoid placing text, images, or other elements within this space.



2.4 Mark Origin

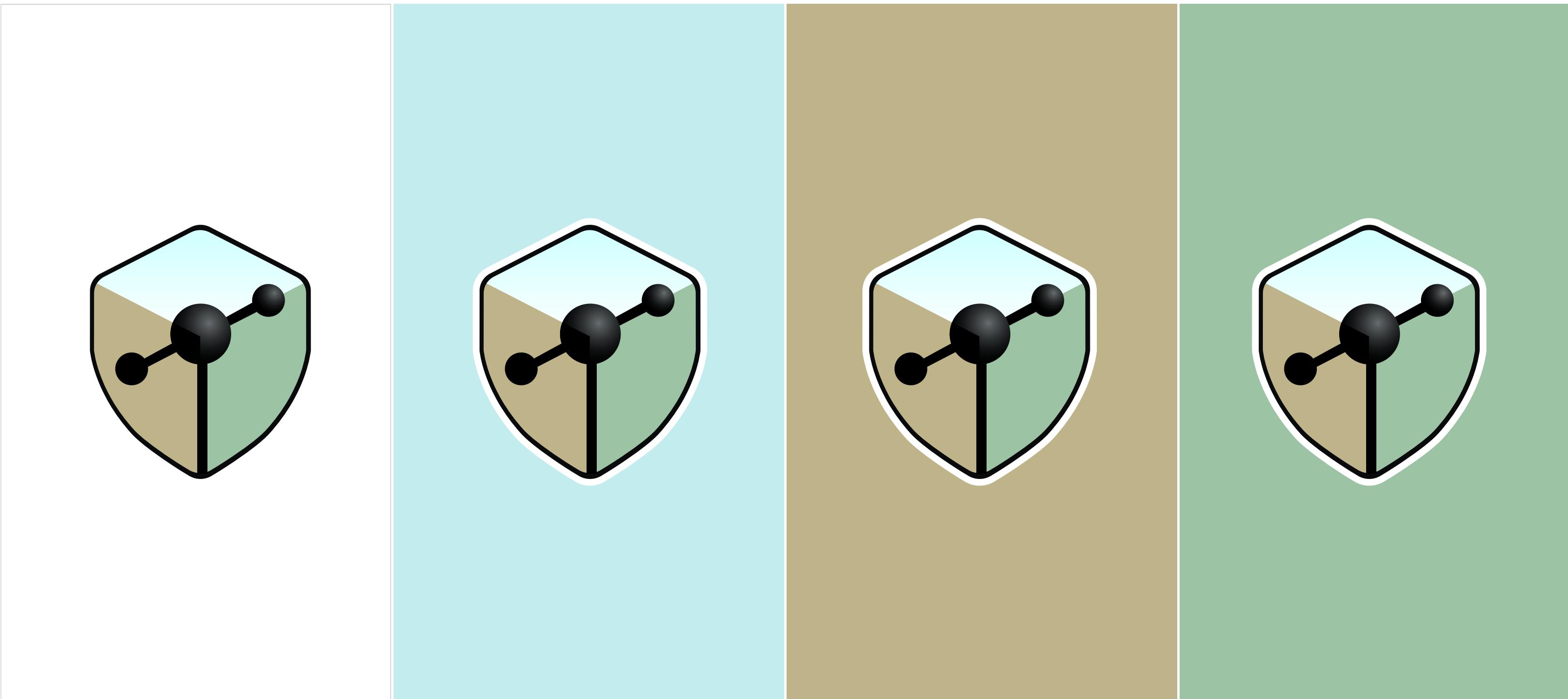
11

The CO2 Trust logo mark is a visual representation of our mission to combat climate change and promote environmental sustainability. The symbol incorporates elements that evoke the concept of carbon dioxide(CO2) while maintaining a modern and clean aesthetic.



