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Green Building Initiative (GBI) is a nonprofit organization and American National Standards Institute (ANSI) Accredited Standards Developer dedicated to improving building performance and reducing climate impacts. Founded in 2004, the organization is the global provider of the Green Globes® and federal Guiding Principles Compliance certification and assessment programs. GBI is the owner of numerous trademarks, service marks and logos, including, but not limited to, numerous Green Building Initiative, Green Globes®, and Guiding Principles Compliance word marks and logo marks. The trademarks, service marks, and logos owned by GBI are hereinafter referred to collectively as “GBI Marks” and individually as a “GBI Mark.”

This Graphics Standards Guide (this “Document”) governs use of GBI marks by all parties and shall also be used as a reference for marketing and communications materials. This Document is intended to ensure that the means by which GBI programs and services are communicated and how the GBI marks are used are consistent. The consistent use of all GBI marks is crucial to maintaining their value and strength.

1.1 Scope of This Document

This Document sets forth GBI’s rules for use of, or references to, all GBI Marks. The instructions and restrictions set forth in this Document describe the permitted manner in which GBI Marks are to be used and displayed in collateral material, on websites or in any other format.

This Document does not grant (and shall not be construed as granting) any person, company, or other entity any right, title, or interest in, or any right or license to use any GBI Marks. Any such right (if it exists at all) must be expressly granted pursuant to a separate, written agreement signed by GBI, including without limitation pursuant to GBI’s Green Globes Assessment Services Agreement (such agreements are hereinafter collectively referred to the “Separate License Agreement(s”) ). A party’s right to use any GBI Marks under any of the Separate License Agreements is expressly conditioned upon such party’s continued compliance with its applicable Separate License Agreement and with its continued compliance with all of the terms and conditions of this Document (as it may be amended).

GBI reserves the right to modify this Document from time to time, and at any time, as it deems necessary. All users of any GBI Marks will be bound to comply with the updated Document once GBI issues its updated Document and provides notice of the same via its GBI website.

GBI has two trademarked rating systems: Green Globes and Guiding Principles Compliance. These systems have their own branding and are also addressed in this guide.
2.0 OFFICIAL LOGOS

2.1 GBI Official Logos

Primary Logo
This should be the primary version of the logo that is used in all corporate and customer-facing materials to maintain brand consistency and recognition.

Simplified Logo
This logo version should be used in instances where the logo is to be displayed smaller than the minimum sizing outlined in section 2.6.

Dark Background Version
Use this version of the GBI logo on branded materials that feature a dark background (solid color or non-competing photo).

Logo Without Text
Use this version of the GBI logo on branded materials where the text is not deemed necessary (social media graphics, for example).

2.2 Green Globes Official Logos

Horizontal Logo
This should be the primary version of the logo that is used in all corporate and customer-facing materials to maintain brand consistency and recognition.

Vertical Logo
This logo version should be used in instances where the main horizontal lockup is taking up too much space. (i.e. when paired side-by-side with another logo)
Certification Logos
These logos are used when designating a project’s level of certification (One through Four Green Globes), such as in plaques, project profiles, social media, and other documentation.

Assessor & Professional Logos
These logos are used when denoting Green Globes Emerging Professionals, Professionals, and Assessors for purposes of promotion or education (training, recruitment, etc.).

2.3 Guiding Principles Compliance Official Logos

Compliance Seal
This seal should be used primarily in all instances where buildings are being certified - i.e. plaques, certificates, etc.

GPC Professional Logo
This logo is used in instances where GPC Professionals (GPCPs) are being referenced or credentialed - i.e. certificates, letterheads, profiles, etc.

2.4 Logo Lockups

Co-Branded Logo Lockup
This lockup can be used in situations where both logos are desired within a space.
2.5 Logo Clearspace

To ensure their integrity and visibility, logos should be kept clear of competing text and complicated images. The following examples outline the minimum clearspace needed for each logo.

**GBI Logos**

*The minimum required clear space around the logo must be equal to half the height of the logomark.*

**Green Globes Logos**

*The minimum required clear space around the logo must be equal to the height of the logomark.*

**Guiding Principles Compliance Logos**

*The minimum required clear space around the logo must be equal to the height of the star or seal logomark, as follows.*
2.6 Minimum Logo Sizing & Simplified Marks

To maintain the integrity and legibility of GBI Marks, they should never be reproduced smaller than the widths listed below on screen and print media.

