USGBC-Missouri Gateway Chapter is a 501c3, non-profit in the state of Missouri. Our mission is to initiate, develop and accelerate implementation of green building concepts, technologies and principles that promote environmentally responsible, profitable and healthy places to live, work and learn. We look forward to celebrating our 15-Year Anniversary in 2016 and would like to kick-off a year-long campaign in fall of 2015.

As part of this celebration, we are soliciting consulting services to help us develop a 15-Year Anniversary Campaign that will raise the profile of the Chapter, our work and the importance of green building. We envision the consultant helping develop the campaign and process and well as messaging and collateral, supporting materials. Goals of the campaign include:

1) **Fundraising:** Raise & sustain funds to continue our work of transforming the built environment, including leveraging sponsorship program, membership, and program income opportunities.

2) **Connecting Green Buildings:** Raise awareness about connections between green buildings, human health, livable communities and conservation of natural resources to a broader audience. The average American spends 90% of their time indoors, so ensuring greener and healthier buildings is a priority.

3) **Engage Stakeholders:** Creatively engage members (current & lapsed), volunteers, community leaders and funders in 15-Year Celebration.

4) **Leverage & Expand On-Going Activities:** including educational programming, Growing Green Celebration (March 31, 2016), Green Schools Quest, LEED Community Project, etc. (See Appendix B for more information.)

5) **Green Schools for All Within This Generation:** Leverage existing partnerships to support a national Green Schools Conference in Spring 2016.

USGBC-Missouri Gateway Chapter celebrated our 10-Year Anniversary in 2011. We have collected all materials on our website at [http://www.usgbc-mogateway.org/about-us/ten-year-anniversary/](http://www.usgbc-mogateway.org/about-us/ten-year-anniversary/).

Your submission of qualifications should include the following information:

- Brief overview of your company, including experience working with similar clients.
- Your approach to developing a campaign, including strategies that may be implemented and examples or samples of similar work (website links are acceptable).
- How you will address each of the five goals listed above.
- References from two (2) organizations for whom you have provided similar services.
- Cost of your services. Please note, our budget for these consulting services in 2015-2016 cannot exceed $12,000. We can accept in-kind donation of services and can recognize donations with a sponsorship level to be determined based upon the amount of the donation.
- Any additional information that you feel would be useful to your proposal.

We have enclosed the following information to assist in the preparation of your submission:

- **Appendix A:** Project timeline and schedule.
- **Appendix B:** Information about USGBC-Missouri Gateway Chapter on-going activities.
- **Appendix C:** USGBC Trademark & Branding Guidelines. USGBC-Missouri Gateway is a Chapter of the national US Green Building Council. It is important to ensure that our branding materials are complementary with the national USGBC.

**Please submit a single electronic PDF of your qualifications by June 22, 2015 by 5 PM CDT.** Please see Appendix A for our timeline and schedule. USGBC-Missouri Gateway Chapter reserves the right to reject any proposals submitted and to make the award where it appears to be in our best interest. Thank you in advance for your interest! If you have any questions or need additional information, please contact our Executive Director, Emily Andrews, at (314) 577-0854 or emily.andrews@mobot.org.
Appendix A

15-Year Consulting Services Timeline & Schedule

- May 28, 2015 – Issue Request for Qualifications
- June 22, 2015 – Qualifications due to USGBC-Missouri Gateway Chapter by 5 pm CDT
- June 25, 2015 – USGBC Development Committee meets to review Qualifications & determine who to interview
- July 10, 2015 – Interviews with candidates to provide 15-Year Campaign Consulting Services
- July 30, 2015 – Development Committee to have kick off meeting with consultant
- October 13, 2015 - Launch Campaign @ last monthly program of 2015
- January 12, 2016 – Annual State of the Chapter event
- March 31, 2016 – Annual Growing Green Awards
- October 11, 2016 – Campaign culminates @ last monthly program of 2016
Appendix B

Information about USGBC-Missouri Gateway Chapter On-Going Activities

USGBC-MGC works towards our mission of making every building a green building through the following programs:

**Green Schools Quest** - Challenges public and private schools to devise and implement low or no cost sustainable projects for their schools with the help of a green mentor (Chapter members). In its inaugural year (2013-2014) the Quest paired 40 mentors with 39 schools. 24 schools submitted final projects and reported impacting nearly 15,000. Find more on our website at [http://www.usgbc-mogateway.org/green-school-quest/](http://www.usgbc-mogateway.org/green-school-quest/).

