

GREEN BUILDING INITIATIVE™

GRAPHICS STANDARDS AND STYLE MANUAL

ABOUT THE GREEN BUILDING INITIATIVE

The Green Building Initiative™ *Graphics Standards and Style Manual* (this "Document") shall be used as a reference for all marketing and communications materials used and managed by Green Building Initiative approved members and supporters and affiliates (collectively "Users") graduates of the Green Globes Personnel Certification Program (i.e. assessors and Professionals) and strategic partners (i.e., local home builder associations and professional affiliates).

This Document shall ensure that the means in which the Green Building Initiative programs and services are communicated are consistent for all Users of the trademarks, trade names, service marks and logos described in this Document (collectively, the "Marks"). The consistent use of the Marks of the Green Building Initiative is crucial to maintaining the value and strength of such Marks.

This Document includes policies on branding and identity for the use of the Marks Green Globes and related Green Building Initiative graphics. The first pages of this Document are reference materials for Green Building Initiative members, supporters, and affiliates or strategic partners, the middle section is for the usage of the Green Globes logo both for brand identification and the Personnel Certification Program and the final pages are reference materials for Green Building Initiative residential partners at local home builder associations.

We appreciate your cooperation and efforts to adhere to the standards and guidelines outlined in this Document. If you should have any questions, please don't hesitate to contact:

Sharene Rekow
VP of Marketing/Sales
Green Building Initiative
(503) 546-2287
Sharene@thegbi.org

MEMBER/SUPPORTER, STRATEGIC PARTNER & PERSONNEL CERTIFICATION GUIDELINES

NAME

National Organization

The official name of the national organization is the Green Building Initiative™.

GBI is the official acronym for the national organization.

You must use the complete name of the organization, along with a trade mark symbol for any first reference to name, as follows:

Green Building Initiative™

Subsequent references to the name in all copy may use either the full name, Green Building Initiative, or the abbreviation, GBI, and do not require the trade mark symbol.

Green Globes®

The Green Building Initiative owns the rights to distribute the Green Globes® environmental assessment and rating system in the United States.

Green Building Initiative members and supporters and graduates of the Green Globes Personnel Certification Program are permitted to reference Green Globes® in their communications, per the following guidelines. For any first reference, you must feature the following phrase, "Green Globes® environmental assessment and rating system." Subsequent mentions of the product can state just Green Globes and do not require the registered symbol.

Green Building Initiative members and supporters do not have the right to use the Green Globes logo or subsequent rating logos associated with the product without express written consent from the Green Building Initiative VP of Marketing/Sales.

Personnel Certification Programs

The Green Building Initiative owns the rights to administer the Green Globes® Personnel and Certification Program in the United States.

Green Globes graduates of the Personnel Certification Program (Green Globes Assessors and Professionals) receiving certification will have their own logos and marks to reference their certifications. These will be outlined in a separate section of the Guidelines.

WRITTEN COMMUNICATIONS

Any communications pieces, i.e. press releases, fact sheets, collateral, brochures etc. that reference the Green Building Initiative in the copy of the communiqué, should include the following boiler plate reference at the bottom of the page.

About the Green Building Initiative™

The Green Building Initiative (GBI) is a nonprofit organization established to increase adoption of green building practices by promoting approaches that, in addition to being environmentally progressive, are practical, affordable and accessible to mainstream builders, architects, developers. The GBI was formed in 2004 and is based in Portland, OR. For more information, visit www.thegbi.org

Any communications pieces (i.e., press releases, fact sheets, collateral, and brochures etc. that reference Green Globes in the copy of the communiqué) should include the following boiler plate reference at the bottom of the page.

About Green Globes®

Green Globes® is a revolutionary green management tool that provides developers, architects, builders and others in the construction community with an assessment protocol, rating system and guide for integrating environmentally-friendly design into commercial structures. The Green Globes system was launched in the United States in 2004 by the Green Building Initiative™ (GBI) – a non-profit organization founded to help provide mainstream members of the construction community with practical and credible green building tools. For more information about Green Globes, visit www.thegbi.org.

