

## BREEAM Logo and Marks

Guidance and rules for National Scheme Operators  
PN246 - Rev. 0.0 January 2012

## The BREEAM Brand

Dear Scheme Operator,

Welcome and congratulations on being associated with BREEAM, one of the world's leading and most respected building design and construction sustainability assessment schemes.

Now that you are affiliated to BREEAM we want to make sure that you can make the most of the BREEAM brand. The BREEAM logos and marks are the visible symbols of the schemes that will assure your customers of your commitment to the highest standards of sustainability in construction.

On the following pages you see the new logos and marks together with the rules and guidance that have been developed for their use. By following these you will be helping to maintain a consistent image and the values of BREEAM. If you have any questions regarding the rules or guidance or other matters relating to the use of the marks please do not hesitate to contact the BRE Global marketing team at [marketing@breglobal.com](mailto:marketing@breglobal.com).

To accompany this document BRE Global will supply the image files for the marks you/your company are entitled to use. We hope you like them and will be proud, as we are, to use them and be recognised as part of the BREEAM family.



David Crowhurst  
Director, Marketing  
BRE Global Ltd.



# BREEAM®

The BREEAM logo is used on all the BREEAM marks and associated images that are included on the following pages.

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. We also have created a set of image files for banners and posters for on-site display as well as designs for BREEAM certificates.

Please Contact BRE Global Marketing ([marketing@breglobal.com](mailto:marketing@breglobal.com)) if you are unsure of any aspect of using the BREEAM imagery.

## Legal and other specific requirements for the use of this logo

The BREEAM logo may be used on your marketing and publicity materials, but only in connection with BREEAM related products and services.

Please contact BRE Global Marketing ([marketing@breglobal.com](mailto:marketing@breglobal.com)) if you wish to include the BREEAM logos or mark in any press release or press orientated material. Permission to use the logo in this way will not be unreasonably withheld.

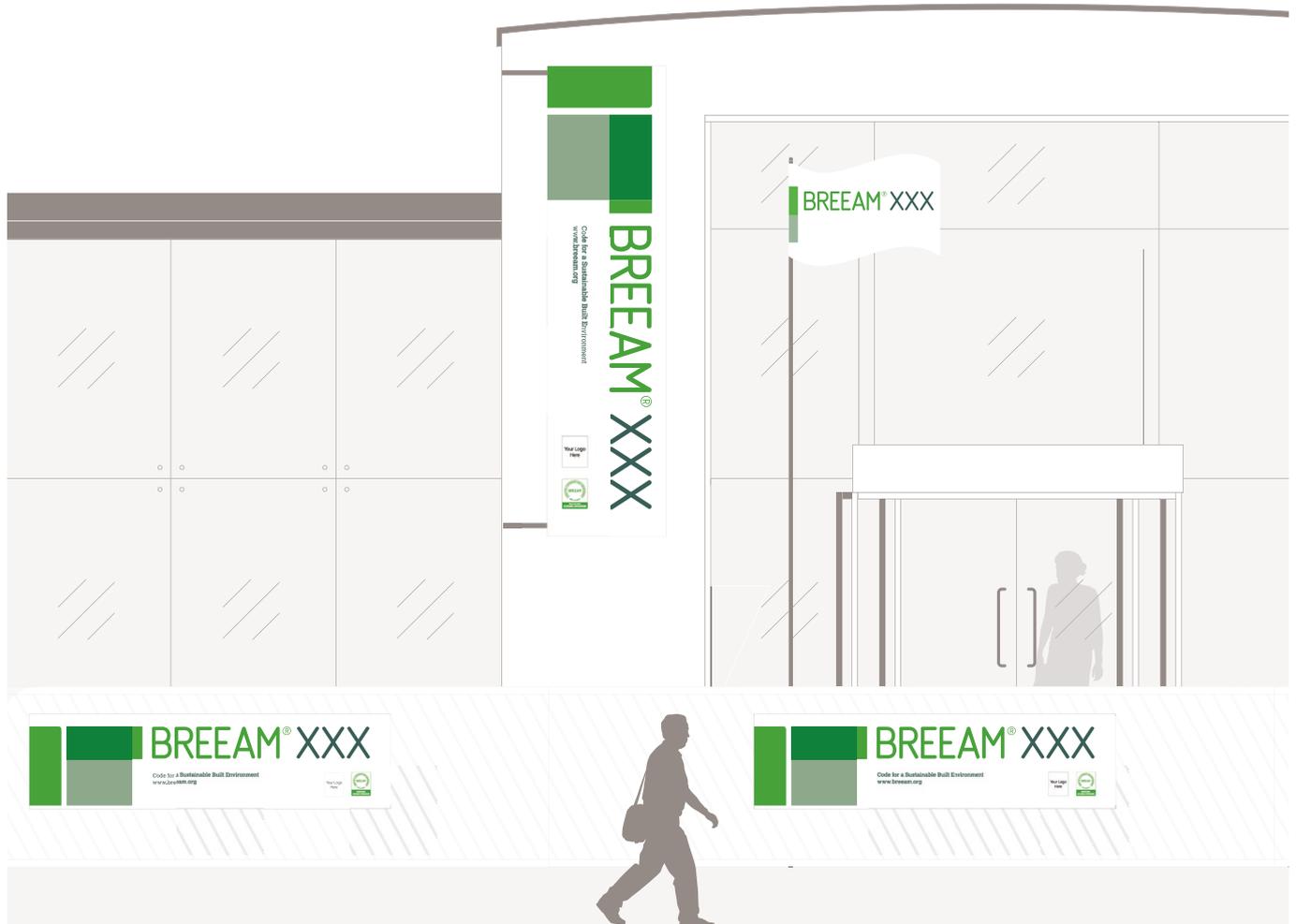
This logo is not to be used on your general business stationery (letterheads (paper or electronic including e-mails) or business cards,

