



Home Innovation
NGBS GREEN PARTNER™

NGBS Green Certification Brand and Marketing Style Guide

OCTOBER 2022

Home Innovation Research Labs

400 Prince George's Blvd. | Upper Marlboro, MD 20774 | 800.638.8556 | HomeInnovation.com/Green

INTRODUCTION

This Brand and Marketing Style Guide for the Home Innovation Research Labs NGBS Green Certification Program defines the accepted uses of Home Innovation logos, certification marks, and associated marketing materials by our green certification program partners. Any graphics or materials referenced herein are only authorized to be used by NGBS Green Certification Program Partners (defined below) for the purpose of promoting the Home Innovation NGBS Certification Program, NGBS Green Certified projects and products, and/or the ICC 700 National Green Building Standard® upon which the certification program is based.

The following are considered as Home Innovation Research Labs Green Certification Program Partners:

- Residential Builders, Remodelers, Developers, and Property Management Companies with whom we have active program agreements and who are in good standing for all program requirements (payment, insurance, etc.)
- Home Innovation accredited NGBS Green Verifiers who have active agreements and are in good standing for all program requirements (training/continuing education, listing fee, insurance, etc.)
- Architects who have designed NGBS Green Registered projects and are listed on multifamily project information forms
- Building product manufacturers or companies who have NGBS Green Certified products

Please refer to the table of contents to see which specific marketing components are relevant to your particular type of program participation. This Guide supplements the provisions on logo/certification mark use specified in the Home Innovation National Green Building Certification Client (builder, remodeler, developer), Product Manufacturer, and Accredited Verifier agreements. Green certification program partners remain responsible for complying with all terms of use in the applicable agreement and with all laws and regulations that apply to marketing and advertising, including the FTC Green Guides.

Home Innovation's NGBS Green certification marketing materials website — HomeInnovation.com/MarketGreenCertified — may be used in connection with the materials explicitly highlighted in this Guide. Program partners are also welcome to repurpose any of the program descriptions on the NGBS Green Certification pages within the Home Innovation website — HomeInnovation.com/Green — and/or on NGBS.com when referencing NGBS Green Registered or NGBS Green Certified projects. If there are any questions on what material or language is appropriate to use for a particular circumstance or project, please call 800.638.8556 or contact us online (www.HomeInnovation.com/NGBSGreenContact).

The Home Innovation NGBS Green Registered, NGBS Green Certified, NGBS Green Partner, and NGBS Green Verifier marks may only be used by Home Innovation Research Labs and other entities it authorizes. Federal statutes govern the use of these marks.

TABLE OF CONTENTS

Relevant for All Home Innovation Research Labs Logos and Marks

Use of Home Innovation Research Labs Proprietary Marks	pg. 4
Inappropriate Use of Home Innovation Research Labs Proprietary Marks.....	pg. 4
Color Palette	pg. 5
Clear Space Requirement	pg. 5

Materials Available to All NGBS Green Program Partners

NGBS Green Program Logo	pg. 6
NGBS Green Partner Logo	pg. 7
NGBS Green PRO Logo	pg. 8

Materials Specific to NGBS Green Partner Builders

NGBS Green Registered Mark	pg. 9
In-Process Construction Site Signage.....	pg. 10
NGBS Green Certified Mark	pg. 12
NGBS Green Certification-Level Seals	pg. 13
NGBS Green+ Badges	pg. 14
Certified WRI Mark	pg. 15
NGBS Green Certification Plaques	pg. 16
NGBS Green Certificate	pg. 17
NGBS & Green Certification Overview Flyer	pg. 17
Business-to-Consumer Flyer.....	pg. 18
Silent Salesperson Signs	pg. 19

Materials Specific to NGBS Green Verifiers & Field Reps

NGBS Green Verifier & MASTER Verifier Logos.....	pg. 22
WRI Accredited & WRI MASTER Verifier Logos	pg. 23
NGBS Green Field Rep Logo	pg. 24
NGBS Business Development Brochures.....	pg. 25

Materials Specific to Manufacturers of NGBS Green Certified Products

NGBS Green Certified Mark with Practice Reference	pg. 26
---	--------

USE OF HOME INNOVATION RESEARCH LABS PROPRIETARY MARKS

The following terms and conditions govern the use of all Home Innovation Research Labs proprietary marks (referenced below as “the mark”):

