

GREEN BUILDING INITIATIVE COMPREHENSIVE GRAPHIC STANDARDS GUIDE **2022**

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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® certification and federal Guiding Principles Compliance verification 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.

2.1 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.



Professional Credential 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 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



80px



45px



45px

Green Globes Logos



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.



30px



45px



20px

Guiding Principles Compliance Logos



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.



3.1 Program, Protocol, and Distinction Icons

To maintain consistency and brand integrity, below are the icons that are identified with each Green Globes Program, Green Globes Protocol, Green Globes Distinction, and Guiding Principles Compliance Program. Find specific color information in section 5.

Green Globes Program Icons



Green Globes Protocol Icons



Green Globes Distinction Icons



Guiding Principles Compliance Program Icons



3.2 Other Graphics

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 Globes logo in appropriate marketing materials (brochures, print ads, etc.). You may use the general logo or one that represents the specific rating that your building received (see next page).

4.3 Green Globes Certification Guidelines

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.



70-84%

Demonstrates outstanding success in resource efficiency, reducing environmental impacts, and improving occupant wellness.



55-69%

Demonstrates significant achievement 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.

ADVERTISING GREEN GLOBES EMERGING PROFESSIONAL, PROFESSIONAL & ASSESSOR CREDENTIALS

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, LinkedIn profiles, or other self-promotional contexts. 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.

>> 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 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 website (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.

ADVERTISING GUIDING PRINCIPLES COMPLIANCE PROFESSIONAL CREDENTIALS

Credentialed Guiding Principles Compliance Professionals may use the acronym GPCP behind their names on business cards, LinkedIn profiles, or in other self-promotional materials. 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 the credential.

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 website (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



PMS 418 C | RGB 81/83/74 | CMYK 59/48/58/44 | HEX #51534A

PMS COOL GRAY 2 | RGB 208/208/206 | CMYK 14/10/8/0 | HEX #D0D0CE

Hosta Green



PMS 7724 C | RGB 0/150/108 | CMYK 81/3/64/10 | HEX #00966C

PMS 346 C | 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



PMS 418 C | RGB 81/83/74 | CMYK 59/48/58/44 | HEX #51534A

PMS COOL GRAY 2 | RGB 208/208/206 | CMYK 14/10/8/0 | HEX #D0D0CE

Dandelion Gold



PMS 117 C | RGB 201/151/0 | CMYK 0/26/100/15 | HEX #C99700

PMS 7406 C | 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




PMS 166 C | RGB 227/82/5 | CMYK 0/76/100/0 | HEX #E35205

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



PMS 7469 C | RGB 0/95/134 | CMYK 100/23/2/37 | HEX #005F86

Silt Brown: Sustainable Interiors




RGB 93/69/52 | CMYK 49/62/74/44 | HEX #5D4534

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



PMS COOL GRAY 2 | RGB 208/208/206 | CMYK 14/10/8/0 | HEX #D0D0CE

PMS COOL GRAY 8 | RGB 136/139/141 | CMYK 44/34/29/10 | HEX #888B8D

Dandelion Gold



PMS 117 C | RGB 201/151/0 | CMYK 0/26/100/15 | HEX #C99700

PMS 7406 C | RGB 241/196/0 | CMYK 0/13/100/1 | HEX #F1C400

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



PMS 549 C | RGB 106/162/185 | CMYK 60/24/20 | HEX #6AA2B9

Marigold: Existing Buildings



RGB 230/124/37 | CMYK 6/62/99 | HEX #E67C25

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.

**Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 123456789 !?&\$**

Acumin Pro Condensed Semibold + *Italic*

For use in subheaders, call-outs, sidebar headers, page numbers, and introductory paragraphs. Italic is suggested for subheaders paired with a header.

*Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 123456789 !?&\$*

Avenir Next Regular / **Demi Bold**

For use in marketing documents and PowerPoint presentations.

Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 123456789 !?&\$

Calibri Light / **Calibri Bold**

Use Calibri Light for primary content blocks in press releases, email, letters, and memos. Calibri Bold should be used to emphasize text and headings, as necessary.

Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 123456789 !?&\$

7.0

WRITTEN COMMUNICATION

7.1 Green Building Initiative Official Name

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.”

7.2 Our Mission

To reduce climate impacts by improving the built environment through education, standards, assessments, and certification developed by an inclusive and collaborative global network.

7.3 Vision

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, 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 an international nonprofit organization and American National Standards Institute (ANSI) Accredited Standards Developer dedicated to reducing climate impacts by improving the built environment. Founded in 2004, the organization is the global provider of the Green Globes® and federal Guiding Principles Compliance building certification and assessment programs. GBI also issues professional credentials, including the Green Globes Professional (GGP) and Guiding Principles Compliance Professional (GPCP). 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 an international nonprofit organization and American National Standards Institute (ANSI) Accredited Standards Developer dedicated to reducing climate impacts by improving the built environment. GBI is the global provider of the Green Globes and federal Guiding Principles Compliance building certification and assessment programs.

