



Toitū carbonreduce certified organisation Certification Mark Guide

Brand communication and trademark guidelines

2022



TOITŪ TOGETHER

Congratulations on
your achievement!

Thank you for your work towards a better environment. You are part of a collective of organisations leading the way to a low carbon future.

Achieving Toitū carbonreduce certification allows you to tell your sustainability story with credibility – giving a focus point for your brand’s efforts.

The more we promote our individual and collective achievements, the more our certification marks are recognised by our clients and end customers - and the more other organisations will be inspired to reduce their carbon emissions and environmental impacts too.

Using the Toitū carbonreduce certification brand consistently and correctly makes it easier for stakeholders to recognise the Toitū collective. This will boost awareness and inspire wider action.

TOITŪ TOGETHER

Toitū te whenua
Hold fast to the land

Toitū te mana
Hold fast to our pride

Toitū te mauri ora
Hold fast to all living things

Toitū is a privilege and a challenge.

Toitū is an active verb that means “to sustain”. It asks us to work as individuals, organisations and New Zealanders to care for our planet, people and communities.

Toitū means to sustain continually. We prioritise continuous improvement in the journey to reduce our environmental impact and regenerate our environment.

Toitū also connects our actions with our outcomes. This is important to us as a company, as we ask ourselves and our clients to measure, manage and reduce our environmental impacts and carbon emissions, and disclosure these results in a public forum.



Marketing your certification

MARKETING YOUR CERTIFICATION

The quick guide to marketing your certification.



MARKET

WHAT MAKES YOU MOST PROUD?

Focus your message on your mana. It might be what your audience cares about most or it might be what resonates most with your team. This lens adds authenticity to your story.

UPDATE YOUR DIGITAL ASSETS.

Start by adding your certification to your website and social media channels, plus staff intranet and feeds. These are easy changes and get the message to your audience quickly.

GET YOUR MARKETING TEAM INVOLVED.

Share your data, your plans for improvement and your key results. Provide regular updates on progress. Use your certification to enhance your existing brand story.

GET STAFF INVOLVED.

Work across all levels and teams in your organisation to get them involved. Create a suggestion box, provide ways for everyone to participate, and keep progress updates coming.

Why do you need to
talk about
certification?

New Zealanders want to work for and buy from organisations that care for the planet and their people.

HAVE HIGH LEVEL OF CONCERN
ON THE IMPACT OF CLIMATE
CHANGE ON NZ

55%

WANT TO WORK FOR A SOCIALLY
AND ENVIRONMENTALLY
RESPONSIBLE COMPANY

86%

FIND THE WAY COMPANIES
TALK ABOUT SUSTAINABILITY
CONFUSING

83%

WOULD STOP BUYING FROM A
COMPANY IF THEY WERE
IRRESPONSIBLE OR UNETHICAL

90%

CAN'T NAME A BRAND SEEN AS
A LEADER IN SUSTAINABILITY
WITHOUT PROMPTING

70%



MARKET

Stats from: [Colmar Brunton Better Futures Report 2019](#)

MARKETING YOUR CERTIFICATION

How do you talk
about certification?



MARKET

SUSTAINABILITY IS EMOTIVE.

Keep your language positive and optimistic. Focus on the regenerative future we are building as a collective. Share hope through your actions and plans.

Progress, not perfection. Your audience will respond to the authenticity in knowing what steps you've taken, as well as where you are still working.

Bring personality. Tell your environmental story with joy and brightness as appropriate to your brand.

GIVE YOUR AUDIENCE WHAT THEY WANT.

How can your audience benefit from and participate in your environmental work? Think about functional benefits, emotional benefits, and social benefits, as well as shared values.

Maintain momentum and relevance. Regular updates on progress to internal and external audiences will reinforce your brand as authentically sustainable.



MARKET

QUICK WINS

Staff engagement and positive environmental change are intrinsically linked in a cycle of improvement, retention, and productivity. Let your team know about your credible environmental action and how they can participate at work and at home.

- ❑ [Learn more about the benefits of employee engagement here.](#)
- ❑ Create custom staff room posters or computer start up screens.
- ❑ Hold an event for your staff, such as native tree planting on a local site
- ❑ [Share the free household calculator](#) for staff to measure personal impacts (bonus points if top management and boards participate and share results).

MARKETING YOUR CERTIFICATION

Social media

 @ToituEnvirocare

 @ToituEnvirocare

 @ToituEnvirocare

Share your certification on social media. Regular updates throughout the year will help your audience remember you are a sustainable company working for good.

