

# Brand Guidelines

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CO<sub>2</sub> TrustBrand Guidelines 2025



CO<sub>2</sub> TRUST.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

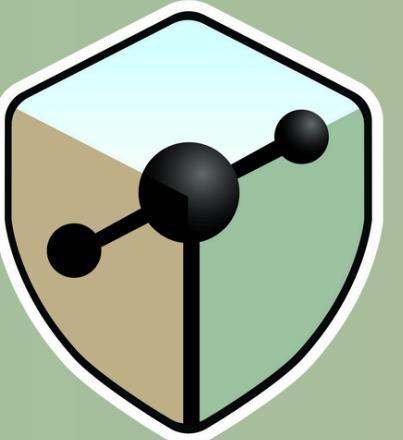
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5



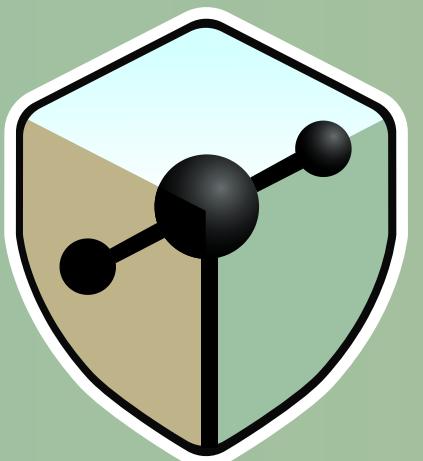
092

Logo



**CO<sub>2</sub> TRUST**

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**CO<sub>2</sub> TRUST.earth**

