

Corporate Design Manual Carbon Standards

EXTERNAL

Version 2.0

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Note
This CD manual is based on the corporate design of the EASY-CERT group.

Carbon Standards is a member of the EASY-CERT group.

1. Logos

1.1 Colour versions



Coloured standard version



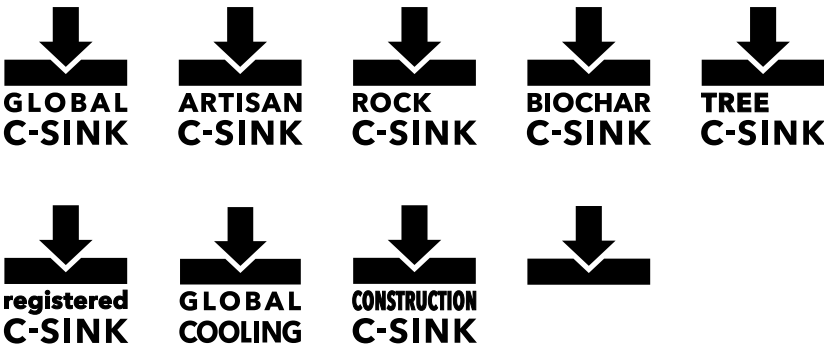
Version black



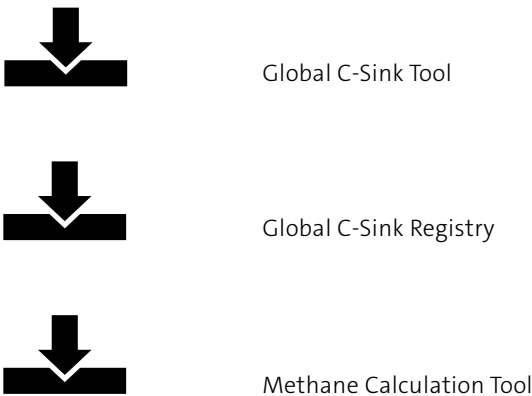
Version negative

1.2 Trademarks





1.3 Online-Tools



1.4 Application

Coloured versions on white background



In principle, the use of the coloured versions on a white background is recommended.

Black and negative versions



Where for technical reasons the coloured representation of the logos is impossible, the version black or (with dark background) negative can be used.

2. Colour definitions



Green Forest				
CMYK	95 C	0 M	82 Y	0 K
Pantone	7739 U			
RGB	46 R	151 G	81 B	
Web	#2e9751			



Graphite				
CMYK	78 C	48 M	46 Y	63 K
Pantone	5463 U			
RGB	29 R	39 G	43 B	
Web	#1d272b			

Green Forest and Graphite are the primary colours of the corporate design.

3. Trademarks

3.1 Principles

The respective trademark/label may be used to indicate certification on packaging or verification (please see explanation in different standards) as well as in physical or electronic advertising and marketing materials, media, on websites, and in other business-to-business communications, such as flyers.

A. Trademarks for labelling only with valid contractual relationship

Trademarks for labelling and advertising may only be used by companies that have a valid contractual relationship with Carbon Standards or which meet the requirements set out in the contract between the client and Carbon Standards.

B. Labelling with valid certification/verification only

Products bearing the EBC/WBC trademark must be certified. C-Sink labels can be used depending on their status.

If the customer terminates the contract and/or the certificate becomes invalid for other reasons, the corresponding reference in any digital advertising or marketing materials, media or websites, or in any other business-to-business communications, must be removed immediately. With regard to printed materials, the customer has to ensure that the logo is removed prior to the next print run. Labelled products may remain labelled for as long as a valid certificate/verification exists. Buyers of certified products must be informed by the customer, when the products no longer fulfil the requirements.

If a customer uses the trademarks/labels of Carbon Standards in a way that does not comply with the requirements set out in this Design Manual and the General Terms and Conditions, Carbon Standards will issue a written warning. This will demand an end to the improper use of the logo and the necessary corrections.

If the customer continues to use parts of the logo unlawfully or in a manner that does not comply with the requirements following a written warning, further steps will be taken, which may result in legal consequences.