Checklist:

- ❑ Post your certificate and share regular progress updates
- ❑ Remind your customers how they can participate and benefit
- ❑ Update your workplace groups as well as public feeds
- ❑ Tag us and we'll share your post with our collective as well

POST ABOUT YOUR CERTIFICATION

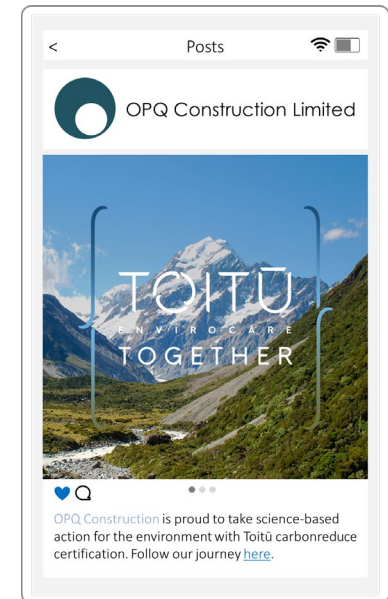
[Company name](#) is a Toitū carbonreduce certified organisation in line with ISO 14064-1! Follow our journey here [<link to sustainability webpage>](#).

[Company name](#) is proud to take science-based action for the environment with Toitū carbonreduce certification. Follow our journey here [<link to sustainability webpage>](#).

We have committed to our low carbon future with our Toitū carbonreduce certified operations. Our first target is cutting [transport](#) emissions by [15%](#) by [2023](#). Learn how here [<link to sustainability webpage>](#).



MARKET





After you receive your annual certification, update your website with your plans and accomplishments so far. Talking about what has worked well and what is still a challenge is important to build audience engagement and increase broader understanding of the low carbon journey.

Checklist:

- ☐ Update your About Us page
- ☐ Draft a news or blog post
- ☐ Update or create your sustainability page
- ☐ Update staff intranet pages

Include the certification mark, your certificate or disclosure page, and link back to [our member directory](#) to help substantiate your claims.

POST ABOUT YOUR CERTIFICATION

[Company name](#) is a Toitū carbonreduce certified organisation in line with ISO 14064-1. We are proud to take science-based action to sustain the life of this place, our people and our future.

Our current footprint is # tonnes of carbon dioxide equivalents (learn more in our disclosure page [here](#)). This is the start of our carbon reduction journey, as we work to do our part to keep global temperatures within a 1.5°C increase. We are actively reducing our impacts by:

- [Project and target 1](#)
- [Project and target 2](#)
- [Project and target 3](#)

Embed your certification into your brand identity. Add your certification to your stationery and collateral.

Checklist:

- ❑ Add the logo to your email signature
- ❑ Add the logo to your business cards
- ❑ Add the logo to your flyers
- ❑ Encourage staff to talk about your certification and current projects



MARKET

Mōrena Jane,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum a porta ex, sit amet vulputate felis. Duis ac Mattis diam, vel auctor mi.

Duis pulvinar et dolor consectetur imperdiet. Suspendisse potenti.

Kind regards,
Charlie



Charlie Example
Group Environmental Manager
OPQ Construction Limited
A Toitū carbonreduce® certified company

+64 123 4567
example@opqconstruction.com
www.opqconstruction.com



Charlie Example
Group Environmental Manager
OPQ Construction Limited

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OPQ Construction Limited
A Toitū carbonreduce® certified company

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+64 123 4567
example@opqconstruction.com
www.opqconstruction.com

TOITŪ



ISO 14064-1
ORGANISATION

Visual guidelines

VISUAL GUIDELINES

Toitū carbonreduce
certification
brandmark

Leverage your certification by using the brandmarks everywhere permitted.

Using the Toitū carbonreduce certification brand consistently and correctly makes it easier for stakeholders to recognise the Toitū Envirocare family of logos and the meaningful environmental action they represent.

The following slides will show you how and where to use the brandmarks.

Visual guidelines checklist

- ☐ Use the mark as provided
- ☐ Use it everywhere permitted
- ☐ Retain legibility with minimum size and spacing
- ☐ Provided in black or white to integrate readily with your brand



VISUAL GUIDELINES

Leveraging Toitū carbonreduce certification for your brand

The Toitū carbonreduce organisation certification brandmark may be used on marketing materials such as your website, social media, sales flyers, tender documents, business cards or email signature.

Where company branded vehicles are included in your emissions inventory, the mark may be displayed on vehicles.