**GBI Logos**

- Green Building Initiative®
  - 80px
  - 45px
  - 45px

**Green Globes Logos**

- Green Globes
  - 55px
  - 80px
  - 45px

*The simplified versions of the logos below are only to be used in applications where the smaller text would be too small to read.*

- Green Globes
  - 30px
  - 45px
  - 20px

**Guiding Principles Compliance Logos**

- Guiding Principles
  - 55px
  - 80px
2.7 Incorrect Logo Usage

In order to maintain consistency and brand integrity, there are several acceptable versions of the GBI Marks. This section shows examples of unacceptable logo usage. These are examples only and do not necessarily represent all of the unacceptable uses.

DO NOT compress, stretch, skew or adjust the proportions of the logo.

DO NOT add a drop shadow, glow or other visual effects to the logo.

DO NOT use full color version of the logo on a dark background.

DO NOT use the logo on a complex background.

DO NOT interchange the light/dark backgrounds of the logo.

DO NOT alter the logo text.

DO NOT use the logo without the logo-icon.

ONLY use the one-color logo files when required by printer (i.e., in plaques and small promotional items)

DO NOT interchange or add colors to the logo.

DO NOT alter the size of the logo-icon in relation to the word mark.

DO NOT use the icon without the GPC seal.
3.0 ADDITIONAL GRAPHICS

Green Globes Program Icons
To maintain consistency and brand integrity, below are the icons that are identified with each Green Globes Program. Find specific color information in section 5.3.

Green Globes Protocol Icons
To maintain consistency and brand integrity, below are the icons that are identified with each Green Globes Protocol. Find specific color information in section 5.3.

Guiding Principles Compliance Program Icons
To maintain consistency and brand integrity, below are the icons that are identified with each Guiding Principles Compliance Program. Find specific color information in section 5.5.

Atlas Graphics
This more complex version of the atlas that appears in the logomark can be used in communication pieces where an additional graphic element is desired. It is not meant to be used as an icon or displayed smaller than 2.5” across. Keep this graphic in the primary Green Globes color palette (section 5.2) for maximum brand recognition.
4.0 ORGANIZATIONAL MARKS & USAGE RULES

4.1 Conditions on the Use of GBI Marks

- GBI Marks may not appear in or as part of the name, trademark, service mark or logo of any company or organization other than GBI itself.

- Users of GBI Marks must take particular care not to adopt any name, trademark, service mark or logo that is confusingly similar to any of the GBI Marks. No GBI Mark may appear in the descriptions of goods or services used in any application to register a trademark or a service mark.

- GBI Marks may not appear in or as part of an internet domain name.

- GBI Marks shall not be combined with any other feature, including other marks, words, graphics, photos, slogans, numbers, design features, or symbols. GBI Marks may not be used as a design feature on any of your material.

- Users of GBI Marks may not alter, cut apart, separate, or otherwise distort any GBI Mark in perspective or appearance, except as otherwise authorized herein. Without limiting the generality of the foregoing, users may not create, or use, any variations, alterations or distortions of any GBI Mark in any manner, including without limitation the following types of variations: (i) phonetic equivalents; (ii) abbreviations; or (iii) foreign language equivalents.

- GBI Marks may not appear in or as part of any name of your building, any product you may provide, or any tagline for any of the above. For example, "ABC Company" may not use the following, or similar, for a service it provides: "ABC Company's Green Globes Service". Though "ABC Company offers Green Globes consulting services", or similar, would be allowed.

- GBI Marks should not be used in any manner that is likely to confuse the public or mislead the public into believing that the activities of a third party are those of GBI itself. As an example, GBI Marks may not appear as part of the name of a conference that is not sponsored directly by GBI.

- GBI Marks may not be used in any manner that is likely to confuse the public or misleads the public in believing that a closer relationship exists between you and GBI than actually exists by contract.

- GBI Marks must be used exactly as they are shown in this Document. No other uses are permitted.

4.2 Use of the Green Globes Logo

Users who have participated in the development of a new building or are involved with the management of an existing building that has been Green Globes certified may include a Green
GBI owns the global rights to the use of the Green Globes environmental assessment and rating system.

CERTIFICATION GUIDELINES
Green Globes users and building owners are strictly prohibited from featuring the Green Globes logo and/or subsequent rating logos as well as claiming their development of a Green Globes certified building unless their actions are pre-approved by GBI.

Buildings with a complete and fully paid Green Globes third-party certification may be identified as Green Globes certified buildings at their specific achievement level. Certification levels are One Green Globes, Two Green Globes, Three Green Globes, and Four Green Globes. Plaques are also available for purchase through GBI.

