CAGBC

CAGBC Trademark Policy and Branding Guidelines

Contents

01
Getting Started

These guidelines aim to help CAGBC members and the green building community use CAGBC's brand assets consistently and correctly.

In this document you will find proper uses of CAGBC's brand assets, including trademarks and logos, as well as common misuses to avoid. Please help us reinforce the CAGBC brand by applying these guidelines carefully. For questions, please contact CAGBC's marketing team. Trademarks owned or licensed by the Canada Green Building Council®, are referenced below as "a mark" or "the mark".

DO

- Use the mark when referring to the CAGBC program
or CAGBC services.

- Always use the ™ or ® symbol in connection with the first and most prominent usage. It's not necessary to continue using the symbol after every use within a single publication. On short promotional materials, the symbol should appear at least once. On longer materials, repeat the symbol in each section. On websites, the symbol should be used with the first and most prominent use on each page within the website.

- Accompany the mark with an acknowledgement of CAGBC ownership, either as a footnote appearing next to the user's copyright notice, at the end of a printed document, or at the bottom of a webpage. For example: CAGBC® and the related logo are trademarks owned or licensed by the Canada Green Building Council and are used here with permission.

DON'T

- Use the marks (or any word that is confusingly similar to these trademarks) as part of your organization's name, logo, domain name or brand name for a product or service. The trademarks should not be used as a verb or incorporated into another word.

- Use marks on products, labels and packaging. This includes materials such as online resources, virtual products, educational offerings, LEED certification resources, etc. CAGBC does not review, certify, or endorse third-party products or services, and CAGBC's marks must not be used under any circumstances in the following ways:

  - To suggest or indicate any kind of endorsement by
  CAGBC of any product or service;

  - To indicate that an official status for any product or service has been conferred by, or is otherwise associated with CAGBC;

  - To show any kind of relationship with CAGBC aside from those permitted by the guidelines specified for each proprietary mark or as mutually agreed upon by the user and USGBC through a written signed agreement.

- Use the mark on official or legal documents except as explicitly allowed under the CAGBC member logo guidelines.

- Use the marks in email signatures.

- Use the mark in connection with any disparaging statements about CAGBC or its products, services, or statements that otherwise reflects poorly on CAGBC.

02
Using our logos and trademarks

While this policy generally outlines third parties' usage of CAGBC marks in permitted and limited ways, CAGBC retains the right to revoke such permission in its sole discretion. Any unauthorized use of a CAGBC proprietary or licensed mark may result in legal action.

When designing with our trademarks:

DO

- Only use artwork files provided by CAGBC.
- Always maintain original proportions.

DON'T

- Make the mark the most prominent visual element on the business and marketing materials. The user's name and logo must be significantly larger than the mark.
- Distort the marks in any way. The height and width of the marks must be constrained to its original proportions.
- Change the typeface, colours, encroach on minimum clear space, change the layout of elements, or rotate the mark.
- Alter the mark in any way. Don't animate, color, rotate, skew, or apply any effects to the mark.
- Wrap additional text around the mark.
- Integrate the mark into other logos. The mark is intended to stand alone.
- When designing for print, don't reduce the mark to more than 20% or enlarge it to more than 380% of its original print size.
- When designing online, don't reduce it to less than a 50-pixel height, and do not enlarge it to more than a 200-pixel height.

03
CAGBC

Using the mark

DO

- Contact CAGBC's marketing team to request permission to use the CAGBC trademark and logos.
- Include the following acknowledgement when using CAGBC trademarks: CAGBC® and the related logo are trademarks owned by the Canada Green Building Council® and are used with permission.
- Link to cagbc.org when using the marks online. Linking to any other third-party website is prohibited.
- Follow all guidance detailed in the Getting Started and Using Our Logos and Trademarks sections of this resource, and contact CAGBC's marketing team with any questions.

In text

The official organization name is the Canada Green Building Council® and CAGBC® is the official acronym. Use the complete official organization name on first references, and acronym on subsequent references. When using CAGBC in text:

DO

- Use articles such as "the" or "a" when using CAGBC as an adjective. For example: Contact the CAGBC® Marketing team.
- Omit articles when using CAGBC as a noun or in the possessive. For example: CAGBC is headquartered in Ottawa, ON, or CAGBC's headquarters.

04
CAGBC
Member Mark

The CAGBC Membership mark represents CAGBC's integrated community of leaders committed to achieving our common mission and vision.

The Membership mark is based on elements of the CAGBC logo and incorporates the word 'member'. It is available for use by members in good standing to promote their membership with CAGBC. If CAGBC membership is terminated or lapsed, members are no longer permitted to use the mark.