## 2.1 Site Logo

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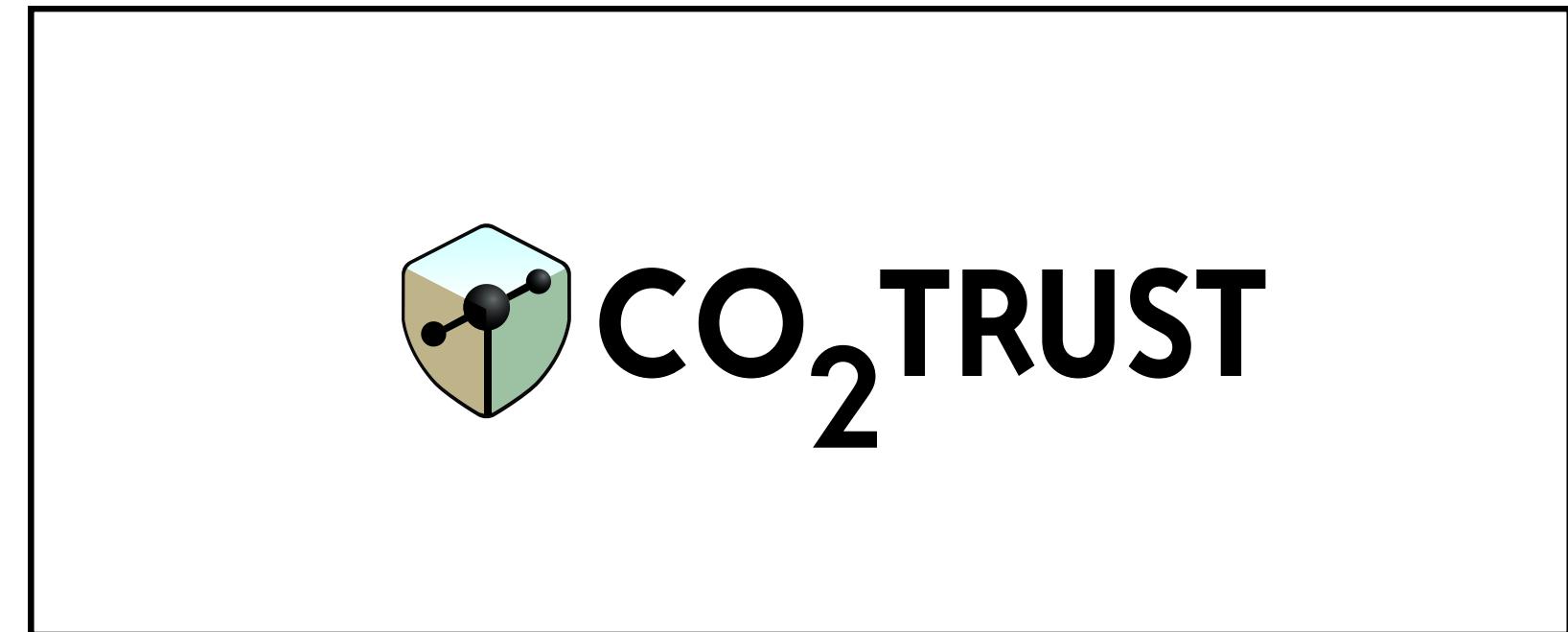
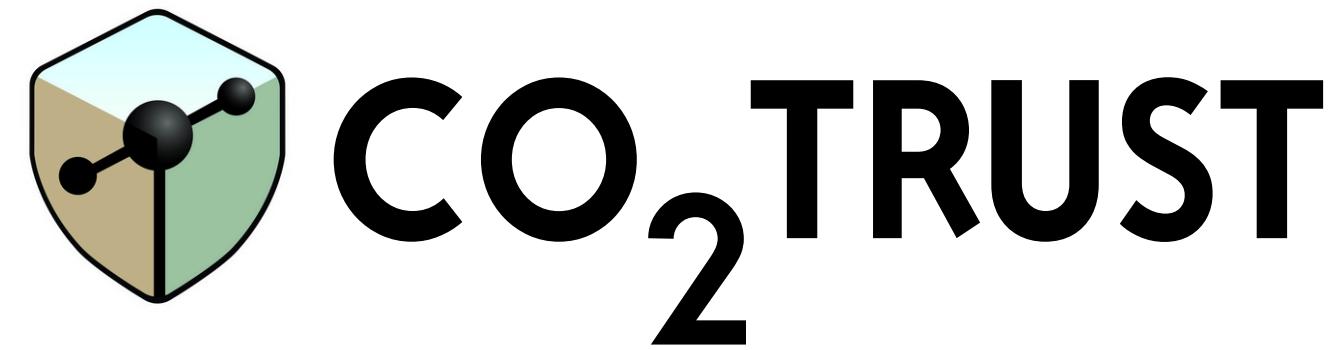
The CO<sub>2</sub> Trust logo combines elements that reflect both the urgency of the climate crisis and the optimism that our actions can create lasting change. The use of the carbon dioxide symbol(CO<sub>2</sub>) emphasizes our focus on addressing climate change, while the word Trust reflects the confidence that businesses, organizations, and individuals can place in our mission to make a real difference.



## 2.2 Main Logo

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The CO<sub>2</sub> 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 (CO<sub>2</sub>) 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.