**Growing Green Celebration** – Annual celebration the last Thursday of March to recognize and celebrate those who are transforming the built environment within our territory. Started in 2009. Previous winners can be found at [http://www.usgbc-mogateway.org/calendar/green-awards/](http://www.usgbc-mogateway.org/calendar/green-awards/)

**LEED Community Project** - Connects volunteers with local non-profits to complete LEED for Existing Buildings documentation for their facility. In 2014, we worked with Forest Park Forever to green the Dennis and Judith Jones Visitors Center. 30 Chapter members volunteered over 550 hours; collecting data on building operations and developing green operational policies. [http://www.usgbc-mogateway.org/leed/leed-community-project/](http://www.usgbc-mogateway.org/leed/leed-community-project/)


**Emerging Professionals** – This committee engages and welcomes into the Chapter young professionals, recent graduates, and those new to green building industries, facilitating the integration of green building leaders of the future into committees, projects and leadership positions within the organization. Includes support for and outreach to USGBC Student Groups @ higher education institutions.

**Green Building Experts** - Established to celebrate USGBC-Missouri Gateway Chapter members who have achieved third-party recognition for their green building expertise, and to allow the community to easily identify and access the green building expertise they may need. [http://www.usgbc-mogateway.org/blog/green-bldg-experts/](http://www.usgbc-mogateway.org/blog/green-bldg-experts/)

**Green Shadow** – A mentorship program connecting students or emerging professionals with local sustainable business people for a one day job shadow. [http://www.usgbc-mogateway.org/community-build/green-shadow/](http://www.usgbc-mogateway.org/community-build/green-shadow/)

*Programs continued on next page*
High Performance Building Initiative (HPBI) – A partnership with St. Louis Regional Chamber to increase focus on greening existing buildings & building performance launched in 2012 with specific goals to increase the third party verification of green buildings in the region. 19 building stakeholder organizations are signatories to this initiative.  http://stlhighperformbldg.org/

25x20 Voluntary Energy Benchmarking Campaign & Congregation Energy Audits

Launched in 2014 with Missouri Interfaith Power & Light, the St. Louis Regional Chamber, and signatories of the High Performance Building Initiative, 25x20 encourages all buildings to benchmark their energy use, aiming for a 25% reduction in building energy use by 2020. 39 organizations have signed onto the campaign. We also worked with Missouri Interfaith Power & Light in 2014 to provide free energy audits to 10 local congregations. www.25x20.org

Regional Environmental Internship Program (REIP) – Provides intern to local municipality to develop Greenhouse Gas Inventory and Climate Action Plan. We have worked with four interns in Maplewood, Wildwood and Brentwood and are currently working with Creve Coeur on their phase two inventory & plan.

Speakers Bureau – Provide presentations about green building and sustainability; 28 green business leaders (and Chapter members) participate as volunteers. In 2014, Speakers Bureau volunteers gave 8 presentations reaching over 200 individuals. http://www.usgbc-mogateway.org/blog/green-bldg-experts/

State & Local Government Advocacy – includes working with the Green Schools Caucus in the Missouri State House, hosting annual Local Government Green Team Meet Up, and providing assistance and resources about green building.

Sustainable Project Assistance - connects community organizations with sustainable design, construction, or operations needs with volunteer assistance. Worked with Missouri Interfaith Power & Light to host a “Green Building Plan Builder” workshop for 15 congregations in February 2015. Several volunteers are still assisting congregations with developing & implementing their plan. This workshop was supported by the national USGBC’s ADVANCE program, which is a framework to expand access to green building for all. http://ch.usgbc.org/articles/advance-framework-expand-access-green-building-all
Appendix C

See USGBC Trademark & Branding Policy below
# TABLE OF CONTENTS

**USING THE TRADEMARKS** .................................................................................................................. 3

**USGBC®** .................................................................................................................................................. 5
- Logo guidelines........................................................................................................................................ 6
- Text guidelines....................................................................................................................................... 6

