

2025



# brand guidelines

# Brand Mark

Our brand mark is built on a simple circle, a universal symbol of carbon. It represents the element at the centre of our mission—capturing and removing it from the atmosphere. The mirrored void (the absence or capturing of carbon) inside the rectangle reflects the role of our technologies and partners worldwide in breaking this cycle, ensuring carbon is permanently stored. Simple, bold, and adaptable, the mark embodies the collective strength of our global network.



# Lockups Overview



Centred Lockup



Stacked Lockup



Horizontal Lockup



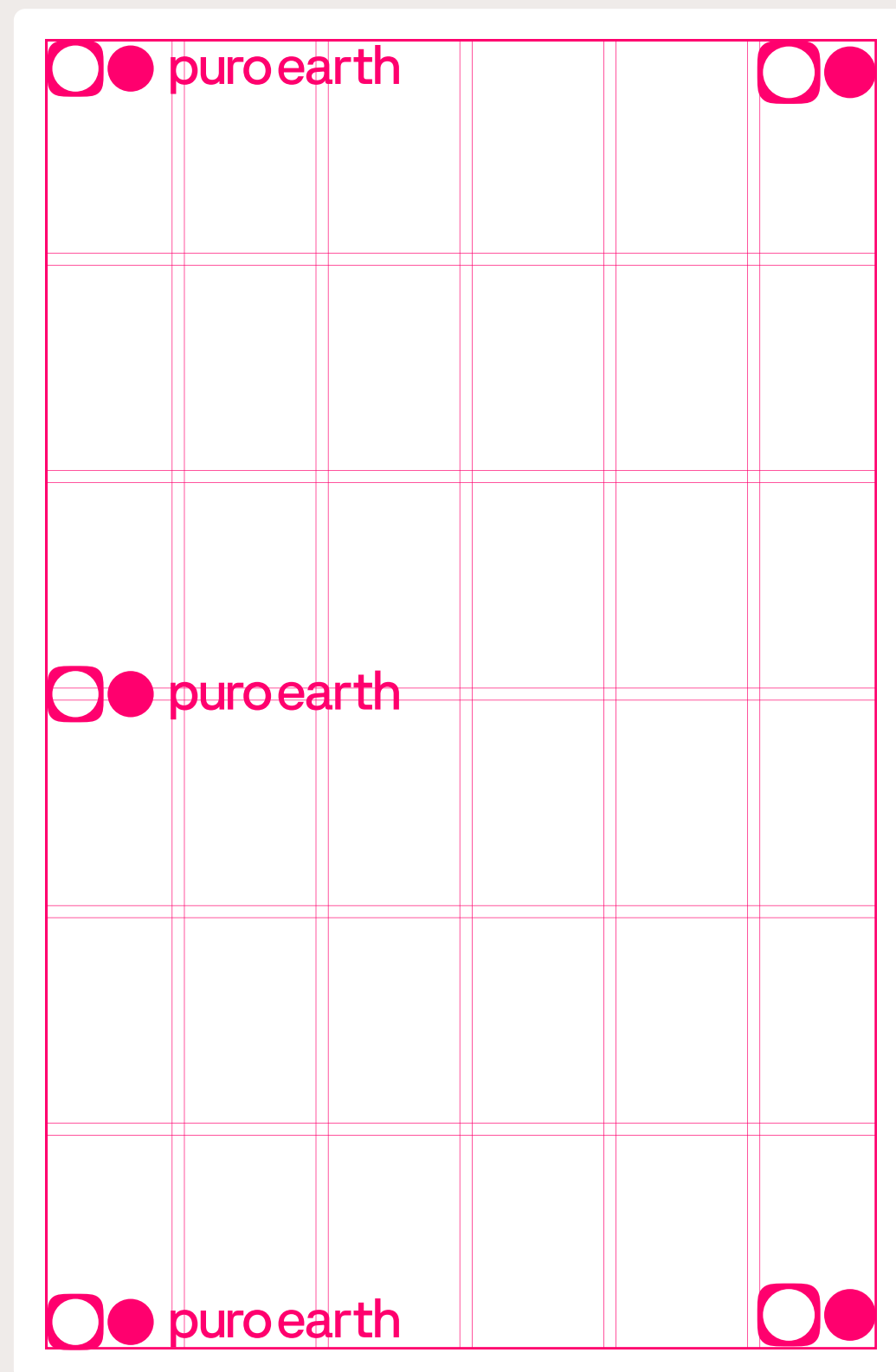
Large Scale Lockup



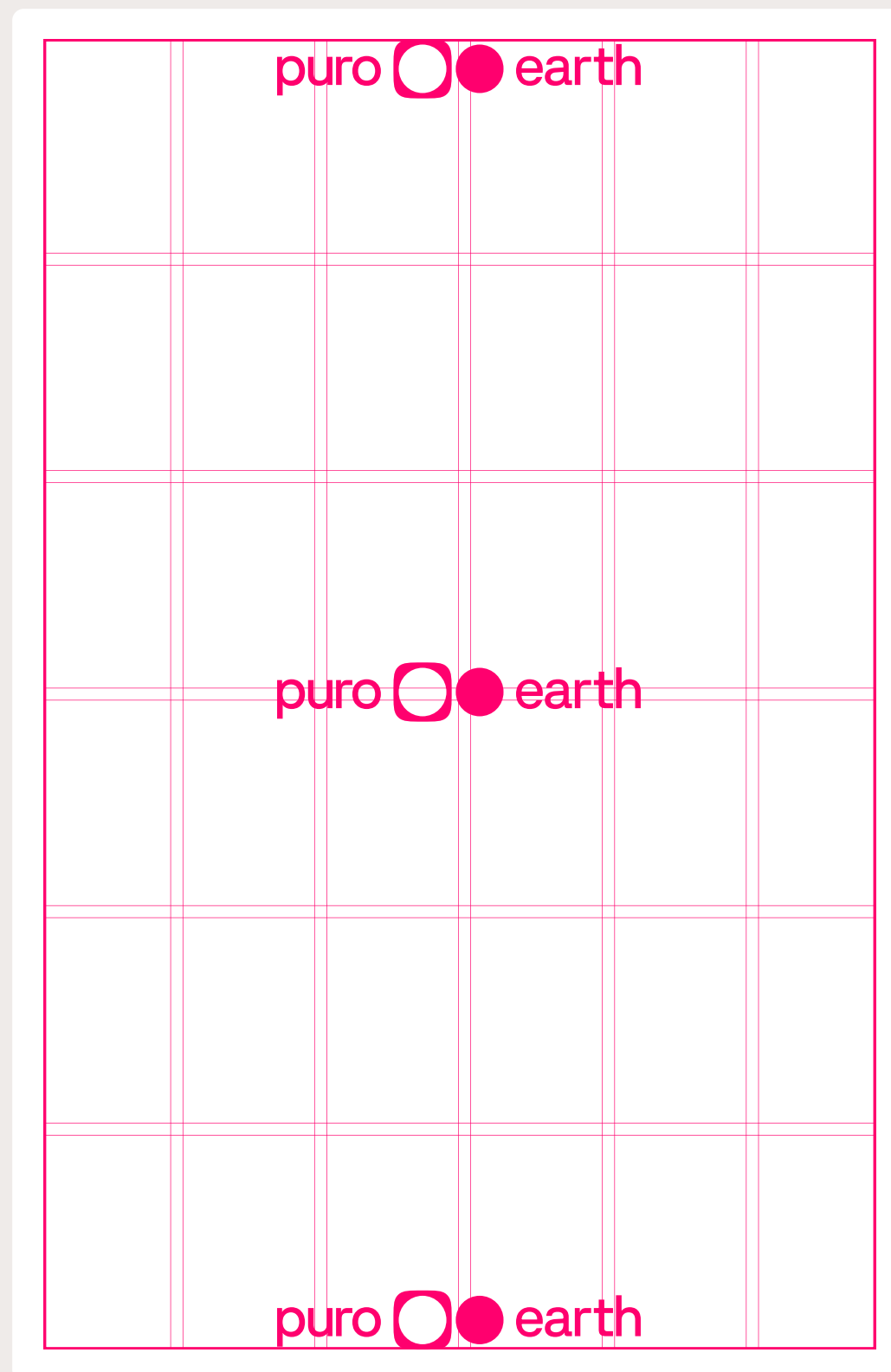
# Dynamic Frame Grid & Logo Placement

We use a 6 × 6 grid to construct our layouts, regardless of orientation. Please follow the logo placement guidance on this page when using the logo as a branded detail.

