

## Why Are Logo Guidelines Important?

The way we communicate conveys important messages about GBCI. Image and identity are expressed not only in what we say and how we say it, but also in the “look and feel” of our communications—the colors we use, the use of our logos, typeface (font), etc. When all of our communications share a distinct and consistent look and feel, we communicate our core values before even a single word is read.

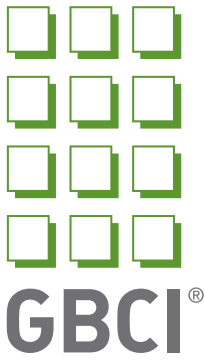
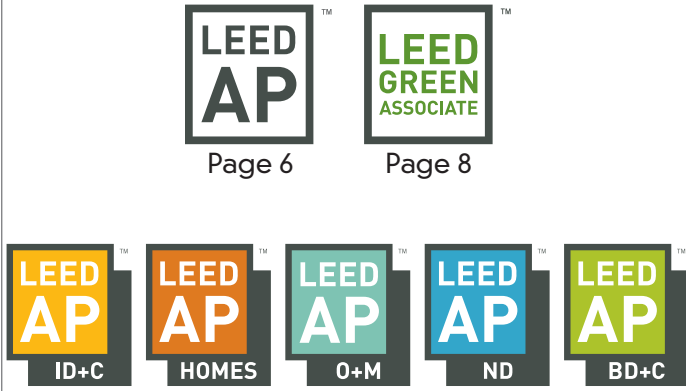
The purpose of the GBCI Logo Guidelines is to assist our community in the use of GBCI proprietary marks and corresponding language that accurately and consistently convey GBCI’s messages and identity. This document highlights common uses and misuses of GBCI marks and language. Through consistent application of these guidelines and repetition of these messages, GBCI’s image and credibility will be reinforced, increasing the value of GBCI, its services and enhancing your standing as a proponent of transforming the built environment to sustainability.

These guidelines are not all-inclusive. If you have questions regarding logo use and language, please contact the GBCI Marketing Department: [marketing@gbci.org](mailto:marketing@gbci.org)

## Applying Guidelines

Guidelines are not meant to be a straight jacket. Rather, the strictness of their application follows a logical order, based on the type of material being developed. The most rigid standards apply to organization identity. A secondary tier includes marks that represent GBCI services. Business and marketing materials should be designed so that placement of logos and descriptive text are consistent from one piece to another.

## GBCI Proprietary Marks

Organization	Person
 <p><b>GBCI</b><sup>®</sup></p>	 <p>LEED AP<sup>™</sup> (Page 6)    LEED GREEN ASSOCIATE<sup>™</sup> (Page 8)</p> <p>LEED AP<sup>™</sup> (ID+C)    LEED AP<sup>™</sup> (HOMES)    LEED AP<sup>™</sup> (O+M)    LEED AP<sup>™</sup> (ND)    LEED AP<sup>™</sup> (BD+C) (Page 10)</p>
<p><b>GREEN BUILDING CERTIFICATION INSTITUTE</b></p>	
<p>GBCI Logo Page 4</p>	<p>LEED AP Logos Page 6</p>
<p>Page 1</p>	

## Use of GBCI Proprietary Marks

The following terms and conditions govern the use of ALL proprietary marks owned by the Green Building Certification Institute (referenced below as "the mark"):

GBCI will provide logo artwork files. Only artwork files provided by GBCI may be used. Images captured from websites, publications, and other sources may not be used.

All uses must include the appropriate trademark symbol. The appropriate symbol will be part of the artwork provided by GBCI. Below are general rules regarding these symbols.

Use of a mark that has been officially registered must be followed by the registration symbol ®.

Use of a mark owned by but which has not yet been registered by GBCI must be followed by either the trademark symbol TM or the service mark symbol SM (in superscript).

These symbols are only necessary for the first and most prominent appearance of the mark; they do not need to appear after every use of the mark within a single publication. If use on short promotional materials is permitted, the symbol should appear at least once. If the material is longer, the symbol should be repeated in each section. If website use is permitted, the symbol should be used with the first and most prominent use on each page within the website.

The mark (or any word or design that is confusingly similar to the mark) may not be used as part of a company's name, logo, domain name, or brand name for a product or service.

The mark may not be the most prominent visual element on the materials. The user's name and logo must be significantly larger than the mark.

The mark may not be used to indicate any kind of endorsement by GBCI of any product or service, to indicate that any official status for any product or service has been conferred by or is otherwise associated with GBCI, or to show any kind of relationship with GBCI aside from those permitted by these Guidelines.