in order to demonstrate your association with BREEAM; your version of the BREEAM XX(X) logo, or recognition badge should be used for this purpose.

The BREEAM logo is not to be used by your scheme members on their general business stationery (letterheads (paper or electronic including e-mails), business cards, etc. to demonstrate their association with BREEAM XX(X) or BREEAM. They should use the BREEAM XX(X) certification mark and/or the BREEAM XX(X) recognition badge as appropriate for this purpose.

As the National Scheme Operator you may use the BREEAM XX(X) logo on your business stationery, marketing and publicity materials but only in connection with BREEAM related products and services.

The BREEAM XX(X) logo is not to be used by your scheme members on their general business stationery (letterheads (paper or electronic including e-mails) or business cards, etc. to demonstrate their association with BREEAM XX(X) or BREEAM. The BREEAM XX(X) certification mark and/or the BREEAM XX(X) recognition badge as appropriate is used for this purpose.



## The BREEAM Logo for National Scheme Operators

For National Scheme Operators (NSO), a main logo, certification mark and badge of recognition, have been produced for your national scheme.

Some of these are for use by you as the NSO and some are to be issued by you for use by others as participants in your national scheme. As a NSO it is your responsibility to ensure that the BREEAM logos and marks are not misused (either deliberately or negligently) and that these guidelines for their use are followed in your area.

**BREEAM<sup>®</sup> XX**

**BREEAM<sup>®</sup> XXX**



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



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



## The legal bit – so you know...

This applies to all the BREEAM marks and logos

- BREEAM is a registered trade mark 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.
- You may pass copies of the design artwork and this guidance to your marketing design companies specifically and solely for the purposes of creation of marketing, publicity and other materials as permitted in connection with your business.
- You may pass copies of the design artwork and this guidance to your authorised scheme members (i.e. certified and/or recognised companies/individuals, for example, licensed assessor organisations and registered assessors) specifically and solely for the purposes of creation of marketing, publicity and other materials as permitted by Agreement in connection with the your BREEAM XX(X) scheme.
- Unauthorised use and/or misuse of the logo and/or certification marks is not permitted and may result in the use of the logo being denied or revoked, withdrawal/suspension of your Agreement and/or legal action.
- Other specific terms and conditions may apply in relation to the use of the individual logos, marks and symbols – these are identified in guidance on their use included with this document.
- 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.

