

IDENTITY GUIDELINES



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FOREWORD

We are all bombarded by successful brands on a daily basis and each of us has our own list of those that we think 'do it well'. Orange, Apple, Audi, Innocent... whichever category they sit in, they have one thing in common: they differentiate themselves in a unique and intelligent way, eclipsing their competitors as a result.

Within the environmental NGO field, there has always been a rather formulaic approach to branding: hand drawn or technical illustration, whimsical and science-led typefaces.

When The Climate Group was established in 2004, we undertook a comprehensive review of the environmental charity sector as a whole. The result of this research was the unanimous decision to take full advantage of such a visually weak sector in order to harness our own potency. Our objective was to create a brand which endures and by-passes the typically 'gentle' world of all that is 'green'.

In order to create a dynamic and powerful lobbying organisation, The Climate Group needed to be powerful, direct, bold, confident and solutions-oriented. The issue of climate change had little profile at that time and certainly wouldn't have made front-page news so we were keen to avoid a negative outlook and therefore adopted a non-emotional tone of voice, which would be the antithesis of what people had become accustomed to.

We recognise the fact that our brand and reputation is not simply defined by a corporate identity or graphic design but ultimately, is moulded by everything each of us say and do. However, how we present ourselves to the world is one of the most visible aspects of the brand. The Climate Group and all it stands for must be clearly defined, from which pictures hang on the office walls to what paper we print our business cards on. Most importantly, it is vital that there is consistency across all that we do to ensure that the brand continues to evolve and enhance its position as a world-leader across climate change action in a focused and cohesive manner.

This book is an important step in that process and has been produced as a result of our increasing global brand profile. The past two years has seen offices open in Delhi, Beijing and New York with more planned for. Whilst we would hope to empower each individual office in their own right and allow local culture and communication to be accommodated, we recognise the need for a level of control over the brand language to ensure that who and what we are remains clear.

The Climate Group brand has evolved organically since the organisation's conception largely because our communications have been centralised and we would hope that with the support of this document, it can continue to do so. These guidelines are intended to provide you with a brand definition framework, which encapsulates what we stand for and details the creative expression of that framework.

I hope that you will share our belief and approach as an organisation and work with us to ensure that our communications continue to go from strength to strength and that The Climate Group brand continues to inform and influence globally on the issue of climate change.

Steve Howard
CEO

OUR BRAND MANIFESTO

Our objective is to accelerate the reduction of greenhouse gas emissions on a global scale through the lobbying of key decision-makers and by using powerful and effective communication around the issue.

Our commitment to this objective manifests itself through solutions-oriented, straight-talking communications which can take on any shape: exhibitions, publications, events and broadcasts.

We are clear about how we communicate and recognise the benefit of adopting a positive and energetic stance towards the issue. Our mission is to make the issue of climate change real to people by providing them with salient and tangible facts to make it more relevant to their everyday life.

We intend to continue to change and challenge the way that people think and behave in order to encourage a low carbon economy on a global scale.

In order to communicate effectively, The Climate Group initially identified two primary target audiences. These two audiences were governments and large corporations and businesses. More recently however the consumer at large has become just as relevant.

These primary audiences are difficult to communicate with due to their limited accessibility and time. Therefore the Climate Group's brand identity was created with these factors in mind: the brand needed to be unique within its marketplace, arresting, business like in appearance and with a distinct air of authority.

It has become typical for environmental groups to veer towards a predominantly green and blue colour palette coupled with unrefined logo's and typefaces, creating a conventional 'environmental' look, not matched to that of the target audience. Our mission was to challenge this stereotype by creating a brand that was the antithesis of this.

Initially through the North South East West project our audience has increased to include the consumer.

Today, our audiences can be defined through four distinct categories:

Government:

- Prime Ministers, Heads of State, Presidents
- Environment Departments (e.g. Defra)
- Cabinet Ministers
- Majors, local government officials

Business:

- CEO's
- CSR Departments
- Secondary management

Consumer:

- 'The converted' (e.g. Independent/Guardian readership)
- Non-believers (those that need the issue to be closer to their everyday lives)

Same sector:

- Broader 'green' charities (FOE, Greenpeace, WWF)
- Specific climate change NGO's (Carbon Trust, Global Cool)
- Organisations offering business solutions around issue
- (Carbon Neutral Company, Ecotricity, etc.)

- BASIC ELEMENTS
- COLOUR PALETTE
- MARQUE
- LOGOTYPE
- LOGO COLOURS
- LOGO EXCLUSION ZONES
- LOGO RELATIONSHIPS
- LOGO USAGE
- TYPEFACE
- TYPEFACE USAGE
- TYPE SIZES
- GRAPHIC STYLE
- CHARTS AND GRAPHS

BASIC ELEMENTS

COLOUR PALETTE

Colour is one way that a brand can distinguish itself and gain recognition in its field. The Climate Group’s colours are unique to the brand and using them consistently across all media helps build recognition and coherence. The Climate Group’s corporate colours are red, black and white, creating a bold brand without the extravagance of four colours, making production more economical and saving energy.

To ensure that the fundamental values of The Climate Group brand are not compromised, it is important to match any colour application to The Climate Group Red, Black or White out. No other alternatives are acceptable.

Tints should be used sparingly and are used most effectively in charts and diagrams. Tints must be selected carefully to maintain visual clarity and legibility.

The colours shown in this book may not match the PANTONE colour standards. For accurate standards refer to the current edition of the PANTONE Colour Formula Guide.

The Climate Group Red
Pantone 185
C 0%
M 91%
Y 76%
K 0%

R 239
G 62
B 66

Black
C 0%
M 0%
Y 0%
K 100%

R 0
G 0
B 0

White
C 0%
M 0%
Y 0%
K 0%

R 0
G 0
B 0



The Climate Group marque is made up of two elements, the large bold 'C' and the red degree symbol. When used to identify The Climate Group these elements must always be used together as shown here, NEVER separately. However the degree symbol can be used as a graphic device for illustrative purposes. The animation that features on The Climate Group website is a good example of this.



BASIC ELEMENTS

LOGOTYPE

The Climate Group logotype is written in the brand typeface in caps with the red degree symbol positioned before the 'C'. It is used on occasions when a descriptor is required in addition to the marque such as on stationery or as a sign off on a publication.

THE ° CLIMATE GROUP

A version of The Climate Group logo has been created for China.

气候组织
THE ° CLIMATE GROUP

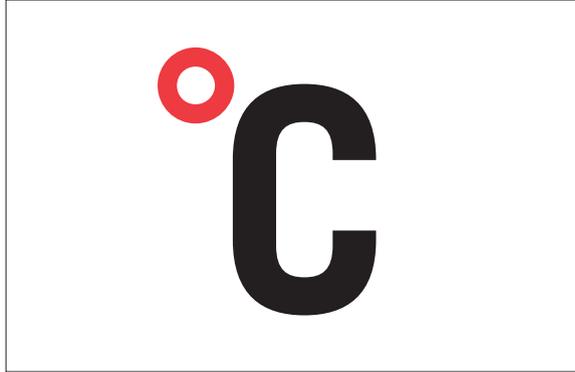
BASIC ELEMENTS

LOGO COLOURS

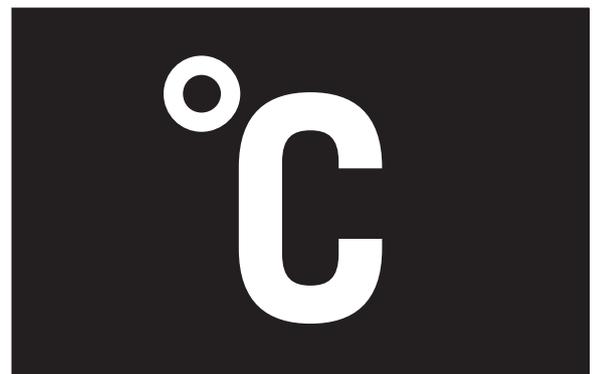
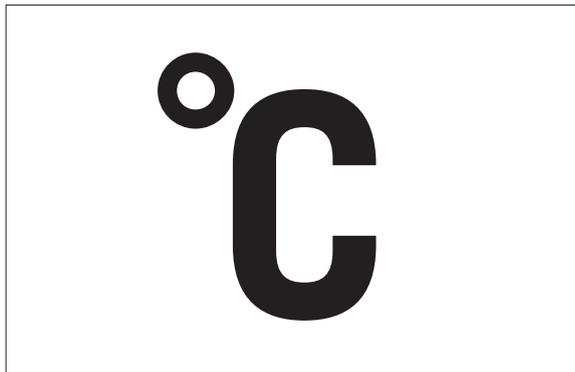
The marque should only be reproduced in the following formats: black with a red degree symbol, white with a red degree symbol, completely black or completely white out. Examples below show the permitted permutations for logo application.

Each logo format uses a pre-defined logo size. This ensures uniformity and maintains brand consistency.

The red and black or red and white out logo should be the first logos to be used. Only when PANTONE 185 is not available use the black or white out versions.



The black on white and white out versions of the logo should only be used when the special 185 is not available.



BASIC ELEMENTS

LOGO COLOURS

The logotype should only be reproduced in the following formats: black with a red degree symbol, white with a red degree symbol, completely black or completely white out. Examples below show the permitted permutations for logo application.

Each logo format uses a pre-defined logo size. This ensures uniformity and maintains brand consistency.

The red and black or red and white out logo should be the first logos to be used. Only when PANTONE 185 is not available use the black or white out versions.



The black on white and white out versions of the logo should only be used when the special 185 is not available.



BASIC ELEMENTS

LOGO EXCLUSION ZONES

The exclusion zones are outlined below. These boundaries prevent other graphic elements interfering with the integrity of the logo, particularly when used next to other brand marques. Maximise the space around the logo where possible. To enhance and support the integrity and consistency of the brand, always reproduce The Climate Group logos in the correct form and colour. Pre-determined sizes for the logo are detailed below.

The Climate Group logo must be surrounded by a minimum area of clear space.



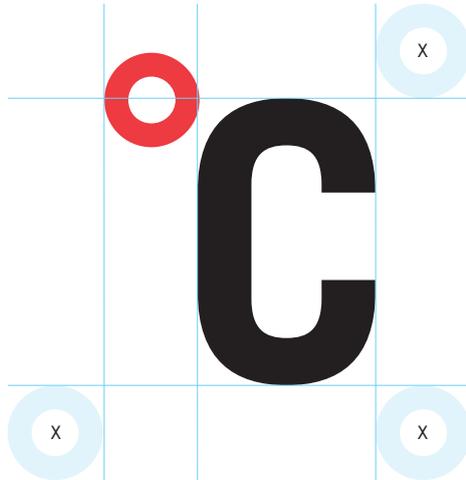
Logo wordmarque
Exclusion zones
x = cap height of T

The Climate Group logo China must be surrounded by a minimum area of clear space.



Logo wordmarque
Exclusion zones
x = cap height of T

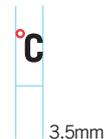
The most commonly used size for the logo is 36mm wide. This is used on stationary and the cover of Low Carbon leaders.



The smallest size that the logo should be used is 3.5mm which is also used within the *Low Carbon Leader*.

Logo standard
Exclusion zones
x = Degree size

The most commonly used size for the logo type is 39mm. This is used on stationary and all documentation.



BASIC ELEMENTS

LOGO RELATIONSHIPS

The nature of The Climate Group means working with many other organisations. Below are a few examples of how partner logos should be treated alongside The Climate Group.

Use a .25pt keyline to separate the logos. Ensure that each logo is given equal status. Often, matching the partner logos to the same CAP height as The Climate Group wordmark is a good starting point, as illustrated by the HSBC and defra examples opposite.

THE °CLIMATE GROUP



THE °CLIMATE GROUP



THE °CLIMATE GROUP



THE °CLIMATE GROUP



BASIC ELEMENTS

LOGO USAGE

Maximum contrast helps the legibility of the logo. It should only be used in clear areas of images. Avoid areas of detail. The logo should only be reproduced in the following formats: black with a red degree symbol, white with a red degree symbol, completely black or completely white out. The logo should never be tinted.

Dark-tone image
White and red logo.



Mid-tone image
Black and red logo.



Mid-tone image
White out logo.



Mid-tone image
Black logo.