The mark is available for members to download by logging into the MyCAGBC section of the CAGBC website or by contacting CAGBC's Client Experience team.

Using the mark

DO

- Use the mark in connection with the member's business and marketing materials including but not limited to stationery, letterhead, business cards, print ads, brochures, flyers, tradeshow exhibit materials and signage.

- Use official CAGBC artwork files only.

- Link to cagbc.org when using the CAGBC member mark online. Linking to other pages on CAGBC's website or to any third party website is prohibited.

- Follow all guidance detailed in the Getting Started and Using Our Logos and Trademarks sections of this resource, and contact CAGBC's marketing team with any questions.

DON'T

- Continue to use the mark if your organization's CAGBC membership is terminated or lapsed.

- Make the CAGBC membership mark the most prominent mark on the business and marketing materials.

- Use the mark on official or legal documents (e.g., sales contracts, official disclosure documents, etc.)

- Use on products, materials or packaging of any kind.
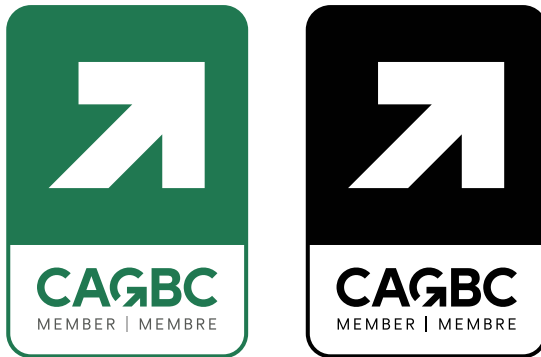
Colour

The member mark should be either 2-colour (PMS 348 and PMS 419), or black and white. Reproduce the mark in only these colours.

Pantone PMS 348 C/U	Pantone PMS 419 C/U	Pantone PMS Black C/U
CMYK 85/30/81/17	CMYK 68/62/58/46	CMYK 0/0/0/100
RGB 34/119/80	RGB 65/64/66	RGB 255/255/255
HEX #227750	HEX #424142	HEX #000000

Clear space

The member mark requires a minimum clear space around it. No other visual element should encroach on the minimum clear space, including text, imagery, colour or texture.

The clearspace area is equal to 2X the widthof the bar from the arrow in the "G". No other visual elements should fall within this area.

Minimum width

The minimum width of the Member mark is 25 mm (~1") in width. The Member mark minimum width should always be maintained. Respect the minimum clear space rule, no matter what the size of the crest.

25 mm or 1"

05
LEED® Canada

LEED, or Leadership in Energy & Environmental Design, is a green building certification program that recognizes best-in-class building strategies and practices.

The LEED program logo, based on the USGBC logo, is a globally recognized symbol of excellence in green building.

The Canada Green Building Council holds license for the LEED® trademark in Canada.

Please note: the LEED® Canada certification logos are no longer in use as the CAGBC has moved to match the Global LEED® Brand.

Using the LEED Logo

The LEED program logo should not be resized smaller than 1" (7.2 px) diameter and must always appear in its standard colors 60 per cent and 50 per cent black.

DO

- Include the following acknowledgement when using the LEED program logo: LEED®, and its related logo, is licensed in Canada to the Canada Green Building Council and is used here with permission.

- Include descriptive copy about LEED when using the program logo in editorial and literature: LEED® is the preeminent program for the design, construction, maintenance, and operations of high-performance green buildings.

- Link to cagbc.org/LEED when using the LEED program logo online. Linking to other pages on CAGBC's website or to any other third-party website is prohibited.

- Follow all guidance detailed in the Getting Started and Using Our Logos and Trademarks sections of this resource, and contact CAGBC's marketing team with any questions.

DON'T

- Place the LEED program logo on product packaging, advertisements, or as a visual reference to LEED claims in product literature. View the section Referencing LEED in Product Literature for more information about promoting products and services related to LEED.

Clear space

A minimum clear space equal to the height of the outside ring should be respected at all times.

Minimum width

The minimum width of the logo is 1" (7.2 px) in width for all official versions. Make sure to respect the minimum clear space rule, regardless of the logo size.

Using the wordmark

The LEED wordmark can be used as a visual reference to the LEED rating system. Two versions of the wordmark are available. The full version of the wordmark includes "Leadership in Energy and Environmental Design" below the acronym LEED.

Pantone **PMS 7416C**

PMS 7751C

PMS 7690C

Black **100%**

53%

65%

DO

- Only artwork files provided by CAGBC or USGBC should be used. The full version of the wordmark should be used in its original proportions and should not be resized smaller than 1.9 cm or 0.75" (54 px) tall. The version without the acronym should be used in its original proportions and should not be resized smaller than 1.27 cm or 0.5" (36 px) tall. The colors should not be altered in any way for either version.

