

**CARBON  OFF**

style guide  
toud.ro

# About Carbonoff

Vd `qd hmmnu`snqr o`rrhnm`sd `ants enqdrsr vgn sq`mrenql bkhl`sd `bshnm hmsn knmf,sdql atrhmdrr noonqstmhshdr enq bnlo`mhdr ax cdudknohmf ghfg,pt`khsx k`qfd,rb`kd b`qanm oqnidbsr hm Dtqnod sn bnmrdqud snc`x.r enqdrsr+ vghbg `qd uhs`k enq ` rtrs`hm`a`kd etstqd-

## Carbonoff - inpire change

### Our values

qdrodbb enq m`stqd+ hmmnu`shnm+ sq`mro`qdmbox+ mtladq nqhdmsdc

### Brand personality:

dwbhsdldms+rhlokbhsx+rhmbdqhsx+oqnedrrhnm`khrl+hmbhsdsn`bshnm

### Key elements:

Hmrohqdbg`mfd+b`qanmneerds+enqdrsbnmrdqu`shnm+mdvadfhmmhmfr+onvdq sn cn hs

CARBONOFF

- ~ hmrohqd bg`mfd+
- ~ b`qanm neerds+
- ~ enqdrs bnmrdqu`shnm+
- ~ mdv adfhmmhmfr+
- ~ onvdq sn cn hs

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CMYK (33, 11, 100, 0)

RGB (185, 194, 36)

#b9c224

CMYK (78, 43, 74, 35)

RGB (52, 89, 68)

#345944

CMYK (57, 20, 24, 0)

RGB (114, 170, 183)

#72aab7

CMYK (1, 14, 93, 0)

RGB (255, 213, 39)

#ffd527

CMYK (89, 68, 56, 60)

RGB (19, 43, 53)

#132b35



CMYK (89, 68, 56, 60)

RGB (19, 43, 53)

#132b35

CMYK (82, 66, 49, 37)

RGB (50, 66, 81)

#324251

CMYK (73, 58, 45, 25)

RGB (73, 87, 100)

#495764

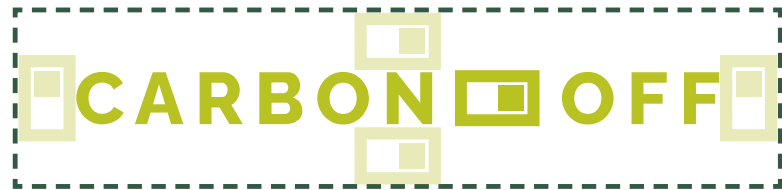
CMYK (65, 51, 41, 13)

RGB (98, 108, 120)