- Home Innovation Research Labs will provide artwork files for its logos and certification marks. Only artwork files provided by Home Innovation Research Labs may be used. Images captured from websites, publications, and other sources may not be used.
- All uses must include the appropriate trademark symbol, which will be part of the artwork provided by Home Innovation Research Labs.
- The mark may be used only to refer to appropriate Home Innovation Research Labs NGBS Green Program. The mark (or any word or design that is confusingly similar to the mark) may not be used as part of a company’s name, logo, domain name, or brand name for a product or service.
- The mark may not be used to indicate any kind of endorsement by Home Innovation Research Labs of any product or service, to indicate that any official status for any product or service has been conferred by or is otherwise associated with Home Innovation Research Labs, or to show any kind of relationship with Home Innovation Research Labs aside from those permitted by the terms and conditions specified for each proprietary mark.
- The mark may not be used in connection with any disparaging statements about Home Innovation Research Labs or its products, or with statements that otherwise reflect poorly on the company, its programs, or its clients.
- The mark may not be altered in any way, including proportion, color (outside of logo specifications), element, type, etc. It may not be animated, morphed, or distorted in any other way.
- The mark is intended to stand alone and should not be integrated into other logos.
- Home Innovation Research Labs reserves the right to approve or disapprove the use of any of its proprietary marks on non-Home Innovation Research Labs printed materials or websites.
- Any unauthorized use of a Home Innovation Research Labs proprietary mark may result in legal action.

INAPPROPRIATE USE OF HOME INNOVATION RESEARCH LABS PROPRIETARY MARKS

DON'T attempt to recreate logo qualifier with a similar type face



DON'T use the mark without the qualifier or the qualifier without the mark



DON'T put shadows, graphic elements, or text behind the logo



DON'T print the logo in an unauthorized color



DON'T distort the mark (squish or stretch)



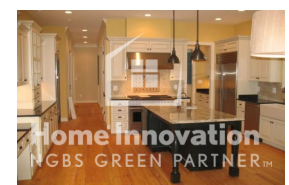
DON'T print the 2-color logo on a dark background



DON'T alter the size relationship of the logo and qualifier line



DON'T use as a watermark



AUTHORIZED NGBS GREEN CERTIFICATION COLOR PALETTE



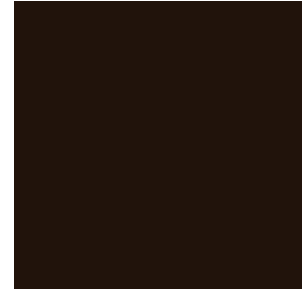
Pantone 377C
Pantone 390U
C51 M4 Y100 K0
R139 G189 B0
HEX - 8BBD00



Pantone 541C
Pantone 541U
C100 M57 Y0 K38
R0 G70 B127
HEX - 00467F



Pantone Cool Gray 10C
Pantone Cool Gray 10U
C51 M43 Y43 K7
R128 G128 B128
HEX - 808080



Pantone Black 4C
Pantone Black 4U
C71 M65 Y64 K69
R38 G38 B38
HEX - 262626

CLEAR SPACE REQUIREMENT



The Home Innovation NGBS Green Certification Program proprietary marks should always be surrounded by a generous amount of open space. This keeps them free from distracting elements. It is necessary to observe the minimum size guides to ensure visual impact and clarity of the mark. The white space that surrounds the mark should be equal to the height of the “H” in the Home Innovation text.

NGBS GREEN PROGRAM LOGO

The NGBS Green™ program logo can be used by program partners (verifiers, builders, remodelers, developers, architects, and building product manufacturers), in compliance with the licensing provisions of their agreements with Home Innovation Research Labs, to indicate active participation in our NGBS Green Certification program and support of certification to the National Green Building Standard®. The logo can also be used to increase consumer understanding and awareness of the NGBS Green Certification program and/or as an icon to use as a hyperlink to NGBS.com, the program’s consumer-facing website.

Minimum size for this stacked logo is .5" wide.



| .5" |

Minimum size for this horizontal logo is 1.5" wide.



GREEN PROGRAM STACKED



GREEN PROGRAM HORIZONTAL



NGBS GREEN PARTNER LOGO

The Home Innovation NGBS Green Partner™ logo can be used by program partners (verifiers, builders, remodelers, developers, architects, and building product manufacturers), in compliance with the licensing provisions of their agreements with Home Innovation Research Labs, to indicate active participation in our NGBS Green Certification program and support of certification to the National Green Building Standard®. The logo can also be used to increase consumer understanding and awareness of the NGBS Green Certification program. Text language should state that the entity is a “Home Innovation NGBS Green Partner.” It is recommended that readers be directed to NGBS.com for more information about the certification program.

Minimum size for this stacked logo is 1.25" wide.



Minimum size for this horizontal logo is 1.75" wide.



GREEN PARTNER STACKED



GREEN PARTNER HORIZONTAL



NGBS GREEN PRO LOGO

The NGBS Green PRO™ logo can be used by individuals who successfully complete all NGBS Green PRO training modules and pass the relevant tests to demonstrate competency, thereby achieving this professional designation. Use of the logo indicates an advanced knowledge of the National Green Building Standard (NGBS) ICC-700 and expertise in the NGBS Green Certification program and its processes. The logo can also be used to increase consumer understanding and awareness of the NGBS Green Certification program. Text should state that the individual is an “NGBS Green PRO.” A link or reference to NGBS.com is recommended to provide more information about the NGBS and the certification program. Because Home Innovation Research Labs bestows this designation to individuals and not companies, the logo should only be associated with information on the individual with the professional designation, and should not imply either certification or accreditation of any project or company/organization. Individuals or organizations who participate in NGBS Green Certification and wish to promote a broader association with the program are permitted to use the Home Innovation NGBS Green Partner or NGBS Green program logos.