2.5 Brand Mark

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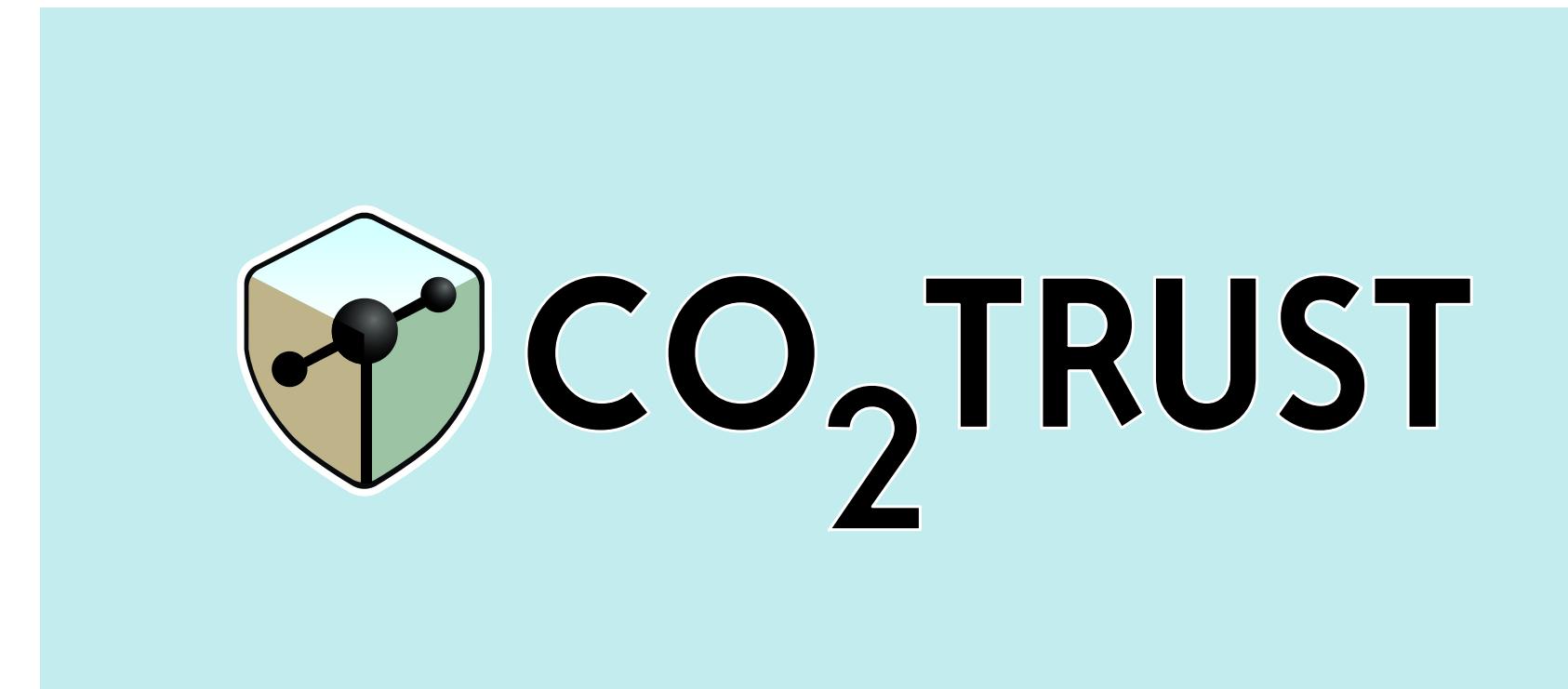
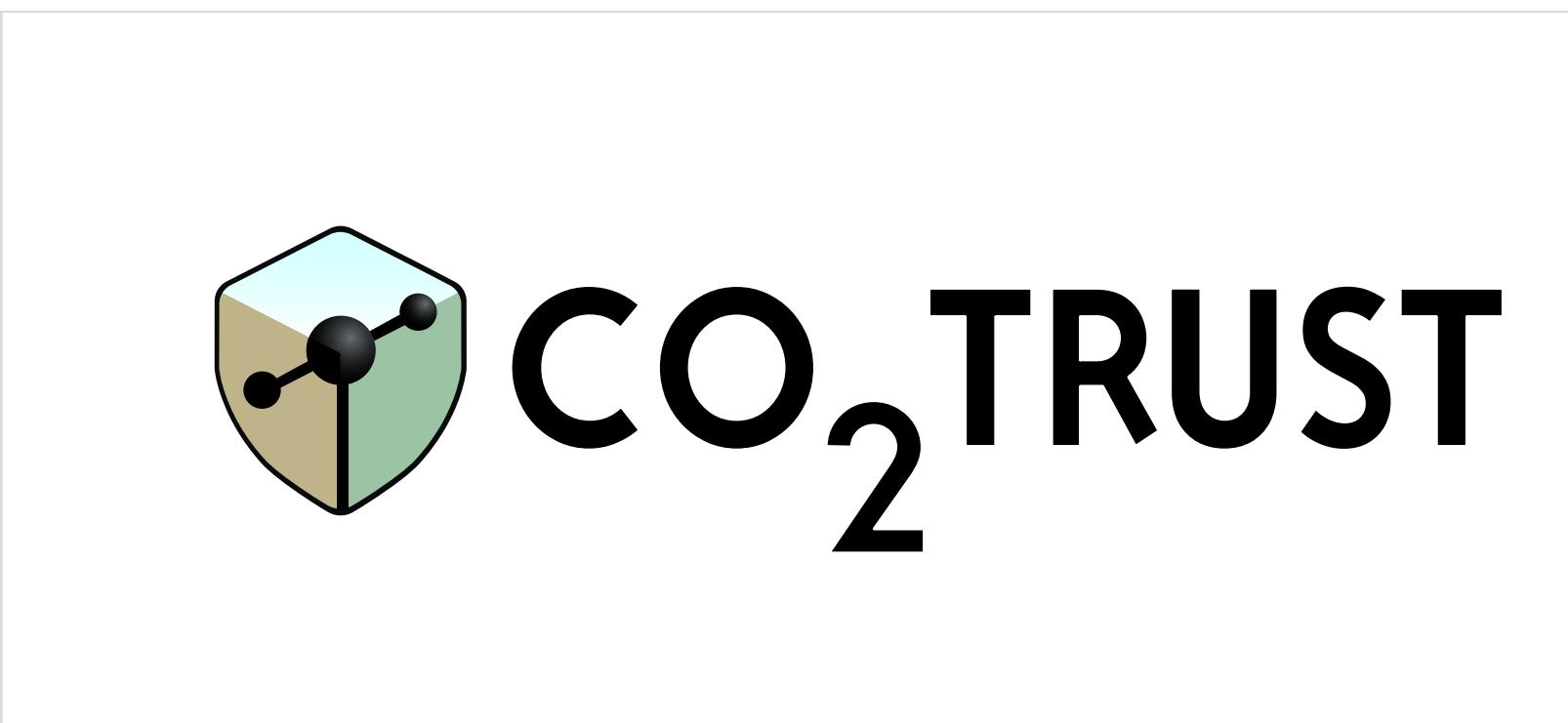
2.6 Color variations