>> High resolution Green Globes certification logos are available by emailing your GBI project manager or info@thegbi.org.

4.4 Green Globes Ratings

Once an assessment is verified by a third party, properties achieving a score of 35 percent or greater receive a Green Globes rating based on the percentage of total applicable points (up to 1000) achieved.

- **35-54%**
  - Demonstrates a strong commitment to resource efficiency, reducing environmental impacts, and improving occupant wellness.

- **55-69%**
  - Demonstrates significant achievement in resource efficiency, reducing environmental impacts, and improving occupant wellness.

- **70-84%**
  - Demonstrates outstanding success in resource efficiency, reducing environmental impacts, and improving occupant wellness.

- **85-100%**
  - Demonstrates world-class leadership in resource efficiency, reducing environmental impacts, and improving occupant wellness.

4.5 Green Globes Professional Credentials

PROFESSIONAL CREDENTIALING
GBI has created a national professional credentialing program to support the adoption and growth of Green Globes. Professional credentials distinguish those who are formally trained in promoting, managing, consulting or certifying Green Globes projects.
Green Globes Emerging Professionals (GGEPs) are students and professionals becoming familiar with Green Globes prior to becoming active in the green building community and earning the Green Globes Professional certification. Green Globes Professionals (GGP) are expert users of the program. Green Globes Assessors (GGA) are authorized by GBI to perform third-party assessments for Green Globes that lead to building certification.

**GREEN GLOBES EMERGING PROFESSIONAL, PROFESSIONAL & ASSESSOR LOGOS**

Certified Green Globes Emerging Professionals, Professionals, and Assessors may use the acronym GGEP, GGP or GGA, respectively, behind their names or as initials on business cards. Green Globes Emerging Professional, Professional, or Assessor logos can be used on collateral materials (such as brochures), letterhead or on a website. In the event that an individual’s credential expires or is terminated, logos and other designations may no longer be used.

![Green Globes Logos](https://via.placeholder.com/150)

>> High resolution Green Globes Emerging Professional, Professional, and Assessor logos are available to individuals who earn certification.

**ASSESSOR REPORTS**

It is mandatory that third-party assessment reports provided to the GBI and/or clients use the following: the assessor’s personal or business letterhead with placement of the Green Globes Assessor logo where appropriate and the Green Globes Assessor acronym below his/her signed name.

**WEBSITES**

If you wish to post the Green Globes Emerging Professional, Professional, or Assessor logo on your website, use the official logo provided to you post certification and include a link back to GBI’s Green Globes web page (www.thegbi.org).

### 4.6 Use of the Guiding Principles Compliance Logo

Users who have participated in the development of a new building or are involved with the management of an existing building that is Guiding Principles compliant may include a Guiding Principles Compliance logo in appropriate marketing materials (brochures, print ads, etc.).

### 4.7 Guiding Principles Compliance Verification Guidelines

GBI owns the global rights to the use of the Guiding Principles Compliance environmental assessment and verification system.
VERIFICATION GUIDELINES
Guiding Principles Compliance users and building owners are strictly prohibited from featuring the Guiding Principles Compliance seal or program icons as well as claiming their development of a Guiding Principles compliant building unless their actions are pre-approved by GBI.

Buildings with a complete and fully paid Guiding Principles Compliance third-party verification may be identified as Guiding Principles compliant buildings. Plaques are also available for purchase through GBI.

>> High resolution Guiding Principles Compliance certification logos are available by emailing your client support manager or info@thegbi.org.

4.8 Guiding Principles Compliance Professional Credentials

PROFESSIONAL CREDENTIALS
Professional credentials distinguish those who are formally trained in promoting, managing, consulting or verifying Guiding Principles Compliance projects. Guiding Principles Compliance Professionals (GPCP) are expert users of the program.

GUIDING PRINCIPLES COMPLIANCE PROFESSIONAL LOGO
Credentialed Guiding Principles Compliance Professionals may use the acronym GPCP behind their names or on business cards. The Guiding Principles Compliance Professional logo can be used on collateral materials (such as brochures), letterheads or on a website. In the event that an individual’s credential expires or is terminated, the logo and other designations may no longer be used.

>> A high resolution Guiding Principles Compliance Professional is available to individuals who earn certification.