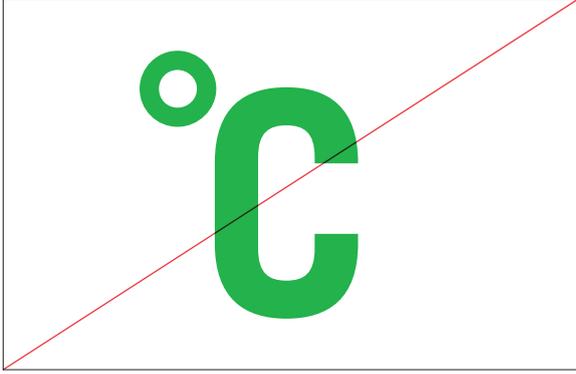


BASIC ELEMENTS

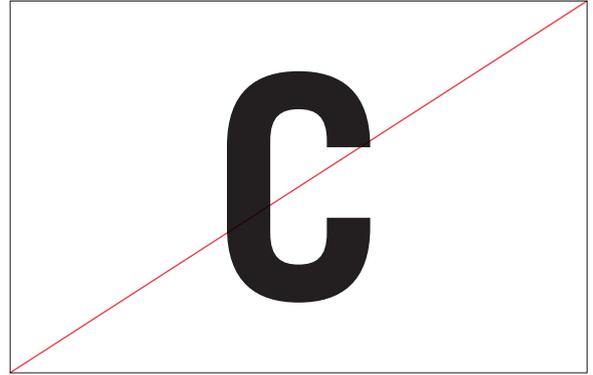
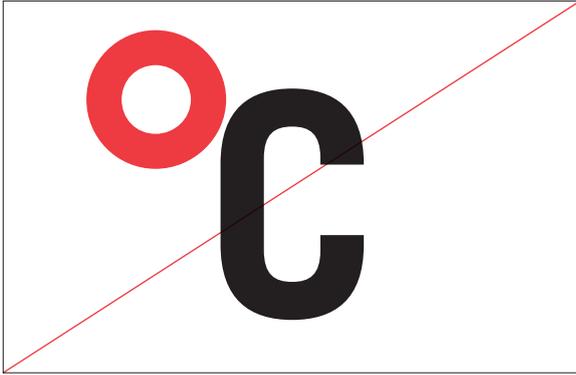
LOGO USAGE

The Climate Group name must be reproduced in the correct form and colour. It must always be proportionally scaled and should not be stretched or distorted. The red degree symbol and bold cap 'C' should always be considered as a single unit when used as a logo, but can be used to create a distinctive graphic like the cover of these guidelines and the NorthSouthEastWest slip case.

Do not reproduce the logo in any other colours.



The two parts of the logo should always be proportionally scaled and not separated.



The logo should not be stretched or distorted.



The logo should not be used on complex areas of images, or where lack of contrast reduces legibility.



The primary Climate Group typeface is Trade Gothic and is used in two weights – Trade Gothic Medium and Trade Gothic Bold.

This is Trade Gothic Medium, for use in body text. Always use in upper and lower case.

Trade Gothic Medium
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789
 !@€£\$%^&*()_ - — —{ } ; : ” ’ \ < , > . ? /

This is Trade Gothic Bold, for use in headings, facts or quotes to help draw attention to particular information. This should mainly be used in caps.

Trade Gothic Bold
abcdefghijklmnopqrstu
vwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@€£\$%^&*()_ - — —{ } ; : ” ’ \ < , > . ? /

This is Trade Gothic Bold Condensed No.18. This typeface should only be used in upper and lower case in the document, *Low Carbon Leader*, specifically in the tables. Note: this typeface does not have its own euro symbol.

Trade Gothic Condensed No.18
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789
 !@£\$%^&*()_ - — —{ } ; : ” ’ \ < , > . ? /

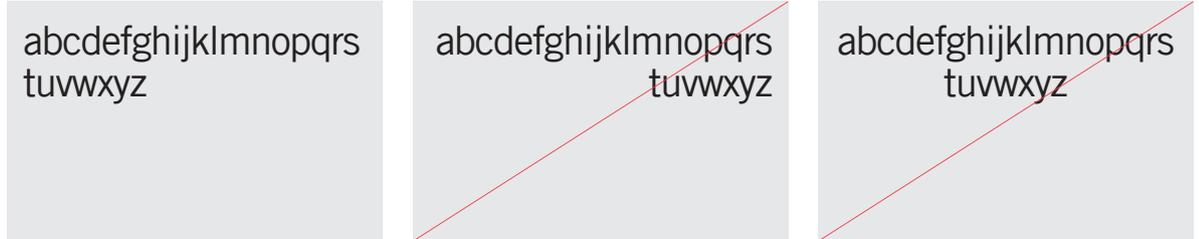
This is Trade Gothic Bold Condensed No.20. This typeface should only be used in bold caps in the document, *Low Carbon Leader*, specifically for headings and image captions. Note: this typeface does not have its own euro symbol.

Trade Gothic Condensed No.20
abcdefghijklmnopqrstu
vwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@£\$%^&*()_ - — —{ } ; : ” ’ \ < , > . ? /

BASIC ELEMENTS TYPEFACE USAGE

In order to maintain a consistent brand identity, typographic design should be applied as below.

Correct alignment – ranged left
Incorrect alignment – ranged right
Incorrect alignment – centred



Correct character spacing
Incorrect character spacing – too tight
Incorrect character spacing – too open



Correct character spacing
Incorrect character spacing – too tight
Incorrect character spacing – too open



There are six pre-defined type sizes and line spacing (leading) options, to be chosen based on format and content and used in conjunction with The Climate Group literature and stationery grid. Tracking details are shown below.

88pt type/80pt line spacing
-70 tracking

Usage: Display purposes in literature and other applications.

**UT WISI ENIM
AD MINIM.**

20pt type/20pt line spacing
-50 tracking

Usage: Display purposes in literature and other applications.

**UT WISI ENIM AD MINIM VENIAM, QUIS NOS
TRUD EXERCITATION ULLAM CORPER SUS
CIPIT LOB ORWTIS NISL UT ALIQU IPEX EA.**

15pt type/15pt line spacing
-25 tracking

Usage: Introduction text

Ut wisi enim ad minim veniam, quis nos trud exercitacion ullam corper sus cipit lob orwtis nisl ut aliqu ipex ea com modo conse quat.

10pt type/10pt line spacing
-15 tracking

Usage: Body copy

Ut wisi enim ad minim veniam, quis nos trud exercitacion ullam corper sus cipit lob orwtis nisl ut aliqu ipex ea com modo conse quat.

7pt type/7.5pt line spacing
-15 tracking

Usage: Footnotes, Sources

Ut wisi enim ad minim veniam, quis nos trud exercitacion ullam corper sus cipit lob orwtis.

BASIC ELEMENTS GRAPHIC STYLE

The Climate Group primary graphic style uses blocks of brand colour over text to highlight key points and to create levels of hierarchy within documents. This is particularly useful when used with facts and quotes as outlined below. Within image captions, all text is highlighted using a percentage of black. Look at section five where examples of graphic style is used in existing documents.

By using various colours of type and bar you can create different levels of hierarchy:

Level one is black type with a black bar which starts one space after the last word.

Level two is white type out of a PANTONE 185 bar.

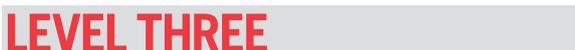
Level three is PANTONE 185 type overprinted on a 10% black (10%k) bar.

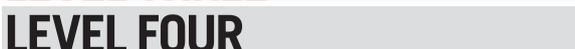
4th level is black type with a 10% black (10%k) bar

Facts are always in Trade Gothic Bold and in caps. Limit the amount of copy as large paragraphs can become difficult to read. The word "FACT" should be PANTONE 185 and the text black (100%k) over grey box (10%k).

LEVEL ONE 

LEVEL TWO 

LEVEL THREE 

LEVEL FOUR 

FACT: UT WISI ENIM AD
MINIM VENIAM, QUIS NOS
UT WISI ENIM AD MINIM

Quotes are always in Trade Gothic Bold and in caps. Limit the amount of copy as large paragraphs can become difficult to read. The word "QUOTE" should be black (100%k) and the text PANTONE 185 over grey box (10%k).

QUOTE: "UT WISI ENIM AD
MINIM VENIAM, QUIS NOS."
NAME, POSITION, COMPANY

Captions can be placed on photography or on the opposite page. The word "RIGHT" should be black (100%k) and the text PANTONE 185 over grey box (10%k). If placed on the image there is no need to indicate "left" or "right".

RIGHT
HIGH OCCUPANCY VEHICLE
LANE, CALIFORNIA, USA – WITH
INITIATIVES SUCH AS ITS HIGH
OCCUPANCY VEHICLE LANES AND
PROPOSED HYDROGEN HIGHWAY,
CALIFORNIA'S LEADERSHIP ON
CLIMATE CHANGE IS CLEAR AND
DEMONSTRATES HOW REGIONS
CAN BE EFFECTIVE AT REDUCING
GHG EMISSIONS.



As well as overprinting type, you can overprint graphics onto photography. This is an example of overprinting used in *Carbon Down Profits Up* which you can see in section five.



BASIC ELEMENTS

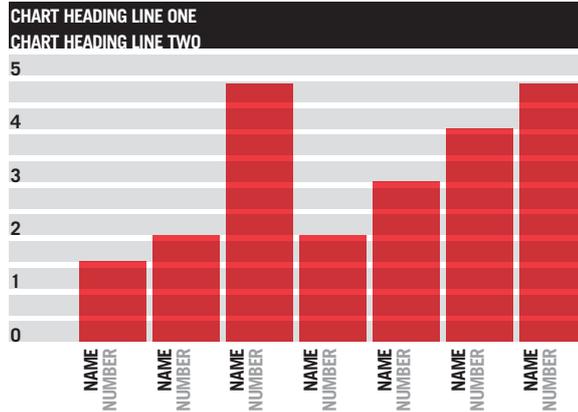
CHARTS AND GRAPHS

The Climate Group have an individual style developed for pie charts and graphs which creates consistency across all documents. Percentages of black and overprinted PANTONE 185 are used to create bold and striking information.

BAR CHARTS

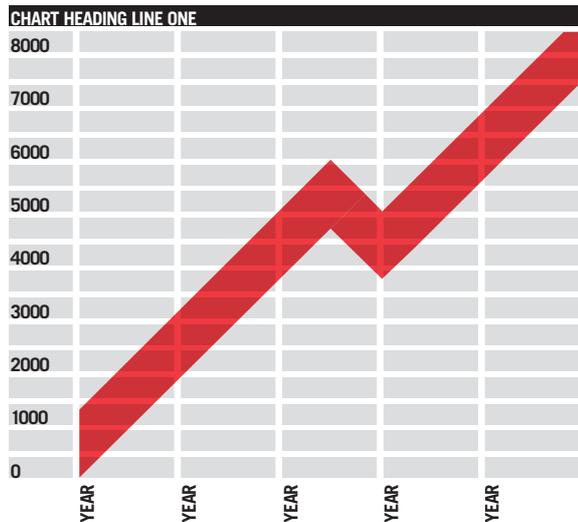
The width of a chart is dictated by the width of a column in each document. The horizontal 10%k bars are 7.5pt high and sit on every baseline of a 10pt baseline grid.

Titles should be white out of black, with as many lines used as necessary. Numbering on the x axis should also be black and on the y axis black and 40%k. The bars are overprinted PANTONE 185.



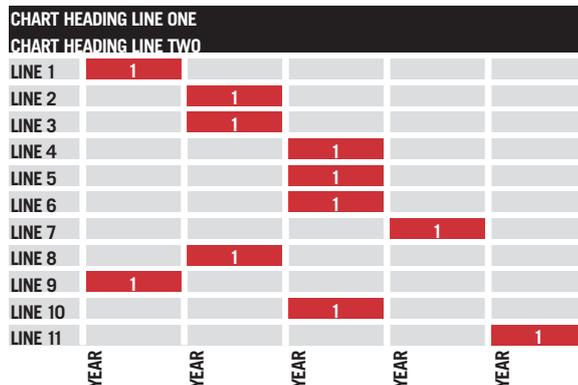
LINE CHARTS

Bar chart use vertical lines that are 2.5pt on the y axis.



SCATTER GRAPH

This graphic style can be adapted to and used in any type of graph or chart.



TABULAR TABLES

A table can be as short as one column in the document or the width of a page depending on the amount of columns needed.

Table titles should be white out of black bars. Content titles are white out of grey (40%k). Table content is black (100%k) on grey boxes (10%k).

MAIN BIOETHANOL PRODUCERS IN THE US		
	2006	2007
	CAPACITY	GROWTH
1	ADM	25%
2	VERASUN	5%
3	AVENTINE RENEWABLE ENERGY	3.5%
4	HAWKEYE RENEWABLES	1%
5	AS ALLIANCES BIOFUELS	N/A
6	ABENGOA	2.5%
7	MIDWEST GRAIN PROCESSORS	1%
8	US BIOENERGY CORP	N/A
9	CARGILL	2.8%
TOTAL CAPACITY		43%
		842M

PIE CHARTS

Using percentages of black with numbers to divide the pie into sections. The data for the pie sits below it in a table.