13



2.6 Color variations

12



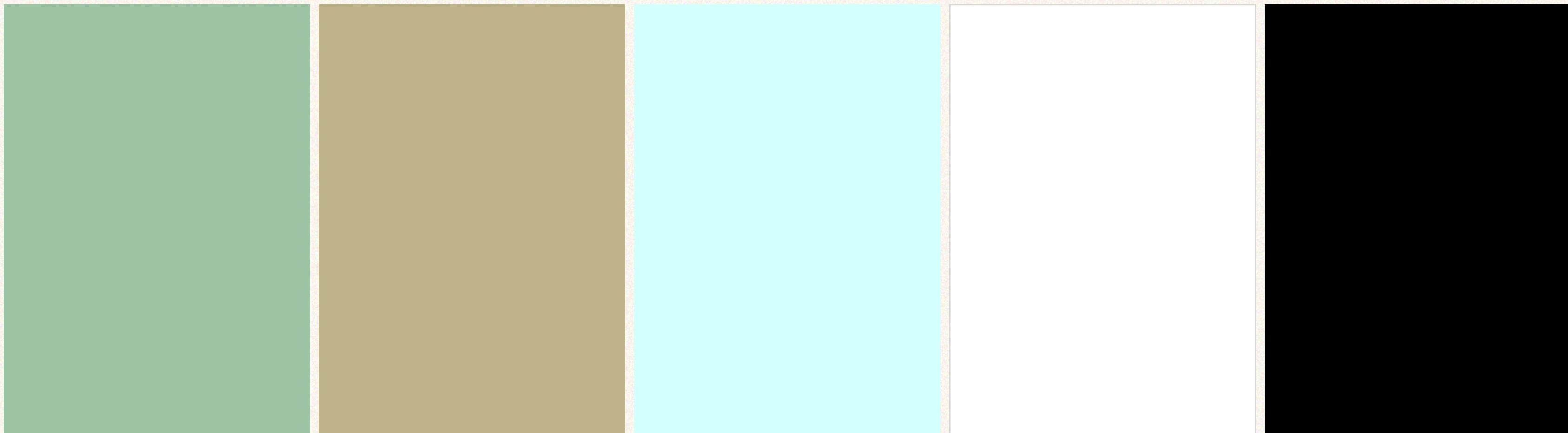
03

Colors

3.1 Logo Usage

16

Our primary colors are the most crucial elements of our brand palette. They form the foundation of our visual identity and should be used predominantly in all branding materials.



