

CO₂ PERFORMANCE LADDER

RULES FOR LOGO USE

July 2021

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RULES

Rules on the use of the CO₂ Performance Ladder logo

The logo of the CO₂ Performance Ladder consists of a pictorial mark with text, is protected by copyright and is registered with the Benelux Office for Intellectual Property under number 0895778. The use of the CO₂ Performance Ladder logo by third parties is only permitted under the following conditions.

Conditions for users and applications

1. An authorized ladder certification body (CI) with an agreement with SKAO may use the CO₂ Performance Ladder logo on documents (printed or digital) directly related to CO₂ Performance Ladder-related activities, for example:
 - issued certificates;
 - letters, offers, audit reports and the like as far as related to certification according to a CO₂ Performance Ladder certification system;
 - documentation and brochures as far as related to certification in accordance with the CO₂ Performance Ladder certification system;
 - websites and digital applications, provided that the part of these guidelines relating to the visual aspects of logo use is complied with.
2. During the validity of their certificate and only then are certificate holders authorized to use the CO₂ Performance Ladder logo:
 - on their website to signify their certification;
 - on publications required for certification, provided that the part of these guidelines relating to the visual aspects of logo use is complied with.

3. Parties other than the above must submit a written request with valid reasons to SKAO for the use of the CO₂ Performance Ladder logo. SKAO reserves the right to approve or reject these requests.
4. The logo of the CO₂ Performance Ladder may not be used by third parties in a way that could suggest that SKAO is responsible for the outcome of a study, or would approve a study.
5. The design and manufacture of physical products or promotional materials bearing the logo of the CO₂ Performance Ladder is reserved for the Foundation for Climate Friendly Procurement and Business (SKAO).

Visual conditions

6. Provided the above conditions regarding the users and applications of the logo are also met, the CO₂ Performance Ladder logo may only be used under the following visual conditions.

