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CaGBC Trademarks

These guidelines aim to help CaGBC members and the larger green building community use CaGBC’s brand assets consistently and correctly. In the pages ahead, you’ll find common uses and misuses of CaGBC’s brand assets, including trademarks and logos.

Please help us reinforce the CaGBC Brand by applying these guidelines carefully, and contacting CaGBC’s Marketing and Communications Department with any questions, at media@cagbc.org.

Trademarks owned or licensed by the Canada Green Building Council®, are referenced below as “a mark” or “the mark”.

<table>
<thead>
<tr>
<th>LEED® CERTIFICATION LOGOS</th>
<th>CaGBC MEMBER LOGO</th>
<th>LEED® REGISTERED LOGO</th>
<th>LEED® CANADA FOR HOMES PROVIDER LOGO</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="LEED Logo" /></td>
<td><img src="image2.png" alt="CaGBC Member Logo" /></td>
<td><img src="image3.png" alt="LEED Registered Logo" /></td>
<td><img src="image4.png" alt="LEED Canada for Homes Provider Logo" /></td>
</tr>
</tbody>
</table>

This project is registered under the LEED® green building program.

<table>
<thead>
<tr>
<th>LEED® CANADA FOR HOMES LOGO</th>
<th>CaGBC GREEN BUILDING PRODUCT OF THE YEAR LOGO</th>
<th>EGB FLAG</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image5.png" alt="LEED Canada for Homes Logo" /></td>
<td><img src="image6.png" alt="CaGBC Green Building Product of the Year Logo" /></td>
<td><img src="image7.png" alt="EGB Flag" /></td>
</tr>
</tbody>
</table>
Trademarks: Usage

**DO:**

- 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’s 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: *CaGBC and the related logo are licensed trademarks of the Canada Green Building Council and are used here with permission.*

- Use the mark when referring to a CaGBC program or CaGBC products.

**DON’T:**

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

- Use the trademarks (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 marks on products, labels and packaging. This includes intellectual products such as online resources, virtual products, educational offerings, LEED® certification resources, etc. CaGBC does not review, certify, or endorse products or services, (other than for the winner of the CaGBC Green Building Product of the Year Award). CaGBC’s 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 each proprietary mark, or as mutually agreed upon by the user and CaGBC through a written signed agreement.

- Use the marks on official or legal documents except as explicitly allowed under the CaGBC Member logo guidelines on page 19.

- Use the marks in email signatures.

- Use the marks in connection with any disparaging statements about CaGBC or its products, services, or statements that otherwise reflect poorly on the CaGBC.
Trademarks: Unacceptable Uses

DO

Use the official version of the logos whenever possible.

DON’T

Modify these logos under any circumstances, no matter how small the change. Below are examples of manipulations that compromise the integrity of our logos.

YOU MAY NEVER:

1. Change the typeface.
2. Modify the logo colours.
3. Encroach on the minimum clear space.
4. Stretch or skew the logos.
5. Change the layout of the elements.
6. Rotate the logos in anyway

WHILE THIS POLICY GENERALLY OUTLINES THE THIRD PARTY POSSIBLE USAGE OF CaGBC MARKS, CaGBC RETAINS THE RIGHT TO REVOKE SUCH PERMISSION IN ITS SOLE DISCRETION. ANY UNAUTHORIZED USE OF A CaGBC PROPRIETARY MARK MAY RESULT IN LEGAL ACTION.
Using the LEED® Certification Logos

Once a project has been certified, the LEED® Certification logo appropriate to the year and level of certification achieved may be used to represent the associated project’s achievement.

These logos may be included in collateral and other marketing materials, and on official physical installations such as LEED® plaques, decals and banners.

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

**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 25 mm (~1”) in width for all official versions. Make sure to respect the minimum clear space rule, regardless of the logo size.
Do’s and Don’ts of LEED® Certification Logo Use

DO:

» Include the following acknowledgement: The LEED® Certification trademark is licensed to the Canada Green Building Council and is used here with permission.

» Use only the LEED® Certification logo appropriate to the level of certification and the year your project was certified on marketing materials associated with that particular LEED® certified project.

» 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. All other physical installations using the LEED® logo must have the design and application approved by CaGBC by emailing media@cagbc.org.

» 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.

» Contact the CaGBC Marketing and Communications Department at media@cagbc.org for additional guidance and permission regarding use of the logo or trademarks, and to request any special permissions.

