Trademark Policy
and Branding Guidelines

Updated November 2021

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Getting Started

We created these guidelines to help our members and the larger community use our brand assets consistently and correctly. In the pages ahead, you'll find proper uses and misuses of all USGBC brand assets, including trademarks and logos. Help protect our brand in the market by following these guidelines carefully, and contacting USGBC's Marketing Department with any questions.

When using trademarks owned by the U.S. Green Building Council®, which are sometimes referenced in these guidelines as a "mark" or the "marks":

DO:

- Use the mark when referring to the USGBC program or USGBC services.

- Always use the ™ or ® symbol in connection with the first and most prominent usage. It's not necessary to continue using the symbol after every use 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 USGBC 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: ***USGBC*®** *and the related logo are trademarks owned by the U.S. Green Building Council and are used 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 shouldn't be used as a verb or incorporated into another word.

- Use marks on products, labels and packaging. This includes materials such as online resources, virtual products, educational offerings, LEED certification resources, etc. USGBC does not review, certify, or endorse third-party products or services, and USGBC's marks must not be used under any circumstances in the following ways:

  – To suggest or indicate any kind of endorsement by USGBC 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 USGBC;

  – To show any kind of relationship with USGBC aside from those permitted by the guidelines specified for each proprietary mark or as mutually agreed upon by the user and USGBC through a written signed agreement.

- Use the mark on official or legal documents except as explicitly allowed under the USGBC member logo guidelines.

- Use the mark in connection with any disparaging statements about USGBC or its products, services, or statements that otherwise reflects poorly on USGBC.

USING OUR LOGOS AND TRADEMARKS

When designing with our trademarks:

DO:

- Only use artwork files provided by USGBC.

- Always maintain original proportions.

- Refer to size guidance in each of the following sections.

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

DON'T:

- Make the mark the most prominent visual element on the business and marketing materials. The user's name and logo must be significantly larger than the marks.

- Distort or alter the marks in any way. Don't animate, color, rotate, skew, or apply any effects to the mark. The height and width of the marks must be constrained to its original proportions.

- Wrap additional text around the marks or integrate the marks into other logos. The marks are intended to stand alone.

USGBC

USING THE LOGO

The standard color for the USGBC logo is black. The reversed version of the logo can be used when necessary.

Black   *White*

DO:

- Contact the USGBC Marketing Department to request permission to use the USGBC logo.

- Include the following acknowledgement when using USGBC trademarks: ***USGBC® and the related logo are trademarks owned by the U.S. Green Building Council® and are used with permission.***

- Link to usgbc.org when using the logo online. Linking to any other third-party website is prohibited.

- Follow all guidance detailed in the Getting Started and Using Our Logos and Trademarks sections of this resource, and contact USGBC's Marketing Department with any questions.

IN TEXT

The official organization name is the U.S. Green Building Council® and USGBC® is the official acronym. Use the complete official organization name on first references, and acronym on subsequent references. When using USGBC in text:

DO:

- Use articles such as "the" or "a" when using USGBC as an adjective. For example: ***Contact the USGBC® Marketing Department.***

- Omit articles when using USGBC as a noun or in the possessive. For example: ***USGBC is headquartered in Washington, D.C.,*** or ***USGBC's headquarters***.

USGBC Community

The USGBC community mark represents USGBC's integrated network of community leaders across the country who are committed to achieving USGBC's mission and vision on a local level.

USING THE MARK

The USGBC community mark is designed to stand alone and should be used as the primary graphical representation of the community network. The standard color for the mark is black. The reversed version of the mark can be used when necessary.

Black

White

DO:

•   Follow all guidance detailed in the Getting Started and Using Our Logos and Trademarks sections of this resource, and contact USGBC's Marketing Department with any questions.

INDIVIDUAL COMMUNITIES

The USGBC® community mark represents official networks of USGBC, and incorporates the main USGBC logo with the name of a specific region. Only official integrated networks of USGBC may use the mark, and it. USGBC communities should not use their prior logos.

The standard color for the mark is black. The reversed version of the mark can be used when necessary.

Black

White

The mark can be used in its horizontal or vertical (stacked) form, as appropriate.

MARYLAND

DO:

* Link to the official USGBC community website—for example, usgbc.org/usgbc-maryland—when using the logo online.

* Follow all guidance detailed in the Getting Started and Using Our Logos and Trademarks sections of this resource, and contact USGBC's Marketing Department with any questions.

IN TEXT

When referencing a USGBC community, the official name includes USGBC and the name of the region. For example, *USGBC® Maryland*, and *USGBC® National Capital Region*.

DO:

* Use the ® symbol in connection with the first and most prominent usage. It's not necessary to continue using the mark after every use 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.

