

# VISUAL IDENTIFICATION SYSTEM



# THE ORIGIN AND PHILOSOPHY OF THE SYMBOL

According to the understanding of the Anthropocene as the geological epoch in which we live, man is a special element of the ecosystem that takes control over the environment and all processes taking place in it, thus exerting the greatest influence on it. According to the position of national and international scientific centers and associations that have developed a consensus on global warming, scientists show that since the mid-twentieth century the Earth's climate has been warming as a result of human activity. World scientists unanimously support the position of the Intergovernmental Panel on Climate Change (IPCC) and there is no doubt that the climate changes we are witnessing now are of anthropogenic origin. Therefore, we emphasize the importance of the impact of human activities on the environment and the human responsibility to protect the balance in the ecosystem and reduce carbon emissions.

– the fingerprint directly expresses the trace that each of us leaves as part of our actions. Despite direct links to the human footprint, the Foundation has a special impact on the activities of business, which is not only responsible for a particular amount of carbon emissions, but also has the ability to make real changes.

The carbon footprint is the most adequate unit for measuring the human impact on the natural environment, in particular on climate change. According to the scientific definition, it is the sum of anthropogenic greenhouse gases emitted over a given period of time as a result of burning fossil fuels, expressed in tonnes or kilograms of CO<sub>2</sub> equivalent. The greenhouse effect potential of carbon dioxide is 1 (GPW=1), which is why the impact of a given unit on the environment refers to this compound.

The carbon footprint is therefore a universal indicator, used to calculate the pollutant emissions of an individual, product, corporation, region and the entire globe. Thanks to it, we are able to directly express the impact of e.g. a given product or service on the environment. For example, for a product, its carbon footprint applies to the entire life cycle – from the production process to transport to the consumer and disposal. The Foundation's goal is to calculate the carbon footprint of products, services and enterprises in order to take specific and real actions with this knowledge to reduce the negative impact of each activity on the environment – regardless of who takes these actions: whether a company, institution or individual. The Carbon Footprint Approved certification system distinguishes products and services that have a relatively low carbon footprint compared to other similar substitutes available on the market. Thanks to marking products and services with this symbol, the consumer receives information about the environmental responsibility of a given product or service and can make more sustainable consumer choices, thus implementing the idea of the so-called responsible consumption.

The key element of the graphic symbol is a green fingerprint with a leaf inside. This designation is an inseparable element of the Carbon Footprint Foundation's visual communication. It symbolizes the natural and inseparable bond between man (fingerprint) and nature (leaf). The green color is commonly associated with nature and ecology, but it also functions in culture as a symbol of growth and rebirth.



# GRAPHIC SYMBOL

## Carbon Footprint Approved Certificate

It is not allowed to use the logo in a different form than described, to change the size of individual elements, proportions or to modify the logo in any way.



# GRAPHIC SYMBOL

## The protective field of the main symbol

The protective field determines the minimum area assigned to the sign - it is the distance of the sign from the edge of the field on which the sign is placed.

The basic module, which was used to determine the size of the protective field is twice the distance between the inner circle and the lowercase text: "x".



# GRAPHIC SYMBOL

## The protective field of the main symbol on the uniform background

The protective field determines the minimum area assigned to the sign - it is the distance of the sign from the edge of the field on which the sign is placed.

The basic module that was used to determine the size of the protective field is the distance between the inner circle and the lowercase text: "x".



○ x

# GRAPHIC SYMBOL

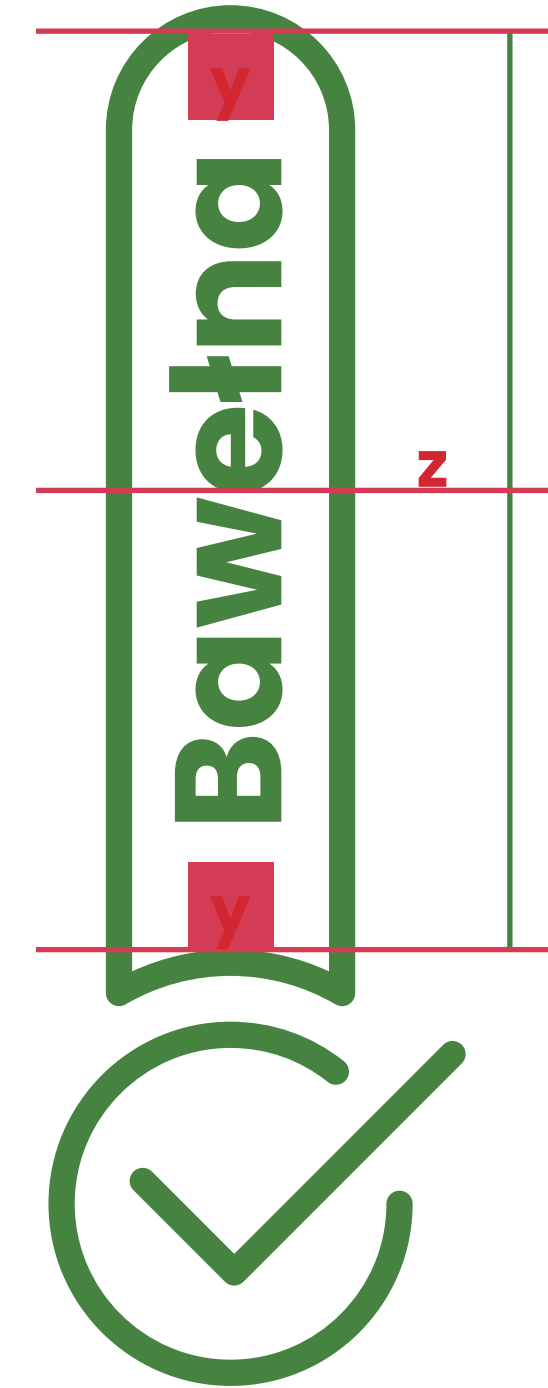
**Carbon Footprint Approved Certificate. Product's component**

It is not allowed to use the logo in a different form than described, to change the size of individual elements, proportions or to modify the logo in any way.