**USGBC CHAPTERS** ............................................................................................................................... 7
- Logo guidelines........................................................................................................................................ 7
- Text guidelines....................................................................................................................................... 7

**USGBC MEMBERS** ............................................................................................................................... 8
- Logo guidelines........................................................................................................................................ 8

**LEED®** .................................................................................................................................................. 9

**LEED CERTIFICATION** .......................................................................................................................... 10
- Logo guidelines........................................................................................................................................ 10
- Text guidelines....................................................................................................................................... 11
- Referencing LEED-certified projects...................................................................................................... 11
- Referencing LEED-registered projects.................................................................................................... 11
- Referencing LEED precertified projects.................................................................................................. 12
- Confidential projects............................................................................................................................... 12
- Logos on product packaging.................................................................................................................... 13
- Referencing LEED in product literature.................................................................................................. 13
- Referencing LEED rating systems.......................................................................................................... 14
- Referencing LEED credit categories....................................................................................................... 15

**LEED PROFESSIONAL CREDENTIALS** .............................................................................................. 16
- Logo guidelines........................................................................................................................................ 16
- Text guidelines....................................................................................................................................... 20

**CENTER FOR GREEN SCHOOLS** .......................................................................................................... 21

**USGBC STUDENTS™** ........................................................................................................................... 22
USING THE TRADEMARKS

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 common uses and misuses of USGBC’s brand assets, including trademarks and logos. Help reinforce our brand to the market by applying these guidelines carefully, and contacting USGBC’s Marketing Department with any questions, marketing@usgbc.org.

When using trademarks owned by the U.S. Green Building Council®, referenced below as “a mark” or “the mark”:

DO:

- Only use artwork files provided by USGBC, along with the appropriate ™ or ® symbol.
- Use the symbol in connection with the first and most prominent usage, but 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.
- 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.
- Use the mark when referring to the USGBC program or USGBC products.

DON’T:

- Use the mark as a verb or incorporate the mark into another word (e.g., LEEDER, LEEDING, LEEDERSHIP, etc.).
- Use the trademark (or any word that is confusingly similar to these trademarks) as part of a company’s name, logo, domain name or brand name for a product or service.
- Use marks on products, labels and packaging. This includes intellectual products such as online resources, virtual products, educational offerings, LEED certification resources, etc. USGBC does not review, certify, or endorse products or services, and USGBC’s marks must not be used in the following ways:
  - To 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 terms and conditions 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 on page 11.

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

UNACCEPTABLE USES OF THE TRADEMARKS

- Distortion or warping of the mark
- Two-color or colors beyond those specified within the logo policies
- Effects that distort edge crispness
- Wrapping text

WHILE THIS POLICY GENERALLY OUTLINES THIRD PARTIES USAGE OF USGBC’S MARKS IN PARTICULAR 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.
USING THE USGBC® LOGO

The USGBC logo must always appear in the following colors:

- **Black**
- PMS 424U (Uncoated) or 60% black
- **White**

**IN PRINT:**
- Original print size is set in the EPS file. Do not reduce the logo to more than 20% or enlarge it to more than 380% of its original print size.

**ON-SCREEN/WEB:**
- Use lower-resolution, web-optimized JPEG or GIF file formats.
- The height and width of the mark must be constrained to its original proportions.
- Do not reduce the mark to less than a 50-pixel height, and do not enlarge the mark to more than a 200-pixel height.

When designing with our brand assets:

**DO:**
- Include the following acknowledgement when applying USGBC branding: *USGBC® and the related logo is a trademark owned by the U.S. Green Building Council® and is used with permission.*
- When using the logo on websites, link it to usgbc.org. Linking to sites other than usgbc.org, other pages on websites belonging to USGBC, the owner or any other third-party websites is
prohibited.

- Contact the USGBC Marketing Department to request permission to use the USGBC logo, marketing@usgbc.org.

DON'T:

- Alter the logo in any way. Do not animate, color, rotate, skew, or apply any effects to the logo.
- Wrap additional text around the mark. See page 4 for examples of unacceptable uses.
- Use the mark as the most prominent visual element on the materials. The user’s name and logo must be significantly larger than the mark. This does not apply to use of the USGBC Chapter logo by official chapters.
- Integrate the mark into other logos. The mark is intended to stand-alone.