USGBC Members

An updated member logo was launched in June 2020 to represent USGBC's membership program and its growing membership community. The old circular USGBC member logo has been retired. The new logo features USGBC's iconic oak leaf coupled with the text "USGBC member" below. It's available for use by members in active standing to promote their USGBC membership. If your organization's USGBC membership is terminated or lapsed, your organization is no longer permitted to use the logo.

USING THE LOGO

The standard color for the USGBC member logo is PMS 323U.

Reverse   PMS 323U

DO:

- Use the member logo in connection with your organization's business and marketing materials including but not limited to stationery, letterhead, business cards, print ads, brochures, flyers, tradeshow exhibit materials and signage.

- Use official USGBC artwork files only. The member logo is available for download in the user account section of the USGBC website, usgbc.org/account.

- Link to usgbc.org when using the member logo online. Linking to any other third-party website is prohibited.

- Follow all guidance detailed in the Getting Started and Using Our Logos and Trademarks sections of this resource, and contact USGBC's Marketing Department with any questions.

DON'T:

- Continue to use the logo if your organization's USGBC membership is terminated or lapsed.

LEED

LEED, or Leadership in Energy & Environmental Design, is a green building certification program that recognizes best-in-class building strategies and practices. The LEED program logo, based on the USGBC logo, is a globally recognized symbol of excellence in green building.

USING THE LOGO

The LEED program logo should not be resized smaller than 1" diameter (72 px), and must always appear in its standard colors 60% and 50% black.

DO:

- Include the following acknowledgement when using the LEED program logo: *LEED®, and its related logo, is a trademark owned by the U.S. Green Building Council® and is used with permission.*

- Include descriptive copy about LEED when using the program logo in editorial and literature: *LEED® is the preeminent program for the design, construction, maintenance and operations of high-performance green buildings.*

- Link to usgbc.org/LEED when using the LEED program logo online. Linking to other pages on USGBC's website or to any other third-party website is prohibited.

- Follow all guidance detailed in the Getting Started and Using Our Logos and Trademarks sections of this resource, and contact USGBC's Marketing Department with any questions.

DON'T:

- Place the LEED program logo on product packaging, advertisements, or as a visual reference to LEED claims in product literature. View the section Referencing LEED in Product Literature for more information about promoting products and services related to LEED.

- Distort or alter the logo in any way. Don't animate, color, rotate, skew, or apply any effects to the logo. The height and width of the logo must be constrained to its original proportions.

- Wrap additional text around the logo or integrate the logo into other logos. The logo is intended to stand-alone.

USING THE WORDMARK

The LEED wordmark can be used as a visual reference to USGBC's LEED rating system. Two versions of the wordmark are available. The full version of the wordmark includes "Leadership in Energy and Environmental Design" below the acronym LEED.

The LEED wordmark must always appear in its standard colors or one-color.

PMS 7416C, 7751C & 7690C   100% black, 53% black, 65% black

Only artwork files provided by USGBC should be used. The full version of the wordmark should be used in its original proportions and should not be resized smaller than 0.75" (54 px) tall. The version without the acronym should be used in its original proportions and should not be resized smaller than 0.5" (36 px) tall. The colors should not be altered in any way for either version.

DO:

• Use the LEED wordmark on marketing resources including education courses specific to LEED, educational signage for a LEED project or in presentations generally referencing the LEED rating system.

• Follow all guidance for the LEED program logo, LEED certification marks and referencing LEED in text sections of this resource, and contact USGBC's Marketing Department with any questions.

DON'T:

• Make the wordmark the most prominent visual element on the materials. The user's name and logo must be significantly larger than the mark.

• Distort or alter the mark in any way. Don't animate, color, rotate, skew, or apply any effects to the mark. The height and width of the mark must be constrained to its original proportions.

- Wrap additional text around the mark or integrate the mark into other logos. The mark is intended to stand alone.

USGBC does not review, certify, or endorse third-party products or services, and the LEED wordmark must not be used under any circumstances in the following ways:

- To suggest or indicate any kind of endorsement by USGBC 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 USGBC;

- To show any kind of relationship with USGBC aside from those permitted by the guidelines specified for each proprietary mark or as mutually agreed upon by the user and USGBC through a written signed agreement;

- Use the mark in connection with any disparaging statements about USGBC, GBCI or its products, services, or statements that otherwise reflects poorly on either organization.

IN TEXT

LEED®—an acronym for Leadership in Energy and Environmental Design™—is a registered trademark of the U.S. Green Building Council®.

DO:

- When referencing the full suite of rating systems, refer to the full title, "LEED® green building program" on first reference.

