

BREEAM®

BREEAM marks and logos
for customers: User guidelines

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INTRODUCTION

Hello,

These user guidelines are for BREEAM customers who have had a building or project certified under one of the BREEAM schemes. Many congratulations on your achievement.

The guidelines are designed to help you get the most from the BREEAM brand – allowing your customers and stakeholders to understand what rating your project achieved when it was certified under our world-leading sustainability standard.

The guidelines explain which BREEAM mark or logo you should use and how they will be supplied to you. They also explain how they should and shouldn't be used.

We hope you find everything clear and useful. If you have any questions please contact: clientfeedback@bregroup.com



OVERVIEW

The BREEAM project mark

Customers who have a building or project certified under a BREEAM scheme will be issued with a BREEAM project mark. An example of a BREEAM project mark is shown below. Detailed guidance about these marks is given on pages 4-6. These marks will be issued to customers alongside their certificate.

The mark is made up of five elements as shown below:

01. The BREEAM logo
02. The BREEAM scheme name
03. The rating that the project achieved
04. The stars that align with the rating
05. The certificate number for the project

All five elements must be present and correct for the mark to be licensed for use.



Other BREEAM logos and marks

The BREEAM logo is shown below on the left. This logo is incorporated within the project mark. If customers want to show that their project has been certified and what rating it has achieved, the project mark should always be used. Please see information in the first column on this page and pages 4-6 for further guidance.

Using the BREEAM logo on its own

The BREEAM logo on its own can be used by customers on marketing and publicity materials if the intention is to show a general association with BREEAM. For example, if a customer wishes to promote BREEAM certification across a whole portfolio, or as part of a wider business strategy, the BREEAM logo should be used, not the project mark. The BREEAM logo can *only* be used by a customer in this way with the express written permission of BRE. Please see page 7 for guidance.

The BREEAM certification mark is shown below on the right. From September 2025 onwards, this mark will only appear on BREEAM certificates and should never be used by a BREEAM customer.



The BREEAM logo



The BREEAM certification mark

THE BREEAM PROJECT MARK

These marks are provided to customers who have had a building, project or infrastructure asset certified. See below an example for the New Construction scheme, variants of this are available for other BREEAM schemes. This excludes BREEAM In-Use (V6) which uses a different rating system (see page 5).

Customers will be issued with a mark that aligns to the rating their project has received, as shown on their certificate. The mark will also include their certificate number which must be visible whenever the mark is displayed. Guidance about usage is given on page 6. Please note, this is the same for all BREEAM schemes.

Files formats and sizes

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

To maintain legibility the mark should not be reproduced smaller than a height of 8mm / 30 pixels, as shown below.



THE BREEAM IN-USE (V6) PROJECT MARK

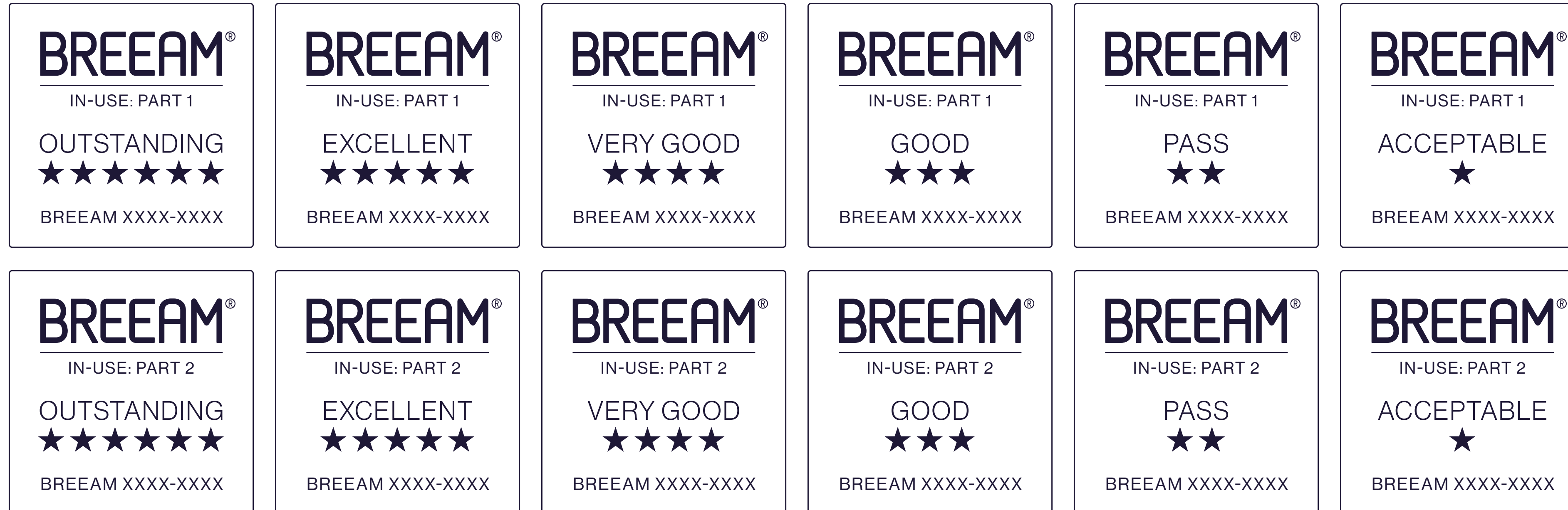
These marks are provided to customers whose buildings or projects have been certified under the BREEAM In-Use (V6) scheme, which uses a different rating system from other BREEAM schemes. The marks for schemes other than BREEAM In-Use (V6) are shown on page 4.

