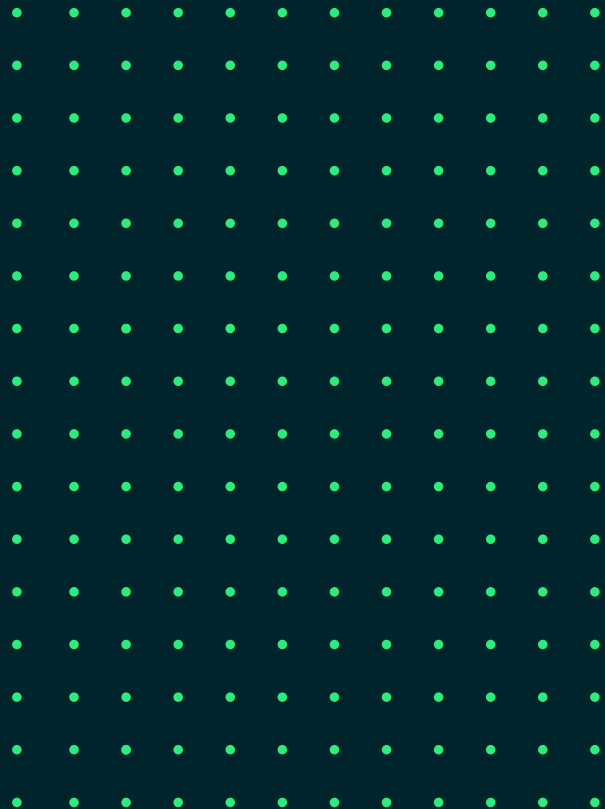




Public Communication Guide

for Independent Carbon Market Registries
Connected to the CAD Trust System

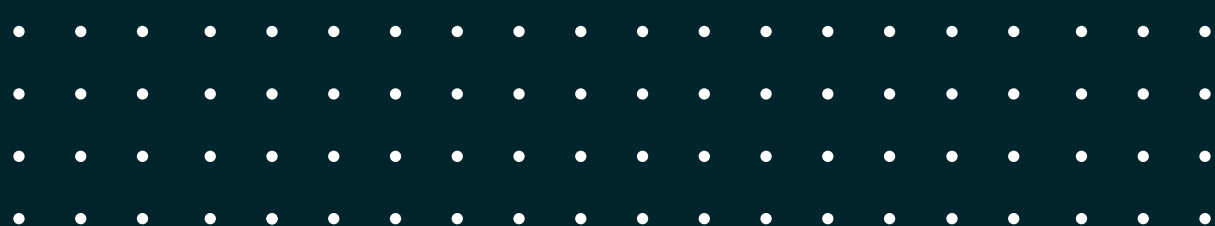


climateactiondata.org

Official Boilerplate

Climate Action Data Trust (CAD Trust) is a decentralised metadata platform that links, aggregates and harmonises all major carbon registry data to enhance transparent accounting in line with Article 6 of the Paris Agreement.

The CAD Trust open-source metadata system uses blockchain technology to create a decentralised record of carbon market activity with the aim to avoid double counting, increase trust in carbon credit data and build confidence in carbon markets.



Mission

We believe that transparency and accountability are vital for efficient carbon markets that drive climate action and the associated finance in public and private sectors. Climate Action Data Trust acts in the public interest to increase transparency, safeguard against double-counting and build further confidence in the market. We leverage carbon credit data from both compliance and voluntary markets, fostering collaboration, facilitating innovation, and helping unlock the potential of carbon markets across the world.

Contents

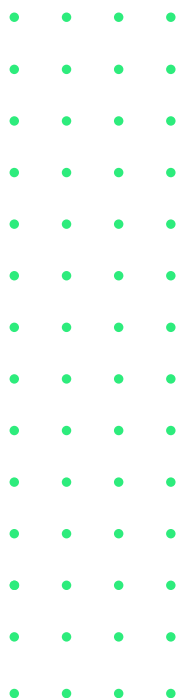
1.0	Introduction	6
2.0	Preconditions for announcement	7
3.0	Permissible actions	8
4.0	Conditions for communication	9
5.0	Key phrases for communicating the connection to CAD Trust	10
6.0	Prohibited actions	11
7.0	CAD Trust logo usage terms & conditions	12
8.0	Procedure for announcing your registry's connection to CAD Trust	13
	Brand Guidelines	14

1.0

Introduction

This document offers guidelines on communicating your registry's connection to CAD Trust and provides instructions on using the CAD Trust logo. Registries are liable for any losses or damages incurred due to violation of these guidelines.