LOGO

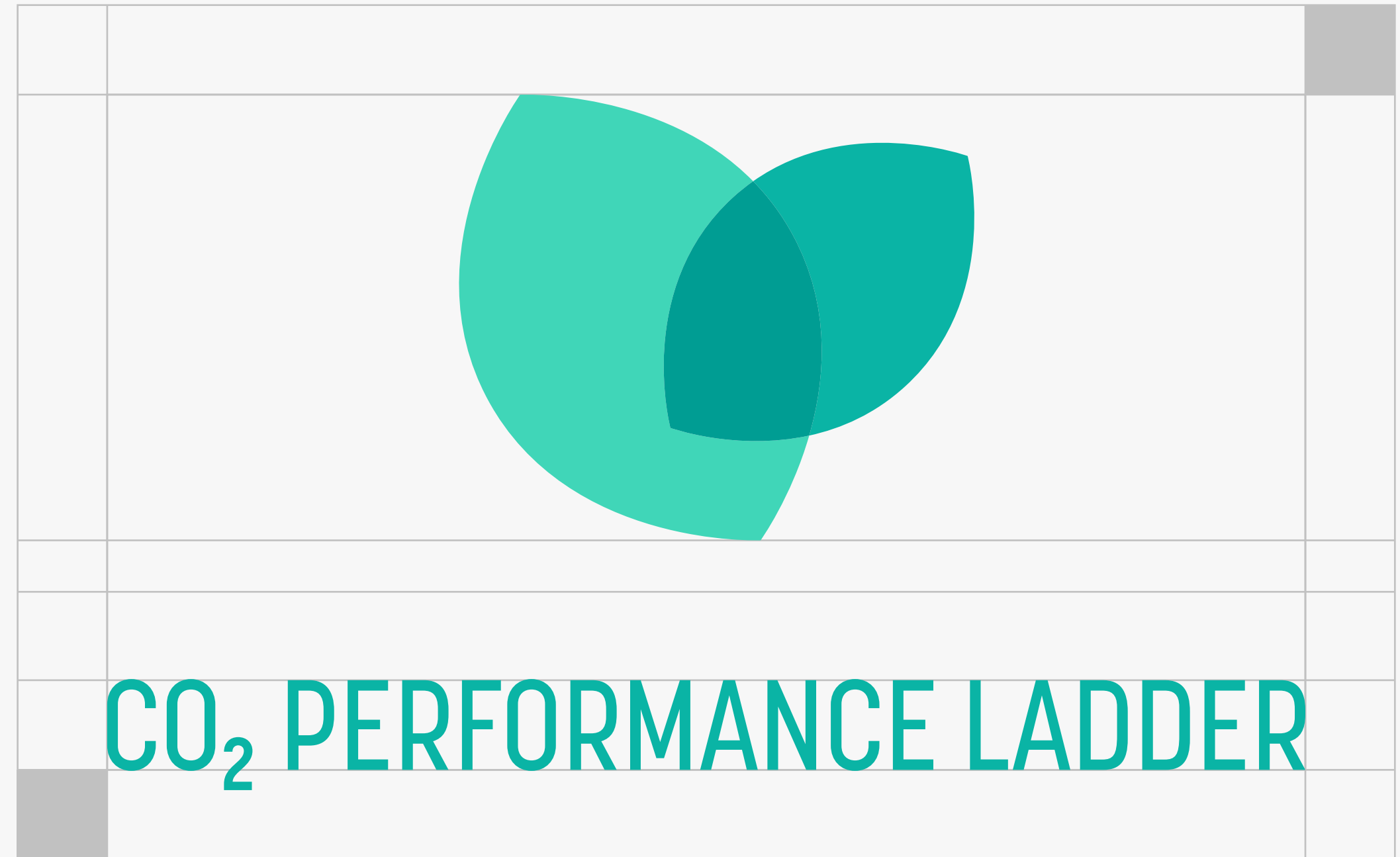
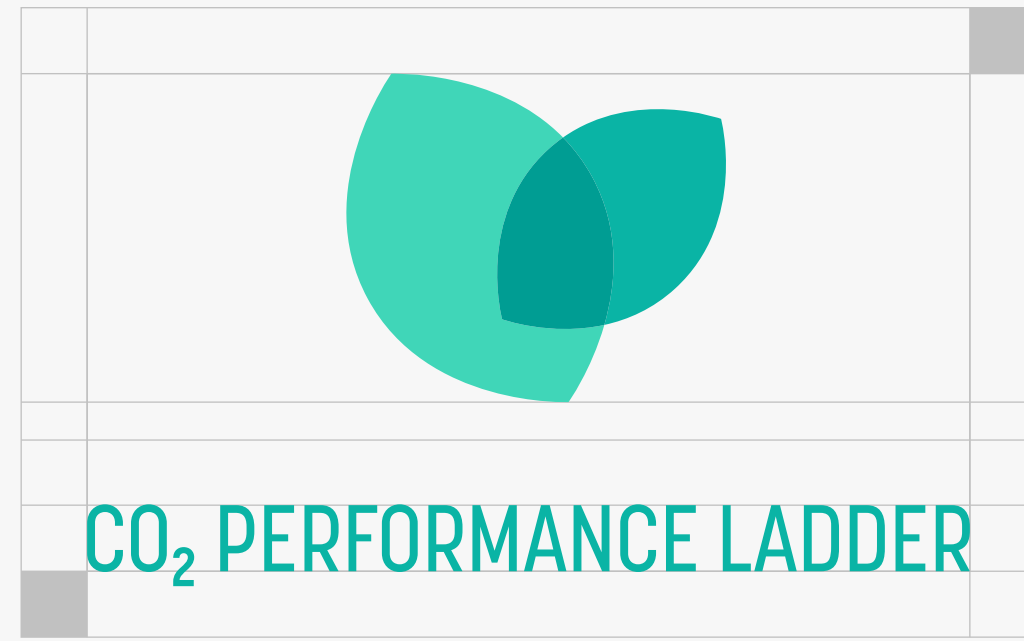
This is the logo of the CO₂ Performance Ladder.
The logo consists of two overlapping leaves.

