

CLIMATE⁺

Development Program

COMMUNICATIONS
GUIDELINES FOR
CLIMATE POSITIVE
COMMUNITIES



CLINTON
CLIMATE
INITIATIVE

C40
CITIES
CLIMATE LEADERSHIP GROUP



CLIMATE POSITIVE DEVELOPMENT PROGRAM COMMUNICATIONS GUIDELINES

This document has been created to support and guide communications and marketing activity around Climate Positive Development projects. It has been created for Development Partners and other entities that are delivering Climate Positive projects globally. It has two parts:

Section A: written references and other aspects of communications

Section B: brands and brand guidelines

If there is a question on a topic that is not covered here, please feel free to contact a Climate Positive project manager. Alternatively, please contact the C40 Communications Team, Michael Marinello (mmarinello@c40.com) or Olivia Ross (oross@c40.com).

Development Partners are welcome to communicate their association with Climate Positive, so long as they have been accepted as a Climate Positive Candidate, and are working towards Climate Positive outcomes, and provided that the communications activity reflects the guidelines contained within this document.

Background on CCI/C40

Climate Positive is now operating under the newly expanded alliance between the C40 Cities Climate Leadership Group (C40) and the Clinton Climate Initiative Cities Program (CCI Cities), a program of the William J. Clinton Foundation. The alliance between the C40 and CCI Cities was announced by President Bill Clinton and New York City Mayor Michael R. Bloomberg in April 2011. Mayor Bloomberg serves as the Chair of the C40.

The decision to integrate these two entities was driven by the belief that cities are one of the greatest drivers of climate change action. The alliance provides a single organizational and operations structure for the C40 and CCI Cities Program efforts, and brings significant resources and infrastructure that will enhance and accelerate existing and future efforts.

SECTION A. WRITTEN REFERENCES AND OTHER MATERIALS

1. Referring to Climate Positive

i) The Program name

- *First mention:* The Climate Positive Development Program
- *Subsequent:* Climate Positive

Note: “Climate +” should only be used as a logo and not in the written form.

ii) Development Partner association

As defined by the Climate Positive Development Framework, all Development Partners are currently in the planning and development phases. Developments and Development Partners cannot yet be referred to as “Climate Positive” as this will only happen once a development is complete and its emissions profile has been verified. There are three stages that a Development Partner will pass through before it becomes “Climate Positive.” They are:

Stage 1. “Climate Positive Candidate” (*accepted into program*)

Stage 2. “Climate Positive Participant” (*detailed plans approved*)

Stage 3. “Climate Positive Progress Site”

Development Partners are encouraged to describe their association with the Climate Positive Development Program in the following way:

“The **[Development Partner]’s [development site]** is a **[Climate Positive Candidate/Climate Positive Participant/Climate Positive Progress Site]**.* The Climate Positive Development Program is a partnership between the C40 Cities Climate Leadership Group (C40), the Clinton Climate Initiative (CCI), and the U.S. Green Building Council (USGBC). It was created to support the development of large-scale urban projects that will reduce greenhouse gas emissions below zero in an economically viable manner. Once complete, Climate Positive Developments will reduce the emissions they create and offset the remainder by removing emissions from their adjacent communities. The creation of the new development will thus reduce overall carbon emissions in the community — a Climate Positive outcome.”

2. External and internal materials

- All materials—including but not limited to, press releases, marketing documents, website content, internet content, presentations and annual reports — that mention ‘Climate Positive’ and/or feature a Climate Positive brand, should be sent to the Climate Positive Project Manager for approval before issuing. The Climate Positive Project Manager will then circulate to the C40 Communications Team for final sign-off. Please note that existing Climate Positive materials that a Development Partner reworks/repurposes will also require approval.
- Please allow a minimum of 7 days for approvals to be processed. If written approval is not granted within that timeframe, please consider it unapproved for use and follow up directly with the Climate Positive Project Manager.
- Previous quotations from President Clinton are not allowed to be repurposed for new press releases or any other external or internal materials. To request a quotation from a CCI or USGBC representative, please contact a Climate Positive Project Manager.

*The appropriate term and accompanying description may be used after receiving the applicable approval from the Program.