Please note that where the vehicle provides a service (ie, a courier delivery van) you may be required to include a strapline with the logo. Please contact us for details.

Toitū carbonreduce certified organisations *may not* use the mark on products or product packaging unless they also hold Toitū carbonreduce product or service certification. Contact us for alternative options for claims on product packaging.



VISUAL GUIDELINES

Leveraging Toitū
carbonreduce
certification for your
brand



The Toitū carbonreduce organisation certification brandmark may be used to make claims about your subsidiaries, business units, joint ventures and other entities that are included in the certification. In order to be eligible to use the brandmark and make claims, the entity must be actively and fully participating in the work to measure, manage, and mitigate emissions annually. This means:

- The entity must be at least 50% included from an equity share approach, and is named in the certification claim.
- All emissions from that entity have been measured and audited as part of the group level work.
- The emissions reduction plan clearly includes that entity, either with group level projects or projects targeting the key activities of that entity.

Please see the Measure and Manage guides for full details, or contact your account manager for support.

VISUAL GUIDELINES

Toitū carbonreduce
certification
brandmark

The Toitū carbonreduce organisation certification brandmark is made up of three elements:

- the tohu symbol
- the typographic signature
- the certification tagline

These elements must not be separated, edited or removed.



VISUAL GUIDELINES

Toitū carbonreduce
certification
brandmark

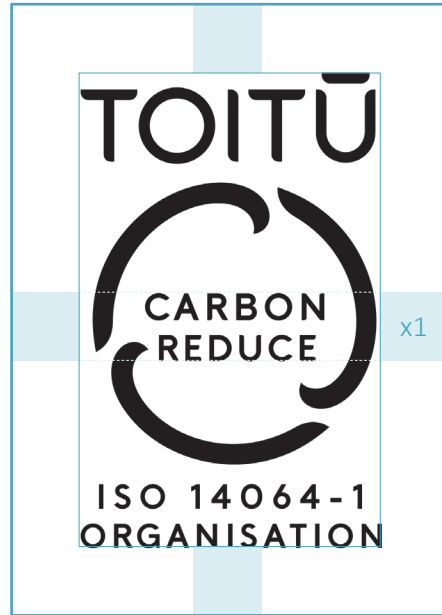
The Toitū carbonreduce certified organisation brandmark is available in black or white on a transparent background.

The mark may be used on any colour background provided it remains legible.



VISUAL GUIDELINES

Toitū carbonreduce
certification
brandmark



No additional text or graphics may trespass the clearspace of the logo (equal to the height of “carbonreduce”, indicated by the blue lines).



The Toitū carbonreduce certified organisation brandmark may be reproduced no smaller than 14 mm or 40 pixels in width (not including the clearspace).

VISUAL GUIDELINES

Legacy versions

Toitū Envirocare has moved to new branding to better represent what we stand for and want to achieve.

The legacy versions of the certification mark must be retired from use by May 2021. Clients are encouraged to change over digital/electronic use as quickly as feasible, and printed collateral in the next print run. Clients who are also certified for products and services have until November 2021 to transition their logo use.

LEGACY VERSION



OFFICIAL VERSION 2019



VISUAL GUIDELINES

Toitū carbonreduce
certification
incorrect usage

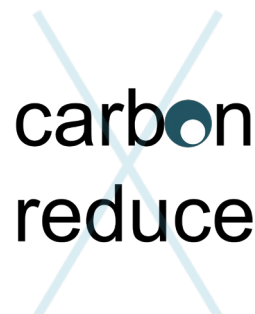
The Toitū carbonreduce organisation certification brandmark must be used consistently and correctly so we all benefit from the collective impact.

Here are some examples of incorrect usage.

Please forward all draft designs to Toitū Envirocare to ensure the brandmark is used correctly.



1. Do not remove any elements of the logo
2. Do not change or alter the colours on individual elements of the mark
3. Do not angle or rotate the mark
4. Do not skew or distort the mark
5. Do not embellish or change the design in any way
6. Do not incorporate the mark into your own brandmarks or trademarks
7. Do not create your own label to depict or make reference to your certification



TOITŪ



ISO 14064-1
ORGANISATION

Written guidelines

WRITTEN GUIDELINES

What is Toitū
carbonreduce®
certification?

FULL DEFINITION

A Toitū carbonreduce certified organisation has measured and managed the operational emissions of its organisation, including business travel, electricity, vehicles and offices, in accordance with ISO 14064-1 and the GHG Protocol.

