

BADGE GUIDELINES

For verified FuturePlus members

FU⁺UREPLUS



What is the **IMPACT CERTIFIED** badge?



Being **IMPACT CERTIFIED** is more than just a badge. It's a tangible representation of your organisation's commitment to creating positive impact, symbolising that you are part of a community of businesses focused on continual improvement across social and environmental impact. The FuturePlus **IMPACT CERTIFIED** badge is awarded to FuturePlus members upon verification of a FutureImpact assessment.

THE BADGE IS DESIGNED TO COMMUNICATE:

- + That you measure, manage and report on your sustainability performance and impact using the FuturePlus framework.
- + That your sustainability impact and achievements have been third-party verified to the highest standards.
- + That you are committed to progressing your sustainability performance in line with a time-bound roadmap.

USING THE BADGE

The FuturePlus **IMPACT CERTIFIED** badge can only be used by companies with a verified FutureImpact assessment.

Whether you're looking to communicate your sustainability achievements more effectively, increase awareness of your brand, or align yourself with other **IMPACT CERTIFIED** businesses, the badge can be used on email footers, packaging, business cards, websites, marketing materials and more to communicate the positive environmental and social actions your business is putting in place.



THE QR BADGE

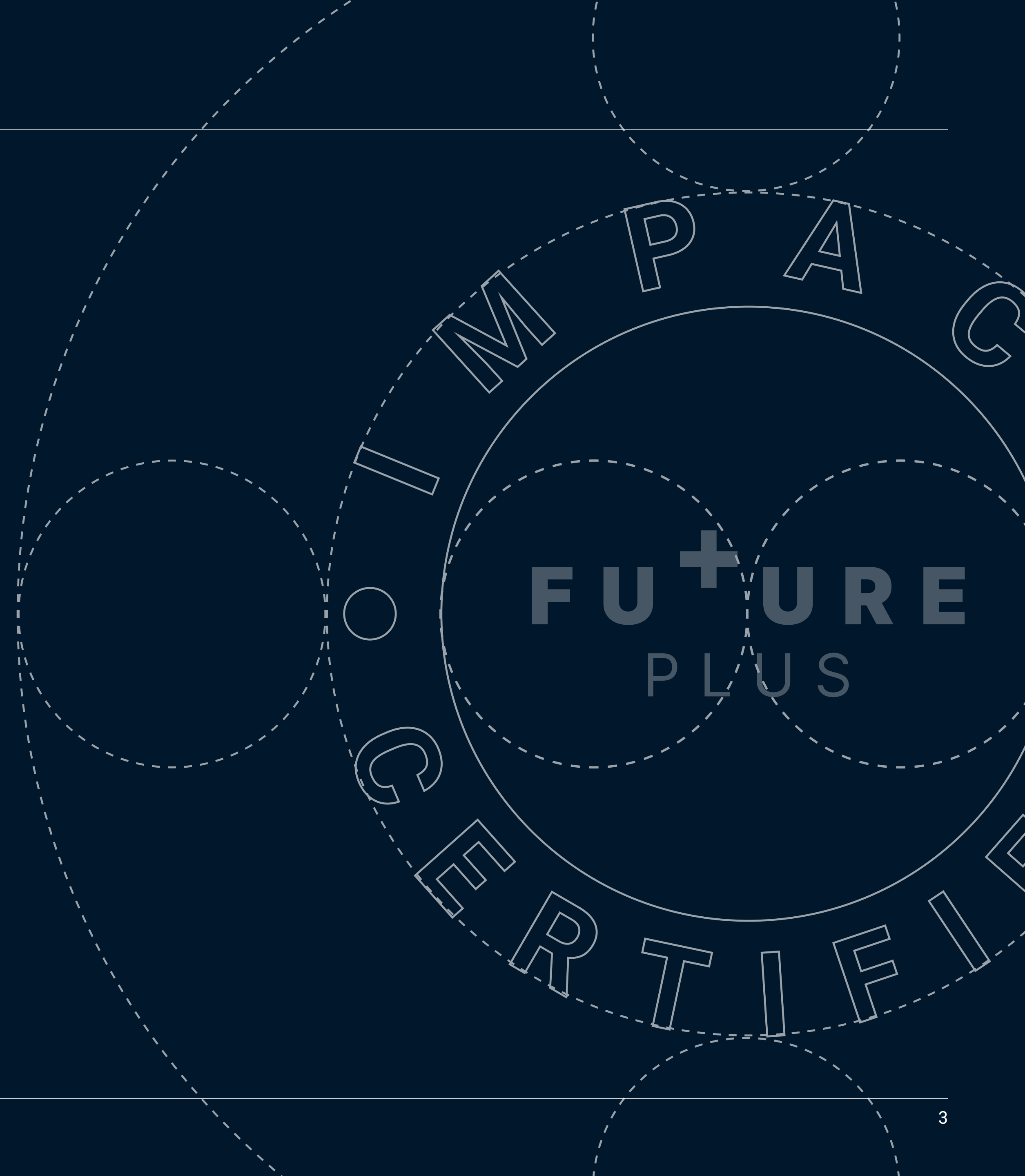
The FuturePlus **IMPACT CERTIFIED** QR badge provides a direct link to the information of your choice, for example your FutureImpact sustainability scores, your latest Impact Report, or the sustainability pages of your website.

