

BREEAM Logo and Marks

Guidance and Best Practices for Partners

PN246 - Rev. 1.0 January 2021

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Summary of Dos and Don'ts

Thank you for working with BREEAM and becoming our Partner. We value your work and want to help you grow your business. This document outlines the best practices for logo and marks usage so you can make the most of BREEAM's international reputation.

Here are some Dos and Don'ts:

Do - Include the logo and/or marks in your marketing and promotional literature as permitted, ensuring they are correct and up-to-date versions.

Do - Ensure that the technical specification contained in this guidance is adhered to, images are clearly visible against the background on which it is being reproduced and the logo and/or mark should not be too small to see (the word BREEAM should always be legible).

Do - Contact BREEAM Partnerships Team if you are unsure of any aspect of using the BREEAM imagery.

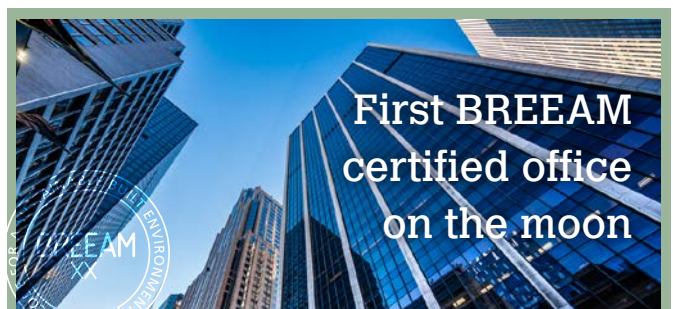
Don't - Partners should not attempt in any way to redraw or re-create the artwork for the logo/marks and should not pass on copies of the artwork of the logos/marks to any other parties (other than your own design companies and, as permitted to your authorised scheme members).

Don't - BREEAM Images should not be:

- Partially covered with other brands or copy
- Overprint the image with text
- Stretched or squashed to fit a given size

Don't - The logo/mark should not be used;

- In circumstances which would bring the BREEAM brand into disrepute
- In connection with, or seen as an endorsement of, products or services that cannot be associated with BREEAM



What is a BREEAM National Scheme Operator?

"Organisations which operate adapted, country-specific BREEAM schemes under licence from BRE Global Ltd"

Schemes are adapted to local conditions, translated in to the native language and aligned with the country's building regulations.

The logos, marks and badges within this document are intended, but are not limited to, use on the following products;

- Scheme Documents
- Training Material
- Certificates
- Plaques
- **Marketing Materials** - Publications, Videos, Presentations, Brochures, Case Studies, Exhibition, Materials, Banners & Posters etc
- Stationary (incl. email signatures)
- Website & Digital Platforms associated with the BREEAM brand

Please contact marketing@bregroup.com if in doubt



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| Type of Mark | Who Can Use | Where | Permission of BRE | Special Requirements |
|--------------|---|--|-------------------|----------------------------|
| | Anyone | All Marketing & Publicity materials related to BREEAM | Required | See Legal and Misuse Pages |
| | NSOs and their Clients & Assessors | All NSO Materials | Not Required | |
| | BREEAM Champions BREEAM Ambassadors | Email signatures, websites, stationary, and marketing and publicity materials | Not Required | |
| | NSO | All NSO Certificates, and as above | Not Required | |
| | NSO Assessor Network as formal recognition of an assessors or organisations licenced status | Email signatures, websites, stationary, and marketing and publicity materials | Not Required | |
| | NSO and their Clients & Assessors | All certificates and the marketing & publicity materials related to the certificate | Not Required | |
| | NSO | All certificates issued under schemes for which you are accredited by either the International Accreditation Forum or the European cooperation for Accreditation | Not Required | |

The BREEAM Logo

We encourage the use of BREEAM logo on marketing and publicity materials in connection with BREEAM related products and services.

If you wish to use BREEAM logo or mark in a press release or press oriented materials, please contact BREPress@pagefield.co.uk to seek permission.

Where to Use

The logo and other images (as permitted by agreement with BRE Global) can be used on a wide variety of marketing, promotional and publicity materials if the marketing or the materials are in connection with BREEAM related products and services.

For general business stationary (including email signatures) use your BREEAM recognition badge or your own BREEAM XX(X) logo.

If a client requests BREEAM logo for promotional materials, please first seek permission from marketing@bregroup.com



BREEAM®



Pantone® 361
C67 M0 Y98 K5
R86 G177 B70

BREEAM®

BREEAM®



BREEAM®

43mm
A4 Literature

NSO's BREEAM XX Logo

National Scheme Operator Logos

National Scheme Operators will be provided with their own BREEAM XX(X) logo for use. NSOs should use this in the first instance, but if there is an instance where they feel their own logo is not appropriate and would like to use the BREEAM logo please contact BRE Global for permission.