USING USGBC® IN TEXT

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

When using USGBC in text:

DO:

- Precede with 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.
  USGBC’s headquarters.
**USGBC® CHAPTERS**

The USGBC Chapter Logo is designed as a stand-alone logo to represent an approved chapter’s affiliation with the USGBC community. It identifies an entity as a fully chartered chapter of USGBC. The Chapter logo, in conjunction with the approved chapter name, creates the unique identifier for each chapter.

**USING THE USGBC® CHAPTER LOGO**

Only officially recognized USGBC Chapters are permitted to use the USGBC Chapter logo. For Chapters with an additional, unique name and/or logo, the USGBC Chapter logo must appear as the primary and foremost logo in any graphical representation of that chapter. All USGBC Chapter logos should be created in accordance with the *USGBC Chapter Design Template* shared with chapters when creating their identity.

Use of the USGBC Chapter logo is authorized by USGBC upon execution of the provisional chapter license agreement for provisional chapters, or the Chapter Charter for full chapters. Only recognized provisional and full chapters may use the USGBC Chapter logo. The logo must always be used in conjunction with the name of the chapter for all marketing and communications efforts, including but not limited to web presence, e-communications, digital materials, print collateral, print and electronic advertising, publicity, news items, tradeshow exhibit materials and fundraising literature. Chapters are encouraged to seek USGBC marketing review and input prior to committing significant resources to design and production. Contact marketing@usgbc.org.

**USING USGBC® CHAPTERS IN TEXT**

Chapters should be identified as USGBC Chapters in all communications including but not limited to written, electronic, and verbal communications. If a chapter has a unique chapter name (other than a geographical description), affiliation with USGBC must be represented in the communication. For example, *USGBC Arizona, a chapter of the U.S. Green Building Council* or *Urban Green, a New York chapter of USGBC.*
USGBC® MEMBERS

The member logo, based on the USGBC logo, incorporates the word member within its circular band. It’s available for use by members with active standing to promote their membership with USGBC. If USGBC membership is terminated or lapsed, members are no longer permitted to use the logo.

The logo is available for download in the user account section of the USGBC website, usgbc.org/account.

USING THE USGBC® MEMBER LOGO

The USGBC member logo must always appear in the following colors:

- Black
- PMS 424U (Uncoated) or 60% black
- White

DO:

- Use the logo in connection with the member’s business and marketing materials including but not limited to stationery, letterhead, business cards, print ads, brochures, flyers, tradeshow exhibit materials and signage.
- Link to usgbc.org when using the USGBC member logo online. Linking to other pages on USGBC’s website or to any other third party website is prohibited.

DON’T:

- Make the USGBC member logo the most prominent mark on the business and marketing materials.
- Use the mark on official or legal documents (i.e. sales contracts, official disclosure documents, etc.).
LEED®

The LEED logo, based on the USGBC logo, is a globally recognized symbol of excellence in green building. It is a powerful marketing tool and its usage is governed by policies designed to ensure this mark retains its value.

USING THE LEED® LOGO

The LEED logo must always appear in its standard colors:

60% and 50% black

DO:

• Include the following acknowledgement when using the LEED 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 logo in editorial and literature. For example: 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 logo online. Linking to other pages on USGBC’s website or to any other third party website is prohibited.

• Original print size is set in the EPS file. Do not reduce the logo to more than 20% or enlarge it to more than 380% of its original print size.

• For temporary signage posted at construction sites, do not resize the logo to larger than 12” diameter. All other printed materials must follow the size guideline above.

DON’T:

• Resize the logo smaller than 1.5” diameter.

• Place the LEED logo on product packaging, advertisements, or as a visual reference to LEED claims in product literature. For guidelines on how to promote products and services related to LEED, see page 13.
LEED® CERTIFICATION

Once a project has been certified, the LEED Certification logo appropriate to the year and level of certification achieved may be used to represent the associated project’s achievement. These logos may be included in collateral and other marketing materials, and on physical installations such as LEED plaques, decals and banners. Confidential, or private LEED-certified projects are not authorized to use the LEED Certification logos.

USING THE LEED® CERTIFICATION LOGOS

The LEED Certification logos must appear in 50% or 60% black.

DO:

• Include the following acknowledgement: The LEED® Certification trademark owned by the U.S. Green Building Council and is used with permission.