## 2.2 Logo Savezone

9

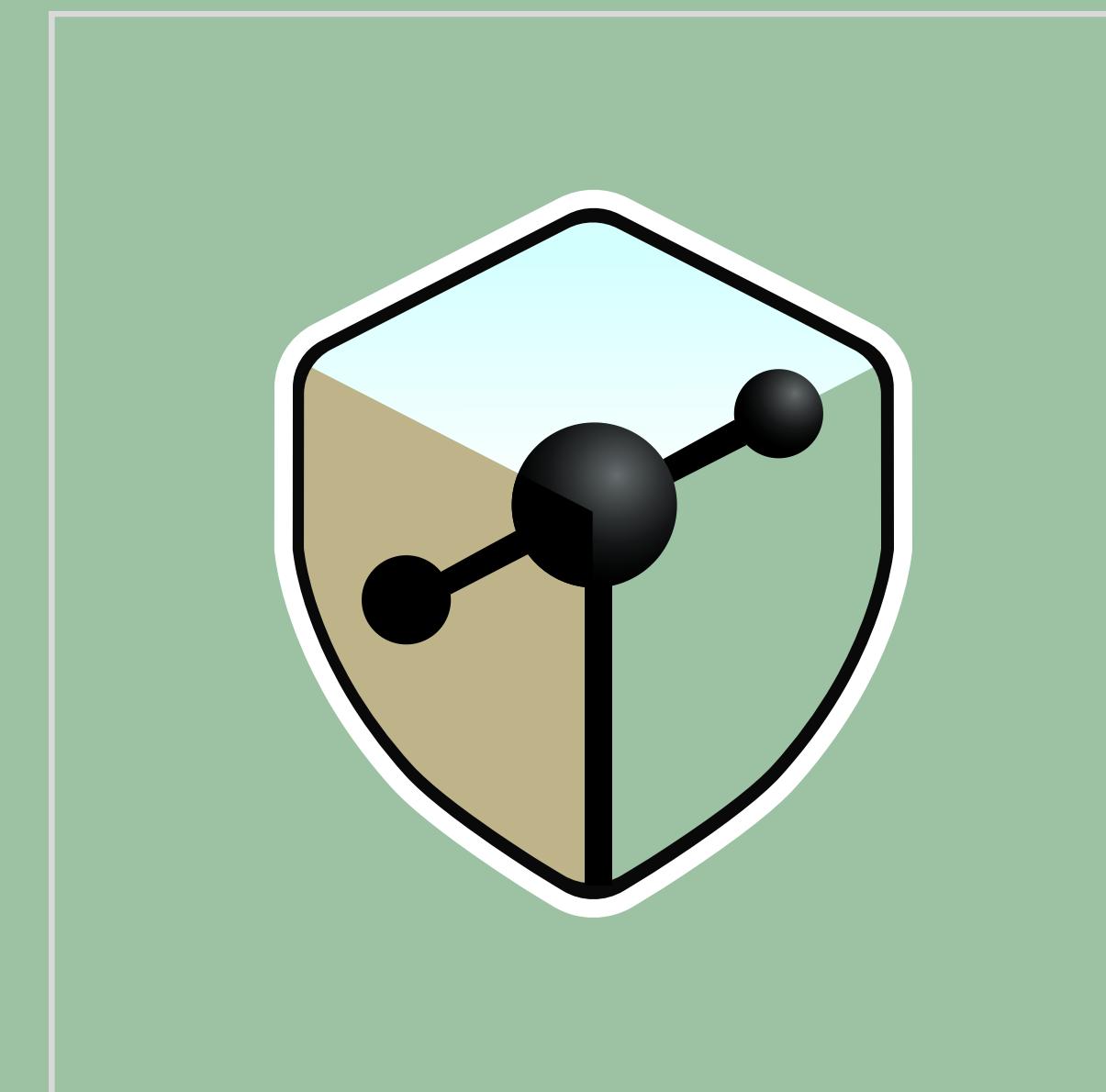
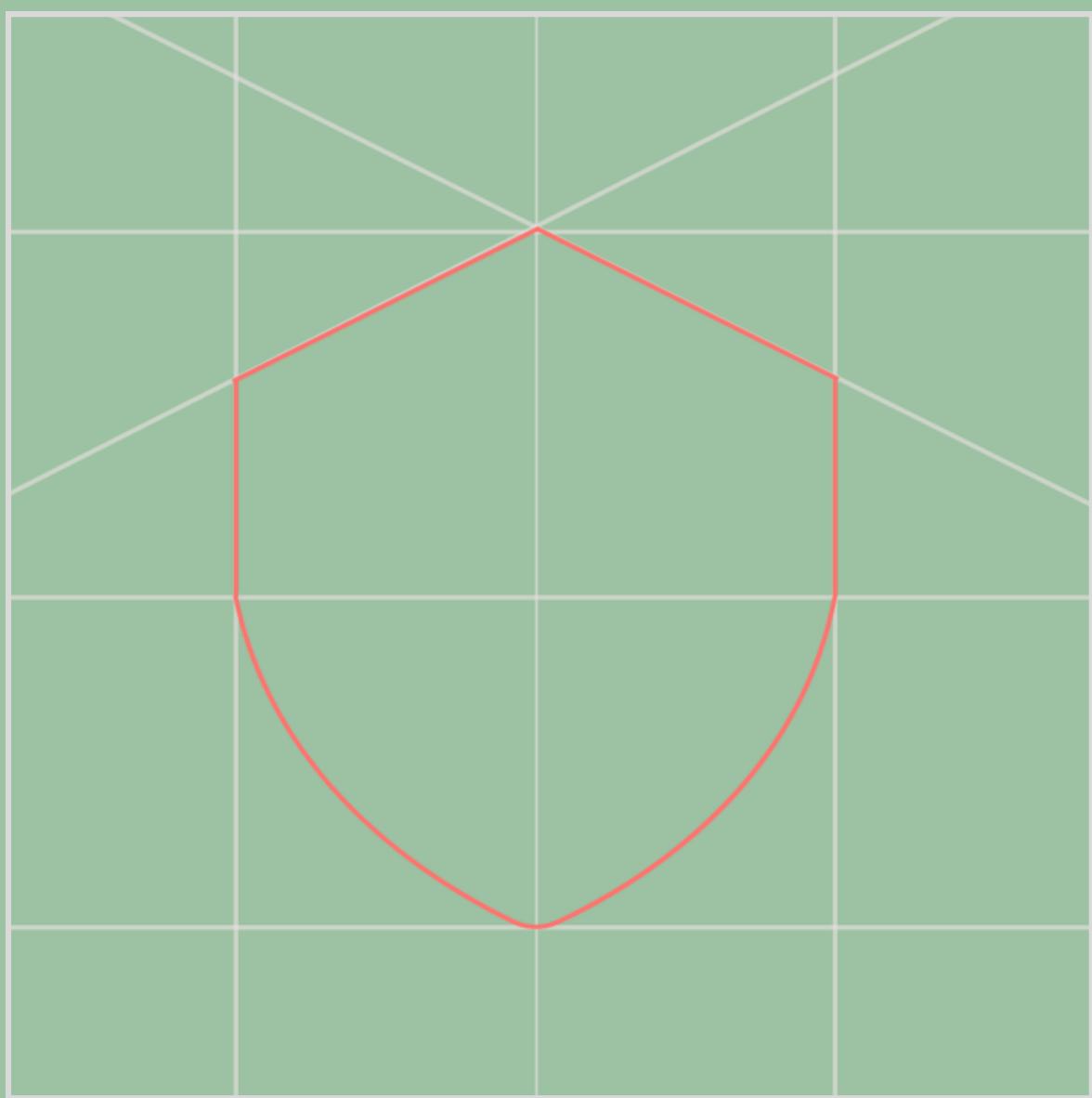
Maintain a clear space equal to the height of the "0" around the logo to ensure its visibility and impact.  
Avoid placing text, images, or other elements within this space.



