



GBI LOGO USAGE GUIDELINES

NOVEMBER 2011 | VERSION 1.2

This set of guidelines are subject to changes by the GBIAP at any time.

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GBI LOGO SPECIFICATIONS

GBI LOGO FORMATS

The GBI Logo is available in two formats, vertical and horizontal. Whenever possible, the vertical format of the logo should be used. The horizontal format can be used as an alternative in cases where space constraints compromise the clarity and legibility of the vertical format.

VERTICAL FORMAT



HORIZONTAL FORMAT (ALTERNATIVE)



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GBI LOGO PROCESS COLOUR (CMYK) GUIDE

The GBI Logo makes use of varying percentages of cyan (C), yellow (Y) and black (K) to create the gradations of the logo. The colour percentages are shown below.



PERSON(S) ELIGIBLE TO USE THE GBI LOGO

Person(s) or corporation(s) who are eligible for use of the GBI logo are as follows:

- GBI Facilitator(s);**
- GBI Certified Building(s) or Project(s)**
- Vendors and manufacturers of green products seeking to support GBI;** usage of the GBI logo is subject to the approval of the GBIAP on a case-by-case basis.

Usage of the GBI logo shall be subject to terms and conditions contained in this document.

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TERMS AND CONDITIONS FOR USAGE OF GBI LOGO

1 GBI FACILITATORS

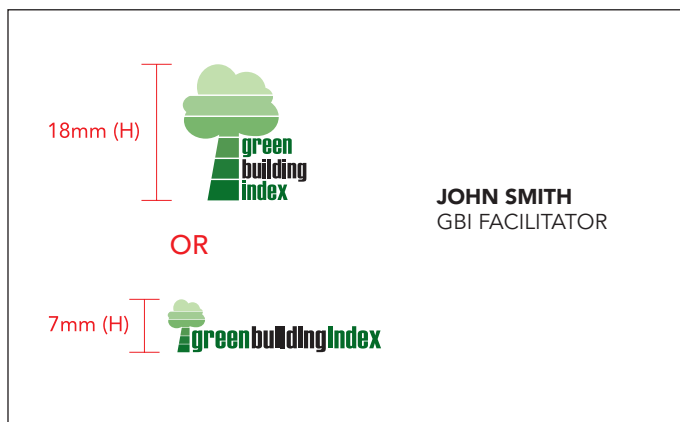
Persons who have been registered by the GBI Accreditation Panel as a “GBI Facilitator” are allowed usage of the GBI logo under the following terms and conditions:

A) PERSONAL NAME CARDS

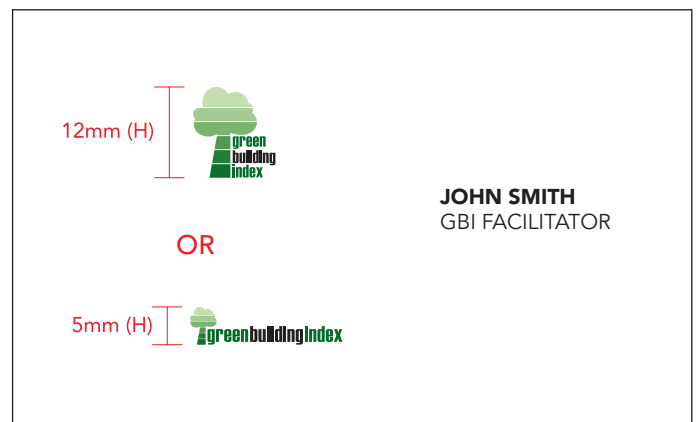
GBI logo may be printed in name cards under the following terms and conditions:

- The logo shall follow the prescribed colour scheme and style as per the GBI Logo Specifications. In the vertical format, the size of the logo appearing in name card shall not exceed 18mm in height or be smaller than 12mm in height. In the horizontal format, the size of the logo shall not exceed 7mm in height or be smaller than 5mm in height.