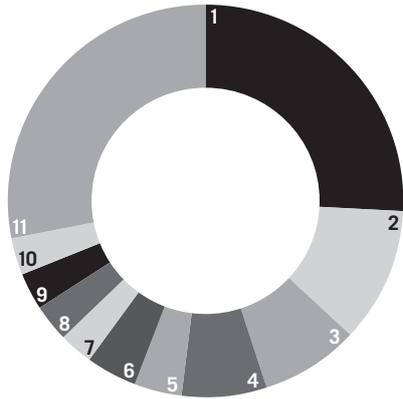


TABLE HEADING	
SUB HEADING	100%
TABLE CONTENT	100%
TOTAL	100%

Larger tables like the ones used in *Carbon Down Profits Up* do not use tints of black in the background as on larger tables this can become difficult to read. 0.25pt key lines are used to help group the information, with main headings white out of black boxes and sub headings white out of PANTONE 185. All body copy is black (100%k).

CITY/COUNTRY/CARBON FOOTPRINT	REDUCTIONS AND ACHIEVEMENTS	FINANCIAL BENEFIT/INVESTMENT
HEIDELBERG – Germany » 973,000 (2002). ⁽¹⁾	35% reduction in corporate CO ₂ e emissions 1993-2004. 13% reduction in CO ₂ e emissions from university buildings 1999-2002. ⁽²⁾	Not documented
HELSINKI – Finland » Community: 4,500,000 (2005). ⁽¹⁾	5% reduction in community CO ₂ e emissions 1990-2005. ⁽²⁾	– €1,100,000 cumulative energy cost savings from city-owned buildings 1990-2005. ⁽¹⁾

03

VISUAL LANGUAGE

PHOTOGRAPHY

SUPPLIED IMAGERY

INCORRECT IMAGERY

ILLUSTRATION

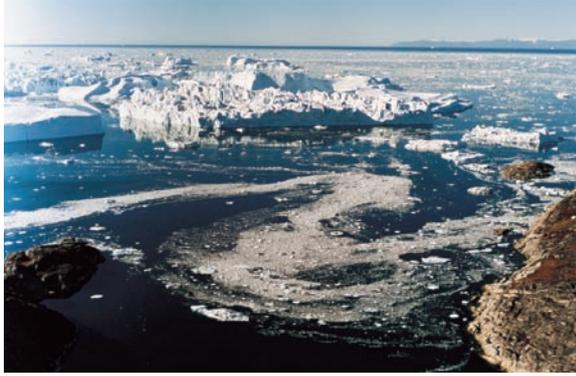
VISUAL LANGUAGE

PHOTOGRAPHY

Visual language is one of the most important elements of a company’s corporate identity as strong imagery, consistently and powerfully applied, can help make our brand appealing and our communication materials instantly recognisable. The Climate Group holds a library of unique photography by a selection of Magnum Photographers as a result of the NorthSouthEastWest project.

The images from the book and exhibition have been used widely across Climate Group publications and marketing materials so we are keen to ensure that specific images aren’t over-exposed.

Speak to The Climate Group head office to confirm usage rights.



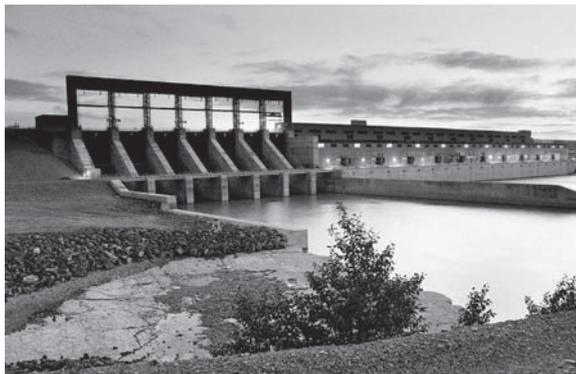
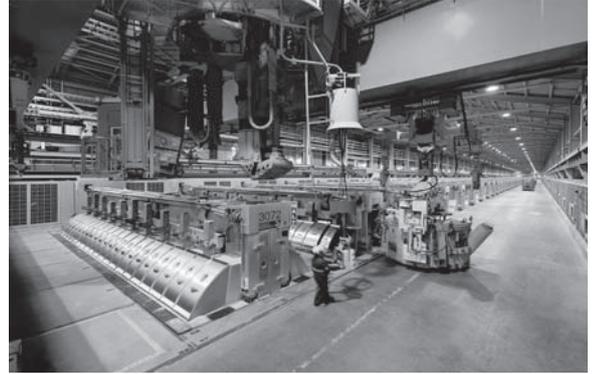
VISUAL LANGUAGE

SUPPLIED IMAGERY

In addition to the NorthSouthEastWest imagery, images for publications may need to be selected from other sources. It is vital that there is a degree of consistency between these images and that a high edit standard is maintained. Black and white photography is the preferred option as it makes production more economical and saving energy, however colour photography can be used.

Some key words that should be considered when selecting photography are bold, dynamic, perspective, graphic, abstract, contemporary and contrast.

Image spec for printed materials:
300dpi file at correct usage size (100%).



VISUAL LANGUAGE

INCORRECT IMAGERY

Avoid any supplied photography, which fits into one of the following categories detailed below: – low quality – out of focus, low resolution (less than 300dpi for print) – lacking in contrast – too light or dark – poor perspective (too close/far away from subject) – bad image crop – incorrect format for publication (portrait or landscape) – image that is too ‘busy’.

This image is badly lit and is very bland.



Try and avoid any image that may look like a family photograph. In this image the person is looking straight at the camera smiling which is a little clichéd. The subject matter for this photograph is the taxis yet most of the attention is on the driver.



These images are too tightly cropped.



Avoid stereotypical photography. Images of wind turbines and solar panels are used often so create interesting and dynamic crops.

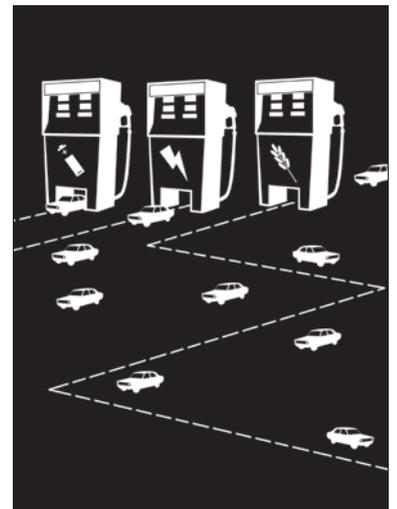


VISUAL LANGUAGE

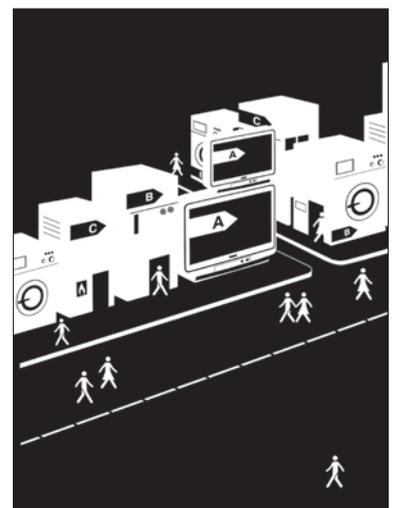
ILLUSTRATION

The Climate Group owns the usage rights to the illustrations shown below. These illustrations were created for *In The Black: The Growth of the Low Carbon Economy* and communicate specific solutions associated with the reduction of CO₂ emissions. This work represents an accurate style guide for the type of illustration that is appropriate to the brand's visual language.

Illustrations created by Lucy Vigrass for The Climate Group's *In The Black: The growth of a Low Carbon Economy* publication.



One colour, simple, bold line work creates a distinctive series of illustrations.



VISUAL LANGUAGE

ILLUSTRATION

Detailed below are other examples of the type of illustration, which would also be considered appropriate to The Climate Group. As a guide, illustration should be simple, contemporary, graphic, clear in message or completely abstract (if appropriate) and most importantly, unique to the brand.

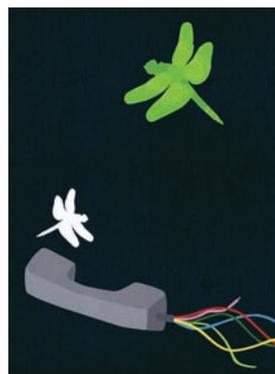
SANNA ANNUKKA
Big Active
www.bigactive.com



KAM TANG
Big Active
www.bigactive.com



LUCY VIGRASS
Peepshow
www.peepshow.org.uk



04

STATIONERY
GRID STRUCTURE
LETTERHEADS
FAX
COMPLIMENTS SLIP
BUSINESS CARD

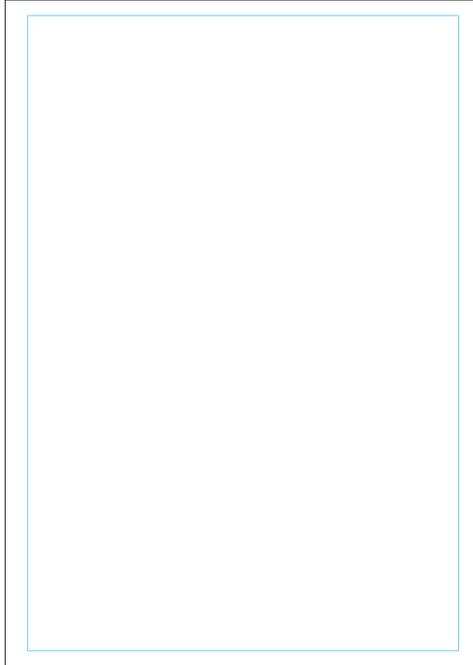
STATIONERY GRID STRUCTURE

The grid is the underlying structure for any design layout. It helps to organise all graphic elements in a clear and consistent way and using it will help create a strong visual personality for the brand.

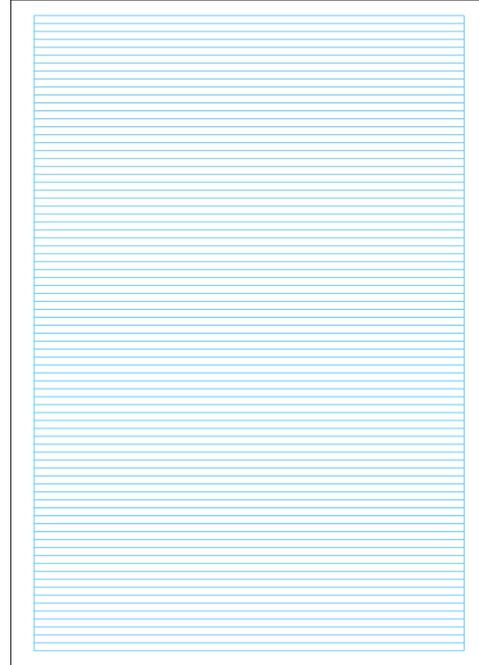
The grid area contains all graphic elements, with the only exception being full bleed images.

The baseline grid uses 10pt horizontal increments.

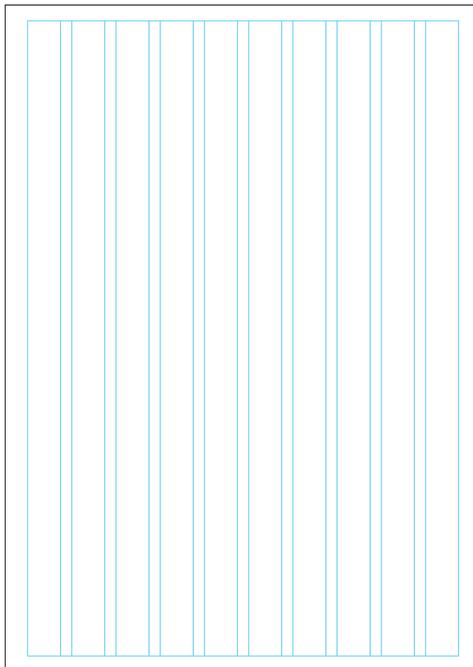
The number of columns depends on format size, with the maximum being 10 columns on an A4 format (as illustrated).



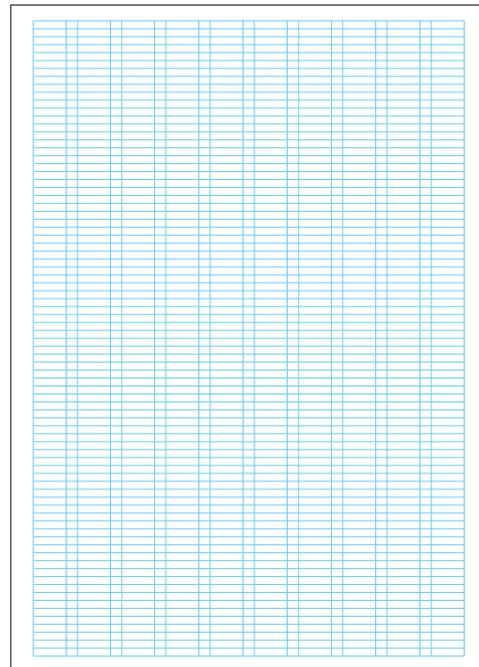
Grid area
The grid area is the area in which graphic elements are placed



Baseline grid
The baseline grid is the incremental measure upon which type sits



Column grid
The column grid is the structure which arranges vertical columns



Composite grid
The baseline and column grids combined for the placement of all graphic elements

STATIONERY LETTERHEAD A4

As shown, all elements are designed to align with a detailed grid and the address and legal copy align directly to the baseline grid. As detailed below, certain items are pre-printed whilst others are over-printed by using the electronic template.