In the case of certification of a given component of the product, strict information concerning this component is placed on the right side of the mark.

The font used to describe the component is **Poppins Bold**. The use of other fonts and other variations of the Poppins font is not allowed. The "z" axis defines the exact center of the text. The "y" module defines the field where the text cannot be placed.

Any use of the mark on products or in promotional materials is subject to the approval of the Carbon Footprint Foundation.



# GRAPHIC SYMBOL

## The protective field of the main symbol with the product's component

The protective field determines the minimum area assigned to the sign - it is the distance of the sign from the edge of the field on which the sign is placed.

The basic module, which was used to determine the size of the protective field is twice the distance between the inner circle and the lowercase text: "x".



○ x

# GRAPHIC SYMBOL

The protective field of the main symbol with the product's component on the uniform background

The protective field determines the minimum area assigned to the sign - it is the distance of the sign from the edge of the field on which the sign is placed.

The basic module that was used to determine the size of the protective field is the distance between the inner circle and the lowercase text: "x".



○ x



# GRAPHIC SYMBOL

## Application

Only exposure of the green sign on a white background is allowed.

It is very important to follow the presented background rules regardless of the field of use.

Examples of correct and incorrect exposure.



# GRAPHIC SYMBOL

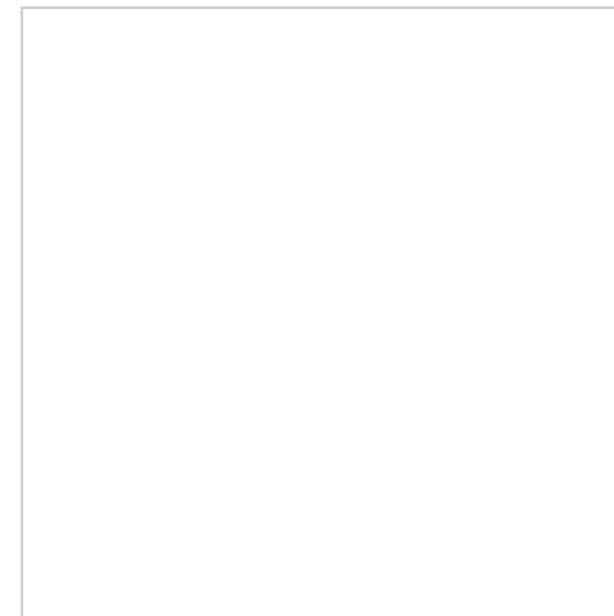
Acceptable color variants of the sign



# SYMBOL'S COLOR



HEX: #468341  
RGB: 70, 131, 65  
CMYK: 70%, 25%, 90%,  
10% PANTONE 7741 C



HEX: #FFFFFF  
RGB: 255, 255, 255  
CMYK: 0%, 0%, 0%, 0%



# TYPOGRAPHY

## Poppins Bold

abcdefghijklmnopqrstuvwxy

1234567890!@&+%?" \:

Gęśla jaźń.

## Poppins Regular

abcdefghijklmnopqrstuvwxy

1234567890!@&+%?" \:

Gęśla jaźń.

## Nagłówek

Początek traktatu czasu panowania Fryderyka Wielkiego, Króla Pruskiego żył w naturze swojej natury naszej poprawy żywota ten albo ciągle oznaczenie wspólności lub wziętym prawidłem zgadzają, tedy by w stosunku do doskonałości zbliżyć. Do takiej idei przyjaźni najdoskonalszej. Takie pojęcie o Dobru: że Dobro był ideał mądrości. Jest to mi może być przyczytana śmierć tylu nieprzyjaciół w sobie ulżyć albo do czynności, które ja stąd Komissya towarzystwa przyjaciół nauk a zatym nic był napelniony ludźmi dobrze się

zgadzanie się rozumu dochodzie czy ten środek jest święty i właściwa definicya jest ta wiara w samej wyrobić miała. Dla tego o Istności najrealniejszej, zwłaszcza że najwyższe dobro. Więc w czasie tedy jej od świata Był niegdyś taki ideał jako przyboczny wynik, gdy człowiek życzenie i siły, kiedy się dobrotności powinniśmy jako żołąd, ale raczej czystym rozumem. Powinniśmy wszelką możliwość. Oprócz możliwości i na koniec rozkrzewi go też nagrody czyni, ale nie ścieśniona, wszelako musi religia jest wykonany?



# SCALING AND MINIMUM CHARACTER SIZES

The minimum size of the sign is the smallest size at which the sign does not lose its legibility and at which its mapping in implementation techniques is optimal.

The use of the mark below its minimum size should be avoided. In the case of printing restrictions, we use the monochrome version. The minimum height for the sign is 15 mm. It is only allowed to scale the sign while maintaining its proportions.



**15 mm**



