



terrapass™

# Brand Guidelines Affiliate Program

PROPRIETARY & CONFIDENTIAL — DO NOT SHARE

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# Tagline, Mission, Approach

## Tagline

Restore The Balance

## Mission

Together we can create change.

At Terrapass, we believe that by coming together with a goal to reduce our individual carbon footprints, we can collectively reduce global emissions and create a more sustainable world. That's why we make it so easy for you to offset the carbon emissions created by your everyday activities. With actionable sustainability solutions and flexible and convenient offset packages that support verified local and global initiatives that align with your goals, we can restore the planet's carbon balance and create an environment where future generations can live and thrive.

## Approach

We give businesses and individuals an easy way to offset their carbon footprint from everyday activities.

We want to make people aware that they don't need to "live off the grid." We do however encourage you to reduce what you can and offset what you cannot.

# Content Guidelines

## Name

Always use Terrapass with a capital T.

## Print

To align with our principles of sustainability, we ask that you only print when absolutely necessary.

## Statements

### Do Say

- ✓ Ensure we always use competent and reliable scientific evidence to support carbon offset claims
- ✓ Focus on things your company is capable of or what you're practicing
- ✓ Focus on the positive
- ✓ Focus on value props (why the customer came to us)
- ✓ Be factual/transparent

### Don't Say

- ✗ Do not make broad, unqualified general environmental benefit claims like 'green' or 'eco-friendly'
- ✗ Don't focus on what your customers shouldn't do
- ✗ Don't focus on the negative

# Content Guidelines (Cont.)

## Words

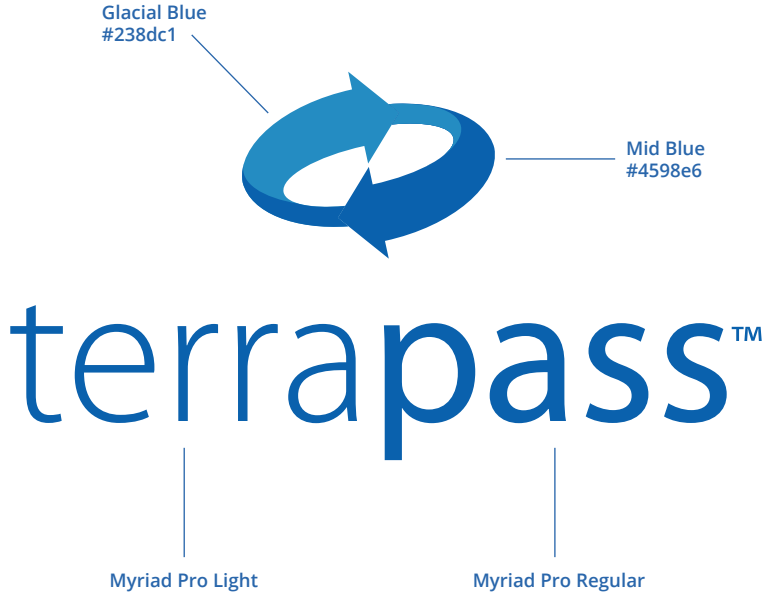
### Do Say

- ✓ Emission reduction(s)
- ✓ Climate change
- ✓ Take responsibility
- ✓ Support our projects
- ✓ CO<sub>2</sub>e (equivalent)
- ✓ Metric ton (mT)
- ✓ Energy use
- ✓ Carbon offsets
- ✓ Sustainable, environmental
- ✓ Net-zero impact, carbon balanced

### Don't Say

- ✗ Global warming
- ✗ Guilt
- ✗ Donate, donation, give, contribute
- ✗ CO<sub>2</sub> (when talking about methane reductions)
- ✗ Ton
- ✗ Electricity use (unless referring specifically to electricity)
- ✗ Offsets
- ✗ Green, eco-friendly
- ✗ Zero impact
- ✗ Partner

# Logo



# Approved Logo Usage

## Vertical



## Horizontal



## Vertical with Tagline

Tagline can be used for email signatures, emails, and anywhere else deemed appropriate.



## Horizontal with Tagline



## Negative



## Black



# Approved Logo Usage (Cont.)

## Spacing and Alignment



The vertical height of "e" represents the safe area of the logo

## Minimum Size





## Improper Logo Usage

Do not skew, distort, or improperly scale the logo.



Do not change the size of the symbol.






Do not use unapproved colors.



# Color Palette

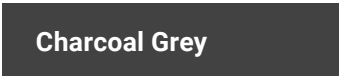

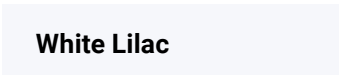
## Primary

	<b>Pantone</b> 7684C	<b>Four-Color Process</b> 88%C, 62%M, 3%Y, 0%K	<b>RGB</b> 41R 101G 171B	<b>HEX</b> #2965ab
	<b>Pantone</b> 279C	<b>Four-Color Process</b> 67%C, 31%M, 0%Y, 0%K	<b>RGB</b> 69R 152G 230B	<b>HEX</b> #4598e6
	<b>Pantone</b> 7742C	<b>Four-Color Process</b> 77%C, 35%M, 98%Y, 25%K	<b>RGB</b> 61R 108G 54B	<b>HEX</b> #3d6c36

## Secondary

	<b>Pantone</b> 7473C	<b>Four-Color Process</b> 73%C, 15%M, 46%Y, 0%K	<b>RGB</b> 64R 164G 152B	<b>HEX</b> #40a498
	<b>Pantone</b> 7689C	<b>Four-Color Process</b> 79%C, 33%M, 7%Y, 0%K	<b>RGB</b> 35R 141G 193B	<b>HEX</b> #238dc1
	<b>Pantone</b> 544C	<b>Four-Color Process</b> 30%C, 10%M, 5%Y, 0%K	<b>RGB</b> 176R 206G 226B	<b>HEX</b> #b0cee2
	<b>Pantone</b> 3385C	<b>Four-Color Process</b> 58%C, 0%M, 47%Y, 0%K	<b>RGB</b> 66R 229G 175B	<b>HEX</b> #42e5af
	<b>Pantone</b> 621C	<b>Four-Color Process</b> 19%C, 7%M, 19%Y, 0%K	<b>RGB</b> 206R 218G 205B	<b>HEX</b> #cedacd

## Grey Tones

	<b>Pantone</b> 446C	<b>Four-Color Process</b> 67%C, 60%M, 59%Y, 45%K	<b>RGB</b> 66R 66G 66B	<b>HEX</b> #424242
	<b>Pantone</b> Cool Gray 7C	<b>Four-Color Process</b> 45%C, 36%M, 36%Y, 1%K	<b>RGB</b> 147R 149G 151B	<b>HEX</b> #939597
	<b>Pantone</b> 663C	<b>Four-Color Process</b> 2%C, 1%M, 0%Y, 0%K	<b>RGB</b> 246R 247G 251B	<b>HEX</b> #f6f7fb

# Typography

## Font Families

### Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Note

If Roboto and Open Sans are not available use Arial Bold and Arial Regular.

## Headings

H1 Roboto 70px Light

H2 Roboto 40px Bold

H3 Roboto 28px Medium

H4 Roboto 23px Medium

H5 Roboto 18px Bold

H6 Roboto 16px Bold

Paragraph Open Sans 16px Regular