We created these guidelines to help our participants, members and the wider GRESB community to use our brand assets consistently and correctly. This document contains rules, guidelines and common uses and misuses of GRESB’s brand assets, including trademarks and logos.

Help GRESB to reinforce our brand to the market by applying these guidelines carefully. Contact GRESB via our contact form with any questions.
GRESB BRAND ASSETS

The GRESB Logo represents the whole organization. This logo can be used with the strapline “The ESG Benchmark for Real Assets” or without the strapline. The logo is adapted for the two main GRESB business platforms - Real Estate and Infrastructure. In addition, the logo is used within platforms for membership and assessment-related designations.

In this document, GRESB logos and the proprietary GRESB name are also referred to as a/the “mark” or “marks”.

GENERAL DO’S AND DON’TS FOR GRESB MARKS

Do:
• Only use artwork files provided by GRESB, along with the appropriate ® or TM symbol.
• Use the symbol in connection with the first and most prominent usage. 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 GRESB 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 “GRESB® and the related logo are trademarks owned by GRESB BV and are used with permission’.
• Use the marks when referring to GRESB products and services.

Don’t:
• Use marks as a verb or incorporate into another word e.g. GRESBER, GRESBING;
• Use marks as part of another company’s name, logo, domain name, or brand name for a product/service;
• Use marks on products, labels or packaging. This includes intellectual products such as online resources, virtual products, and educational offerings. GRESB does not review, certify or endorse products or services, and GRESB marks must not be used in the following ways:
  • To indicate any kind of endorsement by GRESB of a product or service;
  • To indicate that an official status for any product or service has been conferred by or is otherwise associated with GRESB;
  • To show any kind of relationship with GRESB other than those permitted by the terms and conditions specified for any proprietary mark or as mutually agreed by the user and GRESB through a written, signed agreement.
• Use marks on official or legal documents;
• Use marks in connection with disparaging statements about GRESB or its products, services or statements that otherwise reflect poorly on GRESB.

Note: GRESB is not an acronym.

When we launched in 2009, our focus was the real estate sector and GRESB used to be an acronym for “Global Real Estate Sustainability Benchmark.” But now that we cover real assets, including infrastructure, this is no longer the case. We no longer break down the letters into words. Refer to GRESB as “GRESB” and not as the “Global Real Estate Sustainability Benchmark”.


The GRESB Logo is adapted for each Business Platform (Real Estate and Infrastructure) to provide a unique identity within familiar GRESB branding boundaries, while leaving room for further expansion into different sectors.

01 REAL ESTATE

Representing GRESB’s origin in Real Estate, the GRESB Logo and the GRESB Real Estate Logo are identical with the exception of the added “Real Estate” text in the Real Estate Brand Environment. Refer to GRESB as “GRESB” and not as the “Global Real Estate Sustainability Benchmark”. Refer to the GRESB Real Estate Assessment as the “GRESB Real Estate Assessment” the first time the name appears in a document. You can refer to it as the “Assessment” from that point onwards, provided that you do not refer to two or more GRESB Assessments in one document, in which case you must always refer to the two assessments by their full names.

GRESB Real Estate Participant
- A participant may use the logo to identify themselves as a GRESB Real Estate Assessment participant;
- The logo is specific to the year of participation in the GRESB Real Estate Assessment;
- Participants may only use the logo if they participated in the relevant Assessment Year (equivalent to a calendar year);
- You may only use the logo for a participating entity e.g. not the overarching organization;
- You may download the logo from the GRESB Portal in your Real Estate Assessment Results;
- The GRESB Portal Terms contain detailed requirements regarding logo use.

GRESB Real Estate Sector Leader
- A participant that has been informed in writing by GRESB that it is a Sector Leader in a particular Assessment Year may use the logo to identify themselves as a GRESB Real Estate Assessment Sector Leader;
- The logo is specific to the year of participation in the GRESB Real Estate Assessment. Sector Leaders may only use the logo to show their Sector Leader status for a given Assessment Year;
- You may only use the logo for a participating entity e.g. not the overarching organization;
- You may download the logo from the GRESB Portal in your Real Estate Assessment Results;
- The GRESB Portal Terms contain detailed requirements regarding logo use.