Please note that the connection to CAD Trust does not indicate endorsement, accreditation, verification, or confirmation of any specific business activity, project, or service offering by the connecting registry.



2.0

Preconditions for announcement

The Registry may announce its connection to CAD Trust once the following prerequisites are met:

1. Onboarding Process Completion:

The Registry must inform the CAD Trust Secretariat about its intent to connect to CAD Trust. It should successfully clear all requisite due diligence checks as per CAD Trust requirements.

2. Successful Connection:

The Registry must successfully deploy a node (either a participating or observer node) on the Chia network. It should also be capable of directly retrieving or sending data to CAD Trust, and vice versa.

3.0

Permissible actions

After receiving approval from the CAD Trust Comms Team, you are permitted to:

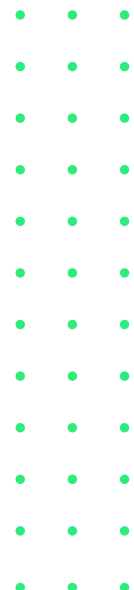
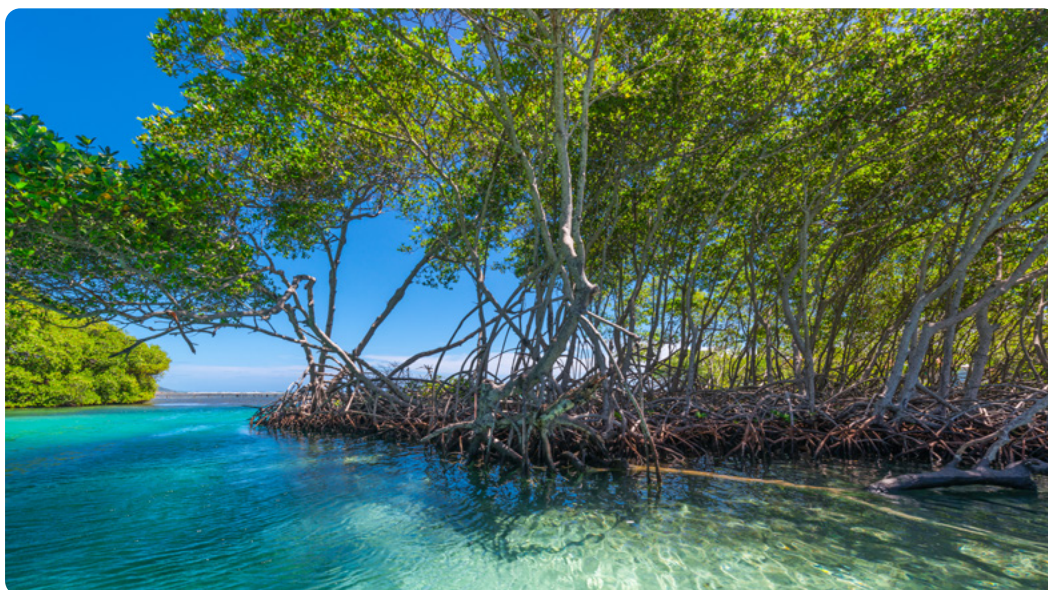
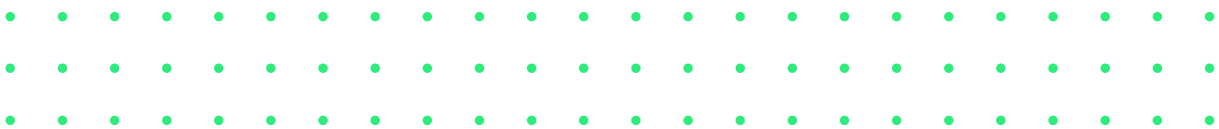
1. Make public announcements about being fully connected to CAD Trust (press release, social media posts, website copy, newsletter copy).
2. Use the CAD Trust logo to communicate the connection. Logo and other assets will be provided by the CAD Trust Comms Team.
3. Use the CAD Trust logo on your registry website to signal that the registry data is available on CAD Trust (please link the logo to the CAD Trust platform).
4. Use designated CAD Trust assets such as social cards, banners, and videos provided by the CAD Trust Comms Team.

