



## Policy for use of the GBCSA Member Organisation Logo

The Green Building Council of South Africa (GBCSA) is an independent, non-profit, member-based organization spearheaded by leaders from all sectors of the commercial property industry. Launched in 2007, the GBCSA aims to promote and facilitate green building practices through education, advocacy and the development of market-based solutions.

The Member Organisation logo of the GBCSA is the official icon of the GBCSA. It may only be used by companies that are current members or founder members of the GBCSA to promote their membership. Use of the GBCSA Member Organisation logo is granted in recognition of member support of the GBCSA and green building initiatives in general.

The policy for use of the GBCSA Member Organisation logo was developed to guide members in their use of the Member Organisation logo, to ensure:

- The Member Organisation logo is used appropriately;
- Logo representation is consistent with our corporate identity;
- Reproduction clarity and legibility is standardised ;and
- The integrity of the GBCSA brand is maintained.

## GBCSA Member Organisation Logo Access and Rules of Use

Members of the GBCSA are entitled to use the GBCSA Member Organisation logo only to the extent permitted by the rules of this policy, for the purpose of marketing an organisation's membership or founding membership status.

Written approval for other uses of the GBCSA Member Organisation logo can be sought from the GBCSA - which may be granted at our discretion. Requests of this nature can be referred to the GBCSA on **0861 0 GBCSA** or by email to [info@gbcsa.org.za](mailto:info@gbcsa.org.za). The GBCSA is the only party that may amend this policy.

All text, layout and other elements of the GBCSA Member Organisation logo are owned by the GBCSA and are protected by copyright, trademark and other laws. Unauthorised use of the Member Organisation logo will violate these rights and is prohibited.

The GBCSA Member Organisation logo cannot be used in any way that is misleading, likely to adversely affect the interests of the GBCSA or that brings the GBCSA into disrepute. The GBCSA reserves the right to take enforcement action in any respect of any contrary use of which it may become aware.

## Legitimate GBCSA Member Organisation logo applications

The GBCSA Member Organisation logo may be used in accordance with the applications listed below:

<b>Stationery</b>	Letterhead, facsimile cover sheets, report covers, business cards and envelopes
<b>Publications</b>	Newsletters, brochures, information sheets and similar marketing material
<b>Advertising</b>	Print, television, hoardings and sales displays
<b>Web / email</b>	Your organisations website, email branding and signatures
<b>Display materials</b>	Signage, exhibitions stands, lecterns, posters, banners and flags etc
<b>Promotional items</b>	Pens, folders, mouse pads, book marks etc
<b>Events</b>	Conferences, launches, education and training seminars etc

### The GBCSA Member Organisation logo cannot be used as follows:

- To promote and organisation that is not a member of the GBCSA;
- In any manner that expresses or might imply GBCSA affiliation, sponsorship, endorsement, certification or approval of any product or service by the GBCSA;
- On any commercial product or publication that directly or implicitly conveys that the content is authorized or associated with the GBCSA, without the express written permission of the GBCSA; and
- In a way that is misleading, likely to adversely affect the interests of the GBCSA or its Green Star SA environmental rating systems or that brings the GBCSA or Green Star SA brand into disrepute.

## GBCSA Member Organisation logo specifications

<b>General</b>	You may use the GBCSA Member Organisation logo only as provided by GBCSA. You may not alter the GBCSA Member Organisation logo in any manner, including size, proportions, colours, elements; or animate; morph or otherwise distort its perspective or appearance. The GBCSA Member Organisation logo may not be traced, redrawn or modified. The GBCSA Member Organisation logo design must always be used on its own; it must not be included as part of another design.
<b>Word Mark</b>	The GBCSA Member Organisation logo consists of a symbol and word mark. The symbol must always appear in conjunction with the word. The GBCSA Member Organisation logo may not be deconstructed and/ or used in its component parts.
<b>Colours</b>	The GBCSA Member Organisation logo may only be represented in its true colours as per the colour specifications below. Reproduction must be solid colour not outline. No other colour combinations are acceptable without the written approval of the GBCSA.
<b>Black and white</b>	When printed in black, solid black versions of the elements are to be used. No percentage screens to obtain a two-colour effect may be used on any of the elements. When printed in reverse black &

	white, the white elements will assume the colour of the paper stock.
<b>Size</b>	Enlarging and reducing the GBCSA Member Organisation logo must be undertaken using proportional scaling only, in order to maintain the original proportions of the GBCSA Member Organisation logo. The GBCSA Member Organisation logo must always be smaller than your own company logo.
<b>Clearance</b>	A minimum space must be maintained surrounding the GBCSA Member Organisation logo to separate it from other components of a communications piece. This space should be at least twice the height of the Member Organisation logo. The GBCSA Member Organisation logo must not be impinged upon by text, pictorial or other photographic elements.
<b>logo usage within text</b>	The GBCSA Member Organisation logo must never be inserted in text. Should the words Green Building Council of South Africa be used it must be in the same font as the surrounding text.
<b>Coloured and photographic backgrounds</b>	The GBCSA Member Organisation logo must appear on a white background wherever possible. When printed in reverse black & white, the white elements will assume the colour of the paper stock.
<b>Print</b>	The GBCSA Member Organisation logo must be printed using official, first generation (original) reproduction material in order to produce a clear image.

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For any queries or clarification please contact the GBCSA at 0861 0 GBCSA or [info@gbcsa.org.za](mailto:info@gbcsa.org.za).

## COLOUR SPECIFICATION SHEET FOR LITHO PRINTING

FULL VERSIONS : FOR SIGNAGE / ADVERTISING / BROCHURES



Version 1 : process colour print

colour specifications

- Green: 25c 3m 100y 40k
- Grey: 13c 9m 9y 27k
- Black: 100k



Version 2 : spot colour print

colour specifications

- pantone 391 c
- pantone 877 c
- pantone Black

SMALL VERSION : FOR STATIONERY AND EMAIL

Version 3 : process colour print



- 25c 3m 100y 40k
- black
- 35% black
- 70% black