GRESB Real Estate Member
- A GRESB Member is an entity, association, partnership or organization that is party to a membership agreement with GRESB;
- A GRESB Partner is a sub-category of membership for industry associations, consultants and solution providers. A subset of partners, known as GRESB Data Partners, help GRESB participants report asset data to the GRESB Asset Portal via the Asset Spreadsheet or GRESB API. On payment of an additional fee, Partners can be Premier or Global Partners;
- Members are permitted to use either the GRESB Logo or one of the following member logos, to identify themselves as a GRESB Real Estate Member:
  - GRESB Real Estate Member: Any member type;
  - GRESB Real Estate Partner: Any Partner type;
  - GRESB Real Estate Premier Partner: Any Premier Partner;
  - GRESB Real Estate Global Partner: Any Global Partner.
Refer to the GRESB Infrastructure Assessment as the “GRESB Infrastructure Assessment” the first time the name appears in a document. You can refer to it as the “Assessment” from that point onwards, provided that you do not refer to two or more GRESB Assessments in one document, in which case you must always refer to the two assessments by their full names.

**GRESB Infrastructure Participant**
- A participant may use the logo to identify themselves as a GRESB Infrastructure Assessment participant;
- The logo is specific to the year of participation in the GRESB Infrastructure Assessment. Participants may only use it if they participated in the relevant Assessment Year;
- You must use the logo for a participating entity e.g. not the overarching organization;
- You can download the logo from the GRESB Portal in your Infrastructure Assessment Results;
- The GRESB Portal Terms contain detailed requirements regarding logo use.

**GRESB Infrastructure Member**
- A GRESB Member is an entity, association, partnership or organization that is party to a membership agreement with GRESB;
- A GRESB Partner is a sub-category of membership for industry associations, consultants and solution providers. A subset of partners, known as GRESB Data Partners, help GRESB participants report asset data to the GRESB Asset Portal via the Asset Spreadsheet or GRESB API. On payment of an additional fee, Partners can be Premier or Global Partners;
- Members are permitted to use either the GRESB Logo or one of the following member logos, to identify themselves as a GRESB Infrastructure Member:
  - GRESB Infrastructure Member: Any member type;
  - GRESB Infrastructure Partner: Any member type;
  - GRESB Infrastructure Premier Partner: Any Premier Partner;
  - GRESB Infrastructure Global Partner: Any Global Partner.
You may use our logo for the uses permitted in this document but please follow a few simple rules. They apply equally to all types of GRESB logos.

**DO’S AND DON’TS**

01 **Horizontal logo**
The GRESB Logo and GRESB business platform logos may only be used in their horizontal form when it is not possible to use the vertical logo because of space constraints. As a general rule, you should use the vertical logo.

02 **Safety space**
Always give the GRESB logo some room to breath. The minimum space should be 125% of the logo size on all sides.

03 **Backgrounds**
This one is simple. Do not put the GRESB logo on a background other than white. For dark or colored backgrounds, use the white GRESB logo.

04 **Colors and trademark**
Never change the color of the GRESB logo or use it without the registered trademark or symbol.

05 **Completeness**
Do not use parts of the GRESB logo on their own or apply effects such as drop shadows or 3D effects.

06 **Rotation**
Do not alter the angle of the logo.

07 **Animation**
Do not animate the logo.

08 **Additional Text**
Do not wrap any other text around the logo.
Our Typefaces

**Primary**

Use DIN font as primary (headlines, labels,...). Choose carefully between 5 different weights.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,./;’@#!&*-=)

**Secondary**

Use Franklin Gothic FS font as secondary (body text, subtitles) and when using Microsoft Office.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,./;’@#!&*-=)
OUR COLORS

When? What? Where?
- Use #3B3C3C generally as your main color for all text.
- Use #98B00A whenever you talk about GRESB in general.
- Use the brand colors for an individual business platform when you talk about that platform.

Attention!
Colors other than grey should be used as accents to underline important content. They should never dominate their surroundings.
We use Icons to identify GRESB Aspects and GRESB Assessments in our reporting. Files are available on request by contacting us at gresb.com/contact.

**STOCK ICONS**

For quick and easy application we use SS Air symbol set. Every once in a while we complement that with the use of FontAwesome icons. The introduction of a new icon or use of stock icons should always be coordinated with our design team. Always question whether your icon supports what you want to express.
USE OF PHOTOGRAPHY

Stock photography
Contact us via our contact form about licenses for images. We prefer high-resolution, stock photographs.

Logo
Remember to put the logo on a white background that provides enough breathing space.

Text
Text and images don’t go together very well. Use as little text as possible. Put short taglines in black on bright parts of the image and use white text for dark parts. If needed, put a semi-transparent background under the text.