## 2.3 Mark Origin

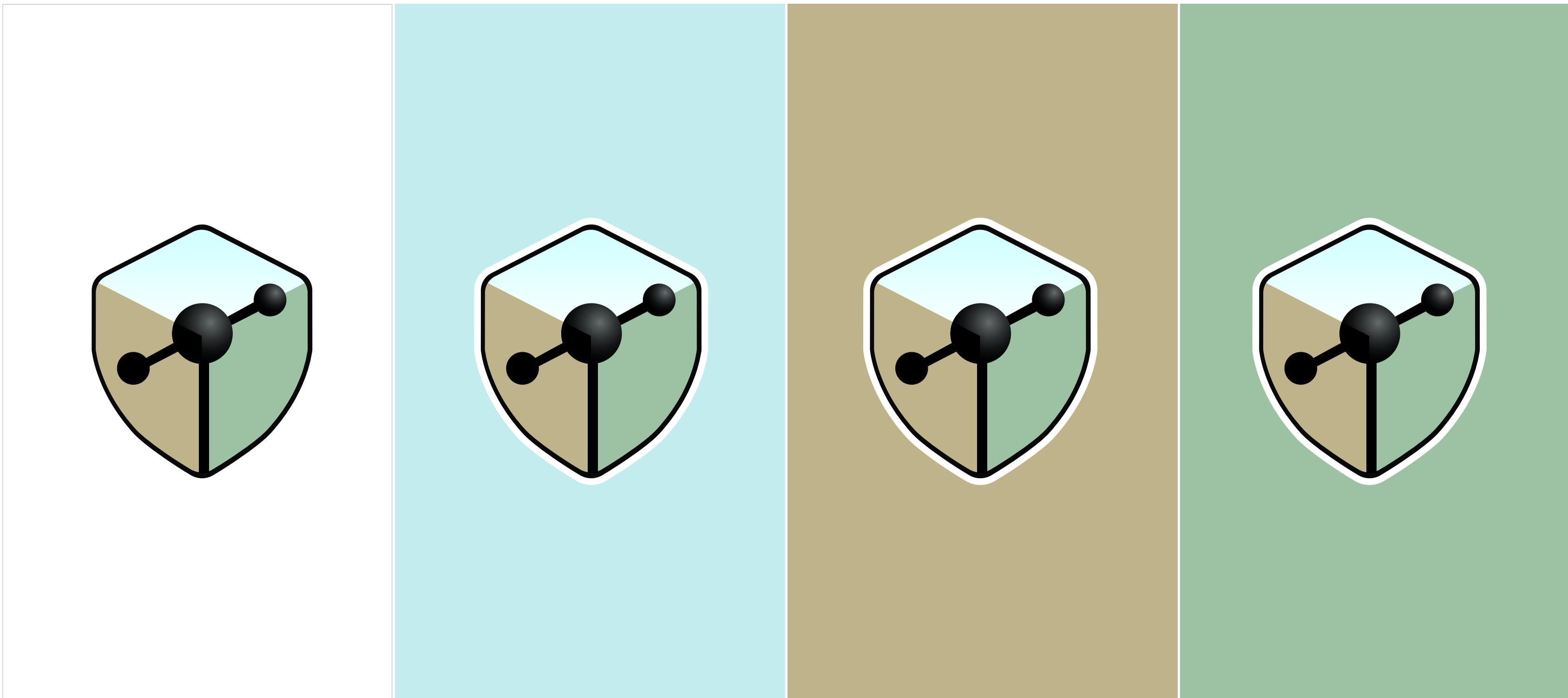
10

The CO<sub>2</sub> 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 (CO<sub>2</sub>) while maintaining a modern and clean aesthetic.



