



USGBC BRAND GUIDELINES

WHY ARE BRAND GUIDELINES IMPORTANT?

The purpose of the USGBC Brand Guidelines is to assist our community in the use of USGBC proprietary marks and corresponding language that accurately and consistently convey USGBC's messages and identity. This document highlights common uses and misuses of USGBC marks and language. Through consistent application of these guidelines and repetition of these messages, USGBC's image and credibility will be reinforced, increasing the value of USGBC, its products and its services and enhancing your standing as a proponent of buildings and communities that are responsible, healthy, and prosperous places to live and work.

These guidelines are not all-inclusive. If you have questions regarding logo use and language, please contact the USGBC Marketing Department: marketing@usgbc.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 USGBC programs and services. Business and marketing materials should be designed so that placement of logos and descriptive text is consistent from one piece to another.



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USGBC STUDENTS LOGO



USGBC
STUDENTS

The USGBC Students Logo is meant to be used as a stand-alone logo to represent an approved student group's affiliation with USGBC. The logo, in conjunction with the college or university name, creates the unique identifier for each group. If a student group has an additional, unique name and/or logo used to denote the student group in the marketplace, the USGBC Students logo should appear as the primary and foremost logo in any graphical representation of that group. All USGBC Students logos should be created in accordance with the below design examples that are shared with groups when creating their identity.

Terms of Use

Use of the USGBC Students logo is authorized by permission of the USGBC Students Group Manager.

Contact: studentgroups@usgbc.org

Default Use

The logo may be used in its default colors, customized collegiate colors, grey or reverse in white only (no color). When printing in B&W, either the Pantone color PMS 424U or 60% black may be used. The logo may only appear in reverse white on a dark background.



default colors



B&W mediums



reverse white must appear on dark background

Unacceptable Uses of the USGBC Students Logo



Distortion or warping of the mark



Watermarked or "ghosted" behind type



Wrapping text

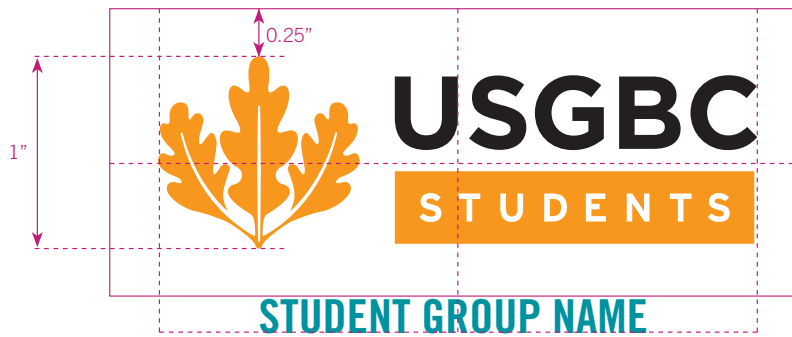
See following page for USGBC Student Group initial identity design guidelines.



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Design Guidelines for USGBC Students Logo Identity

1. The USGBC Students Logo should look “clean” (i.e. ample white space for visibility)
2. The logo colors can be manipulated to match collegiate colors for consistency with other marketing materials
3. The groups’s name should appear neatly beneath (or above) the logo with a 0.25” margin
4. A sans serif font is preferred (e.g. Trade Gothic, Arial, Interstate)
5. If printing in B&W, use of the logo in grey (60% black or Pantone 424) is recommended
6. All other requirements or stipulations of USGBC proprietary marks apply to USGBC Students Logo use

