

The Carbon Neutral Government (CNG) logo for third-party use

The use of the CNG logo represents the achievement of being carbon neutral as part of the Carbon Neutral Government Program through the Province of British Columbia. The logo will act as a visual marker that certifies a PSO has achieved carbon neutrality. A special anniversary CNG logo has been developed for third-party use.

Who can use the CNG logo?

- The CNG logo can only be used by those public sector organizations that have achieved carbon neutrality under the [Climate Change Accountability Act](#) and through the Carbon Neutral Government Program.
- Permission for logo use must be provided by the Climate Action Secretariat.
- Such authorized parties may use the CNG logo only as specified in Guidelines listed below.
- Copyright for the logo belongs to the Government of B.C. If a third-party uses the logo for any purpose without permission, it is an infringement of copyright, and will be required to cease and desist from use.

Promotional Use and Guidelines:

- The CNG logo was designed to accompany your organizational logo and should only be used in conjunction with your organizational logo, the Government of B.C. or CleanBC logos. It should not be used in any other instances.
- Where a Government of B.C. logo appears, the CNG logo does not replace it.
- Logos can appear on organizational newsletters, and organizational websites. Logos are not permitted in other instances. Please see Graphics Standards below for specs.
- Prior to publishing, please send a mock-up to alana.clement@gov.bc.ca to ensure logo placement approval.
- In the case of a digital placement, the CNG logo would always hyperlink to: <https://www2.gov.bc.ca/gov/content/environment/climate-change/public-sector>

Timelines for logo use:

- PSOs will be able to use the logo every year they achieve carbon neutrality, following the guidelines outlined above.

Carbon Neutral Certification Mark **VISUAL IDENTITY STANDARDS**



Full Colour Positive



Full Colour Reverse



Solid Black



Solid White

Brand Colour Palette:

Note: It is never acceptable to alter the marks in any way.

 DOUGLAS FIR GREEN (used in full colour positive mark)
CMYK: 67/12/100/1 RGB: 97/167/68 Web: 61A744

 RIVER BLUE (used in full colour positive mark)
CMYK: 100/53/4/19 RGB: 0/92/151 Web: 005C97

 LEAF GREEN (used in full colour reverse mark)
CMYK: 63/3/100/0 RGB: 127/188/66 Web: 7FBC42

 SKY BLUE (used in full colour reverse mark)
CMYK: 100/5/14/17 RGB: 0/143/180 Web: 008FB4

Supporting Typography:

Typography is an important element of graphic standards and conveys a consistent and professional look. Nexa Bold is the primary typeface for the Carbon Neutral Certification Mark.

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqr**stuvwxyz1234567890**

Protective Space:

Surrounding the certification mark is an area of protective space. To protect it from visual interference, this space is required around all sides of the mark, including background field edges, trim and rules. Shown here is the protective space for this mark.



Minimum Size:

The certification mark must never be reproduced smaller than the minimum height. Below shows the minimum size for this Mark.

 0.12 Inches (or 18 pixels)

Design Alignment:

The typography and colour palette both align with the visual identity standards for the CleanBC Marketing Mark.