- When referencing the individual LEED rating system, use its full name. The shortened rating system name can be used on subsequent references. A full list of LEED rating systems and adaptations are available in the Index section of this resource.

- When describing LEED, include descriptive text. For example: *The U.S. Green Building Council's LEED® green building program is the preeminent program for the design, construction, maintenance and operations of high-performance green buildings. Learn more at* usgbc.org/LEED.

DON'T:

- Use the mark as a verb or incorporate the mark into another word (e.g., LEEDER, LEEDING, LEEDERSHIP, etc.).

- Use the mark (or any word that is confusingly similar) as part of your organization's name, logo, domain name, or brand name for a product or service.

Referencing LEED in Product Literature

- Manufacturers can reference LEED in their product literature provided that the language does not state or imply endorsement by USGBC or the LEED green building program. Products that meet the LEED performance criteria can only contribute toward earning points needed for LEED certification; they cannot be said to earn points toward LEED certification on their own.

  – DO SAY: *Product 'A' contributes toward satisfying Credit 'X' under LEED*®.

  – DON'T SAY: *Product 'A' is LEED certified, qualified, compliant, accredited, approved.*

  – DON'T SAY: *Product 'A' is a LEED Product.*

  – DON'T SAY: *Product 'A' meets, satisfies, fulfills, complies with Credit 'X'.*

LEED-Registered Projects

LEED-registered projects have registered with the intent of earning LEED certification for their project once its complete. Registered projects are entitled to use the LEED wordmark lockup and the LEED registration badges to promote their LEED-registered project. These marks can be included in collateral and other marketing materials, and on physical installations such as temporary building signage and banners.

Please note, LEED-registered projects are not allowed to use the LEED certification marks, and as of August 2020, are no longer eligible to use the LEED program logo.

Registered projects can access the LEED credit category icons to include on educational signage for the building site. Visit usgbc.org to download the icons.

USING THE MARK

The LEED wordmark lockup includes the full version of the wordmark paired with the text, "This project is registered under the LEED® green building program."

The lockup must always appear in its standard colors.

PMS 7416C, 7751C & 7690C

DO:
- Use the lockup in its original proportions. The lockup should not be resized smaller than 0.75" (54 px) tall.

- Only use artwork files provided by USGBC.

- Use the mark on temporary building or construction site signage, and in collateral and other marketing materials.

- Follow all guidance detailed in the Getting Started and Using Our Logos and Trademarks sections of this resource, and contact USGBC's Marketing Department with any questions.

DON'T:

* Use the LEED wordmark lockup, or any USGBC marks, if your project is confidential, or private. [Learn more about how to update your project's confidentiality status.](#)

* Use the LEED wordmark lockup on anything other than promotion of your LEED-registered project.

* Distort or alter the LEED wordmark in any way. Don't animate, color, rotate, skew, or apply any effects to the wordmark. The height and width of the marks must be constrained to its original proportions.

* Wrap additional text around the LEED wordmark or integrate the mark into other logos. The mark is intended to stand-alone.

USING THE BADGES

The LEED registration badges were designed to help project owners celebrate their project while it is pursing LEED certification. The badges feature the iconic oak leaf and are available in two color and layout options.

The LEED Registration Badge is available in horizontal and vertical designs. The horizontal designs are recommended at 200x100 px and vertical designs at 102x200 px.

The LEED Registration Badge must always appear in their standard color or one-color versions.

Horizontal Options

PMS Rubine Red C

PMS Rubine Red C

Vertical Options

PMS Black 6 C

PMS Black 6 C

DO:

- Use the LEED Registration Badge in its original proportions: The horizontal badge should not be resized smaller than 0.75" (54 px) tall, and the vertical badge should not be resized smaller than 0.75" (54 px) wide.

- Only use artwork files provided by USGBC.

- Use the badge on temporary building or construction site signage, and in collateral and other marketing materials.

- Follow all guidance detailed in the Getting Started and Using Our Logos and Trademarks sections of this resource, and contact USGBC's Marketing Department with any questions.

DON'T:

- Use the LEED Registration Badges, or any USGBC marks, if your project is confidential, or private. Learn more about how to update your project's confidentiality status.

- Use the badges on anything other than promotion of your LEED-registered project.

- Distort or alter the badges in any way. Don't animate, color, rotate, skew, or apply any effects to the badges. The height and width of the marks must be constrained to its original proportions.

- Wrap additional text around the badges or integrate the badges into other logos. The badges are intended to stand-alone.

- Companies or individuals may not directly or indirectly attempt to re-sell, redistribute, syndicate otherwise commercialize the LEED badge in any way.

IN TEXT

LEED-registered projects have registered with the intent of earning LEED certification for their project once its complete.