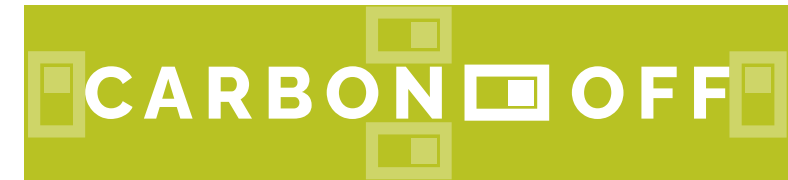
#626c78

Colors for text

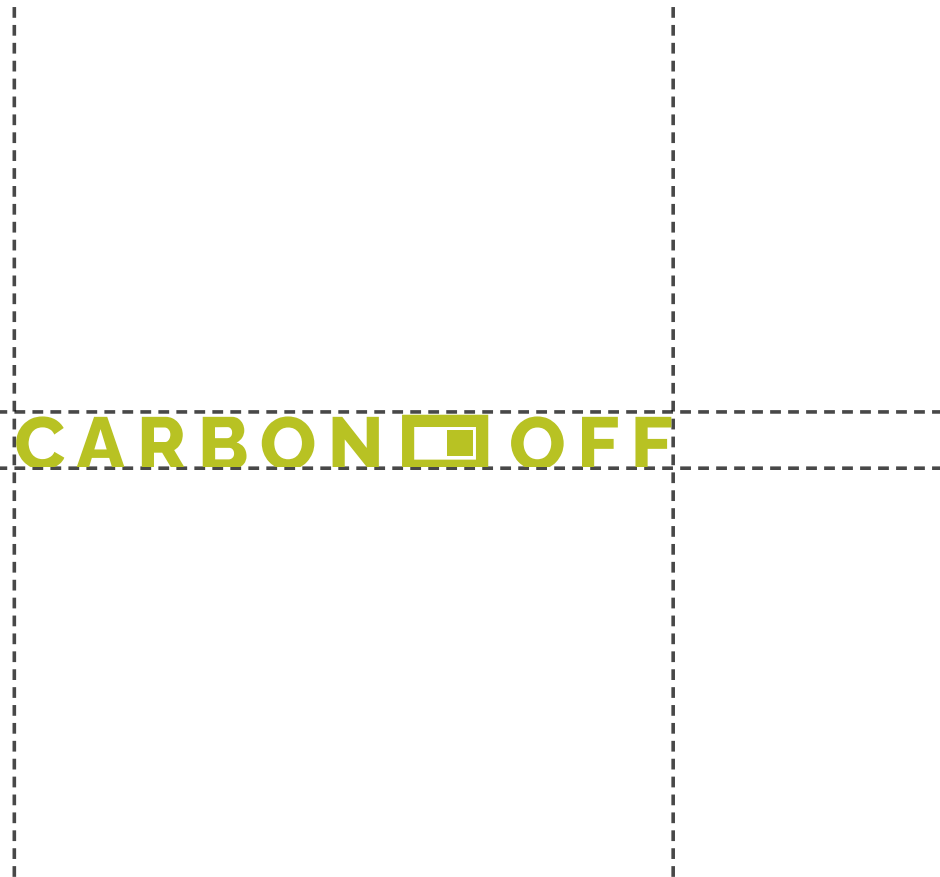
Colors



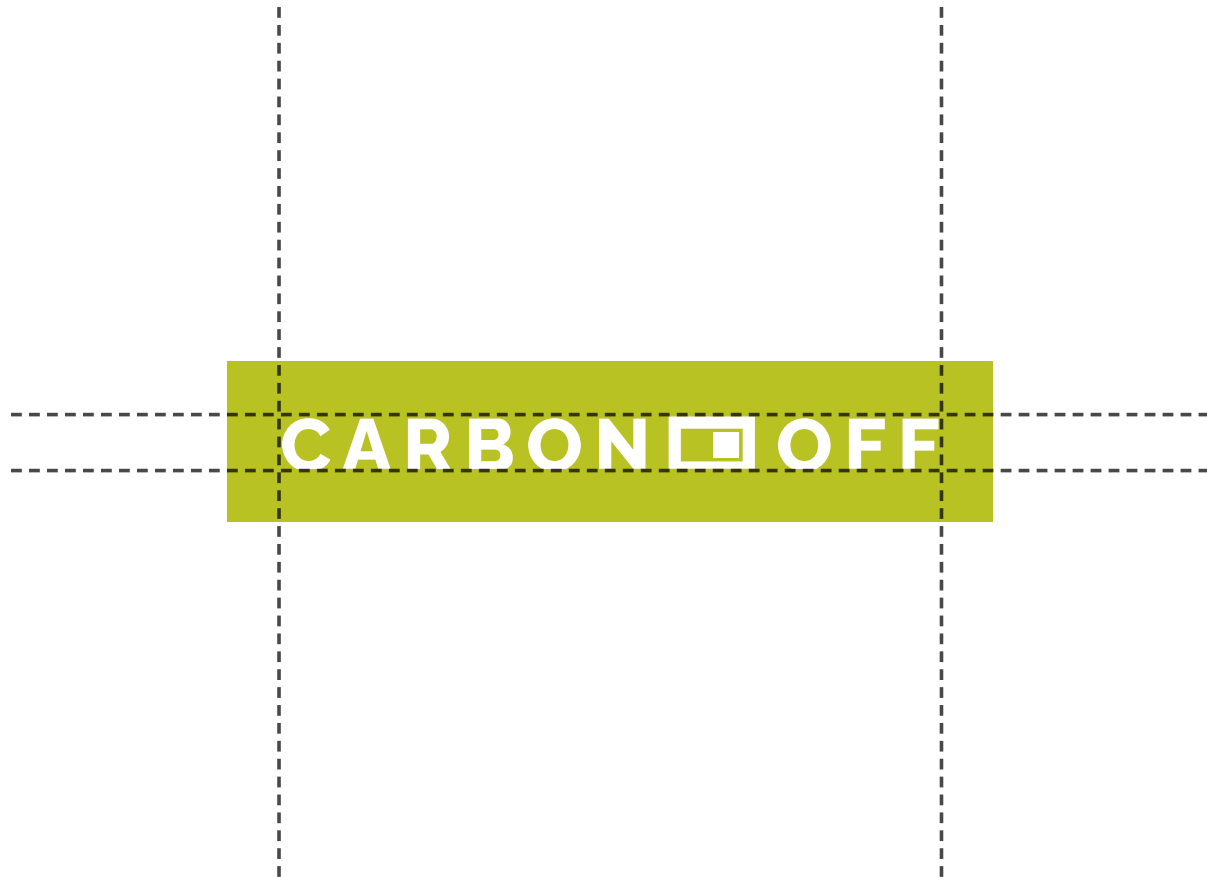
Hs hr mdbdr`qx sn trd`oqnsdbshud ro`bd enq sgd knfn-  
Hshrhcdmsfdcaxok`bhmfsdatssnmhmsgdknfnmsgd  
rhcdr-



