



# LEED in Canada Trademark Policy and Branding Guidelines

# Contents

Getting Started	3
LEED in Text	4
LEED Wordmark	5
LEED Certification Marks	6
Naming Conventions	7

# Getting Started

**These guidelines aim to help members of the Canada Green Building Council® (CAGBC™) and other stakeholders use CAGBC's brand assets consistently and correctly.**

This includes trademarks owned or licensed by CAGBC (such as, but not limited to, brand names and logos), which are referenced below as “a mark” or “the mark”.

**CAGBC holds the Canadian licence for LEED®, or Leadership in Energy & Environmental Design.** CAGBC administers LEED in Canada, conducting reviews and ensuring the globally recognized rating system works for our market. This document is designed to help LEED users and other stakeholders understand how to leverage the brand in Canada. Users outside of Canada should refer to the [USGBC Trademark Policy and Branding Guidelines](#).

While this policy generally outlines third parties' usage of CAGBC owned or licensed marks in permitted and limited ways, CAGBC retains the right to revoke such permission in its sole discretion. Any unauthorized use of a CAGBC proprietary or licensed mark may result in legal action.

Further details on [CAGBC's trademark policy can be found here](#). Please note that specific marketing support materials are available for Canadian LEED-registered and LEED-certified projects and will be provided at project registration and certification. For more information, please contact [CAGBC's marketing team](#).

For an in-depth look at LEED trademark policy and branding guidelines, or for projects outside of Canada, the [USGBC source is the definitive text and accessible here](#).

# LEED in Text

**LEED—an acronym for Leadership in Energy and Environmental Design™—is a registered trademark of the USGBC and licensed in Canada to the Canada Green Building Council.**

## When using LEED in text:

### DO

- Always use the ™ or ® symbol in connection with the first and most prominent usage.
- When referencing the full suite of rating systems, refer to the full title, “LEED green building program,” on the first reference.
- When referencing the individual LEED rating system, use its full name. The shortened rating system name can be used in subsequent references.
- When describing LEED, include descriptive text. EG: *The LEED® green building program is the world’s most widely used and was created as a leadership standard defining best practices for healthy, high-performing green buildings. Learn more at [cagbc.org/LEED](https://cagbc.org/LEED).*
- In Canada, accompany the mark with an acknowledgement of CAGBC, 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. EG: *LEED® and the related logo are trademarks licensed by the Canada Green Building Council and are used here with permission.*

### DON'T

- Use the marks (or any word that is confusingly similar to these trademarks) as part of your organization’s name, logo, domain name or brand name for a product or service. The trademarks should not be used as a verb or incorporated into another word (*i.e., the project is a “leeder” in sustainability*).
- Use marks on products, labels and packaging. This includes materials such as online resources, virtual products, educational offerings, LEED certification resources, etc. CAGBC does not review, certify, or endorse third-party products or services, and CAGBC’s marks, including LEED, must not be used under any circumstances in the following ways:
  - To suggest or indicate any kind of endorsement by CAGBC or LEED 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 or LEED;
  - To show any kind of relationship with CAGBC or LEED aside from those permitted by the guidelines specified for each proprietary mark or as mutually agreed upon by the user and CAGBC through a written signed agreement.
- Use the mark in connection with any disparaging statements about LEED, CAGBC or its products, services, or statements that otherwise reflects poorly on CAGBC.

# LEED Wordmark

There are two core LEED marks: the LEED wordmark and the LEED certification mark.

When using the LEED wordmark to visually reference the LEED rating system:

DO

- Use the LEED wordmark on marketing resources, including educational courses specific to LEED, educational signage for a LEED project, or presentations referencing the LEED rating system. [Download the LEED wordmark from USGBC](#). Note, there is no French version of the LEED wordmark, as it is a proper name. However, many LEED badges for promotional usage are available in both French and English from CAGBC. Contact [CAGBC's marketing team](#) for more information.



**Pantone** PMS 7416 C/U  
**CMYK** 87/45//16/1  
**RGB** 2/121/169  
**HEX** #0279A9

**Pantone** PMS 7751 C/U  
**CMYK** 3/74/64/0  
**RGB** 234/102/89  
**HEX** #EA6659



**Pantone** PMS 7690 C/U  
**CMYK** 19/28/83/0  
**RGB** 211/176/76  
**HEX** #D3B04C



**Black** 100%  
**Black** 65%  
**Black** 53%

# LEED Certification Mark

There are two core LEED marks: the LEED wordmark and the LEED certification mark.

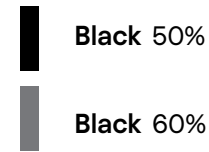
When using the LEED certification mark:

## DO

- Only use the LEED certification mark appropriate to the level of certification and the year certified. LEED certification marks should be used on marketing materials for a particular LEED-certified project. **LEED certification marks without a year are not available for distribution.**
- CAGBC provides bilingual LEED certification marks to the owners of Canadian projects when certification is achieved.

## DON'T

- Use the LEED certification marks in connection with LEED-registered or precertified projects.
- Use the LEED certification marks on anything other than promoting your LEED-certified project.
- Use old logos and certification marks, including colored LEED certification marks. Only use logos sourced through CAGBC or USGBC's Marketing Departments.



# Naming Conventions

The official names of the rating system with adaptations are listed below along with the shortened rating system name, which can be used after the first reference:

LEED® for Building Design and Construction: New Construction	LEED® BD+C: New Construction
LEED® for Building Design and Construction: Core and Shell Development	LEED® BD+C: Core and Shell
LEED® for Building Design and Construction: Schools	LEED® BD+C: Schools
LEED® for Building Design and Construction: Retail	LEED® BD+C: Retail
LEED® for Building Design and Construction: Healthcare	LEED® BD+C: Healthcare
LEED® for Building Design and Construction: Data Centers	LEED® BD+C: Data Centers
LEED® for Building Design and Construction: Hospitality	LEED® BD+C: Hospitality
LEED® for Building Design and Construction: Warehouses and Distribution Centers	LEED® BD+C: Warehouses and Distribution Centers
LEED® for Building Design and Construction: Homes and Multifamily Lowrise	LEED® BD+C: Homes
LEED® for Building Design and Construction: Multifamily Midrise	LEED® BD+C: Multifamily Midrise
LEED® for Interior Design and Construction: Commercial Interiors	LEED® ID+C: Commercial Interiors
LEED® for Interior Design and Construction: Retail	LEED® ID+C: Retail
LEED® for Interior Design and Construction: Hospitality	LEED® ID+C: Hospitality
LEED® for Building Operations and Maintenance: Existing Buildings	LEED® O+M: Existing Buildings
LEED® for Building Operations and Maintenance: Data Centers	LEED® O+M: Data Centers
LEED® for Building Operations and Maintenance: Warehouses and Distribution Centers	LEED® O+M: Warehouses and Distribution Centers
LEED® for Building Operations and Maintenance: Hospitality	LEED® O+M: Hospitality
LEED® for Building Operations and Maintenance: Schools	LEED® O+M: Schools
LEED® for Building Operations and Maintenance: Retail	LEED® O+M: Retail
LEED® for Neighborhood Development: Plan	LEED® ND: Plan
LEED® for Neighborhood Development: Built Project	LEED® ND: Built Project



**Building  
Our Way  
Forward**

**Bâtir un  
avenir  
solide**

## **Questions?**

Contact [marcom@cagbc.org](mailto:marcom@cagbc.org)

866.941.1184

[info@cagbc.org](mailto:info@cagbc.org)

100 Murray Street, Suite 400  
Ottawa, Ontario K1N 0A1

**➤ [cagbc.org](http://cagbc.org)**