## ... and a few other do's and don'ts

### Do

- Include the logo and/or marks in your marketing and promotional literature as permitted.
- Ensure that you have the correct and up-to-date version of the logo/mark. Notifications on updates to the logo/mark will be provided by e-mail to your named contact.
- Ensure that the technical specification contained in this guidance is adhered to.
- Ensure that the image is clearly visible against the background on which it is being reproduced.
- Contact BRE Global Marketing (marketing@breglobal.com) if you are unsure of any aspect of using the BREEAM imagery.

### Don't

- Make the logo and/or mark too small to see (the word BREEAM should always be legible).
- Partially cover the image with other brands or copy.
- Overprint the image with text.
- Stretch or squash the logo/mark to fit a given size.
- Use the logo/mark in circumstances which would bring the BREEAM brand into disrepute.
- Use the logos/marks in connection with products or services that cannot be associated with BREEAM.
- Attempt in any way to redraw or re-create the artwork for the logo/marks.
- Pass on copies of the artwork of the logos/marks to any other parties (other than your own design companies and, as permitted by Agreement, to your authorised scheme members - see above).

## Basic Rules for Reproduction

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)

### Black logo

This should only be used when no colour reproduction is available, for example on mono press adverts.

### White logo

The BREEAM logo 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.

### Clear space

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.

BREEAM®

BREEAM® XX

BREEAM® XXX



Pantone® 361  
C67 M0 Y98 K5  
R86 G177 B70



Pantone® 626  
C60 M17 Y38 K48  
R61 G104 B100

BREEAM® XX

BREEAM® XXX

BREEAM® XX

BREEAM® XXX



## Basic Rules for Reproduction cont.

### Sizes

The size of the logo varies according to the size of the artwork it is used on. A general guide is shown on this page. There is no maximum size for the logo.

BREEAM® XX

60mm  
A4 Literature

BREEAM® XX

42mm  
A5 Literature

BREEAM® XX

29.5mm  
A6 Literature

BREEAM® XX

21mm  
Minimum

BREEAM® XXX

67mm  
A4 Literature

BREEAM® XXX

47mm  
A5 Literature

BREEAM® XXX

33mm  
A6 Literature

BREEAM® XXX

23mm  
Minimum

## Your BREEAM 'badge of recognition'

This symbol is supplied to you as the recognised National Scheme Operator for your territory as defined in the Framework Agreement. 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.

As with the BREEAM logo, we encourage you to use your NSO recognition badge on company stationery, websites, and marketing and publicity materials – but it 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.

This recognition badge must appear on all certificates issued by you as the scheme operator in connection with your BREEAM XX(X) scheme.



## Reproduction of the BREEAM Recognition Badge

Following these rules will ensure that the recognition badge logo appears clearly and consistently.

### Colour and font

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

The font for the Recognition text is Frutiger Condensed Bold – the colour of the text is white. The recognition text should not extend over more than two lines.

The font for the text below the badge of recognition text is Arial. The colour of the text is Pantone® 361.

### Black and white logo

This is how the image is reproduced in black and white. The badge logo 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. If in doubt contact the BRE Global Marketing ([marketing@breglobal.com](mailto:marketing@breglobal.com)) for advice.

### Clear space

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 exclusion zone is equal in width to the Recognition Text box.

### Size

The size of the logo varies according to the size of the artwork it is used on. There is no upper size limit to the use of the badge logo, nor the minimum size provided the word BREEAM in upper part of the badge and the recognition text in the lower part is legible.

The font size of the text below the badge is variable dependent on the size of the badge. The text below the logo must remain legible without infilling – the recommended minimum size for the Arial font is 4pt.