- Use the LEED wordmark on marketing resources including education courses specific to LEED, educational signage for a LEED project or in presentations generally referencing the LEED rating system.

- Follow all guidance for the LEED program logo, LEED certification marks and referencing LEED in text sections of this resource, and contact CAGBC's marketing team with any questions.

DON'T

- Make the wordmark the most prominent visual element on the materials. The user's name and logo must be significantly larger than the mark.

- Distort the marks in any way. The height and width of the marks must be constrained to its original proportions.

- Alter the mark in any way. Don't animate, color, rotate, skew, or apply any effects to the mark.

- Wrap additional text around the mark.

- Integrate the mark into other logos. The mark is intended to stand alone.

- CAGBC does not review, certify, or endorse third-party products or services, and the LEED wordmark must not be used under any circumstances in the following ways:

  ▪ To suggest or indicate any kind of endorsement by CAGBC or LEED of any product or service;

  ▪ To indicate that an official status for any product or service has been conferred by, or is otherwise associated with CAGBC or LEED;

  ▪ To show any kind of relationship with CAGBC aside from those permitted by the guidelines specified for each proprietary mark or as mutually agreed upon by the user and CAGBC as licensee through a written signed agreement; or,

  ▪ Use the mark in connection with any disparaging statements about CAGBC, GBCI Canada, USGBC, GBCI or its products, services or statements that otherwise reflects poorly on either organization.

Use of terms such as "LEED® shadowing", "LEED® equivalent" and "LEED® like" or "designed or built to LEED® standards," in reference to any project is not acceptable.

LEED® is increasingly used as a generic acronym to describe "green" projects. Although this type of brand profile is good for general awareness, it dilutes the value of the brand and the rigour and expertise it takes to earn certification.

Owners of projects who make this kind of public statement will be contacted and asked to remove references to LEED®, or to register and formalize their intent.

Trademark and copyright infractions will not be tolerated and may result in a cease and desist letter to the owner, as well as legal action..

In text

LEED®—an acronym for Leadership in Energy and Environmental Design™—is a registered trademark of the U.S. Green Building Council® and licensed in Canada to the Canada Green Building Council.

DO

- When referencing the full suite of rating systems, refer to the full title, "LEED® green building program" on first reference.

- When referencing the individual LEED rating system, use its full name. The shortened rating system name can be used on subsequent references. A full list of LEED rating systems and adaptations are available in the Index section of this resource.

- When describing LEED, include descriptive text. For example: The LEED® green building program is the preeminent program for the design, construction, maintenance, and operations of high-performance green buildings. Learn more at cagbc.org/LEED.

- Other official uses of publicly available LEED® material (including web content, social media, content and brochures created by CAGBC or the USGBC) must first obtain approval from the CAGBC's marketing team.

DON'T

- Use the mark as a verb or incorporate the mark into another word (e.g., LEEDER, LEEDING, LEEDERSHIP, etc.).

- Use the mark (or any word that is confusingly similar) as part of your organization's name, logo, domain name, or brand name for a product or service.

- Refer to LEED as a standard. It is a rating system.

- Refer to LEED certification as an "award"– it is a certification achieved through independent review by CAGBC or USGBC.

Referencing LEED in Product Literature

Manufacturers can reference LEED in their product literature provided that the language does not state or imply endorsement by CAGBC, USGBC or the LEED green building program. Products that meet the LEED performance criteria can only contribute toward earning points needed for LEED certification; they cannot be said to earn points toward LEED certification on their own.

- DO SAY: Product 'A' contributes toward satisfying Credit 'X' under LEED®.
- DON'T SAY: Product 'A' is LEED certified, qualified, compliant, accredited, approved.
- DON'T SAY: Product 'A' is a LEED Product.
- DON'T SAY: Product 'A' meets, satisfies, fulfills, complies with Credit 'X'.

LEED-registered projects

LEED-registered projects have registered with the intent of earning LEED certification once their project is complete. These can include LEED Canada projects registered through CAGBC, and all other LEED projects or through LEED Online.

Registered projects are entitled to use the LEED wordmark lockup and the LEED registration badges to promote their LEED-registered project. These marks can be included in collateral and other marketing materials, and on physical installations such as temporary building signage and banners.

Please note, LEED-registered projects are not allowed to use the LEED certification marks, and as of August 2020, are no longer eligible to use the LEED program logo.

Registered projects can request access to the LEED credit category icons to include on educational signage for the building site. Contact CAGBC's marketing team to request access to the icons.