Shown at 55%

Specification:
10 Column grid
5mm gutters
10pt baseline grid

Prints: Black + 185
Paper: Uncoated 115gsm
Use FSC certified paper stocks
Body copy: Arial Regular

1. Marque (black/PANTONE 185)
2. Name and address block with date one line space below
3. Addressee
4. Sign off
5. Registered information
6. Logotype (black/PANTONE 185)
7. Address block
8. Strap line

Electronic templates have been created for A4 and US letter and should be used whenever producing a letter in order to ensure consistency in terms of layout and typographic style across all correspondence.

1. **Marque**

2. **Name and address block with date one line space below**

3. **Addressee**

4. **Sign off**

5. **Registered information**

6. **Logotype (black/PANTONE 185)**

7. **Address block**

8. **Strap line**

10 29.5 49 68.5 88 107.5 127 146.5 166 185.5
24.5 44 63.5 83 102.5 112 141.5 161 180.5 200

Baseline 0pt

Baseline 160pt

Baseline 200pt

Baseline 310pt

Baseline 720pt

Baseline 740pt

STATIONERY

LETTERHEAD US LETTER

The US letterhead follows the same style as the standard A4 version but is adapted to the correct size for US usage.

Shown at 55%

Specification:
 US Letter 8 x 11" Portrait
 10 Column grid
 5mm gutters
 10pt baseline grid

Prints: Black (100%) + 185
 Paper: Uncoated 115gsm
 Use FSC certified paper stocks
 Body copy: Arial Regular

1. Marque: Black (100%) and PANTONE 185)
2. Name and address block with date one line space below
3. Addressee
4. Sign off
5. Registered information
6. Logotype: Black (100%) and PANTONE 185)
7. Address block
8. Strap line

Electronic templates have been created for A4 and US letter and should be used whenever producing a letter in order to ensure consistency in terms of layout and typographic style across all correspondence.

Baseline 0pt

Baseline 150pt

Baseline 190pt

Baseline 300pt

Baseline 670pt

Baseline 690pt

10 30.1 50.2 70.3 90.4 110.10 130.6 150.7 170.8 190.9 206

25.1 45.2 65.3 85.4 105.5 126.6 145.7 165.8 185.9

Shown at 55%

Specification:
10 Column grid
5mm gutters
10pt baseline grid

Prints: Black + 185
Paper: Uncoated 115gsm
Use FSC certified paper stocks
Body copy: Arial Regular

- 1. Marque (black/PANTONE 185)
- 2. Fax address/subject block
- 3. Fax copy
- 4. Legal copy
- 5. Registered information
- 6. Logotype (black/PANTONE 185)
- 7. Address block
- 8. Strap line

FAX	
TO	A N Other
FAX NUMBER	1234 567 891
SUBJECT	Fax template
FROM	Name Surname
DATE	00.00.00
TOTAL PAGES	1

4 This facsimile transmission contains information, which is confidential and/or privileged. This information is intended for use only by the addressee indicated above. If you are not the intended recipient, please be advised that any disclosure, copying, distribution, or use of the contents of this information is strictly prohibited, and that any misdirected or improperly received information must be returned to this company immediately. Your cooperation in phoning us if erroneous receipt is requested.

5 Registered in England and Wales as:
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Company Registration Number: 0964424
Charity Registration Number: 1102809
Registered Office: The Climate Group
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8 GLOBAL LEADERS FOR
CLIMATE SOLUTIONS

Baseline Opt

Baseline 160pt

Baseline 200pt

Baseline 310pt

Baseline 720pt

Baseline 740pt

10 29.5 49 68.5 88 107.5 127 146.5 166 185.5
24.5 44 63.5 83 102.5 112 141.5 161 180.5 200

STATIONERY COMPLIMENTS SLIP

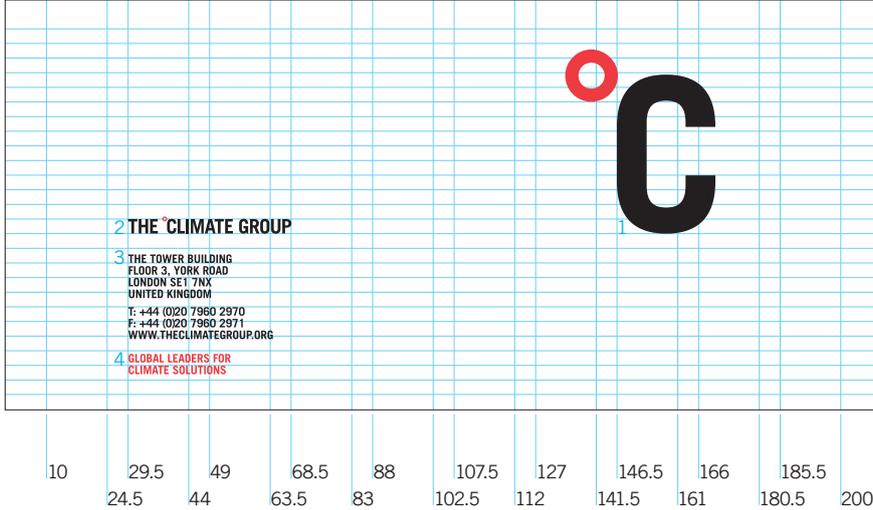
The compliments slip uses a grid based on the A4 stationery grid, but shortened in depth. The address and supplementary legal text are identical to that on the corresponding letterhead. All elements are pre-printed.

Shown at 55%

Specification:
DL 210 x 99mm
10 Column grid
5mm gutters
10pt baseline grid

Prints: Black + 185
Paper: Uncoated 115gsm
Use FSC certified paper stocks

- 1. Marque (Black/PANTONE 185)
- 2. Logotype (Black/PANTONE 185)
- 3. Address block
- 4. Strap line



Baseline 160pt
Baseline 200pt

STATIONERY

BUSINESS CARDS

The business cards use a different grid and type size to the rest of the stationery due to their standard size, but all elements relate closely to the other stationery items. This helps to maintain consistency and reinforce The Climate Group brand on a personal level.

Shown at 100%

Specification
55 x 85mm Portrait
5mm gutters
8pt Grid

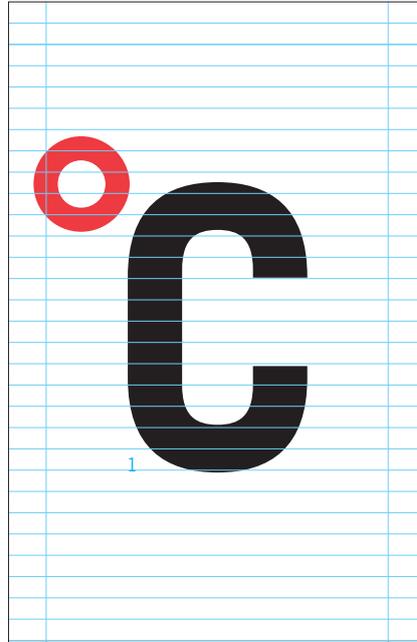
Paper: Uncoated 350gsm. Use for FSC certified paper stocks.

- 1. Marque (black/PANTONE 185)
- 2. Name/number/email
- 3. Address block
- 4. Strap line



5

50



05

LITERATURE

ISO/DIN A FORMATS

GRIDS

LITERATURE EXAMPLES

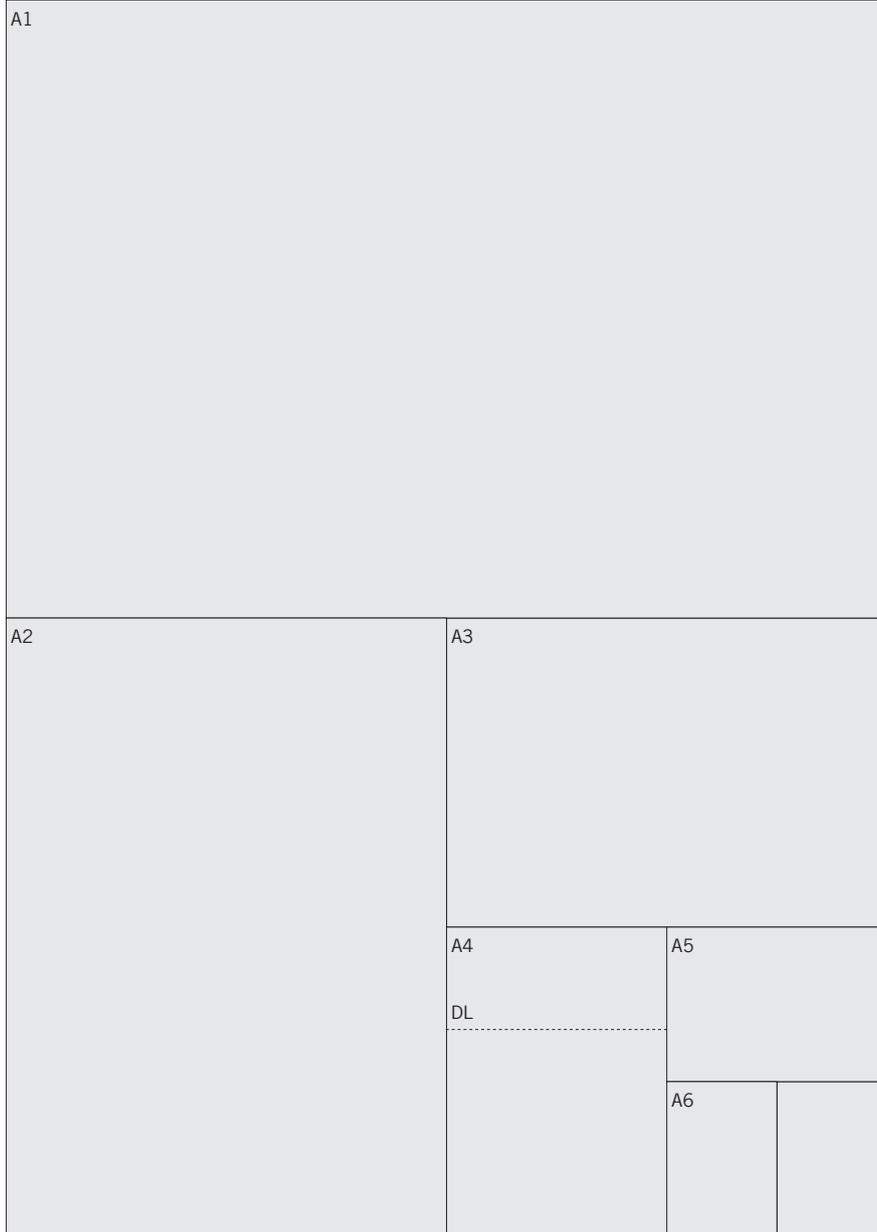
PAPER AND PRODUCTION

LITERATURE

ISO/DIN A FORMATS

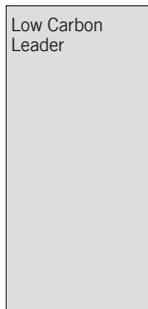
Publications can follow any of the recognised formats such as ISO/DIN series below but should consider formats that are more economical regarding paper usage and subsequently help to distinguish The Climate Group further.

A0	840 x 1189mm
A1	594 x 840mm
A2	420 x 594mm
A3	297 x 420mm
A4	210 x 297mm
A5	148 x 210mm
A6	105 x 148mm
DL	99 x 210mm



Formats used for The Climate Group:

LCL	148 x 297mm
NSEW	210 x 210mm



The grid is the underlying structure for any design layout. It helps to organise all graphic elements in a clear and consistent way and using it will help create a strong visual personality for the brand. The grid area contains all graphic elements, with the only exception being full bleed images.

The baseline grid is 10pt. All type sizes should be chosen to work with the leading increments. Leading should be multiples of 10. For example 2.5, 5, 7.5, 10, 12.5 or 15. In *Carbon Down Profits Up* the type was set at 9pt type on 10pt leading.

RIGHT

DISTRICT CHP PLANT, TOKYO, JAPAN – 15 KEY MEASURES TO ACHIEVE EMISSIONS REDUCTIONS HAVE BEEN IDENTIFIED IN THIS REPORT – INCLUDING ENERGY EFFICIENCY, FUEL SWITCHING AND PROCESS CHANGES.

OVERVIEW**CARBON PROFITABILITY**

With the science of dangerous climate change now widely accepted by governments, companies and the general public, 2006 has seen a shift away from the debate over the role of GHGs in shaping our planet's future to one about how to make the deep emissions reductions necessary to avoid the worst climate impacts. As in previous years, this third edition of *Carbon Down Profits Up* highlights leadership in this area and points to the action, innovation and concrete results that have done most to cut emissions. In particular, the report shows that there is an ever-growing cohort of companies, cities and regional governments that, for a variety of reasons and with a range of different strategies, have managed to reduce their carbon footprints in a way that is consistent with strengthened operational performance and in many cases, making significant cost savings. Understanding how economic development and deep emission reductions can be mutually reinforcing is the key to a successful transition to a low carbon economy.