BREEAM In-Use (V6) customers will be issued with a mark that aligns to the rating their project has received, as shown on their certificate. The mark will also include their certificate number. It is important that number is visible whenever the mark is displayed. Guidance about usage is given on page 6. Please note, this is the same for all BREEAM schemes.

Files formats and sizes

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

To maintain legibility the mark should not be reproduced smaller than a height of 8mm / 30 pixels, as shown below.



USING THE BREEAM PROJECT MARK

This guidance applies to all schemes. A BREEAM project mark is a valuable communications asset for a building or project that has been BREEAM certified. This means that it can only be used in communications that directly reference the *specific* building or project that has been certified – not on general communications.



< Colour

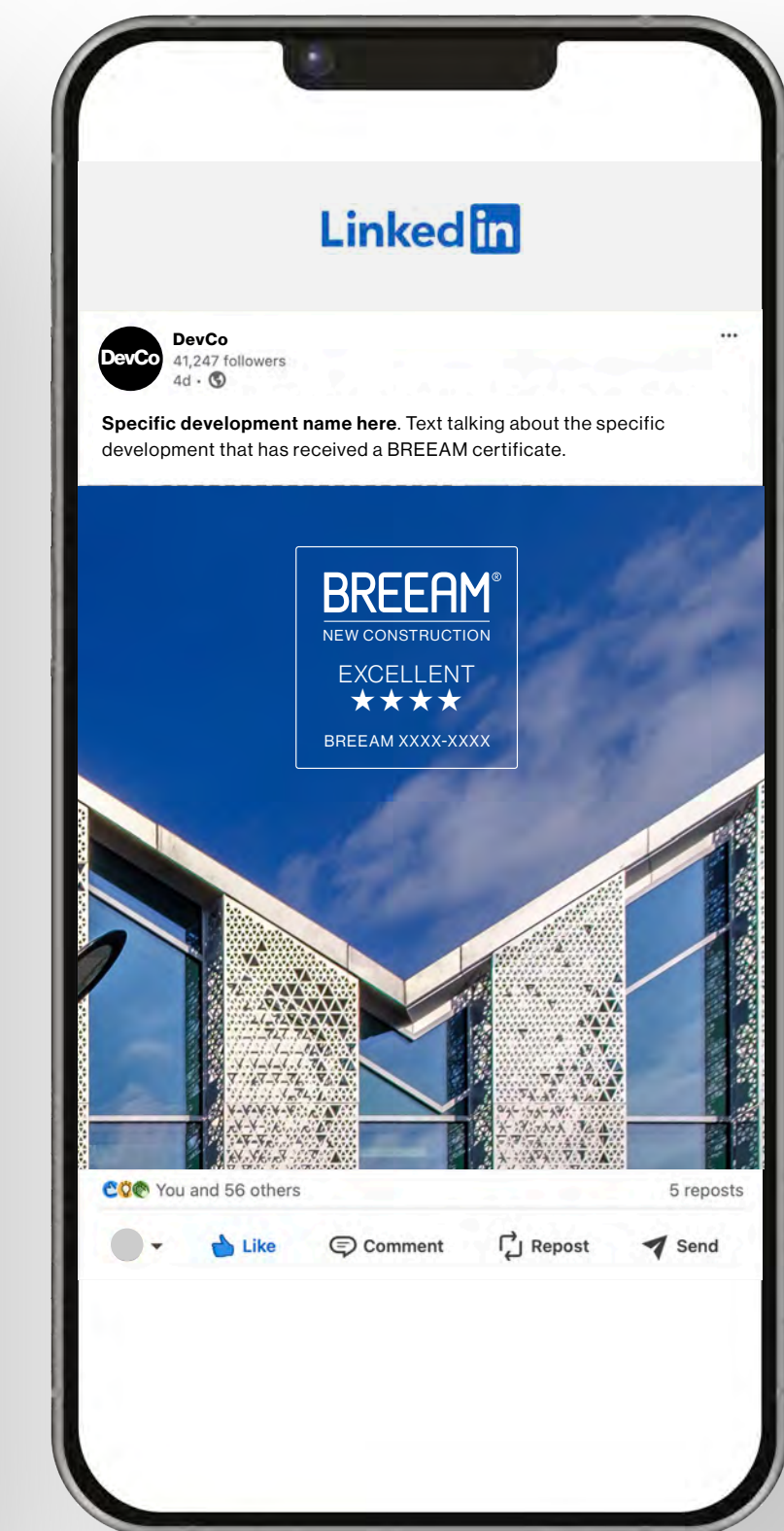
The BREEAM project mark will be supplied in indigo and white, on transparent backgrounds. Please ensure sufficient contrast with the background the marks appears on.

