Welcome and congratulations on being associated with BREEAM, one of the world's leading and most respected building assessment schemes that can be applied across all stages of a building's life cycle.

Now that you are part of the Scheme, 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 Scheme that will assure your customers of your commitment to the highest standards of sustainability in the built environment.

On the following pages you will see the new logos and marks together with the rules and guidance that have been developed for their use. By following the rules and guidance you will be helping to maintain a consistent image for the BREEAM schemes. If you have any questions regarding the rules or guidance or other matters relating to the use of the logo and marks please do not hesitate to contact the BRE Global marketing team at 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.
The BREEAM logo is used in 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 new designs for BREEAM certificates. Some of these are illustrated here.
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 footnote text that is legible to the naked eye on either the front or back page of documents and on all website pages where the logo appears.

“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 Ltd (the Scheme Operator) and following the guidance as set out by BRE Global.

– You may pass copies of the design artwork and this guidance to design companies specifically and solely for the purposes of creation of marketing, publicity and other materials as permitted in connection with your business.

– Unauthorised use and/or misuse of the logo and/or Certification Marks is not permitted and may result in withdrawal/suspension of your licence and/or legal action.

– Other specific terms and conditions may apply in relation to the use of the marks – these will be identified in the terms and conditions of the Agreement you have with BRE Global, the Terms and Conditions for a particular scheme or scheme version, and in guidance on the use of the logos, marks and other BREEAM related images included in 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/marks in your marketing and promotional literature and activities as permitted.

– Ensure that you have the correct and up-to-date version of the logo/marks. Notifications on updates to the logo/marks will be provided by the Process Note and on the BREEAM Assessor Extranet.

– Please contact BRE Global Marketing if you wish to include the logo/marks in any press release or press orientated material. Permission to use the logo in this way will not be unreasonably withheld.

– Ensure that the technical specification contained in this guidance is adhered to.

– Ensure that all of the image is clearly visible against the background on which it is being reproduced.

– Contact BRE Global Marketing if you are unsure of any aspect of using the BREEAM Imagery.

Don’t

– Make the logo/marks too small to see (the word BREEAM should always be legible to the naked eye, and without any infilling).

– Partially cover the image with other brands or copy.

– Overprint the image with text.

– Stretch or squash the logo/marks to fit a given size.

– Use the logo/marks in circumstances which would bring the BREEAM brand into disrepute.

– Use the logo/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 logo/marks to any other parties (other than your own design companies - see above).
Basic Rules for Reproduction

The colour of the logo is BREEM green (Pantone® 361 or its colour equivalents). The preferred background colour is white.

Black logo
This should only be used when no colour reproduction is available, for example on Mono-colour press adverts.

White logo
The BREEM 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 at marketing@breglobal.com

Clear space
At all times there should be an ‘exclusion zone’, equal to the width of the letter ‘B’, 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.

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.

Some rules specific to the use of this logo
The BREEM logo may be used on your marketing and publicity materials, but only in connection with BREEM related products and services.

This logo is not to be used on your general business stationery (letterheads (paper or electronic including e-mails) or business cards) to demonstrate your association with BREEM, your BREEM Certification Mark and/or recognition badge should be used for this purpose.
The BREEAM Certification Mark

This is the BREEAM Certification Mark, it is only issued by BRE Global and it must not be issued by you to anyone else.

The mark is always issued with text to describe the scheme and a unique identification number written below the mark. Unless specifically agreed otherwise in writing by BRE Global, this text must always be reproduced with the mark.

Some more legal bits relating to the Certification Mark…

The Certification Mark must only be used in such a way that it is clear that it is only applicable to the certificated product or person.

Warrants

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

BRE Global warrants that as of the date of this document, it is not aware of any such rights or of the existence of any licences or other similar rights under the Certification Marks in relation to any goods and services in the UK.

Misuse of the BREEAM Certification Mark

We will investigate if we find, or are notified of, a potential misuse of the BREEAM Certification Mark, howsoever arising. If proven, such misuse may lead to suspension and withdrawal of certification, publication of the transgression, legal action, or a fine.
Reproduction of the 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. You should only do this when no other option is practical. If in doubt contact the BRE Global Marketing at marketing@breglobal.com.

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

Clear space
An area of clear space is to be maintained around the Certification Mark to protect the integrity of the mark. Clear space is defined by the width between the two lines of the horseshoe 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 scheme and certificate number description text below the mark. The description text should be sized in proportion to the mark, (e.g. 6pt for the logo at the recommended minimum size on A4 paper) but it should never be less than less than 4pt.
The UKAS accredited Certification Mark

If you hold certification for a product/service in connection with a BREEAM associated scheme for which BRE Global is UKAS accredited then the BREEAM Certification Mark is shown alongside the appropriate UKAS accreditation symbol. This is displayed inside a rectangular box as illustrated here:

Some rules specific to this mark - additional things you need to know.

The UKAS accredited symbol must always be used in conjunction with the BREEAM Certification Mark as shown above. Holders of UKAS accredited certificates, however, may use the BREEAM Certification Mark without the UKAS accreditation symbol if so wished.