IN THIS EDITION:

- 137 ORGANISATIONS FROM 20 COUNTRIES HAVE REPORTED GHG EMISSIONS REDUCTIONS
- 27 CORPORATIONS REPORTED BOTH EMISSIONS REDUCTIONS AND COST SAVINGS. CUMULATIVELY, THESE EMISSION REDUCTIONS TOTALLED 89.5 MILLION TONNES CO₂E – AN AVERAGE REDUCTION OF APPROXIMATELY 18%
- CATALYST PAPER, DUPONT, ASTRAZENECA, AND THE GOVERNMENTS OF SEATTLE (US) AND WOKING (UK) HAVE CUT OPERATIONAL EMISSIONS OVER 60%
- ENERGY EFFICIENCY, RENEWABLE ENERGY AND WASTE MANAGEMENT ARE THE MOST FREQUENTLY IMPLEMENTED MITIGATION MEASURES ACROSS ALL SECTORS, PUBLIC AND PRIVATE

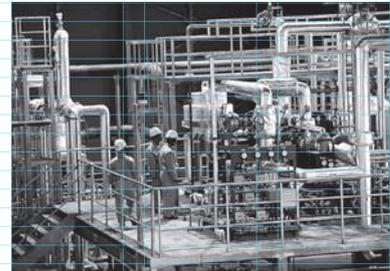
This compatibility between economic growth and climate protection was one of the key findings of the recently published Stern Review on the economics of climate change. Two of the review's major conclusions were that:

- the cost of cutting GHG emissions is likely to be significantly lower than the costs associated with the impacts of climate change; and
- at a macro level there is considerable potential for there to be economic benefits associated with GHG emission reductions.

The findings of this report strengthen this argument at the micro-level. Without pretending that mitigating climate change will be achieved without cost, the 84 corporations, 36 city and 17 regional governments profiled here demonstrate that there is considerable scope to cut emissions and reap significant financial benefits.

These organisations are collectively responsible for over 3.5 billion tonnes of CO₂e (equivalent) emissions – nearly 8% of the global total. While there may be some overlap between sectors, the corporations listed account for 1.8 billion tonnes CO₂e, the cities for 336 million tonnes CO₂e and the regions for 1.3 billion tonnes CO₂e. Together, the 137 organisations have reduced their emissions by over 497 million tonnes CO₂e, an average cut of over 14%; nearly half of these have been achieved by corporations. 1%, 63% and 60% reductions by Catalyst Paper,

AstraZeneca and DuPont respectively. Local governments have made similarly impressive reductions in operational (corporate) GHG emissions and as in previous editions of this report, Woking's 79% and Seattle's 60% cuts since 1990 stand out as beacons to other cities. The report shows that there is an ever-growing



The ways these cuts have been achieved also supports the conventional wisdom that: a) there is significant potential for energy efficiency improvements – 126 organisations (92%) used energy efficiency as part of their emissions reductions strategy – and b) that no single approach will be sufficient to reduce global emissions to the levels that science suggests are necessary. Almost all the organisations in this report employed more than one measure, with over 100 (73%) using some form of renewable energy, 77 (56%) improving waste management and 102 (74%) organisations using five or more different measures.

Together these measures have enabled organisations to make impressive cost savings and returns on investment, in particular from energy efficiency improvements that, in many cases, have payback periods of less than one year. Dow Chemicals, for example, managed to save US\$4 billion between 1994 and 2005 from reduced energy use, while DuPont saved US\$3 billion between 1990 and 2005. City and regional governments too have managed to make significant cuts to energy bills: Austin (Texas) has saved US\$200 million over the last 14 years, with Minneapolis and Toronto achieving similar paybacks on their energy conservation investments. California, for its part, estimates that improvements in energy efficiency in the industrial and commercial sectors between 1975 and 1995 provided economic net benefits of US\$875-\$1300 per capita and that existing building and appliance standards saved Californians US\$56 billion through 2003 and will save an additional US\$43 billion in utility costs between 2001 and 2013. In total, over US\$64 billion in savings to consumers and residents have been reported by cities and regions.

All in all, while efforts to cut emissions are still far from commensurate with the scale of the problem, the evidence presented here clearly points to the fact that cutting emissions can make economic sense. For businesses a proactive approach to tackling climate change can enhance performance by improving reputation and brand value, cutting operational costs and offering the cities for 336 million tonnes CO₂e and

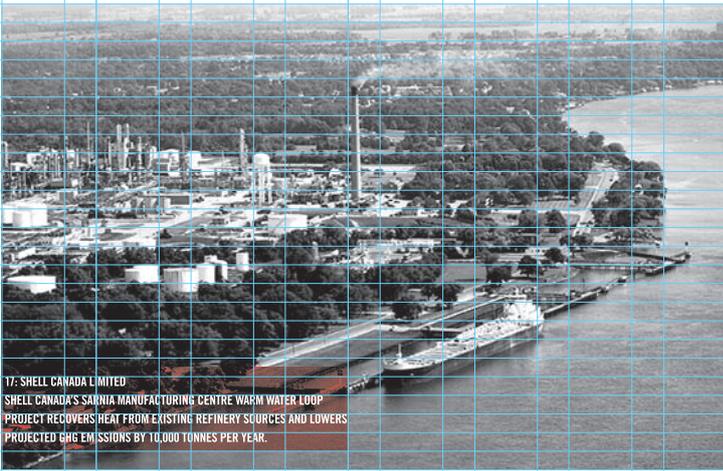
LITERATURE

LOW CARBON LEADER GRID

This grid should be used when designing Low Carbon Leaders. This helps create a consistent series of documents.

This grid is set up with 8 columns which gives great flexibility when creating information heavy tables.

The baseline grid uses 10pt horizontal increments. The type size used for body copy is 9.5pt on 10pt leading.



17: SHELL CANADA LIMITED
SHELL CANADA'S SARNIA MANUFACTURING CENTRE WARM WATER LOOP
PROJECT RECOVERS HEAT FROM EXISTING REFINERY SOURCES AND LOWERS
PROJECTED GHG EMISSIONS BY 10,000 TONNES PER YEAR.

17: SHELL CANADA LIMITED
 EMPLOYEES: 4,003 (2004)
 REVENUES: CA\$11.3 BILLION (2004)
 CARBON FOOTPRINT: 11.3 MILLION TONNES CO₂e (2004)*

Shell Canada Limited is one of the largest integrated petroleum companies in Canada, producing natural gas, natural gas liquids and bitumen. The company is also a leading manufacturer, distributor and marketer of refined petroleum products. Shell Canada committed to reducing GHG emissions to 6% below 1990 levels in their Exploration and Production and Oil Products base businesses by 2008.

To assist in the development of the company's GHG management plans, Shell Canada Limited established a Climate Change Advisory Panel. The panel regularly examines the company's progress toward its GHG reduction commitments.

In 2004, the GHG emissions from the base businesses, Exploration and Production and Oil Products, were 7.9 million tonnes, a reduction of 2% on 1990 levels, and is on track towards meeting the 6% reduction target by 2008.

As part of Shell Canada's 2004 CA\$11 million investment in energy improvement projects, the Sarnia Manufacturing Centre warm water loop project recovers heat from existing refinery sources and lowers projected GHG emissions by 10,000 tonnes per year. Receiving an Honorable Mention in the Large Energy Users Category at Natural Resources Canada's 2004 Energy Efficiency Awards, the Sarnia project also resulted in a net energy saving worth CA\$1.6 million per year.

Between 2005 and 2008, the company estimates that it will spend a further CA\$31 million on energy improvement projects at their refineries and anticipate that these improvements will result in a reduction of over 300,000 tonnes of CO₂. A further goal of improving energy efficiency by an average of 1% per year from 2000 to 2005 is near completion.

At start-up, Shell Canada estimated that the Athabasca Oil Sands Project (AOSP) would add 3.5 million tonnes of GHGs to corporate emissions. The company has committed to a 50% voluntary reduction in the emissions from this project by 2010.

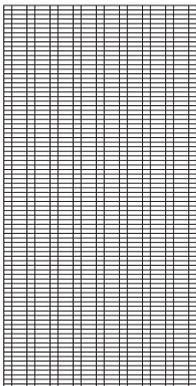
"I BELIEVE THAT CLIMATE CHANGE IS ONE OF THE MOST IMPORTANT ENVIRONMENTAL ISSUES FACING US TODAY. SHELL CANADA HAS TAKEN ACTION ON CLIMATE CHANGE FOR OVER A DECADE AND WE WILL CONTINUE TO PLAY AN ACTIVE ROLE IN MANAGING THIS ISSUE"
CLIVE MATHER, PRESIDENT AND CEO, SHELL CANADA LIMITED

Shell Canada is also exploring opportunities to add alternate energy sources to its energy portfolio and currently purchases enough wind power to supply its Calgary Research Centre operations.

To reduce operational paper use, Shell Canada's retailer website provides online versions of frequently used documents. In addition to reducing indirect GHG emissions, the project has resulted in a reduction of 1.6 million pages of paper, and saved approximately CA\$550,000 in annual print and distribution costs.

*Direct and indirect emissions.

20 21



LITERATURE

LITERATURE EXAMPLES

The left hand column of each page acts as an 'information corridor' for charts and graphs.

MARKET GROWTH AND VALUE CREATION

MARKET GROWTH

Recent developments in the global auto industry show how a number of companies are changing customer preferences, often by moving to products and services that are more profitable and less capital intensive. Ford and DaimlerChrysler have been particularly successful in this regard, with Ford's F-Series pickup truck and DaimlerChrysler's Sprint van leading the way. These vehicles are profitable because they are easy to sell and have a long life span. Ford's F-Series pickup truck is the best-selling vehicle in the world, with over 1 million units sold in 2005. DaimlerChrysler's Sprint van is the best-selling van in the world, with over 1 million units sold in 2005.

VALUE CREATION

Value creation is the process of creating value for customers. This is done by providing products and services that are better than those of competitors. Value creation is a key to long-term success in any market. Companies that create value for their customers are more likely to succeed in the long run. Value creation is a continuous process that requires ongoing investment in research and development, marketing, and customer service.

THE MIX OF THE MARKET FOR FORD AND DAIMLERCHRYSLER

Segment	Value
1. SUV	1,000
2. Sedan	8,000
3. Truck	2,000
4. Van	1,000
5. Other	1,000
6. Total	13,000

It is important not to fill all the pages with text. Try and leave some white space on pages as this helps to make the document easier to read.

HIGHWAY BUILDING TECHNOLOGIES

CONCRETE

Concrete is a key material in highway construction. It is used for roads, bridges, and other infrastructure. Concrete is a durable and long-lasting material that can withstand heavy traffic and weather conditions. Concrete is also a relatively inexpensive material, making it a popular choice for highway construction. Concrete is made from a mixture of cement, sand, and aggregate. The concrete is then poured into forms and allowed to cure. Concrete is a key material in highway construction because it is so durable and long-lasting.

STEEL

Steel is another key material in highway construction. It is used for bridges, overpasses, and other infrastructure. Steel is a strong and durable material that can withstand heavy traffic and weather conditions. Steel is also a relatively inexpensive material, making it a popular choice for highway construction. Steel is made from iron and carbon. The steel is then rolled into various shapes and sizes. Steel is a key material in highway construction because it is so strong and durable.

CHAPTER TWO: ENERGY-SMART PRODUCTS

Energy-smart products are designed to save energy and reduce costs. These products include smart TVs, smart washing machines, and smart refrigerators. Energy-smart products are becoming increasingly popular as consumers become more aware of their energy usage and the impact of climate change. Energy-smart products are designed to be more efficient than traditional products. They use sensors and smart technology to optimize energy usage. Energy-smart products are a key part of a sustainable future.

A glossary of terms and sources is usually found at the back of a document. Red bars with white text are used to highlight each term. The smallest type size is used for the sources.

The back page lists all The Climate Group offices and contact details.

GLOSSARY OF TERMS

Alternative energy - Energy that is not derived from fossil fuels, such as wind, solar, and hydro.

Carbon footprint - The amount of greenhouse gases that are emitted during the production and use of a product or service.

Climate change - A long-term change in the Earth's climate, which is caused by an increase in greenhouse gases.

Greenhouse effect - The process by which greenhouse gases trap heat in the Earth's atmosphere, leading to an increase in temperature.

Renewable energy - Energy that is derived from natural resources that are replenished over time, such as wind, solar, and hydro.