Correct uses >

The BREEAM project mark may appear on items like promotional literature or presentations for a *specific* building or project. The mark may also appear on website pages or social media posts, provided that they are specifically about the building or project that has received a BREEAM certificate.



For example, it would be acceptable for the project mark to be used on a website case study page which describes a specific certified project. But it would *not* be acceptable for the mark to appear elsewhere on the website without direct reference to the project. Examples of acceptable uses are shown below. Please note the mark should be used on communication materials only, not for example, enlarged on the side of building etc.



USING THE BREEAM LOGO

Using the BREEAM logo

The BREEAM logo on its own can be used by customers on marketing and publicity materials if the intention is to show a general association with BREEAM. For example, if a customer wishes to promote BREEAM certification across a whole portfolio, or as part of a wider business strategy, the BREEAM logo should be used, not the project mark. An example of this kind of use is shown below.

The BREEAM logo can *only* be used by a customer in this way with the express written permission of BRE. To obtain permission customers should approach their BREEAM contact in writing or email enquiries@bregroup.com



Marks for projects

If customers want to show that their project has been certified and what rating it has achieved, the project mark should be used, not the BREEAM logo. Please see information on pages 3-6 for further guidance.

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.

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.

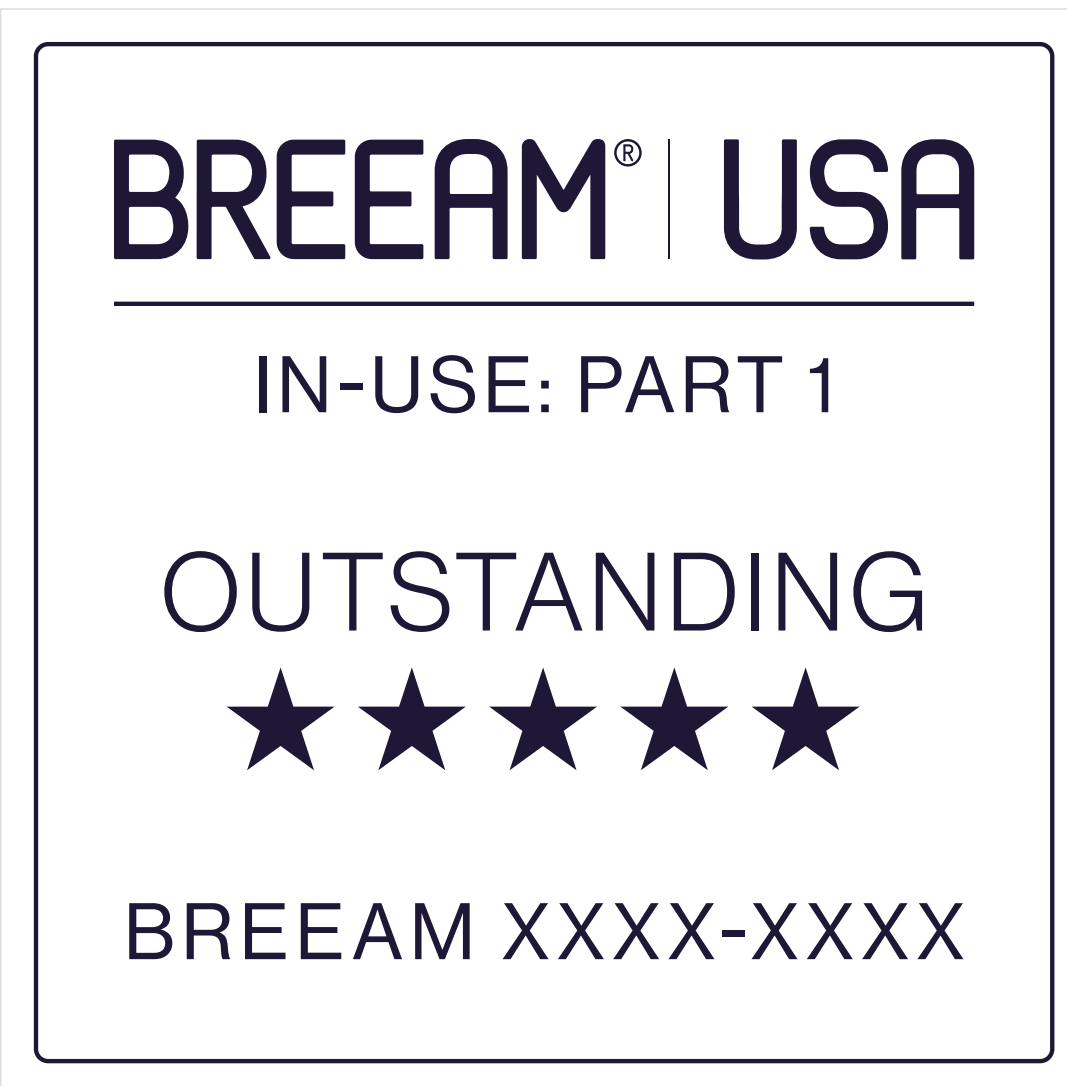
For example, if a floor manufacturer provides a contractor with a sustainable flooring product that is used in a building that is BREEAM certified, it does not give the floor manufacturer the right to use the BREEAM logo to promote their product or create the appearance of a formal association or approval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

PROJECT MARKS FOR LOCALLY ADAPTED SCHEMES

BREEAM project marks for locally adapted schemes

Customers with assets certified against a locally adapted scheme will receive project marks specific to that scheme. That mark will feature the BREEAM logo for the country where the building is registered.