Minimum size for this logo is .5" wide.



┆ .5" ┆

GREEN PRO



NGBS GREEN REGISTERED MARK

The Home Innovation NGBS Green Registered™ logo indicates that a project has been registered with Home Innovation Research Labs by an accredited NGBS Green Verifier. Text language should state that the project is “Home Innovation NGBS Green Registered.” Language should also state that the builder/remodeler/developer is “seeking NGBS Green certification from Home Innovation Research Labs.” Accompanying language should never imply that the project has already been certified by Home Innovation Research Labs. The NGBS Green Registered logo should also never appear to refer to a program partner — Home Innovation Research Labs registers projects, not individuals or companies. Partner businesses wishing to promote a broader association with the program should use the Home Innovation NGBS Green Partner or NGBS Green program logos.

Minimum size for this stacked logo is 1.25" wide.



Minimum size for this horizontal logo is 1.75" wide.



GREEN REGISTERED STACKED



GREEN REGISTERED HORIZONTAL



IN-PROCESS CONSTRUCTION SITE SIGNAGE



MULTIFAMILY BUILDING BANNER

Banners can be used for projects that are seeking Home Innovation NGBS Green Certification — i.e., the project must be registered with Home Innovation Research Labs by an accredited NGBS Green Verifier. Banners are intended to be placed on an actual building seeking NGBS Green Certification and should never be placed to imply that surrounding buildings are seeking certification if they are not. A print-ready PDF file is available for download by a sign vendor of the program partner's choice from HomeInnovation.com/MarketGreenCertified.

Building Banner Dimensions 20' x 30'.



IN-PROCESS CONSTRUCTION SITE SIGNAGE

COMMUNITY FENCE BANNER

Banners can be used for projects that are seeking Home Innovation NGBS Green Certification — i.e., the project must be registered with Home Innovation Research Labs by an accredited NGBS Green Verifier. Because this sign is intended to be placed on a construction fence and not on an actual building, it should only be used in instances where either the land development or all residential buildings within the fenced area are seeking NGBS Green certification by Home Innovation Research Labs. A print-ready PDF file is available for download by a sign vendor of the program partner's choice from HomeInnovation.com/MarketGreenCertified.

Fence Banner Dimensions: 12'x 6'.



LAWN SIGN

This sign can be used for projects that are seeking Home Innovation NGBS Green Certification — i.e., the project must be registered with Home Innovation Research Labs by an accredited NGBS Green Verifier. Because this sign is intended to be placed on the site of a single-family home seeking NGBS Green certification, it should never be placed to imply that a home is seeking NGBS Green certification if it is not. A print-ready PDF file is available for download by a sign vendor of the program partner's choice from HomeInnovation.com/MarketGreenCertified.

Lawn Sign Dimensions: 24"x 18".



NGBS GREEN CERTIFIED MARK

The Home Innovation NGBS Green Certified™ mark indicates third-party verification that a project has received NGBS Green Certification from Home Innovation Research Labs. Text language should state that the project is “Home Innovation NGBS Green Certified.” The certification mark should be associated with the marketing of an individual home, building, or land development project that has been certified by Home Innovation Research Labs. Partner businesses wishing to promote a broader association with the program should use the Home Innovation NGBS Green Partner or NGBS Green program logos.

It is the licensee’s responsibility to use all marks in compliance with applicable laws and regulations, including without limitation the FTC Green Guides. The licensee should describe the meaning of the NGBS Green Certified mark so that it is not interpreted as making an unqualified general environmental claim. An example of such a description would be: “The certified [home/building/project] meets the [Emerald/Gold/Silver/Bronze] level of the National Green Building Standard®. This standard contains various criteria relating to site and lot development; resource, energy, and water efficiency; indoor environmental quality; and operation, maintenance, and education. For more information about certification, visit NGBS.com.”

Minimum size for this stacked logo is 1.25" wide.



Minimum size for this horizontal logo is 1.75" wide.



GREEN CERTIFIED STACKED



Home Innovation
NGBS GREEN CERTIFIED™



Home Innovation
NGBS GREEN CERTIFIED™



GREEN CERTIFIED HORIZONTAL

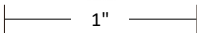
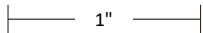


NGBS GREEN CERTIFICATION-LEVEL SEALS

The Home Innovation NGBS Green Certification-Level Seals indicate the level of NGBS Green Certification the project has achieved. The seals should be associated with marketing of an individual home or building that has been certified by Home Innovation Research Labs. (Certification-level seals are not available for Land Development projects.) The appropriate seal should be selected based on the level achieved, and accompanying text language should state that the project "has earned [Emerald/Gold/Silver/Bronze] level NGBS Green Certification from Home Innovation Research Labs," or that it is "NGBS Green Certified" if it was scored using the streamlined Single-Family Certified Path.

