



Clear certification mark
usage guidelines

Clear certification and DEFRA standards for green claims.

The permission for use of the Clear certification mark is entirely conditional on a customer having:

1. Completed and paid for offset product/s provided by Clear and covering, in full, the time period over which the permission for use is sought.
2. Complete compliance by users of the mark with the UK government guidelines contained within the document **“Green Claims – Practical Guidance. How to make a good environmental claim.”** published by DEFRA (Product code PB9501c) Available from the DEFRA website at:

<http://www.defra.gov.uk/environment/business/marketing/glc/pdf/genericguide.pdf>

NB Any examples of non-compliance by a potential, current or previous customer with 1 or 2 above constitutes an automatic retraction of permission by Clear to use the Clear certification mark in any context by such customer.



How to use the Clear certification mark on the internet.



The Clear certification mark can be used in two contexts:

1. On specific internet pages whose primary purpose is to clearly and accurately describe specific activities and timelines offset using Clear products.
2. On internet pages which link to a page set up as described in context 1 above.

Note - this is not suitable for offline materials.

Information clearly describing the following must be provided directly adjacent to the mark:

- nature of activities offset
- date of the offset/s
- time period offsets relate to
- steps taken to reduce first

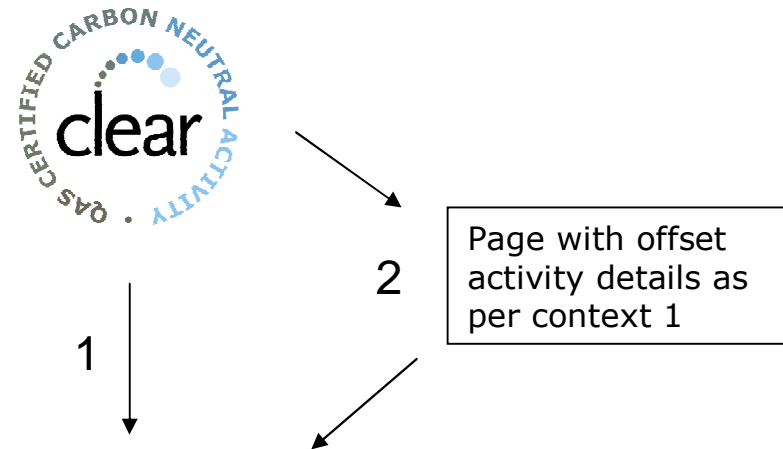
In order to use the mark in this context, it must link to a page as described in context one above.

URL linking from the Clear certification mark graphic

When used online, the mark graphic must **always** be a clickable link to either:

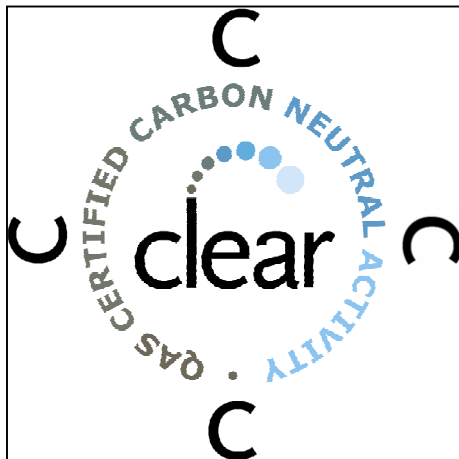
1. The Clear homepage at <http://www.clear-offset.com>
2. A page on your site as described in context 1 of 'How to use the Clear Certification mark' above. All Clear graphics on this page must then have clickable links to the Clear homepage as above.

Note - these links are included in the HTML code provided later.



Spacing and Minimum sizes

The Clear certification mark must always have space around it to ensure clarity and standout. The 'C' from the Clear logo defines this spacing area, as shown here. This is a minimum, use more space where possible (this spacing is included in the HTML code provided later).



We need to make sure the Clear mark is always legible. We have different minimum sizes for Web and Print applications.

Print minimum size



20mm wide

Web minimum size



100 pixels wide

Clear certification mark backgrounds

The background affects impact. Please review the following examples. Try to avoid complicated or busy backgrounds.



Preferred Backgrounds

1



2



Avoid

3



HTML code required for online use

- Minimum size, spacing, and linking requirements are contained in the following HTML code, which must be used to display the certification mark:

```
<a href="http://www.clear-offset.com" target="_blank"></a>
```

- If context 2 is used, the code can be changed to link to other page as follows:

```
<a href="INSERT OTHER PAGE LINK HERE " target="_blank"></a>
```

How to use the Clear certification mark for offline / print applications.



The Clear certification mark can be used in two contexts:









1. On offline material, the primary purpose of which is to clearly and accurately describe specific activities and timelines offset using Clear products.
2. On product or service packaging, marketing and other printed materials where the product or service described has had a direct and significant proportion of its carbon footprint offset using Clear products.

On offline / printed materials the following conditions **MUST** be fulfilled








- A direct url web address must be printed in close proximity (within 1 marks-width) to the Clear certification mark referencing a live web page accurately describing:
 - nature of activities offset
 - date of the offset/s
 - time period offsets relate to
 - steps taken to reduce first
- Furthermore the precise relationship of the offsets to any *product or service described by, referenced from, on or near which the quality mark appears*, must be clearly explained on this webpage. The webpage must further show the quality mark graphic (compliant with the online usage guidelines above) and link to the Clear homepage at www.clear-offset.com
- Complete compliance on all printed and offline materials with the Green claims – practical guidance document referenced earlier in this document.

Primary colour palette

Process Ink Values

							
Clear 1	Clear 2	Clear 3	Clear 4	Clear 5	Clear 6	Clear 7	Black (CMYK)
C 55	C 65	C 70	C 75	C 80	C 60	C 25	C 100
M 50	M 50	M 45	M 0	M 5	M 0	M 0	M 100
Y 60	Y 60	Y 50	Y 0	Y 5	Y 0	Y 0	Y 100
K 20	K 20	K 0	K 20	K 0	K 0	K 0	K 100
R 110	R 113	R 107	R 93	R 98	R 141	R 209	R 0
G 104	G 119	G 124	G 154	G 173	G 196	G 230	G 0
B 90	B 107	B 123	B 199	B 222	B 239	B 249	B 0

Greyscale Values

						
C 0	C 0	C 0	C 0	C 0	C 0	C 0
M 0	M 0	M 0	M 0	M 0	M 0	M 0
Y 0	Y 0	Y 0	Y 0	Y 0	Y 0	Y 0
K 100	K 85	K 70	K 55	K 40	K 25	K 10