3.2 Trademark protection and compulsory information

3.2.1 Trademark Protection

Carbon Standards holds international trademark protection for its logos and brand names:

- Global C-Sink
- Artisan C-Sink
- Rock C-Sink
- Biochar C-Sink
- Tree C-Sink
- Registered C-Sink
- Global Cooling
- Construction C-Sink
- World-Climate Farm Tool

These names are registered as international trademarks and are protected internationally in accordance with the Madrid trademark registry (Madrid Monitor), Swiss trademark regulations, and other national provisions.

Trademark protection can differ depending on the country. A review of local trademark rights is required before entering new markets.

3.2.2 Registered trademarks

Carbon Standards owns the following EU trademarks:

- (1) EU guarantee mark No 018071838 'EBC' (word mark) and
- (2) EU guarantee mark No 018071835 'Certified Biochar EBC European Biochar Certificate (EBC)' (figurative mark), reproduction:



(hereinafter referred to as 'EU trademarks').

Each of the EU trademarks are registered in respect to the following list:

Class 01:

Chemical substances, chemical materials and chemical preparations and natural elements, in particular biochar, activated carbon activated adsorbents, activated carbon filters for the purification of gases, and activated carbon filters for the purification of liquids; Growth and fertilizers and chemicals used in agriculture, forestry and horticulture, in particular fertilizers (in part) consisting of biochar (biochar); Putties, fillers and glues for industrial purposes, in particular coal for filters for removing organic contaminants from water; Filter materials [chemical, mineral, vegetable and other raw materials], in particular activated carbon.

Class 04:

Fuels, in particular of biochar (charcoal, charcoal).

Class 05:

Biochemical feed additives made from biochar.

Class 19:

Building materials and components, not of metal, (partially) consisting of biochar.

Class 31:

Foodstuffs and animal feed (in part) consisting of biochar (biochar); Litter and bedding materials for animals (partially) consisting of biochar (biochar).

Class 40:

Production of coal by biomass pyrolysis; Processing of biochar (biochar) as a raw material for the production of various products.
(hereinafter referred to as 'the goods and services claimed')

3.2.3 Right to use the EU trademark

Carbon Standard International grants:

- (1) Manufacturers of EBC certified biochar, as well as of products containing EBC certified biochar,
- (2) Processors and traders of EBC certified biochar and products containing EBC certified biochar and
- (3) Users of EBC certified biochar (e.g., farmers, operators of composting plants, operators of biogas plants) as well as of products containing EBC certified biochar (e.g., farmers, gardeners, animal keepers).

the right to use these EU trademarks for the aforementioned goods and services under the following conditions:

The EU guarantee trademark No 018071838 “EBC” (word mark) may only be used alone or with the following additions

- (1) “Zertifikat” / “Certificate”, oder “Zertifizierung” / “Certification” oder “zertifiziert” / “certified”
- (2) “Agro”, “AgroOrganic”, “AgroBio”, “Feed”, “Feed-Plus”, “Urban”, “Materials”, “Basic”

The EU guarantee trademark No 018071835 “Certified Biochar EBC European Biochar Certificate (EBC)” (figurative mark) may only be used as registered. Additions or modifications are not permitted.