The UKAS accredited symbol must not be displayed on vehicles flags, or externally on buildings, for these applications you can use either the BREEAM Certification Mark on its own (which must reference to the standard scheme and certificate number) or the more generic BREEAM badge of recognition with the appropriate recognition text.

The UKAS accredited scheme Certification Mark may be used on ‘publicity material’. In this context, the term ‘publicity material’ does not include notices, labels, documents or written announcements affixed to or otherwise appearing in respect of goods, products or services unless these are BREEAM related and have been certificated under a UKAS accredited scheme.

If using the mark in publicity material the guidance on reproduction given here must be followed.
Reproduction of the UKAS Certification Mark

**Colour**
The preferred colour for the mark is black and the preferred background colour is white (or a light colour). If this is impractical the image may be reversed to white on a black or dark background.

**Clear space**
An area of clear space is to be maintained around the Certification Mark to protect the integrity of the mark. Clear space is defined by the width between the two strokes of the horseshoe mark. Its width determines the exclusion area to be maintained around rectangular box and descriptive text below it.

**Size**
The size of the combined mark (on any material) is governed by the size of the UKAS accreditation symbol. The following guidance is based on the rules for these as published by the Department for Business Innovation and Skills.

The UKAS accreditation symbol shall normally have a minimum height (excluding the accreditation number) of 20 mm. Any enlargement or reduction shall retain the same proportions as reproduced in this publication.

The whole Certification Mark (i.e the BREEAM Certification Mark and UKAS accreditation symbol within the rectangle) shall be considered as a single entity for purposes of enlargement or reduction.

In exceptional circumstances, which are usually dictated by reason of space limitation or cost, the UKAS accreditation symbol may be reproduced at a reduced height provided it remains legible, with no infilling.

Degradation and/or distortion of the UKAS accreditation symbol graphic is to be avoided.

The ‘BREEAM’ at the centre of the horseshoe element of the mark must remain legible as must the scheme and certificate number description text below the mark.

The description text below the outer rectangle should be sized in proportion to the mark, (e.g. Arial 6 pt for the logo at the recommended minimum size on A4 paper) but it should never be less than less than Arial 4pt.

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The BREEAM ‘badge of recognition’

This is the BREEAM badge of recognition – the badge is used as a symbol that demonstrates formal association (i.e. by Agreement with BRE Global) with the BREEAM schemes. The nature of the association is defined by the ‘recognition text’ that appears in the bottom part of the symbol (which will have been included in the image file(s) supplied for you) and any descriptive text that appears below the symbol. This is not a Certification Mark.

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 BREEAM.

A few things specific to this logo …!

Permission to use the badge of recognition does not imply formal certification of a product service/individual to a particular BREEAM standard or BREEAM scheme document – the BREEAM Certification Mark is used for that purpose. However, a BRE Global certified company or individual may use the recognition badge logo as an alternative to the Certification Mark to, for example:

– when a company is licensed to carry out assessments for more than one scheme;
– when a BREEAM assessor is qualified and licensed to carry out assessments for more than one scheme.
Reproduction of the BREEAM ‘badge of recognition’

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

Colour
BREEAM green (Pantone® 361 or its colour equivalents) is the preferred colour for the badge of recognition across all communications.

Black and white logo
This is how the image is reproduced in black and white. The badge 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 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. The exclusion zone is equal in depth 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, nor the minimum size, provided the word BREEAM in upper part of the badge (in either full or short format), and the recognition text in the lower part is legible. A general guide is shown on this page.

Additional text
When text needs to be added below the badge of recognition, the typeface for the additional text is Arial. The colour of the text is Pantone® 361 or its colour equivalents.

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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BREEAM Banners and Posters

This is the generic design for banners and posters. The art work for these may be customised to include your own company logo and that of your clients.

Colours
The colours of the banners are shown here.

Aspect ratio
The ‘standard’ poster is available in ‘A’ size (A0, A1, A2 etc) papers – and can be supplied in materials suitable for external display on hoardings, site notices etc. as well as for internal use.

Banners (vertical or horizontal) have an extended aspect ratio. On our ‘standard’ banners this ratio is 1:4. This may be adjusted for customisation provided the overall appearance remains balanced and the rules and guidance for customisation given below are followed.
Customised BREEAM Banners and Posters

Following these rules will ensure that customised banners and posters appear clearly and consistently.

Aspect ratio
This may be modified to suit particular requirements – please contact marketing@breglobal.com for advice on special requirements.

Inclusion of Company logos and a copy of your interim certificate
The white space on the banner may be used (and if necessary expanded vertically and/or horizontally) to include, at your discretion:

– your company logo;
– the logo(s) your client, the architect, the developer etc. for the building being assessed;
– a copy of the interim certificate for the assessment in question (when issued).

Maximum height:
The height of any logo included must not be greater than that of the height of the ‘b’ in bre.

Spacing
The clear space around logos must not be less than that required around the ‘bre’ logo (as shown here) or that required by the owner of the added logo whichever is the greater.

Including an interim certificate
A copy of an assessment interim certificate may be included in the space as shown.

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Part of the BRE Trust

The BRE Trust uses profits made by BRE Group to fund new research and education programmes, that will help it meet its goal of ‘building a better world’.

The BRE Trust is a registered charity in England & Wales: No. 1092193, and Scotland: No. SC039320.