The LEED® registered logo is permitted for use in the following ways:

- Temporary site signage, for example "Under construction" signage and related branding on the building site.
- Websites, in relation to the project only.
- Printed material related only to the selling of space within the project (for commercial advertising and sales purposes).
- Social media in relation to the project.
- Advertisements in relation to the project, this includes real estate listings for a project being sold or leased.

LEED® registered projects may not use the LEED® mark on any other marketing materials including permanent printed material, marketing unrelated to the project that is registered, and permanent signage.

If your project is found to be in breach of the LEED® Registered mark requirements, you will be asked to remove all references with the LEED® mark from the project and may be refused the right to use this logo in the future.

LEADERSHIP IN ENERGY AND
ENVIRONMENTAL DESIGN

This project is registered under the
LEED® green building program

LEADERSHIP IN ENERGY AND
ENVIRONMENTAL DESIGN

Ce projet est enregistré au
programme du bâtiment durable LEED®

Using the mark

The LEED wordmark lockup includes the full version of the wordmark paired with the text, "This project is registered under the LEED® green building program."

The lockup must always appear in its standard colors.

DO

- Use the lockup in its original proportions. The lockup should not be resized smaller than 1.9 cm or 0.75" (54 px) tall.

- Only use artwork files provided by CAGBC or USGBC.

- Use the mark on temporary building or construction site signage, and in collateral and other marketing materials.

- Follow all guidance detailed in the Getting Started and Using Our Logos and Trademarks sections of this resource, and contact CAGBC's marketing team with any questions.

DON'T

- Use the LEED wordmark lockup, or any CAGBC or USGBC marks, if your project is confidential, or private. Learn more about how to update your project's confidentiality status.

- Use the LEED wordmark lockup on anything other than promotion of your LEED-registered project.

- Distort or alter the marks in any way. Don't animate, color, rotate, skew, or apply any effects to the mark. The height and width of the marks must be constrained to its original proportions.

- Wrap additional text around the mark or integrate the mark into other logos. The mark is intended to stand alone.

Pantone PMS Rubine Red C

Pantone PMS Rubine Red C

Pantone PMS Black 6 C   Pantone PMS Black 6 C

Using the badges

The LEED registration badges were designed to help project owners celebrate their project while it is pursing LEED certification. The badges feature the iconic oak leaf and are available in two color and layout options.

The LEED Registration Badge is available in horizontal and vertical designs. The horizontal designs are recommended at 200x100 pixels and vertical designs at 102x200 pixels.

The LEED Registration Badge must always appear in their standard color or one-color versions.

DO

- Use the LEED Registration Badge in its original proportions: The horizontal badge should not be resized smaller than 1.9 cm or 0.75" (54 px) tall, and the vertical badge should not be resized smaller than 1.9 cm or 0.75" (54 px) wide.
- Only use artwork files provided by CAGBC or USGBC.
- Use the badge on temporary building or construction site signage, and in collateral and other marketing materials.
- Follow all guidance detailed in the Getting Started and Using Our Logos and Trademarks sections of this resource, and contact CAGBC's Marketing team with any questions.

DON'T

- Use the LEED Registration Badges, or any CAGBC or USGBC marks, if your project is confidential, or private. Learn more about how to update your project's confidentiality status.
- Use the badges on anything other than promotion of your LEED-registered project.
- Distort or alter the badges in any way. Don't animate, color, rotate, skew, or apply any effects to the badges. The height and width of the marks must be constrained to its original proportions.
- Wrap additional text around the badges or integrate the badges into other logos. The badges are intended to stand alone.
- Companies or individuals may not directly or indirectly attempt to re-sell, redistribute, syndicate otherwise commercialize the LEED badge in any way.

In text

LEED-registered projects have registered with the intent of earning LEED certification for their project once its complete.

- DO SAY: Registered with the certification goal of LEED Certified®/ LEED Silver®/ LEED Gold®/ LEED Platinum®.
- DO SAY: Upon completion, this project will apply to become LEED®-certified.
- DO SAY: Project is registered under the LEED® green building program.
- DON'T SAY: This project is LEED Gold® Registered. Note: Projects cannot register to achieve a specific level of certification.
- DON'T SAY: This project is LEED Qualified, Compliant, Reviewed, Enrolled, Verified, Designed, Certifiable, or any other wording other than LEED-registered.

Tips for marketing your LEED® registered project

LEED® registered projects are registered by a project team to show their intention to earn certification.

Once the project is completed, it is submitted through LEED Online, and reviewers work to verify the project. LEED Canada projects are submitted through CAGBC.

Remember: a project is not certified until it has been officially confirmed by the CAGBC or USGBC.

As such, a project that is registered can only be referred to as LEED® registered.