- DO SAY: Registered with the certification goal of LEED Certified®/ LEED Silver®/ LEED Gold®/LEED Platinum®.

- DO SAY: Upon completion, this project will apply to become LEED®-certified.

- DO SAY: Project is registered under the LEED® green building program.

- DON'T SAY: This project is LEED Gold® Registered. Note: Projects cannot register to achieve a specific level of certification.

- DON'T SAY: This project is LEED Qualified, Compliant, Reviewed, Enrolled, Verified, Designed, Certifiable, or any other wording other than LEED-registered.

LEED Certification

Once a project has been certified, the LEED certification mark appropriate to the year and level of certification achieved can be used to represent the associated project's achievement. These marks can be included in collateral and other marketing materials, and on physical installations such as LEED plaques and banners.

USING THE MARKS

The LEED certification marks must appear in 50% and 60% black.

DO:

- Only use the LEED certification mark appropriate to the level of certification and the year certified on marketing materials associated with a particular LEED-certified project. Always include the following acknowledgement: *The LEED® certification trademark is owned by the U.S. Green Building Council® and is used with permission.*

- Visit USGBC's project promotion page for information about the signage ordering process.

- Obtain permission from USGBC before creating or commissioning a physical installation of the LEED certification mark, such as a plaque, decal or banner. At USGBC's discretion, USGBC may grant you a limited license for a specific, one-time use of the artwork and/or logo, provided that the design conforms to the use criteria detailed below. Contact USGBC's Marketing Department to request a license.

- When designing a physical installation using the LEED certification mark, ensure that the image appears tone-on-tone in the color of the natural material (for example, stone or glass) without additional or contrasting colors. All plaque designs must be 5" or larger.

- When displaying a physical installation, make the project's LEED scorecard available publicly*.

- Follow all guidance detailed in the Getting Started and Using Our Logos and Trademarks sections of this resource, and contact USGBC's Marketing Department with any questions.

*LEED scorecard is generated for all LEED-certified projects on LEED Online and on USGBC's Project Directory, *usgbc.org/projects*.

DON'T:

- Distort or alter the LEED certification marks in any way. Don't animate, color, rotate, skew, or apply any effects to the marks. Colored versions of the LEED certification mark were retired in 2012, and are no longer in circulation.

- The height and width of the LEED certification marks must be constrained to its original proportions.

- Wrap additional text around the LEED certification marks or integrate them into other logos. The marks are intended to stand alone.

- Use the LEED certification marks in connection with LEED-registered or precertified projects.

- Use the LEED certification marks on anything other than promotion of your LEED-certified project.

LEED-Registered Projects

- Follow all guidance detailed in the LEED-Registered Projects section of this resource.

Precertified Projects

- Should not use the LEED certification mark until officially certified.

- May use the LEED program logo on project materials, marketing collateral and temporary signage at the building or construction site. Contact USGBC's Marketing Department to request artwork.

- Always include descriptive text when designing with the LEED program logo to promote your precertified project. For example: ***This project has achieved LEED® precertification (***add level, i.e. Certified/Silver/Gold/Platinum, if applicable*).*

- Follow in the LEED section of this resource for logo guidelines.

IN TEXT

LEED-Certified Projects

- When a project achieves certification it should be referred to as a LEED-certified project, and not, for example, LEED for New Construction certified or LEED for Commercial Interiors v2.0 certified. If appropriate, supporting text may be included that gives additional details about the specific rating system under which the project was certified.

- LEED certification with lowercase "c" is used to describe the certification process. LEED-certified with a hyphen and lowercase "c" is used to describe a project that has been certified. LEED Certified with capital "C" and no hyphen is used to describe a project that has been certified to the base level.

    – DO SAY: Project 'A' is LEED Certified®, LEED Silver®, LEED Gold®, LEED Platinum®.

    – DON'T SAY: Project 'A' is LEED Certified certified.

Confidential Projects

- If a project chooses to remain confidential, or private, it must not be marketed or represented to the general public as LEED-registered or LEED-certified.

- Confidential, or private, projects aren't entitled to use or display any USGBC marks, including the LEED certification mark and LEED program logo.

- These projects may communicate their LEED-registered or LEED-certified status to government entities for the limited purposes of complying with building and tax laws, and for administrative proceedings related to land use entitlements.

LEED for Neighborhood Development Projects

- Within the LEED for Neighborhood Development rating system (v4), teams have two options to choose from based on the project's stage of completion:

  – LEED for Neighborhood Development: Plan: Teams that pursue this option can earn certification for their project plans, and not the project itself. These projects can cite themselves as having earned a LEED-certified plan at the (Certified/Silver/Gold/Platinum) level. Once this certification is earned, teams may request LEED certificates to celebrate their achievement. Plaques may be ordered once LEED ND: Built Project certification bas been achieved.