* Please note that the official abbreviation of the Climate Action Data Trust is CAD Trust. Other variations such as CADT or CAD-T should not be used in external communications.

4.0

Conditions for communication

-
1. Seek approval from the CAD Trust Communications Team before issuing a press release.
 2. Use the official CAD Trust boilerplate and key messaging.
 3. Adhere to the provided CAD Trust Brand Guidelines when using the CAD Trust logo.



5.0

Key phrases for communicating the connection to CAD Trust

One of these phrases should be used to communicate the connection to CAD Trust:

1. “Registry XYZ is now connected to CAD Trust.”
2. “Registry XYZ is now connected to the CAD Trust metadata layer”
3. “Registry XYZ has established a connection to CAD Trust.”
4. “Registry XYZ has established a connection to the CAD Trust metadata layer.”
5. “Registry XYZ data will now be available through CAD Trust” (Post-launch).

6.0

Prohibited actions

Registries are not permitted to:

1. Use language that implies endorsement by CAD Trust.
2. Refer to the CAD Trust connection as a partnership, alliance, agreement, etc.
3. Use the CAD Trust logo for purposes other than communicating the connection to CAD Trust.
4. Use the logos of CAD Trust's founding or supporting partners.
5. Speak publicly on behalf of CAD Trust.

7.0

CAD Trust logo usage terms & conditions

Registries connected to the CAD Trust metadata layer are subject to certain conditions when using the CAD Trust logo:

1. Comply with all specifications, standards, and directions provided by CAD Trust concerning logo usage.
2. Ensure that use of the CAD Trust logo complies with all applicable laws, regulations, industry standards, and codes of practice.
3. Avoid actions that could harm the validity, enforceability, or ownership of trademark registrations for the CAD Trust logo, or the reputation or goodwill associated with the Climate Action Data Trust.

Licenses to use the CAD Trust logo may be revoked if there is a breach of these conditions, or if the connection to CAD Trust has been suspended, revoked, or terminated.