In order to ensure that you are referencing your LEED® Registered project in the right way, here a few examples of both proper and improper LEED® Registered references.

Proper references

- "The XX Tower in Vancouver is currently being designed and will be targeting LEED® Gold certification upon completion."
- "The XX Project will be designed and built with sustainability in mind. As such, it is registered with the intention of earning LEED® certification upon its completion, with a targeted goal of LEED® Silver."
- "This project is registered with the Canada Green Building Council and hopes to achieve LEED® Canada certification upon its completion."
- "This project is registered with CAGBC and hopes to achieve LEED® certification upon its completion."
- "The XX project is LEED® registered, with the intention of certifying when construction is complete."
- "This project is registered under the LEED® green building rating system and is targeting a LEED® Platinum certification."

Improper references

These are examples of phrases that cannot be used in relation to any LEED® project, registered or otherwise.

- "The XX Project is being built to LEED® Gold standards."
- "The XX Tower is being designed to meet LEED® Silver standards and will be completed in two years."
- "This project, which is currently under construction, is being built to the highest levels of building sustainability and will incorporate elements of a LEED® Platinum design."
- "This LEED® Gold registered project will have the latest and most innovative green building techniques used in its construction."
- "The XX Tower, built with LEED-like design elements, will meet and surpass the highest levels of building sustainability in Canada."

LEED Certification

Once a project has been certified, the LEED certification mark appropriate to the year and level of certification achieved can be used to represent the associated project's achievement.

These marks can be included in collateral and other marketing materials, and on physical installations such as LEED plaques and banners.

Please note: CAGBC can provide certified projects with bilingual certification marks. All projects registered under LEED v4 and LEED v4.1 will receive notification from USGBC of their certification. A CAGBC representative will follow up to provide access to bilingual certification marks, and to advise on Canadian promotional tools and opportunities.

Using the marks

The LEED certification marks must appear in 50 percent and 60 percent black.

DO

- Only use the LEED certification mark appropriate to the level of certification and the year certified on marketing materials associated with a particular LEED-certified project.

- Always include the following acknowledgement for LEED Canada projects: The LEED® certification trademark is licensed in Canada to the Canada Green Building Council® and is used with permission.

- Physical installation of the LEED® logo in Canada is limited to approved products only, including: the LEED® Halo Plaque, LEED® decals, and other approved material from Eclipse Awards. To view all options, visit www.greenbuildingawards.ca.

- Obtain permission from CAGBC for LEED projects before creating or commissioning a physical installation of the LEED certification mark, such as a plaque, decal or banner. At CAGBC's discretion, you may be granted a limited license for a specific, one-time use of the artwork and/or logo, provided that the design conforms to the use criteria detailed below.

- When designing a physical installation using the LEED certification mark, ensure that the image appears tone-on-tone in the color of the natural material (for example, stone or glass) without additional or contrasting colors. All plaque designs must be 12.7 cm or 5" or larger.

- When displaying a physical installation, make the project's LEED scorecard available publicly*.

- Display a physical installation (official plaque, decal or other approved product) of the LEED® Certification logo at the site of the LEED® certified project. Off-site installations or signage are not permitted.

- Follow all guidance detailed in the Getting Started and Using Our Logos and Trademarks sections of this resource, and contact CAGBC's marketing team with any questions.

- *LEED scorecard is generated for all LEED-certified projects on LEED Online and on USGBC's Project Directory, usgbc.org/projects.

DON'T

- Use the LEED certification marks in connection with LEED-registered or pre-certified projects.

- Use the LEED certification marks on anything other than promotion of your LEED-certified project. For example, awards for project team members or others involved in the project cannot include the LEED® Certification logo.

Minimum width 1"

Clear space

A minimum clear space equal to the height of the outside ring should be respected at all times.

Minimum width

The minimum width of the logo is 1" (7.2 px) for all official versions. Make sure to respect the minimum clear space rule, regardless of the logo size.

LEED-Registered Projects:

• Follow all guidance detailed in the LEED-Registered Projects section of this resource.

Pre-certified Projects:

• Should not use the LEED certification mark until officially certified.

• May use the LEED program logo on project materials, marketing collateral and temporary signage at the building or construction site. Contact CAGBC's marketing team to request artwork.

• Always include descriptive text when designing with the LEED program logo to promote your pre-certified project. For example: This project has achieved LEED® precertification (add level, i.e., Certified/Silver/Gold/Platinum, if applicable).

• Follow in the LEED section of this resource for logo guidelines.

In text

LEED-Certified Projects

- When a project achieves certification, it should be referred to as a LEED-certified project, and not, for example, LEED for New Construction certified or LEED for Commercial Interiors v2.0 certified. If appropriate, supporting text may be included that gives additional details about the specific rating system under which the project was certified.

