

BREEAM® | USA

BREEAM USA marks and logos
for assessors: User guidelines

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INTRODUCTION

Hello,

These user guidelines are for BREEAM USA assessors and companies employing assessors.

They are designed to help you get the most from the BREEAM USA brand – assuring clients of your capabilities as part of a world-leading sustainability standard.

The guidelines explain which BREEAM USA mark should be used by a licensed assessor, and which should be used by a company employing licensed assessors. They also contain guidance about how and where to use each version of the mark.

We hope you find the information in this guide clear and useful. If you have questions please contact us at: BREEAMUSA@bregroup.com



OVERVIEW

Our two BREEAM USA assessor marks

The BREEAM USA assessor mark and the BREEAM USA assessor company mark are shown on the right (figures 1 and 2). Guidance about these marks is given on pages 4 and 5.

Please note that older versions of the assessor marks, issued by BREEAM USA before September 2025, should be replaced with these marks, provided that licenses are current.

Other BREEAM logos and marks

The primary BREEAM USA logo is shown as figure 3 on this page. This logo is incorporated within the assessor marks and should not be used on its own to indicate that a person is a qualified or licensed BREEAM assessor.

There are a few instances where it can be appropriate for a qualified or licensed assessor business to use the BREEAM USA logo on its own. This should only be with the express written permission of BRE. Please see page 6 for more guidance about this.

The BREEAM USA certification mark is shown as figure 4. From September 2025 onwards, this mark will only appear on BREEAM USA certificates and should never be used by a BREEAM USA assessor or BREEAM USA assessor company.



1. BREEAM USA assessor mark



2. BREEAM USA assessor company mark



3. BREEAM USA logo



4. BREEAM USA certification mark

THE BREEAM ASSESSOR MARK

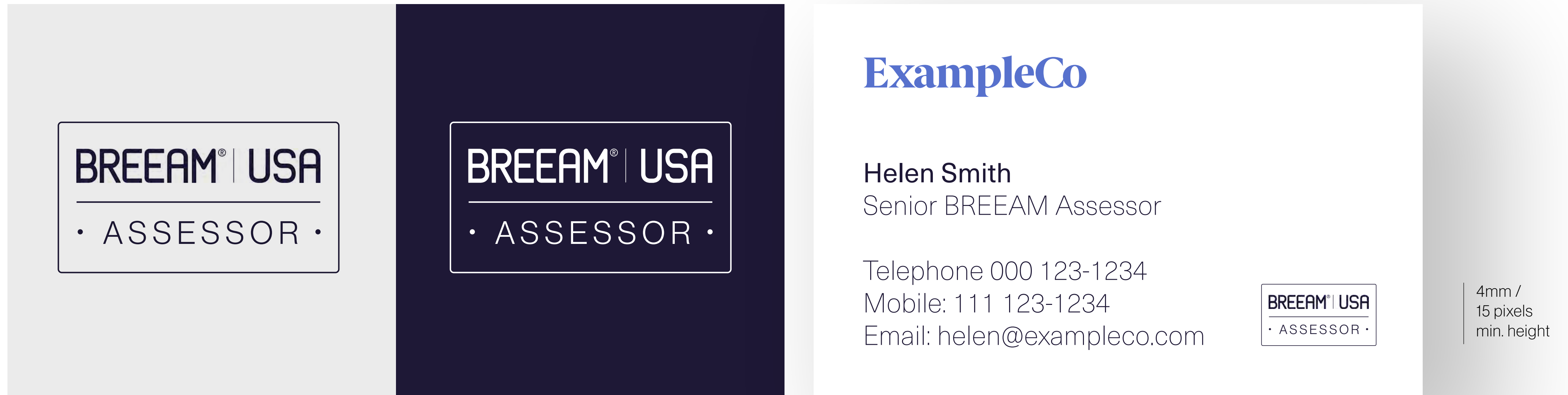
These marks are provided to an individual when BREEAM USA assessor licenses are activated. They can be used for as long as the person remains licensed. They should *only* be used on items like a business card, email signatures or LinkedIn profile that are specific to an individual. Companies employing licensed BREEAM USA assessors should use the assessor company mark shown on page 5.

If an assessor is licensed for both BREEAM USA and BREEAM International it is recommended that they use the BREEAM assessor mark found in BRE document number PN235 'BREEAM marks and logos for assessors: User guidelines'.