SOURCES

1. The Climate Group, 'The Climate Group Report 2006', London, 2006.

2. The Climate Group, 'The Climate Group Report 2007', London, 2007.

3. The Climate Group, 'The Climate Group Report 2008', London, 2008.

4. The Climate Group, 'The Climate Group Report 2009', London, 2009.

5. The Climate Group, 'The Climate Group Report 2010', London, 2010.

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LITERATURE LITERATURE EXAMPLES

Carbon Down Profits Up (Third Edition) has been a key publication and major resource tool for The Climate Group and its supporters. Again, the use of colour block overlay on both text and photography are key design elements within this publication. There are also many good examples of information management and the use of complex tabular information and charts.

The cover of *Carbon Down Profits Up* uses the overprinting technique discussed earlier in section two. It creates a very strong, graphic cover.



Contents pages using colours of type to create hierarchy.

CONTENTS

- 01 FOREWORD
- 02 STEVE HOWARD, CEO, THE CLIMATE GROUP
- 03 OVERVIEW
- 04 KAREN ANDERTON AND MARK KEMNER, THE CLIMATE GROUP
- 05 CORPORATES
- 06 CORPORATES
- 07 CORPORATES UPDATE
- 08 CITIES
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- 11 REGIONS UPDATE
- 12 SOURCES
- 13 GLOSSARY
- 14 ACKNOWLEDGMENTS

FOREWORD

The Climate Group publishes this, the third edition of *Carbon Down Profits Up*, at a time when climate change and energy security have become priorities for governments and business alike. Over the last 12 months, we have observed an unprecedented increase in the number of corporations and governments reporting action to reduce greenhouse gas (GHG) emissions. We see front runners across a diversity of sectors, from public to private, oil and gas to hi-tech, retail to real estate, continue to achieve cuts beyond those mandated by policy, reaching over 25% in many cases. More importantly, we continue to see these organisations realising significant financial and economic returns from their actions.

The fundamental message of this report is clearer than ever – GHG emissions reduction is a straight business proposition for those that pursue it.

So what lies behind the growth in activity reflected in successive editions of this report? Only recently, we saw carbon management in many firms firmly under “compliance risk,” or a much-to-be component of corporate social responsibility. Perhaps, now, it is clear to us that advances in science, media-driven breakthroughs in public awareness and a growing acceptance of the inevitability of stronger policy frameworks are altering the arena. The old adage that in every threat lies opportunity holds true, and carbon strategy is fast becoming a competitive issue amongst corporate boardrooms and political parties.

Transparency is also undoubtedly a factor in the reporting boom. Pushed by investor demands and pulled by availability of new reporting methodologies, more companies are turning the spotlight on their own performance. Much still remains to be done, however, to improve standards of carbon disclosure such that better comparisons can be drawn. Nevertheless as the reporters grow in number, so we tighten the criteria for their inclusion. Of over 1,200 organisations surveyed, only the 157 most impressive results in carbon reduction are selected here.

The Climate Group is privileged to work with some of the leaders in this field, assisting as best we can those pushing the envelope on carbon reduction, as well as those driving new markets in climate solutions. Whilst much more needs to be done if the worst impacts of climate change are to be avoided, we believe policymakers, in particular, should see real cause for optimism in the experiences of the leading companies, cities and regional governments. We hope that by drawing attention to the successes of these role models, we can inspire others to rise to the challenge.

STEVE HOWARD
CEO, THE CLIMATE GROUP

A percentage of black can be used behind the type to help highlight important information or pull out facts.

CORPORATES LEADING IN A COMPETITIVE CLIMATE

TOP PERFORMERS

COMPANY	REDUCTION
ABB	25%
ABBOTT LABORATORIES	25%
ABBOTT LABORATORIES	25%
ABBOTT LABORATORIES	25%

NOTES

For more on programs, a clear Monitoring and Reporting of Carbon (M&R) system is essential to ensure that the data is accurate and reliable. The Climate Group is pleased to work with some of the leaders in this field, assisting as best we can those pushing the envelope on carbon reduction, as well as those driving new markets in climate solutions.

Large tables use a combination of key lines and colour bars to highlight and separate information as seen in section two.

COMPANY	REDUCTION	NOTES
ABB	25%	ABB achieved a 25% reduction in GHG emissions across its entire value chain, including manufacturing, distribution, and use of products.
ABBOTT LABORATORIES	25%	ABBOTT LABORATORIES achieved a 25% reduction in GHG emissions across its entire value chain, including manufacturing, distribution, and use of products.
ABBOTT LABORATORIES	25%	ABBOTT LABORATORIES achieved a 25% reduction in GHG emissions across its entire value chain, including manufacturing, distribution, and use of products.
ABBOTT LABORATORIES	25%	ABBOTT LABORATORIES achieved a 25% reduction in GHG emissions across its entire value chain, including manufacturing, distribution, and use of products.

LITERATURE

PAPER AND PRODUCTION

For further information and approval of label application, please contact your FSC accredited certification body. Current contact details are available from www.fsc.org. In the UK the preferred supplier for paper is Howard Smith Paper Group. There are a range of coated, uncoated and coloured stocks to choose from. For samples, swatches and dummies call 01604 443 679. Guaranteed next day delivery from 16 regional sales offices. For more information please visit www.hspg.com

FSC 100% LABEL

Products with a 100% FSC label come from forests certified as being in compliance with the environmental and social standards of the Forest Stewardship Council (FSC).



FSC MIXED SOURCES LABEL

Products with a Mixed Sources label support the development of responsible forest management worldwide. The wood comes from FSC certified well managed forests, company controlled sources and/or recycled material. Company controlled sources are controlled, in accordance with FSC standards, to exclude illegally harvested timber, forests where high conservation values are threatened, genetically modified organisms, violation of people's civil and traditional rights and wood from forests harvested for the purpose of converting the land to plantations or other non-forest use.



The recycling symbol identifies post-consumer recycled content in these products.

FSC Recycled label

Products with a 100% Recycled label support re-use of forest resources and in accordance with FSC standards only use post-consumer recycled wood or fibre.



CARBON NEUTRAL

CO₂ emissions have been independently measured. 100% of emissions have been reduced to net zero through a mix of internal reductions, (change of a manufacturing process for example) and best practice external reductions (carbon offsetting) there will be clear communication around the proposition. There are a set of rules – known as the CarbonNeutral Protocol – governing what the CarbonNeutral brand mark stands for and how it can be applied. These rules are discussed and agreed with an Independent Advisory Group of NGOs, scientists and businesses, and they ensure any CarbonNeutral claims have real integrity and follow best practice.

.....
CarbonNeutral® publication

TONE OF VOICE
THE WAY WE SPEAK
GRAMMATICAL RULES

TONE OF VOICE

THE WAY WE SPEAK

Consistency in how we speak and our terminology is essential given the complex nature of climate change, the amount of information broadcast and printed by the ever growing number of environmental organisations, not to mention our many different audiences in a growing number of countries.

BRAND WORDS

Practical
Bright
Enabling
Collective

BRAND TONE

Positive
Warm
To-the-point
Modern
Spirited

WHAT TO DO

Talk about us and we – not they and them.
eg. We're in this together

Use everyday language – avoid over complication
eg. Looking after our climate through simple action

Be warm but not 'over friendly'
eg. We've made it easy with some simple ways for you to start making a difference

Be down-to-earth – avoid pomposity or 'talking down'
eg. We can show you what'll happen to the world if we ignore climate change and leave it to someone else to solve the problem

Be bright and spirited but avoid too many action-led words
eg. Look what we can achieve if we act together. It's easy to do

WHAT NOT TO DO

Avoid using jargon or 'corporate' words
eg. 'Solutions' or 'tools'

Keep a light tone, but avoid humour for humour's sake – remember we are tackling a serious issue
eg. Sign up today and we guarantee that you'll save energy, save money and become better looking*
(*ok we lied about that one)

06 TONE OF VOICE

GRAMMATICAL RULES

Consistency in how we speak and our terminology is essential. Below offers a few pointers.

CARBON DIOXIDE

Always referred to as CO₂ following first mention on page

GREENHOUSE GASES

Written in abbreviated form 'GHG' following first mention within publication

MEASUREMENT OF TEMPERATURE

Always written in °C first followed by Fahrenheit conversion in brackets e.g. 3°C (5°F)

MEASUREMENT OF CONCENTRATIONS (E.G. CO₂)

Parts per million referred to as 'PPM' after first mention

MEASUREMENTS (GENERAL)

Convert accordingly but beware context:

- > Centimetres to inches
- > Metres (altitude, length/width/depth/thickness) to feet
- > Metres (distance) to yards
- > Miles to kilometers

NB. Use same number of significant figures for conversion

NUMBERS

- > All numbers under nine written as words
- > Numbers over nine written in numeric form unless at start of sentence

CHART TITLES AND CHART AXIS LABELS

All titles and labels, which allude to a measurement of some kind to specify measurement units in brackets

Example: GLOBAL NEAR SURFACE TEMPERATURES (°C)

CREDITING CONTRIBUTORS OR PERSONS QUOTED FOLLOW ORDER AS FOLLOWS:

NAME
POSITION
COMPANY/ORGANISATION
COUNTRY

NB. Country only required for context – need to be careful doesn't change meaning of title)

- > In styled quotes
- > No periods at end
- > Replace periods in text with en rule

US VERSUS UK ENGLISH LANGUAGE

Use appropriate version based on majority share of audience or directive from TCG

MEASUREMENTS OF ENERGY

Megawatts/kilowatts – abbreviated as follows after first mention within document – MWh, kW or kWh
Example: 25MWh (no space)

ACRONYMS FOR ORGANIZATIONS/COMPANIES

Names mentioned in full on first occasion then abbreviated to common acronym form:

Example: Organization for Economic Cooperation and Development (OECD)*

*This can also be referred to in a glossary depending on pub.

TITLES OF BOOKS, ESSAYS, ETC.

Always italicized with date of publication in brackets (if known)

USE OF DOLLARS

Depending on publication audience, specify country in abbreviated form:

Example: US\$15 million

PERCENTAGES

Use: 15-25%
NOT: 15%-25%
NOT: 15 to 25%

YEARS

Abbreviate within the decade/century:

Example: 2000-03
1990-2005
1997-98
1985-1992
2005-2015

STEVE HOWARD

Should always be referred to as 'CEO' not 'Chief Executive'

WEB ADDRESSES

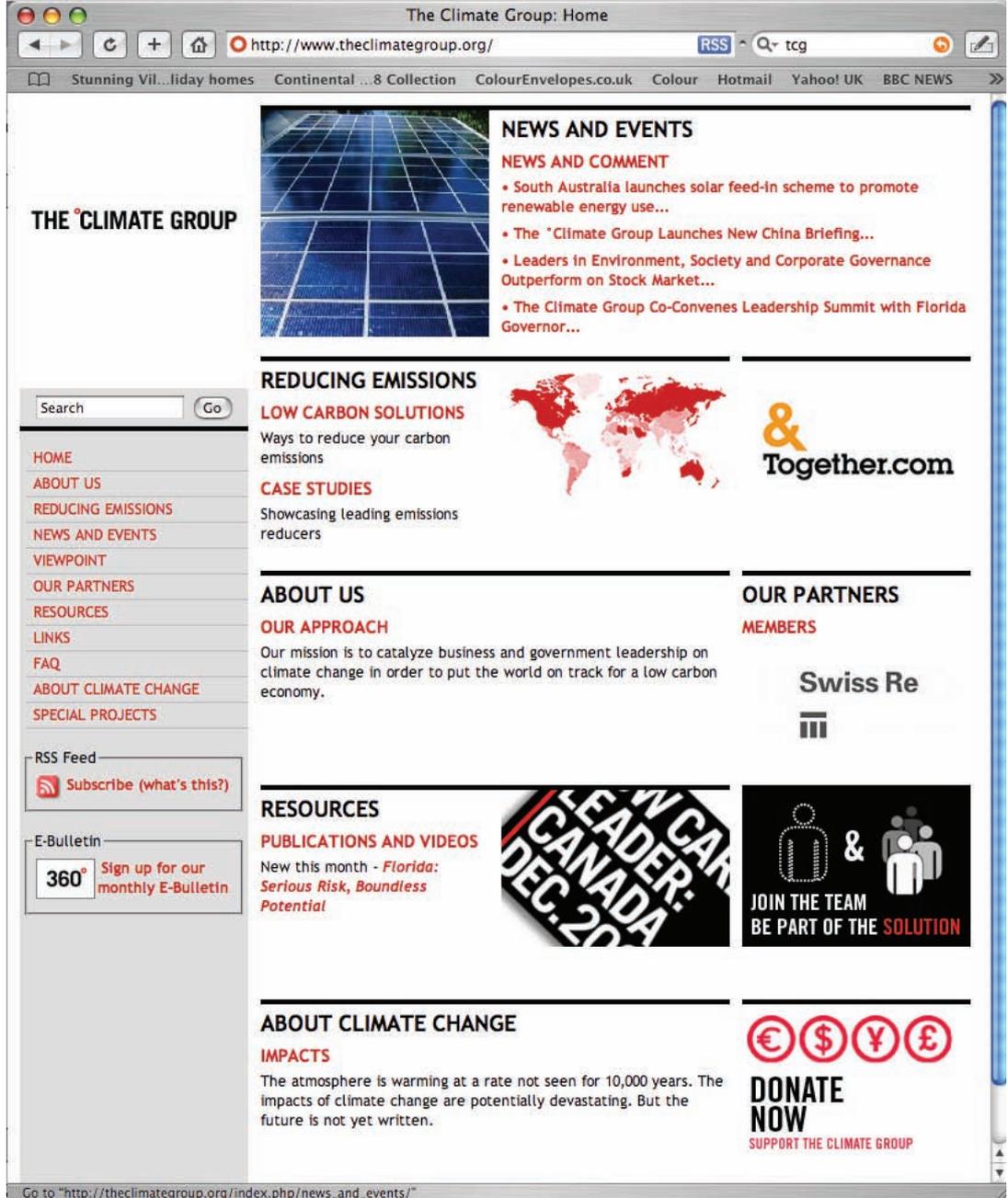
Should always be underlined
WWW.THECLIMATEGROUP.ORG

07

**ELECTRONIC
WEBSITE
E-BULLETIN
EMAIL SIGN OFF
E-FLYER
E-NEWSLETTER
POWERPOINT**

The website has been designed to be as informative and accessible as possible. Content is managed from the UK via a bespoke content management system.