WEBSITES
If you wish to post the Guiding Principles Compliance Professional logo on your website, use the official logo provided to you post certification and include a link back to GBI’s Guiding Principles Compliance web page (www.thegbi.org).
5.0 COLOR PALETTES

5.1 Primary Green Building Initiative Palette

The official color palette of the GBI logomark makes up the primary color palette for all corporate and customer-facing materials. A secondary color is available when variation is aesthetically beneficial.

Neutral Glacier Gray

<table>
<thead>
<tr>
<th>Color Code</th>
<th>RGB 81/83/74</th>
<th>CMYK 59/48/58/44</th>
<th>HEX #51534A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hosta Green</td>
<td>RGB 0/150/108</td>
<td>CMYK 81/3/64/10</td>
<td>HEX #00966C</td>
</tr>
</tbody>
</table>

| Color Code | RGB 113/204/152 | CMYK 52/0/50/0 | HEX #71CC98 |

5.2 Primary Green Globes Palette

The official color palette of the Green Globes logomark and the key gold accent colors make up the primary color palette for all corporate and customer-facing materials.

Neutral Glacier Gray

<table>
<thead>
<tr>
<th>Color Code</th>
<th>RGB 81/83/74</th>
<th>CMYK 59/48/58/44</th>
<th>HEX #51534A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dandelion Gold</td>
<td>RGB 201/151/0</td>
<td>CMYK 0/26/100/15</td>
<td>HEX #C99700</td>
</tr>
</tbody>
</table>

| Color Code | RGB 241/196/0 | CMYK 0/13/100/1 | HEX #F1C400 |
5.3 Secondary Green Globes Palette

The secondary color palette is used to denote Green Globes programs in the corresponding icons and documents.

Canyon Coral: Existing Buildings, Multifamily Existing Buildings

Pacific Blue: New Construction, Multifamily New Construction, Core & Shell

Silt Brown: Sustainable Interiors

5.4 Primary Guiding Principles Compliance Palette

The official color palette of the Guiding Principles Compliance logomark and the key gold accent colors make up the primary color palette for all corporate and customer-facing materials.

Arctic Gray

Dandelion Gold
5.5 Secondary Guiding Principles Compliance Palette

The secondary program color palette is used to denote compliance programs as part of the greater Guiding Principle Compliance system. They are used in corresponding program icons and as accent colors in associated documents and graphics.

Stillwater Blue: New Construction

Marigold: Existing Buildings

6.0 TYPOGRAPHY

Typefaces are a brand cornerstone and an important aspect of the way we communicate the GBI brand visually on corporate and customer-facing materials. Together with the logo and colors, typography helps to establish brand consistency on the website, tradeshow materials, case studies, publications, presentations, etc.

The Acumin Pro Condensed and Avenir Next typefaces shown below should be used throughout all marketing and business documents. These typefaces are to be used by designers, agencies, vendors, and suppliers to create identity materials, such as stationery, brochures, etc. That said, it is not necessary that all internal employees have these fonts, as they are not required in corporate emails or Word documents.

ACUMIN PRO CONDENSED BOLD

For use in brochure and literature marketing message headers, subheaders, and introductory paragraphs.

It should not be used for large amounts of text or body copy.
For use in subheaders, call-outs, sidebar headers, page numbers, and introductory paragraphs. Italic is suggested for subheaders paired with a header.

For use in body copy and smaller call-out text.

Limited Font Usage: In some digital applications, you may substitute Arial Narrow Bold and Arial Regular if the above fonts are unavailable. Use them sparingly.

The name of the national organization is the Green Building Initiative and GBI is the official acronym. When using the full name, the word “the” preceding “Green Building Initiative” should not be capitalized unless it is the first word of the sentence. When using the GBI acronym, it should never be preceded by “the.”

Improve the built environment and reduce climate impacts through exceptional education, tools, standards, and assessments that deliver sustainable, healthy, and resilient buildings.

Sustainable, healthy, and resilient buildings for all.
7.4 Tagline

Better buildings, together.

7.5 Boilerplate Written Communication

Communications pieces (i.e. press releases, fact sheets, collateral, brochures, etc.) that reference the Green Building Initiative, Green Globes, or Guiding Principles Compliance in the copy of the communiqué should include the following boiler plate reference at the bottom of the page:

Green Building Initiative

LONG VERSION

GBI is a nonprofit organization and American National Standards Institute (ANSI) Accredited Standards Developer dedicated to reducing climate impacts and improving building performance. Founded in 2004, the organization is the global provider of the Green Globes® and federal Guiding Principles Compliance building certification and assessment programs. To learn more about opportunities to become involved with GBI, contact info@thegbi.org or visit the GBI website at www.thegbi.org.