  – LEED for Neighborhood Development: Built Project: Teams that pursue this option can earn certification for the project being developed, and should follow the logo and text guidelines for LEED-certified and registered projects.

  – Note: Projects that complete the optional letter of support and prerequisite reviews retain their registered project or plan status. These optional reviews do not replace the plan and built project reviews needed for LEED certification.

LEED for Cities and LEED for Communities Projects

- There are two pilot rating systems dedicated to the certification of existing cities and communities. Teams can promote their projects as having earned LEED for (Cities/Communities) at the (Certified/Silver/Gold/Platinum) level and should follow the logo and text guidelines for LEED-certified and registered projects. This certification is valid for one year and teams must take action to maintain certification in order to continue to promote their projects as certified.

  – Once certified, project may order certificates to celebrate their achievement. Certification plaques are not available for these rating systems.

USING THE BADGES

The LEED Certification Badges were designed for project owners and building tenants of LEED-certified buildings to celebrate and promote their LEED-certified project. The badges feature the iconic oak leaf, include various

statements about their LEED project, and are available in two color and layout options.

The LEED Certification Badges are available in horizontal and vertical designs. The horizontal designs are recommended at 200x100 px and vertical designs at 102x200 px.

The LEED Certification Badges must always appear in their standard colors or one-color versions.

Horizontal options

PMS Black 6C

PMS Rubine Red C

Vertical options

PMS Black 6C

PMS Rubine Red C

DO:

- Use the LEED Certification Badges in their original proportions: The horizontal badges should not be resized smaller than 0.75" (54 px) tall, and the vertical badges should not be resized smaller than 0.75" (54 px) wide.

- Only use artwork files provided by USGBC.

- Use the badge on building signage, on social media, in collateral and on online and printed marketing materials.

- Follow all guidance detailed in the Getting Started and Using Our Logos and Trademarks sections of this resource, and contact USGBC's Marketing Department with any questions.

DON'T:

- Use the LEED Certification Badges, or any USGBC marks, if your project is confidential, or private. Learn more about how to update your project's confidentiality status.

- Use the badges on anything other than promotion of your LEED-certified project.

- Distort or alter the badges in any way. Don't animate, color, rotate, skew, or apply any effects to the badges, or change the text in the badges. The height and width of the marks must be constrained to its original proportions.

- Wrap additional text around the badges or integrate the badges into other logos. The badges are intended to stand-alone.

- Companies or individuals may not directly or indirectly attempt to re-sell, redistribute, syndicate otherwise commercialize the LEED badges in any way.

LEED Zero

LEED Zero is a program that serves as a complement to LEED and verifies the achievement of net zero goals. The program is open to all LEED projects certified under the BD+C or O+M rating systems, or registered to pursue LEED O+M certification.

USING THE MARK

The LEED program logo should not be resized smaller than 0.75" (54 px) tall, and must always appear in its standard colors PMS 325U and black.

LEED Zero

DO:

- Use official USGBC artwork files only. Include the following acknowledgement when using the LEED Zero wordmark: ***LEED Zero® is a trademark owned by the U.S. Green Building Council® and is used with permission.***

- Include descriptive copy about LEED when using the wordmark in editorial and literature: ***LEED Zero is complement to the LEED rating system that verifies the achievement of net zero goals and signals market leadership in the built environment.***

- Link to usgbc.org when using the LEED Zero wordmark online.

- Follow all guidance detailed in the Getting Started and Using Our Logos and Trademarks sections of this resource, and contact USGBC's Marketing Department with any questions.

DON'T:

- Place the LEED Zero wordmark on product packaging, advertisements, or as a visual reference to LEED Zero claims in product literature. View the section Referencing LEED in Product Literature for more information about promoting products and services related to LEED.

- Distort or alter the LEED Zero wordmark in any way. Don't animate, color, rotate, skew, or apply any effects to the wordmark. The height and width of the marks must be constrained to its original proportions.

- Wrap additional text around the LEED Zero wordmark or integrate it into other logos. The wordmark is intended to stand alone.

LEED Zero Certification

Once a project has earned LEED Zero certification, the project can use the LEED Zero certification mark to represent their achievement. The certification mark must specify the category under which the project certified as well as the year. These marks can be included in collateral and other marketing materials.

USING THE MARKS

The LEED Zero certification marks must appear in their standard colors, black and PMS 325U.

