

**GREEN BUSINESS™
CERTIFICATION INC.**

Trademark Policy

===== *and* =====

Branding Guidelines

Updated April 2020

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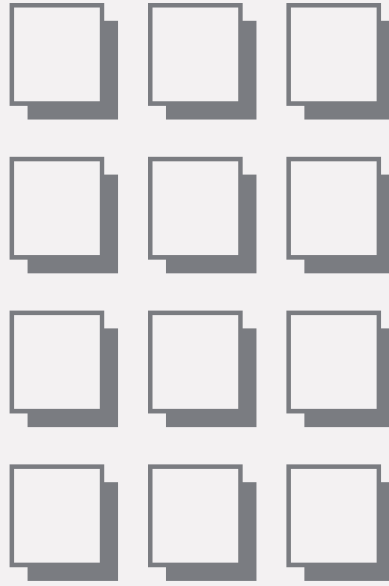
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GREEN BUSINESS[™] CERTIFICATION INC.

Green Business Certification Inc. (GBCI[®]) is the premier organization independently recognizing excellence in green business industry performance and practice globally.

GETTING STARTED

We've developed this resource to provide creative guidance for using GBCI's brand assets consistently and correctly. In the pages ahead, you'll find proper uses and misuses of all trademarks and logos owned by GBCI, including Arc™, Parksmart™, PEER®, SITES™ and TRUE. Help protect these brands in the market by applying these guidelines carefully, and contact GBCI's Marketing Department with any questions, marketing@gbci.org.

When using trademarks owned by GBCI, which include program or product names and logos, and are sometimes referenced in these guidelines as a "mark" or the "marks":

DO:

- Use the appropriate™, ® or ™ symbol in connection with the first and most prominent written reference to a GBCI program or product name. After first use, it is not necessary to continue using the symbol with each additional reference to the program or product name within a single publication. On longer materials, it is appropriate to use the symbol in connection with the first reference within each section. On websites, the symbol should be used with the first and most prominent use on each page of the website.
- Accompany the mark with an acknowledgement of GBCI 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:

GBCI® and its related logo are trademarks owned by Green Business Certification Inc.™, and are used with permission.

DON'T:

- Use the trademark (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, certification resources, etc. GBCI does not review, certify, or endorse third party products or services, and GBCI's marks must not be used under any circumstances in the following ways:
 - To suggest any kind of endorsement by GBCI of any product or service;
 - To indicate an official status for any product or service unless the product or service has

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

been conferred by, or is otherwise associated with GBCI;

- To show any kind of relationship with GBCI aside from those permitted by the terms and conditions specified for each proprietary mark or as mutually agreed upon by the user and GBCI through a written signed agreement.
- Use the mark in connection with any disparaging statements about GBCI or its services, the U.S. Green Building Council (USGBC) or its products or services, or statements that otherwise reflect poorly on GBCI.
- Use the mark on official or legal documents except as explicitly allowed under the GBCI Trademark Policy and Branding Guidelines.

USING OUR TRADEMARKS AND LOGOS

When designing with our trademarks:

DO:

- Only use artwork files provided by GBCI.
- Always maintain original proportions.

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 mark.
- Distort the marks in any way. The height and width of the marks must be constrained to its original proportions.
- Alter the mark in any way. Don't animate, color, rotate, skew, or apply any effects to the mark.
- Wrap additional text around the mark.
- Integrate the mark into other logos. The mark is intended to stand-alone.
- When designing for print, don't reduce the mark to more than 20% or enlarge it to more than 380% of its original print size.
- When designing online, don't reduce it to less than a 50-pixel height, and do not enlarge it to more than a 200-pixel height.

GBCI

GBCI's identity is comprised of two marks that can be used interchangeably depending on application: one that includes the full Green Business Certification Inc.™ signature, and one that includes the abbreviation GBCI®.

USING THE LOGO

The standard color for the GBCI logos is PMS 370U and PMS 11U or 60% black. The black and white versions of the logos can be used when necessary.

Logo with signature



Logo with abbreviation



PMS: 370U / 11U / 60% Black



Black



White

DO:

- Contact GBCI's Marketing Department to request permission to use the GBCI logo, marketing@gbci.org.
- Include the following acknowledgement when using GBCI trademarks:

GBCI® and the related logo is a trademark owned by Green Business Certification Inc.™ and is used with permission.