The mark may not be used on official documents to include any sales contracts or official disclosure documents provided to potential or actual clients of purchases of an organization's services or products.

The mark may not be used in connection with any disparaging statements about GBCI or its services, USGBC (U. S. Green Building Council) or its products or services, or statements that otherwise reflect poorly on GBCI or USGBC.

The mark may not be altered in any way, including proportion, color (outside of logo specifications), element, type, etc. It may not be animated, morphed or distorted in any other way. The mark, including its associated words, may not have additional text wrapped around it.

The mark may not be reduced to more than 20% of its original print size and may not be enlarged to more than 380% of its original print size. Original print size is set in the EPS file.

On Web pages, the mark may not be reduced to less than a 50-pixel height, and may not be enlarged to more than a 200-pixel height. The height and width of the mark must be constrained to its original proportions.

The mark is intended to stand alone and should not be integrated into other logos.

For printing purposes, a provided EPS or high-resolution JPEG file should be used. In instances where the mark is printed at a larger size, an EPS file must be used to ensure that the image retains clarity. Lower-resolution, Web-optimized JPEG or GIF files should be used when placing the mark on Web sites.

GBCI reserves the right to approve or disapprove the use of any GBCI proprietary or licensed mark on non-GBCI printed materials or Web sites.

LEED Accredited Professionals must also abide by the provisions of the GBCI disciplinary and trademark policies regarding use of GBCI intellectual property.

**Any unauthorized use of a GBCI proprietary mark may result in legal action.**

## Logo Release Dates:

Green Associate, LEED AP O+M - May 2009

LEED AP Homes - June 2009

LEED AP BD+C, LEED AP ID+C - September 2009

LEED AP ND - 2010

## Logo Misuses



## GBCI Logo

The GBCI Logo is a powerful marketing tool and a valuable asset of the Green Building Certification Institute. Use of the GBCI Logo is governed by strict legal guidelines designed to safeguard GBCI's rights to this valuable mark. GBCI requires strict adherence to these guidelines.



## Use – Green Building Certification Institute (GBCI)

Use of the GBCI Logo (both abbreviated and full) is authorized by the GBCI Marketing Department on a case-by-case basis through written request and thorough review of intent for usage. Contact: [marketing@gbci.org](mailto:marketing@gbci.org)



The GBCI logos may be printed in their default colors, black or reverse in white on a dark background. The default colors for the GBCI Logos are green (Pantone color PMS 370U) and grey (Pantone color PMS Cool Grey 11U or 60% black). NOTE: The logo may not be printed in all grey or any color outside of those specified in the guidelines.

The logos may be used on editorial and marketing materials to signify sponsorship or when placed spatially near/adjacent to text that describes who the Green Building Certification Institute is and what we do. A copy suggestion follows:

“The Green Building Certification Institute (GBCI) administers credentialing programs that measure and improve the performance of buildings and communities as defined by industry systems such as the LEED® (Leadership in Energy and Environmental Design) Green Building Rating System™.”

The logo may be placed on an approved Web site as a link only to the GBCI homepage [www.gbci.org](http://www.gbci.org). It may not be used to link to other pages on GBCI’s, the owner’s or any other third party Web site.

Materials in which this logo appears must contain the following acknowledgement:

“The GBCI Logo is a registered trademark owned by the Green Building Certification Institute and is used by permission.”

**See pages 1-3 for additional guidelines that govern the use of this proprietary mark.**

## LEED AP Logo

The LEED AP Logo is a mark intended for LEED APs who completed the LEED credentials prior to the implementation of the new LEED 2009 Credentialing Program. All LEED APs may continue to bear this credential, but this mark will represent LEED APs without specialty unless LEED APs agree to credential maintenance. Additionally, this mark will be used as the general LEED AP logo, capturing and representing the entire LEED AP Program (LEED AP, LEED Green Associate, LEED APs with specialty, and LEED AP Fellow).



### Use – LEED Accredited Professionals (LEED APs)

Use of the LEED AP Logo is authorized by the Green Building Certification Institute (GBCI). To obtain this logo, LEED APs should log into their My Credentials account.



The logo may be printed in its default colors, black or reverse in white. The default color for the Legacy LEED AP Logo is grey (Pantone color PMS Cool Grey 11U or 60% black). The logo may only appear in reverse white on a dark background. NOTE: The logo may not be printed in any color outside of those specified in the guidelines.