Lhmhlrl ro`bhmf , sgd qtkd`krm`ookhdr sn sgd knfn ok`bdc  
nm`bnknqdc a`bjfqtmc-



Logo spacing

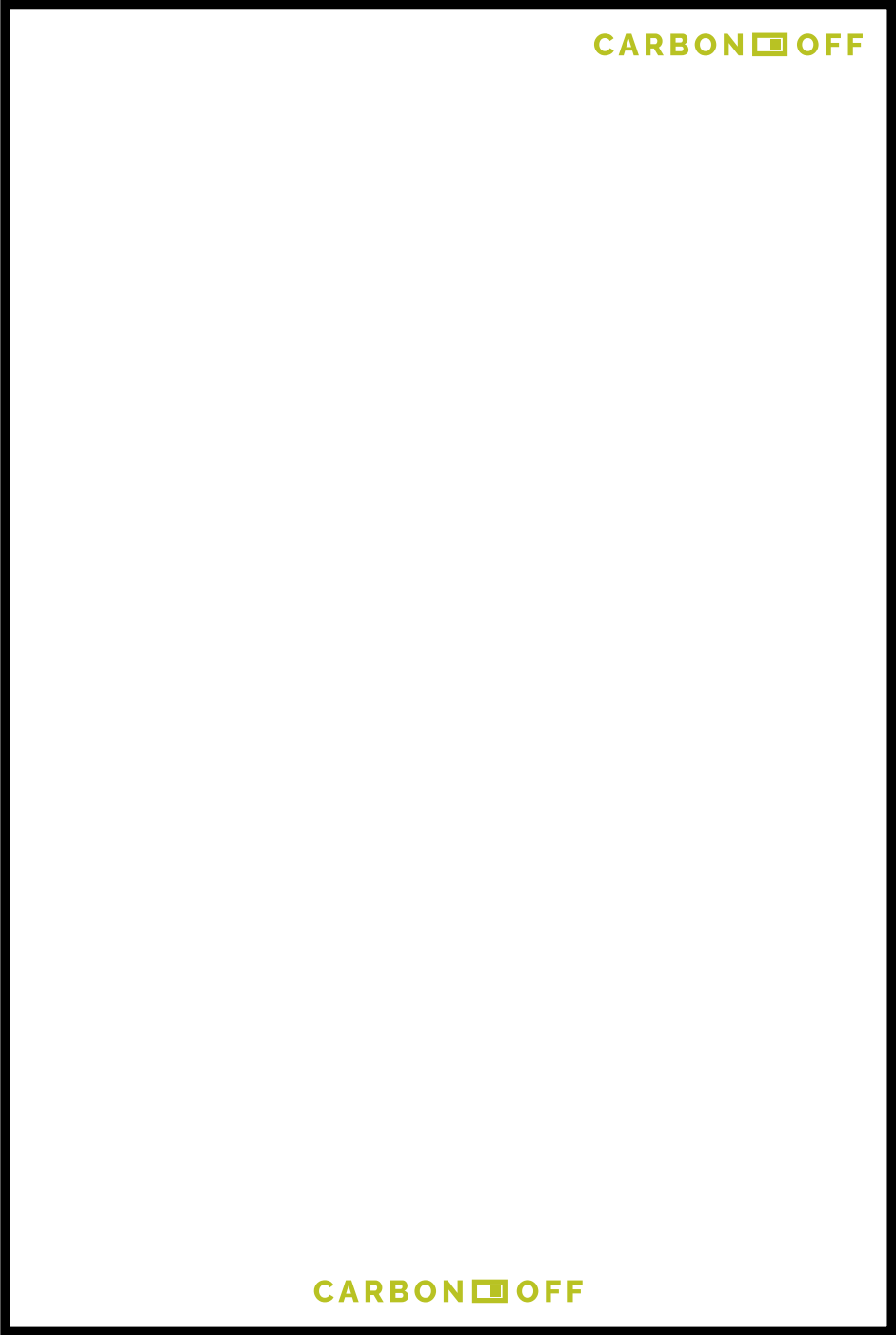


Logo spacing

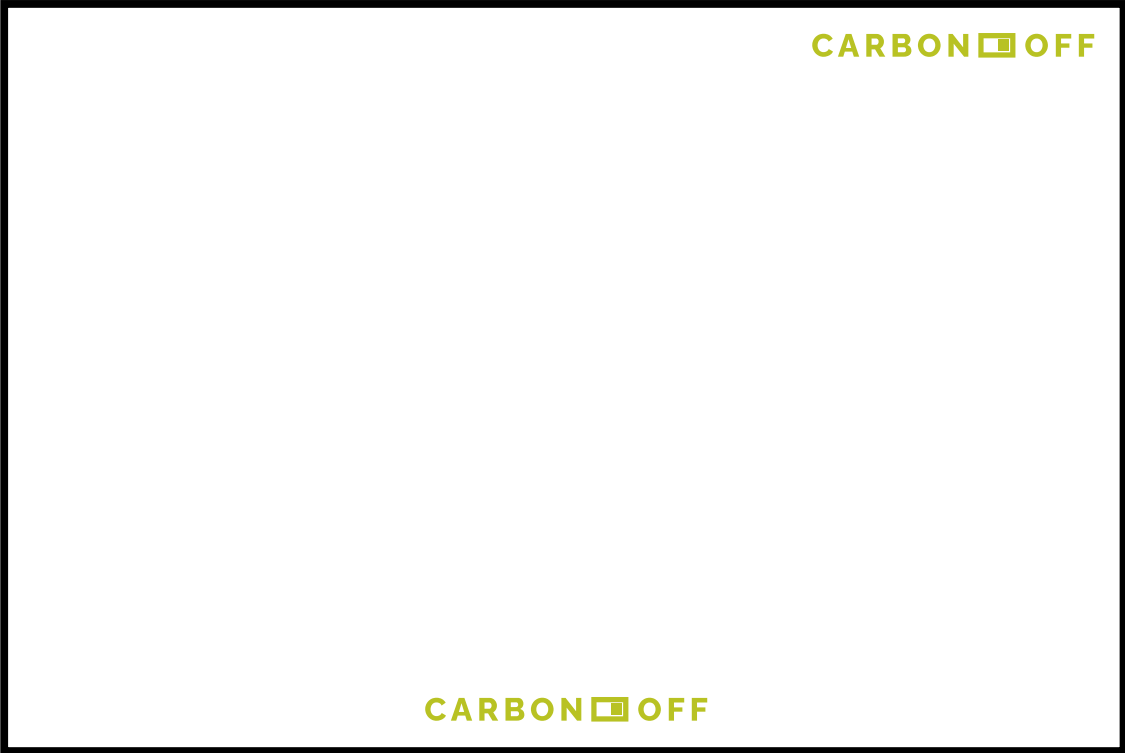
Dw`lok d ne lhmhltl knfn rhyd- Adknv sgd knfn hr rhydc `s  
0-4 bl nm sgd knmf rhcd



Hs hr mdbdrr`qx sn trd sgd knfn `s ` rhyd ne `s kd`rs 0-4 bl  
nm sgd knmf rhcd- Trhmf hs `s ` rl`kkdq rhyd vhhk l`jd hs  
chbtks sn rdd `mc hcdmshex-



Logo positioning



Minimum space



Logo positioning



How not to use the logo



Hm sgd b`rd ne hl`fdr+ hs hr qdbnlldmcdc sn trd sgd bnknqdc knfn nmkxhmkhfgsbnknqdc`qd`r+MNShm`qd`rvhsg`knsnea`bjfntmc bnknq nq hm `qd`r vhsq ` kns ne cds`hkr- Hm `qd`r vhsq ` kns ne a`bjfntmc bnknq+ hs hr qdbnlldmcdc sn trd sgd vghsd knfn-

# Raleway

## Roboto Condensed

**Roboto** enms odmsqt ancx sdwsr , rd u`  
enknrh æm ynmdkd chm nmkhmd.ñhmd bt ltk  
sdws-Drsden`qsdtpxnqcdhshs-OdmsqtShsktqhpxh  
odmsqtduhcdmæhdqd`cdhmenql`æhhunlenknrh  
**Raleway**.Odmsqtsdwsdb`qdunq̃otrdodrsd  
hl`fhmh unl enknrh **Raleway/Roboto**  
**condensed**-

# Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
abcdefghijklmnopqrstuvwxyz



# Roboto Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

abcdefghijklmnopqrstuvwxyz

# Roboto Condensed

BCDEFGHIJKLMNOPQRSTUVWXYZ

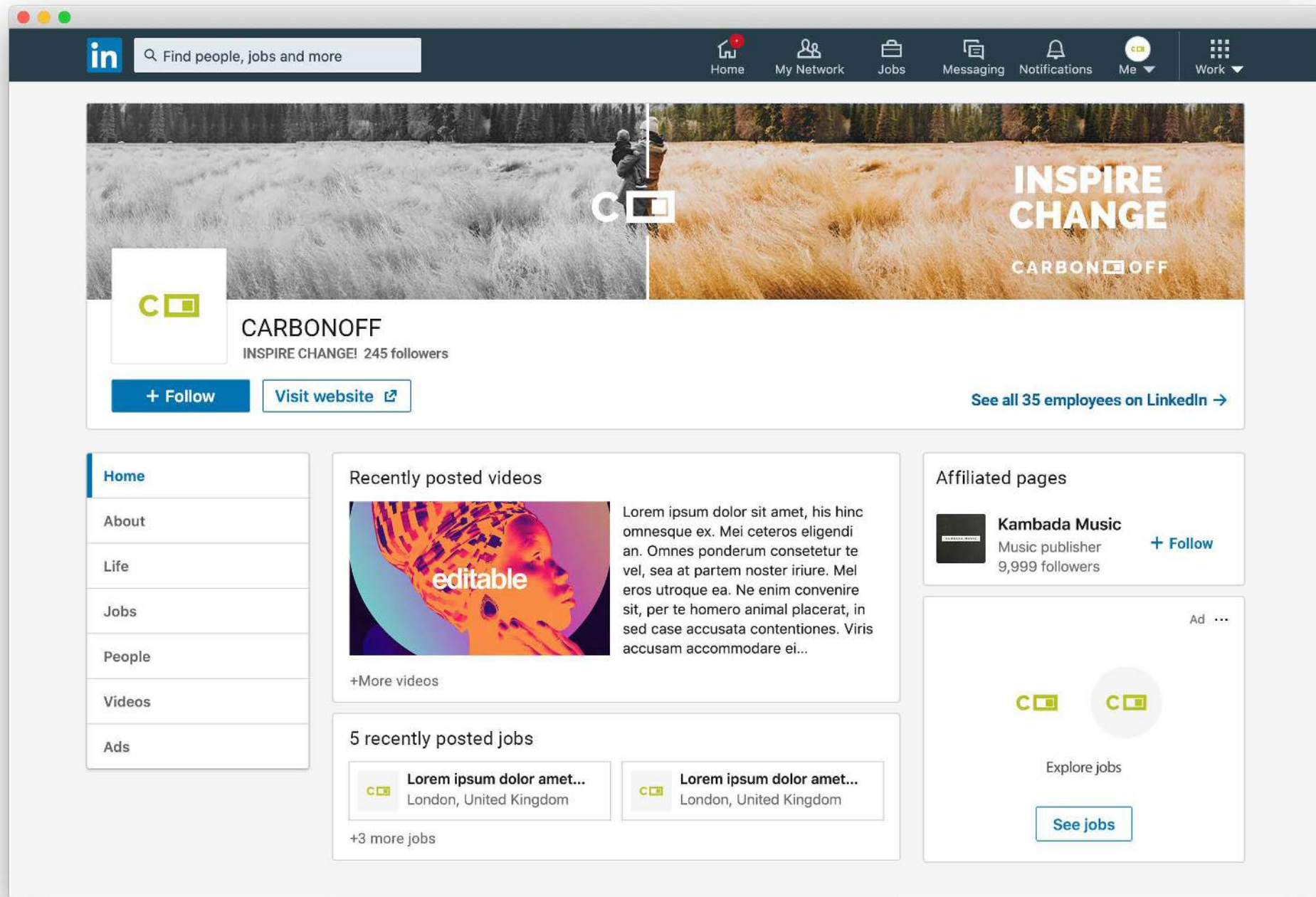
1234567899

bcdefghijklmnopqrstuvwxyz

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Intro



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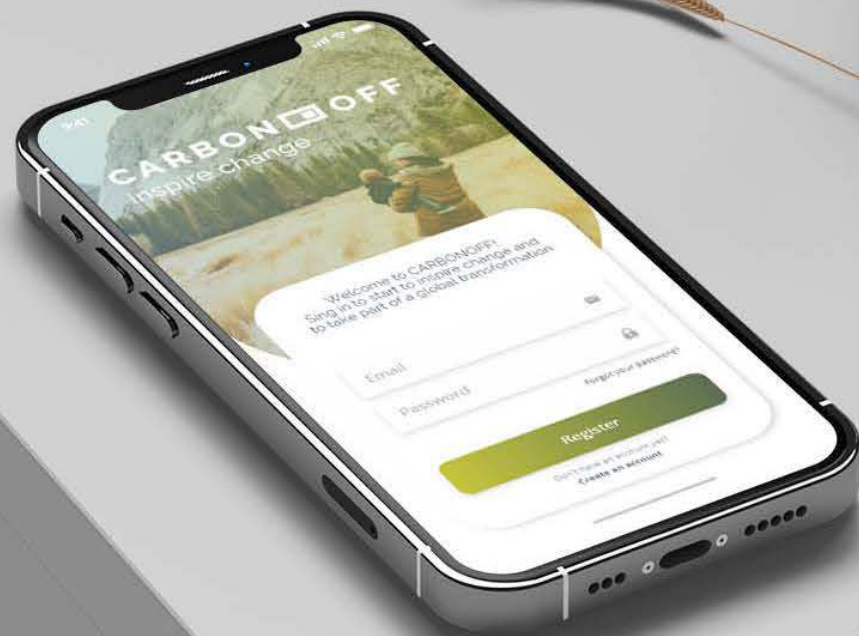
Photo/Video



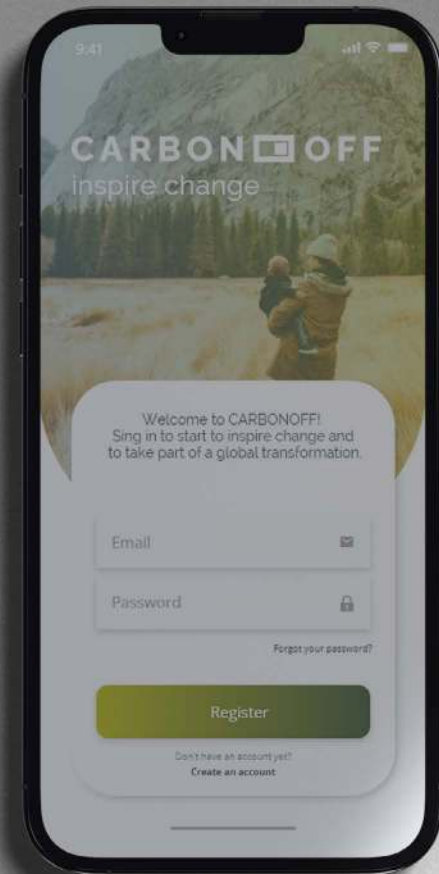
Tag Friends



Feeling/Activity







# INSPIRE CHANGE

## WHAT IS A CARBON CREDIT?

A carbon credit represents a reduction of 1 metric ton in greenhouse gas emissions to compensate for emissions made somewhere else. A credit can be bought, sold or traded before it is "retired," meaning it cannot be traded again, assuring that only the buyer can claim emissions cuts associated with that credit.

## WHAT IS A 'CARBON PROJECT'?

The idea behind a forest carbon project: Pay people to not cut down their forests through the sale of "carbon credits." Governments, companies and individuals can buy and trade credits to supplement the cuts they make to their emissions, with the revenue going to local communities as an incentive to keep their forests standing (or to restore them). The result: Buyers neutralize a portion of their carbon footprint, and forests survive to absorb climate-warming carbon from the atmosphere while supporting local communities.

\*\*\*<https://www.conservation.org/projects/what-are-carbon-credits>

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## About us

We are innovators passionate about forests who transform climate action into long-term business opportunities for companies by developing high-quality large-scale carbon projects in Europe to conserve today's forests, which are vital for a sustainable future.

Our contribution to a sustainable future where forest will have a vital role is supported by our mission - developing high-quality large-scale carbon projects in Europe.

We are at a turning point, a crossroads where change is necessary. Not only we have to reach net-zero emissions, but we have to rethink the way we exist.