About Personnel Certification

Green Globes ® personnel credentials distinguish industry professionals for their understanding of sustainable building and operations practices, while clearly designating those who are formally trained in using the Green Globes® and those who are authorized on behalf of the GBI to perform third party assessments that can lead to a building Rating/Certification.

AFFILIATION LOGOS

Members/Supporters/Affiliates

The Green Building Initiative has developed a member and supporter logos that are both distinct from our national logo. These logos have been designed for use by member and supporter organizations (companies and associations) in good standing with the organization to promote their affiliation with the Green Building Initiative. The Green Building Initiative member and supporter logos must always include the words "Member" or "Supporter" as appropriate when used by member and supporter organizations.

Members and supporters can secure a digital file of their appropriate logo from our VP of Marketing/Sales, Sharene Rekow, by e-mailing srekow@thegbi.org.

The Green Building Initiative requires that all members and supporters comply with the following guidelines.

GREEN BUILDING INITIATIVE MEMBER LOGO

The Green Building Initiative member logo can be used by Members (a member is anyone who after making a \$20,000 commitment or above has been voted upon to hold a seat on the GBI Board of Directors.)

The Green Building Initiative member logo is comprised of unique elements, that when used in combination, create the appropriate version of the logo.

This includes the words, Green, Building and Initiative vertically arranged one on top of the other in **Avenir Heavy**. The first letter of each word should be green **PMS 375** with the remaining letters and subsequent trade mark, [™], in **100% black**. The logo also features a unique symbol of three blocks that are placed in the upper right corner of the words (see below). The word MEMBER appears at the bottom of the stacked words to the right in **Avenir Roman** in **100% black** in all caps. The logo can also be featured in black and white.



The Green Building Initiative member logo can be placed on any light colored background, such as white or light gray. It should be placed at the top of the communication piece, on either side, and never appear in printed materials smaller than **one inch by one inch**. Any exceptions to this must be approved by the Green Building Initiative in writing.

Please use only high resolution files for printed media and follow proper orientation and color palette guidelines. Also, please do not distort the Green Building Initiative member logo in any way, such as using certain words from the logo.

GREEN BUILDING INITIATIVE SUPPORTER LOGO

The Green Building Initiative supporter logo can be used by Supporters, (a supporter is a company or organization who has paid \$1500 up to \$20,000 and has been approved to be affiliated with the GBI.)

The Green Building Initiative supporter logo is comprised of unique elements, that when used in combination, create the appropriate version of the logo.

This includes the words, Green, Building and Initiative vertically arranged one on top of the other in **Avenir Heavy**. The first letter of each word should be green **PMS 375** with the remaining letters and subsequent trade mark, [™], in **100% black**. The logo also features a unique symbol of three blocks that are placed in the upper right corner of the words (see below). The word SUPPORTER appears centered at the bottom of the stacked words in **Avenir Roman** in **100% black** in all caps. The logo can also be featured in black and white.



The Green Building Initiative supporter logo can be placed on any light colored background, such as white or light gray. It should be placed at the top of the communication piece, on either side, and never appear in printed materials smaller than **one inch by one inch**. Any exceptions to this must be approved by the Green Building Initiative in writing.

GREEN BUILDING INITIATIVE AFFILIATE LOGO

Strategic partners are those organizations (most likely other nonprofits whose members consist of industry related professionals) who have entered into a partnership or memorandum of understanding (MOU) with the Green Building Initiative. Once both parties have signed agreed as to their shared objectives, both are free to publicly recognize their affiliation with one another by using the GBI Affiliate logo.

Affiliation could include the linking to each other's website through the trading of logos, the advertising of each other's programs or the posting of related articles or press releases.

Specific MOUs may have their own terms of understanding which would highlight specific agreements between the GBI and the affiliate organization.

The Green Building Initiative Affiliate logo is comprised of unique elements, that when used in combination, create the appropriate version of the logo.

This includes the words, Green, Building and Initiative vertically arranged one on top of the other in **Avenir Heavy**. The first letter of each word should be green **PMS 375** with the remaining letters and subsequent trade mark, [™], in **100% black**. The logo also features a unique symbol of three blocks that are placed in the upper right corner of the words (see below). The word AFFILIATE appears centered at the bottom of the stacked words in **Avenir Roman** in **100% black** in all caps. The logo can also be featured in black and white.