The logo may be used on business and marketing materials to signify an individual's LEED AP credential (signifies the original LEED AP accreditation, which preceded the implementation of the LEED 2009 Credentialing Program). The standard logo may also be placed next to text describing the LEED AP credential.

On Web pages, the logo may not be smaller than 40 pixels high, or larger than 100 pixels high.

For printing purposes, a provided EPS or high-resolution JPEG file should be used. In instances where the logo is printed at a larger size, an EPS file must be used to ensure that the image retains clarity. Lower-resolution, Web-optimized JPEG or GIF files should be used when placing the mark on Web sites.

Materials in which this logo appears must contain the following acknowledgement:

“LEED Accredited Professional” and the related acronym, and the Legacy LEED AP logo are trademarks owned by the U.S. Green Building Council and are awarded to individuals under license by the Green Building Certification Institute.

This acknowledgement is not required on business cards or other materials with similar space limitations.

**See pages 1-3 for additional guidelines that govern the use of this proprietary mark.**

## **Use – Test Preparation Products & Services**

Companies offering test preparation products and services may reference Legacy LEED AP or LEED AP with specialty in their promotional materials only so long as the conditions listed below are met.

The company may not use the LEED AP logo in any way.

“LEED Accredited Professional” and the related acronym may be used only to refer to the GBCI credentialing program. These trademarks (or any word that is confusingly similar to these trademarks) may not be used as part of a company’s name, logo, domain name, or brand name for a product or service.

The following statement must appear prominently on promotional materials: “\_\_[COMPANY]\_\_ is not affiliated with USGBC or GBCI, and does not administer the LEED AP program. USGBC and GBCI do not endorse or recommend the products or services offered by \_\_[COMPANY]\_\_.”

Promotional materials containing “LEED AP”/”LEED AP with specialty” or the related logo should be submitted to GBCI for review at least thirty (30) days prior to the anticipated publication date. GBCI will inform the company in writing whether it approves or disapproves of the material. If the material is approved, it should not be substantially changed without additional advance written approval from GBCI.

# LEED Green Associate Logo

## Green Associate Logo Release Date - May 2009

The LEED Green Associate logo is a mark which represents a GBCI credential for professionals who have demonstrated core knowledge and understanding of green building principles and practices and the LEED Green Building Rating System for the support of sustainable design, construction and operation of buildings and neighborhoods..



### Use – LEED Green Associate

Use of the LEED Green Associate Logo is authorized by the Green Building Certification Institute (GBCI). To obtain this logo, LEED Green Associates should log into their My Credentials account.



The logo may be printed in its default colors, black or reverse in white. The default colors for the LEED AP Logo are green (Pantone color PMS 370U) and grey (Pantone color PMS Cool Grey 11C). The logo may only appear in reverse white on a dark background. NOTE: The logo may not be printed in all grey or any color outside of those specified in the guidelines.

The logo may be used on business and marketing materials to signify an individual’s LEED Green Associate credential. The standard logo may also be placed next to text describing the LEED Green Associate credential.

On Web pages, the logo may not be smaller than 40 pixels high, or larger than 100 pixels high.

For printing purposes, a provided EPS or high-resolution JPEG file should be used. In instances where the logo is printed at a larger size, an EPS file must be used to ensure that the image retains clarity. Lower-resolution, Web-optimized JPEG or GIF files should be used when placing the mark on Web sites.

Materials in which this logo appears must contain the following acknowledgement:

“LEED Green Associate” and the LEED Green Associate logo are trademarks owned by the U.S. Green Building Council and are awarded to individuals under license by the Green Building Certification Institute.

This acknowledgement is not required on business cards or other materials with similar space limitations.

*See pages 1-3 for additional guidelines that govern the use of this proprietary mark.*

## **Use – Test Preparation Products & Services**

Companies offering test preparation products and services may reference LEED Green Associate in their promotional materials only so long as the conditions listed below are met.

The company may not use the LEED Green Associate logo in any way.

“LEED Green Associate” and the related acronym may be used only to refer to the GBCI credentialing program. These trademarks (or any word that is confusingly similar to these trademarks) may not be used as part of a company’s name, logo, domain name, or brand name for a product or service.

The following statement must appear prominently on promotional materials: “\_\_[COMPANY]\_\_ is not affiliated with USGBC or GBCI, and does not administer the LEED Green Associate program. USGBC and GBCI do not endorse or recommend the products or services offered by \_\_[COMPANY]\_\_.”

Promotional materials containing “LEED Green Associate” or the related logo should be submitted to GBCI for review at least thirty (30) days prior to the anticipated publication date. GBCI will inform the company in writing whether it approves or disapproves of the material. If the material is approved, it should not be substantially changed without additional advance written approval from GBCI.