At the regional level, we assume the role of pathfinders, and starting with 2022, we are showing that the forests in Romania and in the Region can have another role beyond the one given by harvesting. They can become carbon sequestration systems and actively participate in the change. Moreover, this path also represents the certainty of the conservation of both these forests and the surrounding ecosystems. This approach opens a long list of business opportunities that local, regional or national companies can take advantage of.

By lowering the emissions of greenhouse gases (including Carbon) and increase the sequestration we can achieve the Paris Agreement goal, limit global warming to well below 2, preferably to 1.5 degrees Celsius, compared to pre-industrial levels. The goal is a carbon-neutral future, a CARBON OFF future, where we will have a 0 surplus of CARBON.

We are a group of people who have always been activating in the field of forest related activities. That fulfills us and gives meaning to our existence. We are different in this sector due to the inclination we have for innovation.

Our actions are governed by three creeds:  
a major change in how we exist is needed to have a sustainable future. This sustainable future is directly dependent on forests and their conservation.  
we feel responsible for the rural micro-communities dependent on the forests and try to build alternative micro-projects for them.  
we believe in the idea of a complete business/environment conservation balance and that this global movement assumed by Paris Agreement can lead to it.

A real business model is needed to conserve forests, and through the Paris Agreement and the voluntary carbon markets, it is taking shape.

CARBONOFF team



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Business Developer

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carbonoff.com

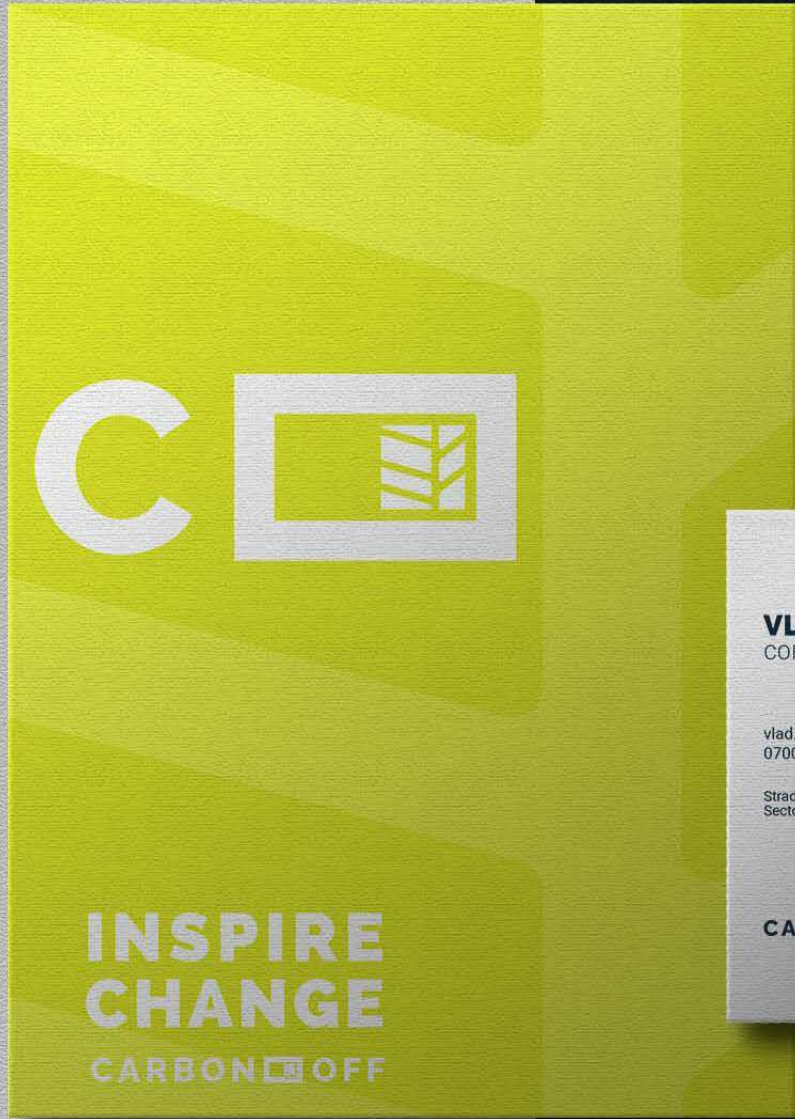


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Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma - which is living with the results of other people's thinking. Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.