- Link to gbc.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 GBCI's Marketing Department with any questions, marketing@gbc.org.

IN TEXT

The official organization name is Green Business Certification Inc.™ and GBCI® is the official acronym. Use the complete official organization name on first references, and acronym on subsequent references. When using GBCI in text:

DO:

- Include text that describes GBCI. For example:
Green Business Certification Inc.™ (GBCI®) is the premier organization independently recognizing excellence in green business industry performance and practice globally.
- Use articles such as “the” or “a” when using GBCI as an adjective. For example:
Contact the GBCI® Marketing Department, or contact a GBCI team member.
- Omit articles when using GBCI as a noun or in the possessive. For example:
GBCI® is headquartered in Washington, D.C., or GBCI's offices are in Washington, D.C.



ArcTM is a state-of-the-art digital platform that allows any project—whether a single building, a community or an entire city—to measure improvements and benchmark against itself and projects around it.

ARC

USING THE LOGO

The Arc™ logo represents the Arc platform, owned by Arc Skoru Inc. and Green Business Certification Inc.™ The standard color of the Arc logo is black. A white version of the logo can be used when necessary.



Black



White

When using the Arc logo:

DO:

- Only use the mark in relation to your organization's use of the Arc platform, and include the following acknowledgement:

The Arc™ logo is owned by Arc Skoru Inc. and Green Business Certification Inc.™ and is used with permission.

- Include text describing your organization's use of the Arc platform. For example:

Arc™ is a state-of-the-art digital platform that allows any project to measure improvements and benchmark against itself and projects around it. Learn more at arcskoru.com.

- Link to arcskoru.com when using the mark 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 GBCI's Marketing Department with any questions, marketing@gbci.org.

IN TEXT

The performance score generated through the Arc platform does not replace a project's LEED® certification level earned through initial certification. Rather, it is an indicator of current performance. LEED-certified projects using Arc should reference their most recent LEED certification (or recertification) level.

LEED-certified buildings can use Arc to improve and benchmark with their peers everywhere as well as verify LEED performance on an annual basis to keep their certification up to date. Non-certified buildings can use Arc to make incremental sustainability improvements to eventually achieve LEED certification.

DO:

- Include descriptive text. For example:

Arc™ is a state-of-the-art digital platform that allows any project to measure improvements and benchmark against itself and projects around it. Learn more at arcskoru.com.

- When referencing LEED certified projects using Arc, say:

This LEED® [certification level – Certified, Silver, Gold or Platinum] project is using Arc™ to manage its building performance.

- When referencing non-certified projects using Arc, say:

This [building/community/city/district] is using Arc™ to track and improve its continuous improvement efforts.



LEED® Proven Provider™ recognizes and rewards organizations that demonstrate excellence in their role as LEED project administrators. Created for organizations with LEED experience that routinely submit high-quality documentation, this offering grants participants direct communication with a LEED reviewer, and faster certification.

LEED PROVEN PROVIDER

USING THE LOGO

The LEED® Proven Provider™ mark incorporates the LEED program logo along with the Proven Provider wordmark. The standard colors of the mark are PMS 312U and 60% black. The LEED Proven Provider mark symbolizes affiliation with the LEED Proven Provider program, and the U.S. Green Building Council (USGBC).



When using the LEED Proven Provider mark:

DO:

- Only use the mark in relation to your organization's active LEED Proven Provider status. Using the mark independent from the program is not acceptable.
- Link to [usgbc.org](https://www.usgbc.org) when using the mark 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 GBCI's Marketing Department with any questions, marketing@gbci.org.

IN TEXT

- Include the following acknowledgement when representing your LEED Proven Provider status on marketing materials:

LEED® and its related logo, is a trademark owned by the U.S. Green Building Council® and is used with permission.

- Include the LEED rating system family, or families, you have been approved for, when representing your status. For example:

[Organization name] has been recognized as a LEED® Proven Provider™ for the [rating system family name] rating system family by GBCI®.



ParksmartSM is the world's only rating system defining and recognizing sustainable practices in parking structure management, programming, design and technology.

PARKSMART

The ParksmartSM program mark is composed of a sans-serif wordmark accompanied by a linear graphic. The two elements must always be used together, and spacing between the two elements should never change.

USING THE PROGRAM MARK

The standard colors for the Parksmart program mark are PMS 414U and 381U. Black and white versions of the mark can be used when necessary.