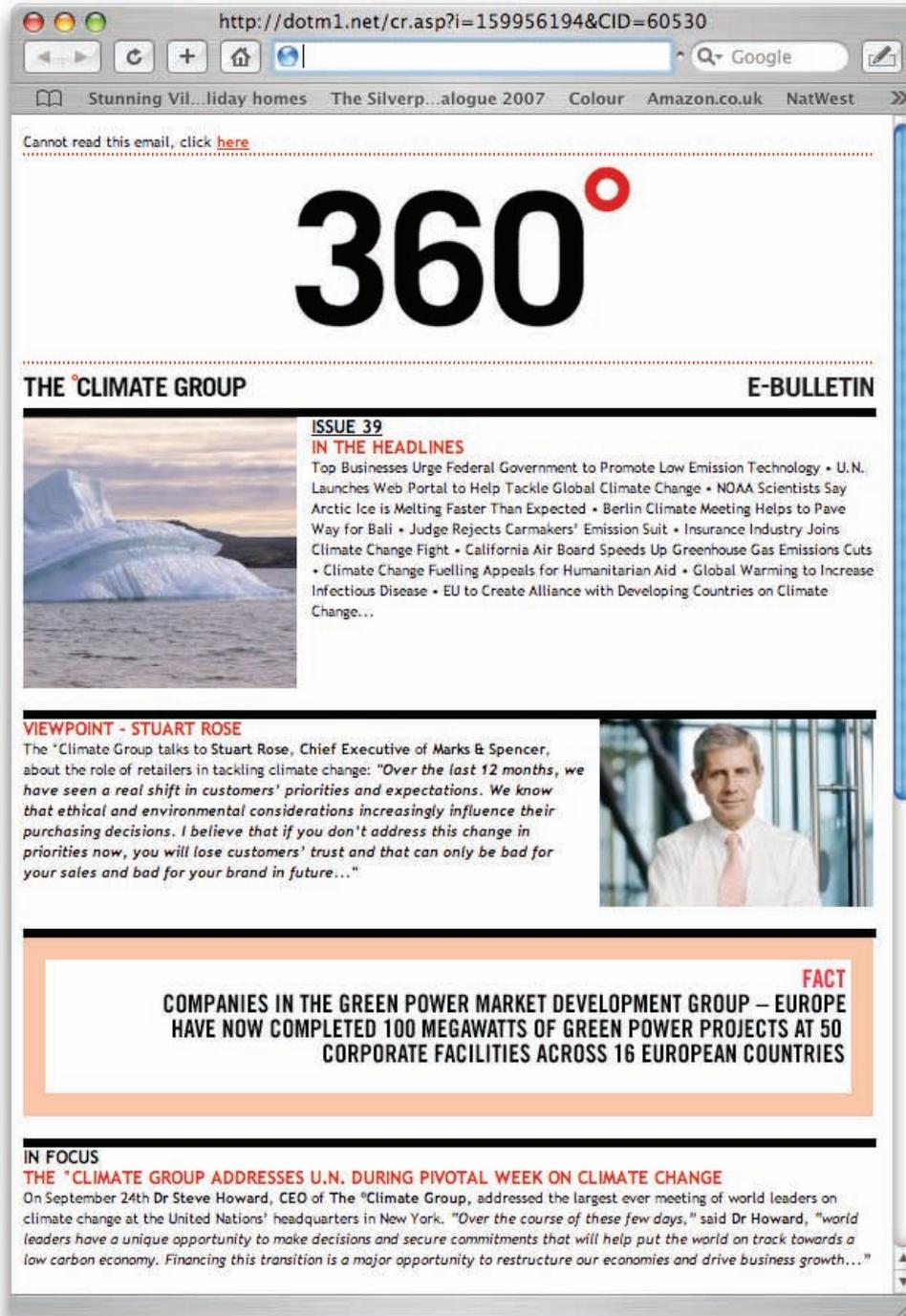
Image spec for online usage: 72dpi at correct usage size (100%).



The internal electronic communications follows the same fundamental principles and basic elements of the corporate identity and should echo the look and feel of the main corporate website. However, these elements should be used in a slightly less formal way to convey the nature of the content and the audience.

Keep layout simple and accessible. A bold keyline denotes a new topic or section.

Black type in CAPS for headings and red type in CAPS for sub headings.



ELECTRONIC EMAIL SIGN OFF

In order to give a consistent look to all email correspondence, a standard sign off style has been designed and should be used by all Climate Group employees. Do not add additional information unless authorised to do so. When emails are run out this additional information often uses extra sheets of paper.

The image on the right is a screen shot of the standard email sign-off.

All type should follow the specification indicated in the example.

Type should always be black, with no highlights in colour or other style changes to personalise the signature.

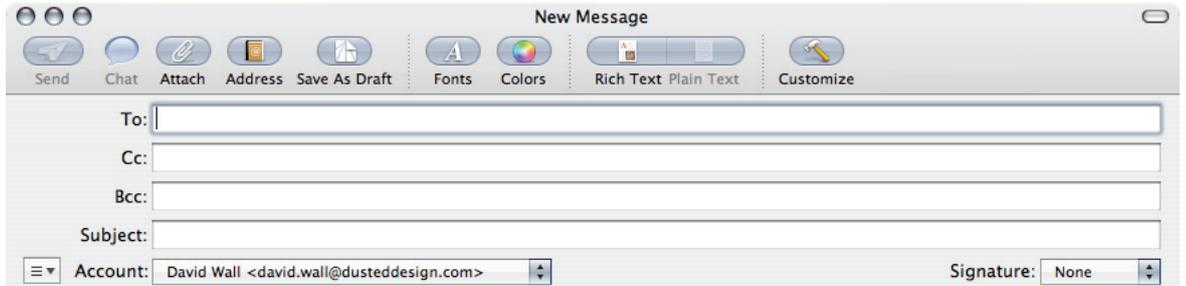
Please note that no line spacing has been specified as this is automatic.

The text used in the email itself should also be Verdana as this is the default system font used on all appropriate Climate Group applications.



Given that people are generally time poor and bombarded with emails, it is essential to grab their attention immediately. Use large text with a date, fact or quote to do this. The bottom half of the e-flyer can hold more detailed information like times and travel information.

Consider the title of the e-flyer. Make sure it is clearly branded so the receiver does not think its junk mail.



Large fact to create interest. Branded with The Climate Group logo.

FACT: THE WORLD IS SET TO WARM BY BETWEEN 1.4 & 5.8°C THIS CENTURY

THE °CLIMATE GROUP

CAN THE WORLD TURN A CORNER ON CLIMATE CHANGE?

A GROWING CIRCLE OF GOVERNMENTS, STATES, CITIES AND BUSINESSES THINK SO. THEY ARE AT THE FORE OF A NEW GLOBAL COMMUNITY FOR A LOW CARBON ECONOMY, UNITED TO CONFRONT A THREAT FROM WHICH NONE OF US CAN HIDE.

YOU ARE INVITED TO THE LAUNCH OF THE CLIMATE GROUP, THE FIRST ORGANISATION TO MOBILISE LEADING GREENHOUSE GAS REDUCERS INTERNATIONALLY INTO A SINGLE FORCE FOR CHANGE; A SOLUTIONS-ORIENTED MOVEMENT COMMITTED TO MINIMISING THE WORLD'S CARBON FOOTPRINT.

**TUESDAY APRIL 27TH 2007
WESTMINSTER, SW1**

VENUE TO BE CONFIRMED 24 HOURS PRIOR TO EVENT BY TELEPHONE

AGENDA:

10:30 REGISTRATION
11:00 EVENT OPENING
INTRODUCTION: DR. STEVE HOWARD
KEYNOTE ADDRESS: PRIME MINISTER TONY BLAIR

12:00 PANEL DISCUSSION AND SERIES OF PRESENTATIONS
LAYING OUT AGENDA FOR CHANGE ON EMISSIONS REDUCTION

13:30 LUNCH

RSVP:
COMMUNICATIONS DIRECTOR

**THE CLIMATE GROUP
ABBEY HOUSE
WELLINGTON WAY
WEYBRIDGE
SURREY KT13 OTT**

**T: +44 (0)1932 268 309
ALUCAS@THECLIMATEGROUP.ORG**

ADMITTANCE WILL BE STRICTLY ON A TICKET ONLY BASIS



Using black and red to break up the information.

This is similar in style to the e-bulletin 360°.

The e-newsletter shown here was created for our China office. Keep the design simple, clear and well branded.

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CHINA BRIEFING - ISSUE 1

The Climate Group's China Briefing, published every other month, will update you on efforts underway to tackle climate change in China and the challenges ahead. The aim is to highlight key opportunities for working with China to achieve low carbon growth and tackle global climate change.

This issue is an introduction to climate change in the Chinese context and looks at:

- The impacts of climate change on China, including increasingly warm temperatures and extreme weather
- Trends in energy use and greenhouse gas (GHG) emissions in China
- Specific steps being taken to tackle GHG emissions in China, including those outlined in the 2007 National Climate Change Program
- An analysis of China's position on climate change in the international context
- A summary of The Climate Group's aims and objectives in China.

INTRODUCTION

"Climate change has become a social and environmental problem for China." This acknowledgement made last month by China's leaders represents a stark milestone in global efforts to combat climate change.

On 4 June, 2007 with the publication of China's National Climate Change Program, the world's most populous country began to embrace the concept of a low carbon economy. For the first time, China outlined how it aims to improve overall energy efficiency by 20 percent by 2010, compared with 2005 levels.

IMPACT OF CLIMATE CHANGE

China's climate has been changing; the first ever National Assessment Report on Climate Change published at the end of 2006, shows that China has been experiencing increasingly warm temperatures and extreme weather.

- Between 1996 and 2005 there were 20 consecutive warm winters
- Rainfall levels have fallen in Northern China leading to droughts, while the South and South West have seen significantly more rain and flooding
- Glaciers have been retreating, especially in the Qinghai-Tibetan Plateau, the major freshwater source for 2 billion people in South East Asia and China.

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Looking forward, the report observes that by 2050 the annual average temperature in China will rise by as much as 3.3°C (5°F) and national annual average precipitation will rise by 7 percent. Extreme weather events will be increasingly frequent.

The report also analyses all-around impact of climate change on China's natural ecosystem and socio economic sectors, and it concludes that 'the future impact could be enormously destructive'.

CONTINUED GROWTH OF GHG EMISSIONS

From 1994 to 2004, China's annual average growth rate of GHG emissions has been around 4 percent, according to the National Climate Change Program. Some recent studies are forecasting that China's GHG emissions will continue to grow until about 2050, when the curve is expected to flatten out and even start to show a downward slope.

CO₂ EMISSIONS IN CHINA, 1990 - 2005

There are several reasons for the upward trend. First, demand for energy is rising at such a rate that growth in supply can hardly keep up. Second, coal continues to be the dominant source of energy, though it is now showing a slight decrease. Third, outdated technologies and processes make China's current use of energy very inefficient. Finally, at its current stage of development and industrialisation China is rapidly increasing its energy intensive manufacturing capacity and building huge numbers of roads and buildings, especially in its growing cities.

FACT: CHINA'S CUMULATIVE EMISSIONS OF CO₂ FROM FOSSIL FUEL COMBUSTION ACCOUNTED FOR 9.33 PERCENT OF THE WORLD TOTAL FROM 1950-2002

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SIGNS OF HOPE

The Chinese government's goal is to build a resource efficient and environmentally friendly society. This requires it to modernise and develop its economy along totally different lines to the traditional pattern of industrialisation followed in the 19th and 20th Centuries by western countries. China is aiming for a 'circular economy' - one in which materials (and knowledge) are used to their fullest extent, and recycled wherever possible. If China achieves this goal, it will have forged a new route to a developed economy, by breaking the strong historical link between rising gross domestic product (GDP) per person and rising energy consumption per person.