- LEED certification with lowercase "c" is used to describe the certification process. LEED-certified with a hyphen and lowercase "c" is used to describe a project that has been certified. LEED Certified with capital "C" and no hyphen is used to describe a project that has been certified to the base level.

DO SAY

- Project 'A' is LEED® Certified®, LEED® Silver®, LEED® Gold®, LEED® Platinum®

DON'T SAY

- Project 'A' is LEED® Certified® certified

- Project wins LEED® certification

Confidential Projects

- If a project chooses to remain confidential, or private, it must not be marketed or represented to the general public as LEED-registered or LEED-certified.

- Confidential, or private, projects aren't entitled to use or display any CAGBC marks, including the LEED certification mark and LEED program logo.

- These projects may communicate their LEED-registered or LEED-certified status to government entities for the limited purposes of complying with building and tax laws, and for administrative proceedings related to land use entitlements.

LEED for Neighborhood Development Projects

Within the LEED for Neighborhood Development rating system (v4), teams have two options to choose from based on the project's stage of completion:

- LEED for Neighborhood Development – Plan: Teams that pursue this option can earn certification for their project plans, and not the project itself. These projects can cite themselves as having earned a LEED-certified plan at the (Certified/Silver/Gold/Platinum) level. Once this certification is earned, teams may request LEED certificates to celebrate their achievement. Plaques may be ordered once LEED ND: Built Project certification bas been achieved.

- LEED for Neighborhood Development – Built Project: Teams that pursue this option can earn certification for the project being developed and should follow the logo and text guidelines for LEED-certified and registered projects.

- Note: Projects that complete the optional letter of support and prerequisite reviews retain their registered project or plan status. These optional reviews do not replace the plan and built project reviews needed for LEED certification.

LEED for Cities and LEED for Communities Projects

There are two pilot rating systems dedicated to the certification of existing cities and communities. Teams can promote their projects as having earned LEED for (Cities/Communities) at the (Certified/Silver/Gold/Platinum) level and should follow the logo and text guidelines for LEED-certified and registered projects. This certification is valid for one year and teams must take action to maintain certification in order to continue to promote their projects as certified.

Once certified, project may order certificates to celebrate their achievement. Certification plaques are not available for these rating systems.

PROUDLY PURSUING
LEED
CERTIFICATION

Pantone PMS Rubine Red C

PURSUING
LEED
CERTIFICATION

Pantone PMS Rubine Red C

PROUDLY PURSUING
LEED
CERTIFICATION

Pantone PMS Black 6 C

PURSUING
LEED
CERTIFICATION

Pantone PMS Black 6 C

Using the badges

The LEED Certification Badges were designed for project owners and building tenants of LEED-certified buildings to celebrate and promote their LEED-certified project. The badges feature the iconic oak leaf, include various statements about their LEED project, and are available in two color and layout options.

The LEED Certification Badges are available in horizontal and vertical designs. The horizontal designs are recommended at 200x100 pixels and vertical designs at 102x200 pixels.

The LEED Certification Badges must always appear in their standard colors or one-color versions. NOTE: There is no badge available specific to LEED Canada projects.

DO

- Use the LEED Certification Badges in their original proportions: The horizontal badges should not be resized smaller than 0.75" (54 px) tall, and the vertical badges should not be resized smaller than 0.75" (54 px) wide.
- Only use artwork files provided by CAGBC or USGBC.
- Use the badge on building signage, on social media, in collateral and on online and printed marketing materials.
- Follow all guidance detailed in the Getting Started and Using Our Logos and Trademarks sections of this resource and contact CAGBC's marketing team with any questions.

DON'T

- Use the LEED Certification Badges, or any CAGBC or USGBC marks, if your project is confidential, or private. Learn more about how to update your project's confidentiality status.
- Use the badges on anything other than promotion of your LEED-certified project.
- Distort or alter the badges in any way. Don't animate, color, rotate, skew, or apply any effects to the badges, or change the text in the badges. The height and width of the marks must be constrained to its original proportions.
- Wrap additional text around the badges or integrate the badges into other logos. The badges are intended to stand alone.
- Companies or individuals may not directly or indirectly attempt to re-sell, redistribute, syndicate otherwise commercialize the LEED badges in any way.

06
Zero Carbon Building Standard

The Canada Green Building Council® (CAGBC) Zero Carbon Building standards represents a unique, made-in-Canada solution to achieving our climate change commitments.

To promote the standards, the Council has developed a certification mark for buildings that meet the Zero Carbon Building - Performance Standard requirements, as well as official colours, typefaces, and application guidelines.

