

# Carbon Balanced Paper

## Terms of Use & Logo Guidelines

**The Carbon Balanced Paper logo can be featured on printed materials to demonstrate an organisation's efforts to reduce its carbon impacts and to communicate its support of World Land Trust.**

The Carbon Balanced Paper logo is a registered trademark of World Land Trust and can only be used on paper products where the material has been balanced (offset) via a Carbon Balanced Paper Merchant Partner, a Certified Carbon Balanced Printer, via the Public Calculator, or directly with CarbonCO Ltd. Learn more about the ways to order Carbon Balanced Paper at [www.carbonbalancedpaper.com/how-to-order](http://www.carbonbalancedpaper.com/how-to-order)

This document details the qualification requirements and the guidelines for using the Carbon Balanced Paper logo.

## Qualifying for Carbon Balanced Paper

Carbon Balanced Paper is a simple and effective way to offset the emissions associated with the manufacturing of paper products. The ease of adoption of the programme has led it to become one of the most in demand and recognisable offsetting schemes in the print, paper, packaging and publishing industries. Users of Carbon Balanced Paper—particularly merchants, printers, and agencies—must follow these qualification requirements when considering using the logo.

## Material Requirements

Any fibre-based substrate can qualify to become Carbon Balanced Paper providing the material meets these criteria:

Produced by a European paper mill

Produced from recycled material

Produced from sustainable virgin fibre or

Recyclable through conventional streams

## Blacklisted Sectors

Blacklisted sectors are those offering products and services that conflict with the values of World Land Trust. The World Land Trust Carbon Balanced Paper logo cannot appear on any material belonging to companies, organisations or entities operating in these sectors:

### POLITICAL LITERATURE OF ANY KIND

Airports (not including franchises within airports)

Hunting

Armaments and defence companies

Large-scale mining

Companies that have been convicted of fraud or any other illegal activity

Pay day loan companies

Energy generation from fossil fuel

Pornographic Industries

Fossil fuel extraction and processing

Tobacco industries

Gambling and casino companies

Wildlife trade and the trading of any globally threatened flora / fauna

**The Carbon Balanced Paper logo cannot appear on any political literature.**

Breach of the logo terms of use will not be tolerated and will likely result in the removal of future logo use. If you are unsure about an organisation's alignment with World Land Trust's principles, please contact the CarbonCO team via: [enquiries@carbonco.info](mailto:enquiries@carbonco.info)

## Logo Guidelines

Users of Carbon Balanced Paper must follow these guidelines when using the logo on printed media.

### Recommended Minimum Size

The Carbon Balanced Paper logo must always appear in its entirety: the Roundel, World Land Trust text, URL and the Unique Reference Number.

To ensure all of these elements are legible when printed, the logo should be printed with a minimum height of 15mm. However, where space on a page may be constrained, the logo can be printed smaller than 15mm, providing the URL and Unique Number are clearly legible.

### Logo Colours

The logo can only be produced in the following colours:

- **PMS 561**
- **C90 M40 Y55 K21**
- **Black**
- **White**

### Exclusion Zone

The exclusion zone is the minimum clear space around the Carbon Balanced Paper logo.

The formula for the exclusion zone is shown here and applies to all sizes of the logo. The clear space should be equivalent to the height of the 'W' in 'World'.



**380,000 tonnes**

of CO<sub>2</sub> have so far\* been offset through the Carbon Balanced Programme.

**5,000+ businesses**

have already taken positive action by choosing Carbon Balanced Paper.

**71,000 acres**

of World Land Trust's Carbon Balanced projects in Vietnam, Mexico and Ecuador.



**WORLD LAND TRUST™**

**If you have any questions, please get in touch.**

+44 (0) 1327 828280

info@carbonbalancedpaper.com

www.carbonbalancedpaper.com