DO:
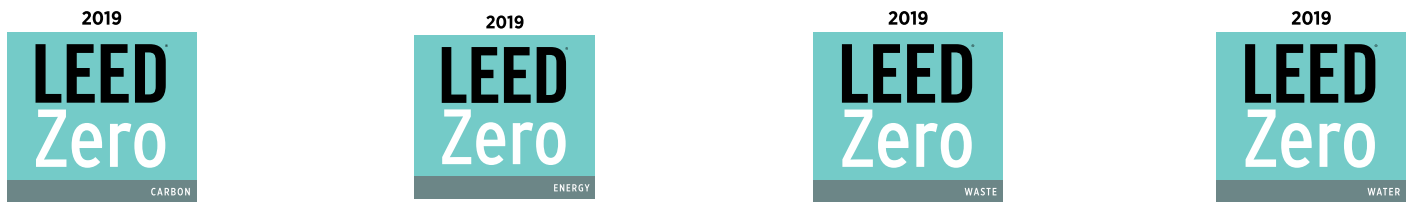
- Only use the LEED certification mark appropriate to the category and year certified on marketing materials associated with a particular LEED Zero-certified project. Always include the following acknowledgement: *The LEED Zero® certification trademark is owned by the U.S. Green Building Council® and is used with permission.*

- Follow all guidance detailed in the Getting Started and Using Our Logos and Trademarks sections of this resource, and contact USGBC's Marketing Department with any questions.

DON'T:

- Use the LEED Zero certification marks in connection with any project that has not received LEED Zero certification.

- Use the LEED Zero certification marks on anything other than promotion of your LEED Zero-certified project.

IN TEXT

There are no distinct levels of LEED Zero certification. When a project achieves LEED Zero certification it should be referred to as a LEED Zero-certified project. Additional text should specify under which category the project was certified: carbon, energy, water or waste.

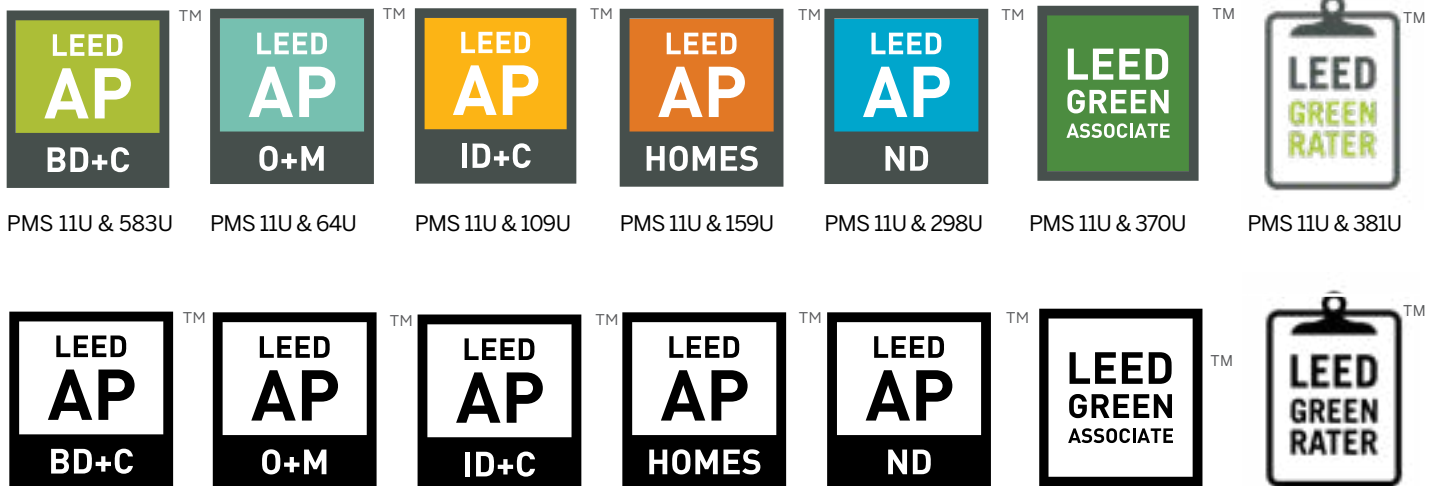- DO SAY: *Project 'A' is interested in pursuing LEED Zero™ certification.*

- DO SAY: *Project 'A' is LEED Zero™-certified .*

- DO SAY: *Project 'A' is LEED Zero™ Water-certified* (capitalize the category name).

- DO SAY: *Project 'A' has achieved LEED Zero™ Carbon certification* (capitalize the category name).

- DO SAY: *Project 'A' has achieved LEED Zero™ certification for net zero energy.*

LEED Professional Credentials & Certificates

A LEED professional credential or certificate signifies leadership in the green building industry, and a commitment to professional growth. USGBC encourages LEED professionals to communicate their achievement by using the designated marks while adhering to the guidelines below.