QUICK DEFINITION

A Toitū carbonreduce certified organisation is measuring and reducing its carbon footprint in line with international best practice.

WRITTEN GUIDELINES

Toitū carbonreduce certification talking points

1. Toitū carbonreduce certification means your carbon footprint, and emission reductions have been independently verified.
2. [Toitū Together: you are part of a like-minded community of over 400 organisations taking science-based action for a better environment.](#) To date, programme members have reduced over 8.7 million tonnes of CO₂e.
3. Toitū carbonreduce programme requirements meet and exceed international standards and best practice, including ISO 14064-1 and the GHG Protocol.
4. Toitū carbonreduce certification is currently available in 17 countries and the certification marks are recognised in over 60 countries, making it ideal for companies working in global supply chains or exporting products.
5. Toitū carbonreduce certification is accredited by the [Joint Accreditation System of Australia and New Zealand](#) (JAS-ANZ) and was the world's first to be accredited under ISO 14065.
6. Toitū Envirocare is accredited by the [CDP](#) (formerly Carbon Disclosure Project). In fact, companies reporting to the CDP through our certification programmes earn 10-15% more points.

WRITTEN GUIDELINES

Toitū carbonreduce
certification in press

TOITŪ ENVIROCARE BOILERPLATE

Toitū Envirocare believes that together we can build momentum, inspire change and take credible action toward a sustainable world. Based on science and backed by proof, our Toitū carbonreduce, Toitū carbonzero and Toitū enviromark certifications give organisations the tools to reduce their carbon emissions and environmental impact. Initially developed for New Zealand business needs, our programmes now serve more than 400 clients worldwide. Wholly owned by Manaaki Whenua – Landcare Research, a Crown Research Institute, our origins are in science, but our future is in the sustainability of our economy, our people, and our land.

TOITŪ CARBONREDUCE CERTIFICATION BOILERPLATE

Toitū carbonreduce organisation certification is proof an organisation is positively contributing to the sustainability of our future through measuring and managing their carbon footprint. To achieve Toitū carbonreduce certification, an organisation must measure all operational greenhouse gas (GHG) emissions required under the international standard for carbon footprints, ISO 14064-1, including vehicles, business travel, fuel and electricity, paper, and waste. The emissions are measured annually, and the inventory is independently verified to ensure it is accurate and complete. The organisation must develop plans to continually manage and reduce their emissions. The organisation must reduce emissions on a six-year cycle.

WRITTEN GUIDELINES

Toitū carbonreduce
certification in copy

The Toitū carbonreduce wordmark should always be used as an adjective followed by a noun such as 'certified organisation' or 'certification'. Use sentence case capitalisation for the phrase, even when not at the start of a sentence.

Toitū should always have the macron over the u.

The Toitū carbonreduce wordmark may not be used in a domain name, included in a business name or used in a way to suggest that it is part of a business or product name.

Written guidelines checklist

- ☐ Use the brand as a phrase
- ☐ Use sentence case capitalisation
- ☐ Always use the macron

USE THIS

Toitū carbonreduce
Toitū carbonreduce **certified** business
Toitū carbonreduce **certified** organisation

NOT THAT

~~Toitū Carbonreduce~~ ~~Toitū CarbonReduce~~ ~~Toitū carbon Reduce~~
~~Toitū carbonreduce business~~
~~Toitū carbonreduce accredited~~ organisation



More resources

MORE RESOURCES

Please contact us with any further questions or support



MARKET

MEMBERSHIP BENEFITS

Please send us contact information for your marketing colleagues.

[Sign up for our newsletter here.](#)

Contact us if you are interested in proactive profiling. We can review claims, help with your communications, connect you with like-minded businesses, develop case studies, and feature you in our own media.

Our technical experts can calculate familiar equivalents to help describe your impacts or reductions.

marketing@toitu.co.nz

UPSKILL

Gather market research from the [Colmar Brunton Better Futures Report 2019](#) or [In Good Company 2019](#).

Register for the [Sustainability Marketing Course](#) from Good Sense & SBN.

Explore [thought leadership](#) from Futerra.

Arm yourself with New Zealand legislative requirements:

- [Commerce Commission: Making accurate claims](#)
- [Commerce Commission: Making environmental claims](#)
- [Advertising Standards Code](#)

Ngā Mihi.

For questions regarding this document and brand usage, please contact marketing@toitu.co.nz.

For all media inquiries, please contact marketing@toitu.co.nz.

For all other inquiries please contact info@toitu.co.nz.

