



GREENFLEET |  
**MARKETING GUIDE  
FOR SUPPORTERS**

# WELCOME TO GREENFLEET

## **Together, we're growing our forests and growing climate hope.**

By offsetting your carbon emissions or donating to Greenfleet, your organisation is supporting local reforestation projects and taking practical action on climate change.

To date, Greenfleet has planted more than 9.2 million native trees across more than 500 forests in Australia and New Zealand. This impact is only made possible by your support.

Thank you for joining a passionate community of like-minded businesses taking climate action and making a genuine difference to the environment.

We encourage you to demonstrate your environmental commitment by promoting your involvement with Greenfleet and inviting your customers, staff and stakeholders to take real climate action too.

To help promote your support of Greenfleet, we have prepared this communications kit.

If you have any questions, please contact the Marketing team on [marketing@greenfleet.com.au](mailto:marketing@greenfleet.com.au) and (+61 3) 9642 0570.

## 5 WAYS TO PROMOTE YOUR ENVIRONMENTAL COMMITMENT AND PARTNERSHIP WITH GREENFLEET

- 1 | Use the Greenfleet logo on your website.
- 2 | Include a paragraph about taking climate action with Greenfleet on your website.
- 3 | Promote and share your support of Greenfleet through social media and email marketing.
- 4 | Encourage others to take action, including your customers, staff, stakeholders and suppliers.
- 5 | Help us promote your involvement with Greenfleet.



Everything you need to make this happen is available in the following pages. Let's get started!

### USING THE GREENFLEET LOGO

As a Greenfleet supporter, you are given the opportunity to use the Greenfleet logo on your website and collaterals. The logo will stand out in your online and printed assets as a proud demonstration of your commitment to support native reforestation and action on climate change.

### TERMS OF USE

- The use of Greenfleet logos is approved for the duration of your organisation's support for Greenfleet (i.e. 12 months after the latest contribution, unless otherwise agreed). If a supporter ceases to contribute to Greenfleet, they must remove the Greenfleet logo from their website and collateral.
- Where the Greenfleet logo is displayed on the internet, it must be a live link back to the Greenfleet website <http://www.greenfleet.org.au>
- The logo must not be altered in any way and used in accordance with the logo usage guidelines sent with the logo.

### PREAPPROVAL REQUIRED

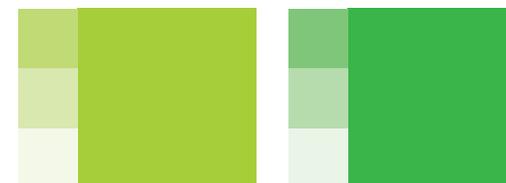
All artwork or text that refers to Greenfleet must be preapproved by Greenfleet before being made public. Greenfleet can only approve references to factual information regarding your organisation's support of Greenfleet. We cannot approve any claims you make.

### REQUEST FOR ARTWORK FILES

All configurations of the Greenfleet logo are available in the following digital formats .eps | .jpg | .png and have been customised for both print and screen applications. To request artwork files, please contact our Marketing team on [marketing@greenfleet.com.au](mailto:marketing@greenfleet.com.au) or (+61 3) 9642 0570.



#### Primary Colour Palette



#### Spring Green

C:40 M:0 Y:100 K:0  
R:166 G:205 B:57  
#Hex: a6ce39

#### Light Green

C:75 M:0 Y:100 K:0  
R:57 G:181 B:74  
#Hex: 39b54a



#### Eucalyptus Green

C:70 M:32 Y:100 K:14  
R:87 G:126 B:58  
#Hex: 577e3a

#### Moss Green

C:90 M:46 Y:88 K:55  
R:0 G:64 B:39  
#Hex: 004027

#### ACCOMPANYING TEXT

When talking about Greenfleet, we recommend the use of copy from this marketing guide, our website and/or supporting documents where appropriate.

Please ensure Greenfleet approves copy and logo use prior to publication.

Please note the correct spelling for **Greenfleet** in one word.

#### EXAMPLE OF ACCOMPANYING TEXT

- “We are proud to be partnering with Greenfleet to take climate action and offset our carbon emissions through native reforestation.”
- “We are proud to reduce our carbon footprint by offsetting our carbon emissions with Greenfleet.”
- “With every purchase, our customers are contributing to the restoration of our Australian and New Zealand forests.”
- “We take our commitment to the environment seriously. This is why we have partnered with Greenfleet to offset our carbon emissions through their native reforestation program.”

#### IF YOU WANT TO TALK ABOUT GREENFLEET, HERE IS A GREAT SUMMARY YOU CAN USE

Greenfleet is a leading not-for-profit environmental organisation committed to protecting our climate by restoring our forests.