DON’T:

» Use the LEED® Certification logo to represent LEED® registered projects.

» Use the LEED® Certification logo for anything other than the promotion of an already-certified LEED® project. For example, awards for project team members or others involved in the project cannot include the LEED® Certification logo.
LEED® Registered Logo Use

Projects that are registered through the Canada Green Building Council are afforded the right to use the LEED® Registered Logo if and only if the following guidelines are met:

» The LEED® registered logo must be accompanied by the following text (which is built into the provided logo to ensure proper use): This project is registered under the LEED® green building program.

» 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® logo 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 Logo requirements, you will be asked to remove all references with the LEED® logo from the project, and may be refused the right to use this logo in the future.
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 25 mm (~1") in width for all official versions. Make sure to respect the minimum clear space rule, no matter what the size of the logo.
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 to the CaGBC who works with reviewers to certify the project and determine the level.

**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 help you ensure that you are referencing your LEED® Registered project in the right way, here are a few examples of 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® certification upon its completion.”

» “This 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.”
Referencing LEED®

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

When Referencing LEED®:

» Refer to the full title, LEED® green building program on first reference.

» When referencing LEED®, include descriptive text. For example: The LEED® green building program is the pre-eminent program for the design, construction, maintenance and operation of high-performance green buildings. Learn more at cagbc.org/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 written that gives additional detail 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 lowercase “c” is also used to describe a project that has been certified. LEED® Certified with capital “C” is used to describe a project that has been certified to the base level.

DO SAY:

» Project is LEED® Certified®, LEED® Silver®, LEED® Gold®, LEED® Platinum®; or

» Project is LEED® certified to the Silver, Gold, Platinum level; or

» Project, a LEED® certified project, achieved Silver, Gold, Platinum level certification.

DON’T SAY:

» Project is LEED® Certified certified.

» Project was awarded LEED® certification.

» Project wins LEED® certification.
Registered Projects

LEED® registered projects are registered by a project team to show their intention to earn certification. Once the project is completed, it is submitted to the CaGBC who works with reviewers to certify the project and determine the level.

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.

For tips on how to market your LEED® certified project, visit our website at: www.cagbc.org/LEEDmarketing.

Marketing Your LEED® Registered Project

The CaGBC has created some new ways to help you market your LEED® registered project, including a new LEED® registered logo. “Tips for Marketing your LEED® Registered Project” on page 10).

DO SAY:

» Project is registered for LEED® certification and is targeting LEED® Certified, Silver, Gold, or Platinum.

» Upon completion, this project will apply to become LEED® certified; or

» This Project is registered under the LEED® green building program; or

» This Project is registered with the intention of certifying under the LEED® green building rating system; or

DON’T SAY:

» This project is LEED® Gold Registered. Note: Projects cannot register to achieve a specific level of certification.

» This project is LEED® Qualified, Compliant, Reviewed, Enrolled, Verified, Designed, Certifiable, etc.

Non-registered projects

Projects that are not officially registered through either the USGBC or CaGBC cannot refer to LEED® under any circumstances. LEED® cannot be achieved without registration, review and official approval of a project.

Please note that the CaGBC has a zero tolerance policy about the LEED® trademark. Those caught referencing LEED® without official registration or certification will be contacted, and if necessary, this could result in legal action.

Improper References to LEED® Include:

» “LEED® Shadowing” or “LEED® like”

» “Designed” or “Built” to LEED® Standards

» “Designed to meet LEED® XX (level) standard”

Please note: these references are also not appropriate for officially registered projects.
Referencing LEED® in Product Literature

Manufacturers may reference LEED® in their product literature provided the language doesn’t state or imply endorsement by CaGBC or the LEED® green building program. The language must clearly acknowledge that LEED® credit requirements cover the performance of materials and products, not the performance of the individual products or brands.

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.

» “LEED® Product”

» “Product ‘A’ meets, satisfies, fulfills, complies with Credit ‘X’”.

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. These projects aren’t entitled to use or display any intellectual property, including the LEED® certification trademarks and logos.

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 administrative proceedings related to land use entitlements.

Logos on Product Packaging are not allowed under any circumstances

CaGBC does not review, certify, or endorse products. As such, trademarked logos may not be used to indicate any kind of endorsement by CaGBC 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 CaGBC.