EXAMPLE OF MAXIMUM LOGO SIZE (STANDARD NAMECARD 55mm x 90mm)



EXAMPLE OF MINIMUM LOGO SIZE (STANDARD NAMECARD 55mm x 90mm)



- GBI Facilitator may use the appellation “GBI Facilitator” in their name cards. No additional appellation, description or advertorial, describing or alluding in any form or superlative, to the skills or expertise of the GBI facilitator shall be allowed in name cards.

B) COMPANY LETTERHEADS AND STATIONERIES

- GBI logos shall NOT be used in any company letterhead or stationeries neither shall any words, descriptions or advertorials, describing, implying or alluding in any form or superlative to the skills or expertise of any GBI Facilitator(s) employed by the company.

C) COMPANY BROCHURES, MARKETING ADVERTORIALS AND PUBLICATIONS

- GBI logos may be used in company brochures, marketing advertorials and publications issued by a company, under and subject to the following terms and conditions:
- GBI logos may only be used against the name of GBI Facilitators listed as employed by the company and shall follow the prescribed format, size and restrictions as per section 1A.
- GBI logos may only be used against GBI Certified buildings or projects under conditions listed in paragraph Section 2.
- No words describing, implying or alluding to the skills or expertise of any GBI Facilitator employed by the company shall be used in any company brochure, marketing advertorials or company publications.
- No words describing or implying or alluding to the company as accredited supported, endorsed, related or approved by the GBIAP, shall appear in any company brochure, marketing advertorial or company publications.

The GBIAP reserves the right to demand that GBI Facilitators and/or any company cease from using and immediately withdraw from public circulation any name cards, publications, company brochures and advertorials where usage of GBI logos and descriptions contravene any of the conditions listed above.

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TERMS AND CONDITIONS FOR USAGE OF GBI LOGO

2 GBI CERTIFIED BUILDINGS OR PROJECTS

The award of the GBI certification to any building or project entitles the building or project and any one related to the building or project:

- a) Owner
- b) Project Consultant(s)
- c) GBI Facilitator

the right to use the GBI logo in any advertorial, promotional material or publication (print and electronic media), subject to the following terms and conditions:

- GBI logos shall **ONLY** be used in connection with the certified building or project.
- A description of the GBI certification status shall **ALWAYS** appear in conjunction with any GBI logos used.

Examples of acceptable usage and descriptions:



The description of the certification status shall be centralised and appear below the logo and proportioned according to the size of the logo so it does not overshadow the logo or be too small that it is illegible. The typeface used for the description must be "DIN MEDIUM".



- In the event that any GBI certification lapse, the usage of the GBI logo and/or claims of GBI rating in any advertorial, promotional material or publication shall cease from the date such GBI certification lapse.
- In the event that the GBI logo is incorrectly used, or the advertorial, promotional or publication materials contravene any conditions of use listed above or set in writing from time to time by the GBIAP, the GBIAP reserves the right to demand the immediate withdrawal from public circulation of any offending advertorial, promotional material or publication in both print and electronic media.

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TERMS AND CONDITIONS FOR USAGE OF GBI LOGO

③ SUPPLIERS, VENDORS AND MANUFACTURERS OF GREEN RATED PRODUCTS

- The GBIAP does not endorse any products, suppliers, vendors or manufacturers.
- Any supplier, vendor or manufacturer wishing to include the GBI logo in advertisements and/or promotional materials or include words describing, supporting, implying or alluding to the environmental merit of their product shall only be allowed to do so on application to the GBIAP. Approval will be given when the GBIAP is satisfied with the veracity of the claims and in case of approval, use of GBI logos shall comply with the terms and conditions specified by the GBIAP.
- The GBIAP may require suppliers, vendors and manufacturers to verify the environmental merit of a product or material by submitting to the GBIAP, third party certification from bodies recognised by the GBIAP.
- In the event that the GBI logo is incorrectly used, or the advertorial, promotional or publication materials contravene any conditions of use listed above or set in writing from time to time by the GBIAP, the GBIAP reserves the right to demand the immediate withdrawal from public circulation of any offending advertorial, promotional material or publication in both print and electronic media.

END OF DOCUMENT

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