To access the QR badge, simply contact your FuturePlus Advisor, providing the URL you would like the QR code to point towards, or email: info@future-plus.co.uk

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GUIDELINES FOR USE

The following rules apply for both the Impact Certified and QR code badges.








COLOUR



Our badge can be used in our master 'Night' blue, black or reversed.

Our QR codes can be in either Night blue or reversed when placing on dark backgrounds.

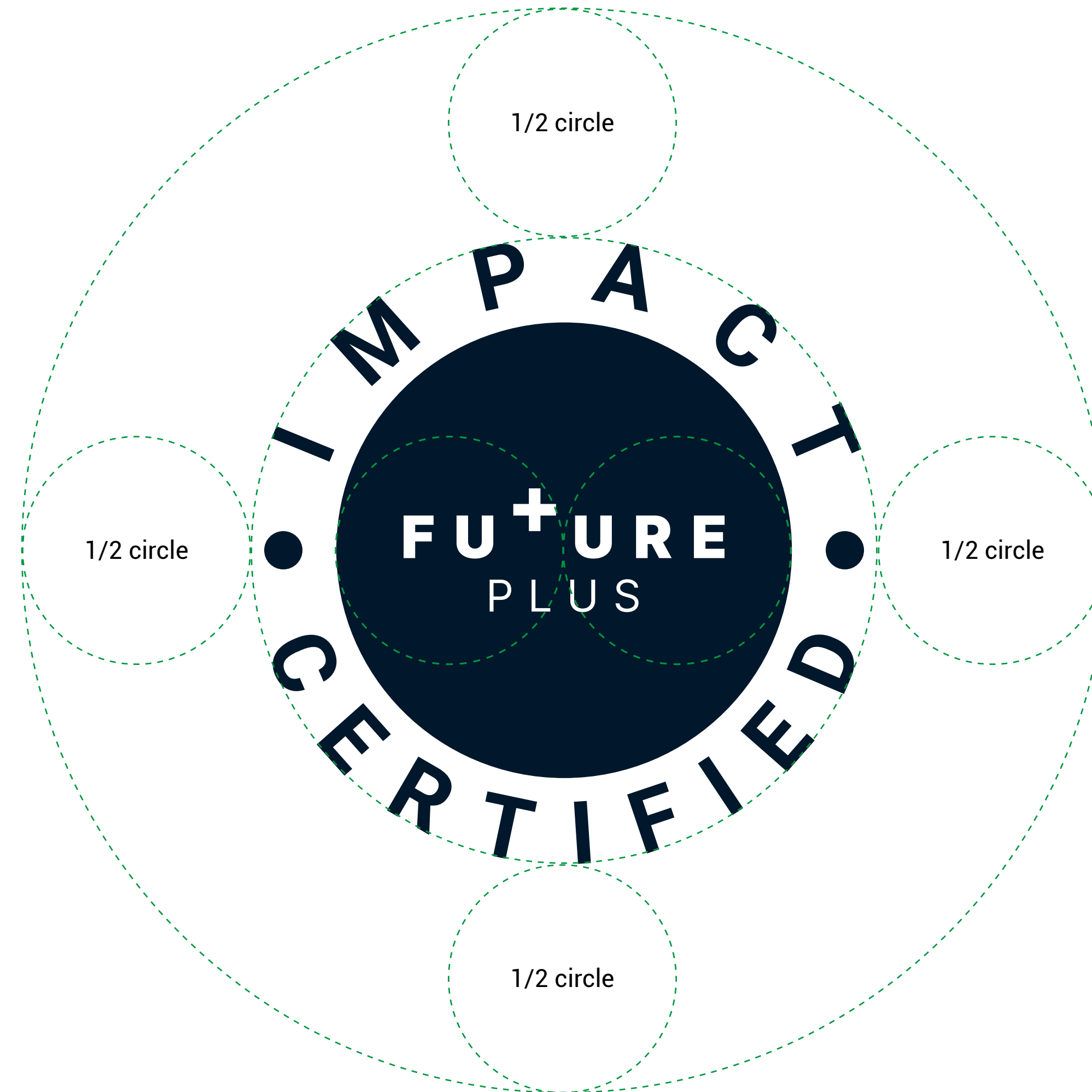
<p>Primary</p>  <p>Night</p> <p>R=1 G=23 B=43 HEX #01172B</p>	<p>Reversed</p>  <p>White</p> <p>R=255 G=255 B=255 HEX #ffffff</p>	<p>Mono</p>  <p>Black</p> <p>R=0 G=0 B=0 HEX #000000</p>
<p>Primary</p>  <p>Night</p> <p>R=1 G=23 B=43 HEX #01172B</p>	<p>Primary</p>  <p>White</p> <p>R=255 G=255 B=255 HEX #ffffff</p>	