Exception to Product Packaging rule: CaGBC Product of the Year Award

The only exception to the packaging rule is for the winner of the CaGBC Product of the Year Award. Winners of this award are supplied with a special logo which can be used in association with the winning product, and are given specific guidelines to this effect. To view Product of the Year logo guidelines, please see “CaGBC Green Building Product of the Year Logo” on page 28.
Quick Guide: LEED® References in Text

These guidelines don't just help maintain the consistency of the LEED® brand, but are important to ensure fair marketing for all registered and certified projects in Canada.

**PROPER USE OF LEED® REGISTERED MARK(*)**

References to LEED® require the registered trademark (*) in all public information material. This includes accredited professional’s designation (i.e., LEED® AP). Remember, it can only be used in reference to an officially registered or certified project.

Other official uses of publically available LEED® material (including web content, social media content and brochures created by CaGBC or the USGBC) must first obtain approval from the Canada Green Building Council by emailing media@cagbc.org.

**USE OF TERMS SUCH AS “LEED® SHADOWING”, “LEED® EQUIVALENT” OR “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 are taken very seriously by the CaGBC and will not be tolerated. If the project does not comply with LEED® registered trademark guidelines and continues to do so after being contacted, the CaGBC will send a legal cease and desist letter to the owner, and this will result in legal action if changes are not made within the designated timeframe.

**LEED® IS NOT A “STANDARD”**

LEED® is not a standard, it is a rating system and should be referred to as such.

**IT IS NOT A LEED® “AWARD”, IT IS A CERTIFICATION**

LEED® is not an award, it is a certification achieved through independent review by the CaGBC or USGBC.
Quick Guide: Referencing LEED® by Project Status

**PROJECT STATUS: UNREGISTERED**

**BRAND USE:** Very Limited

**REFERENCE TO BRAND:** Verbal references and public commitments (e.g., media interviews) are only good promotion for LEED®, if the project registration is imminent. However, no print or web material promoting unregistered projects should reference LEED®. Additionally, references to “LEED® Shadowing” and “LEED® Like” are **NOT ACCEPTABLE UNDER ANY CIRCUMSTANCES.**

**CaGBC RESPONSE IF PROJECT DOES NOT COMPLY WITH BRAND GUIDELINES:**

Email from Manager of Communications inviting owner to register project if it has been publicly described as “LEED® shadowing”, “designed to LEED®”, “LEED® like” or similar.

Trademark and copyright infractions are taken very seriously by the CaGBC and will not be tolerated. If the project is not registered but refers to LEED® in any way, and continues to do so after being contacted, the CaGBC will send a legal cease and desist letter to the owner, and this will result in legal action if changes are not made within two weeks of receipt.

**PROJECT STATUS: REGISTERED**

**BRAND USE:** Limited

**REFERENCE TO BRAND:** “LEED® Candidate”, “LEED® Registered” or, as an alternative for broader public use, “Targeting LEED® certification”.

Registered projects will be included in CaGBC website Project Profiles database, listed as “Registered, not yet Certified” (optional—owners may choose to decline this profiling opportunity).

**CaGBC RESPONSE IF PROJECT DOES NOT COMPLY WITH BRAND GUIDELINES:**

Trademark and copyright infractions are taken very seriously by the CaGBC and will not be tolerated. If the project does not comply with LEED® guidelines for registered projects and continues to do so after being contacted, the CaGBC will send a legal cease and desist letter to the owner, and this will result in legal action if changes are not made within the designated timeframe.

To learn about how to properly reference a LEED® registered project, including using the LEED® registered logo, click here, or go to page 10.
Quick Guide: Referencing LEED® by Project Status (cont’d)

LEED® REGISTERED PROJECT THAT HAS COMPLETED THE DESIGN REVIEW STAGE

BRAND USE: Limited

REFERENCE TO BRAND: As described in Registered section.

CaGBC RESPONSE IF PROJECT DOES NOT COMPLY WITH BRAND GUIDELINES:

Email from Communications Manager with reminder as to how to properly reference the project.

If the project does not comply with LEED® guidelines for a registered project, and continues to do so after being contacted, the CaGBC will send a legal cease and desist letter to the owner, and this will result in legal action if changes are not made within the designated timeframe.

LEED® CERTIFIED PROJECT

BRAND USE: Widespread

REFERENCE TO BRAND: Use proper registered symbol when referring to LEED®, and adhere to LEED® use guidelines. Ensure LEED® Logos are used only in relation to the project that has certified (e.g. on the webpage for the certified project, but not on your company landing page as a general statement).