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/Verification 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 | • assessment | • self-evaluation |
| • user | • survey/questionnaire* | • onsite |
| • assessor | • subscription | • account |
| • auditor | • third-party | • 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
- GBI Account
- Guiding Principles Compliance Professional

7.8 Registered Trademark and Abbreviations

REGISTERED TRADEMARK ® USAGE IN LOGOS

The registered symbol ® must always be used with US GBI and Green Globes Marks.

REGISTERED TRADEMARK ® USAGE IN COPY

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 symbol ® following "Green Building Initiative" in written copy.

The first written instance of "Green Globes" in copy will be followed by the ® symbol. All subsequent mentions of "Green Globes" should omit the ®.

The register trademark symbol should not be used when referencing Green Globes professional credentials or in acronyms.

USE OF ABBREVIATIONS

GBI

The first written instance of "Green Building Initiative" should always be complete and may follow with the GBI acronym, ie. Green Building Initiative (GBI). Any subsequent written mentions can use the GBI acronym.

Green Globes

"Green Globes" should not be abbreviated under any circumstance.

Professional Credentials

Green Globes Emerging Professional, Green Globes Professional, Green Globes Assessor, Guiding Principles Compliance Professional, and Guiding Principles Compliance Assessor can be abbreviated to GGEP, GGP, GGA, GPCP, and GPCA only when using the logo or on the second written instance of the title. Ie. "Green Globes Assessor (GGA)" followed by "GGA".

8.1 Key Messages

- 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.**

* Newsham, G.R., Veitch, J.A., & Hu, Y. (2017). *Effect of green building certification on organizational productivity metrics*. *Building Research & Information*. Retrieved from <http://dx.doi.org/10.1080/09613218.2017.1358032>.

** U S General Services Administration Office of Government-wide Policy, Office of Federal High-Performance Buildings Public Buildings Service, Office of Design and Construction (2018). *The Impact of High Performance Buildings*.

8.2 Green Globes Messaging

Green Globes is an internationally recognized third-party certification that uses a transparent and collaborative process to evaluate the environmental sustainability, health & wellness, and resilience of a building or portfolio.

Green Globes primary messaging:

- Green Globes is science-based and built upon comprehensive standards regularly reviewed through the American National Standards Institute (ANSI) consensus process.
- Green Globes is third-party recognized by organizations promoting sustainability, health and wellness, and resilience, including the federal government, GRESB, and WELL.
- Green Globes Assessors (GGAs) are the backbone of the Green Globes certification process. They're licensed design professionals with extensive experience in commercial development.
- Our comprehensive rating system includes 1,000 points that are weighted across criteria in six environmental assessment areas. Green Globes has prescriptive measures and performance metrics to validate sustainability, health and wellness, and resilience practices while meeting bottom-line requirements.

Green Globes secondary messaging:

- 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.
- Green Globes is third-party recognized by leaders in sustainability and included in multifamily financial incentives.
- Green Globes has hundreds of Green Globes Professionals (GGPs) worldwide that provide cost-effective consulting support for commercial properties seeking certification. GGPs are optional but can increase efficiencies for your team submittal process.
- One size doesn't fit all, and Green Globes has multiple pathways toward green building certification. You'll be ranked on criteria that apply to your multifamily project, which helps avoid point chasing.

8.3 Guiding Principles Compliance Messaging

GBI's Guiding Principles Compliance is the most transparent and streamlined third-party assessment and verification program designed specifically for federal agencies to assess compliance with the federal Guiding Principles.

Primary messaging:

- Guiding Principles Compliance provides a roadmap for improving building performance and occupant health and wellness, as well as reducing climate impacts through a collaborative process supported by outstanding staff and expert assessors. Guiding Principles Compliance Assessors are highly qualified individuals with specialized experience in federal requirements that interact directly with teams throughout the process.
- GBI's Guiding Principles Compliance programs provide a simple-to-use survey, third-party assessments that include detailed reports, verification of compliance, and supplemental tools to enhance and clarify the Guiding Principles Compliance process.

Secondary messaging:

- Guiding Principles Compliance Assessors review progress toward compliance, provide opportunities for improvement, answer technical inquiries, and collaborate with teams to ensure projects meet federal and agency specific requirements.
- Project teams may choose between an Onsite Visit or a Post-Construction Document Review for their final assessment, allowing for increased flexibility for project location, budget, and timing.
- Guiding Principles Compliance includes a built-in process for identifying requirements that are not applicable, or that may partially comply. Guiding

Principles Compliance Assessors confirm justifiable not applicable requirements, allowing for project team certainty.

- The Department of Defense Guiding Principles Compliance for New Construction program was developed with the DOD and is currently in use by USACE, USAF, and NAVFAC.

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.