

Sustainability Advantage Recognition Scheme Promotion guidelines

Promoting your status as a Sustainability Advantage Member, Bronze, Silver, Gold or Platinum Partner shows your organisation's commitment to sustainability and improves your reputation as a supplier and employer of choice.

This information pack gives you guidelines for using the recognition emblem and referring to your involvement in Sustainability Advantage.

The emblem is the creative expression of your Sustainability Advantage status and achievement.

Graphic designers and printers should be provided with a copy of this guide before they start work.

Sustainability Advantage Recognition Scheme

The Sustainability Advantage Program is a business support service provided by the Office of Environment and Heritage (OEH). The Program helps organisations to improve their environmental performance, reduce costs and add value to their business.

We believe that organisations committed to sustainability and achieving real improvements deserve to be recognised.






The Sustainability Advantage Recognition Scheme provides public acknowledgement of your achievements through the Program.

Contents

The emblem	2
Reference.....	2-3
Emblem usage	3-4
Terms of Use.....	5
Accessing the emblem	5

1. The emblem

The emblem is the main graphic that shows your status in the Sustainability Advantage Program. There are five levels of recognition available to participants in the Sustainability Advantage Program as shown below.

	<p>Upon joining Sustainability Advantage you become a Member and have the opportunity to progress to Sustainability Advantage Bronze, Silver, Gold, or Platinum Partner.</p>
	<p>Recognises organisations that can demonstrate commitment to business sustainability.</p>
	<p>Recognises organisations that can demonstrate significant environmental achievements.</p>
	<p>Recognises organisations that can demonstrate outstanding environmental achievements and leadership.</p>
	<p>Recognises organisations that can demonstrate world's best practice in business sustainability.</p>

2. Reference

2.1 Referring to your status in text

References to your status should be written as follows.

Sustainability Advantage Member

<Organisation> is a Member of the Office of Environment and Heritage (OEH) Sustainability Advantage Program.

<Organisation> is committed to strengthen its environmental performance through collaboration with OEH.

Sustainability Advantage Partner

<Organisation> is a Bronze/Silver/Gold/Platinum Partner of the Office of Environment and Heritage (OEH) Sustainability Advantage Program.

<Organisation> is committed to further strengthen its environmental performance through collaboration with OEH.

2.2 Referring to the Sustainability Advantage Program

References to the Sustainability Advantage Program should be:

The Sustainability Advantage Program helps organisations understand sustainability and strengthen their environmental performance. The Program is a business support service from the Office of Environment and Heritage.

Within a document, subsequent to use of the above paragraph, you may refer to 'the Program' or 'Sustainability Advantage'.

The acronym 'SA' should not be used.

2.3 Reference to achieving Partner status

Bronze, Silver, Gold or Platinum Partner status recognises environmental achievement.

Partner status is a level of recognition for achievement – an acknowledgement of results.

Organisations that achieve these levels within the Recognition Scheme are recognised at a formal recognition event (not an award ceremony) and are presented with a certificate and/or plaque. Partner status is not a prize, nor an award and should not be referred to in those terms.

The following references are appropriate:

<Organisation> has been recognised as a Bronze/Silver/Gold/Platinum Partner of the Sustainability Advantage Program.

<Organisation> has achieved Bronze/Silver/Gold/Platinum Partner recognition through the Sustainability Advantage Program.

<Organisation> received a plaque which marks its achievement of Bronze/Silver/Gold/Platinum Partner status in the Sustainability Advantage Program.

<Organisation> has become a Bronze/Silver/Gold/Platinum Partner of the Sustainability Advantage Program in acknowledgement of its <environmental achievements (Bronze)/ significant environmental achievements (Silver)/ outstanding environmental achievements and leadership (Gold)/ demonstrated world's best practice in business sustainability (Platinum)>.

3. Emblem Usage

3.1 Minimum size of the emblem

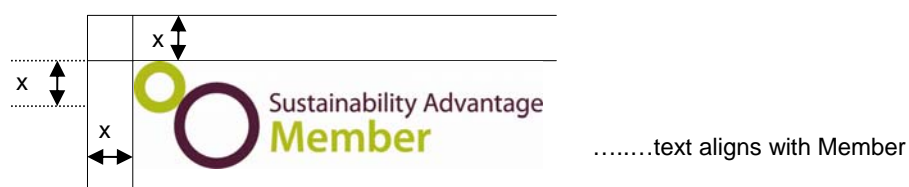
The ideal height of the emblem is no smaller than 15 mm measured from the bottom of the large circle to the top of the smaller circle.



For online and email use, the minimum height is 50 pixels.

3.2 Placement of the emblem

There must be a minimum distance around the emblem at least the diameter of the smaller circle.



The emblem text aligns with the text in any paragraph and the larger circle falls below the line.

3.3 Available formats

The emblem is available to use in .jpeg, .gif and .eps (PMS, CMYK) form in colour for use on a white background. There is a black version for black and white printing, and a reversed out 'white' version (.eps only) for use on a black, or darker background.

Colour Black









White



To ensure the visual integrity and consistency of the Sustainability Advantage recognition emblems, they should be reproduced from unaltered electronic versions.

3.4 Colour

The colours of the emblem are listed below:

	SA Member Purple	PMS 5195	C 42 M 67 Y 18 K 52	R 100 G 68 B 89	654458
	SA Member Green	PMS 383	C 26 M 3 Y 93 K 17	R 162 G 173 B 0	BBCC22
	SA Bronze	PMS 139	C 5 M 46 Y 100 K 2	R 176 G 111 B 0	B06F00
	SA Silver	PMS 429	C 21 M 11 Y 9 K 22	R 165 G 172 B 175	A5ACAF
	SA Gold	PMS 110	C 2 M 24 Y 100 K 7	R 215 G 169 B 0	D7A900
	SA Platinum	PMS 5405	C 71 M 30 Y 13 K 41	R 68 G 105 B 125	44697D

3.5 Materials

The emblem can be used in corporate materials of the organisation, including:

- stationery
- reports, publications, presentations, corporate website
- media releases of projects related to Sustainability Advantage Program participation and sustainability achievements in general
- email signatures.

4. Terms of use

4.1 Sustainability Advantage Member or Partner

You can use the emblem and reference if you comply with the following:

- you are taking part in the Sustainability Advantage Program
- you have received confirmation by OEH to use the emblem
- successfully apply to be a Sustainability Advantage Bronze, Silver, Gold, or Platinum Partner
- you are not in breach of government legislation.

You can no longer use the emblem if you:

- stop actively participating in the Sustainability Advantage Program
- have been advised by OEH to cease using the emblem
- successfully apply for a higher level of recognition, ie. you should not use the Member emblem once you have achieved Bronze Partner status, and so on
- breach government legislation.

4.2 Endorsement

The granting of the emblem does not constitute OEH's endorsement of all activities, products, services actions and policies of the organisation and this should never be implied.

4.3 Cease use

If Sustainability Advantage Members or Partners use the Sustainability Advantage recognition emblem in a way which in OEH's reasonable opinion is likely to mislead or deceive, OEH may by written notice immediately require the Member or Partner to cease using the emblem. OEH reserves the right to revoke the right to use the Sustainability Advantage recognition emblem.

5. Accessing the emblem

You can download the emblems from environment.nsw.gov.au/sustainbus/logos.htm

For any questions, contact:

OEH Business Partnerships:

Email sustainbus@environment.nsw.gov.au

Phone (02) 8837 6000