

PEATLAND CODE



BRAND GUIDELINES

At a time when greenhouse gas emissions are ever increasing, with detrimental effects on climate and the services provided to us by the natural world, it is important that as individuals and communities we take every effort to reduce our own impact.

Yet, with some emissions impossible to avoid, peatland restoration projects provide a valuable way to compensate for carbon dioxide emissions.

Peatlands play an important role in the storage of carbon – holding twice as much carbon as the world’s forests. However, when damaged they release great quantities of carbon dioxide. Peatland restoration provides a cost-effective solution to reducing these carbon dioxide emissions by preventing further oxidisation of exposed peat soils. Furthermore, 10 to 15 years later restored peatlands, if managed appropriately, will start to store carbon once more – taking it in from the atmosphere.

A leading nation in peatland expertise, the UK has developed tried and tested methodology for restoration work. Individuals and businesses wishing to invest in this work want to know that projects follow stringent good practice guidelines for restoration and will deliver the carbon benefits they claim. The Peatland Code provides that assurance.

The voluntary Peatland Code enables a consistent approach to peatland projects and offers clarity and transparency to investors about what their contributions can realistically achieve.

Compliance with the Peatland Code means that projects:

- Deliver tangible benefits for climate change mitigation, wildlife and water quality
- Provide a credible and verifiable estimate of carbon benefits
- Are responsibly and sustainably managed into the future
- Are publicly registered and independently verified.

Projects that meet the requirements of the Peatland Code and have been successfully validated can carry the associated branding.

The following guidelines should be used in all printed and electronic material to ensure clear and consistent communication.

The logo

Two versions of the logo are available for use:

- Colour
- Monotone

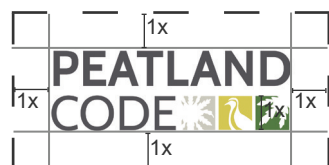


The logo is available in the following formats:

- JPEG for print and web
- EPS for print
- PNG for web

The logo may only be used by third parties with the permission of the IUCN UK National Committee.

Sizing and spacing



Minimum size:
35 mm

Colours

CMYK (for print)

PC Black: C69 M63 Y62 K58

PC Grey: C49 M40 Y41 K4

PC Gold: C30 M38 Y100 K4

PC Green: C88 M28 Y85 K15

RGB (for web)

PC Black: R51 G51 B51 (pantone 29)

PC Grey: R137 G137 B137 (cool grey 9)

PC Gold: R180 G146 B0 (pantone 125)

PC Green: R0 G122 B77 (pantone 348)

Pantone



Typeface

The corporate typeface is Arial (regular, **bold** and *italic*).

The guidelines below should be applied to all printed materials, letters and emails.

PEATLANDCODEHEADING1:

PC Gold, size 16pt, bold, upper case

Peatland Code Heading 2:

PC Gold, size 14pt, bold, lower case

Peatland Code Heading 3:

PC Green, size 12pt, bold, lower case

Peatland Code Body Text:

PC Black, size 11pt, regular, lower case

Text should be aligned to the left on printed and web materials.

Logo placement

The Peatland Code logo should be positioned to the right in all printed documents.

If the document is to be co-branded with the parent organisation, the IUCN UK Peatland Programme, the Peatland Code logo should be aligned to the right, and the IUCN UK Peatland Programme logo to the left. For more information on the brand guidelines associated with the IUCN UK Peatland Programme contact the organisation directly.



Peatland Programme



Layout

Text should be left aligned in all written documents.

Margins for A4 format:

Top	40 mm
Bottom	25 mm
Left (inside)	60 mm
Right (outside)	25 mm

Writing style

A formal and informative style should be adopted when writing about the Peatland Code. Ensure all information is factually correct and carefully consider your audience to ensure you are using the appropriate terms.

In external communications the **Peatland Code** should be referred to by its full name in the first instance and can thereafter be referred to as **the Code**. All communications should reference the IUCN UK Peatland Programme as managers of the Code at least once.

Please refer to the IUCN UK Peatland Programme brand guidelines for in-depth guidelines.

Social media

It is acceptable to adopt a more informal tone on social media channels to engage the audience. However, it is important to maintain an informative and authoritative manner.

The Peatland Code is owned by the IUCN UK National Committee and administered by the IUCN UK Peatland Programme. For more information on the Peatland Code or about the logo and brand contact:

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