Reproduction Guidance

Colour

The colour of the logo is BREEAM green (Pantone® 361 or its colour equivalents). The preferred background colour is white. The preferred colour for national scheme letter code is a darker green (Pantone® 626 or its colour equivalents).

Only if no colour reproduction or practical option is available may partners use the Black or reversed out White BREEAM Logo.

Size

At all times there should be an 'exclusion zone' around the boundary of the logo. This ensures that it is always clear and legible. This space should be kept clear of type, strong graphic elements, rules and detailed areas within photography.

The size of the logo varies according to the size of the artwork it is used on, there is no maximum size for the logo, however, a general guide is shown on this page.



BREEAM® XX



Pantone® 361
C67 M0 Y98 K5
R86 G177 B70



Pantone® 626
C60 M17 Y38 K48
R61 G104 B100

BREEAM® XX

BREEAM® XX



BREEAM® XX

60mm
A4 Literature

Partner Badges

This symbol is supplied to you as a recognised member of the BREEAM Family. It has been specifically created for use by your organisation and it must not be issued by you to anyone else.

Your own company logo may be displayed alongside it. These badges can be used on email signatures, websites, stationary, and marketing and publicity materials.

Champion & Ambassador Badges

There are two partner badges available for use, for those on the BREEAM Champion Partnership Level you should use the badge labeled Champion below.

For those on the BREEAM Ambassador Partnership Level you should use the badge labeled Ambassador below.



NSO Badges

Our NSOs should use the following badge to show your recognition as one of our National Scheme Operators.



NSO Assessor Badges

NSOs can also issue badges to their assessor network to demonstrate association with the BREEAM XX(X) scheme. In addition to the above these badges can also be used on the NSO certificates.



Rules of Reproduction

Colour and Font

BREEAM green Pantone® 361 is the preferred colour for the badge of recognition across all communications. The preferred background and lettering colour are white.

The font for the Recognition text is Frutiger Condensed Bold and should not extend over more than two lines or outside the lower box. The font for the text below the badge of recognition text is Arial. The colour of the text is Pantone® 361.

The badge can be reproduced in black and white when no other option is practical. The badge logo should not be generally reversed out in white from a colour or image background. If in doubt contact BRE Global for advice.

Size

At all times, there should be an 'exclusion zone' around the boundary of the logo to ensure that it is always clear and legible. The exclusion zone is equal in width to the Recognition Text box and should be kept clear of type, strong graphic elements, rules, and detailed areas within photography.

There is no upper size limit to the use of the badge, nor the minimum size provided the word BREEAM in the upper part of the badge and the recognition text in the lower part is legible. The recognition text should maintain the same aspect ratio with a recommended minimum size of 4pt for the Arial font.



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What is a BREEAM National Scheme Operator?

"Organisations which operate adapted, country-specific BREEAM schemes under licence from BRE Global Ltd"

Schemes are adapted to local conditions, translated in to the native language and aligned with the country's building regulations.



The BREEAM XX(X) Certification Mark (NSO Only)

This is the BREEAM XX(X) Certification Mark – this mark is issued by you to third parties only in connection with the certification of **goods, products, personnel and/or services** directly related to the BREEAM XX(X) scheme.

Reproduction of the BREEAM XX(X) Certification Mark

Colour and font

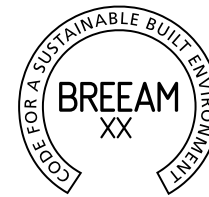
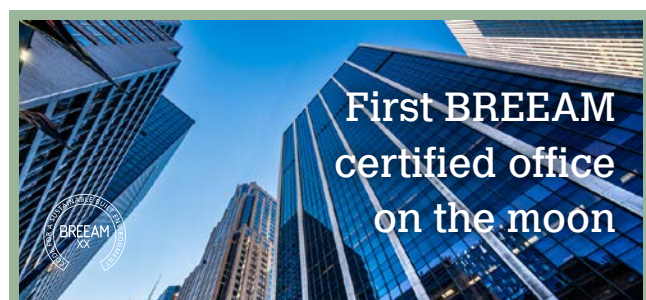
Black is the preferred Certification Mark colour across all communications. The preferred background colour is white. The mark should not be generally reversed out in white from a colour or image background. This is only allowed when no other option is practical.