3.2.4 Advertising with laboratory analysis according to EBC standard

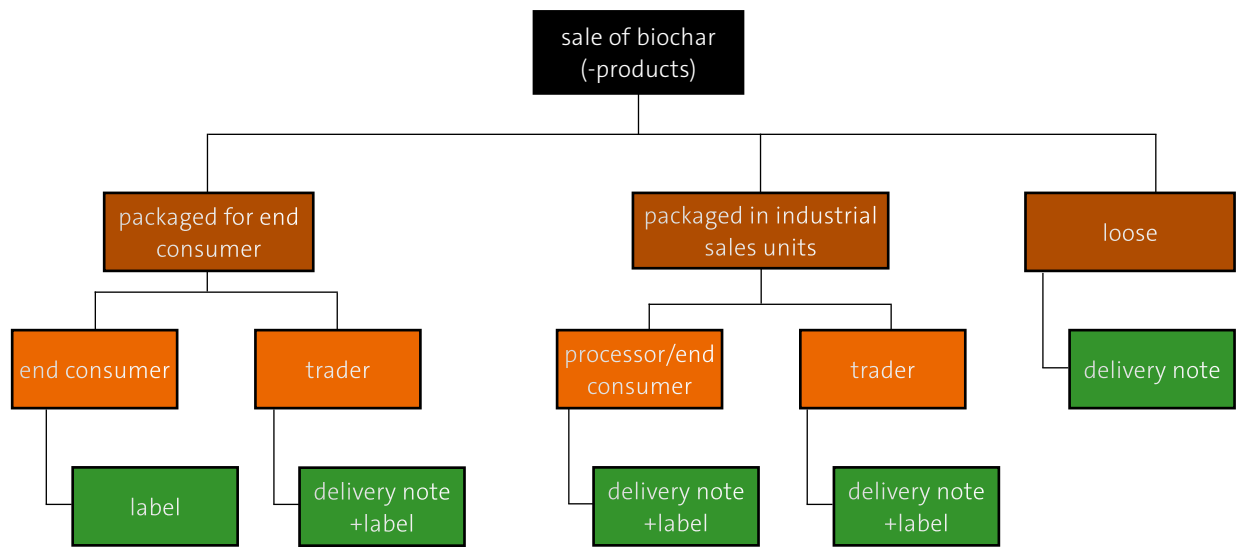
If an analysis of the biochar has been carried out by an endorsed laboratory (see list at www.carbon-standards.com/ebc) in accordance with the EBC standard, but no EBC certification was obtained, the lack of certification must be pointed out in a suitable form when advertising the analysis result. Misleading statements in this regard should be avoided in any case.

Permissible are for example formulations like “laboratory analysis after EBC standard*”, footnote: “not certified”.

3.3 Design Manual – Biochar

The Decision tree helps define where the information must be available. A distinction is made between the label on the packaging unit and the accompanying delivery note.

Figure 1: Decision tree for labelling of biochar and biochar products.



The following information must be available at the respective location. BT QR-Code means the QR-Code downloadable in Biochar Tool. It must be printed and reveal the information on biochar quality if scanned. dMRV QR-Code means the QR-Code provided by the dMRV system. The access to the information may be limited to a certain user group. If the dMRV QR-Code links publicly available to the URL of the BT QR-Code printing only the dMRV QR-Code is sufficient.

3.3.1 Mandatory information on biochar

The label and/or delivery note for pure biochar must indicate at least the following information about the biochar:

Table 1: Necessary information on biochar

Information	Location of the information	Standard
Batch ID	Label/delivery note	EBC/WBC and GBCS
A table showing all certification classes. The certification class(es) under which the biochar is certified must be marked. Please see table 3 for reference.	Label/delivery note	EBC/WBC
H/C _{org} ratio	Label/delivery note	EBC/WBC
If the biochar is sold without its C-sink value it must be labeled as a C-sink product, informing the buyer that the C-sink of the product is already registered and cannot be claimed for other emission compensations. This reference must at least be made by printing the following Carbon Standards registered seal: «Registered C-Sink» and the sentence: “The C-sink (climate effect of the stored carbon content) of the product is already registered and must not be claimed for additional carbon programs.”	Label/delivery note	GBCS
Amount of biochar in tons of dry matter (DM) ¹	dMRV QR-Code and/or label/delivery note ²	EBC/WBC
Volume of biochar	dMRV QR-Code and/or label/delivery note ³	EBC/WBC
Amount of biochar in tons of dry matter (DM) ⁴	dMRV QR-Code	GBCS
Organic carbon content (C _{org})	BT QR-Code	EBC/WBC
pH	BT QR-Code	EBC/WBC
Link to the EBC/WBC biochar analyses	BT QR-Code	EBC/WBC and GBCS
Date of production	Label/delivery note or dMRV QR Code	EBC/WBC and GBCS
Year of CO ₂ removal	dMRV QR Code	GBCS
Link to the emission portfolio	dMRV QR Code	GBCS

¹ EBC/WBC costumers should determine their DM according to the yearly batch sample analysis. DM is in this case derived either by multiplying the wet weight with (1-moisture content from sample report) or by multiplying the volume with the bulk density after production.

