

Global Methane Initiative Project Network Logo Use Guidelines



As a benefit of partnership, the Global Methane Initiative (GMI) logo is available for use by GMI Project Network members only.

Project Network members may use the GMI logo as a symbol of their commitment to innovative partnerships and the environment, and to add credibility to methane emissions reduction, abatement or recovery project(s). Please read GMI's logo use guidelines below.

Logo Use Guidelines

These guidelines are designed to provide a clear easy reference. Please note that the GMI logo should be used only in accordance with these guidelines. A copy of the logo and these guidelines should be forwarded to your marketing support manager or appropriate representative.

Project Network members may use the GMI logo on materials that promote GMI or methane emissions reduction, abatement and recovery. Such materials include advertisements, brochures, product literature, websites, and catalogs.

Limitations on Use

The GMI Project Network logo should not be used in any manner that implies GMI endorsement of any products, services or systems. Project Network members should always use the entire GMI logo as provided.

Materials containing the GMI logo should conform to the following guidelines:

- The GMI Project Network logo should never be applied directly (as a decal, as a label, or in any other form) to a product, service or system or to any materials used in its packaging.

- When using the GMI Project Network logo in advertisements or any other promotional materials, Project Network members should conform to the following guidelines:

- The logo should not be placed in the body of the text or next to or below a photograph or another depiction of the product, service or system promoted.
- The logo should follow the company name or appear in the bottom left-hand or right-hand corner of the advertisement page or advertisement block, separated from the text and photographs of the product, service or system promoted.

Limitations on Text Mentioning GMI

Text mentioning GMI should conform to the following guidelines:

- All statements in the text should be factual.
- References to GMI should be in accordance with the descriptions presented in current program information distributed by GMI.
- Text describing the relationship between the Project Network member and GMI should not claim or imply that the member's association with GMI goes beyond the agreement set forth in the GMI Project Network Membership Agreement.

GMI Project Network Logo Review Policy

The Project Network member is encouraged to provide to GMI a courtesy copy of any materials developed by the Project Network member that uses the GMI logo or otherwise mentions GMI. GMI may review such materials for conformance to GMI standards.

Submissions may be sent via email to the Administrative Support Group (ASG) at asg@globalmethane.org.