

# Allstar EcoPoint Programme

## Guidelines for logo use



Welcome to the Allstar EcoPoint Programme, we're really pleased that you are working with us on this initiative.

If you have requested an e-certificate, these will be sent at the beginning of each year and will include the amount of CO2 your contributions have captured in the previous calendar year.

As part of the Allstar EcoPoint Programme you can use the associated logo below on your website. As you would expect there are some guidelines around how the logos may be used – they are not onerous and we have summarised them below. We have also included some suggested text that could form the basis of any statements you would like to make.



### Guidelines on logo and background:

- 1) EcoPoint only supports projects which are certified under one of the major voluntary carbon standards: the Verified Carbon Standard and the Gold Standard. Each of these standards certifies the quality and environmental claims of the projects, they do not certify the companies that support them through EcoPoint membership. What this means in practice is that whilst you can state that you are supporting projects certified under these standards, you cannot say that your business is certified.
- 2) At different times EcoPoint will be supporting different projects, or more than one project, and therefore at any one time more than one of these standards could be in use. It is therefore recommended that you do not use any of the logos from any of the standards, as it may not be correct at a given time, but rather use the wording: "As members of the Allstar EcoPoint Programme we are supporting carbon reduction projects around the world certified under the leading global carbon standards".

The suggested text below may be a useful starting point for statements:

"As part of the Allstar EcoPoint Programme we are supporting certified carbon reduction projects around the world, including renewable energy, forest creation and forest protection, in recognition of the carbon footprint of our company vehicles."

Tel: 0370 4195165 | Fax: 01793 888824 | [www.allstarcards.co.uk](http://www.allstarcards.co.uk)

Allstar Business Solutions Limited is authorised by the Financial Conduct Authority under the Electronic Money Regulations 2011 (register reference 900470) for the issuing of electronic money and the provision of payment services. Allstar cards bearing the Visa symbol are payment instruments regulated by the Financial Conduct Authority. All other cards issued by us are not regulated by the Financial Conduct Authority and not subject to the rights under the Payment Services Regulations 2017. Head office and registered office: PO Box 1463, Swindon, Wiltshire, SN5 6PS. Company Registration No.2631112. Registered in England. VAT Registration GB747880191.