• Use only the LEED Certification logo appropriate to the level of certification and the year certified on marketing materials associated with a particular LEED-certified project.

• When designing a physical installation using the LEED certification logo, 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. Plaques must be 12” or larger.

• Only display a physical installation of the LEED Certification logo at the site of the LEED-certified project, and make the project’s LEED scorecard available publicly.

• Contact the USGBC Marketing Department at marketing@usgbc.org for additional guidance and permission regarding uses of the logo or trademarks, and to request permission to use the logo.

DON’T:

• Use the LEED Certification logo to represent LEED-registered projects.

• Use the LEED Certification logo on anything other than promoting a LEED-certified project.

1 The LEED scorecard is generated for all LEED-certified projects on LEED Online and on USGBC’s Project Directory (usgbc.org/projects).
USING LEED® IN TEXT

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

DO:

• Refer to the full title, LEED® green building program on first reference.
• 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.

REFERENCING 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 written that gives additional detail 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 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 is LEED® Certified™, LEED Silver®, LEED Gold®, LEED Platinum®; or
• Project is LEED® Certified™, Silver, Gold, Platinum; or
• Project is LEED® certified to the Silver, Gold, Platinum level; or
• Project, a LEED-certified project, achieved Silver, Gold, Platinum level certification.

DON’T SAY:

• Project is LEED Certified certified.

REFERENCING LEED®-REGISTERED PROJECTS

LEED-registered projects have been registered with the intent of earning LEED certification for their project once its complete. A project that’s registered can only be referred to as LEED® registered. When describing LEED-registered projects:

DO SAY:

• Registered with the certification goal of LEED® Certified, LEED® Silver, LEED® Gold, LEED® Platinum;
• Upon completion, this project will apply to become LEED® certified.
• 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.
• This project is LEED Qualified, Compliant, Reviewed, Enrolled, Verified, Designed, Certifiable, etc.

The LEED logo can be placed on temporary signage at the building site to reference a LEED-registered project, only when accompanied by the following text: This project is registered under the LEED® green building program.

LEED-registered projects may not use the LEED logo on any other marketing materials.

REFERENCING PRECERTIFIED CORE AND SHELL PROJECTS

Precertified projects can use the LEED® program logo on project materials, marketing collateral and signage when accompanied by the following text: This project has achieved LEED® for Building Design and Construction: Core and Shell Development (LEED® BD+C: Core and Shell) precertification at the Certified, Silver, Gold, Platinum level.

Precertified projects should not use the specific LEED certification logo until achieving full certification.

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. These projects aren't entitled to use or display any intellectual property, including the LEED certification trademarks and logos.

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 administrative proceedings related to land use entitlements.
LOGOS ON PRODUCT PACKAGING

USGBC does not review, certify, or endorse products. As such, trademarked logos may not be used to indicate any kind of endorsement by USGBC of any product or service, to indicate that any official status for any product or service has been conferred by, or is otherwise associated with USGBC.

Logos may not be placed on product packaging under any circumstances.

REFERENCING LEED® IN PRODUCT LITERATURE

Manufacturers may reference LEED in their product literature providing that the language doesn’t states or imply endorsement by USGBC or the LEED green building program. The language must clearly acknowledge that LEED credit requirements cover the performance of materials, not the performance of the individual products or brands. 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.
• “LEED® Product”
• “Product ‘A’ meets, satisfies, fulfills, complies with Credit ‘X’”.

U.S. GREEN BUILDING COUNCIL®
# REFERENCING LEED® RATING SYSTEMS

The LEED green building program refers to the full suite of rating systems. There are four LEED® rating systems that address multiple project types:

<table>
<thead>
<tr>
<th>RATING SYSTEM</th>
<th>SHORTENED NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEED® for Building Design and Construction</td>
<td>LEED® BD+C</td>
</tr>
<tr>
<td>LEED® for Interior Design and Construction</td>
<td>LEED® ID+C</td>
</tr>
<tr>
<td>LEED® for Building Operations and Maintenance</td>
<td>LEED® O+M</td>
</tr>
<tr>
<td>LEED® for Neighborhood Development</td>
<td>LEED® ND</td>
</tr>
</tbody>
</table>

