



# Brand Guidelines

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Version 1.0

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**Visual Identity**

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# Introduction

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

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

This guide is intended to provide reference for how visual brand assets should—and should *not*—be used. Our goal will always be to ensure that the Zero Carbon Building Standard, and the visual identity for it, are represented consistently and accurately across all channels of communication.

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## NEED HELP?

If you have any questions, comments, or suggestions concerning the content and directions given in this or any CaGBC visual identity guide, you're invited to contact one of the brand guardians identified below.

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# Referencing the CaGBC® Zero Carbon Building Standard

The section below explains how to properly use and refer to the Zero Carbon Building certification brand. For more advice on marketing and messaging of your project, visit [cagbc.org/zcbmarketing](https://cagbc.org/zcbmarketing).

## DO

- Use the official version of the certification mark, and only when a project is Zero Carbon Building- Performance certified.
- 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: *The Zero Carbon Building certification mark is a licensed trademark of the Canada Green Building Council and is used here with permission.*

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

## DON'T

- Refer to a ZCB-Design certification as anything other than a ZCB-Design certification. It cannot be called Zero Carbon certification, or Zero Carbon Building - Performance 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 certification 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;
  - To show any kind of relationship with CaGBC aside from those permitted by the terms and conditions specified for the ZCB 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.
- 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.

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**Certification Mark**

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# Certification mark: ZCB-Performance

This certification mark is intended for projects that earn Zero Carbon Building - 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.

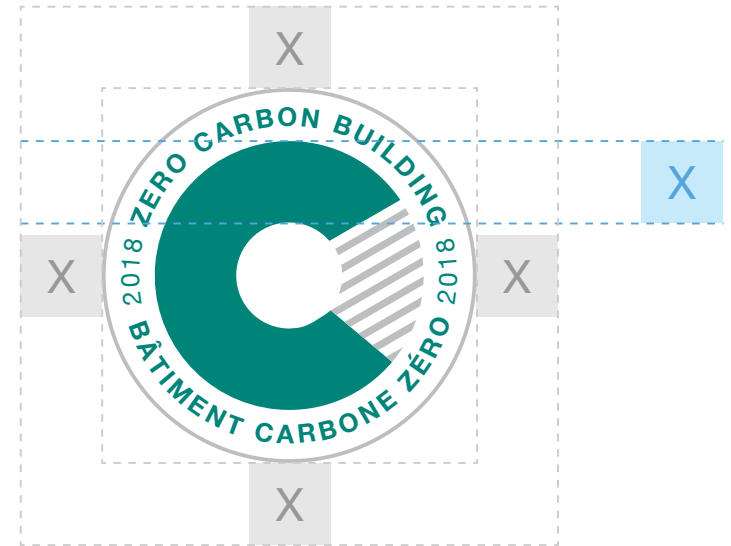
**Note:** To emphasize the priority of demonstrated GHG reductions in building operations, no certification mark exists for ZCB-Design certification.

## 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.

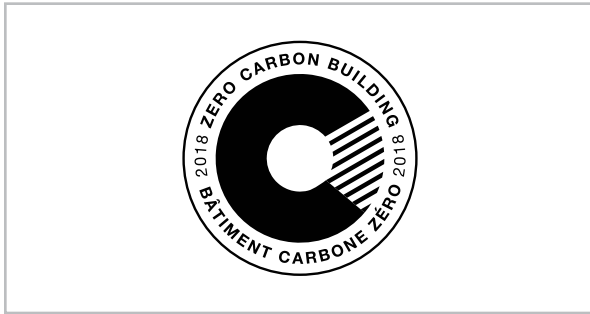


Minimum width = 1"

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

# Alternative versions

## CERTIFICATION MARK



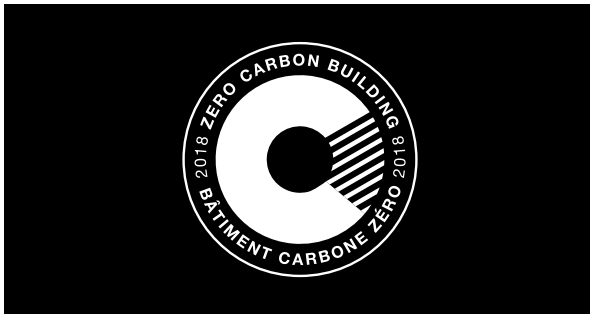
Black and white positive



Full colour reversed (only on Warm Grey 4)



Full colour with safety circle (only on mid-toned colour or complex backgrounds)



Reversed (on black and other backgrounds)



Full colour reversed (only on PMS 3282)



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# Official colours

## Primary colour

Our primary colour is teal. It represents a balance of green and blue and suggests a harmonizing of natural elements such as water and vegetation. It also evokes an association with environmentalism and nature. Green is placed in the centre of the colour spectrum.