It is the licensee's responsibility to use all marks in compliance with applicable laws and regulations, including, without limitation, the FTC Green Guides. The licensee should describe the meaning of the NGBS Green Certification-Level Seal so that it is not interpreted as making an unqualified general environmental claim.

Minimum size for this seal is 1" wide.



NGBS GREEN+ BADGES

NGBS Green+™ badges indicate special recognition for NGBS Green Certified homes that go “above and beyond” in certain areas of green practices. With NGBS Green+, builders do not need additional certifications or inspections to highlight their homes’ special features. NGBS Green+ badges provide a streamlined, supplementary, third-party recognition for NGBS Green Certified homes based on their exceptional performance in one (or more) of six categories of green practices. Text language should state that the project has “achieved NGBS Green+ status for [Net Zero Energy; Resilience; Smart Home; Universal Design; Wellness; and/or Zero Water].” The badge(s) should be associated with the marketing of an individual home or building that has been NGBS Green Certified by Home Innovation Research Labs. The badge(s) should not be used more broadly to indicate general practices or features incorporated into a builder’s or developer’s projects.

It is the licensee’s responsibility to use all marks in compliance with applicable laws and regulations, including without limitation the FTC Green Guides. The licensee should describe the meaning of the NGBS Green+ badge so that it is not interpreted as making an unqualified general environmental claim.

Minimum size for this badge is .5" wide.



— .5" —



CERTIFIED WRI MARK

The Home Innovation CERTIFIED Water Rating Index™ mark indicates third-party verification that a project has received a Water Rating Index (WRI) score of 70 or below in compliance with either the New Construction or Single-Family Certified path under the 2020 NGBS. A WRI score is a value between 0-100 that indicates a property’s total indoor and outdoor water use compared to a baseline based on the home’s size and basic configurations; a lower score demonstrates higher efficiency. Text language should state that the project has a “Home Innovation CERTIFIED Water Rating Index.” The certification mark should be associated with the marketing of an individual home or building that has been certified by Home Innovation Research Labs.

It is the licensee’s responsibility to use all marks in compliance with applicable laws and regulations, including without limitation the FTC Green Guides. The licensee should describe the meaning of the Home Innovation CERTIFIED Water Rating Index mark so that it is not interpreted as making an unqualified general environmental claim. An example of such a description would be: “The certified [home/building] meets the Water Rating Index criteria of the 2020 National Green Building Standard®. This standard contains various criteria relating to site and lot development; resource, energy, and water efficiency; indoor environmental quality; and operation, maintenance, and education. For more information about certification, visit NGBS.com.”

Minimum size for this stacked logo is 1.25" wide.



Minimum size for this horizontal logo is 1.75" wide.



CERTIFIED WRI STACKED



Home Innovation
CERTIFIED Water Rating Index™



Home Innovation
CERTIFIED Water Rating Index™



CERTIFIED WRI HORIZONTAL



NGBS GREEN CERTIFICATION PLAQUES

Plaques and window/door decals for NGBS Green Certified buildings are available for purchase through an approved vendor. Access the ordering portal on HomeInnovation.com/MarketGreenCertified or through the AXIS portal.

(NOTE: Design offerings may change. See vendor site for dimensions..)



NGBS GREEN CERTIFICATE

One certificate is provided by Home Innovation Research Labs for each NGBS Green Certified project — single-family home, multifamily building, land development, or NGBS Green Certified Product* (or product group). Similar certificates are available for accredited NGBS Green Verifiers with a Home Innovation NGBS Green Verifier logo in the upper left corner. All certificates are available to download from the AXIS portal for the NGBS Green program.

(NOTE: Design offerings may change based on NGBS version.)

Certificates Measure 11" x 8.5".

* Certificates for NGBS Green Certified Product(s) will also be accompanied by a certification report indicating which specific practices the product is pre-approved to receive points toward within the National Green Building Standard (NGBS).



NGBS & GREEN CERTIFICATION OVERVIEW FLYER

This is a two-sided overview of the National Green Building Standard and the NGBS Green certification program. It is appropriate for distribution to general audiences. A print-ready PDF file is available for download and printing from HomeInnovation.com/MarketGreenCertified.

Finish Size: 8.5" x 11" (two-sided).

Green Certification to the National Green Building Standard

Home Innovation **NGBS GREEN CERTIFIED**

Home Innovation Research Labs certifies green residential projects of all types in compliance with the ICC 700 National Green Building Standard.