USING THE LOGOS

The LEED AP®, LEED® Green Associate™ and LEED® Green Rater™ logos must always appear in their standard colors. The black and white versions of the logos can be used when necessary.

LEED AP BD+C ™	LEED AP O+M ™	LEED AP ID+C ™	LEED AP HOMES ™	LEED AP ND ™	LEED GREEN ASSOCIATE ™	LEED GREEN RATER ™
PMS 11U & 583U	PMS 11U & 64U	PMS 11U & 109U	PMS 11U & 159U	PMS 11U & 298U	PMS 11U & 370U	PMS 11U & 381U

LEED AP BD+C ™	LEED AP O+M ™	LEED AP ID+C ™	LEED AP HOMES ™	LEED AP ND ™	LEED GREEN ASSOCIATE ™	LEED GREEN RATER ™

DO:

- Use official USGBC artwork files only. The LEED AP, LEED Green Associate and LEED Green Rater logos are available to active credential and certificate holders in the user account section of usgbc.org, usgbc.org/account, and should be used by credential and certificate holders only.

- Include the following acknowledgement when using the logos on marketing materials*:

  – LEED AP® and the LEED AP logos are trademarks owned by the U.S. Green Building Council® and are used with permission.

  – LEED® Green Rater™ and the LEED Green Rater logo are trademarks owned by the U.S. Green Building Council® and are used with permission.

  – LEED® Green Associate™ and the LEED Green Associate logos are trademarks owned by the U.S. Green Building Council® and are used with permission.

- Follow all guidance detailed in the Getting Started and Using Our Trademarks and Logos sections of this resource, and contact USGBC's Marketing Department with any questions.

*This acknowledgment isn't required on business cards or other materials with similar space limitations.

Legacy LEED AP's, or those who completed their LEED credentials prior to the implementation of the LEED 2009 Credentialing Program, can use the legacy LEED AP logo. The standard logo color is PMS 11U.

LEED AP™

PMS 11U

IN TEXT

The LEED AP and LEED Green Associate credentials listed below are trademarks owned by the U.S. Green Building Council® and are awarded to individuals under license by Green Business Certification Inc.™:

• LEED® Green Associate™ (not LEED GA)

• LEED AP® (not LEED Accredited Professional)

• LEED AP® Building Design + Construction or LEED AP® BD+C

• LEED AP® Interior Design + Construction or LEED AP® ID+C

• LEED AP® Operations + Maintenance or LEED AP® O+M

• LEED AP® Homes (not LEED AP H)

• LEED AP® Neighborhood Development or LEED AP® ND

• LEED® Green Rater

Credential holders can include their credential information in their email signature. For example:

John Smith,
LEED AP® Building Design + Construction

or

John Smith, LEED® Green Associate™ & LEED AP® BD+C

If referencing LEED AP or LEED Green Associate credentials in promotional materials for test preparation products, prominently include the following descriptive text: *Company X is not affiliated with the U.S. Green Building Council® or Green Business Certification Inc.™ and does not administer the LEED AP®/LEED® Green Associate™ program. USGBC and GBCI do not endorse or recommend the products or services offered by company X.*

LEED Fellow

The LEED® Fellow™ logo signifies an elite class of leading professionals who are distinguished by their years of experience with the LEED green building program. The mark represents those who have contributed to the standards of practice and body of knowledge for achieving continuous improvement in the green building field.

USING THE LOGO

The logo is comprised of the LEED mark in the traditional LEED AP® font, surrounded by a circle of USGBC's trademark oak leaves accompanied by the word "FELLOW." The standard colors for the logo are PMS 11U and PMS 370U. The black and white versions of the logo may be used when necessary.

PMS 11U & PMS 370U   Black   White

DO:

• Request the LEED Fellow logo by contacting LEEDfellow@usgbc.org.

• Follow all guidance detailed in the Getting Started and Using Our Logos and Trademarks sections of this resource, and contact USGBC's Marketing Department with any questions.

• Include the following acknowledgement on marketing materials when using the LEED Fellow logo to represent your LEED professional credential*: *LEED® Fellow™ and the LEED Fellow logos are trademarks owned by the U.S. Green Building Council® and are used with permission*.

LEED Fellow Emeritus

• Upon the professional retirement of a LEED Fellow, his or her status will change to Fellow Emeritus. Those with this status should refer to themselves as LEED ® Fellow ™ Emeritus.

*   *This acknowledgment isn't required on business cards or other materials with similar space limitations.*

USGBC Education Partner

A USGBC® Education Partner™ is a trusted voice and reputable provider of green building and sustainability education through [USGBC's Education @USGBC](#), the world-class content creation and delivery platform. The USGBC Education Partner mark is only to be used by USGBC Education Partners when promoting their courses available on the Education @USGBC platform.