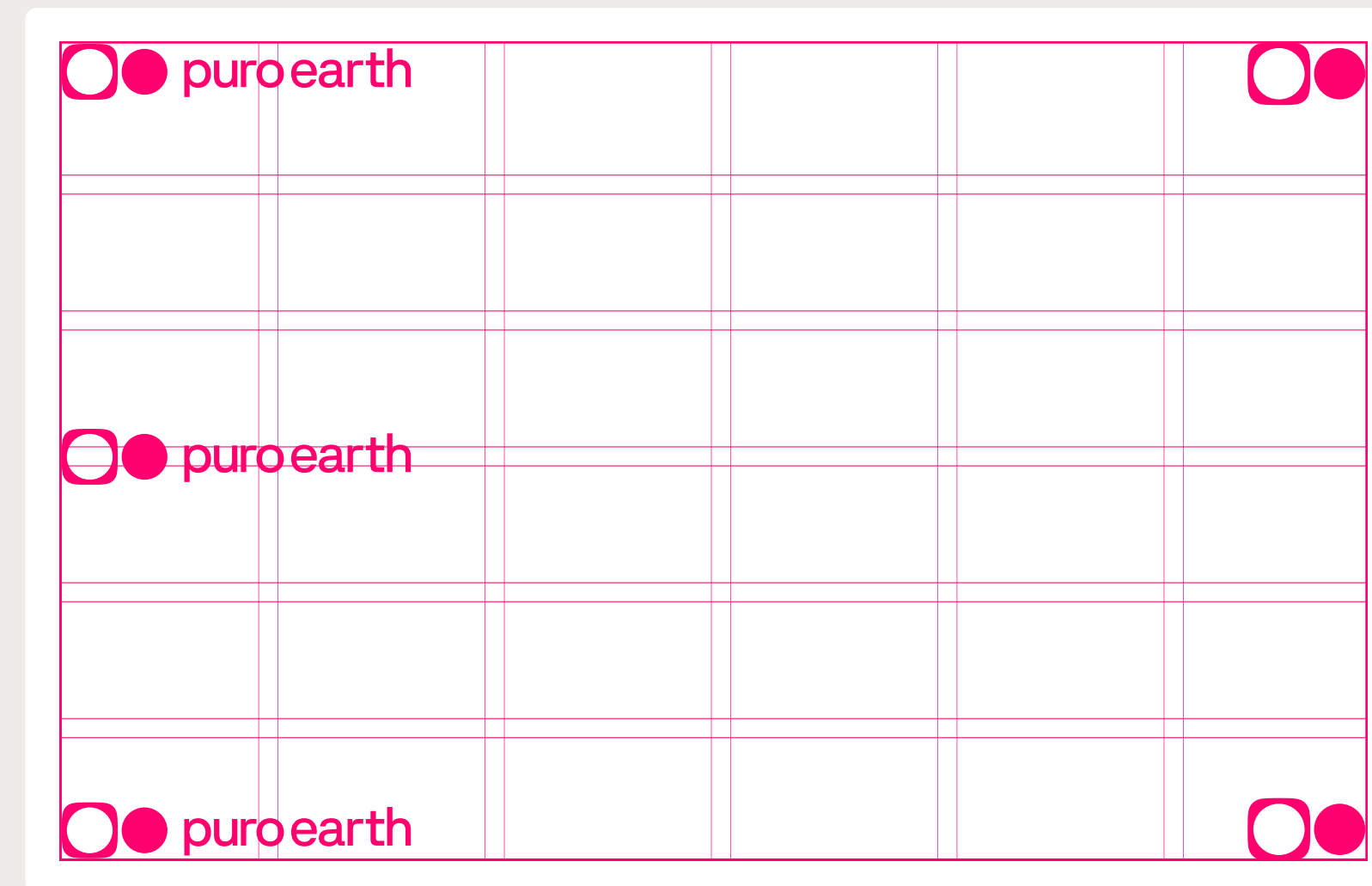
6  
6



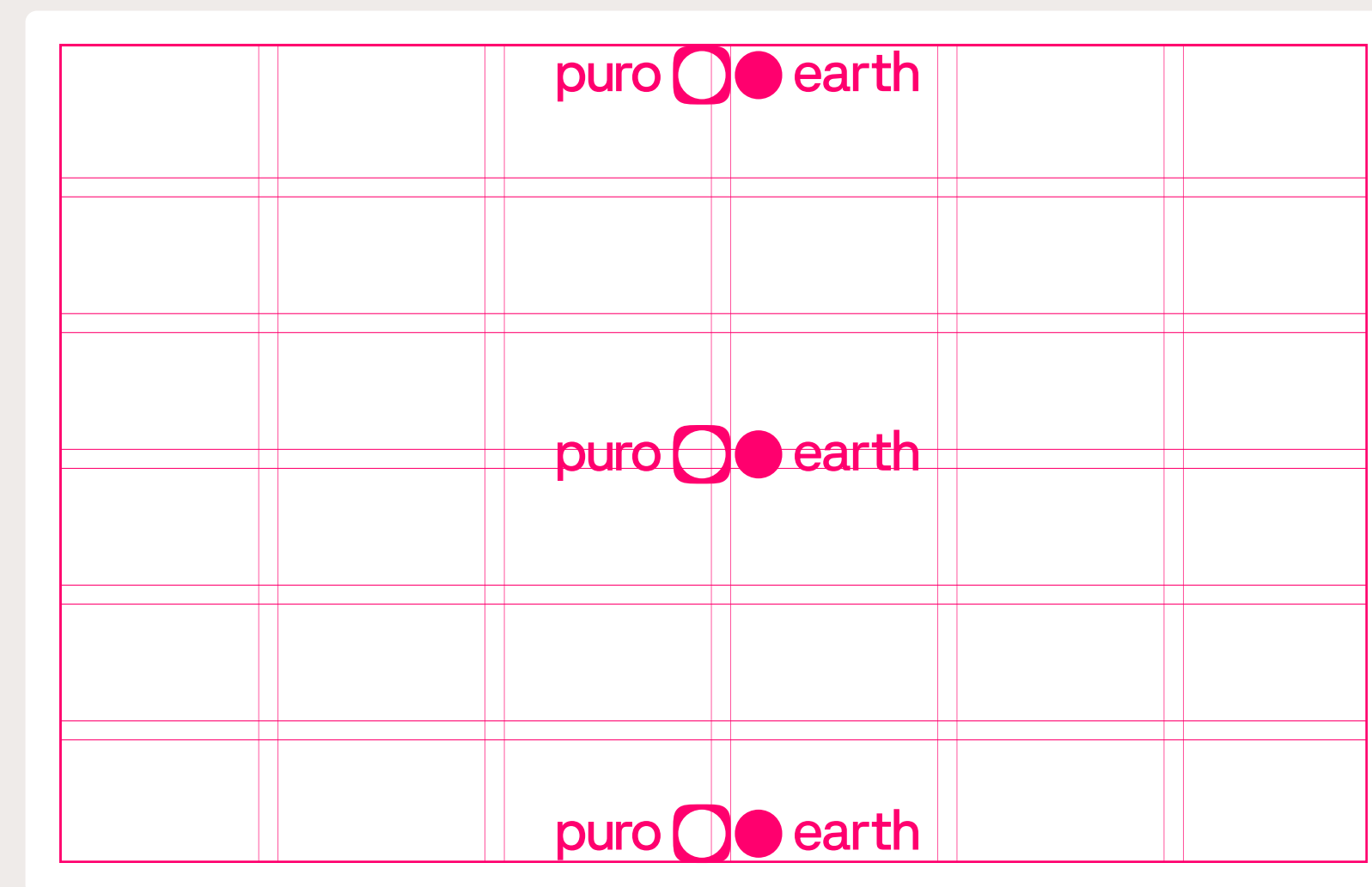
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6



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# Dynamic Frame Layout