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22mm

A4 Literature  
6pt Text



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15mm

A5 Literature  
4pt Text  
Minimum Size



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## The BREEAM XX(X) Certification Mark

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. It must not be issued by you to anyone else.

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 used by third parties, unless specifically agreed otherwise in writing by the NSO, this text must always be reproduced with the mark.

## Legal and other specific requirements

### Use of the Marks on certificates you issue:

The BREEAM XX(X) Certification Mark must be shown on all certificates you issue unless these are issued under scheme for which you are accredited by a member of the International Accreditation Forum (IAF) or the European co-operation for Accreditation (EA), in which case the Accredited Certification Mark is used (see the next section).

### Warrants

BRE Global does not warrant that the use of the BREEAM XX(X) Certification Mark does not infringe the rights of any third party other than those rights derived from BRE Global.

### Misuse of the BREEAM XX(X) certification mark

It is the responsibility of the NSO to take all reasonable endeavours to ensure appropriate and correct use of the BREEAM XX(X) Certification Mark. If you find, or are notified of, a potential misuse of the BREEAM XX(X) Certification Mark, whether through negligence or fraud you must investigate this. 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.

If BRE Global find, or are notified of, a potential misuse of the BREEAM XX(X) Certification Mark, whether through negligence or fraud we will ask you to investigate. Failure on your part to investigate and/or take appropriate corrective action may result in withdrawal or suspension of your NSO Agreement, publication of the transgression, legal action and, if necessary, legal action to prevent the further misuse.

### Use of the Mark for certificated products and services

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.



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



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

# 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.

## Clear space

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

## Size

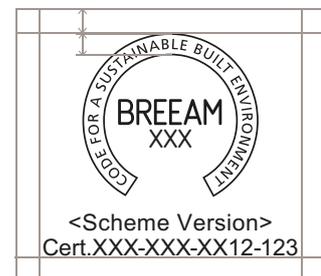
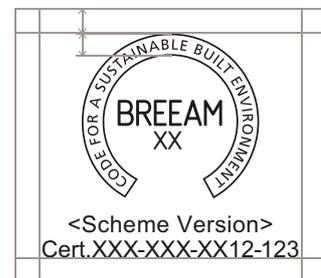
The size of the mark varies according to the size of the artwork it is used on. A general guide is shown on this page. The word BREEAM and the XX(X) at the centre of the mark must remain legible as must the scheme and certificate number description text below the mark. The description text should be 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



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

22mm/6pt Text  
A4 Literature



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

22mm/6pt Text  
A4 Literature

22mm



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

15mm/4pt Text  
A5 Literature



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

15mm/4pt Text  
A5 Literature

15mm



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

12mm/4pt Text  
A6 Literature/  
Minimum Size



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

12mm/4pt Text  
A6 Literature/  
Minimum Size

12mm

## The BREEAM XX(X) Accredited Certification 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 co-operation for Accreditation (EA) then the accreditation body's accreditation symbol should appear together with the BREEAM XX(X) Certification Mark.

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](mailto:marketing@breglobal.com)) for advice.

The mark issued may be used on business stationery, brochures and any publicity materials that are directly related to the goods, product, person or relevant to the service that appear on the corresponding certificate or agreement permitting its use. It must not be used to imply approval of goods, products, personnel or services not certified by the NSO under an accredited scheme.

## Legal and other specific requirements

### Warrants

BRE Global does not warrant that the use of the BREEAM XX(X) Accredited Certification Mark does not infringe the rights of any third party other than those rights derived from BRE Global.

### Misuse of the BREEAM XX(X) Accredited Certification Mark

It is the responsibility of the NSO to take all reasonable endeavours to ensure appropriate and correct use of the BREEAM XX(X) Accredited Certification Mark. If you find, or are notified of, a potential misuse, whether through negligence or fraud you must investigate this. 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, legal action, or a fine.