² Volume and weight in dry matter must both be accessible through the dMRV QR-Code. However, only one of both must be accessible through the label/delivery note.

³ Volume and weight in dry matter must both be accessible through the dMRV QR-Code. However, only one of both must be accessible through the label/delivery note.

⁴ Global Biochar C-Sink costumers must determine their DM according to the Global Biochar C-Sink Guidelines chapter 9.2: “For each sub-quantity of max. 10 m³ of biochar, at least 20 individual sub-samples must be taken using a sampling stick. Combining a minimum of 20 sub-samples must yield at least a total sample volume of 10 liters of biochar.” Or via an approved alternative method.

3.3.2 Mandatory information on biochar products

The label and/or delivery note for products containing biochar must indicate at least the following information about the biochar:

Table 2: Necessary information on biochar products

Information	Location of the information	Standard
Batch ID	dMRV QR-Code or BT QR-Code	GBCS
A table showing all certification classes. The certification class(es) under which the biochar is certified must be marked. Please see table 3 for reference.	Label/delivery note	EBC/WBC
Organic carbon content (C_{org}) of Biochar in product	Label/delivery note	EBC/WBC
H/ C_{org} ratio	Label/delivery note	EBC/WBC
Average amount of biochar in tons of dry matter per packaging unit (DM)	Label/delivery note	EBC/WBC
If the biochar is sold without its C-sink value it must be labeled as a C-sink product, informing the buyer that the C-sink of the product is already registered and cannot be claimed for other emission compensations. This reference must at least be made by printing the following Carbon Standards registered seal: «Registered C-Sink» and the sentence: “The C-sink (climate effect of the stored carbon content) of the product is already registered and must not be claimed for additional carbon programs.”	Label/delivery note	GBCS
Link the EBC/WBC biochar analyses	BT QR-Code	EBC/WBC and GBCS
Date of production	dMRV QR-Code	GBCS
Year of CO ₂ removal	dMRV QR-Code	GBCS
Link to the emission portfolio	dMRV QR-Code	GBCS
Emissions that occurred during processing	dMRV QR-Code	GBCS
Product processor	dMRV QR-Code	GBCS
C-Sink Matrix	dMRV QR-Code	GBCS

Products containing biochar are only allowed to use the EBC logo and the inscription “Manufactured with EBC certified biochar” if the biochar processing company and their biochar-based products have also been certified according to the following guidelines.

If the packaging units are produced before the QR code is created - such as packaging for the end consumer - a company's own QR code on the packaging unit can link the product to the company's website, from where a permanent redirection to the Biochar Tool of the certified batch must be set up before the packaging units are sold.

3.3.3 Labelling of certification classes

On every label of EBC/WBC biochar or biochar-based products the certification class must be labelled. This must be done with the following table. The certification class under which the biochar is certified must be ticked (✓) or crossed (X).

Table 3: table for labelling the certification classes.⁵

<i>EBC-FeedPlus</i>	<i>EBC-Agro Organic</i>	<i>EBC-Agro</i>	<i>EBC-Urban</i>	<i>EBC-Materials</i>	<i>EBC-Basic</i>
Only EBC-Agro, EBC AgroBio or EBC FeedPlus may be used for agriculture. Biochar that is solely EBC-Urban-, EBC-Materials- or EBC-Basic certified mustn't be applied to agriculture.					

WBC-Premium	WBC-AGRO	WBC-MATERIAL
Only WBC-Premium or WBC-Agro may be used for agriculture. Biochar that is solely WBC-Material certified mustn't be applied to agriculture.		

⁵Version 10.4 of the EBC standard contained an additional certification class, “EBC-Feed.” Producers are Granted a transition period until December 31, 2026, during which a batch can still be certified as “EBC-Feed” in accordance with the rules of standard version 10.4. If a producer applies this exemption rule and he must add the certification class “EBC-Feed” to the table for labelling the certification class.

3.3.4 Mixing of biochars

If biochars of different EBC/WBC certification classes are used in one product, the end product may only bear the EBC/WBC certification class(es) whose requirements have been met by each individual biochar.