Green Building Initiative Member, Supporter and Strategic Partner Logo Usage

Only members, supporters and strategic partners, outlined above, that are in good standing with the Green Building Initiative have the right to use the member, supporter and affiliate logos to promote their support of the Green Building Initiative. Questions about which logo should be used should be directed to Sharene Rekow, the Green Building Initiative's VP of Marketing/Sales, at Sharene@thegbi.org.

The member, supporter and affiliate logos may be used in connection with the participating organization's business, such as placing the logo on business cards, letterhead, or other stationery items.

The member, supporter and affiliate logos may be used in marketing materials, i.e. brochures, print ads, etc., but may not be used to indicate any kind of product or service endorsement on behalf of the Green Building Initiative. It also cannot be used on any official documents that are used with clients, such as sales contracts or disclosure statements.

Member, supporter and affiliate logos cannot be placed on any product or product packaging.

If you wish to post the member, supporter or affiliate logo on your Web site, it can be used to showcase your affiliation with the Green Building Initiative and should include a link back to the Green Building Initiative's Web page (www.thegbi.org).

The member, supporter or affiliate logos cannot be used to make any disparaging statement about the Green Building Initiative, Green Building Initiative programs and services, or other Green Building Initiative partners, members and/or supporters.

You are encouraged to check with the Green Building Initiative regarding additional restrictions on usage of the member and supporter logos.

Please use only high resolution files for printed media and follow proper orientation and color palette guidelines. Also, please do not distort the Green Building Initiative logos in any way, such as using certain words from the logo.

Green Globes References in Product Literature

Product manufacturers may reference Green Globes® in their product literature as long as the language neither states nor implies endorsement by the Green Building Initiative or Green Globes program.

The reference in the language must state that individual Green Globes credits are concerned with the overall performance of materials in categories, not the performance of individual products or bands.

GREEN GLOBES RATING LOGO GUIDELINES

The Green Building Initiative owns the rights to distribute the Green Globes® environmental assessment and rating system in the United States.

Green Globes users (architects, developers, engineers, etc.) and building owners are strictly prohibited from featuring the Green Globes logo and/or subsequent rating logos, as well as claiming their development of a Green Globes rated building unless their actions are pre-approved by the Green Building Initiative commercial programs manager in writing.

Only buildings that have completed and paid in full for Green Building Initiative developed third-party verification (review of the construction documents and on-site assessment) can claim that they are a Green Globes rated building, and should adhere to the specific level they have achieved (One Globe Rated, Two Globes Rated, Three Globes Rated, Four Globes Rated). The Green Building Initiative will provide a plaque for the building as part of the verification (and subsequent plaques will be available for purchase).

Users and owners are permitted to reference their Green Globes® rated building in their communications (press releases, Web site, brochures), but must adhere to the following guidelines. For any first reference, you must feature the following phrase, “[**building name**] achieved [**number**] Globes based on the Green Globes® environmental assessment and rating system. The Green Globes rating system is developed on a four globe scale to assess the environmental performance of commercial buildings.” Subsequent mentions of the product can state just Green Globes and do not require the trade mark symbol.

Any communications pieces (i.e., press releases, fact sheets, etc. that reference Green Globes in the copy of the communiqué) should include the following boiler plate reference at the bottom of the page.

About Green Globes®

Green Globes® is a revolutionary green management tool that provides developers, architects, builders and others in the construction community with an assessment protocol, rating system and guide for integrating environmentally-friendly design into commercial structures. The Green Globes system was launched in the United States in 2004 by the Green Building Initiative™ (GBI) – a non-profit organization founded to help provide mainstream members of the construction community with practical and credible green building tools. For more information about Green Globes, visit www.thegbi.org.

Users that have participated in the development of a building that has been Green Globes rated (including third-party verification), may include a Green Globes logo in appropriate marketing materials (brochures, print ads, etc.) but may not be used to indicate any type of product or service endorsement on behalf of the Green Building Initiative or Green Globes. It also cannot be used on any official documents that are used with clients, such as sales contracts or disclosure statements.

