



Trademark Policy and Branding Guidelines

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Using the Trademarks

We created these guidelines to help stakeholders use the International WELL Building Institute™ (IWBI) brand assets consistently and correctly. In the pages ahead, you'll find common uses and misuses of IWBI's brand assets, including trademarks and logos. Help reinforce our brand to the market by applying these guidelines carefully, and contacting info@wellcertified.com with any questions.

The following guidelines are provided for any third party authorized by IWBI to use a trademark or logo which IWBI owns or has a license to use (referenced below as "a mark" or "the mark"). While this policy generally outlines third parties' usage of the marks in particular limited ways, IWBI retains the right to revoke such permission in its sole discretion. Any unauthorized use of an IWBI proprietary mark may result in legal action.

When Using the Marks:

DO:

- Only use artwork files provided by IWBI, along with the appropriate ™ or ® symbol.
- Use the symbol in connection with the first and most prominent usage, but it's not necessary to continue using the symbol after every use within a single publication. On short promotional materials, the symbol should appear at least once. On longer materials, repeat the symbol in each section. On websites, the symbol should be used with the first and most prominent use on each page within the website.
- Accompany the mark with a credit to IWBI, either as a footnote appearing next to the user's copyright notice, at the end of a printed document, or at the bottom of a webpage. For example, if the mark being used is IWBI™: *IWBI™ and the related logo are trademarks used with permission from the International WELL Building Institute™.*
- Use the mark when referring to the IWBI program.
- Always capitalize "WELL" when using the marks containing that term (e.g., WELL Building Standard, International WELL Building Institute, WELL Certified).

DON'T:

- Use the mark as a verb or incorporate the mark into another word.
- Use the mark (or any word that is confusingly similar to the marks) as part of a company's name, logo, domain name or brand name for a product or service.
- Use the marks on products, labels and packaging. This includes intellectual products such as online resources, virtual products, educational offerings, WELL Certification resources, etc. IWBI does not review, certify or endorse products or services, and the marks must not be used in the following ways:
 - To indicate any kind of endorsement by IWBI of any product or service;
 - To indicate that an official status for any product or service has been conferred by, or is otherwise associated with IWBI;
- Use the mark in email signatures.
- Use the mark in connection with any disparaging statements about IWBI or its products, services or statements that otherwise reflect poorly on IWBI.

Unacceptable Uses of the Trademarks



Distortion or warping of the mark



Two-color or colors beyond those specified within the logo policy



Effects that distort edge crispness



Wrapping text

International WELL Building Institute™ Logo

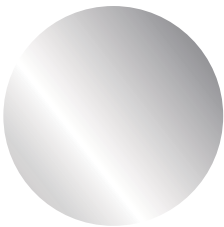
Using the IWBI Logo:



Logo Colors

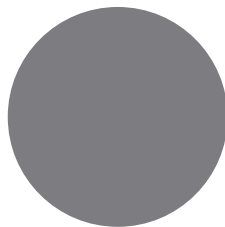
The IWBI logo may only be displayed in the following colors:

GRADIENT RINGS



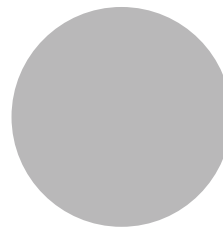
Gradient w/ Pantone Cool Gray 5
C:24 M:17 Y:16 K:0
R:195 G:197 B:197

TEXT



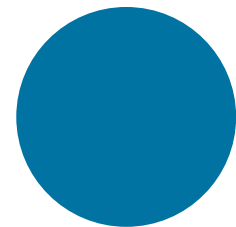
Pantone Cool Gray 11
C:44 M:34 Y:22 K:77
R:83 G:86 B:90

ALTERNATE RINGS



Pantone Cool Gray 4
C:24 M:17 Y:16 K:0
R:195 G:197 B:197

IWBI BLUE



Pantone 307U
C:89 M:51 Y:19 K:2
R:17 G:112 B:159

These colors should always be printed at 100% and with maximum saturation/ink density. The gradient and grays should never be used as a tint or halftone. Careful use of white space is important. IWBI gray is best accentuated by contrasting it with a bright, clean, white background. The IWBI logo should be white when using IWBI blue as a recurring secondary color for print and web.

IN PRINT:

- Original print size is set in the EPS file. To maintain legibility the IWBI logo should never be used at a width of less than one inch. Do not reduce the logo to less than 20% or enlarge it to more than 380% of its original print size.

ON-SCREEN/WEB:

- Use lower-resolution, web-optimized JPEG or GIF file formats.
- The height and width of the mark must be constrained to its original proportions.
- Do not reduce the mark to less than a 50-pixel height, and do not enlarge the mark to more than a 200-pixel height.