If EBC/WBC certified biochars from more than one batch are mixed in the product, the corresponding averaged values for the organic carbon and nutrient content based on the Dry Matter (DM) of the blended biochar must be reported. H / C_{org} – ratio, the highest temperature reached in the pyrolysis process, electric conductivity, WHC, and pH must be provided as the range of the lowest and highest value of the individual biochars used.

Certified resellers of biochar or biochar products do not need to name and identify the original company or production site of the biochar.

3.3.5 Label examples

Biochar



<i>EBC-FeedPlus</i>	<i>EBC-Agro Organic</i>	<i>EBC-Agro</i>	<i>EBC-Urban</i>	<i>EBC-Materials</i>	<i>EBC-Basic</i>
					

Only EBC-Agro, EBC AgroBio or EBC FeedPlus may be used for agriculture. Biochar that is solely EBC-Urban-, EBC-Materials- or EBC-Basic certified mustn't be applied to agriculture.

Properties of the Biochar:

- Batch ID: ba000089
- C_{org}: 87.7 %
- H/C_{org}: 0.34
- pH: 8.4
- dry weight: 204.000 kg
- Volume: 1.000 m³
- Production date: 5th May 2025

The C-sink (climate effect of the stored carbon content) of the product is already registered and must not be claimed for additional carbon programmes.

Biochar based product



<i>EBC-FeedPlus</i>	<i>EBC-Agro Organic</i>	<i>EBC-Agro</i>	<i>EBC-Urban</i>	<i>EBC-Materials</i>	<i>EBC-Basic</i>
					

Only EBC-Agro, EBC AgroBio or EBC FeedPlus may be used for agriculture. Biochar that is solely EBC-Urban-, EBC-Materials- or EBC-Basic certified mustn't be applied to agriculture.

This product contains xx kg of biochar with the following properties.:

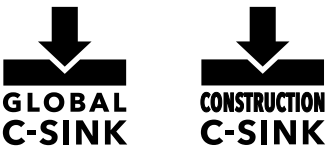
- C_{org}: 87.7 %
- H/C_{org}: 0.34

The C-sink (climate effect of the stored carbon content) of the product is already registered and must not be claimed for additional carbon programmes.

3.4 Labelling of materials and buildings

3.4.1 Trademark

The trademarks used for the verification of materials and buildings, for creating marketing material, and for communications can be downloaded directly from the Carbon Standards website. The following trademark logos may be used for Global Construction C-Sink.



3.4.2 Labelling of materials

If Construction C-Sink Materials are certified according to the Global Construction C-Sink Standard, the following information must be provided on each packaging and each delivery bill: a unique ID of the Construction C-Sink Material and a QR code. This QR code refers to the Construction C-Sink Tool, which documents the corresponding analytical data, the C-sink value per unit and other relevant parameters.

Required information:

Material ID	mt001
QR-Code	

3.4.3 Labelling of buildings

Each building (Construction C-Sink Unit) is equipped with an unique QR code that can be used to certify the building. The C-Sink Manager can provide each building with a Global C-Sink plaque. This plaque presents information about the building's storage capacity and, via the QR code, offers the opportunity to retrieve further information directly online.

Required information:

Construction Unit ID	cu323
Construction Unit Name	Openly 1
City of Location	Widnau
Country of Location	Switzerland
C-Sink value stored in this building	Xxx tons CO ₂ e
QR-Code	

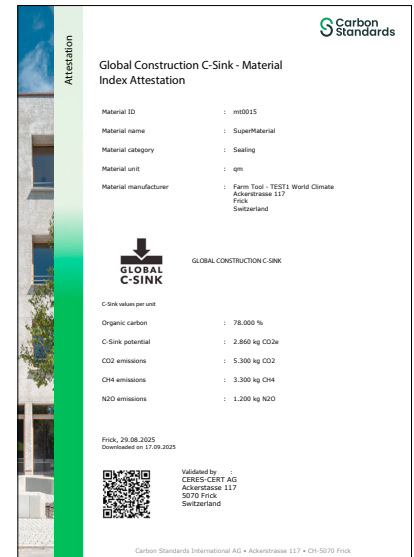
3.4.4 Attestations

Global Construction C-Sink – Material Index Attestation

The Global Construction C-Sink – Material Index Attestation can be generated as a PDF from the Construction C-Sink Tool and contains the information necessary for marketing and trading of the materials. Only the PDFs generated by the software tool, without any modifications, should be used.