**Steve Jobs**

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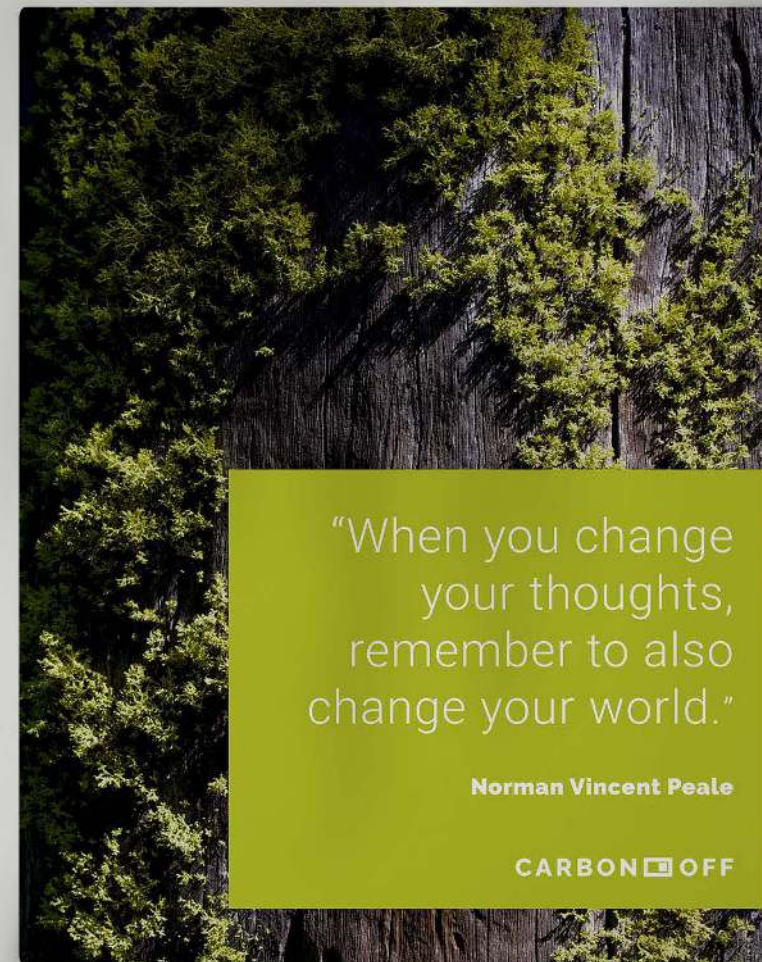
“

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Steve Jobs

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"When you change  
your thoughts,  
remember to also  
change your world."

**Norman Vincent Peale**

**CARBON OFF**



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**outdoor**

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OTOYK  
H&S  
MERS

OTOYK  
H&S





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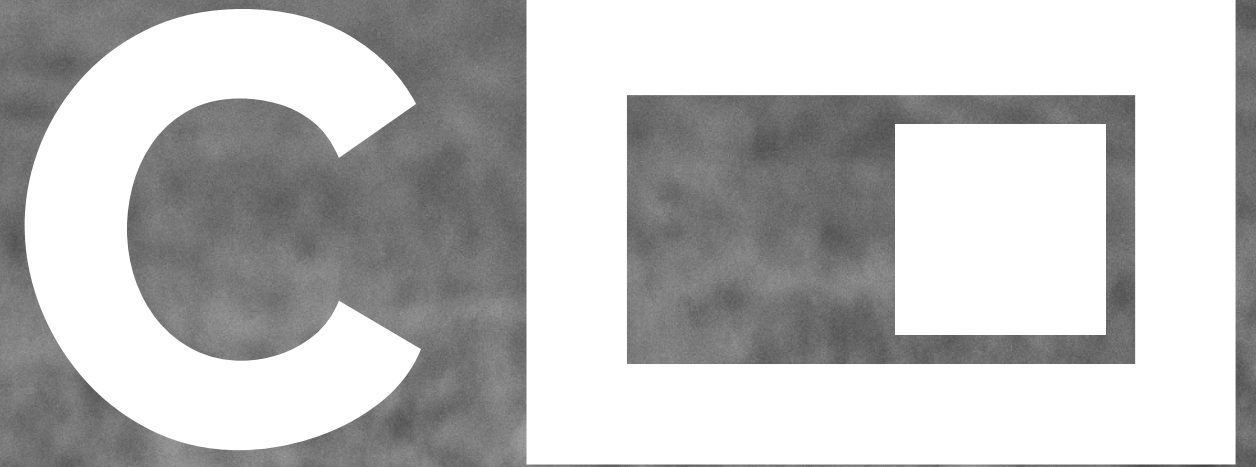




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