USING THE MARK

The standard colors are 60% black and PMS 7472U. The black and white versions of the mark can be used when necessary.

60% black & PMS 7472U	Black	White

DO:

- Link to the Education @USGBC website ([usgbc.org/education-at-USGBC](#)) or the specific course hosted on the Education @USGBC platform when using the mark online. Linking to any other third-party website is prohibited.

- Include the following acknowledgement: ***USGBC® Education Partner™ and its related logo, are trademarks owned by the U.S. Green Building Council® and are used with permission.***

- Follow all guidance detailed in the [Getting Started](#) and [Using Our Logos and Trademarks](#) sections of this resource, and [contact](#) USGBC's Marketing Department with any questions.

DON'T:

- Use the mark to state or imply that any courses are approved for or associated with continuing education hours.

- Continue using the marks if the partnership is terminated.

USGBC Faculty

The USGBC® Faculty designation recognizes educators with a high level of experience and knowledge of LEED, green building and sustainability. Only current USGBC Faculty are allowed to use this designation.

IN TEXT

DO:

- Include descriptive text about designation. For example: ***USGBC® Faculty are experienced educators with a strong background in professional education, training, and facilitation. Learn more at*** usgbc.org.

- Follow all guidance detailed in the Getting Started and Using Our Logos and Trademarks sections of this resource, and contact USGBC's Marketing Department with any questions.

The Center for Green Schools

The logo representing the Center for Green Schools™ at the U.S. Green Building Council® combines the main USGBC logo with descriptive text to represent this sub-center of USGBC.

USING THE LOGO

The standard color of the logo is PMS 390U and PMS 424U . The black and white versions of the logo can be used when necessary.

PMS 390U , PMS 424U or 60% black

Black

White

DO

- Include the following acknowledgement when using the logo: **The Center for Green Schools™ at the U.S. Green Building Council® and related logo are trademarks owned by the U.S. Green Building Council® and are used with permission.**

- Link to centerforgreenschools.org when using the logo online. Linking to any other third-party website is prohibited.

- Follow all guidance detailed in the Getting Started and Using Our Trademarks and Logos sections of this resource, and contact USGBC's Marketing Department with any questions.

IN TEXT

The official name of the sub-center of USGBC is The Center for Green Schools™ at the U.S. Green Building Council® and The Center for Green Schools™ at USGBC® is the official acronym. Use the complete official name on first references, and acronym on subsequent references.

LEED Lab

LEED® Lab™ is a [multidisciplinary immersion course](#) that utilizes the built environment to educate and prepare students to become green building leaders and sustainability-focused citizens.

USING THE MARK

The LEED Lab wordmark symbolizes affiliation with the LEED Lab course, the LEED green building program, and USGBC, and can only be used by institutions offering the course. The LEED Lab mark must always appear in its standard color, PMS 646C.

DO:

- Only use the wordmark in relation to the LEED Lab course. Using the mark independent from the course name is not acceptable.

- Include the following acknowledgement: ***LEED®, and its related logo, are trademarks owned by the U.S. Green Building Council® and are used with permission.***

- Link to the LEED Lab section of the Center for Green Schools website ([centerforgreenschools.org/leed-lab](#)) when using the wordmark online. Linking to any other third-party website is prohibited.

- Follow all guidance detailed in the [Getting Started](#) and [Using Our Logos and Trademarks](#) sections of this resource, and [contact](#) USGBC's Marketing Department with any questions.

DON'T:

- Use the LEED Lab mark to promote the university or university offering.

- Place the mark on product packaging, advertisements, or as a visual reference to LEED claims in product literature.

Index

Alphabetical list of USGBC trademarks and brands

Center for Green Schools™ at the U.S. Green Building Council®	Center for Green Schools™ or Center for Green Schools™ at USGBC®
Leadership in Energy and Environmental Design™	LEED®
LEED AP®	—
LEED AP® Building Design + Construction	LEED AP® BD+C
LEED AP® Homes	—
LEED AP® Interior Design + Construction	LEED AP® ID+C
LEED AP® Neighborhood Development	LEED AP® ND
LEED AP® Operations + Maintenance	LEED AP® O+M
LEED® Fellow™	—
LEED® for Building Design and Construction	LEED® BD+C
LEED® for Building Operations and Maintenance	LEED® O+M
LEED® for Interior Design and Construction	LEED® ID+C
LEED® for Neighborhood Development	LEED® ND
LEED® Green Associate™	—
LEED® Green Rater™	—
LEED® Lab™	—
LEED® Zero™	—
U.S. Green Building Council®	USGBC®
USGBC® Education Partner™	—
USGBC® Faculty	—

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