If BRE Global find, or are notified of, a potential misuse of the BREEAM XX(X) Accredited Certification Mark, whether through negligence or fraud we will ask you to investigate. Failure on your part to investigate and/or take appropriate corrective action may result in withdrawal or suspension of your NSO licence, publication of the transgression, legal action, or a fine.



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



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

# 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.

## Clear space

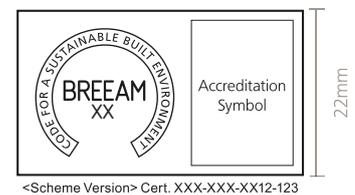
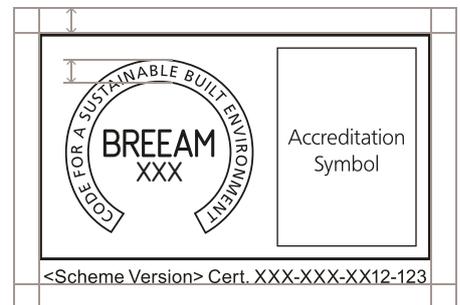
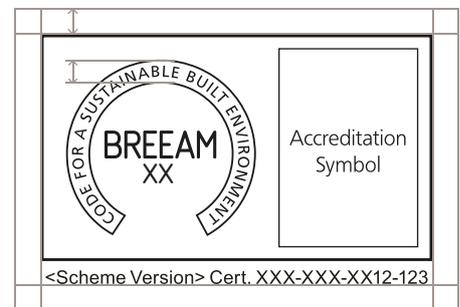
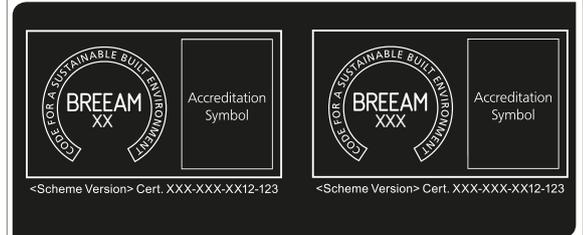
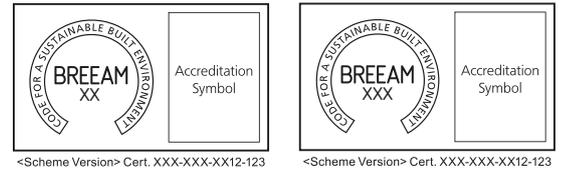
Clear space is defined by the width between the two strokes of the horse shoe mark. Its width determines the exclusion area to be maintained around the logo.

## Size

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.

## Additional Information

Please note that these are guidelines and you will need to take into consideration guidance from and/or the requirements of your Accreditation Body as to the use of their logo also. If your Accreditations Body's requirements conflict with this guidance or if you require any further advice on this please contact BRE Global marketing (marketing@breglobal.com).



A4 Literature



Minimum Size

## The BREEAM XX(X) 'badge of recognition'

This is the BREEAM XX(X) scheme's badge of recognition – this image is used as a symbol that demonstrates association with the BREEAM XX(X) scheme. The nature of the association is defined by the 'recognition text' that appears in the bottom part of the symbol and in the text written below the badge. This is not a Certification Mark. Note: The recognition text may be translated into your native language.

As a minimum, the web-site address where confirmation of the indicated association is listed should be given below the badge.

Examples of its use may be for the formal (i.e. verified BREEAM XX Scheme related) recognition of the following:

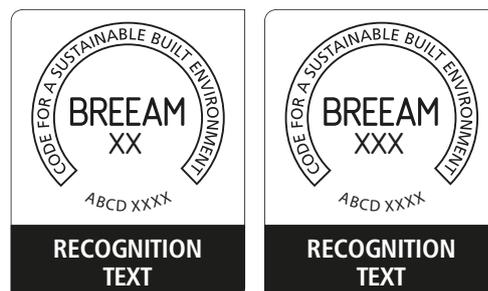
- third party software that is directly applicable to the scheme
- assessors licensed for more than one scheme version
- organisations licensed for more than one scheme version

We like to encourage the widest possible use of the recognition badge on company stationery, websites, and marketing and publicity materials – but it must always be shown in full with descriptor, and must not be used to imply recognition for any product or service not recognised by the NSO under the BREEAM XX(X) scheme.

