

BREEAM®

# BREEAM marks and logos for assessors: User guidelines

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# INTRODUCTION

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Hello,

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

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

The guidelines explain which BREEAM 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: [assessorfeedback@bregroup.com](mailto:assessorfeedback@bregroup.com)



# OVERVIEW

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## Our two BREEAM assessor marks

The BREEAM assessor mark and the BREEAM 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 before September 2025, should be replaced with these marks, provided that licences are current.

## Other BREEAM logos and marks

The primary BREEAM 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 licensed BREEAM assessor.

There are a few instances where it can be appropriate for a licensed assessor business to use the BREEAM 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 certification mark is shown as figure 4. From September 2025 onwards, this mark will only appear on BREEAM certificates and should never be used by a BREEAM assessor or BREEAM assessor company.



1. BREEAM assessor mark



2. BREEAM assessor company mark



3. BREEAM logo



4. BREEAM certification mark

# THE BREEAM ASSESSOR MARK

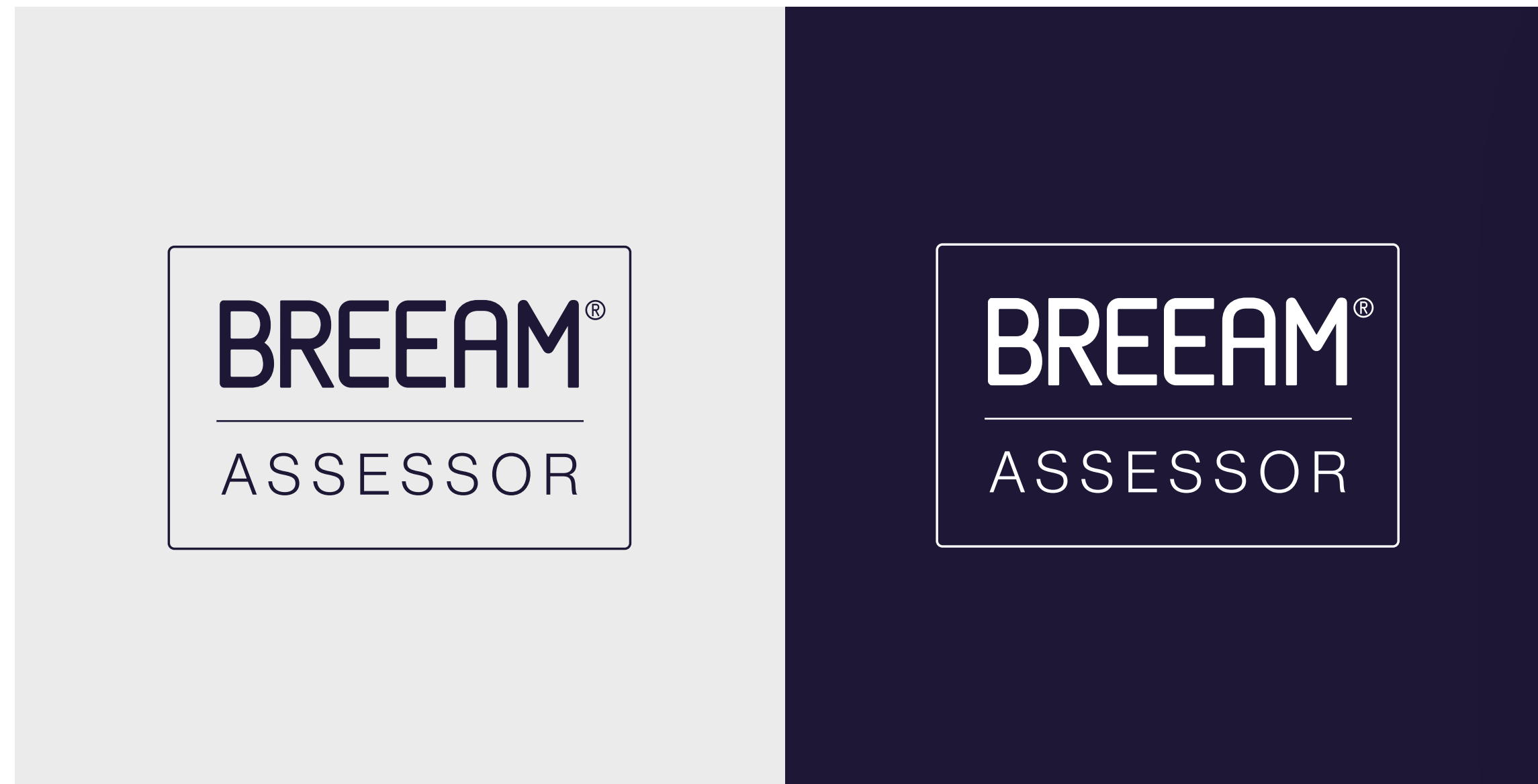
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These marks are provided to an individual when BREEAM assessor licences are activated. They can be used for as long as the person remains licensed. They should *only* be used on items like a business card, email signatures or LinkedIn profile that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

## Files formats and sizes

Marks will be provided in indigo and white as CMYK JPEG files for print and PNG files for Microsoft or digital applications. 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.



**ExampleCo**

**Helen Smith**  
Senior BREEAM Assessor

Telephone 0123 456789  
Mobile: 0700 123 456  
Email: helen@exampleco.com



4mm /  
15 pixels  
min. height

# THE BREEAM ASSESSOR COMPANY MARK

These marks are provided to a company that employs licensed BREEAM assessors. They can be used for as long as the company retains its licence. Individuals who are licensed BREEAM assessors should use the assessor mark shown on page 3 for communications that are specific to them, like a business card or LinkedIn profile.

## Files formats and sizes

Marks will be provided in indigo and white as CMYK JPEG files for print and PNG files for Microsoft or digital applications. 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.



# USING THE BREEAM LOGO

## Using the BREEAM logo

The BREEAM 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 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 contact in writing or email [enquiries@bregroup.com](mailto:enquiries@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 project mark, not the BREEAM logo. BRE has produced specific guidance for this. Please speak to your BREEAM contact or email [assessorfeedback@bregroup.com](mailto:assessorfeedback@bregroup.com) if you need more information.

## Logos and marks for products or services

The BREEAM 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 certified, this does not mean that the BREEAM 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 certified, it does not give the floor manufacturer the right to use the BREEAM logo to promote their product or create the appearance of a formal association or approval from BREEAM. This does not prevent the floor manufacturer stating in text that their product is compliant with BREEAM requirements, but the use any BREEAM logo or mark is not permitted.

**ExampleCo**

HOW BREEAM  
CERTIFICATION CAN  
TRANSFORM YOUR  
PORTFOLIO

BREEAM®



# TERMS OF USE AND COPYRIGHT

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BREEAM is a registered trademark of BRE (Building Research Establishment Ltd). The BREEAM marks, logos and symbols are the copyright of BRE and are reproduced by permission.

BREEAM is a registered trademark of BRE. The ® is not to be removed from the BREEAM 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 authorisation 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 marks and logos shall only be obtained from BRE.