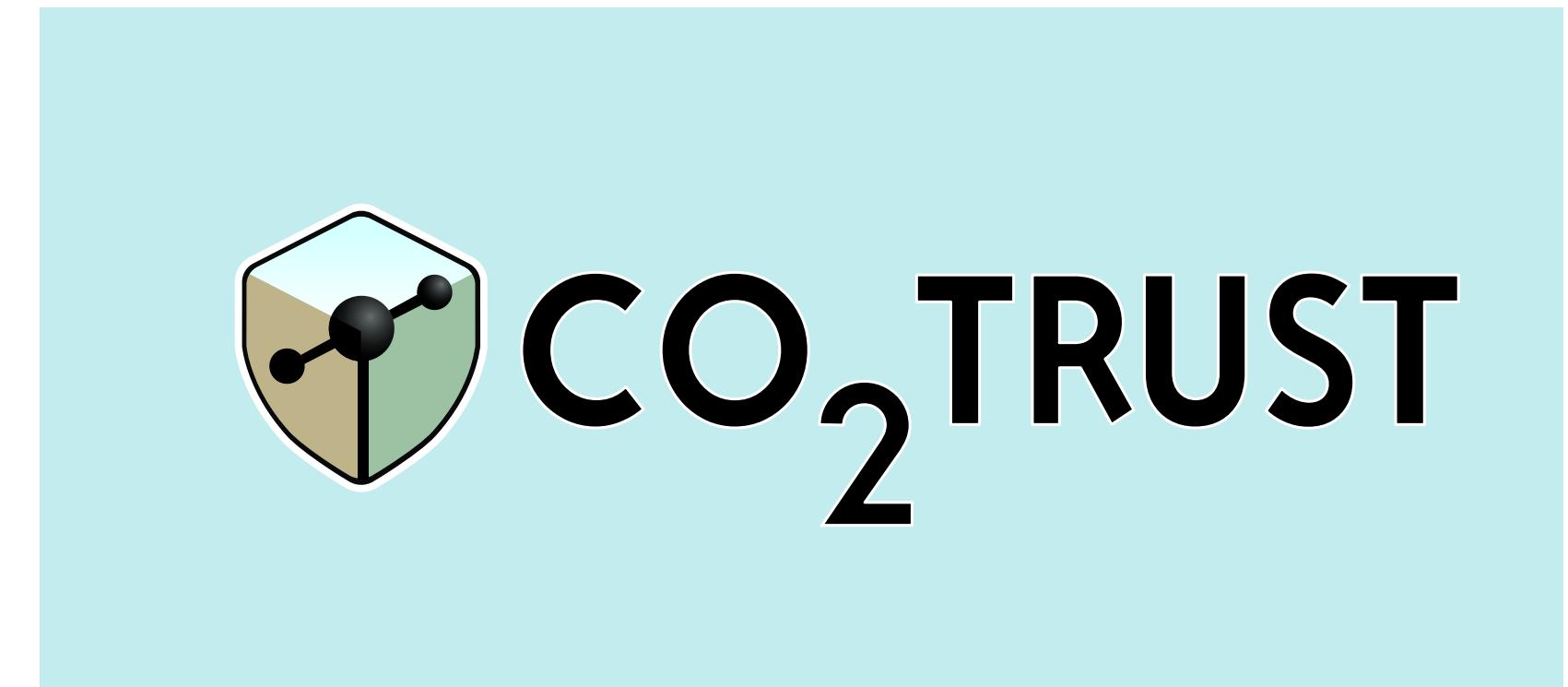