If you wish to post the Green Globes logo on your Web site, it must be used to showcase your efforts to develop a Green Globes rated building and should include a link back to the Green Building Initiative's Web page (www.thegbi.org).

The Green Globes logo cannot be used to make any disparaging statement about the Green Building Initiative, Green Building Initiative programs and services, or other Green Building Initiative partners, members, supporters, other users or building owners.

You are encouraged to check with the Green Building Initiative regarding additional restrictions on usage of the member and supporter logos.

GREEN GLOBES LOGO

The Green Globes logo is comprised of unique elements, that when used in combination, create the appropriate version of the logo.

This includes the words, Green and Globes vertically arranged one on top of the other. Green should be in **Avenir** and **Light Green PMS 375 60%**. Globes should be in **Avenir** and **Blue PMS 2728** with the subsequent trade mark, ®, in **Avenir** and **Blue PMS 2728**. The logo also features a unique symbol of that is aligned to the left of the words (see below). The logo can also be featured in black and white.



PERSONNEL CERTIFICATION GUIDELINES

PROFESSIONAL ACCREDITATIONS

The Green Building Initiative created a national professional accreditation program in order to support adoption and growth of the Green Globes® system for commercial buildings in the US. The professional accreditation helps promote Green Globes® throughout industry as well as ensuring the objectivity, credibility, and accuracy of building assessments performed by the GBI prior to assigning a Green Globes® rating.

Green Globes® personnel credentials distinguish industry professionals for their understanding of sustainable building and operations practices, while clearly designating those who are formally trained in using the Green Globes® (GGP) and those who are authorized on behalf of the GBI to perform third party assessments that can lead to a building Rating/Certification. (GGA)

GREEN GLOBES ASSESSOR (GGA) LOGOS and MARKS

Green Globes Assess certification may be referred to in several different manners. Certified individuals may refer to themselves by name as Green Globes Assessors or utilize the abbreviation GGA behind ones name in text, or as initials on business cards. The Green Globes Assessor name and/or logos can be used in collateral materials such as brochures, letterhead and on the website. However, in the event that an individual certification expires or is terminates logos or other designations may no longer be utilized.

GREEN GLOBES ASSESSOR LOGOS

Either of the two logos shown below may be used to specify that one is an actively certified individual.

The Green Assessor logo is comprised of unique elements, that when used in combination, create the appropriate version of the logo.

This includes the words, Green and Globes vertically arranged one on top of the other. Green should be in **Avenir** and **Light Green PMS 375 60%**. Globes should be in **Avenir** and **Blue PMS 2728** with the subsequent trade mark, ®, in **Avenir** and **Blue PMS 2728**. The logo also features a unique symbol of that is aligned to the left of the words (see below). The word Assessor appears centered at the bottom of the stacked words in **Avenir Roman** in **100% black** in all caps. The logo can also be featured in black and white.



The second logo featured should be created using exactly the same stylistic designs as the first. The difference between this and the first logo is the lack of the unique logo symbol as pictured in the first logo. The word Assessor appears centered at the bottom of the stacked words in **Avenir Roman** in **100% black** in all caps. The logo can also be featured in black and white.

GGA INITIALS

The logo using the initials GGA can be used in lieu of the Green Globes Assessor logo. The official font style of the GGA initials is **Avenir Roman** in **100% black** in all caps

GGA

As well, it is acceptable to use the initials GGA behind one's name in text or on business cards, GGA. The official font style of the GGA initials is **Avenir Roman** in **100% black** in all caps. One may also specify their area of specialization i.e. new construction NC, continual improvement of existing buildings CIEB or both. There is always a hyphen between the initials GGA and the specialization type. Therefore, the designations should be signified as such: **GGA-NC**; **GGA-CIEB**; **GGA-NC/CIEB**. Depending upon the font size being used, NC, CIEB and NC/CIEB are always four font sizes below.