The logo with the leaves above the text is the main logo and must be used as far as possible.
If necessary the horizontal version of the logo (with text and leaves alongside each other) may be used.



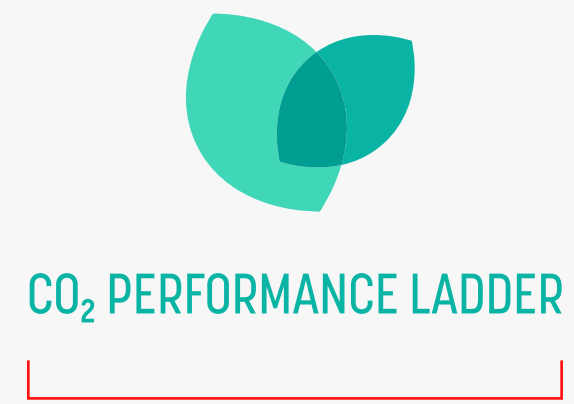
CO₂ PERFORMANCE LADDER

The space around the logo must always be kept free from other elements, as shown here.

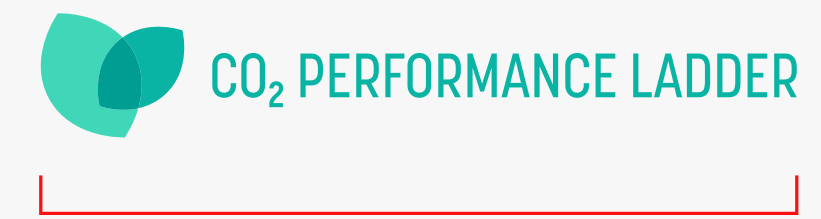


Format

The logo may not be made smaller than shown here.



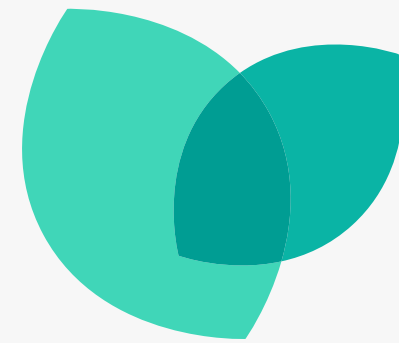
36 mm for printing / 200 pixels on screen.



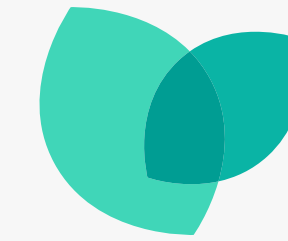
50 mm for printing / 280 pixels on screen.

Use the logo with original colours on a light-coloured background. The white version of the logo must be used on a dark background.