## LEED AP Specialty Logos

### LEED AP Specialty Logo Release Dates

LEED AP O+M - May 2009

LEED AP Homes - June 2009

LEED AP BD+C, LEED AP ID+C - September 2009

LEED AP ND - 2010

The LEED AP Specialty Logos signify advanced knowledge in green building practices and specialization in a particular field. The LEED AP ID+C Logo represents specialization in commercial interiors. The LEED AP Homes Logo represents specialization in residential design and construction. The LEED AP O+M Logo represents specialization in commercial operations and maintenance. The LEED AP ND Logo represents specialization in neighborhood development. The LEED AP BD+C represents specialization in commercial design and construction.



### Use – LEED APs

Use of the LEED AP Logos is authorized by the Green Building Certification Institute (GBCI). To obtain this logo, LEED APs should log into their My Credentials account.



The logo may be printed in its default colors, or black and white. The default colors for the LEED AP Logos are as follows: LEED AP ID+C (Cool **Grey**: Pantone color PMS 11U and Yellow: Pantone color PMS 109 U). LEED AP HOMES (Cool **Grey**: Pantone color PMS 11U and Orange: Pantone color PMS 159 U). LEED AP O+M (Cool **Grey**: Pantone color PMS 11U and Green: Pantone color PMS 564 U). LEED AP ND (Cool **Grey**: Pantone color PMS 11U and Blue: Pantone color PMS 298 U). LEED AP BD+C (Cool **Grey**: Pantone color PMS 11U and Green: Pantone color PMS 583 U).

The logo may be used on business and marketing materials to signify an individual’s LEED AP credential. The standard logo may also be placed next to text describing the LEED AP credential.

On Web pages, the logo may not be smaller than 40 pixels high, or larger than 100 pixels high.

For printing purposes, a provided EPS or high-resolution JPEG file should be used. In instances where the logo is printed at a larger size, an EPS file must be used to ensure that the image retains clarity. Lower-resolution, Web-optimized JPEG or GIF files should be used when placing the mark on Web sites.

Materials in which this logo appears must contain the following acknowledgement:

“LEED AP” and the related acronym, and the LEED AP logos are trademarks owned by the U.S. Green Building Council and awarded to individuals under license by the Green Building Certification Institute.

This acknowledgement is not required on business cards or other materials with similar space limitations.

**See pages 1-3 for additional guidelines that govern the use of this proprietary mark.**

## Use – Test Preparation Products & Services

Companies offering test preparation products and services may reference LEED AP in their promotional materials only so long as the conditions listed below are met.

The company may not use the LEED AP logos in any way.

“LEED Accredited Professional” and the related acronym may be used only to refer to the GBCI credentialing program. These trademarks (or any word that is confusingly similar to these trademarks) may not be used as part of a company’s name, logo, domain name, or brand name for a product or service.

The following statement must appear prominently on promotional materials: “\_\_[COMPANY]\_\_ is not affiliated with USGBC or GBCI, and does not administer the LEED AP program. USGBC and GBCI do not endorse or recommend the products or services offered by \_\_[COMPANY]\_\_.”

Promotional materials containing “LEED AP” or the related logos should be submitted to GBCI for review at least thirty (30) days prior to the anticipated publication date. GBCI will inform the company in writing whether it approves or disapproves of the material. If the material is approved, it should not be substantially changed without additional advance written approval from GBCI.



## Credential Maintenance Program (CMP) Logo

The CMP logo is used to designate Education Review Body-approved continuing education courses that offer credit toward the credential maintenance requirements of the LEED Green Associate and LEED AP with specialty professional credentials.

### Use

Use of the CMP logo is limited to ERB-approved continuing education courses to signify their approval for GBCI continuing education (CE) hours in the CMP program.

The logo may not be used to promote an organization, even if that organization offers courses approved for CMP.

Only GBCI or GBCI-approved Education Review Bodies may distribute this logo for use. To receive the logo files, contact [EdProvider@usgbc.org](mailto:EdProvider@usgbc.org).

### Specifications

The mark may be reproduced no smaller than three eighths of an inch in height. The mark may appear in its default colors or in all black when appropriate or necessary. The default colors are: Green: Pantone color PMS 370 U, CMYK: C=56 M=0 Y=100 K=27, RGB: R=93 G=151 B=50; Gray: Pantone color PMS Cool Gray 11 U, CMYK: C=0 M=2 Y=0 K=68, RGB: R=113 G=112 B=116.