



GFA Logo | GFA Label

Graphic Standards & Usage Guidelines

Version 0.2 | May 2014

THE GREEN FREIGHT ASIA LOGO

Green Freight Asia (GFA) is incorporated in Singapore as “Green Freight Asia Network Ltd” by Singapore Accounting and Corporate Regulatory Authority (“ACRA”) as a non-profit organization.

The key objective of GFA is to help lower fuel consumption across Asia-Pacific sourced freight movement, reduce CO₂e emissions from these movements and lower shipping costs across the entire supply chain

The Green Freight Asia brand represents the adoption of cleaner and more efficient road freight transportation practices that reduce greenhouse gases and improve air quality.

The Green Freight Asia brand is represented by the Green Freight Asia logo.



R=16 | G= 100 | B = 55 | #106437



R=150 | G= 191 | B = 61 | #96BF3D

The Green Freight Asia logo is defined by a leaf in 2 shades of green, above and below the midvein of the leaf. The midvein of the leaf represents a road. Next to the leaf on the right are the words Green, Freight, and Asia in a stacked formation and in capital letters. The words Green and Freight are in the same colour as the upper half of the leaf while the word Asia is in the same colour as the lower part of the leaf.

The Green Freight Asia Logo is owned by Green Freight Asia Network Limited.

THE GREEN FREIGHT ASIA LABEL (I/II)

The Green Freight Asia Label identifies companies and organizations that are committed to adopting sustainable freight practices and supporting the implementation of green freight programs and initiatives throughout Asia with a vision to increase the fuel efficiency of freight, improve air quality and minimize CO₂ emissions reducing transportation-related emissions.

The Green Freight Asia Label is a combination of **4 leaves** from the Green Freight Logo, a calendar year (text direction is stacked), next to it on the left are the words Green, Freight, and Asia in a stacked formation and in capital letters in the same fashion as in the Green Freight Asia Logo, the unique logo ID in all inside a round diagonal corner rectangle with a white background colour and medium grey line colour. The Label also includes a URL and the unique label ID that can be used to lookup more information about this specific label (e.g. the country it is valid for)

The **4 leaves** are at about 85% of the original leaf size of the Green Freight Asia Logo, and are positioned in horizontal formation, and inside a round diagonal corner rectangle with a light grey background colour and medium grey line colour.

There are 4 variations of the Green Freight Asia Label, which only differ in the numbers of leaves which are coloured in green or shaded in grey.

These leaves essentially represent where member companies were benchmarked in relation to adopting green freight practices and the degree of commitment members had demonstrated by making progress on adopting such practices.

Next to the 4 leaves to the right, the GFA Label indicates the **calendar year**, the label is valid for. Text direction of the year is 'stacked'

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GFA Logo | GFA Label



Graphic Standards & Usage Guidelines

www.greenfreightasia.org | E-Mail: info@greenfreightasia.org

THE GREEN FREIGHT ASIA LABEL (II/II)

Label	Level of commitment
<p>GREEN FREIGHT ASIA ID: ### http://greenfreightasia.org/xxx</p>	Minimum commitment/ adoption
<p>GREEN FREIGHT ASIA ID: #### http://greenfreightasia.org/xxx</p>	Enhanced commitment/ adoption
<p>GREEN FREIGHT ASIA ID: #### http://greenfreightasia.org/xxx</p>	Strong commitment/ adoption
<p>GREEN FREIGHT ASIA ID: #### http://greenfreightasia.org/xxx</p>	Outstanding commitment/ adoption

GENERAL GUIDELINES FOR THE USAGE OF THE GREEN FREIGHT ASIA LOGO AND GREEN FREIGHT ASIA LABEL

Green Freight Asia and other organizations using the Green Freight Asia Logo and Green Freight Asia Label must abide by the following general guidelines:

- Neither the Green Freight Asia Logo nor the Green Freight Asia Label nor the Green Freight Asia name may be used in any other company name, product name, service name, domain name or Web site title.
- Green Freight Asia Logo and Green Freight Asia Label may not be altered, cut apart, separated or otherwise distorted in perspective or appearance.
- Green Freight Asia Logo and Green Freight Asia Label may never be used in a manner that would disparage Green Freight Asia, its members or partners.
- Green Freight Asia actively monitors proper use of the Green Freight Asia Logo, the Green Freight Asia Label and Green Freight Asia name. When necessary, Green Freight Asia will initiate a course of action for addressing violations, which could eventually result in termination of participation in Green Freight Asia and/or legal action.
- The Green Freight Asia Logo and Green Freight Asia Label may only be used after obtaining Green Freight Asia approval.
- Approved logo assets can be obtained by contacting Green Freight Asia.

