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 Home Innovation Research Labs NGBS Green Certification Program Partners (defined below) for the purpose of promoting the Home Innovation National Green Building 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 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 Green Verifiers who have active agreements and are in good standing for all program requirements (training/continuing education, listing fee, insurance, etc.)
- Home Builder Associations with whom we have active memorandums of understanding who are in good standing for all HBA Partner requirements
- 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 Builder, Remodeler, Developer, Product Manufacturer, and Accredited Verifier agreements, as well as the HBA Partner memorandums of understanding. Green certification program partners remain responsible for complying with all terms of use in the applicable agreement/MOU and with all laws and regulations that apply to marketing and advertising, including the FTC Green Guides.

Home Innovation’s green certification marketing website — www.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 housed within the Home Innovation Green Certification pages — www.HomeInnovation.com/Green — 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 contact GBHotline@HomeInnovation.com or call 800.638.8556.

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.

*Agreements on file may be from either the NAHB Research Center or Home Innovation Research Labs — either is fine so long as the agreements are otherwise current.
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The following terms and conditions govern the use of all Home Innovation Research Labs proprietary marks (referred to as “the mark”):

- Home Innovation Research Labs will provide artwork files for its logos and certification marks. Only those files provided by Home Innovation Research Labs may be used. Images captured from websites, publications, or 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 certified products, projects, or program partners. 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 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 program partners.
- 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 the logo with a similar typeface.

**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** distort the mark (squish or stretch).

**DON’T** print the logo in an unauthorized color.

**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.
Home Innovation Research Labs proprietary marks should always be surrounded by a generous amount of open space. This keeps it free from distracting elements. It is necessary to observe these 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.
The rules for correct logo usage shown can be applied to all Home Innovation Research Labs proprietary marks.

The Home Innovation NGBS Green Partner™ logo can be used by program partners (verifiers, builders, remodelers, developers, architects, HBA Partners, and building product manufacturers), in compliance with the licensing provisions of their agreement 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 our 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 www.HomeInnovation.com/Green for more information about the certification program.

Minimum size for any stacked logo is 1.25” wide.

Minimum size for any horizontal logo is 1.75” wide.

**GREEN PARTNER STACKED**

Home Innovation NGBS GREEN PARTNER™
Black and reverse versions.

Home Innovation NGBS GREEN PARTNER™
Black

Home Innovation NGBS GREEN PARTNER™
Reverse

**GREEN PARTNER HORIZONTAL**

Home Innovation NGBS GREEN PARTNER™
Black and reverse versions.

Home Innovation NGBS GREEN PARTNER™
Black

Home Innovation NGBS GREEN PARTNER™
Reverse

Pantone 377C
Pantone 390U
CSI M1 Y00 K0
R195 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
R139 G189 B0
HEX - 8BBD00
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). Duplicate certificates can be purchased by contacting GBHotline@HomeInnovation.com. Similar certificates are available for accredited verifiers with a Home Innovation NGBS Green Verifier logo in the upper left corner.

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).

This is a two-sided overview of the National Green Building Standard and the Home Innovation Research Labs green certification program. It is appropriate for distribution to general audiences. A print-ready PDF file is available for download by program partners or printing vendors from www.HomeInnovation.com/MarketGreenCertified.

Finish Size: 8.5” x 11” (two-sided).
NGBS GREEN REGISTERED MARK

The rules for correct logo usage shown can be applied to all Home Innovation Research Labs proprietary marks.

The Home Innovation NGBS Green Registered™ logo indicates that a project has been registered with Home Innovation Research Labs by an accredited 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 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™ logo.

Minimum size for any stacked logo is 1.25” wide.

Minimum size for any horizontal logo is 1.75” wide.

Home Innovation
NGBS GREEN REGISTERED™
1.25"

Home Innovation
NGBS GREEN REGISTERED™
1.75"

GREEN REGISTERED STACKED

Home Innovation
NGBS GREEN REGISTERED™
Black and reverse versions.

Home Innovation
NGBS GREEN REGISTERED™
Black

Home Innovation
NGBS GREEN REGISTERED™
Reverse

GREEN REGISTERED HORIZONTAL

Home Innovation
NGBS GREEN REGISTERED™
Black and reverse versions.

Home Innovation
NGBS GREEN REGISTERED™
Black

Home Innovation
NGBS GREEN REGISTERED™
Reverse

Pantone 377C
Pantone 390U
CSS M4 Y30 K0
R39 G189 B0
HEX - #8BBD00

Pantone Cool Gray 10C
Pantone Cool Gray 10U
CSS M65 Y43 K7
R128 G128 B128
HEX - #808080

Pantone Black 4C
Pantone Black 4U
CSS M65 Y64 K69
R38 G38 B38
HEX - #262626
The rules for correct logo usage shown can be applied to all Home Innovation Research Labs proprietary marks.

