



LCBA Seal

User guide



This project is funded by
the European Union

A SYMBOL FOR THE GREEN TRANSITION

Since its launch in September 2020, the Low Carbon Business Action (LCBA) has supported the acceleration of green technology transfer projects between European SMEs and companies from Argentina, Brazil, Canada, Chile, Colombia and Mexico (onwards the Americas).

As part of the initiative efforts to promote and recognize the path taken by many businesses across the Americas towards the sustainable transition, the LCBA Seal has been created.

The LCBA Seal is an insignia which will certify that a specific **project** has fulfilled all the sustainability conditions assessed throughout the program, such as the project's positive impact in the environment.

The Seal is a way of recognizing the efforts and steps taken by companies which are part of this initiative, towards a more sustainable future. It represents a vision of a sustainability pathway based on continuous improvement and shared responsibility between companies.

This guide establishes the criteria that companies eligible to use this insignia should follow in order to be able to benefit from the promotion and use of LCBA Seal.



INTRODUCTION TO THE SEAL

What does the LCBA Seal recognize?

The badge recognizes that a project has fulfilled all the assessed conditions by LCBA and has a positive impact in the environment, as per the estimated values of emission reduction, waste reduction or renewable energy produced detailed in the certification letter provided by LCBA.

Who can use the LCBA Seal?

- The Seal is only granted to those projects held between a European technology provider and a company in the Americas, under the scope of the program.
- The specific project needs to receive a certification letter from the LCBA of the Legally Binding Contract (LBC) between the parties.
- Both parties involved in the approved project can use the seal when referring to the specific project.

When can the Seal be used?

Once that both parties – technology provider and buyer – receive the LBC certification letter. Together with the letter they will receive the Seal and the User Guide for its application.

Official LCBA Seal:



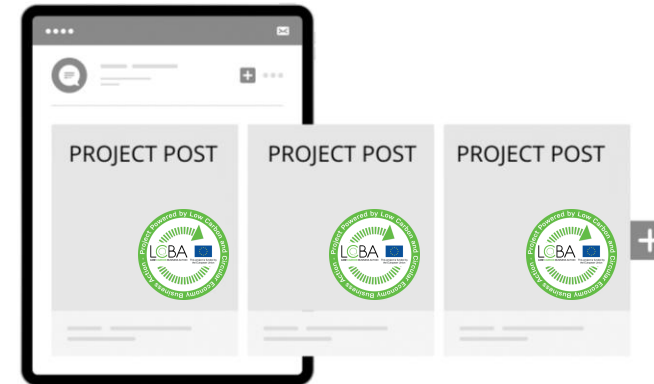
THE PROMOTION OF THE SEAL

How to use the Seal?

The use of the Seal is voluntary and only allowed when referring to a previously certified Project by LCBA. It can be used to promote your project in the following formats:

- **Marketing materials** related to the project carrying the seal.
 - On these materials, if possible the seal should be accompanied by a reference to the program website xxx for more info.
 - With regard to video materials, the URL can be included on the place where the video is hosted (e.g. Youtube video description, website, email newsletter, etc)
- **Corporate communications** about the project and **social media references**. When possible and to increase the visibility, we encourage companies to tag the LCBA social media handles.
- When displaying the Seal on the **website** it needs to be on a specific section referring to the Project and not in a homepage.

For any additional uses please contact the LCBA team for approval.



COLOUR BREAKDOWN

Green and white version



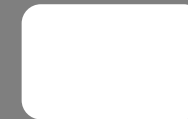
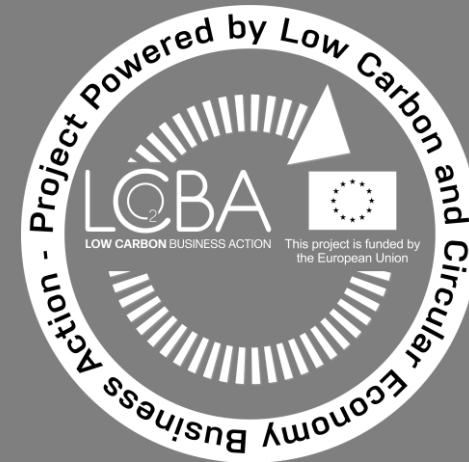
RGB 99 188 70
 CMYK 47 0 63 26
 Hex #63bc46

Green, single colour version



RGB 8 80 153
 CMYK 95 48 0 40
 Hex #085099

Reverse white version



RGB 255 255 255
 CMYK 0 0 0 0
 Hex #FFFFFF

EXCLUSION ZONE

Placement

To ensure that the LCBA Seal is never compromised, it should stand alone and have no element competing (text, graphics or images).

The seal should never be displayed in a position where it could be confused with a company name or in any way that implies endorsement of initiatives not applicable to the LCBA project. The LCBA Seal should be placed prominently in order to maximize visibility and recognition

Exclusion zone

To ensure the highest visual impact of the LCBA Seal, a minimum clear area must be maintained, as seen on the illustration shown. No other competing elements should appear in this space.

Languages

The Seal will be available in English, Spanish and Portuguese.

Exclusion zone



MINIMUM SIZE

Minimum size

The LCBA Seal should never be used below the minimum size of 13mm.

Minimum size 13mm
(Not to scale)