SHORT VERSION

GBI is a nonprofit organization founded in 2004. The organization is the global provider of the Green Globes® certification program and federal Guiding Principles Compliance verification program.

Green Globes

Green Globes® is a web-based program for green building guidance and certification that includes an onsite assessment by a third party. Backed by outstanding customer support, Green Globes offers a streamlined and affordable alternative as a way to advance the overall environmental performance and sustainability of commercial buildings.

Guiding Principles Compliance

GBI’s Guiding Principles Compliance (GPC) assessment programs provide seamless paths to verify compliance with the Federal Guiding Principles, as mandated by Executive Order 13834 Efficient Federal Operations. GPC sets the standard for accuracy, consistency, and credibility through a clear and simple yet robust third-party evaluation system.
7.6 Certification Written Communication

Users and owners are permitted to reference their Green Globes and Guiding Principles Compliance certification and compliance, respectively, in their communications (press releases, website, brochures) but must adhere to the following guidelines:

**Green Globes**

For any first reference, the following phrase must be featured: “[building name] achieved [number, spelled out] Green Globes® based on the Green Globes environmental assessment and rating system. The Green Globes rating system is developed on a One to Four Green Globes scale to assess the environmental performance of commercial buildings.”

**Guiding Principles Compliance**

For any first reference, the following phrase must be featured: “[building name] achieved verification of compliance with the Guiding Principles based on GBI’s Guiding Principles Compliance assessment. The Guiding Principles Compliance system is developed on a compliant or not compliant basis to assess the environmental performance of federal buildings.”

7.7 Usage of Hyphens

**ALWAYS HYPHENATE***

- third-party
- self-evaluation
- post-construction
- cloud-based
- pre-design

**NO HYPHEN USED**

- online
- login**
- onsite
- website
- prerequisites
- cloud computing

*When phrases such as the above are used as adjectives, a hyphen should also be used.

**Note: Login” (one word) is a noun and synonym of “user ID.” “Log in” (two words) is an action. The terms “login” and “log in” are not interchangeable.

7.5 Usage of Capitalization

When used in a sentence or on their own, these words are not capitalized:

- client
- user
- assessor
- auditor
- assessment
- survey/questionnaire*
- subscription
- third-party
- self-evaluation
- onsite
- account
- the (ex. the Green Building Initiative)
Capitalize the following when you are using the word directly following “GBI”, “Green Globes” or “Guiding Principles Compliance” making it a proper noun:

- Green Globes Assessor
- Green Globes Professional
- Guiding Principles Compliance Professional
- GBI Account

### 7.8 Registered Trademark and Abbreviations

The appropriate trademark symbol or designation of rights (namely, either the ® symbol or the TM symbol) must always be applied to the GBI Marks in accordance with the current list of GBI Marks either as set forth in this Document in Section 2 (as may be updated from time to time) or as otherwise provided by GBI.

The ® symbol designation is used with those GBI Marks that have been registered with the United States Patent & Trademark Office (USPTO). The “TM” designation is used with those GBI Marks that, while not yet registered, are still trademarks owned by GBI. As of the writing of this guide, “Green Building Initiative” as well as the GBI acronym are registered trademarks and receive the (R) designation in the United States.

GBI Marks should not be displayed in a size so small that any design feature of the appropriate trademark symbol or designation of rights (namely, either the ® symbol or the TM symbol) is lost or is difficult to read.

**REGISTERED TRADEMARK ® USAGE**
The Registered Trademark® symbol must always be used with those GBI Marks that have been registered with the USPTO. Those GBI Marks in Section 2 which contain the ® symbol have been registered with the USPTO and, thus, the ® symbol must always be used with those particular GBI Marks.

Although GBI reserves the right to defend and protect its registered trademark of the organization name, GBI prefers to avoid use of the registered trademark (R) symbol following “Green Building Initiative” in written copy.

**USE OF ABBREVIATIONS**
The first written instance of the Green Building Initiative mark should always be complete and may follow with the GBI acronym. For example: the Green Building Initiative (GBI). Any subsequent written instances can use the GBI acronym.

“Green Globes” should never be abbreviated under any circumstance and should be followed by the (R) trademark designation in the first written instance in all text.