As an independent, third-party research and testing organization, Home Innovation Research Labs has the capacity, expertise, and resources to ensure our green certification marks stand for consistency, rigor, and credibility. This is all while keeping our certification practical and affordable for the home building industry.

The National Green Building Standard® (NGBS) is the preeminent residential green building rating system. It sets green baselines for all new residential construction, development, and renovating projects. ACCO approved and consistent baselines, the NGBS provides a menu of green building practices for builders, renovators, and developers to plan their green projects. These building practices, when employed in construction and development, improve the living environment for residents and reduce the project's environmental impact.

The NGBS offers four levels of green certification for single- and multifamily homes: Bronze, Silver, Gold, and Emerald, and four levels for land development: One through Four Stars. To be certified, a project must implement a minimum number of practices in each of our green building categories. To attain higher certification levels, the project has to employ a greater number of green practices in every category, resulting in progressively increased benefits to the residents and reduced environmental impacts.

Of all the green rating systems currently available, only certification to the NGBS formally recognizes and rewards this level of commitment and performance in every area of green home construction. Home Innovation Research Labs selected the NGBS as our green rating system because we believe certifying your single- or multifamily home as environmentally friendly should be about more than checking boxes on some unqualified checklist. Our NGBS Green Certified track is proof of a truly green home.

INDEPENDENT VERIFICATION

The NGBS means that a qualified, independent third party inspects the project and verifies that all green design or construction practices stated by the builder toward green certification are incorporated directly into the project. Most projects require at least two independent, 3rd party record the results of their rough and final inspections on a Verification Report which is submitted to Home Innovation Research Labs. Home Innovation Research Labs quality, train, tests, and accredits these verifiers and maintains a current list at HomeInnovation.com. After the Verification Reports are submitted, Home Innovation Research Labs reviews them to ensure accuracy and completeness, and issues green certification to the project. Verification fees vary by market and project scope.

MAKING THE BEST GREEN CERTIFICATION CHOICE

The NGBS is as rigorous as, if not more rigorous than, any other national green rating system currently available, and it has always been and will continue to be the most affordable option for builders, renovators, and developers. But don't just take our word for it. There are several independent reports that provide the type of comparative information available at HomeInnovation.com/NGBS.

Because of its inherent credibility as an ACCO approved standard, the NGBS is recognized by several state and local governments and other agencies across the country for green-related financial incentives. Some jurisdictions also recognize green building professionals seeking certification to the NGBS by providing expedited permitting and other process-based incentives.

Interested in having your project(s) NGBS Green Certified? Visit HomeInnovation.com/Green

Home Innovation Research Labs, 400 Prince George's Boulevard, Upper Marlboro, Maryland 20774
 P: 301-991-0100 | F: 301-991-0101 | HomeInnovation.com | info@homeinnovation.com
Protecting Innovation & Home

Home Innovation Research Labs is an independent subsidiary of the National Association of Home Builders (NAHB). Copyright © 2021 All Rights Reserved.

BUSINESS-TO-CONSUMER FLYER

LIVE GREENER FLYER

This flyer is intended for distribution by NGBS Green Partners to home buying/renting/seeking consumers. A print-ready PDF file is available for download or printing from HomeInnovation.com/MarketGreenCertified.

Finish Size: 8.5"x 11" (one-sided).

Live Greener. Live Better.



Now You Can Go Green With Confidence

Living green is about embracing better ways to live. It's about healthier homes. It's about increasing energy and water efficiency. It's about helping improve the communities in which we live. Green certification by Home Innovation Research Labs recognizes residences that meet the highest environmental performance standards.

As an independent, third-party inspection agency, Home Innovation Research Labs is recognized as the nation's premier residential building product testing laboratory. We understand every aspect of home building and our green certificate is awarded only to those residences that are in compliance with the rigorous National Green Building Standard™ (NGBS). Living in a Home Innovation NGBS Green Certified home is truly living green.



OUR GREEN CERTIFIED RESIDENCES PROVIDE:

HEALTHY ENVIRONMENTS

- Engineered to limit moisture problems that attract pests and contribute to mold
- Designed to provide an appropriate level of fresh air
- Built with smart product selection and fresh air ventilation that limits indoor pollutants

REAL EFFICIENCIES

- Designed using high-performance equipment and cutting-edge building science to save energy and water
- Built with durable products and techniques to reduce maintenance costs
- Engineered to be more comfortable and save on operating costs

SUSTAINABLE LIFESTYLES

- Located to promote walkability
- Constructed efficiently to create less pollution and create environmental benefits for the surrounding neighborhood
- Operated or sold in ways that ensure you know how to keep your home systems operating optimally and continue reaping the benefits over time
- Constructed to create efficiencies that help lower residents' carbon footprints

To learn more, visit HomeInnovation.com/GreenLiving.