Global Construction C-Sink – Unit Attestation

The Global Construction C-Sink – C-Sink Unit Attestation can be generated as a PDF file from the Construction C-Sink Tool and can be used as a certificate showing the relevant C-sink data for a construction. Only PDF files generated by the software tool may be used, without any modifications. Upon request, Carbon Standards will print attestations and send them physically by post.



3.5 Labelling of Artisan C-Sink

Trademark



Label example

The label of traded biochar must contain the following information:

- the feedstock the biochar was made from
- the C-content
- and the year of production
- the name and address of the Biochar Trader

3.6 World Climate Farm Standard - Use of the trademarks

After verification according to the World-Climate Farm Standard, there is one out of three different trademarks permitted, in the languages german, english and french, for farms and businesses – CO₂ evaluated, CO₂ reduced and CO₂ neutral.

The trademarks can be used for creating marketing material, and for communications and are handed out directly by request. it is only permitted to use the label, which corresponds to the verification of the farm, or business.



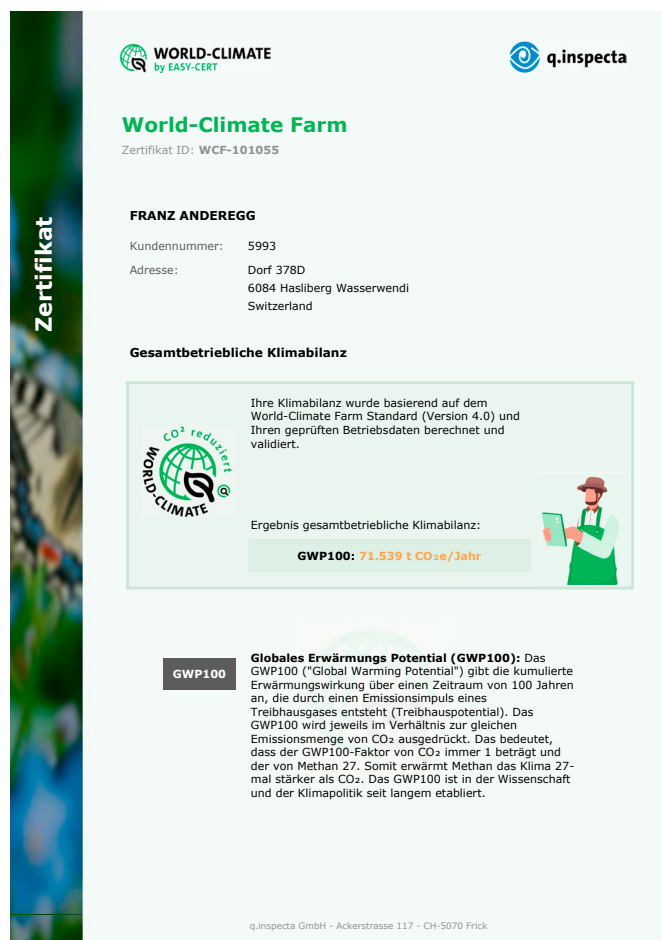
The trademark World-Climate Farm Standard can be used independently from the verification of the farm, or business and is available free for download on the website of Carbon Standards.



Carbon Standards holds international trademark protection for the name World-Climate Farm Standard and the corresponding logo. This name is registered as international trademark and is protected internationally in accordance with the Madrid trademark registry (Madrid Monitor), Swiss trademark regulations, and other national provisions. World-Climate CO₂ evaluated, CO₂ reduced and CO₂ neutral, are protected indirectly via the same design of World-Climate Farm Standard.

If farms or businesses have been assessed and verified according to the World-Climate Farm Standard, they are permitted to label the operation and products with the regarding trademark.

The result of the carbon footprint can be downloaded as statement in PDF from the World-Climate Farm Tool. The corresponding trademark is depicted on the statement. See example below.



Statement example of test farm

4. Impressum

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