ASSESSOR REPORTS

It is mandatory that third-party assessment reports provided to the GBI and/or clients should use the following: *the Assessors personal or business letterhead with a placement of the Green Globes Assessor logos in conformance to the placement requirements, and the use of the Green Globes Assessor name and/or initials, by specification, below his/her signed name.*

The Green Globes Assessor logo can be placed on any light colored background, such as white or light gray. It should be placed at the top of the communication piece, on either side, and never appear in printed materials smaller than **one inch by one inch**. Any exceptions to this must be approved by the Green Building Initiative in writing.

WEBSITES

If you wish to post the Green Globes Assessor logo on your Web site to showcase your affiliation with the Green Globes Certification and Training Program please use one of the three logos from above include a link back to the Green Building Initiative's Web page (www.thegbi.org).

You may also post a box of information about the Green Globes Personnel Certification program to educate your Website audience as to the merits of being a Green Globes Assessor. Language must be stated as such and cannot deviate from the description below.

About Green Globes®

Green Globes® is a revolutionary green management tool that provides developers, architects, builders and others in the construction community with an assessment protocol, rating system and guide for integrating environmentally-friendly design into commercial structures. The Green Globes system was launched in the United States in 2004 by the Green Building Initiative™ (GBI) – a non-profit organization founded to help provide mainstream members of the construction community with practical and credible green building tools.

About Professional Accreditation

The Green Building Initiative created a national professional accreditation program in order to support adoption and growth of the Green Globes® system for commercial buildings in the US. The professional accreditation helps promote Green Globes® throughout industry as well as ensuring the objectivity, credibility, and accuracy

of building assessments performed by the GBI prior to assigning a Green Globes ® rating.

Green Globes® personnel credentials distinguish industry professionals for their understanding of sustainable building and operations practices, while clearly designating those who are formally trained in using the Green Globes® and those who are authorized on behalf of the GBI to perform third party assessments that can lead to a building Rating/Certification.

For more information about Green Globes, visit www.thegbi.org.

GREEN GLOBES PROFESSIONAL (GGP) LOGOS AND MARKS

Green Globes Professional certification may be referred to in several different manners. Certified individuals may refer to themselves by name as Green Globes Professionals or by the use of the abbreviation GGA behind ones name in text, or as initials on business cards. Green Globes Professional logos can be used in collateral materials such as brochures, letterhead and on the website. However, in the event that an individual certification expires or is terminates logos or other designations may no longer be utilized.

GREEN GLOBES PROFESSIONAL LOGOS

Either of the two logos (below) may be used to specify that one is an actively certified individual. The Green Professional logo is comprised of unique elements, that when used in combination, create the appropriate version of the logo.

This includes the words, Green and Globes vertically arranged one on top of the other. Green should be in **Avenir** and **Light Green PMS 375 60%**. Globes should be in **Avenir** and **Blue PMS 2728** with the subsequent trade mark, ®, in **Avenir** and **Blue PMS 2728**. The logo also features a unique symbol of that is aligned to the left of the words (see below). The word Professional appears centered at the bottom of the stacked words in **Avenir Roman** in **100% black** in all caps. The logo can also be featured in black and white.



GREEN
GLOBES®
P R O F E S S I O N A L

This logo should be created using exactly the same stylistic designs as were stated before. The difference between this and the first logo is the lack of the unique logo symbol as pictured in the first logo. The word Professional appears centered at the bottom of the stacked words in **Avenir Roman** in **100% black** in all caps. The logo can also be featured in black and white.

GGP INITIALS

The logo using the initials GGP can be used in lieu of the Green Globes Professional logo. The official font style of the GGA initials is **Avenir Roman** in **100% black** in all caps

GGP

As well, it is acceptable to use the initials GGA behind one's name in text or on business cards, GGA. The official font style of the GGA initials is **Avenir Roman** in **100% black** in all caps. I.e. **GGP**.

If you wish to post the Green Globes Professional logo on your Web site to showcase your affiliation with the Green Globes Certification and Training Program please use one of the three logos from above include a link back to the Green Building Initiative's Web page (www.thegbi.org).

WEBSITES

You may also post a box of information about the Green Globes Personnel Certification program to educate your Website audience as to the merits of being a Green Globes Professional. Language must be stated as such and cannot deviate from the description below.