Home Innovation Research Labs, 400 Prince George's Boulevard, Upper Marlboro, Maryland 20774
P: 301.249.4000 | F: 301.430.6180 | HomeInnovation.com | [Twitter.com/HomeResearchLab](https://twitter.com/HomeResearchLab)

Finding Innovation a Home

Home Innovation Research Labs is an independent subsidiary of the National Association of Home Builders (NAHB). Copyright © 2013 All Rights Reserved.

SILENT SALESPERSON SIGNS

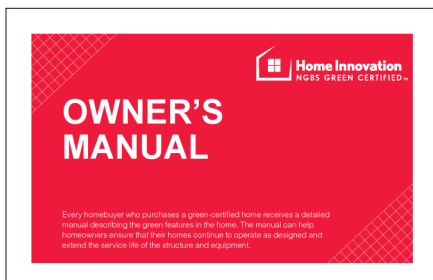
These signs may be used only within a home (single-family detached home or apartment within a certified multifamily building) that has already received NGBS Green Certification as a way to highlight green practices that are incorporated into that particular project. These signs represent some of the most commonly incorporated green practices for NGBS Green Certified projects — only use those that are relevant for your particular project. They can be printed on an office printer or by a professional printer, and laminated or mounted on foam core for display in model homes/units or within a sales/leasing center where these particular green practices are on display. Print-ready PDF files are available for download by a program partner or printing vendor from HomeInnovation.com/MarketGreenCertified.

Each Page Dimension: 8.5" x 11" (designed two-up to be trimmed to a final size of 8.5" x 5.5").

INDOOR ENVIRONMENTAL QUALITY



OPERATION, MAINTENANCE, AND OWNER EDUCATION



SILENT SALESPERSON SIGNS

WATER EFFICIENCY

<p>CLOTHES WASHERS</p> <p>ENERGY STAR® clothes washers use 40 to 50 percent less energy and about 55 percent less water than standard washers.</p>	<p>HIGH-PERFORMANCE TOILETS</p> <p>New high-performance toilets use far less water and have superior flushing performance than typical toilets.</p>	<p>LOW-FLOW FAUCETS</p> <p>New technologies allow faucets in the kitchen and bathroom to save water.</p>
<p>LOW-FLOW SHOWERHEADS</p> <p>State-of-the-art showerheads save water and lower hot water energy costs without compromising performance.</p>	<p>VALUE-ENGINEERED PLUMBING SYSTEMS</p> <p>Shorter plumbing runs between the water heater and lavatory faucets, tubs, and showers reduces the amount of water wasted while waiting for hot water to be delivered.</p>	<p>RAINWATER COLLECTION</p> <p>Capturing rainwater on-site provides a tremendous untapped opportunity to increase water supply and improve water quality.</p>

OPERATION, MAINTENANCE, AND OWNER EDUCATION

<p>COVERED DOORWAYS</p> <p>Protecting the exterior doors from rain and sun exposure enhances durability and reduces the effects of weathering on your home's entry.</p>	<p>FOUNDATION WATERPROOFING</p> <p>Drain the excess water away from your home to limit seepage through foundation walls and basement slabs.</p>	<p>FOUNDATION DRAINAGE</p> <p>Drain the excess water away from your home to limit seepage through foundation walls and basement slabs.</p>
<p>ICE BARRIER</p> <p>Most storm-related roof damage is caused not by outright structural failure, but by water infiltration - which can lead to mold. A waterproof underlayment guards against snow and water infiltration.</p>	<p>OPTIMUM VALUE ENGINEERING</p> <p>Advanced house framing uses less lumber so it saves trees, saves on labor costs, and reduces construction waste. Less really can be more - less lumber means more room for insulation and greater comfort.</p>	<p>ROOF OVERHANGS</p> <p>Overhangs provide protection against rain, hail, and sun, helping to reduce maintenance costs, and may even provide shade on the home's windows and doors.</p>

SILENT SALESPERSON SIGNS

ENERGY EFFICIENCY

Home Innovation
NGBS GREEN CERTIFIED™

ENERGY STAR® APPLIANCES

ENERGY STAR qualified appliances incorporate advanced technologies and use 10 to 50 percent less energy than standard appliances.

Home Innovation
NGBS GREEN CERTIFIED™

ENERGY STAR® DISHWASHERS

ENERGY STAR qualified dishwashers use at least 41 percent less energy than the federal minimum standard for energy consumption.

Home Innovation
NGBS GREEN CERTIFIED™

ENERGY STAR® LIGHTING

According to the US Environmental Protection Agency, ENERGY STAR lighting fixtures use 1/4 the energy of traditional lighting.

Home Innovation
NGBS GREEN CERTIFIED™

ENERGY STAR® REFRIGERATORS

ENERGY STAR qualified refrigerators use up to 40 percent less energy than the conventional models sold in 2001, and at least 15 percent less energy than models built to current federal standards.