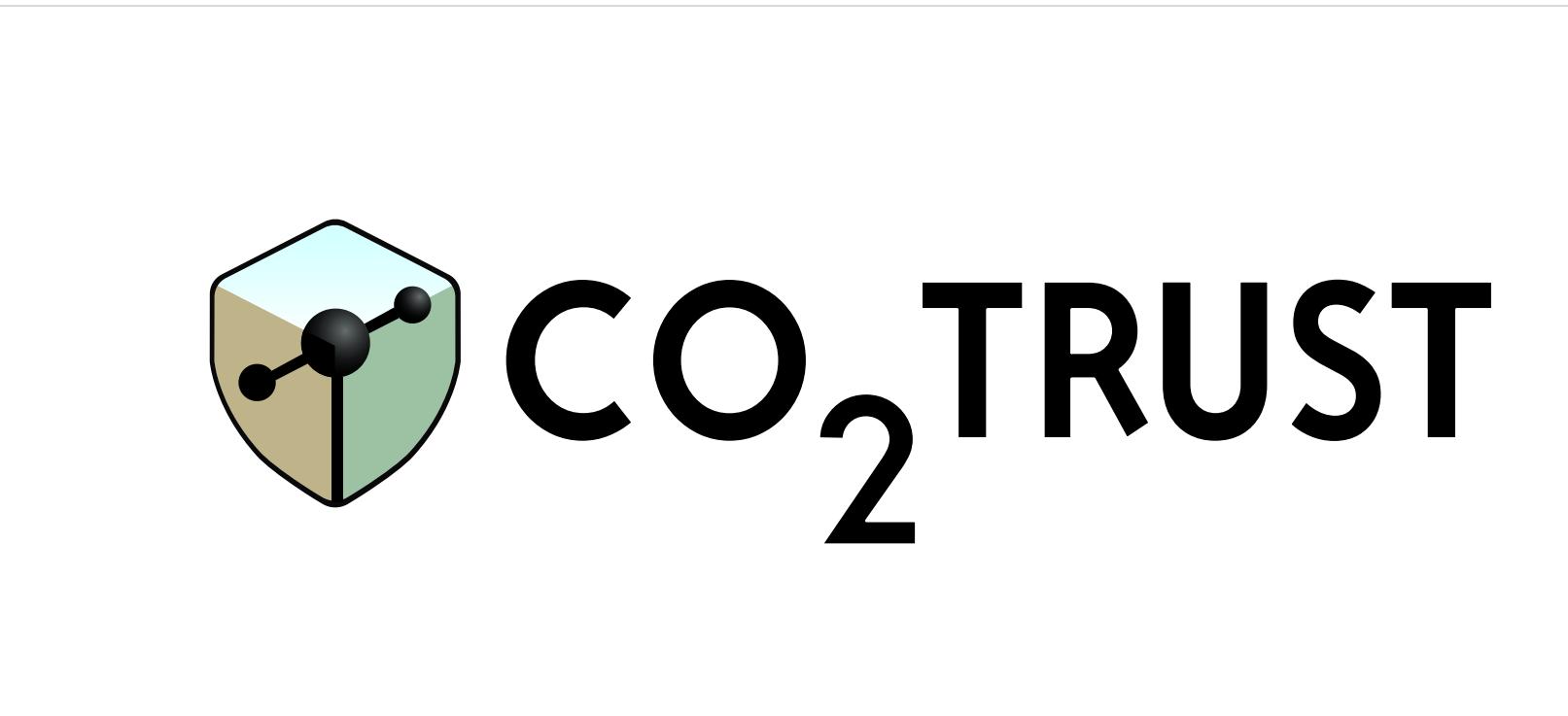
## 2.4 Brand Mark