SAFE AREA



Safe area

A clear space around our badge is determined by a space equal to half the width of the badge's central circle. Ensure no content encroaches into this space.



INCORRECT USAGE



What to avoid

Do not change the colour



Do not stretch or condense



Do not rotate



Do not add effects



Do not change its shape



Do not change the font



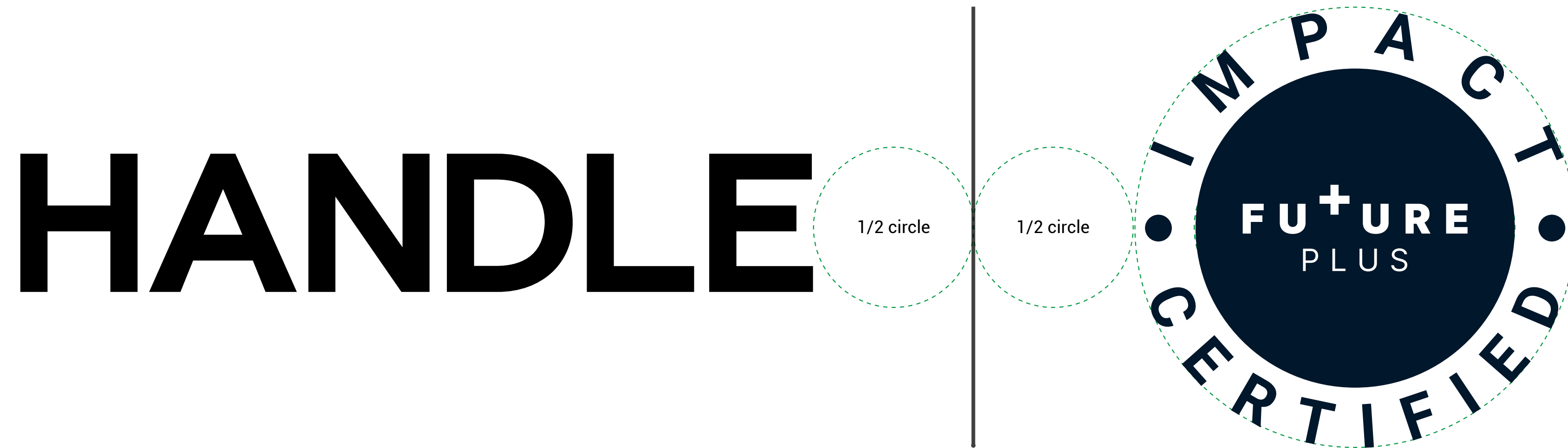
USING OUR BADGE



Working with other brand logos

When displaying our badge with other brand logos, use the same safe space rules from the previous page.

A 1px width vertical black or reversed line should be used to ensure both the brand logo and badge are distinguished from one another.



USING OUR BADGE



Minimum size

The badge's minimum size is determined by the surrounding type being legible.

Email signature

Joe Bloggs

Project Manager

+44 (0) 7747 612 286

HANDLE



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