**PROFESSIONAL CREDENTIALS**
Green Globes Emerging Professional, Green Globes Professional®, Green Globes Assessor® and Guiding Principles Compliance Professional® can be abbreviated to GGEP, GGP, GGA and GPCP only when using the logo or on the second written instance of the title. When they are being written out, the (R) should be used in the first instance.
8.0 GREEN GLOBES BRAND MESSAGING

8.1 Main Message

Green Globes is a nationally recognized rating system built upon comprehensive standards and supported by expert assessors who customize reports noting achievements and providing personalized recommendations for each project.

8.2 Key Messages

General messaging on value of green building certification:

- Third-party certification of green building provides greater value, reduces risk for owners, and helps drive teams to achieve sustainability goals.
- High-performing buildings that achieve certification use less energy, consume less water, produce less waste, cost less to operate, and have more satisfied occupants compared with typical buildings.
- High-performing buildings are a win for occupants, as research suggests that employees in green-certified buildings report greater job satisfaction, more positive evaluations of management, and higher levels of corporate engagement.*
- Owners and operators of green buildings benefit from reduced operating costs. When compared with industry benchmarks, high-performance buildings use 43% less energy and 35% less water, and they are 10% less expensive to operate.**

Primary messages:

- Green Globes isn’t here merely to set the bar for building performance, but to help its customers achieve success. Our third-party assessors personally visit properties to review progress toward compliance and certification, provide feedback on opportunities for improvement, and collaborate with project teams to ensure that buildings meet certification requirements and are on track to achieve sustainability goals.
- We believe that communication and collaboration are key to achieving success. Green Globes users work with GBI staff and a dedicated Green Globes Assessor to ensure a seamless, transparent and timely certification process.
- Every building is unique. We believe that green building certification should be flexible enough to encourage participation from every type of building. Our process encourages innovation while providing the most personalized green building certification experience in the market.
• Our certification process is comprehensive but not rigid. We provide a roadmap for achieving desired results that can be met through a variety of approaches, and we work with each client to maximize building sustainability and occupant health and wellness while meeting bottom-line requirements.


Secondary messages:

• Green Globes Assessors are technical experts in the areas of sustainable design, construction, energy, and facility management who remain current on trends in sustainability best practices and market innovations.

• Green Globes is reviewed through an American National Standards Institute (ANSI) consensus process, and GBI is the only commercial building rating system developer that maintains an American National Standard. ANSI has helped develop private sector standardization systems for over 90 years, focusing on requirements for openness, balance, consensus and due process.

• Some of the nation’s leading companies have used the Green Globes certification system, including Whole Foods, Mitsubishi, and MGM. Additionally, more than 300+ federal buildings have been certified using Green Globes.

8.4 Key Audience Messaging

Property Owners/Operators

• Green Globes is designed to achieve real-world results. Green Globes certified buildings use less energy, consume less water, produce less waste, cost less to operate, and have more satisfied occupants compared with typical buildings.

• Green Globes helps you get the most out of your building by identifying the most effective and efficient ways to reach certification and sustainability goals.

• Green Globes certification isn’t a rubber-stamp process. It’s a collaborative approach to building design, construction, and operation that celebrates sustainable choices every step of the way.

• Green Globes’ collaborative process allows for sustainability improvements that best fit your specific project, rather than a rigid checklist of requirements that don’t consider unique sites, building function, or innovation opportunities.

Architects

• Green Globes allows for innovative design approaches that achieve sustainability goals. Our comprehensive and collaborative certification process focuses on results, not rigidity.
A Green Globes certification isn’t a rubber-stamp process. It’s a collaborative approach to building design, construction, and operation that celebrates sustainable choices every step of the way.

Green Globes’ collaborative process allows for sustainability improvements that best fit your specific project, rather than a rigid checklist of requirements that don’t take into account unique sites, building function, or innovation opportunities.

Green Building Consultants

- Green Globes is designed to be as transparent and flexible as possible in helping you reach your clients’ sustainability goals and achieve certification. By providing you with one-on-one support from an assessor who will visit your project and is available for direct feedback, we create an atmosphere of collaboration in reaching sustainability goals.

- Green Globes takes the guesswork out of the certification process. Having a Green Globes Assessor assigned to your project brings clarity throughout the entire certification process, allowing you to communicate clearly and confidently with your clients.

- Rather than following a checklist, Green Globes allows you to incorporate sustainable approaches that best fit your clients’ design and performance goals. This allows you to deliver maximum return on sustainability investments for your client.

- Green Globes is designed to encourage innovative solutions. We are open to new approaches if they achieve real-world results.