CDP logo guidelines

The CDP logo is available:

- When CDP works in partnership with an organization, for the duration of the partnership or relating to a particular project.
- To accompany communications to indicate that a company publicly takes part in the CDP process, as a signatory or reporting organization.
- When an organization buys a service from CDP (eg Reporter Services, Supply Chain membership).
- When the business is accredited by CDP to provide services aligned with our mission for the period that they are accredited.
- To indicate that a company is in the current reporting year's A List.

The logo must never be recreated. **The full color version must only be applied to white backgrounds. A white only version is supplied for use on coloured backgrounds.** The primary logo features our strapline 'Disclosure Insight Action'. Please use this version wherever possible.
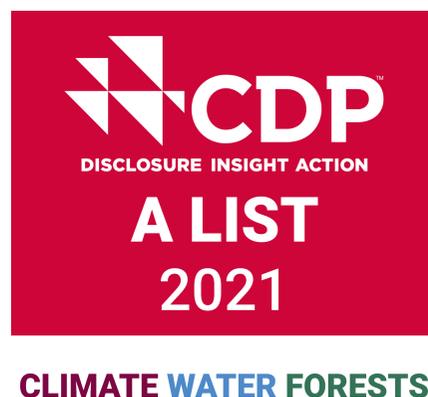
To ensure the CDP logo maintains impact, especially in busy graphic environments, a defined clear space must be maintained around it (please see diagram).

Always ensure the logo is prominently positioned. In situations where it is necessary to feature it at a smaller size, please do not apply it at a width less than 25mm.

CDP logo guidelines

Stamps are provided for partners, supporters and disclosing companies in a variety of formats. Where stamps are available in two colors, please use the red block on white backgrounds, and white block on colored backgrounds or imagery. Please do not apply stamps at less than 20mm block height.

Logo requests and queries

Please clearly state the reason for use, as well as where and how it will be used. There may be other circumstances, not listed on the previous page, in which CDP will allow use of its logo, if they are consistent with the goals, objectives and messages of the organization. This will need to be sanctioned by the CDP Communications team.

To request permission to use the CDP logo and partner stamps, please email emily.peddle@cdp.net or henry.fogarty@cdp.net.