The font for the scheme and certificate number description text used below the mark is Arial.

Size

Clear space is defined by the width between the two strokes of the horseshoe mark. Its width determines the exclusion area to be maintained around the logo.

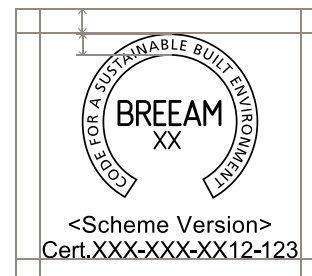
The size of the mark varies according to the size of the artwork it is used on. A general guide is shown on this page. The word BREEAM and the XX(X) at the centre of the mark must remain legible as must the scheme and certificate number description text below the mark. The description text should be sized in proportion to the mark, (e.g. 6 pt for the logo at the recommended minimum size on A4 paper) but it should it never be less than less than 4pt.



<Scheme Version>
Cert.XXX-XXX-XX12-123



<Scheme Version>
Cert.XXX-XXX-XX12-123



The BREEAM XX(X) Accredited Certification Mark (NSO Only)

The preferred style is to display the 'accreditation symbol' within a rectangular box as shown here. However, as well as following the guidance for use of the BREEAM XX(X) marks given in this document, the accredited certification mark should also comply with the requirements of your national accreditation body. If in doubt, or if these requirements appear to be contradictory please contact BRE Global Marketing (marketing@breglobal.com) for advice. It must not be used to imply approval of goods, products, personnel or services not certified by the NSO under an accredited scheme.

Reproduction of the Accredited Certification Mark

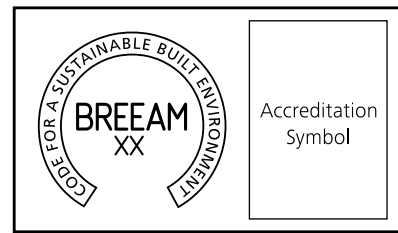
Colour

Black is the preferred Certification Mark colour across all communications. The preferred background colour is white. The mark should not be generally reversed out in white from a colour or image background. You should only do this when no other option is practical.

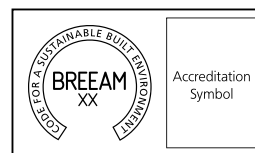
Size

Clear space is defined by the width between the two strokes of the horseshoe mark. Its width determines the exclusion area to be maintained around the logo.

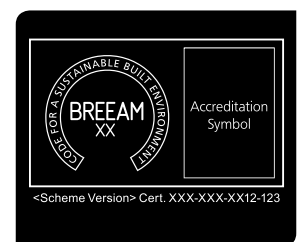
The size of the mark varies according to the size of the artwork it is used on. A general guide is shown on this page. The word BREEAM at the centre of the mark must remain legible as must the description text below the mark.



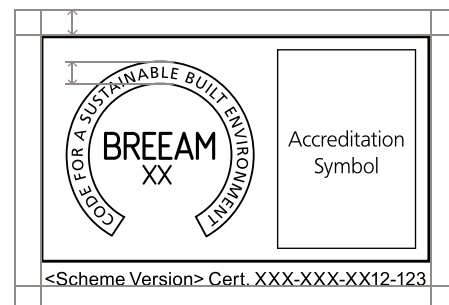
XXX 1234: YYYY Cert. XXX-XXX-XX12-123



<Scheme Version> Cert. XXX-XXX-XX12-123



<Scheme Version> Cert. XXX-XXX-XX12-123



<Scheme Version> Cert. XXX-XXX-XX12-123



BREEAM XX(X) Certificates, (NSO Only)

The BREEAM Certificate confirms to all interested parties that an assessment has been completed in accordance with the requirements of the scheme and is therefore only to be issued to an assessment that has undertaken the certification process with a positive outcome.

Publicising the certified status of a building, asset or development

It is in everyone’s interest that the integrity and value of the assessment and certification process, and certified rating, is maintained and that the precise wording is used when claims are made about a building/asset’s status in this respect.

Please publicise a rating only **after** the certificate has been issued by a Scheme Operator – Clearly indicate whether the rating is interim or final and/or confirm the parts of the assessment to which the certified status relates (as applicable to the scheme under which the building/asset has been assessed).

When publishing information relating to an interim rating an indication should also be supplied when the final ‘post construction’ assessment is scheduled to be delivered. Any rating published prior to certification from a Scheme Operator must be referred to as a predicted rating. Scheme Operators should check and enforce these requirements and are to take necessary action where misuse of its trademarks and certification marks occurs.