8.0

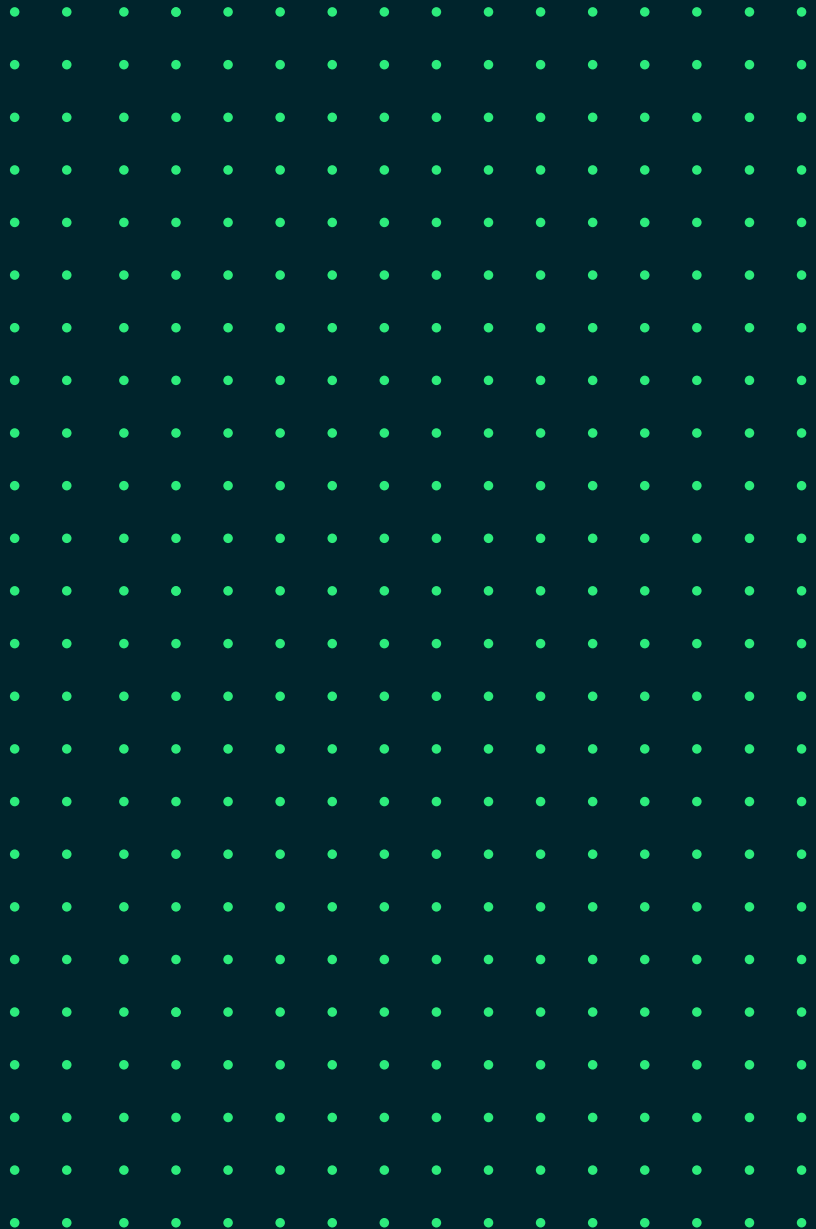
Procedure for announcing your registry's connection to CAD Trust

If you wish to announce your registry's connection to CAD Trust, please follow the steps outlined below:

1. Contact the CAD Trust Comms Team at [**media@climateactiondata.org**](mailto:media@climateactiondata.org)
2. Provide a draft of your announcement or press release for review.
3. Inform the CAD Trust Comms Team about the planned date of your announcement.

Once these steps are completed, the CAD Trust Comms Team will provide feedback and approval for your announcement.

Brand Guidelines



Logo

Primary logo

The Climate Action Data Trust (CAD Trust) primary logo should be used in the first instance. Use the most appropriate version of the logo dependent on the background colour.

Full colour



Black



Colour & White

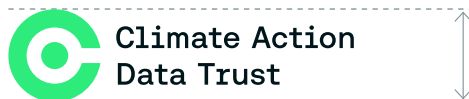


White-out



Size & spacing

The logo should always have breathing space to ensure maximum visibility. This can be determined using the guide on the right – $\frac{1}{4}$ of the globe clear space. The minimum recommended size is a guide that designers should use at their discretion.



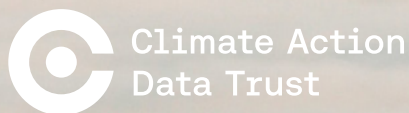
Print: 15mm

Digital: 80px @ 72ppi

Logo rules

In order to retain the equity and recognition of the brand, it is imperative that the logo be used in a consistent and legible manner. Altering the logo degrades its value and legibility. Here are examples of unacceptable practice with the logo.

