

# Carbon Action Plan Approval Process & Logo Guidelines

## Approval Process

### Pre-Approval

We can pre-approve the logo, for the purposes of *preparing* your end board, provided 60% of the evidence is accepted. It is important to note that this DOES NOT mean you have been granted final approval.

Once pre-approval has been granted the production status will be 'Completion Required', meaning they must then provide the remaining evidence at the end of production in order to achieve certification. The certification logo can only be used by productions who have successfully achieved certification.

### Pre- Approval

Once the remaining evidence has been provided and deemed acceptable by albert, the production will be granted certification and **final approval** to use the logo on their end board. This will change the status of the production to 'complete.' If a production doesn't follow up with sufficient evidence, then certification can be revoked and a production asked to remove the logo from their end board at their cost.

### Exceptional Ruling

For productions whose TX date precedes their finish date, they will be allowed to TX using the logo on their end board, provided pre-approval has been granted. This is on the understanding that if they do not complete the approval process or the remaining evidence provided is deemed unacceptable by albert the production may be asked to remove the logo from their end board at their cost.

## Certification Logo Guidelines

- Ensure you download the logo from the CAP page for each individual production, once pre-approval has been granted.
- You ***must not*** make a copy of the logo from an internet search, one used on a previous series or stored on your system.
- The certification logo cannot be altered (i.e. colour and aspect ratio should be respected)
- The certification logo cannot be used on email signatures.
- The certification logo can only be displayed on a website if it's in the context of the show to which it was awarded.
- Please ensure any promotional materials you release are accurate in their claims – if albert certification has not yet been achieved, then take care to state you are still working towards certification. Claiming otherwise (e.g. via use of the albert logo) may be misleading and therefore non-compliant with consumer protection law.

## Current Logos

Can be used, once permission has been granted to download.



## Previous Logos

Please DO NOT use