SPECIFIC GUIDELINES FOR THE USAGE OF THE GREEN FREIGHT ASIA LABEL

Green Freight Asia and other organizations using Green Freight Asia Label must abide by the following general guidelines, in addition to the **GENERAL GUIDELINES FOR THE USAGE OF THE GREEN FREIGHT ASIA LOGO AND GREEN FREIGHT ASIA LABEL**

- Green Freight Asia Label is awarded based on information provided by the company for a specific geographical scope (e.g. country) and defined business activities, hence the Green Freight Asia Label is only valid for this geographical scope and defined business activities. The Green Freight Asia Label may never be used in any manner that would imply its applicability beyond this geographical scope and defined business activities.
- Green Freight Asia Label is awarded for a specific calendar year. The Green Freight Asia Label may never be used in any manner that would imply its applicability beyond this time period.

APPLICATION OF THE GREEN FREIGHT ASIA LOGO AND THE GREEN FREIGHT ASIA LABEL

Organizations must obtain Green Freight Asia approval to use the Green Freight Asia Logo and Green Freight Asia Label.

The Green Freight Asia Logo and the Green Freight Asia Label may be used only by eligible parties in company and organization marketing materials and business-to-business promotional materials.

The placement of the Green Freight Asia Logo and Green Freight Asia Label is restricted to the following media:

- Company web site
- Company e-mail signatures
- Company internal posters, internal signage
- Company Sustainability Report and Annual Report
- Briefings and presentations
- Educational materials

Neither the Green Freight Asia Logo nor the Green Freight Asia Label and Green Freight Asia name may be applied on any other media. In particular the placement on the company's product or product packaging is not permitted.

No company is permitted to use the Green Freight Asia Logo or the Green Freight Asia Label without express written permission from Green Freight Asia. Permission may be obtained by completing and submitting the GFA Application for use form

THE GREEN FREIGHT ASIA LOGO



We wish to apply for the use of the Green Freight Asia Logo for the following purpose

- | | |
|---|---------------------------|
| <input type="checkbox"/> Company web site | Remarks (<i>if any</i>) |
| <input type="checkbox"/> Company e-mail signatures | _____ |
| <input type="checkbox"/> Company internal posters, signage | _____ |
| <input type="checkbox"/> Sustainability Report/ Annual Report | _____ |
| <input type="checkbox"/> Briefings and presentations | _____ |
| <input type="checkbox"/> Educational materials | _____ |

Company Contact for Green Freight Asia

Company name in full : _____

Registered address : _____

Country of Incorporation : _____

Company Registration No. : _____

Contact person : _____

E-Mail address : _____

Date | Name | Signature : _____

By signing this agreement I signify that I have read , understood and will comply with the GFA Logo | GFA Label Graphic Standards Usage Guidelines.

Please submit a scanned copy of this application by E-Mail to info@greenfreightasia.org

Upon GFA's application approval you will receive and E-Mail which confirms the permitted purpose and duration of use

Company's use, reference and display of the Label any manner, other than described in the GFA Label application approval or the 'GFA Logo | GFA Label Graphic Standards Usage Guidelines' shall be subject to additional prior written approval of GFA. Company acknowledges that GFA is the sole and exclusive owner of all right, title and interest in the GFA Label and Company shall take no action to challenge or object to the validity of such rights or GFA's ownership or registration thereof. GFA shall have the right to withdraw its consent of Company's use of GFA Label at any time and for any reason and, in such event, Company shall, as soon as reasonably practical, remove the GFA Label from its website and other media.

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GFA Label



Application for use

www.greenfreightasia.org | E-Mail: info@greenfreightasia.org

THE GREEN FREIGHT ASIA LABEL



We wish to apply for the use of the Green Freight Asia Label for the following purpose

<input type="checkbox"/> Company web site	Remarks (if any)
<input type="checkbox"/> Company e-mail signatures	_____
<input type="checkbox"/> Company internal posters, signage	_____
<input type="checkbox"/> Sustainability Report/ Annual Report	_____
<input type="checkbox"/> Briefings and presentations	_____
<input type="checkbox"/> Educational materials	_____

GFA Member Contact for Green Freight Asia

GFA Member ('Company') : _____

Contact person : _____

E-Mail address : _____

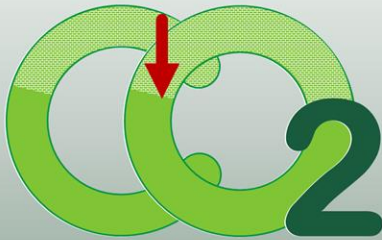
Date | Name | Signature : _____

By signing this agreement I signify that I have read , understood and will comply with the GFA Logo | GFA Label Graphic Standards Usage Guidelines.

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GREEN FREIGHT ASIA



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