PMS 414U / 381U



Black



White

When designing with the Parksmart program mark:

DO:

- Include the following acknowledgement:

ParksmartSM and the related logo is a trademark owned by Green Business Certification Inc.TM and is used with permission.

- Link to parksmart.gbci.org when using the mark online. Linking to any other third party website is prohibited.
- Include text that describes Parksmart. For example:

ParksmartSM is the world's only rating system designed to advance sustainable mobility through smarter parking structure design and operation. Learn more at parksmart.gbci.org.

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

IN TEXT

Parksmart is a registered trademark of GBCI. When referencing Parksmart, include descriptive text. For example:

ParksmartSM is the world's only rating system designed to advance sustainable mobility through smarter parking structure design and operation. Learn more at parksmart.gbci.org.

PARKSMART CERTIFICATION

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

USING THE CERTIFICATION MARKS

The standard color of the Parksmart certification mark is PMS 414U. Black and white versions of the mark can be used when necessary.



PMS 414U



Black



White



PMS 414U



Black



White



PMS 414U



Black



White



PMS 414U



Black



White

DO:

- Obtain permission from GBCI before creating or commissioning a physical installation of the Parksmart certification mark, such as a plaque. At GBCI's discretion, GBCI may grant you a limited license for a specific, one-time use of the appropriate artwork and/or logo, provided that the design conforms to the use criteria. Contact GBCI's Marketing Department to request a license, marketing@gbci.org.
- When designing a physical installation using the Parksmart certification mark, ensure that the design is 5" or larger.
- Only use the Parksmart certification mark appropriate to the year and level of certification on marketing materials associated with a particular Parksmart-certified project. Always include the following acknowledgement:

ParksmartSM and the related logo is a trademark owned by Green Business Certification Inc.TM and is used with permission.

- Link to parksmart.gbci.org when using the mark 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 GBCI's Marketing Department with any questions, marketing@gbci.org.

DON'T:

- Use the Parksmart certification marks in connection with Parksmart-registered projects.
- Use the Parksmart certification marks on anything other than promotion of your Parksmart-certified project.

IN TEXT

When a project achieves certification it should be referred to as a ParksmartSM-certified project, or as a ParksmartSM Pioneer project, a ParksmartSM Bronze, ParksmartSM Silver or ParksmartSM Gold project.

Registered Parksmart projects have been registered with the intent of earning Parksmart certification once completed. When describing these projects:

DO SAY:

- [Project name] is ParksmartSM-registered, and will apply to become Parksmart certified once completed.

- [Project name] is registered under the ParksmartSM rating system.

DON'T SAY:

- [Project name] is ParksmartSM compliant, designed, certifiable, or any wording other than Parksmart-registered.

PARKSMART ADVISOR

The Parksmart Advisor (formerly Green Garage Assessors) certificate program offers a deep dive into the specific management, programmatic, technological, and structural elements of Parksmart certification. Offered by the International Parking Institute (IPI) in partnership with GBCI, Parksmart Advisors lead clients through the certification process by evaluating parking facilities' sustainable attributes and preparing their applications for certification submission.

GBCI encourages Parksmart Advisor certificate holders to communicate their achievement while adhering to the guidelines below.

USING THE PROGRAM MARK

The Parksmart Advisor program mark must appear in PMS 414 U and PMS 381 U.

Parksmart

· ADVISOR ·

PMS 414I U / PMS 381 U

DO:

- Use official GBCI artwork files only. The Parksmart Advisor mark is only available to active certificate holders.
- Include the following acknowledgment when using the mark on marketing materials*:

The Parksmart Advisor certificate program and the related logo is a trademark owned by the International Parking Institute and Green Business Certification Inc.™ 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 GBCI's Marketing Department with any questions, marketing@gbci.org.

IN TEXT

The Parksmart Advisor certificate program is owned by GBCI, and individuals who successfully meet all certificate program requirements are authorized to use the Parksmart Advisor designation during the term of the certificate. Individuals must discontinue use of the designation at the end of the certificate term until they take the updated certificate program.



A comprehensive, consumer-centric, data-driven system
for evaluating power system performance.

PEER

The PEER® program mark is comprised of three main logo elements: logotype, double E mark, and signature. Combined, they form the PEER program mark. The PEER word mark and program mark symbolize affiliation with the PEER rating system and GBCI®.