HOW TO REFER TO YOUR LEED® CERTIFIED PROJECT

As explained in the Referencing LEED® section on page 8 of this document, your certified project can now be referred to as “LEED® Certified” or “LEED® [Silver, Gold, or Platinum] certified”. You are also given the opportunity to use the LEED® certified logo in promotional material if you wish.

COMMON LANGUAGE ERRORS MADE WHEN REFERRING TO A NEWLY CERTIFIED PROJECT:

» Referring to the project as ‘LEED® accredited’. Accreditation is something that LEED® Consultants or experts earn as a professional designation; projects earn certification.

» LEED® is not an award, it is a certification achieved through independent review of design, construction, operation and maintenance practices, and it is recognized by the CaGBC. You can refer to your building being ’awarded’ LEED® certification, but not has having received an award. It has received certification.

» Saying this is the “first” LEED® project of its kind, level or region. The CaGBC does not confirm firsts related to LEED® certified buildings, and we do not encourage projects to do so either. If you do decide to refer to your project as a first of any kind, it is done at your own risk and the CaGBC cannot be attributed or associated with that claim in any way.
LEED® Referencing:
Certification Commitments
by Service Providers

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

<table>
<thead>
<tr>
<th>REFERENCE TO CERTIFICATION</th>
<th>CaGBC POSITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>TARGETED OR ANTICIPATED CREDITS TOWARDS CERTIFICATION</td>
<td>This is the preferred language of the CaGBC when making reference to LEED® Canada certification because it recognizes the value of the third party certification process. In this context, it is very relevant to service providers that they are able to promote their experience and success in achieving specific credits and certification levels in past projects.</td>
</tr>
<tr>
<td>GUARANTEED CREDITS TOWARDS CERTIFICATION</td>
<td>The CaGBC review teams confirm credits to be achieved or denied only upon review of the applicant’s 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 CaGBC’s third-party certification process.</td>
</tr>
</tbody>
</table>
The member logo, based on the CaGBC logo, incorporates the word ‘member’ within its circular band. It’s available for use by members with active standing to promote their membership with CaGBC. If CaGBC membership is terminated or lapsed, members are no longer permitted to use the logo.

The logo is available for download in the user account section of the CaGBC website.

**Using the CaGBC® Member Logo**

**DO:**

» Use the logo 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.

» Link to cagbc.org when using the CaGBC member logo online. Linking to other pages on CaGBC’s website or to any other third party website is prohibited.

**DON’T:**

» Make the CaGBC member logo 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.

---

**Spots**

- **C/U**
  - PMS 382
  - 31 0 100 0

- **C/U**
  - PMS BLACK 3
  - 73 61 33 39 33 70 71

**4-colors**

- **C/U**
  - 188 214 49

- **C/U**
  - #BCD631

- **C/U**
  - #212121
Colour

The member logo should be either 2-colour (PMS 382 and PMS Black 3), or black and white. Reproduce the logo in exactly and only these colours.

Clear space

The Member logo requires a minimum clear space around it so that it can be clearly recognized, no matter what the context.

No other visual element should encroach on the minimum clear space, including text, imagery, colour or texture.

Use the height of the green band to establish “X” and set the minimum clear space around the logo to 2X.

Minimum width

To retain visibility, the Member logo’s minimum width should be maintained.

The minimum width of the Member logo is 25 mm (~1") in width and height for both the official and positive versions.

Make sure to respect the minimum clear space rule, no matter what the size of the crest.
Emerging Green Builder (EGB) Flag

The EGB flag was created to help EGB members identify their commitment to green building. It was designed to work in coordination with the chapter minimal logo as a coherent logo system.

**Colour**

The EGB flag should be either 2-colour (PMS 382 and PMS Black 3), or black and white. Reproduce the logo in exactly and only these colours.

**Usage**

The EGB flag must always be used in conjunction with the chapter minimal logo to which the EGB member belongs. The height of the EGB flag must equal the height of the minimal chapter logo, and be butted up against the right side of the minimal chapter logo, while respecting minimum space requirements.

**DON’T**

1. Change the order of the minimal chapter logo and the flag.
2. Overlap the graphics.
3. Put the chapter minimal logo above or below the EGB flag.
4. Rotate the EGB flag.
5. Skew the EGB flag.
LEED® Canada for Homes Logo and Use

The LEED® Canada for Homes Logo is a mark developed for use by registered LEED® Canada for Homes projects, meant to indicate the project’s intent to certify under the LEED® Canada for Homes Rating System.