The official rating system names with adaptations are listed below, along with a shortened name, which can after the first reference:

<table>
<thead>
<tr>
<th>RATING SYSTEM + ADAPTATION</th>
<th>SHORTENED NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEED® for Building Design and Construction: New Construction and Major Renovations</td>
<td>LEED® BD+C: New Construction</td>
</tr>
<tr>
<td>LEED® for Building Design and Construction: Core and Shell Development</td>
<td>LEED® BD+C: Core and Shell</td>
</tr>
<tr>
<td>LEED® for Building Design and Construction: Schools</td>
<td>LEED® BD+C: Schools</td>
</tr>
<tr>
<td>LEED® for Building Design and Construction: Retail</td>
<td>LEED® BD+C: Retail</td>
</tr>
<tr>
<td>LEED® for Building Design and Construction: Healthcare</td>
<td>LEED® BD+C: Healthcare</td>
</tr>
<tr>
<td>LEED® for Building Design and Construction: Data Centers</td>
<td>LEED® BD+C: Data Centers</td>
</tr>
<tr>
<td>LEED® for Building Design and Construction: Hospitality</td>
<td>LEED® BD+C: Hospitality</td>
</tr>
<tr>
<td>LEED® for Building Design and Construction: Warehouses and Distribution Centers</td>
<td>LEED® BD+C: Warehouses and Distribution Centers</td>
</tr>
<tr>
<td>LEED® for Building Design and Construction: Homes and Multifamily Lowrise</td>
<td>LEED® BD+C: Homes</td>
</tr>
<tr>
<td>LEED® for Building Design and Construction: Multifamily Midrise</td>
<td>LEED® BD+C: Multifamily Midrise</td>
</tr>
<tr>
<td>LEED® for Interior Design and Construction: Commercial Interiors</td>
<td>LEED® ID+C: Commercial Interiors</td>
</tr>
<tr>
<td>LEED® for Interior Design and Construction: Retail</td>
<td>LEED® ID+C: Retail</td>
</tr>
<tr>
<td>LEED® for Interior Design and Construction: Hospitality</td>
<td>LEED® ID+C: Hospitality</td>
</tr>
<tr>
<td>LEED® for Building Operations and Maintenance: Existing Buildings</td>
<td>LEED® O+M: Existing Buildings</td>
</tr>
<tr>
<td>LEED® for Building Operations and Maintenance: Data Centers</td>
<td>LEED® O+M: Data Centers</td>
</tr>
<tr>
<td>LEED® for Building Operations and Maintenance: Warehouses and Distribution Centers</td>
<td>LEED® O+M: Warehouses and Distribution Centers</td>
</tr>
<tr>
<td>LEED® for Building Operations and Maintenance: Hospitality</td>
<td>LEED® O+M: Hospitality</td>
</tr>
<tr>
<td>LEED® for Building Operations and Maintenance: Schools</td>
<td>LEED® O+M: Schools</td>
</tr>
<tr>
<td>LEED® for Building Operations and Maintenance: Retail</td>
<td>LEED® O+M: Retail</td>
</tr>
<tr>
<td>LEED® for Neighborhood Development: Plan</td>
<td>LEED® ND: Plan</td>
</tr>
<tr>
<td>LEED® for Neighborhood Development: Built Project</td>
<td>LEED® ND: Project</td>
</tr>
</tbody>
</table>
LEED® CREDITS

LEED Credits address:
• Integrative Process
• Sustainable Sites
• Energy and Atmosphere
• Indoor Environmental Quality
• Regional Priority

• Location and Transportation
• Water Efficiency
• Materials & Resources
• Innovation

LEED® for Neighborhood Development
• Smart Location & Linkage
• Green Infrastructure & Buildings
• Neighborhood Pattern & Design
LEED® PROFESSIONAL CREDENTIALS

The LEED AP® logos signify a depth of knowledge in green building practices and specialization in a particular field.

USING THE LEED AP® LOGOS

The LEED AP logos must always appear in the following colors:

DO:

- Include the following acknowledgement when representing your LEED professional credential 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.*
- Contact USGBC’s Marketing Department for permission, marketing@usgbc.org.