Do not place on a low contrast background



Do not put it on an angle



Do not place in a box or shape



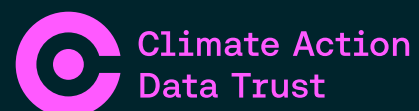
Do not distort



Do not alter the graphic elements



Do not change to a non-brand colour



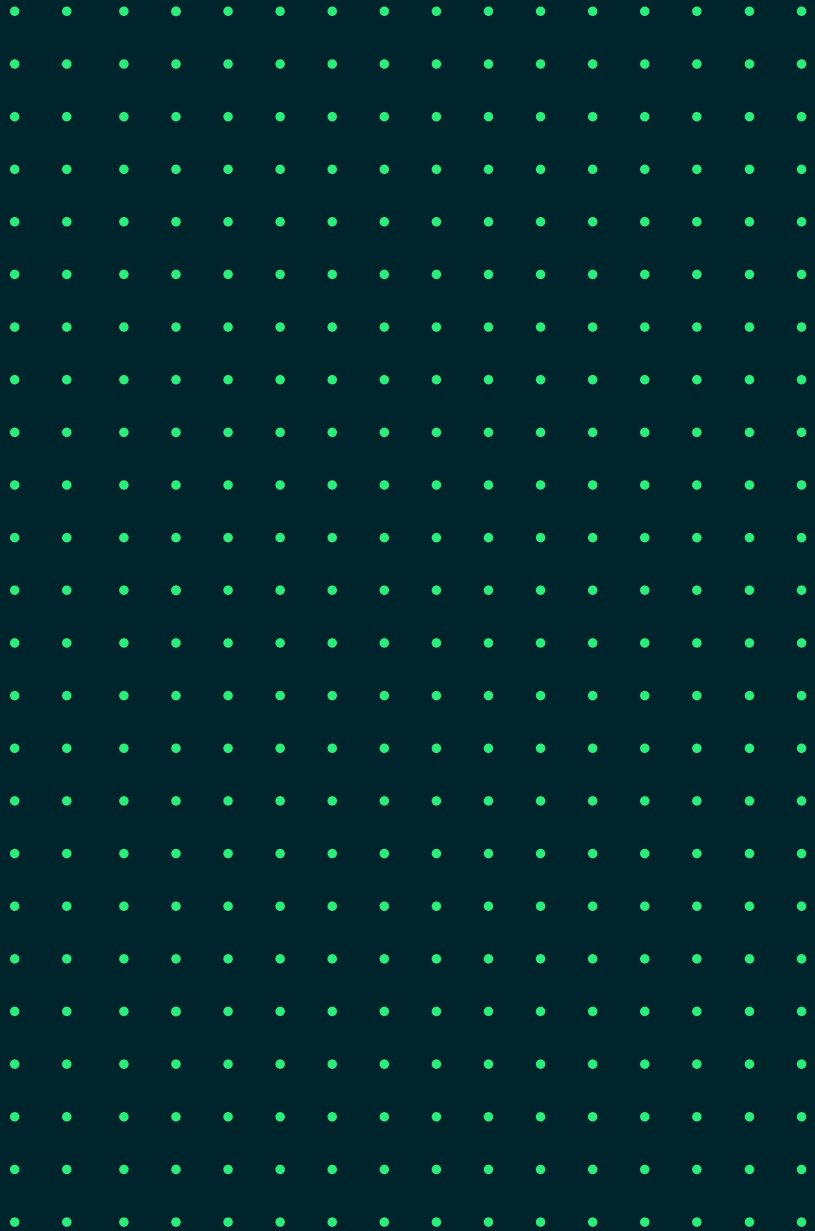
Do not change the typeface



Colour palette

The CAD Trust palette is composed of the following colours:

White Hex: #ffffff RGB: 255 255 255 CMYK: 0 0 0 0	CAD Green Hex: #2dec7c RGB: 45 236 124 CMYK: 75 0 71 0 Pantone: 7480C	Shade 1 Hex: #4d5c62 RGB: 77 92 98 CMYK: 72 47 45 35
		Shade 2 Hex: #7f8b90 RGB: 127 139 144 CMYK: 54 33 34 13
		Shade 3 Hex: #a5adb1 RGB: 165 173 177 CMYK: 40 24 25 04
Midnight Green Hex: #00242c RGB: 0 36 44 CMYK: 100 70 57 73	CAD Red Hex: #ff5c53 RGB: 255 92 83 CMYK: 0 78 57 0	Shade 4 Hex: #c8d0d5 RGB: 200 208 213 CMYK: 27 13 14 0
	CAD Blue Hex: #47b2fa RGB: 71 178 250 CMYK: 78 6 0 0	Shade 5 Hex: #dee6eb RGB: 222 230 235 CMYK: 17 5 7 0
		Shade 6 Hex: #ecf3f7 RGB: 236 246 247 CMYK: 11 2 3 0



Contact CAD Trust
Communications Team:
media@climateactiondata.org