Using the Zero Carbon Building-Performance Standard logo

The Zero Carbon Building Program is a green building certification program that shifts focus to carbon as a building's the key performance indicator. The ZCB Program logo and ZCB-Performance Standard certification mark are trademarked and owned by the Canada Green Building Council.

The Zero Carbon Building Standard logo can be used in reference to CAGBC's Zero Carbon Building Program, which includes education, research, advocacy, and the Zero Carbon Building standards.

DO

• Use the mark when referring to the CAGBC's Zero Carbon Building standards or Zero Carbon Building Program.

• Only use trademark artwork files provided by CAGBC, along with the appropriate ™ or ® symbol. Use the symbol in connection with the first and most prominent usage – it is not necessary to continue using the mark after every mention within a single publication. On short promotional materials, the symbol should appear at least once. On longer materials, repeat the symbol in each section. On websites, the symbol should be used with the first and most prominent use on each page within the website.

• Accompany the mark with an acknowledgement of CAGBC ownership, either as a footnote appearing next to the user's copyright notice, at the end of a printed document, or at the bottom of a webpage. For example: The Zero Carbon Building mark is a trademark of the Canada Green Building Council and is used here with permission.

DON'T

• Use the trademark (or any word that is confusingly similar to these trademarks) as part of a company's name, logo, domain name or brand name for a product or service.

• Use mark on products, labels and packaging. This includes intellectual products such as online resources, virtual products, educational offerings, etc. CAGBC does not review, certify, or endorse products or services.

• The Zero Carbon Building mark and brand marks must not be used in the following ways:

  ▪ To indicate any kind of endorsement by CAGBC of any product or service;

  ▪ To indicate that an official status for any product or service has been conferred by, or is otherwise associated with CAGBC; or,

  ▪ To show any kind of relationship with CAGBC aside from those permitted by the terms and conditions specified for the ZCB-Performance certification mark, or as mutually agreed upon by the user and CAGBC through a written signed agreement.

• Use the mark on official or legal documents.

• Use the mark in email signatures.

• Modify the certification mark under any circumstances, including by changing the typeface, adding to it, modifying the date or colour, change layout of elements, rotate, stretch or skew, add shadows or other effects.

• Encroach on the minimum clear space.

• Use the mark in connection with any disparaging statements about CAGBC or its products, services, or statements that otherwise reflect poorly on the CAGBC and the Zero Carbon Building Program.

In text

The Zero Carbon Building Program (ZCB Program), and the Zero Carbon Building standards (ZCB standards) are official names and should written out on first references. The ZCB standards includes two certifications, Zero Carbon Building - Performance Standard (ZCB-Performance) and Zero Carbon Building - Design Standard (ZCB-Design). The acronyms can be used on subsequent references.

Zero Carbon Building – Performance Standard Certification

This certification mark is intended for projects that earn ZCB - Performance certification. It demonstrates project excellence for the performance period verified - indicated by the year on the mark.*

This is the primary version used for marketing materials. Whenever the certification mark is used, it must be used only in relation to a project that has earned ZCB-Performance certification. The project name must also be referenced alongside the certification mark at all times in digital marketing. On the building it is not required.

*Note: certification may, in some instances, not be awarded until the year following the end of the 12-month performance period.

DO

- Use the official version of the certification mark, and only when a project is ZCB - Performance certified.

- Only use the logo with the year that corresponds to the certification of that project. ZCB-Performance certification is awarded annually.

- Only use trademark artwork files provided by CAGBC, along with the appropriate ™ or ® symbol. Use the symbol in connection with the first and most prominent usage – it is not necessary to continue using the mark after every mention within a single publication. On short promotional materials, the symbol should appear at least once. On longer materials, repeat the symbol in each section. On websites, the symbol should be used with the first and most prominent use on each page within the website.

- Accompany the mark with an acknowledgement of CAGBC ownership, either as a footnote appearing next to the user's copyright notice, at the end of a printed document, or at the bottom of a webpage. For example: The Zero Carbon Building - Performance Standard certification mark is a trademark of the Canada Green Building Council and is used here with permission.

DON'T

- Refer to a ZCB-Performance certification as anything other than a ZCB-Performance certification. It cannot be called a Zero Carbon certification under any circumstances.

- Use the trademark (or any word that is confusingly similar to these trademarks) as part of a company's name, logo, domain name or brand name for a product or service.

