Malaysia's Leading Green Building Certification Body

# GreenRE Brand and Logo Usage Guidelines

## THE LOGO

It is a combination of a building roof profile inset with a young green leaf. At first look, the logo figuratively represents Green Real Estate. The use of the building roof profile ties back to the REHDA logo — GreenRE's parent company.



**GreenRE**
Malaysia's Leading Green Building Certification Body

## THE COLOURS

The logo is in two colours — a rich, leaf-green contrasted against a stylish medium grey colour.

The green represents our ethos of environmental sustainability. It is the colour of life, nature, environment. The grey represents neutrality and balance which is consistent with GreenRE's objective of providing an independent tool that balances sustainability with costs.

PANTONE 362 C
C70 M10 Y100 K0

PANTONE 431 C
C0 M0 Y0 K70

## COLOUR VARIATIONS

### FULL COLOUR
This version is preferable



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### SINGLE COLOUR

#### ON LIGHT-COLOURED BACKGROUND



#### ON DARK-COLOURED BACKGROUND

## SAFEZONE & MINIMUM SIZE





Minimum size 20mm height

## INCORRECT USAGE


Do not alter
layout of marks


Do not apply logo
over busy image


Do not show logo
as outlines


Do not apply
texture to logo


Do not add a
dropshadow


Do not colour logo
differently


Do not add extra
graphic elements

## THE BADGES

GreenRE Certified Projects are awarded one of four GreenRE Rating Levels: Bronze, Silver, Gold and Platinum.

Incorporating the GreenRE logo in the design, the badges represents the rating awarded to the project. The badges may be used for branding of certified projects by respective companies.



## THE COLOURS

| PANTONE 430 C | PANTONE 362 C | PANTONE 7543 C | PANTONE 1395 C |
|---|---|---|---|
| C25 M20 Y20 K15 | C0 M17 Y74 K37 | C9 M7 Y8 K15 | C17 M56 Y96 K18 |

| PANTONE 429 C | PANTONE 431 C | PANTONE 428 C | PANTONE 7414 C |
|---|---|---|---|
| C25 M20 Y20 K0 | C0 M17 Y74 K17 | C9 M7 Y8 K0 | C17 M56 Y96 K3 |

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