

# LEED®



## LEED® BRAND USER GUIDELINES

The purpose of this document is to communicate the CaGBC's guideline for the use of and references to the LEED® registered brand.

The audience for these guidelines includes: LEED® registered and certified project owners; LEED® Accredited Professionals; CaGBC Chapters, and CaGBC members and staff.

The LEED® rating system is a product of the USGBC for which the CaGBC is the sole licensee in Canada. In this role, the CaGBC is the only entity legally permitted to develop LEED® Canada resource material, design and deliver LEED workshops and conduct LEED® Canada project certifications. The CaGBC is responsible to protect the brand and to invest in increasing the reach and understanding of LEED through various communications activities.

The following guidelines apply to the CaGBC and third-party references to LEED which are intentionally designed to build recognition of certification achievement, garner public or government support and/or raise the profile of a construction project.

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### INTENT OF GUIDELINES

The intent of the brand user guidelines is to:

1. **Promote consistent, fair and relevant application of and reference to the LEED® brand** in public and industry-specific information relating to projects in various stages (registered, certified, etc...).
2. **Protect the investment of LEED® certified project owners** in the brand value, integrity and significance, and
3. **Ensure brand use** remains in compliance with license agreement.

The CaGBC supports registered and certified project owners who invest in profiling the LEED status of their buildings. These guidelines will help owners use the brand with consistency and maximize the benefits of its use. The guidelines are designed to facilitate the use of the brand where owners stand to gain a competitive edge from profiling their project's LEED status. Compliance with the guidelines will also promote a level playing field across LEED projects, protect the value of certification and reduce potential "green wash".

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## **VALUE OF THE LEED® BRAND**

The most significant and broad-reaching value of LEED® is its integrity, credibility and increasing recognition as a third party "seal of approval" for green building design and construction.

The perceived brand value of project owners' clients (tenants, homebuyers, etc...) is key to building brand profile which generates broader awareness, and continued growth in the demand for LEED certified projects.

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## **KEY MESSAGES FOR USER TOOLKITS**

Key messages foster understanding of the LEED brand.



Reference to certification	Key Message and brand user guidelines for toolkits
<p>Use of terms such as “LEED shadowing” and “LEED like” or “designed to LEED standard,” in reference to unregistered projects</p>	<p>“LEED” is increasingly used as a generic acronym to describe “green” projects. Although this level of profiling is good for the rating system, it dilutes the value of the brand and certification. Owners of uncertified projects who make this kind of public commitment will be encouraged to register and formalize their intent. The CaGBC will send a letter to this effect if project registration hasn’t been received once construction begins. Main points of this correspondence will include:</p> <ul style="list-style-type: none"> <li>· LEED certification is a structured process that assists design teams in aligning building construction and intent of “green” or high-performance design.</li> <li>· The LEED certification program is used to accelerate the adoption and implementation of green design, construction and operation practices. For information on LEED and LEED project registration and certification, contact the CaGBC.</li> <li>· LEED registration can occur at any time.</li> </ul>
<p>Use of registered mark(®) with LEED</p>	<p>References to “LEED” require the registered trademark (®) in all public information material. The mark will be used on business cards, Power Point presentations, report covers and accredited professionals’ designation (i.e., LEED® AP).</p> <p>Exceptions include instances where the use of the mark impedes legibility and in documents targeted to an audience familiar with LEED. In these instances (i.e., LEED reference guides), the mark will be used in the first reference to LEED in each chapter, on the cover of the publication and in formal references (i.e., inside cover information). This exception also applies to the CaGBC web site where the mark will be used on navigational links and in the first paragraph of each page but not in subsequent text.</p> <p>The mark accompanies “LEED” in certification labels (i.e., “LEED® Canada Gold”, “LEED® Canada-MURB Reference Guide”).</p>
<p>LEED as a “standard”</p>	<p>LEED is not a standard, it is a rating system. It is an industry-supported framework (designed by industry, for industry), a shared definition of “green” design and construction. It does not apply to products, only to buildings.</p>
<p>LEED “award”</p>	<p>LEED is not an award, it is a certification achieved through independent review of building design and construction practices, and it is recognized by the CaGBC.</p>

Project status	Brand Use	Reference to brand	CaGBC supporting activity
Unregistered	Limited	Verbal references and public commitments (i.e., media interviews) are good promotion for LEED. However, no print material promoting unregistered projects should reference LEED.	Letter from CaGBC president inviting owner to register project if it has been publicly described as “LEED shadowed”, “designed to LEED”, or “LEED like” (if project isn’t registered once construction begins).
Registered	Limited	“LEED® Candidate” or, as an alternative for broader public use, “LEED® Certification Candidate”	1. Project included in CaGBC website “registered projects” searchable database (optional—owners may choose to decline this profiling opportunity).
LEED registered project that has completed the design review	Limited	As above plus reference to completion of design review process (if desired)	2. Letter from LEED manager. 3. Design review outcome included in information posted on web (if project owner has agreed to have project profiled).
LEED certified project	Unlimited	<b>LEED® Certified” or “LEED® Gold Certified”</b>	4. Project profile published on CaGBC website “certified projects” page. 5. Project certification announcement in eNews. 6. Collaborative media relations activities to promote certification achievement—CaGBC staff will provide: a) key aspects that make the project a unique “green” building; b) quote from CaGBC president for media release; c) LEED and CaGBC backgrounder for project owners’ media kit, and d) where possible, augment media reach and coverage. 7. Enhancement to project owner’s media dissemination to raise profile of project. 8. Announcement sent to local Chapter. 9. Promotion of project certification as opportunity arises in corporate, presentation and technical material.



## REFERENCE TO THE LEED BRAND IN PROJECT PROPOSALS

In their request for proposals, project owners could require service providers to guarantee the achievement of a specific level of LEED Canada certification or specific LEED credits. The table below outlines the Canada Green Building Councils (CaGBC) position on LEED Canada certification commitments that may be made in proposal submissions.

Reference to certification	CaGBC position
Targeted or anticipated credits towards certification	This is the preferred language of the CaGBC when making reference to the LEED Canada certification because it recognizes the value of the third-party certification process. In this context, it is very relevant for service providers to promote their experience and success in achieving specific credits and certification levels in past projects.
Guaranteed credits towards certification	The CaGBC review teams confirm credits to be achieved or denied only upon review of the applicants certification submittal package. The CaGBC is not responsible for commitments made by service providers to fulfill credits, and claims of this nature have no influence on the outcome of the CaGBCs third-party certification process.