When Designing with Our Brand Assets:

DO:

- Include the following acknowledgement when applying IWBI branding: *International WELL Building Institute™ and the related logo are trademarks used with permission from the International WELL Building Institute™.*
- When using the logo on websites, link it to [WELLcertified.com](https://wellcertified.com). Linking to sites other than [WELLcertified.com](https://wellcertified.com), other pages on websites belonging to IWBI, the owner or any other third-party websites is prohibited.
- Contact IWBI to request permission to use the logo at info@wellcertified.com.

DON'T:

- Alter the logo in any way. Do not animate, color, rotate, skew or apply any effects to the logo.
- Wrap additional text around the mark.
- Use the mark as the most prominent visual element on the materials. The user's name and logo must be significantly larger than the mark.
- Integrate the mark into other logos. The mark is intended to stand-alone.

For complete design requirements on logo size, clear space standards and color palette, please refer to the [IWBI Graphics Standards Manual](#).

Using IWBI™ in Text

The official organization name is the International WELL Building Institute™ and IWBI™ is the official acronym. Use the complete name on first references, and the acronym on subsequent references.

When Using IWBI in Text:

DO:

- Precede with articles such as "the" or "a" when using IWBI as an adjective. For example: Contact the IWBI team.
- Omit articles when using IWBI as a noun or in the possessive. For example:
 - *IWBI™ is a public benefit corporation whose mission is to improve human health and wellbeing through the built environment.*

WELL Certification

Once a project has been certified, the WELL Certified™ seal appropriate to the year and level of certification achieved may be used to represent the associated project's achievement. These seals may be included in collateral and other marketing materials, and on physical installations such as WELL plaques, decals and banners. Confidential or private WELL Certified projects are not authorized to use the WELL Certified seals.

Using the WELL Certified™ Seals

Each of the WELL Certified seals features a color specific to the level (Silver, Gold, Platinum) and will include the level name and year. As Core and Shell Compliance is a separate, one-time determination, the single Core and Shell seal indicates "Core and Shell" in one color and specifies the year.



The colors should always be printed at 100% and with maximum saturation/ink density. The gradient or solid colors should never be used as a tint or halftone. Careful use of white space is important. The gray is best accentuated by contrasting it with a bright, clean, white background.

DO:

- Include the following acknowledgment: *The WELL Certified™ trademark is used with permission from the International WELL Building Institute™.*
- Use only the WELL Certified seal appropriate to the level of certification and the year certified on marketing materials associated with a particular WELL Certified project. Projects that have been granted certification under IWBI's pilot program for multifamily residential developments must use the seal identifying them as Multifamily Residential Certified. Projects that achieve Core and Shell Compliance must use the seal containing the words "Core and Shell".
- Link to WELLcertified.com when using the WELL Certified seal online. Linking to other pages on IWBI's website or to any other third party website is prohibited.
- Scale the seal to equal proportions in order to ensure that no stretching occurs. Original print size is set in the EPS file. Do not reduce the logo to less than 20% or enlarge it to more than 380% of its original print size.
- When designing a physical installation using the WELL Certified seal, ensure that the image appears tone-on-tone in the color of the natural material (for example, stone or glass) without additional or contrasting colors. Plaques must be 12" or larger.

- Only display a physical installation of the WELL Certified seal at the site of the WELL Certified project, and make the project's WELL scorecard available publicly.
- Contact IWBI at info@wellcertified.com to request permission to use the seals, and for additional guidance and permission regarding their use.

DON'T:

- Use the WELL Certified seal to represent WELL-registered projects.
- Use the WELL Certified seal on anything other than promoting a WELL Certified project.
- Resize the seal smaller than 2" diameter. The WELL Certified seal should never be used at a width of less than 2" because the organization name will not be legible at smaller sizes.
- Place the WELL Certified seal on product packaging, advertisements or as a visual reference to WELL claims in product literature. For guidelines on how to promote products and services related to WELL, see page 8.

Using the WELL Building Standard® in Text

The WELL Building Standard® is a registered trademark. Keep in mind when referencing the WELL Building Standard in text:

DO:

- When describing the WELL Building Standard®, include descriptive text. For example:

The WELL Building Standard® is the first standard to integrate human health and wellness into the design, construction, maintenance and operations of buildings. Learn more at [WELLcertified.com](https://www.wellcertified.com).

- Refer to the full title, the WELL Building Standard®, on first reference. WELL may be used as short-hand to refer to the WELL Building Standard on subsequent references. For example:

The WELL Building Standard® is administered by the International WELL Building Institute™ (IWBI), a public benefit corporation whose mission is to improve human health and wellbeing through the built environment. WELL is third-party certified by Green Business Certification Inc. (GBCI), which administers the LEED® certification program.