USING THE PROGRAM MARK

The palette of the PEER program mark consists of four blues and a gray. The standard colors of the PEER program mark are PMS 2995U, 635U, 301U, 637U, 424U. The grayscale and white versions of the mark can be used when necessary.



PMS: 2995U / 635U / 301U / 637U / 424U



Grayscale



White



PMS: 2995U / 635U / 301U / 637U / 424U



Grayscale



White

DO:

- Contact GBCI's Marketing Department to request permission to use the GBCI logo, marketing@gbc.org.
- Include the following acknowledgement:

PEER® and its related program mark are trademarks owned by Green Business Certification Inc.™ and are used with permission.

- Link to peer.gbc.org when using the PEER mark online. Linking to other pages on the PEER

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 GBCI's Marketing Department with any questions, marketing@gbci.org.

IN TEXT

PEER®—an acronym for Performance Excellence in Electricity Renewal™—is a registered trademark of GBCI®. When referencing PEER in text:

DO:

- Include descriptive text. For example:

PEER® is a comprehensive, consumer-centric, data-driven system for evaluating power system performance. Learn more at peer.gbci.org.

PEER CERTIFICATION

PEER certification is based on a point system—the number of points that a project earns determines the certification level it receives. There are four incremental levels of certification: PEER® Certified, PEER® Silver, PEER® Gold, PEER® Platinum.

Once a project has been PEER certified, the PEER certification mark appropriate to the year and certification level achieved may 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 plaques and banners.

USING THE CERTIFICATION MARKS

The standard colors of the PEER certification mark are PMS 2995U, 635U, 301U, 637U, 424U. The one color and grayscale versions of the mark can be used when necessary.



Certified



Silver



Gold



Platinum

DO:

- Obtain permission from GBCI before creating or commissioning a physical installation of the PEER certification mark, such as a plaque. At GBCI's discretion, GBCI may grant you a limited license for a specific, one-time use of the appropriate artwork and/or logo, provided that the design conforms to the use criteria. Contact GBCI's Marketing Department to request a license, marketing@gbci.org.
- When designing a physical installation using the PEER certification mark, ensure that the design is 5" or larger.
- Only use the PEER certification mark appropriate to the year and certification level achieved to represent the associated project's achievement. Always include the following acknowledgement:

The PEER® certification mark is owned by Green Business Certification Inc.™ and signifies compliance with PEER certification standards.

- Link to peer.gbci.org when using the PEER mark 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 GBCI's Marketing Department with any questions, marketing@gbci.org.

IN TEXT

When a project achieves certification it should be referred to as a certified PEER® project, or a PEER certified project.

Registered PEER projects have been registered with the intent of earning PEER certification once completed, and is referred to as PEER-registered or registered PEER project. When describing these projects:

DO SAY:

- [Project name] is PEER®-registered and will apply to become PEER certified.
- [Project name] is registered under the PEER® rating system.

DON'T SAY:

- [Project name] is PEER® compliant, designed, certifiable, or any wording other than PEER-registered.

Confidential Projects:

- If a project chooses to remain confidential, or private, it cannot be marketed or represented publicly as PEER-registered or PEER certified. These projects aren't entitled to use or display any intellectual property, including PEER program or certification marks. These projects can only share their status to government entities for the limited purpose of complying with building and tax laws, and administrative proceedings related to land use entitlements.

PEER Partner™

- Organizations that engage with GBCI to further sustainable power system performance as a PEER Partner may use the phrase *PEER Partner* and the PEER program mark on marketing materials to promote their channel and content.
 - Include the following acknowledgement when referencing your organizations' PEER Partnership: *PEER Partner™ is a mark owned by Green Business Certification Inc.™ and is used with permission.*
- Include descriptive text when describing PEER or PEER Partner. For example: *PEER® is a comprehensive, consumer-centric, data-driven system for evaluating power system performance. Learn more at peer.gbci.org.*
- Follow all [PEER program mark](#) guidance when using the PEER program mark.

THE Sustainable SITES Initiative®

The Sustainable SITES Initiative®, or SITES®, is a program that offers a systematic, comprehensive rating system designed to define sustainable sites, measure their performance, and ultimately elevate the value of landscapes.

SITES

The SITES® program mark symbolizes affiliation with the SITES rating system and GBCI.

USING THE PROGRAM MARK

The standard color for the SITES program mark is PMS 3115 C. The black and white versions of the mark can be used when necessary.