Chinook

RGB : 156, 195, 164

HEX : #BFB389

Chino

RGB : 191, 179, 137

HEX : #BFB389

LightCyan

RGB : 212, 255, 255

HEX : #BFB389

White

RGB : 255, 255, 255

HEX : #ffffff

Black

RGB : 0, 0, 0

HEX : #000000

04

Typography

CO2Trust is the official typeface for all CO2 Trust communications. Its clean and modern design reflects our commitment to transparency, sustainability, and trust.

CO2Trust ensures clarity and readability, aligning with our mission to create a positive impact in carbon credit markets.

A a B b

CO2Trust

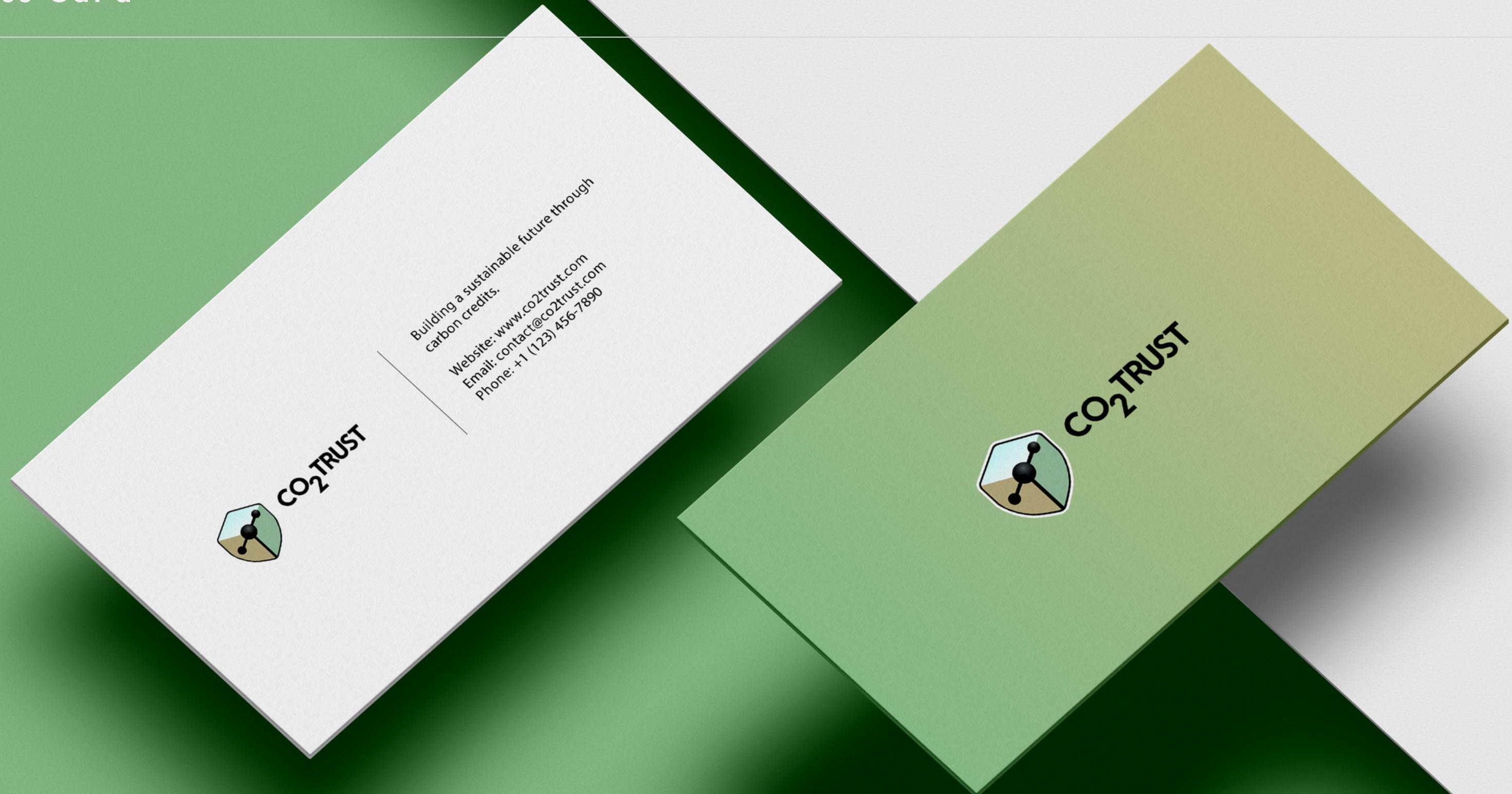
a	b	c	d	e	f	g
h	i	a	k	l	m	n
o	p	q	r	s	t	u
v	w	x	y	z	1	2
3	4	5	#	@	&	%

05

Mockups

Business Card

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Stickers

22