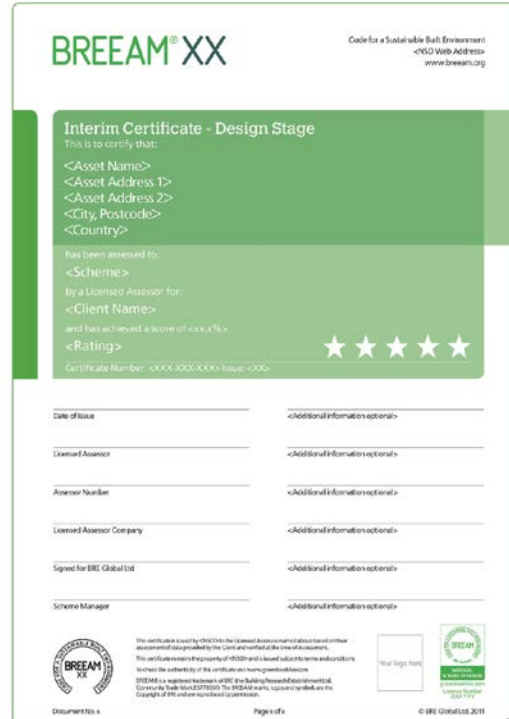
Reproduction and Approval by BRE

All certificates will be produced centrally by BRE, if a Scheme Operator requires a new certificate or amendments to an existing certificate this should be submitted to BRE Global with the relevant local translation and BRE will complete the work and issue the new certificate to the Scheme Operator.

All certificates are to follow the generic format for Interim and Final Assessment Certificates, to ensure a consistent brand image is being applied. BRE Global reserves the right to amend to format from time to time. If a Scheme operator wishes to deviate from the generic format a written request will need to be made to BRE Global outlining the reasons for the deviation.

Each certificate must show NSO’s BREEAM XX Certification Mark and the NSO’s Badge of recognition from BRE Global and may include the NSO’s own company logo alongside it as shown.

Note: The text in the certificate may be translated into the native language of the NSO. On the certificate, the certificate number does not need to appear below the certification mark. If the certificate is for a scheme that is Accredited by a member of the NAF or EA, then the Accredited Scheme Certification Mark should be used.



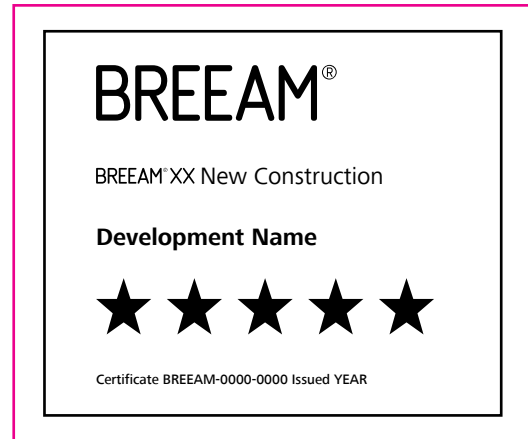
BREEAM Plaques (NSO Only)

Plaques should be issued to buildings which have achieved certification through the NSO BREEAM Schemes. To ensure that our plaques, wherever they are located, can be identified as a BREEAM plaque we have issued guidance below on the minimum requirements.

This guidance is limited to what is required in terms of content of the plaque and is not intended to provide guidance on the design aesthetic (except point 3);.

1. Information REQUIRED to be presented on the plaques

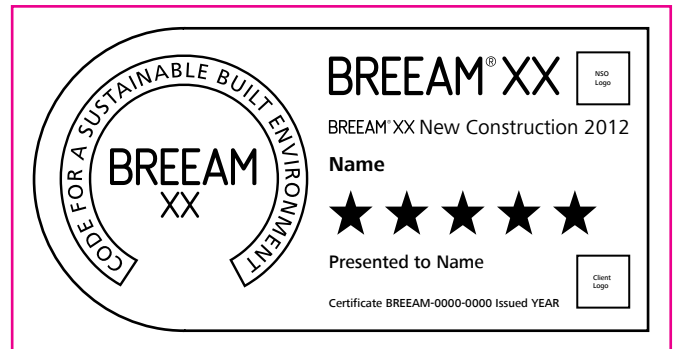
- NSO BREEAM Logo (i.e. BREEAM NOR)
- Scheme (i.e. BREEAM SE New Construction)
- Development Name
- Rating (i.e. Very Good) and/or Stars – The NSO is free to choose which to present on their plaques, but at least one is required on the plaque.
- Certificate Issued Date – Applicable to all schemes, however, for BIU it should be clear that this is verified annually.
- Certificate Number



2. Information NSOs can add

Any logos or names listed below should be limited in terms of size to ensure clarity that the plaque is a BREEAM plaque

- Scheme Version
- NSO Company Logo (i.e. DGBC logo)
- Client Name
- Stars/Rating – This should always be given as an option to the client but can be removed if the client wishes
- Client Logo
- Certification Mark – Both the BREEAM issued mark and the NSOs own if they are a certification body (the latter requires approval from BRE).