Specific targets have been set to address problems of low energy efficiency and high levels of pollution. Before 2010, the country aims to improve its energy efficiency per unit of GDP by 20 percent compared to 2005. It has also set national targets to increase its use of renewable energy by 10 percent by 2010 and 20 percent by 2020.

"IN ITS COURSE OF MODERNISATION, CHINA WILL NOT TREAD THE TRADITIONAL PATH OF INDUSTRIALISATION, FEATURING HIGH CONSUMPTION AND HIGH EMISSIONS. IN FACT, WE WANT TO BLAZE A NEW PATH TO INDUSTRIALISATION."

MA KAI, HEAD OF CHINA'S NATIONAL DEVELOPMENT & REFORM COMMISSION

STEPS TOWARDS A LOWER CARBON ECONOMY

To accomplish all this, China is taking rather aggressive steps. There are new laws, regulations, policies, and more stringent standards, as well as financial drivers and investment, and measures to gear the country towards a future of high energy efficiency, lower emissions and eventually a low carbon economy.

TOWARDS AN ENERGY-WISE ECONOMY

The government has developed an economic policy framework to promote energy efficiency and pollution reduction. Specific policy measures gradually being adopted include investment in priority energy sectors (see below) and tariff and pricing mechanisms. The government is also using contracts to make sure local decision makers and large state-owned enterprises comply with new standards.

PUTTING MONEY INTO RENEWABLES

Investment from both public and private sectors in alternative and renewable energy has been rising. Developing cleaner and more efficient coal, renewable energy, nuclear energy, fuel cells and ethanol has become one of China's top priorities, alongside oil and gas exploration, carbon sequestration, and, of course, energy efficiency. There are at least 250 research projects on this topic now in China.

Investment in wind and solar energy in particular has been growing very rapidly. For example, the National Development and Reform Commission

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plans to invest 1.5 trillion RMB Yuan (about \$US200 billion) on renewable energy between now and 2020. Last year, a total of 1,454 sets of newly established wind power generators were installed, with total added capacity of 1,337 MW - more than the total in the past 20 years.

FURTHER SPECIFIC MEASURES

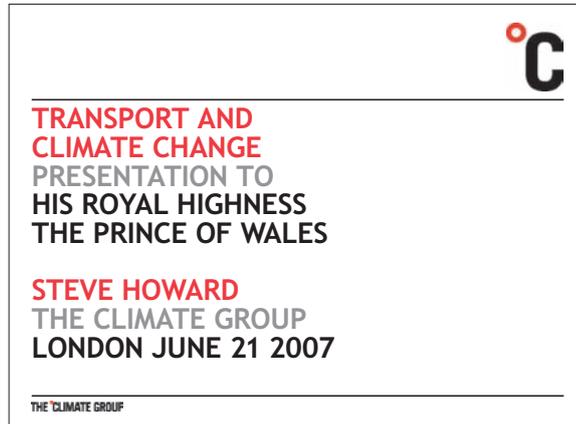
Last month the Netherlands Environmental Assessment Agency published figures showing that China has already taken the United States' title as the world's largest emitter of CO₂ (although China's cumulative contribution to climate change will not surpass that of the West for many years to come). Against that background here are just some of China's most recent measures:

- On May 22-23 2007, at the second US/China Strategic Economic Dialogue, the two nations agreed to cooperate on advancing clean coal technology, proposing up to 15 large-scale coal mine methane capture projects in China, with the first two now ready for development
- In June 2007, the government set up a 'National Leading Group' on climate change, energy conservation and pollution control, (directed by Premier Wen Jiabao, (though critics point out that there is still no energy ministry)
- On June 3 2007, the State Council issued notice to implement China's national climate change programme
- On June 14, 2007, the Ministry of Science and Technology of China launched China's scientific and technological actions on climate change. The programme has set six goals by the end of 2020:
 - To advance and implement key technology to control GHGs and mitigate climate change;
 - To enhance adaptive capacity for key industries and vulnerable areas;
 - To improve capacity of scientific support for international cooperation and strategy;
 - To advance education and research on climate change;
 - To improve public awareness on climate change.
- China to amend the law on energy conservation to reduce energy consumption, hopefully to get approval by the National People's Congress later this year. Industrial energy-saving will be further strengthened, while transportation, building and government energy use will be regulated by the amended law
- China to step up supervision of energy-saving and pollution reduction performance. The government is actively establishing a monitoring and assessment system of energy intensity per GDP unit. A detailed 2007 action plan for energy-saving and pollution control is also being discussed for each sector.

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PowerPoint is a vital communication tool and as such, should be delivered consistently. The master template supplied has been designed with various page styles to cover most requirements. This basic style should be adhered to at all times. There is a temptation with PowerPoint to embrace all that it offers. But remember, less is usually more.

Powerpoint does not embed typefaces. A common system font should always be used here as the computer will automatically default to another typeface if it can not locate the one used in the document. This can cause the layout to move around and change your planned presentation.

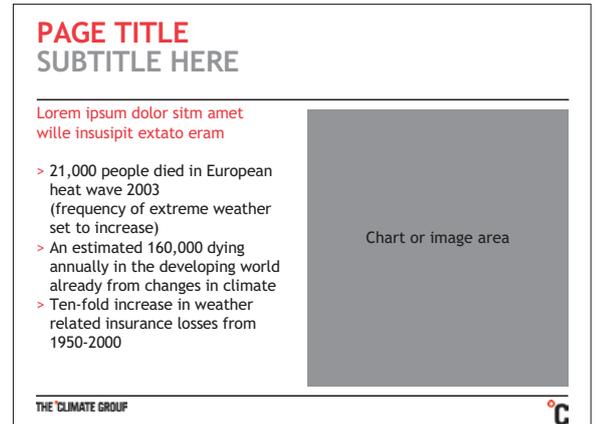


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**TRANSPORT AND
CLIMATE CHANGE
PRESENTATION TO
HIS ROYAL HIGHNESS
THE PRINCE OF WALES**

**STEVE HOWARD
THE CLIMATE GROUP
LONDON JUNE 21 2007**

THE CLIMATE GROUP **°C**



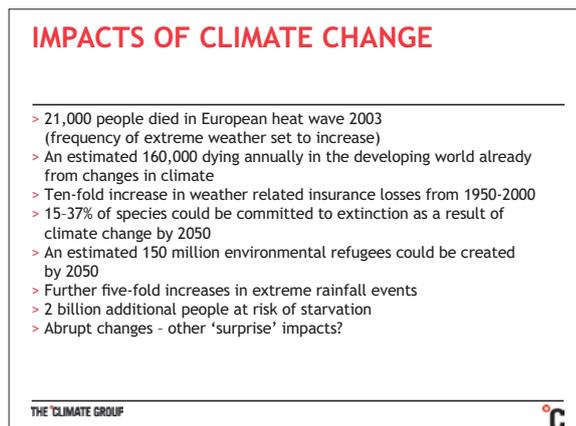
PAGE TITLE
SUBTITLE HERE

Lorem ipsum dolor sitm amet
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- > 21,000 people died in European heat wave 2003 (frequency of extreme weather set to increase)
- > An estimated 160,000 dying annually in the developing world already from changes in climate
- > Ten-fold increase in weather related insurance losses from 1950-2000

Chart or image area

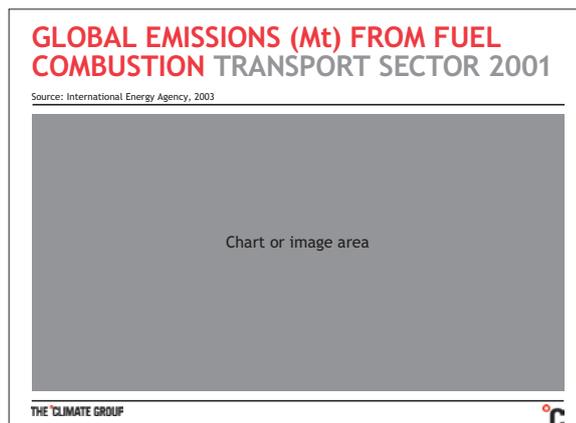
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IMPACTS OF CLIMATE CHANGE

- > 21,000 people died in European heat wave 2003 (frequency of extreme weather set to increase)
- > An estimated 160,000 dying annually in the developing world already from changes in climate
- > Ten-fold increase in weather related insurance losses from 1950-2000
- > 15-37% of species could be committed to extinction as a result of climate change by 2050
- > An estimated 150 million environmental refugees could be created by 2050
- > Further five-fold increases in extreme rainfall events
- > 2 billion additional people at risk of starvation
- > Abrupt changes - other 'surprise' impacts?

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**GLOBAL EMISSIONS (Mt) FROM FUEL
COMBUSTION TRANSPORT SECTOR 2001**

Source: International Energy Agency, 2003

Chart or image area

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EVENT BRANDING
EVENTS
LARGE BANNERS
PULL UP BANNERS

As our identity is bold and recognisable, use clearly and with scale. Think about how things will look on screen or framed as a photograph and aim for maximum impact.

Uk launch



Melbourne conference



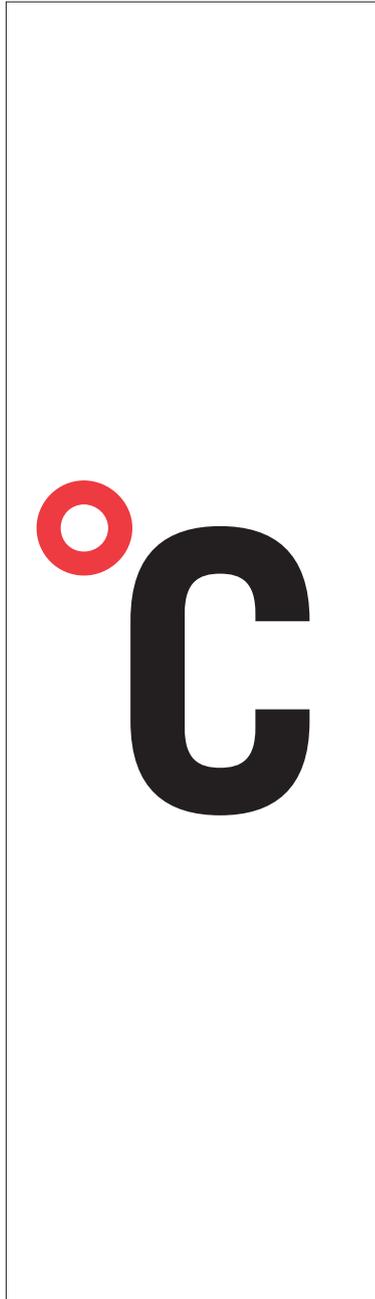
EVENT BRANDING

LARGE BANNERS

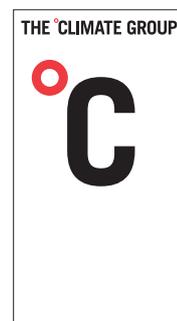
The large scale banners and backdrops used in the UK launch were simple, but created a strong brand presence.

Branded banners, backdrops and podiums use the logos to create a strong visual presence.

The C is visually centred on the banner so the ° hangs out to the left.



The podium uses both the marque and the logotype.



EVENT BRANDING

PULL UP BANNERS

These are a great way to instantly own a space. A mixture of brand, facts, quotes and black and white backgrounds works well.

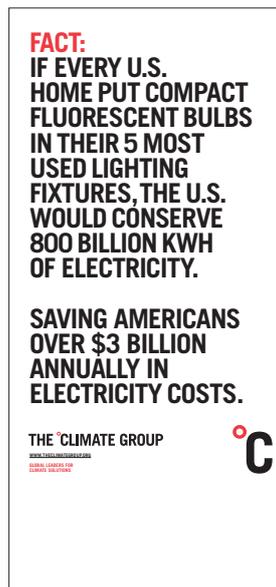
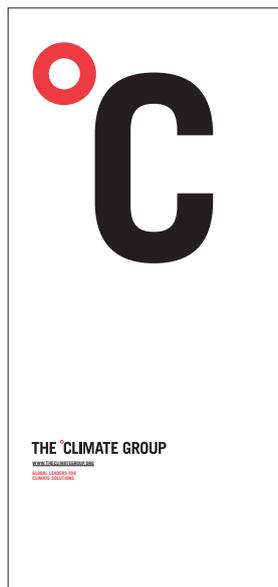
These can be produced in different sizes.

- 500x200mm
- 750x200mm
- 1000x2000mm

Artwork should be set up at 1:10 scale to keep file size down.



Here are three examples of pull up banners. Simple branded banners, fact and quote banners. Type can align left or right depending on their positioning and location.



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