DON’T:

- Reduce the logos less than 40 pixels, or enlarge the logos more than 100 pixels.
USING THE LEGACY LEED AP® LOGO

The legacy LEED AP logo is a mark intended for LEED APs who completed their LEED credentials prior to the implementation of the LEED 2009 Credentialing Program. All LEED APs who hold this credential may continue to display the mark.

The legacy LEED AP logo must always appear in the following colors:

- PMS 11U
- Black
- White

DO:

- Include the following acknowledgement when using the legacy LEED AP logo to represent your LEED professional credential on marketing materials: *Legacy LEED AP® and the LEED AP logos are trademarks owned by the U.S. Green Building Council®.*
- Contact USGBC’s Marketing Department for permission, marketing@usgbc.org.

DON’T:

- Reduce the logos less than 40 pixels, or enlarge more than 100 pixels.

* This acknowledgment isn’t required on business cards or other materials with similar space limitations.
**LEED® GREEN ASSOCIATE™ LOGO**

The LEED Green Associate logo represents a credential awarded by GBCI® on those professionals who have demonstrated knowledge and skill in practicing green design, construction, and operations by passing the LEED Green Associate exam.

**USING THE LEED® GREEN ASSOCIATE™ LOGO**

The LEED Green Associate logo must always appear in the following colors:

- **PMS 11U and PMS 370U**
- **Black**
- **White**

**DO:**

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

- Contact USGBC’s Marketing Department for permission, [marketing@usgbc.org](mailto:marketing@usgbc.org).

**DON’T:**

- Reduce the logos less than 40 pixels, or enlarge to more than 100 pixels.

*This acknowledgment isn’t required on business cards or other materials with similar space limitations.*
LEED FELLOW® LOGO

The LEED® Fellow™ logo signifies an elite class of leading professionals who are distinguished by their years of experience with the LEED green building certification 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. 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.”

USING THE LEED FELLOW® LOGO

The LEED® Fellow™ logo must always appear in the following colors:

- PMS 11U and PMS 370U
- Black
- White

DO:

- 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.
- Use the appropriate trademark symbol when capitalized (LEED FELLOW®) and when lowercase (LEED® Fellow™).
- Contact USGBC’s Marketing Department for permission, marketing@usgbc.org.

DON’T:

- Reduce the logos less than 40 pixels, or enlarge more than 100 pixels.

* This acknowledgment isn’t required on business cards or other materials with similar space limitations.
REFERENCING LEED® PROFESSIONAL CREDENTIALS IN TEXT

• LEED AP® (not LEED Accredited Professional)
• LEEP AP® with specialty
• 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

When referencing LEED professional credentials in promotional materials for test preparation products, prominently include the following descriptive text: Company X is not affiliated with USGBC® or GBCI®, and does not administer the LEED AP® program. USGBC and GBCI do not endorse or recommend the products or services offered by company X.
The logo representing the Center for Green Schools at USGBC® incorporates the main USGBC logo along with descriptive text to represent this sub-center of USGBC. The mark is intended to stand-alone.

USING THE CENTER FOR GREEN SCHOOLS AT USGBC® LOGO

The Center for Green Schools at USGBC® logo must always appear in the following colors:

PMS 390U and PMS 424U

Black

White

DO

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

• Include descriptive copy about the Center for Green Schools at USGBC when using the logo in editorial and marketing materials. For example: The Center for Green Schools at the U.S. Green Building Council works directly with teachers, students, administrators, elected officials and communities to create programs, resources and partnerships that transform all schools into healthy learning environments.

• When using the logo on websites, link it to centerforgreenschools.org. Linking to other pages on websites belonging to USGBC, the owner or any other third-party is prohibited.

• Contact the USGBC Marketing Department to request permission to use the logo, marketing@usgbc.org.
USGBC® STUDENTS™

The USGBC Students logo is designed for use as a stand-alone logo to represent an approved student group’s affiliation with USGBC. The Students logo, in conjunction with the college or university name, creates the unique identifier for each group.

The USGBC Students logo must always appear in the following colors:

PMS 424U or 60% black  Black  White

USING THE USGBC® STUDENTS™ LOGO

Use of the USGBC Students logo is authorized by permission of the USGBC Students Group Manager, and all students group must follow USGBC Students brand guidelines when representing the group and the organization. Contact studentgroups@usgbc.org for more information.