The Home Innovation NGBS Green Certified™ mark indicates third-party verification that a project has received National Green Building 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™ logo.

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 the certification process, please visit www.HomeInnovation.com/Green.”

Minimum size for any stacked logo is 1.25” wide.

Minimum size for any horizontal logo is 1.75” wide.

Pantone 377C
Pantone 390U
Pantone Cool Gray 10C
Pantone 400U
Pantone Black 4C
Pantone Black 4U
Pantone Cool Gray 10U
Pantone 401U
HEX - 8BBD00
HEX - 262626
HEX - 808080
NGBS GREEN CERTIFICATION PLAQUES

SINGLE-FAMILY HOME

Single-Family Plaque Dimensions: 9” x 4”.

MULTIFAMILY BUILDING

Multifamily Plaque Dimensions: 18” x 24”.
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 green verifier. Banners are intended to be placed on an actual building seeking NGBS certification and should never be placed to imply that surrounding buildings are seeking NGBS 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 www.HomeInnovation.com/MarketGreenCertified.

Building Banner Dimensions: 20’ x 30’.
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 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 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 www.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 green verifier. Because this sign is intended to be placed on the site of a single-family home seeking NGBS certification, it should never be placed to imply that a home is seeking NGBS 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 www.HomeInnovation.com/MarketGreenCertified.

*Lawn Sign Dimensions: 24” x 18”.*
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.

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 lower on operating costs

Sustainable Lifestyles

• Located to promote walkability
• Constructed efficiently to create less pollution and create environmental benefits for the surrounding neighborhood
• Operated 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.
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 Home Innovation 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 www.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

**CABINETS**

**CARBON MONOXIDE ALARMS**

**MOISTURE MANAGEMENT**

**VENTILATION**

**LOW-VOC PAINT**

OPERATION, MAINTENANCE, AND OWNER EDUCATION

**OWNER’S MANUAL**
SILENT SALESPERSON SIGNS

WATER EFFICIENCY

CLOTHES WASHERS
ENERGY STAR® clothes washers are 20% more energy-efficient and last longer than non-certified washers.

HIGH-PERFORMANCE TOILETS
High performance toilets use less water and have superior flushing performance.

LOW-FLOW FAUCETS
Help keep your water costs down and your home safe from flooding.

LOW-FLOW SHOWERHEADS
State of the art showerheads save water and lower the water usage costs and comply with energy performance.

VALUE-ENGINEERED PLUMBING SYSTEMS
Mixing technologies such as monoferric water and copper lead to safer, lower-cost solutions that keep your water usage costs lower.

RAINWATER COLLECTION
Easy rainwater resist to keep and conserve water on your property.

RESOURCE EFFICIENCY

COVERED DOORWAYS
No more infiltration from moisture or from rainwater. A covered doorway protects your home from the rain.

FOUNDATION WATERPROOFING
Do not let water bake away from the foundation to prevent damage. Water can cause mold growth and deterioration.

FOUNDATION DRAINAGE
Do not let water bake away from the foundation to prevent damage. Water can cause mold growth and deterioration.

ICE BARRIER
Keep water out of the window of your home in the winter months.

OPTIMUM VALUE ENGINEERING
Additions to existing homes can save water and make your home safer over time. A clean water reservoir can make your home more energy-efficient and safer overall.

ROOF OVERHANGS
Overhangs protect your home from the rain and keep your home safe from flooding.

Home Innovation HOME SAVINGS CERTIFIED®
ENERGY EFFICIENCY

ENERGY STAR® APPLIANCES

ENERGY STAR® DISHWASHERS

ENERGY STAR® LIGHTING

ENERGY STAR® REFRIGERATORS

HIGH-PERFORMANCE APPLIANCES

LOW-E WINDOWS

RIGHT-SIZED HVAC

SEALED DUCT SYSTEMS

SUPERIOR INSULATION INSTALLATION

PROGRAMMABLE THERMOSTAT

OCCUPANCY SENSORS
The Home Innovation NGBS Green Verifier™ logo 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 certification. Text language should state that an individual is a “Home Innovation NGBS Green Verifier.” Because Home Innovation Research Labs accredits individuals and not companies as green verifiers, the green verifier logo 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™ logo.

Minimum size for any stacked logo is 1.25” wide.

Minimum size for any horizontal logo is 1.75” wide.
The sales brochures are designed for use by Home Innovation NGBS Green Verifiers with prospective builder/remodeler/developer clients. Print-ready PDF files are available for download by an accredited verifier or professional printer of the verifier’s choice from the password-protected online verifier resource center (URL located in every Verifier Update e-newsletter).

File Dimensions: 17” x 11” (to be folded to finish size of 8.5” x 11”).
The rules for correct logo usage shown can be applied to all Home Innovation Research Labs proprietary marks.

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™ logo.

Minimum size for any stacked logo is 1.25” wide.

Minimum size for any horizontal logo is 1.75” wide.

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.