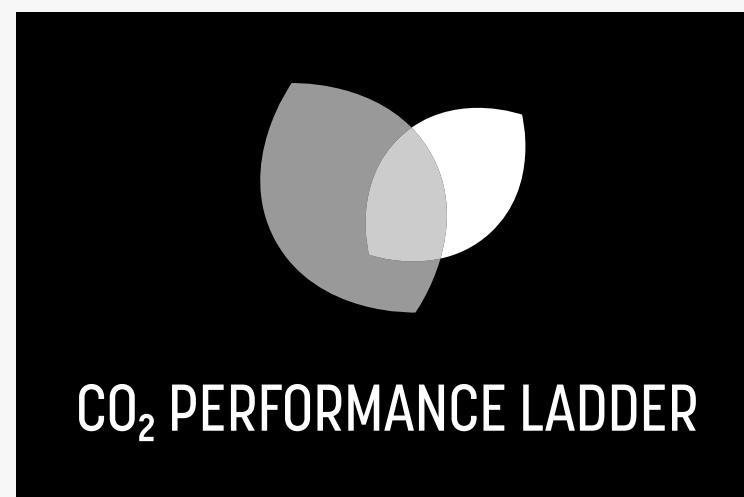
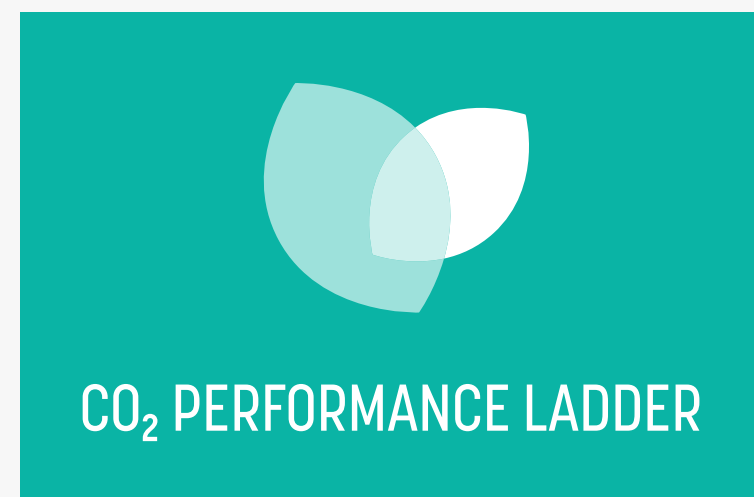
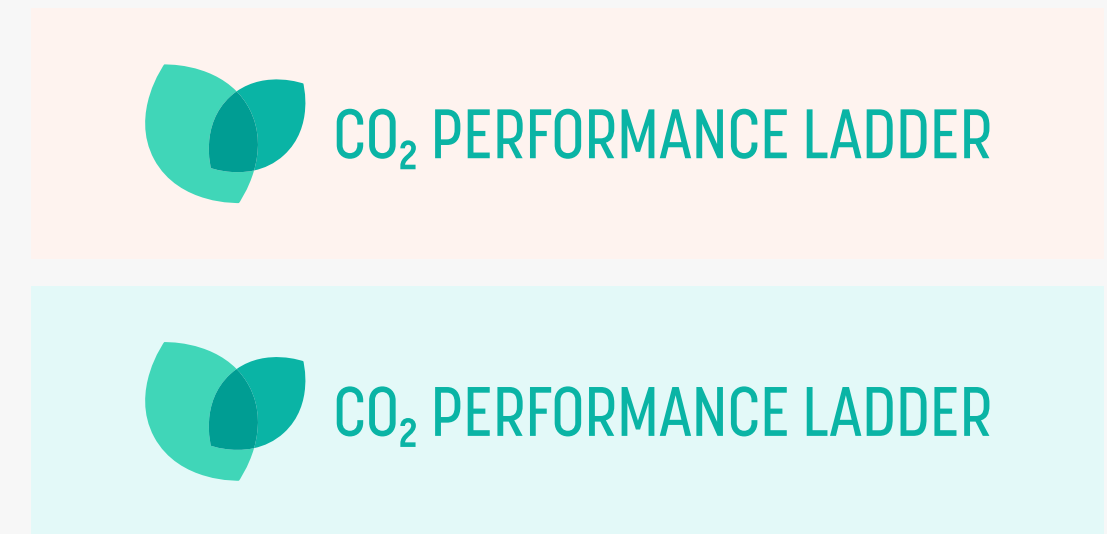
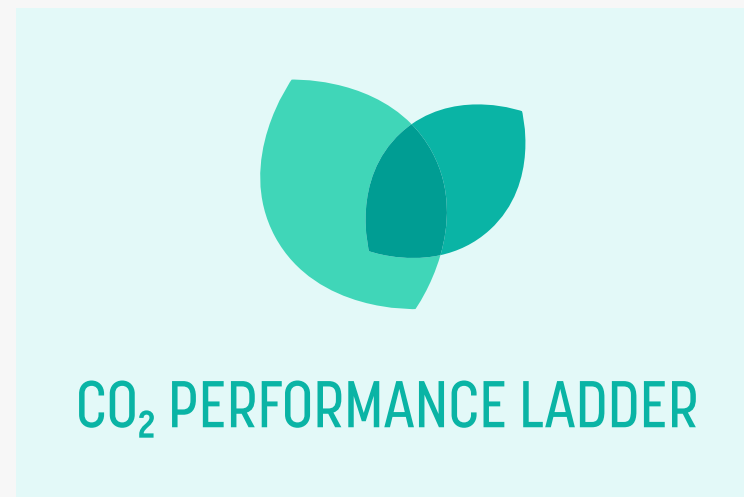
As far as possible the full-colour logo should always be used. If this is not legible, then the slideshow version may be used. It is important that the logo always remains clearly legible.