About Green Globes®

Green Globes® is a revolutionary green management tool that provides developers, architects, builders and others in the construction community with an assessment protocol, rating system and guide for integrating environmentally-friendly design into commercial structures. The Green Globes system was launched in the United States in 2004 by the Green Building Initiative™ (GBI) – a non-profit organization founded to help provide mainstream members of the construction community with practical and credible green building tools.

About Professional Accreditation

The Green Building Initiative created a national professional accreditation program in order to support adoption and growth of the Green Globes® system for commercial buildings in the US. The professional accreditation helps promote Green Globes® throughout industry as well as ensuring the objectivity, credibility, and accuracy of building assessments performed by the GBI prior to assigning a Green Globes® rating.

Green Globes® personnel credentials distinguish industry professionals for their understanding of sustainable building and operations practices, while clearly designating those who are formally trained in using the Green Globes® and those who are authorized on behalf of the GBI to perform third party assessments that can lead to a building Rating/Certification.

For more information about Green Globes, visit www.thegbi.org.

Green Globes Assessor and Professional Logo Mark Usage

Only Green Globes Certified Personnel (Green Globes Assessors and Green Globes Professionals) who have completed all of the program requirements and whose certification is active may use the logo or marks designated with their certification. Upon achieving the certification for each respective designation (Green Globes Assessors and Green Globes Professionals) certified individuals may access and download the official marks and logos from a password protected area of the GBI website.

Green Globes Personnel Certification logos (Green Globes Assessor and Green Globes Professional) can be placed on any light colored background, such as white

or light gray. It should be placed at the top of the communication piece, on either side, and never appear in printed materials smaller than **one inch by one inch**. Any exceptions to this must be approved by the Green Building Initiative in writing.

Please use only high resolution files for printed media and follow proper orientation and color palette guidelines. Also, please do not distort the Green Globes Assessor or Professional logos in any way, such as using certain words from the logos.

RESIDENTIAL PARTNER GUIDELINES

NAME

National Organization

The official name of the national organization is the Green Building Initiative™.

GBI is the official acronym for the national organization.

You must use the complete name of the organization, along with a trade mark symbol for any first reference to name, as follows:

Green Building Initiative™

Subsequent references to the name in all copy may use either the full name, Green Building Initiative, or the abbreviation, GBI, and do not require the trade mark symbol.

Local Green Building Programs

Partners who use Green Building Initiative in their name (i.e., Greater Houston Builders Association Green Building Initiative) must use the complete name, along with a trade mark symbol for any first reference, as follows:

Greater Houston Builders Association Green Building Initiative™

Subsequent references to the name in all copy may use either the full name, Green Building Initiative, or the abbreviation, GBI, and do not require the trade mark symbol (i.e., Greater Houston Builders Association GBI).

WRITTEN COMMUNICATIONS

The Green Building Initiative uses the Associated Press (AP) Stylebook as a reference for grammar, standard abbreviations and usage.

All formal press releases distributed on behalf of the local program should include the following boiler plate reference at the bottom of the release:

About the Green Building Initiative™

The Green Building Initiative (GBI) is a nonprofit organization established to increase adoption of green building practices by promoting approaches that, in addition to being environmentally progressive, are practical, affordable and accessible to mainstream builders, architects, developers. The GBI was formed in 2004 and is based in Portland, Ore. For more information, visit www.thegbi.org.

Local Green Building Initiative programs are welcomed to develop and approve an individual boiler plate statement that would be listed before the Green Building Initiative organization statement. We also encourage local Home Builder Associations to include a statement about their HBA at the bottom of the release.

LOGOS

The Green Building Initiative and subsequent program logos are valuable tools designed to communicate our values with a variety of key audiences. Strict legal guidelines have been developed to help protect our rights to these valuable marks.

The Green Building Initiative requires that all Home Builder Association partners and subsequent builder members comply with the following guidelines.

GREEN BUILDING INITIATIVE LOGO

The Green Building Initiative logo is comprised of unique elements, that when used in combination, create the appropriate version of the logo.