PMS 3115 C



Black



White

When designing with the SITES program mark:

DO:

- Include the following acknowledgement:

SITES®, The Sustainable SITES Initiative® and the related logo is a trademark owned by Green Business Certification Inc.™ and is used with permission.

- When using the program mark on websites, link it to sustainable sites.org. Linking to any other third party website is prohibited.
- Include text that describes SITES. For example:

SITES® is the most comprehensive system for developing sustainable landscapes. Learn more at sustainable sites.org.

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

IN TEXT

The Sustainable SITES Initiative®, or SITES®, is a registered trademark of GBCI®.

DO:

- Include descriptive text. For example:

SITES® is the most comprehensive system for developing sustainable landscapes. Learn more at sustainablesites.org.

SITES CERTIFICATION

SITES certification is based on a point system—the number of points that a project earns determines the certification level it receives. There are four incremental levels of certification: SITES® Certified, SITES® Silver, SITES® Gold, SITES® Platinum.

Once a project achieves SITES certification, the SITES certification mark appropriate to the year and certification level can be used to represent the project's achievement. These marks can be included in collateral and other marketing materials, and on physical installations such as plaques and banners.

USING THE CERTIFICATION MARKS

The SITES certification marks must appear in its standard color, PMS 3115 C, or in black.



PMS 3115 C



Black

DO:

- Obtain permission from GBCI before creating or commissioning a physical installation of the SITES certification mark, such as a plaque. At GBCI's discretion, GBCI may grant you a limited license for a specific, one-time use of the appropriate artwork and/or logo, provided that the design conforms to the use criteria. Contact GBCI's Marketing Department to request a license, marketing@gbci.org.
- When designing a physical installation using the SITES certification mark, ensure that the design is 5" or larger.

- Only use the SITES certification mark appropriate to the year and level of certification on marketing materials associated with a particular SITES-certified project. Always include the following acknowledgement:

SITES®, The Sustainable SITES Initiative® and the related logo is a trademark owned by Green Business Certification Inc.™ and is used with permission.

- Link to sustainablesites.org when using the SITES mark 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 GBCI's Marketing Department with any questions, marketing@gbci.org.

DON'T:

- Use the SITES certification marks in connection with SITES-registered projects.
- Use the SITES certification marks on anything other than promotion of your SITES-certified project.

IN TEXT

When a project achieves certification it should be referred to as a SITES®-certified project, or as a SITES® Certified (or SITES® Silver, SITES® Gold, SITES® Platinum) project.

Registered SITES projects have been registered with the intent of earning SITES certification once completed. When describing these projects:

DO SAY:

- [Project name] is SITES®-registered, and will apply to become SITES® certified once completed.
- [Project name] is registered under the SITES® rating system.

DON'T SAY:

- [Project name] is SITES® compliant, designed, certifiable, or any wording other than SITES®-registered.

SITES AP

The SITES® Accredited Professional, or SITES® AP, establishes a common framework to define the profession of sustainable landscape design and development. GBCI® encourages SITES APs to communicate their achievement by using the SITES AP mark while adhering to the guidelines below.

USING THE MARK

The standard color for the SITES® AP mark is PMS 3115 C. The black and white versions of the logos can be used when necessary.



PMS 3115 C



White

DO:

- Use official GBCI artwork files only. Only SITES AP credential holders are entitled to use the mark.
- Include the following acknowledgement when using the mark on marketing materials*:

SITES® AP and the related logo is a trademark owned by Green Business Certification Inc.™ 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 GBCI's Marketing Department with any questions, marketing@gbci.org.

IN TEXT

The SITES® AP credential is a trademark owned by GBCI® and is awarded to individuals under license by GBCI. It can only be used by professionals who have earned the SITES AP designation.

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



The TRUE certification program enables facilities to define, pursue and achieve their zero waste goals, cutting their carbon footprint and supporting public health

TRUE

The TRUE program mark design echoes a non-traditional interpretation of a continuous cycle. The cycle shape, paired with the logotype, form the program mark for the TRUE certification program.

USING THE PROGRAM MARK

The standard colors for the TRUE program mark are PMS 200C and black. Black and white versions of the mark can be used when necessary.



When designing with the TRUE program mark:

DO:

- Include the following acknowledgement:

TRUE and the related logo is a trademark owned by Green Business Certification Inc.™ and is used with permission.