3. Everything Else

NSOs may not add any additional logo's or marks which are outside of the BREEAM Brand and does not form a client or NSO company logo. Any information not related to the certification of the project may not be added unless an exception has been made in writing by BRE.



Legal Bits

This applies to all the BREEAM marks and logos;

- BREEAM is a registered trademark of BRE. The ® is not to be removed from the BREEAM logo where it appears.
- The following text must be included at least once on all materials (including websites) which include one or more of the BREEAM logos, marks or symbols. The text should appear as a footnote in not less than 6pt text on either the front or back page of documents or on the home page of websites)

"BREEAM is a registered trademark of BRE (the Building Research Establishment Ltd. Community Trade Mark E5778551). The BREEAM marks, logos and symbols are the Copyright of BRE and are reproduced by permission"

- The BREEAM family of logos remain the intellectual property of BRE at all times and are copyrighted.
- The replication or reproduction of the logos can only be made with the express authorisation of BRE Global (who operate BREEAM on behalf of BRE) and following the guidance as set out by BRE Global in this and other relevant documents.
- The images included in this publication are for illustration only. Redrawn (including by electronic copying) approximations shall not be used for any external communications.
- Electronic versions of the BREEAM marks and logos shall only be obtained from BRE Global.

Misuse of the Logos








It is your responsibility to take all reasonable endeavours to ensure appropriate and correct use of the BREEAM Logos, Marks and Badges by your networks.

Our partners should not use any logos, marks or badges relating to their Agreement or the Branded Business and / or any associated documentation to develop and offer products and services outside the scope of PN246 without written permission from BRE.

If you find, or are notified of, a potential misuse of any of the Logos and/or Badges whether through negligence or fraud, you must notify BRE immediately. BRE will investigate all misuses and take the appropriate corrective action(s), which may be suspension and withdrawal of certification, publication of the transgression and, if necessary, legal action to prevent the further misuse.

If an NSO finds, or is notified of, a potential misuse of the BREEAM XX Certification and BREEAM XX Accreditation Mark, whether through negligence or fraud you must investigate this and notify BRE. If such a misuse is proven, you must take appropriate corrective action(s), which may be suspension and withdrawal of certification, publication of the transgression and, if necessary, legal action to prevent the further misuse.

Where a partner is aware of the misuse of the BREEAM Logos Marks and Badges, and fails to notify BRE, BRE will investigate the notification failure, and take the appropriate corrective action(s), which could be withdrawal or suspension of your agreement.

| Type of Mark | Special Requirements |
|---|---|
|  | Permission from BRE Required |
|  | In this instance the NSO would give permission, but if the NSO is in doubt they should contact BRE. |
|  | Must always be shown in full, with descriptor, and must not be used to imply recognition for any product or service that is not recognised by BRE Global as being part of the BREEAM scheme. The recognition text can be translated into your native language. |
|  | |
|  | www.greenbooklive.com where confirmation of the indicated association is listed should be given below the badge. Must always be shown in full, with descriptor, and must not be used to imply recognition for any product or service that is not recognised by BRE Global as being part of the BREEAM scheme. The recognition text can be translated into your native language. |
|  | The mark is always to be issued with text to describe the relevant certification scheme/standard and a unique identification number written below the mark. The scheme description must include the Version of the scheme (as written on the Certificate) and the year of its release. (e.g. "New Construction: 2011"). When the Certification Mark is issued by you under the BREEAM XX(X) scheme, the organisation that is certificated should be encouraged to use the mark as widely as possible. In this context it may be used by them on marketing and publicity material that is directly relevant to the goods, product, personnel and or service corresponding to the certificate you have issued. When used by third parties, unless specifically agreed otherwise in writing by BRE, this text must always be reproduced with the mark. |
|  | If you are issuing a certificate for a BREEAM XX(X) scheme/standard that is accredited by the NSO's regional member of the International Accreditation Forum (IAF) or the European cooperation for Accreditation (EA) then the accreditation body's accreditation symbol should appear together with the BREEAM XX(X) Certification Mark. |