

Manual de Normas Gráficas Carbono Certificado



Introdução

The CCC+ trademarks provided by CERTIS convey information related to carbon calculation certification, demonstrating organizations' commitment to sustainable practices in quantifying and managing their greenhouse gas emissions. Using the CCC+ trademarks allows consumers, partners, and other stakeholders to identify certified products, making informed choices based on additional environmental criteria and climate impact reduction.

The main objective of using the CCC+ registered trademarks is, through accurate, verifiable and non-misleading information, to promote and enhance the demand and supply of products that apply recognized and rigorous methodologies for calculating certified carbon, thus encouraging the continuous improvement of environmental management and the reduction of emissions at organizational and sectoral levels.

Organizations certified under the CCC+ Standard can access registered trademarks. Access to CCC+ logos and seals is provided via CERTIS email, enabling the quick and easy creation of registered trademarks for use on products, institutional communications, and other relevant materials.

Âmbito

This document defines the requirements for the use of the CCC+ trademarks by certified users, ensuring that the use of the CCC+ logo, the CCC+ initials, and their associated claims and statements is always accurate, verifiable, relevant, and not misleading.

The rights and duties regarding the legal protection of the CCC+ brand, the categories and contexts of use, and the requirements, both technical and graphic, for the application of the CCC+ registered trademarks on products, institutional documentation or other points of contact, whether in internal or external communication, are established here.

Throughout this standard, the term "should" indicates mandatory requirements. The term "should" refers to recommendations whose adoption, while not strictly mandatory, is highly desirable. "May" indicates permissions explicitly granted by this document. The term "may" refers to the possibility or capability granted to the user of this Standard.

Identidade de certificação / cores

Color Version



White letters

Black Version



White letters

White Version



Black letters

Componentes da Identidade de certificação

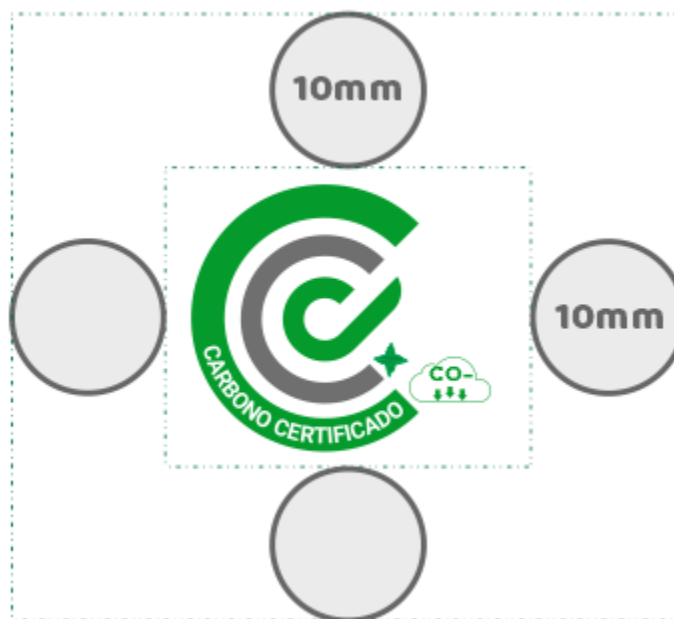
Symbol



Designation

CARBONO CERTIFICADO

Margens de segurança



Dimensões mínimas



Cores institucionais



Green Certis 1

Direct color
Pantone 347 C

Four-color scheme
W85M10Y100K10

RGB
Red0Green141Blue54

Web Hex
008D36

Certis Gray 2

Direct color
Pantone CI Gy 9 PC

Four-color scheme
W29M23Y16 K51

RGB
Red110Green111Blue117

Web Hex
706F6F

Comportamiento sobre fondos fotográficos



Outras informações

For further information or clarification on the correct application of graphic standards, please contact: certis@certis.pt.



www.certis.pt