- Use mark on products, labels and packaging. This includes intellectual products such as online resources, virtual products, educational offerings, etc. CAGBC does not review, certify, or endorse products or services. The Zero Carbon Building - Performance Standard certification mark and Zero Carbon Building Program brand marks must not be used in the following ways:

  - To indicate any kind of endorsement by CAGBC of any product or service;

  - To indicate that an official status for any product or service has been conferred by, or is otherwise associated with CAGBC;

  - To show any kind of relationship with CAGBC aside from those permitted by the terms and conditions specified for the ZCB - Performance certification mark, or as mutually agreed upon by the user and CAGBC through a written signed agreement.

- Use the mark on official or legal documents.

- Use the mark in email signatures.

- Modify the certification mark under any circumstances, including by changing the typeface, adding to it, modifying the date or colour, change layout of elements, rotate, stretch or skew, add shadows or other effects.

- Encroach on the minimum clear space.

- Use the mark in connection with any disparaging statements about CAGBC or its products, services, or statements that otherwise reflect poorly on the CAGBC and the Zero Carbon Building Program.

*Note: certification may, in some instances, not be awarded until the year following the end of the 12-month performance period.
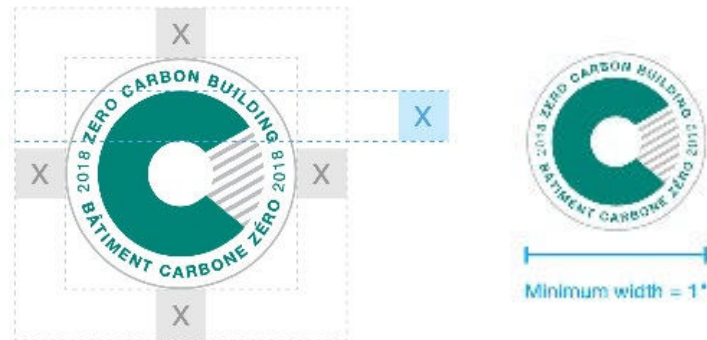
*ZCB Program logo

Clear space

A minimum clear space equal to the thickness of the "C" should be respected at all times.

Minimum width

The minimum width of the certification mark is 1" (25 mm/72 pixels) for all official versions. Make sure to respect the minimum clear space rule, regardless of the size.

*ZCB-Performance certification logo`

Zero Carbon Building - Design Standard Certification

Note: To emphasize the priority of demonstrated GHG reductions in building operations, no certification mark exists for ZCB-Design certification

ZCB-Design projects may use the ZCB Standard logo for communications and time-specific signage, but no permanent fixtures are allowed. Contact CAGBC's marketing team for specific requests.

07
Index

The official names of the rating system with adaptations are listed below along with the shortened rating system name, which can be used after the first reference:

LEED® for Building Design and Construction: New Construction	LEED® BD+C: New Construction
LEED® for Building Design and Construction: Core and Shell Development	LEED® BD+C: Core and Shell
LEED® for Building Design and Construction: Schools	LEED® BD+C: Schools
LEED® for Building Design and Construction: Retail	LEED® BD+C: Retail
LEED® for Building Design and Construction: Healthcare	LEED® BD+C: Healthcare
LEED® for Building Design and Construction: Data Centers	LEED® BD+C: Data Centers
LEED® for Building Design and Construction: Hospitality	LEED® BD+C: Hospitality
LEED® for Building Design and Construction: Warehouses and Distribution Centers	LEED® BD+C: Warehouses and Distribution Centers
LEED® for Building Design and Construction: Homes and Multifamily Lowrise	LEED® BD+C: Homes
LEED® for Building Design and Construction: Multifamily Midrise	LEED® BD+C: Multifamily Midrise
LEED® for Interior Design and Construction: Commercial Interiors	LEED® ID+C: Commercial Interiors
LEED® for Interior Design and Construction: Retail	LEED® ID+C: Retail
LEED® for Interior Design and Construction: Hospitality	LEED® ID+C: Hospitality
LEED® for Building Operations and Maintenance: Existing Buildings	LEED® O+M: Existing Buildings
LEED® for Building Operations and Maintenance: Data Centers	LEED® O+M: Data Centers
LEED® for Building Operations and Maintenance: Warehouses and Distribution Centers	LEED® O+M: Warehouses and Distribution Centers
LEED® for Building Operations and Maintenance: Hospitality	LEED® O+M: Hospitality
LEED® for Building Operations and Maintenance: Schools	LEED® O+M: Schools
LEED® for Building Operations and Maintenance: Retail	LEED® O+M: Retail
LEED® for Neighborhood Development: Plan	LEED® ND: Plan
LEED® for Neighborhood Development: Built Project	LEED® ND: Built Project
Zero Carbon Building Program	ZCB Standard
Zero Carbon Building - Performance Standard	ZCB-Performance
Zero Carbon Building - Design Standard	ZCB-Design