## Legal and specific requirements

The granting by the NSO of permission to use the badge of recognition is not to imply formal approval of a product service or individual to a particular BREEAM XX(X) standard or BREEAM XX(X) scheme document – the BREEAM XX(X) Certification Mark or Accredited Certification Mark is used for that purpose. However, there are circumstances where a NSO certified company or individual may be given permission to use the recognition badge logo as an alternative when they cannot use the BREEAM XX(X) Certification Mark, for example:

- when a company is licensed to carry out assessments for more than one BREEAM XX(X) scheme.
- when a BREEAM XX(X) assessor is qualified and licensed to carry out assessments for more than one scheme.



## Reproduction of the BREEAM XX(X) 'badge of recognition'

Following these rules will ensure that the badge of recognition appears clearly and consistently.

### Colour and font

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

The font used for the recognition text is Frutiger Condensed Bold. The recognition text must not extend over more than two lines or extend outside the lower box.

### Black and white logo

This is how the image is reproduced in black and white. The badge logo 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. If in doubt contact the BRE Global marketing (marketing@breglobal.com) for advice.

### Clear space

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.

### Size

The size of the logo varies according to the size of the artwork it is used on. There is no upper size limit to the use of the badge logo, nor the minimum size provided the word BREEAM in upper part of the badge and the recognition text in the lower part is legible.

### Additional text

Text needs below the badge of recognition uses the Arial typeface. The colour of the text is Pantone® 361.

The font size is variable dependent on the size of the badge but the text below the logo must remain legible without infilling – the recommended minimum size for the font is 4pt.



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Pantone® 361  
C67 M0 Y98 K5  
R86 G177 B70



A4 Literature  
6pt Text



A5 Literature  
4pt Text  
Minimum Size



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greenbooklive.com  
Assessor No. 1234 5678

## BREEAM XX(X) Certificates

BREEAM XX Certificates must include following wording as a minimum:

This is to certify that

<the building address>

has been assessed to:

<BREEAM XX Scheme>

by a Licensed Assessor for

<Client Name>

and has achieved a score of [%]

<the rating - e.g pass , good, very good, excellent, outstanding>

<Up to 5 stars equivalent to the rating>

The certificate number

Date of Issue

Name of Assessor

Assessor License Number

Licensed Assessor Company

Signed for <NSO> by the Scheme Manager

Disclaimer:

This certificate is issued by <NSO> to the Licensed Assessor named above based on their assessment of data provided by the Client and verified at the time of Assessment. This certificate remains the property of <NSO> and is issued subject to terms and conditions.

To check the authenticity of this certificate visit [www.greenbooklive.com](http://www.greenbooklive.com)

Each certificate must also 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.

All information on the certificate must be clearly legible when to be printed on A4 paper.

BRE Global has created a generic format for Interim and Final Assessment Certificates, which are illustrated here. It is not a requirement that NSO's follow this format, colour and style for their certificates – however we believe adopting this style will provide a consistent image wherever they are displayed.

**BREEAM<sup>®</sup> XX** Code for a Sustainable Built Environment  
<NSO Web Address>  
[www.breem.org](http://www.breem.org)

**Interim Certificate - Design Stage**  
This is to certify that:  
<Asset Name>  
<Asset Address 1>  
<Asset Address 2>  
<City, Postcode>  
<Country>

has been assessed to:  
<Scheme>  
by a Licensed Assessor for:  
<Client Name>  
and has achieved a score of <xxx.x%>  
<Rating> ★★★★★