An example of a locally adapted project mark for BREEAM USA is shown below as figure 1.



1. An example of a project mark for a locally adapted scheme

BREEAM® | USA

2. An example of a locally adapted BREEAM scheme logo



3. An example of a locally adapted BREEAM scheme certification mark

Using BREEAM logos internationally

The BREEAM USA logo is shown on the left as figure 2, as an example of a locally adapted scheme logo. As shown in figure 1, this logo is incorporated within the relevant project mark. If customers want to show that their project has been certified and what rating it has achieved, the project mark from their locally adapted scheme should always be used. Please see information in the first column on this page and pages 4-6 for further guidance.

Using BREEAM logos on their own internationally

The BREEAM USA logo on its own (or its equivalent for other locally adapted schemes) can be used by customers on marketing and publicity materials if the intention is to show a general association with BREEAM in that country. For example, if a customer wishes to promote BREEAM certification across a whole portfolio, or as part of a wider business strategy, the BREEAM USA logo (or other relevant locally adapted scheme logo) should be used, not the project mark. BREEAM logos can *only* be used by a customer in this way with the express written permission of BRE. Please see page 9 for contact details.

If a customer has certified assets against multiple locally adapted schemes then we recommend that they use the BREEAM logo, not a localised version (see page 7).

Certification marks

The BREEAM USA certification mark is shown on the left (as figure 3) as an example of a locally adapted certification mark for the United States of America. From September 2025 onwards, this type of mark will only appear on BREEAM USA certificates and should never be used by a BREEAM USA customer.

TERMS OF USE AND COPYRIGHT

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 and marks remain the intellectual property of BRE at all times and are copyrighted.

The replication or reproduction of the logos and marks 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.

CONTACT DETAILS

BREEAM (UK and International):
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