This includes the words, Green, Building and Initiative vertically arranged one on top of the other in **Avenir Heavy**. The first letter of each word should be green **PMS 375** with the remaining letters and subsequent trade mark, [™], in **100% black**. The logo also features a unique symbol of three blocks that are placed in the upper right corner of the words (see below). The logo can also be featured in black and white.

The Green Building Initiative logo can be placed on any light colored background, such as white or light gray. It should be placed at the top of the communication piece, on either side, and never appear in printed materials smaller than **one inch by one inch**. Any exceptions to this must be approved by the Green Building Initiative residential program coordinator in writing.

Please use only high resolution files for printed media and follow proper orientation and color palette guidelines. Also, please do not distort the Green Building Initiative logo in any way.

Local Usage of the National Logo

Only preauthorized Home Builder Association partners have the right to use the national Green Building Initiative logo. Participating builders and/or sponsors of local Green Building Initiative programs should only use local Green Building Initiative program logos and refrain from using the national logo.

GREEN BUILDING INITIATIVE LOCAL PROGRAM LOGOS

Green Building Initiative partners that choose to use logos created by the national organization should adhere to the following guidelines. These have been developed to protect the integrity of the local programs.

The local Green Building Initiative program logo is housed in a within a gray circle (**60% Black**) that should never be smaller than .50 inches in diameter. The words GREEN BUILDING INITIATIVE should appear in the top half of the circle, in the gray shading, in **Avenir Heavy** and **PMS 375**, in all caps.

The name of the local Home Builder Association (as approved by the program administrator) should appear in the bottom half of the logo, in the gray shading, in **Avenir Heavy** and **60% PMS 375**, in lower case.

Inside the circle should be the name of the local program in **Avenir Heavy** and **PMS 375** in all caps. Above the name is the three block logo that is featured in the Green Building Initiative national symbol.

This logo can be converted to black and white for appropriate situations such as print advertisements, etc.

Individual program logos can be obtained from the password protected portion of the local program Web site, or through the Green Building Initiative residential programs manager.

Local Program Logo Usage

Only builders and/or local sponsors that have been pre-approved by the local program administrator, and are in good standing with the local program, have the right to use the program logo to promote their participation in the local program.

The entire local program logo and words must be used and may not be altered in any way. This logo can be printed in color or black ink.

The local program logo may be used in connection with the participating organization's business, such as placing the logo on business cards, letterhead, or other stationery items.

The local program logo may not be used to indicate any kind of product or service endorsement on behalf of the local program. It also cannot be used on any official documents that are used with clients, such as sales contracts or disclosure statements.

If you wish to post the local program logo on your Web site, it must be used to showcase your participation in the local program and should include a link back to the local program's Web page.

If you use the local program logo in any marketing materials, i.e. brochures, print ads, etc., the logo cannot be used to endorse specific homes unless they have met the local green building guidelines for certification.

The local program logo cannot be used to make any disparaging statement about the local Green Building Initiative program, the Green Building Initiative, Green Building Initiative products and services or other Green Building Initiative partners and members.

You are encouraged to check with your local program administrator regarding additional restrictions on use of the local program logo.

Local Program Marketing Materials

The Green Building Initiative has made several co-branded marketing materials available via your local password-protected Web site for participating builders. These include a series of ads and a brochure that can be used to promote your participation in the local Green Building Initiative program.

Building companies that wish to use the ads should download them from your local program's Web site, and then work with your appropriate graphics team to reproduce appropriate copies of the ads.

Advertisements

Building companies in good standing with the local program may place their own logo in the space provided in full page ad campaign. Building companies may also place their company name in the spaces provided for their name in the second and fourth paragraphs.

Finally, building companies may change the last paragraph (in green font) to drive consumers to their corporate Web site and call their corporate phone number.

Building companies are expressly prohibited from changing any of the images, copy or local program logos included in the ads.

Brochures

Building companies in good standing with the local program may place their own logo in the space provided in consumer brochures. Building companies may also place their company name in the spaces provided within the body of the brochure.

On the back page of the brochure, building companies may change the bottom paragraph to drive consumers to their corporate Web site and call their corporate phone number.

With express permission from the local program administrator, participating builders that have homes or communities that meet the local green building guidelines may post such communities on the top of the back page.