Certificate Number: <XXX-XXX-XXX> Issue: <XX>

Date of Issue \_\_\_\_\_ <Additional information optional> \_\_\_\_\_  
Licensed Assessor \_\_\_\_\_ <Additional information optional> \_\_\_\_\_  
Assessor Number \_\_\_\_\_ <Additional information optional> \_\_\_\_\_  
Licensed Assessor Company \_\_\_\_\_ <Additional information optional> \_\_\_\_\_  
Signed for BRE Global Ltd \_\_\_\_\_ <Additional information optional> \_\_\_\_\_  
Scheme Manager \_\_\_\_\_ <Additional information optional> \_\_\_\_\_

This certificate is issued by BRE Global to the Licensed Assessor named above based on their assessment of data provided by the Client and verified at the time of Assessment. This certificate remains the property of BRE Global and is issued subject to terms and conditions. To check the authenticity of this certificate visit [www.greenbooklive.com](http://www.greenbooklive.com). BREEAM is a registered trademark of BRE, the Building Research Establishment Ltd. Community Trade Mark (577855). The BREEAM marks, logos and symbols are the Copyright of BRE and are reproduced by permission.

Document No. x Page of x © BRE Global Ltd. 2011

**BREEAM<sup>®</sup> XX** Code for a Sustainable Built Environment  
<NSO Web Address>  
[www.breem.org](http://www.breem.org)

**Final Certificate**  
This is to certify that:  
<Asset Name>  
<Asset Address 1>  
<Asset Address 2>  
<City, Postcode>  
<Country>

has been assessed to:  
<Scheme>  
by a Licensed Assessor for:  
<Client Name>  
and has achieved a score of <xxx.x%>  
<Rating> ★★★★★

Certificate Number: <XXX-XXX-XXX> Issue: <XX>

Date of Issue \_\_\_\_\_ <Additional information optional> \_\_\_\_\_  
Licensed Assessor \_\_\_\_\_ <Additional information optional> \_\_\_\_\_  
Assessor Number \_\_\_\_\_ <Additional information optional> \_\_\_\_\_  
Licensed Assessor Company \_\_\_\_\_ <Additional information optional> \_\_\_\_\_  
Signed for BRE Global Ltd \_\_\_\_\_ <Additional information optional> \_\_\_\_\_  
Scheme Manager \_\_\_\_\_ <Additional information optional> \_\_\_\_\_

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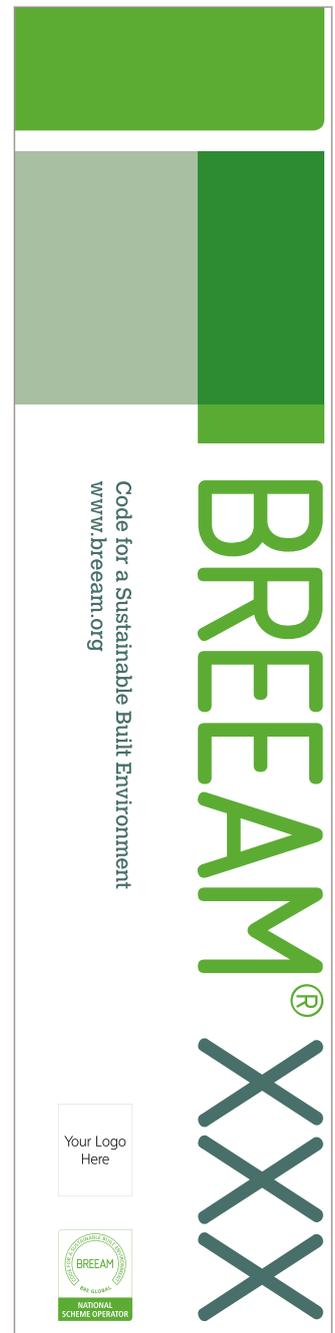
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## Other marketing material

Designs and have also been created for other marketing devices such as, plaques, banners and flags etc– details and the design files for of these are available on request.

The information and guidance given below is illustrative of their use in the UK schemes and which can be adapted and customised for other National Schemes.

It is not a requirement that NSO's follow this format, colour and style for their ancillary marketing materials – however we believe adopting this style will provide a consistent image wherever they are displayed



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