CAGBC

Zero Carbon Building Standards Trademark Policy and Branding Guidelines

Contents

Getting Started

These guidelines aim to help Canada Green Building Council® (CAGBC™) members and stakeholders use CAGBC's brand assets, including for the Zero Carbon Building Standards™, consistently and correctly.

In this document you will find proper uses of CAGBC's Zero Carbon Building Standards brand assets, including trademarks and logos, as well as common misuses to avoid. Please help us reinforce the CAGBC brand by applying these guidelines carefully. Trademarks owned or licensed by CAGBC, are referenced below as "a mark" or "the mark".

For questions, please contact CAGBC's marketing team.

About the ZCB Standards

The Zero Carbon Building Standards™ are a unique, made-in-Canada solution that shifts focus to carbon as a building's key performance indicator. The Zero Carbon Building – Design Standard™ and the Zero Carbon Building – Performance Standard™ are part of CAGBC's Zero Carbon Building Program™ which includes education, research, and advocacy efforts.

ZCB in Text

The Zero Carbon Building Program™, Zero Carbon Building – Performance Standard™, and the Zero Carbon Building – Design Standard™ are official names and should written out in full when first referenced; acronyms can be used for subsequent referenced and should appear as ZCB Program, ZCB-Performance™ or ZCB-Design.™

Use the appropriate ™ symbol in connection with the first and most prominent usage – it is not necessary to continue using the symbol 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.

Do not use the name or any word(s) that is confusingly similar as part of a company's name, logo, domain name or brand name for a product or service.

The ZCB Program logo

The Zero Carbon Building Program logo can be used, with permission, in reference to associated education, research, and advocacy, as well as in general reference to the Zero Carbon Building Standards.

When using the ZCB Program logo:

DO

- Use the logo when referring to CAGBC's Zero Carbon Building Program or to the Zero Carbon Building Standards.
- Only use artwork files provided by CAGBC, along with the appropriate ™ or ® symbol.
- Accompany the logo 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 mark is a trademark of the Canada Green Building Council and is used here with permission.

Clear space
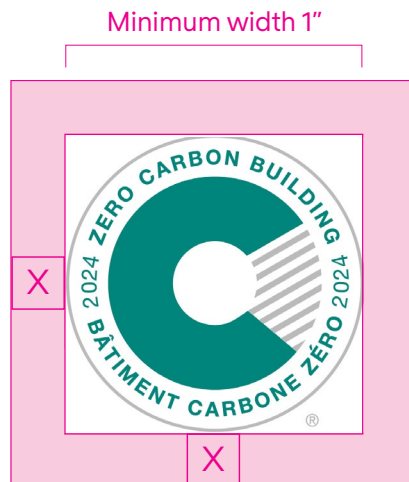A minimum clear space equal to the thickness of the "C" should be respected at all times.

DON'T

- Use the logo 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 Program logo 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; or,
  - To show any kind of relationship with CAGBC aside from those permitted by the terms and conditions specified for the ZCB-Performance certification mark, or as mutually agreed upon by the user and CAGBC through a written signed agreement.
  - Use the logo on official or legal documents or in email signatures.
- Modify the logo under any circumstances, including by changing the typeface, adding to it, modifying the date or colour, changing the layout of elements, rotating, stretching or skewing, adding shadows or other effects.
- Encroach on the minimum clear space.
- Use the logo 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.

Minimum width 1"

ZCB Performance Standard Certification Mark

The certification mark is intended for projects that earn ZCB-Performance™ certification. It demonstrates project excellence for the performance period verified, indicated by the year on the mark.*

In digital or print marketing, the project name must always be referenced alongside the certification mark. This is not required for on the building signage.

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

Minimum width 1"

When using the LEED certification marks:

DO

- Use the official version of the certification mark, and only when a project is ZCB-Performance certified. It must include the year that corresponds to the certification of that project.
- Only use artwork files provided by CAGBC. Accompany the certification 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 - Performance Standard certification mark is a trademark of the Canada Green Building Council and is used here with permission.

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.

DON'T

- Use the certification 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 - Performance Standard certification mark 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-Performance certification mark, or as mutually agreed upon by the user and CAGBC through a written signed agreement.
- Use the certification mark on official or legal documents or in email signatures.
- Modify the certification mark under any circumstances, including by changing the typeface, adding to it, modifying the date or colour, changing the layout of elements, rotating, stretching or skewing, adding shadows or other effects.
- Encroach on the minimum clear space.
- Use the certification 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.

ZCB Design Standard Certification

To emphasize the importance of measuring and eliminating greenhouse gas emissions from actual building operations, no certification mark exists for ZCB-Design™ certification.

ZCB-Design projects may use the ZCB Program logo for communications and time-limited signage, but no long-term signage or other messaging is allowed on the building site.

Contact CAGBC's marketing team for specific requests.

Naming Conventions

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

Zero Carbon Building Program	ZCB Program
Zero Carbon Building - Performance Standard	ZCB-Performance
Zero Carbon Building - Design Standard	ZCB-Design

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Questions?
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