- Link to true.gbci.org when using the mark online. Linking to any other third party website is prohibited.
- Include text that describes TRUE. For example:

TRUE is a zero waste certification program for businesses to assess performance in reducing waste and maximizing resource efficiency. Learn more at true.gbci.org.

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

IN TEXT:

TRUE is a registered trademark of GBCI®.

DO:

- Include descriptive text. For example:

TRUE is a zero waste certification program for businesses to assess performance in reducing waste and maximizing resource efficiency. Learn more at true.gbci.org.

TRUE CERTIFICATION

TRUE is an Assessor-based zero waste certification program that rates how well facilities perform in minimizing their non-hazardous, solid wastes and maximizing their efficiency in the use of resources. Certification is based on a point system—the number of points a project earns determines the level of certification it receives. There are four incremental levels of certification: TRUE Certified, TRUE Silver, TRUE Gold, TRUE Platinum.

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

USING THE CERTIFICATION MARKS

The TRUE certification marks must appear in PMS 200C, PMS 625C, PMS 2312C, PMS 400C and black.



DO:

- Obtain permission from GBCI before creating or commissioning a physical installation of the TRUE certification mark, such as a plaque. At GBCI's discretion, GBCI may grant you a limited license for a specific, one-time use of the appropriate artwork and/or logo, provided that the design conforms to the use criteria. Contact GBCI's Marketing Department to request a license, marketing@gbci.org.
- When designing a physical installation using the TRUE certification mark, ensure that the design is 5" or larger.
- Only use the TRUE certification mark appropriate to the year and level of certification on marketing materials associated with a particular TRUE-certified project. Always include the following acknowledgement:

TRUE is a zero waste certification program and the related logo is a trademark owned by Green Business Certification Inc.™ and is used with permission.

- Link to true.gbci.org when using the TRUE mark 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 GBCI's Marketing Department with any questions, marketing@gbci.org.

DON'T:

- Use the TRUE certification marks in connection with TRUE-registered projects.
- Use the TRUE certification marks on anything other than promotion of your TRUE-certified project.

IN TEXT

When a project achieves certification, it should be referred to as a TRUE-certified project, or as a TRUE Certified (or TRUE Silver, TRUE Gold, TRUE Platinum) project.

Registered TRUE projects have been registered with the intent of earning TRUE certification once completed. When describing these projects:

DO SAY:

- [Project name] is TRUE-registered and will apply to become TRUE certified once completed.

- [Project name] is registered under the TRUE Rating System.

DON'T SAY:

- [Project name] is TRUE compliant, designed, certifiable, or any wording other than TRUE-registered.

USING THE TRUE MANUFACTURING MARK

The TRUE manufacturing mark can be used by manufacturing facilities that have achieved TRUE certification on product packaging or labels to promote that a product was manufactured in a TRUE-certified facility.

The TRUE manufacturing mark must appear in black or white.



White



Black

DO:

- Only use artwork files provided by GBCI.
- Always maintain original proportions.
- Use only in reference to a TRUE®-certified facility.
- GBCI does not review, certify or endorse products, and the mark should not be used to suggest or indicate any kind of endorsement or certification by USGBC or GBCI.

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

- Wrap additional text around the mark.
- Integrate the mark into other logos. The mark is intended to stand-alone.
- To maintain clarity and legibility, the mark should not be smaller than 0.5" x 0.5" inches or larger than 0.75" x 0.75" inches.

TRUE ADVISOR™

The TRUE Advisor™ certificate program provides a comprehensive curriculum for the individual who wants to learn about zero waste policies and programs, and help projects participating in TRUE certification.

GBCI encourages TRUE Advisor certificate holders to communicate their achievement while adhering to the guidelines below.

USING THE PROGRAM MARK

The TRUE Advisor program mark must appear in black and PMS 200C.



Black and PMS 310 C

DO:

- Use official GBCI artwork files only. The TRUE Advisor mark is only available to active certificate holders.
- Include the following acknowledgment when using the mark on marketing materials*:

The TRUE Advisor certificate program and the related logo is a trademark owned by Green Business Certification Inc.™ 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 GBCI's Marketing Department with any questions, marketing@gbc.org.

IN TEXT

The TRUE Advisor certificate program is owned by GBCI, and individuals who successfully meet all certificate program requirements are authorized to use the TRUE Advisor designation during the term of the certificate. Individuals must discontinue use of the designation at the end of the certificate term until they take the updated certificate program.

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