3. Media requests

All media requests that relate to Climate Positive in any way must be immediately reported to the appropriate Climate Positive Project Manager and the C40 Communications Team. This includes reactive and proactive media opportunities, particularly if the journalist or reporter is following a potentially negative line of enquiry. It is important that the Climate Positive team is apprised of all media activity, ideally before any interviews take place or responses are provided, so as to ensure any association or reference to President Clinton is accurate and the Climate Positive brand is properly protected.

Any non-media information requests can be directed to:
climatepositiveinfo@clintonfoundation.org

As a lean charitable organization, interview requests for CCI spokespeople will be considered but can not always be fulfilled due to CCI's small staff capacity. Development Partners should email questions from media to the C40 Communications Team, highlighting any associated deadlines.

4. Speaking requests

Because the Climate Positive team focuses primarily on developing and delivering projects, speaking requests can only be accommodated for appropriately significant milestones — breaking ground or completion of the project for example — if a representative is available. If Development Partners would like a Climate Positive Project Manager or a USGBC representative to address an event being held, please email him/her with as much information as possible, including outlining any potential media involvement; he/she will then discuss it with the C40 Communications Team for final sign-off.

Speaker requests should be made at least six weeks before the event takes place. Any materials referencing the speaker's involvement will require approval by the Climate Positive Project Manager and the C40 Communications Team before it is issued. Because Climate Positive and its parent organizations operate on a nonprofit basis, it is requested that, where possible and not a conflict of interest, that the organizer covers expenses related to a speaker's participation.

5. Climate Positive film

A three-minute film on Climate Positive is available for Development Partners use. It can be accessed via the Clinton Foundation, USGBC and Youtube websites. Development Partners are encouraged to link to the film from their websites or insert links into presentations, if they wish to do so. The original film cannot be provided as Climate Positive must retain control over its use.

SECTION B. LOGOS AND BRANDING CLIMATE POSITIVE DEVELOPMENT PROGRAM – STYLE GUIDELINES

IDENTITY USAGE GUIDELINES

The purpose of this document is to ensure correct and consistent usage of the Climate Positive Development Program Logo(s) and identity.

Development Partners are encouraged to use the Program Logo(s) only. Use of the CCI, C40 or USGBC logo(s) will only be granted if the item is developed in partnership with one or more of those organizations.

THE CLIMATE POSITIVE DEVELOPMENT PROGRAM LOGO(S) PROGRAMMATIC MARKS

The logo may be printed in its default colors or black. Gill Sans is the typeface for the Climate Positive Development Program Logo. The blue is CMYK (C=98 M=57 Y=7 K=21) or Pantone 654U, the green is CMYK (C=37 M=0 Y=100 K=0) or Pantone 382U, and the Gray is CMYK (C=0 M=0 Y=0 K=61) or Pantone 424U.

The **FULL VERSION** of the Climate Positive Development Program Logo is shown below:

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Development Program

CLIMATE⁺
Development Program

The **REDUCED VERSION** of the Climate Positive Development Program Logo is shown below:

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The **GRAPHICAL EXPANDED VERSION** of the Climate Positive Development Program Logo is shown below

This version of the logo may only be used in its default colors. This mark is also not a certified mark of the Climate Positive Development Program and should therefore be used sparingly and only as a graphic enhancement for collateral pieces.



CLIMATE

THE CLIMATE POSITIVE CANDIDATE LOGO

CLIMATE⁺
Candidate

CLIMATE⁺
Candidate

THE CLIMATE POSITIVE PARTICIPANT LOGO

CLIMATE⁺
Participant

CLIMATE⁺
Participant

THE CLIMATE POSITIVE PROGRESS SITE LOGO

CLIMATE⁺
Progress Site

CLIMATE⁺
Progress Site

THE CLIMATE POSITIVE LOGO

CLIMATE⁺

CLIMATE⁺

INCORRECT LOGO USAGE

In order to maintain the consistency and effectiveness of the Climate Positive Development Program Logos, these logos should not be altered.

Do not present any of the above marks using different colors from those specified.

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Do not use any Climate Positive marks as transparencies or watermarks.

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Do not alter the proportions of the marks.

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Avoid placing the logo on backgrounds, which reduce the legibility of any part of the mark. Where possible place the logo on a white background.

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