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The logo must always be used in its original state and must always be clearly legible. This page shows how the logo may not be used.



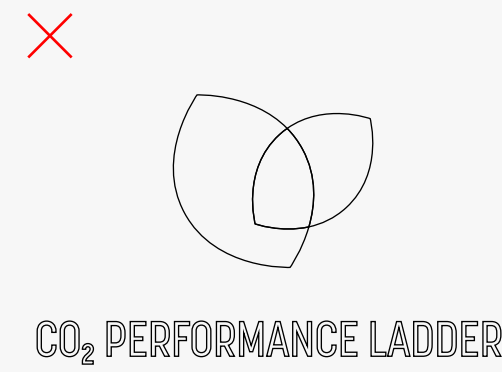
Don't rotate



Don't turn the leaves



Don't add frames



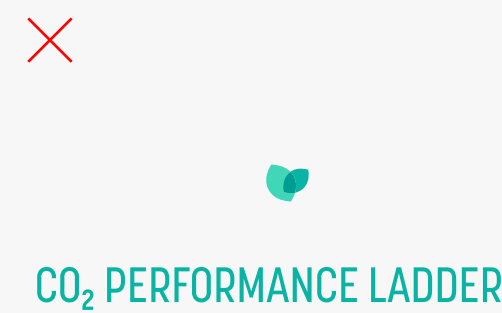
Don't use an outline



Don't add shadow



Don't place on an overly dark background



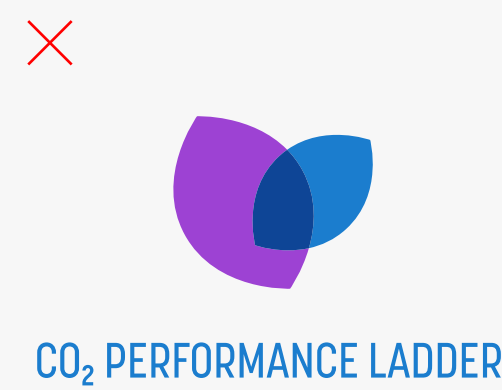
Don't change the scale proportions



Don't move the leaves



Don't place on top of images



Don't use any other colours



Don't use another font



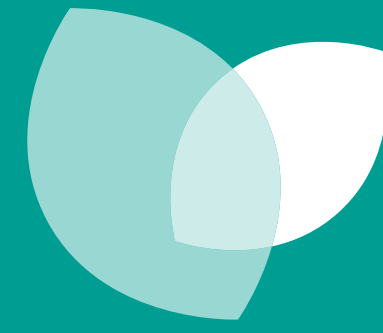
Don't place over text

LOGO SKAO

The logo of the Foundation for Climate-friendly Procurement and Business (SKAO) is reserved to SKAO and therefore may not be used by external parties, unless they are authorised to do so by SKAO.

Stichting Klimaatvriendelijk Aanbesteden & Ondernemen

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Aanbesteden & Ondernemen



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For questions about the design, please contact:

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