Greenfleet plants native biodiverse forests to capture carbon emissions and help fight the impacts of climate change. Since 1997, Greenfleet has planted over 9.2 million trees across 500 forests in Australia and New Zealand.

As they grow, Greenfleet forests absorb carbon emissions, improve soil and water quality, and restore habitat for native wildlife, including many endangered species.

Greenfleet is Australia's most respected source of biodiverse carbon offsets. Through practical climate action, Greenfleet is growing hope for our climate.

Learn more at: [www.greenfleet.org.au](http://www.greenfleet.org.au)

#### IMPORTANT NOTE ABOUT STATING CARBON NEUTRALITY

Please note that offsetting carbon emissions with Greenfleet alone does not make a business carbon neutral.

To achieve carbon neutral certification in Australia, entities must undertake a Greenhouse Gas Assessment or carbon footprint of all carbon emissions generated by their operations, reduce these where possible, offset any remaining emissions through the purchase of approved carbon credits, and publicly report on carbon neutrality.

The Australian Government's Carbon Neutral Program certifies organisations, products and services, events and precincts against the National Carbon Offset Standard (NCOS). This certification provides access to the official Carbon Neutral trademark and the term 'carbon neutral certified'.

Use of the carbon neutral term has come under increasing scrutiny by the Australian Competition and Consumer Commission (ACCC). Under Australian Consumer Law, all businesses should ensure they are not misleading their customers with any claims they make. As per the ACCC Green Marketing Guidelines, any claims made by an organisation about carbon neutrality should be factually based and not overstated.

For more information, visit: [www.accc.gov.au](http://www.accc.gov.au)

## SAMPLE BLOG ARTICLE:

### [INSERT YOUR ORGANISATION NAME] TAKES REAL CLIMATE ACTION WITH GREENFLEET

At [ORGANISATION NAME], we take environmental responsibility seriously. This is why we've partnered with Greenfleet, a leading environmental non-profit organisation and Australia's most trusted source of biodiverse carbon offsets to take practical climate action.

"At Greenfleet, we are restoring native forests and growing climate hope thanks to the contributions of our amazing supporters, just like [ORGANISATION NAME]," said Wayne Wescott, CEO of Greenfleet.

"Year after year, individuals and organisations help Greenfleet plant more biodiverse native forests to capture carbon emissions and it's their continuous support which makes a tangible and positive difference to the environment," added Mr Wescott.

*[Describe here the nature of your support of Greenfleet. Examples:*

- *Every year, [ORGANISATION NAME] offsets the carbon emissions of its company fleet by planting native forests around Australia with Greenfleet.*
- *For every new customer, we plant 5 native trees with Greenfleet to help restore native forests around the country.]*

"By partnering with Greenfleet, we are confident that our climate action provides genuine and lasting environmental benefits," said [someone in your organisation].

"We are proud of the impact we're making. By offsetting our emissions with Greenfleet, we are taking practical action against climate change and helping to restore Australia's forests, recreate crucial habitat for native wildlife and transform degraded land back to its natural state."

You too can take real climate action, visit [www.greenfleet.org.au](http://www.greenfleet.org.au) to get started.

## SUGGESTED IMAGES TO USE WITH ARTICLE:

We have many beautiful images from the forests your organisation is helping to restore which you are welcome to use when promoting your support of Greenfleet.

Click here to browse our online photo gallery and download any image you like: <https://www.flickr.com/photos/greenfleet/albums>



## CONNECT WITH US ONLINE

Make sure to follow Greenfleet on:

- Facebook: <https://www.facebook.com/GreenfleetAustralia>
- LinkedIn: <https://www.linkedin.com/company/greenfleet>
- Twitter: <https://twitter.com/GreenfleetAust>
- Instagram: <https://www.instagram.com/greenfleetaustralia>

## IS YOUR BUSINESS ON SOCIAL TOO?

We would love to connect with your business on social media, please send us a list of the social media platforms we can link to.

## USE THE RIGHT HASHTAG

When talking about your support for Greenfleet, tag us in your posts. Use the below hashtags as they help us include you in our online conversations:

**#Greenfleet**  
**#GrowingHope**  
**#ClimateAction**

## WANT MORE?

These are just some starting points, we can assist with a whole range of other things:

- wording for your website
- collaboration on social media
- stickers for your vehicles
- Greenfleet print collateral
- content to promote major milestones for your environmental commitment.

## WE ARE HERE TO HELP

Get in touch with the Marketing team to discuss other ways to promote your support of Greenfleet on [marketing@greenfleet.com.au](mailto:marketing@greenfleet.com.au) or (+61 3) 9642 0570.





**Growing hope**  
[greenfleet.org.au](http://greenfleet.org.au)