Usage

Use of the LEED® Canada for Homes Logo on a specific LEED® Canada for Homes project is authorized automatically through registration of the project with the CaGBC.

Non-registered projects are not authorized to use the LEED® Canada for Homes logo under any circumstances.
LEED® Canada for Homes Logo and Use (cont’d)

Colour Logo

The LEED® Canada for Homes Logo colour version should only be reproduced using the colours listed.

This logo should only appear on a white background, while respecting the clearspace guidelines listed on page 27.

Any deviations from the established colour scheme are not permitted. The colour version of the logo should be used at all times, unless accommodations are required for other methods of presentation and production. Please see the following page for black and white alternatives, and for exceptions to this rule.
Presented here are the alternative versions of the LEED® Canada for Homes Logo. The black should be used in cases when the document is black and white. The white version of the logo should only be used on a coloured background or superimposed over an image.

Please note: if superimposed over an image, the background must be as solid as possible and with enough contrast to allow the logo to be visible in its entirety. Clear space rules must also be respected at all times.
Usage

The LEED® Canada for Homes Provider Logo is a mark developed for use by a carefully selected group of organizations that have been approved by the CaGBC to provide verification services related to the on-site inspection, documentation, and certification of LEED® Canada for Homes projects.

Those approved are supplied with the Provider logo. This logo cannot be shared and is not to be used outside of officially approved organizations.
Colour Logo

The LEED® Canada for Homes Provider Logo colour version should only be reproduced using the colours listed.

This logo should only appear on a white background, while respecting the clearspace guidelines listed on page 10.

Any deviations from the established colour scheme are not permitted. The colour version of the logo should be used at all times, unless accommodations are required for other methods of presentation and production.

Please see the following page for black and white alternatives, and for exceptions to this rule.
LEED® Canada for Homes Provider Logo and Use (cont’d)

Presented here are the alternative versions of the LEED® Canada for Homes Provider Logo. The black should be used in cases when the document is black and white. The white version of the logo should only be used on a coloured background or superimposed over an image.

Please note: if superimposed over an image, the background must be as solid as possible and with enough contrast to allow the logo to be visible in its entirety. Clear space rules must also be respected at all times.

OFFICIAL BLACK LOGO

WHITE LOGO

BLACK LOGO RECIPES

<table>
<thead>
<tr>
<th>4-COLOUR</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 0</td>
<td>0 0 0</td>
</tr>
<tr>
<td>0 100</td>
<td>0 100 0</td>
</tr>
</tbody>
</table>

WHITE LOGO RECIPES

<table>
<thead>
<tr>
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<tr>
<td>0 0</td>
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Clear space

A minimum clear space equal to the height of the “LEED® CANADA” should be respected at all times in both the LEED® Canada for Homes Logo and the LEED® Canada for Homes Provider logo.

Minimum width

The minimum width of the LEED® Canada for Homes Logo and Provider Logo is 25 mm (~1") in width for all official versions. Make sure to respect the minimum clear space rule, no matter what the size of the logo. As demonstrated the clear space rules still apply and must be respected.
CaGBC Green Building Product of the Year Logo

Usage

The CaGBC does not endorse or certify products with one exception: the winner of the CaGBC Green Building Product of the Year. The Award is chosen by a jury of industry professionals once a year, and awarded at the annual Building Lasting Change conference.

Use of this logo is restricted to only those projects who come in first place in the CaGBC’s annual Green Building Product of the Year Award competition.

The company that is awarded the Green Building Product of the Year is free to use this logo on their website, in marketing material, and on the product itself.

The Product of the Year logo cannot be used as an endorsement of all products that belong to the winning company, and it cannot be used in reference to a product’s potential to contribute to LEED® points or credits.

The CaGBC takes its neutrality on product endorsement very seriously. All inappropriate uses of the logo can result in legal action if the proper measures are not taken to rectify the matter following notification by the Canada Green Building Council.
CaGBC Green Building Product of the Year Logo

(cont’d)

Colour Logo

Note that the logo can only be used if the name of the winning product is included in close proximity.

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 25 mm (~1”) in width for all official versions. Make sure to respect the minimum clear space rule, no matter what the size of the logo.
Contact

Brand Guardians

As CaGBC evolves, so does its visual identity. Although these guidelines are kept up to date, you might encounter a situation that is not addressed, or a problem that seems impossible to solve without breaking the rules.

Our brand guardians have the authority to make exceptions to the rules and can help you with any issues surrounding proper application or usage.

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