### PMS 3282

C100 M24 Y60 K7

R0 G131 B123

HEX: 00837B

## Secondary colour

Our secondary colour is a calming neutral grey. Its role is to sit back and let our primary colour carry the visual brand. In the logo symbol itself, it represents an absence—it enables us to imagine a full circle, but clearly focus on the “C” shape. It also plays a supportive role throughout all collateral.

### PMS Warm Grey 4

C0 M0 Y0 K30

R189 G187 B187

HEX: BDBBBB

## Supporting colour

Black is used for typography and other high-contrast elements. It's absent from the certification mark, but is used as a functional colour where needed.

### Black

C0 M0 Y0 K100

R0 G0 B0

HEX: 000000

# Do's and Dont's

## DO

- Use the official version of the certification mark only.
- Use only in relation to the specific building which has earned the ZCB-Performance certification, and ensure it is the correct year (in which that certification was earned).



Example 1



Example 2



Example 3



Example 4

## DON'T

**Modify the certification mark under any circumstances**, no matter how small the change. Below are examples of manipulations that compromise the integrity of the certification mark.

### YOU MAY NEVER :

1. Change the typeface.
2. Add custom fills to the logomark.
3. Modify the certification mark colours or date.
4. Encroach on the minimum clear space.
5. Stretch or skew the certification mark.
6. Change the layout of the elements.
7. Rotate the certification mark in anyway
8. Add shadows or other effects.



Example 5



Example 6



Example 7



Example 8

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## Combining with Other Logos

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# Use with CaGBC® Member logo

## Clear space of CaGBC Member logo

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.

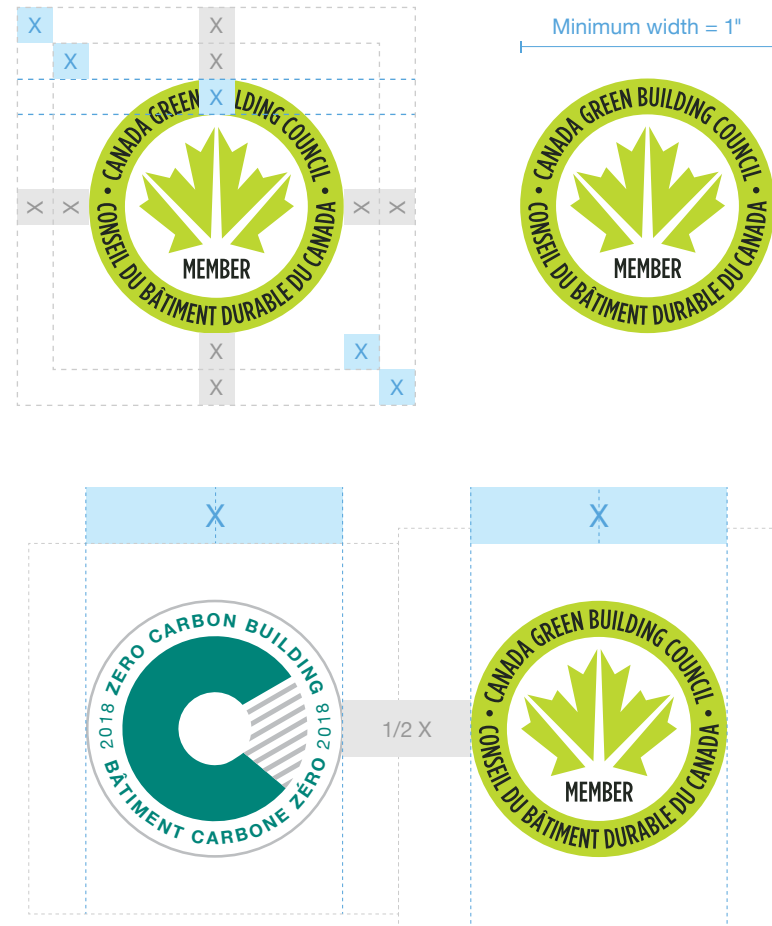
While owner companies in good standing may use the CaGBC Member logo in conjunction with the ZCB Mark, please note that the CaGBC Member logo is never to be put directly onto a building or other permanent structure.

## Clear space with CaGBC Member logo

It is important to respect both logos’ clear spaces. When placed side-by-side, the minimum distance is 1/2 the width of the logos.

## Minimum width

To retain visibility, the member logo’s minimum width should be maintained. The minimum width of the member logo is 1" (25 mm/75 pixels) height for both the official and positive versions. Make sure to respect the minimum clear space rule, regardless the size of the crest.



# Use with LEED® logo

## Clear space of LEED® logo

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

## Clear space with LEED® logo

It is important to respect both logos' clear spaces. When placed side-by-side, the minimum distance is 1/2 the width of the logos.

## Minimum width

The minimum width of the logo is 1" (25 mm/75 pixels) for all official versions. Make sure to respect the minimum clear space rule, regardless of the logo size.