Home Innovation
NGBS GREEN CERTIFIED™

HIGH- PERFORMANCE APPLIANCES

High-performance clothes washers use an average of 50% less water than standard models and about 31% less energy to run the washer and heat the water.

Home Innovation
NGBS GREEN CERTIFIED™

LOW-E WINDOWS

Energy-efficient windows keep your home's temperature consistently comfortable and put an end to cold drafts and overheated spaces.

Home Innovation
NGBS GREEN CERTIFIED™

RIGHT-SIZED HVAC

Right-sized heating and cooling systems provide the most comfort and are the most energy efficient. Too big and the system will shortcycle, causing excess humidity. Too small and the system will not be able to get your home cool enough or warm enough.

Home Innovation
NGBS GREEN CERTIFIED™

SEALED DUCT SYSTEMS

A duct system that is well-designed and properly sealed can make your home more comfortable, energy efficient, and healthier.

Home Innovation
NGBS GREEN CERTIFIED™

SUPERIOR INSULATION INSTALLATION

To improve the building insulation's effectiveness, insulation must be installed so that all the cavities are filled completely and the insulation isn't compressed.

Home Innovation
NGBS GREEN CERTIFIED™

PROGRAMMABLE THERMOSTAT

Programmable thermostats can keep your home comfortable while you are away and reduce energy use when you are asleep.

Home Innovation
NGBS GREEN CERTIFIED™

OCCUPANCY SENSORS

Lighting sensors provide convenience by turning lights on automatically when you enter a room and reduce energy use by turning lights off soon after you leave the room.

NGBS GREEN VERIFIER & MASTER VERIFIER LOGOS

The Home Innovation NGBS Green Verifier™ and NGBS Green MASTER Verifier™ logos can be used by verifiers accredited by and in good standing with Home Innovation Research Labs to indicate an individual's ability to conduct third-party verifications of projects seeking NGBS Green certification. Text language should state that an individual is a "Home Innovation-accredited NGBS Green [MASTER] Verifier." Because Home Innovation Research Labs accredits individuals and not companies as green verifiers, the logos should only be associated with information on the accredited individual and should not imply accreditation of an entire company. Businesses that employ accredited verifiers and wish to promote a broader association with the program are permitted to use the Home Innovation NGBS Green Partner or NGBS Green program logos.

Minimum size for this stacked logo is 1.25" wide.



Minimum size for this horizontal logo is 1.75" wide.



GREEN MASTER VERIFIER



GREEN VERIFIER STACKED



GREEN VERIFIER HORIZONTAL



WRI ACCREDITED & WRI MASTER VERIFIER LOGOS

The Home Innovation WRI Accredited NGBS Green Verifier™ and Home Innovation WRI Accredited NGBS Green MASTER Verifier™ logos can be used by verifiers accredited by and in good standing with Home Innovation Research Labs to indicate an individual's ability to conduct third-party verifications of projects seeking WRI certifications. Text language should state that an individual is a "Home Innovation-accredited NGBS Green and WRI [MASTER] Verifier." Because Home Innovation Research Labs accredits individuals and not companies as green verifiers, the logo should only be associated with information on the accredited individual and should not imply accreditation of an entire company. Businesses that employ accredited field reps and wish to promote a broader association with the program are permitted to use the Home Innovation NGBS Green Partner or NGBS green program logos.

Minimum size for these stacked logos is 1.25" wide.



**NGBS GREEN MASTER VERIFIER
WRI ACCREDITED**



**NGBS GREEN VERIFIER
WRI ACCREDITED**



NGBS GREEN FIELD REP LOGO

The Home Innovation NGBS Green Field Rep™ logo can be used by field reps accredited by and in good standing with Home Innovation Research Labs to assist accredited NGBS Green Verifiers with third-party verification services for projects seeking NGBS Green certification. Text language should state that an individual is a “Home Innovation-accredited NGBS Green Field Rep.” Because Home Innovation Research Labs accredits individuals and not companies as green field reps, the logo should only be associated with information on the accredited individual and should not imply accreditation of an entire company. Businesses that employ accredited field reps and wish to promote a broader association with the program are permitted to use the Home Innovation NGBS Green Partner for NGBS green program logos.

Minimum size for these stacked logos is 1.25" wide.



Minimum size for any horizontal logo is 1.75" wide.



GREEN FIELD REPRESENTATIVE



GREEN FIELD REP STACKED



GREEN FIELD REP HORIZONTAL



NGBS BUSINESS DEVELOPMENT BROCHURES

NGBS SINGLE- & MULTIFAMILY BROCHURES

The sales brochures are designed for use by Home Innovation NGBS Green Verifiers with prospective clients. Print-ready PDF files are available for download by an accredited verifier or professional printer of the verifier's choice.

File Dimensions: 17" x 11"
(Folded Finish Size 8.5" x 11").