10



## 2.5 Color variations

12



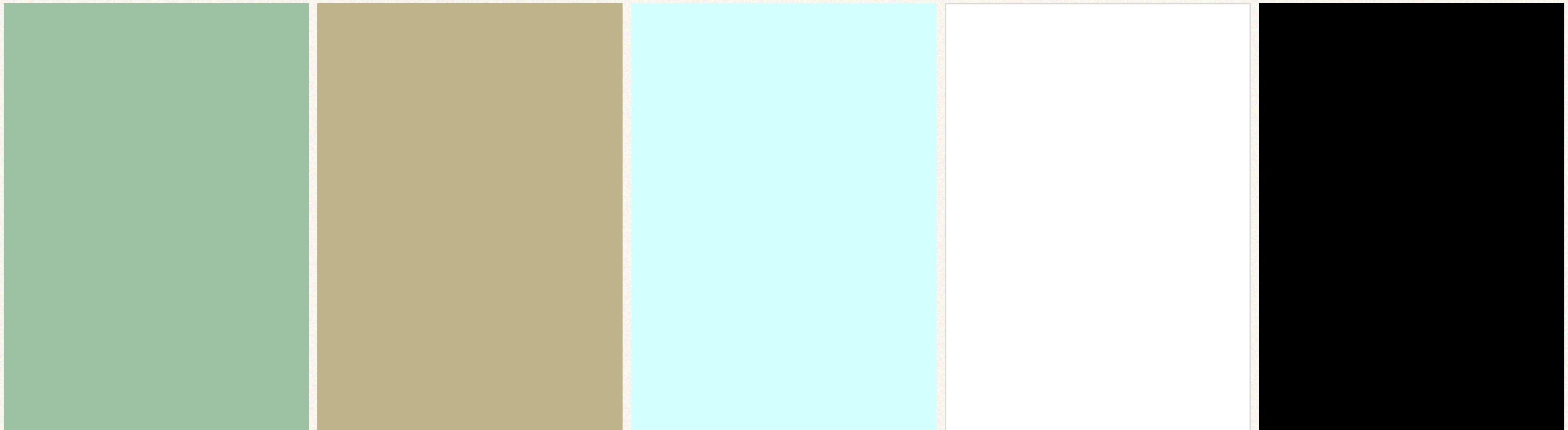
03

Colors

### 3.1 Logo Usage

14

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

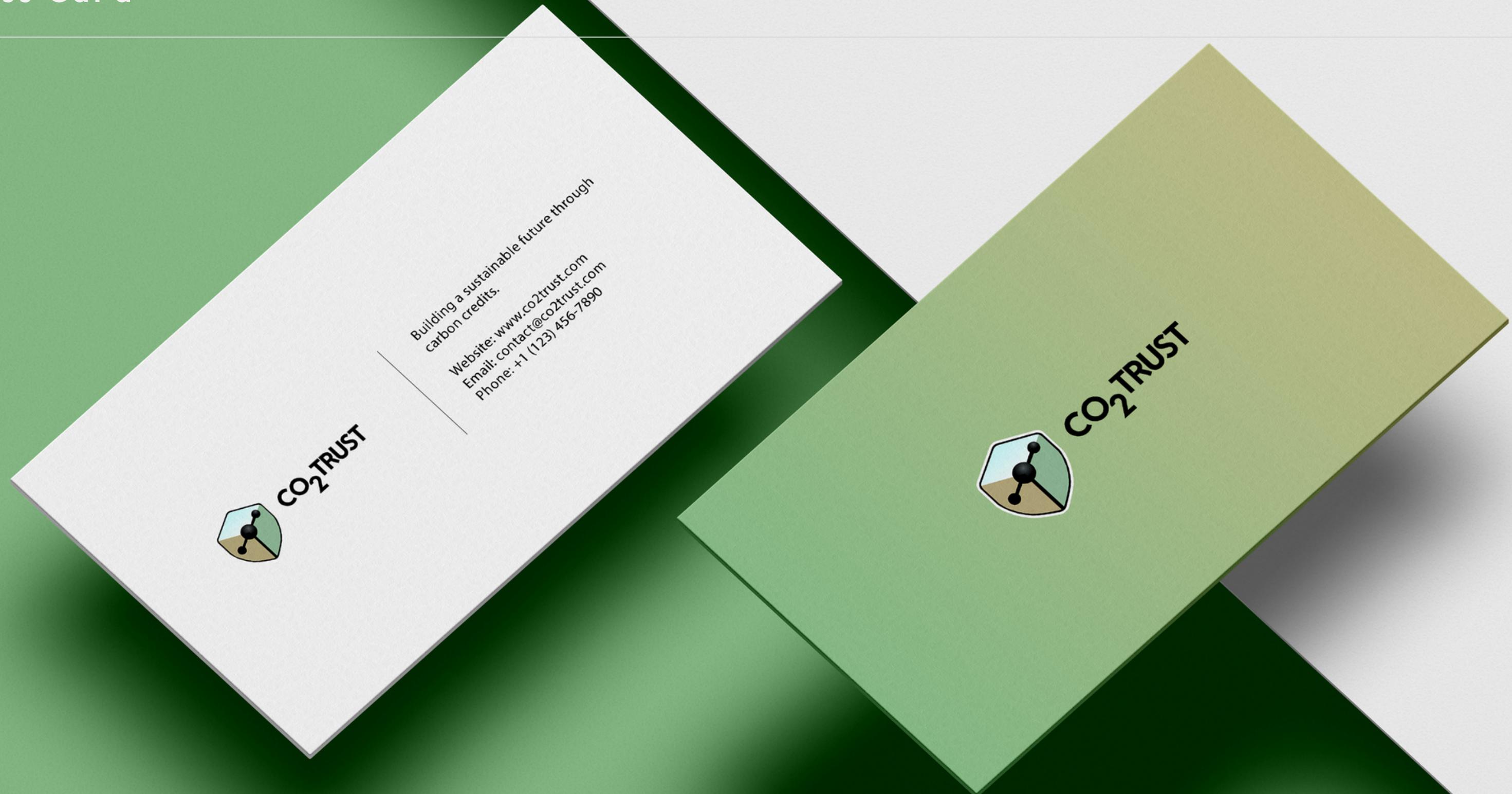
a	b	c	d	e	f	g
h	i	a	k	l	m	n
o	p	q	r	s	t	u
v	w	x	y	z	1	2
3	4	5	#	@	&	%

05

Mockups

## Business Card

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## Stickers