Referencing WELL Certified™ Projects

When a project achieves certification it should be referred to as a WELL Certified™ project, and not, for example, WELL for New and Existing Buildings or WELL for New and Existing Interiors Certified. If appropriate, supporting text may be written that gives additional detail about the specific typology under which the project was certified. The only exceptions to this general rule are that when a project achieves certification under IWBI's pilot program, it must be referred to as a "WELL Certified™ – Pilot Program" project, and, in the case of a project that has achieved certification under IWBI's pilot program for multifamily residential developments, a "WELL Multifamily Residential Certified™ – Pilot Program" project. A project that achieves Core and Shell Compliance must be referred to as "certified as WELL Core and Shell Compliant™" or as a "WELL Core and Shell Compliant™" project.

WELL Certified with capital "C" and no hyphen is used to describe a project that has been certified. The word certification with lowercase "c" is used generally to describe the certification process.

DO SAY:

WELL Certified™ Projects:

- Project name is WELL Certified™ Silver, WELL Certified™ Gold, WELL Certified™ Platinum; or
- Project name is WELL Certified™ to the Silver, Gold or Platinum level; or
- Project name, a WELL Certified™ project, achieved Silver, Gold or Platinum level certification.

WELL Multifamily Residential Certified™ – Pilot Program Projects:

- Project name is WELL Multifamily Residential Certified™ Silver – Pilot Program, WELL Multifamily Residential Certified™ Gold – Pilot Program, WELL Multifamily Residential Certified™ Platinum – Pilot Program;
- Project name is WELL Multifamily Residential Certified™ – Pilot Program to the Silver, Gold or Platinum level; or
- Project name, a WELL Multifamily Residential Certified™ – Pilot Program project, achieved Silver, Gold or Platinum level certification.

All Other WELL Pilot Program Projects:

- Project name is WELL Certified™ – Pilot Program, WELL Certified™ Silver – Pilot Program, WELL Certified™ Gold – Pilot Program, WELL Certified™ Platinum – Pilot Program;
- Project name is WELL Certified™ – Pilot Program to the Silver, Gold or Platinum level; or
- Project name, a WELL Certified™ – Pilot Program project, achieved Silver, Gold or Platinum level certification.

WELL Core and Shell Compliant™ Projects:

As there is no Silver, Gold or Platinum level certification for Core and Shell projects, please use the following:

- Project name is certified as WELL Core and Shell Compliant™; or
- Project name is WELL Core and Shell Compliant™.

DON'T SAY:

- Project name is WELL Silver Certified.

Referencing WELL-Registered Projects

WELL-registered projects have been registered with the intent of earning WELL Certification for their project once it is complete. A project that is registered can only be referred to as WELL-registered, and is not authorized to use the WELL Certified™ seals. When describing WELL-registered projects:

DO SAY:

- Project name is registered to pursue WELL Certification, WELL Core and Shell Compliance, WELL Certification – Pilot Program, or WELL Multifamily Residential Certification – Pilot Program, as applicable.
- Upon completion, this project will apply to become WELL Certified™, WELL Core and Shell Compliant™, WELL Certified™ – Pilot Program, or WELL Multifamily Residential Certified™ – Pilot Program, as applicable.
- This project is registered to pursue WELL Certification, WELL Core and Shell Compliance, WELL Certification – Pilot Program, or WELL Multifamily Residential Certification – Pilot Program, as applicable through the International WELL Building Institute™.

DON'T SAY:

- Project name is WELL Gold Registered. Note: Projects cannot register to achieve a specific level of certification.
- This project is WELL Qualified, Compliant, Reviewed, Enrolled, Verified, Designed, Certifiable, etc.

Confidential Projects

If a project chooses to remain confidential, or private, it must not be marketed or represented to the general public as WELL-registered or WELL Certified™. These projects aren't entitled to use or display any intellectual property, including the International WELL Building Institute or WELL Certified trademarks and logos.

These projects may communicate their WELL-registered or WELL Certified status to government entities for the limited purposes of complying with building and tax laws, and administrative proceedings related to land use entitlements.

Logos on Product Packaging

The International WELL Building Institute does not review, certify or endorse products. As such, trademarked logos may not be used to indicate any kind of endorsement by IWBI 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 IWBI. Logos may not be placed on product packaging under any circumstances.

Referencing the WELL Building Standard in Product Literature

Manufacturers may reference the WELL Building Standard in their product literature, provided that the language does not state or imply endorsement by IWBI or the WELL Building Standard. The language must clearly acknowledge that WELL requirements cover the performance of materials, not the performance of the individual products or brands. Products that can be used to satisfy the WELL performance criteria can only contribute toward earning points required for WELL Certification; they cannot be said to earn points toward WELL Certification on their own.

DO SAY:

- Product 'A' contributes toward satisfying Feature # under the WELL Building Standard®.

DON'T SAY:

- Product 'A' is WELL Certified, qualified, compliant, accredited, approved.
- "WELL Certified Product"
- Product 'A' meets, satisfies, fulfills, complies with Feature #.