Certify Your Project With the Only Environmental Rating System Designed Specifically for the Residential Construction Industry.

Certifying your single- or multifamily homes as environmentally friendly should be about more than checking boxes on some unqualified checklist. Home Innovation Research Labs provides Green Certification (the 200 National Green Building Standard™ (NGBS)) to help you employ green building practices that ensure your projects are healthier for residents, cost less to operate, and are better for communities.

The menu of practical green building practices in the NGBS is designed to help building owners better perform, better qualify themselves, reduce environmental impacts. The wide range of four possibilities over the 100 green categories in the NGBS provides you flexibility to meet the projects that work best for your markets, your customers, and the types of homes you build.

As an independent research and testing organization, Home Innovation Research Labs has the capacity, expertise, and credentials to ensure our certification works hard for consistency, rigor, and credibility. We've also made it as easy as possible for consumers to recognize and understand its impact on the impact and value of your business. Like the NGBS, our Green Certification program is designed specifically for residential construction. Our verification requirements provide assurance that homes or apartments are inspected in accordance with a rigorous, nationally approved green rating system.

The Home Innovation Research Labs certification mark demonstrates a commitment well beyond a mere marketing label. It conveys to your customers and community that you are committed to better, more sustainable building practices that create meaningful benefits and opportunities for all involved. And, unlike other certification programs, our NGBS Green Certification is both affordable and professional for home builders. It's the best choice for your business.

**Home Innovation Research Labs
NGBS Green Certification Delivers:**

A comprehensive, multi-step program designed specifically for single- and multifamily homes | A rigorous yet attainable and affordable option for builders and developers | A voluntary, market-driven option to show your commitment to your customers and your community | Benefits that matter most to homeowners and renters.

MARKETABLE CONSUMER BENEFITS

HEALTHY HOMES
Limits mold and problems that attract pests and contribute to mold | Provides a load of fresh air that improves indoor living | Reduces indoor pollutants through smart product selection and healthier ventilation

GREENER EFFICIENCIES
Cuts energy and water savings through strategic equipment selection and smart, and sound building science principles | Controls maintenance costs through durable construction practices and techniques | Provides meaningful savings for residents and operators.

SUSTAINABLE LIFESTYLES
Promotes walkability | Limits time burden for home or building maintenance | Provides environmental benefits to the community.

We look forward to speaking with you about how we can help improve your business.

800.636.8556
HomeInnovation.com/Green

NGBS GREEN CERTIFIED MARK WITH PRACTICE REFERENCE

The Home Innovation NGBS Green Certified™ mark may be used by product manufacturers who have had their product (or product group) certified by Home Innovation Research Labs to comply with one or more specific point-worthy practices within the National Green Building Standard (NGBS), provided the practice category (e.g., Energy Efficiency, Resource Efficiency, Water Efficiency, Indoor Environmental Quality, or Operation, Maintenance, and Owner Education) is referenced in close proximity to the mark; preferably immediately below the mark. Text language should state that the relevant product(s) is “Home Innovation NGBS Green Certified for [insert appropriate practice category].” These are minimum suggested actions to comply with FTC Green Guides requirements that state specific benefits of a product being marketed as “green certified” must be qualified for the consumer.

It is the manufacturer’s responsibility to use all marks in compliance with applicable laws and regulations, including without limitation the FTC Green Guides. The licensee should describe the meaning of the NGBS Green Certified mark so that it is not interpreted as making an unqualified general environmental claim. The mark should be used together with a statement that identifies the features/practices of the products that have been approved as being eligible to contribute points toward a building under the National Green Building Standard. In addition, the manufacturer could refer the reader to the NGBS Green Certified certificate or other source from which such information may be obtained. The certification mark should be associated with the marketing of an individual product (or product group) that has been certified by Home Innovation Research Labs. Partner manufacturers wishing to promote a broader association with the program are permitted to use the Home Innovation NGBS Green Partner or NGBS Green program logos.

Minimum size for any stacked logo is 1.25" wide.



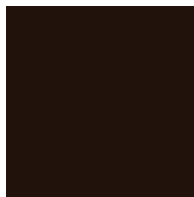
Minimum size for any horizontal logo is 1.75" wide.



Pantone 377C
Pantone 390U
C51 M4 Y100 K0
R139 G189 B0
HEX - 8BBD00



Pantone Cool Gray 10C
Pantone Cool Gray 10U
C51 M43 Y43 K7
R128 G128 B128
HEX - 808080



Pantone Black 4C
Pantone Black 4U
C71 M65 Y64 K69
R38 G38 B38
HEX - 262626

PRACTICE CATEGORY STYLE

Practice Category text should be no bigger than 85% and no smaller than 75% of the “NGBS Green Certified” type size. Gotham Medium is the preferred font type for the Practice Category.





Home Innovation
NGBS GREEN PARTNER™