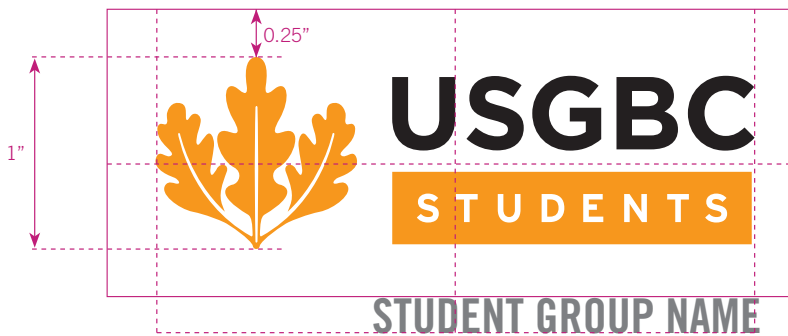


Suggested Default Colors

 PMS 424
60% black

 PMS 7474
C:100 M:0 Y:30 K:20

 PMS 144
C:0 M:48 Y:100 K:0



Trade Gothic Bold Condensed No. 20
Typesize: 18
Leading: 14

USGBC STUDENTS IN TEXT

USGBC Student Groups should be identified as a USGBC student group in all communications including, but not limited to written, electronic and verbal communications. If a student group has a unique group name (other than a school, college or university description), affiliation with USGBC must be represented in the communication. For example, *“Auburn Green Builders, a USGBC Students Group”* or *“Yellow Jacket Greenies, the Georgia Tech student group of USGBC.”*



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USGBC IN TEXT

The official organization name is the U.S. Green Building Council. "USGBC" is the official acronym. Use the complete name on any first reference. Subsequent references in copy may use USGBC.

Acceptable

U.S. Green Building Council
USGBC

NOTE: When using "USGBC" as a noun, do not precede with "the." For example, "the USGBC offers LEED certification" should be changed to "USGBC offers..."

When using USGBC as an adjective, however, articles such as "the" or "a" may be used as appropriate. For example, "Contact the USGBC Marketing Department..."

Unacceptable

U.S.G.B.C.
U.S. GBC
United States Green Building Council
US Green Building Council
GBC

Describing USGBC

"The U.S. Green Building Council is committed to a prosperous and sustainable future for our nation through cost-efficient and energy-saving green buildings. With a community comprising 78 local affiliates, more than 20,000 member companies and organizations, and more than 140,000 LEED Credentialed Professionals, USGBC is the driving force of an industry that is projected to soar to \$60 billion by 2010. The USGBC leads an unlikely diverse constituency of builders and environmentalists, corporations and nonprofit organizations, elected officials and concerned citizens, and teachers and students."

"The U.S. Green Building Council's LEED green building rating system is the preeminent program for the design, construction and operation of green buildings. 45,000 commercial and residential projects are currently participating in the LEED system, comprising over 7.1 billion square feet of construction space in all 50 states and 114 countries."

Other USGBC descriptive copy may be found on the USGBC Web site: www.usgbc.org/about



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USE OF USGBC PROPRIETARY MARKS

The following terms and conditions govern the use of ALL proprietary marks owned by the U.S. Green Building Council (referenced below as “the mark”):

USGBC will provide logo artwork files. Only artwork files provided by USGBC 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 USGBC. 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 but which has not yet been registered by USGBC must be followed by the trademark symbol (™).
- 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 must be accompanied by an acknowledgement of USGBC ownership. This acknowledgement should appear as a footnote with the user’s copyright notice, at the end of a printed document, or at the bottom of a webpage. For example, use of the LEED Logo must be accompanied by the statement: “LEED and the related logo is a trademark owned by the U.S. Green Building Council and is used with permission.”

The mark may be used only to refer to the USGBC program or USGBC products. 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. (This does not apply to use of the USGBC Chapter logo by Chapters.)

The mark may not be used to indicate any kind of endorsement by USGBC 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 USGBC, or to show any kind of relationship with USGBC aside from those permitted by the terms and conditions specified for each proprietary mark.

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 USGBC or its products, or statements that otherwise reflect poorly on USGBC.



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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. *See page 6 for examples of unacceptable uses.*

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.

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

ANY UNAUTHORIZED USE OF A USGBC PROPRIETARY MARK MAY RESULT IN LEGAL ACTION.