Files formats and sizes

Marks will be provided in indigo and white as PNG files. Marks should only be obtained from BRE.

To maintain legibility the mark should not be reproduced smaller than a height of 4mm / 15 pixels as shown below.



The image displays the BREEAM USA Assessor mark in two color schemes: white on a light gray background and white on a dark blue background. To the right, a business card for 'ExampleCo' is shown with the name 'Helen Smith', title 'Senior BREEAM Assessor', and contact information. A small version of the BREEAM USA Assessor mark is placed on the card. A vertical line next to the mark on the card indicates a minimum height of 4mm / 15 pixels.

BREEAM[®] | USA
• ASSESSOR •

ExampleCo

Helen Smith
Senior BREEAM Assessor

Telephone 000 123-1234
Mobile: 111 123-1234
Email: helen@exampleco.com

BREEAM[®] | USA
• ASSESSOR •

4mm /
15 pixels
min. height

THE BREEAM ASSESSOR COMPANY MARK

These marks are provided to a company that employs licensed BREEAM USA assessors. They can be used for as long as the company retains its license. Individuals who are licensed BREEAM USA assessors should use the assessor mark shown on page 4 for communications that are specific to them. Company marks can appear on items like presentations, brochures or websites.

If an assessor company is licensed for both BREEAM USA and BREEAM International it is recommended that they use the BREEAM assessor company mark as found in BRE document number PN235 'BREEAM marks and logos for assessors: User guidelines'.

Files formats and sizes

Marks will be provided in indigo and white as PNG. Marks should only be obtained from BRE.

To maintain legibility the mark should not be reproduced smaller than a height of 4mm / 15 pixels as shown below.



4mm /
15 pixels
min. height

USING THE BREEAM USA LOGO

Using the BREEAM logo

The BREEAM USA logo on its own can be used by assessor companies on marketing and publicity materials if the intention is to show a general association with BREEAM or to promote the concept of BREEAM certification. An example of this kind of use is shown below.

The BREEAM USA logo can *only* be used by an assessor company in this way with the express written permission of BRE. To obtain permission assessors should approach their BREEAM USA contact in writing or BREEAMUSA@bregroup.com

If an assessor company is licensed for both BREEAM USA and BREEAM International it is recommended that they use the BREEAM logo as found in in BRE document number PN235 'BREEAM marks and logos for assessors: User guidelines'. To obtain permission assessors should contact assessorfeedback@bregroup.com

Marks for projects

If customers want to show that their project has been certified and what rating it has achieved, they should use the BREEAM USA project mark, not the BREEAM USA logo. BRE has produced specific guidance for this. Please speak to your BREEAM USA contact or email BREEAMUSA@bregroup.com if you need more information.

Logos and marks for products or services

The BREEAM USA logo *cannot* be used in connection with (or be seen as an endorsement of) any products or services, as BREEAM does not perform product or service certification. BREEAM assessors should communicate this to any product or service companies they work with.

If a product or service forms part of a building that has been BREEAM USA certified, this does not mean that the BREEAM USA certificate applies to that product or service. This is to ensure that we remain impartial and that the market continues to create and discover new solutions that meet our requirements, instead of being restricted to a list of approved products and services.

For example, if a floor manufacturer provides a contractor with a sustainable flooring product that is used in a building that is BREEAM USA certified, it does not give the floor manufacturer the right to use the BREEAM USA logo to promote their product or create the appearance of a formal association or approval from BREEAM USA. This does not prevent the floor manufacturer stating in text that their product is compliant with BREEAM USA requirements, but the use of any BREEAM USA logo or mark is not permitted.



TERMS OF USE AND COPYRIGHT

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BREEAM and BREEAM USA are registered trademarks of BRE. The ® is not to be removed from the BREEAM or BREEAM USA logo where it appears as part of the assessor marks.

The BREEAM family of logos remain the intellectual property of BRE at all times and are copyrighted.

The replication or reproduction of the logos can only be made with the express authorization of BRE or the BRE Group entity that is the registered proprietor of the logos, and following the guidance as set out by BRE in this and other relevant documents.

The images included in this publication are for illustration only. Redrawn (including by electronic copying) approximations shall not be used for any external communications.

Electronic versions of the BREEAM and BREEAM USA marks and logos shall only be obtained from BRE.