



HKGBC
BEAM Plus
綠建環評

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BEAM Plus Marketing Kit and Style Guide



BEAM Plus Marketing Kit and Style Guide

BEAM Plus is a comprehensive building environmental assessment tool that caters for the humid sub-tropical climate and dense urban living environment in Hong Kong. Its objective is to embrace different areas of sustainability. The tool is a timely response to the urgent crisis of climate change and global warming.

Through undergoing BEAM Plus assessments, your organisation would join hands to create a sustainable future for Hong Kong.

The BEAM Plus Marketing Kit and Style Guide provides you with information on how you can successfully market your BEAM Plus project and create value for your organisation.

The kit is divided into two sections. The first section outlines the types of marketing activities where the Hong Kong Green Building Council (HKGBC) would support your organisation. The second section includes the Style Guide for the BEAM Plus Certification Seals.



After getting a rating for your project ...

The HKGBC Secretariat would contact the project owner and project BEAM Pro to arrange the issuance of certificates. For projects with a Bronze rating or above, or Satisfactory grade or above for BEAM Plus Existing Buildings V2.0 – Selective Scheme, the certificate package includes the following:-

- The certificate with the assessment rating
- A congratulatory letter from the HKGBC
- A cover letter detailing the project information and validity of the certificate

With the launch of BEAM Plus Project Online Accounts, the project team can now log in to their project online accounts to retrieve the illustrations of BEAM Plus certification seals for future publicity materials, as well as the BEAM Plus Marketing Kit and Style Guide.

Please log in to your BEAM Plus Project Online Account:
<https://beamplusaccount.force.com/>



For projects that achieved Unclassified / Prerequisites Achieved rating, the certificate package includes the following:

- A notification letter detailing the project information and validity of the rating
- Promotion Guidelines for projects with Unclassified / Prerequisites Achieved rating



How can Hong Kong Green Building Council help you to publicise your project?

We understand that behind every rating, there are tremendous efforts invested by the project teams to make things happen. With a passion to transform the building sector towards long-term sustainability, the HKGBC strives to work with each project team to promote green building to the wider community, and to facilitate knowledge exchange among industry practitioners.

The following covers a number of supporting initiatives by the HKGBC, through which you can show your achievements, share your story, spread the word and exchange ideas. The list is by no means exhaustive, and we look forward to hearing your new ideas. Come share with us!



Show your achievements

Make Use of BEAM Plus Certification Seals

The illustrations of BEAM Plus Certification Seals can be retrieved from the BEAM Plus Project Online Account. Project owners can adopt the seals on promotion materials, including brochures and websites, as well as on advertisements and site hoardings. You can also print them on the stickers.

The use of the Certification Seal must be in compliance with the Style Guide which appears at the end of this document.



Introduce your Project at BEAM Plus Project Directory

All the BEAM Plus registered and assessed projects are listed on the BEAM Plus Project Directory at HKGBC's website. Apart from the basic information of the project, you can add a short paragraph of project narrative to further introduce your project. All these can be updated at your BEAM Plus Project Online Account.

Please visit BEAM Plus Project Directory & Statistics:

<https://www.hkgbc.org.hk/eng/beam-plus/beam-plus-dir-stat/BEAMPlusDirectory/beamplus-directory.jsp>



Share your story

BEAM Plus Online Exhibition

BEAM Plus Online Exhibition is the on-going project directory that showcases exemplary performance of the BEAM Plus projects and help publicise BEAM Plus projects to wider general public. Every project would have a dedicated page, where project teams can include images, videos, green features and stories behind the development, as well as other multimedia items on the webpage.

The Online Exhibition also records the HKGBC's promotional efforts on BEAM Plus and the projects.

Please visit: <http://greenbuilding.hkgbc.org>



Image Bank

Upon submitting information for your BEAM, Plus Online Exhibition, you have granted the permission to HKGBC Secretariat to use the photos for promotional purposes. The images you provide will be used for a number of promotional initiatives, including presentations, promotion leaflets and publications, the HKGBC website as well as media enquiries.



Alternative Plaque Materials

HKGBC provides a plaque production service. For every BEAM Plus project (except pilot project / ND project / Volume Certification project / other as stipulated) that obtains a certificate, a standard plaque is normally supplied by HKGBC. Project owners may also purchase additional quantities of plaques from HKGBC if they desire.

To give more flexibility in promotion, project owners are also allowed to produce their own plaques of alternative materials such as cement, glass and wood. The plaques may be integrated into the building's wall finishes if necessary. In the production of such plaques, project owners still need to follow the guidelines on page 17 and page 18 (excluding the colour guide on page 19 as the plaque may be in single colour).

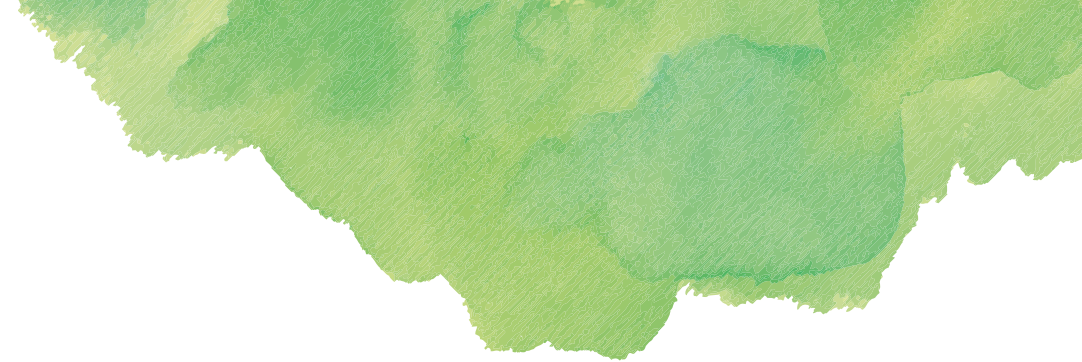
Some examples:

Embed in Cement



Embed in Wood





Embed in Glass



The standard dimensions for the graphics on a single-colour plaque are given on page 18 for project owners' reference. Project owners should obtain the digital file of the above standard graphic from HKGBC Secretariat to ensure accuracy.

Spread the word

BEAM Plus Certification Ceremony

The HKGBC organises the Certification Ceremony every year to celebrate the achievement made by project teams whose building projects or existing buildings attain BEAM Plus certification in the year. Owners and their respective project teams are invited to participate in this meaningful event.

The ceremony is also an occasion to give recognition to building professionals who dedicate themselves to the design, construction and management of green buildings in Hong Kong, and the promotion of green building to the community.

BEAM Plus Public Exhibition

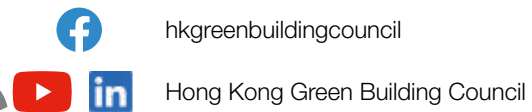
The HKGBC strives to promote green building to the community. Apart from online exhibition, the HKGBC will explore opportunities to organise public exhibition for BEAM Plus projects.

HKGBC Communication Channels

GreenMAG+ is the monthly e-Newsletter produced by the HKGBC, covering the latest developments in the green building sector of Hong Kong. The latest rating achievement of BEAM Plus projects would be featured in the e-Newsletter.

Please visit: <https://www.hkgbc.org.hk/eng/news-events/greenmag-plus/index.jsp>

The HKGBC also owns its social media channels, like Facebook, Youtube and LinkedIn. With the aid of project information and project photos, BEAM Plus projects and special events are introduced in these social media to widen the exposure of BEAM Plus and green buildings to the public.



Exchange ideas

Case Sharing

The HKGBC organises regular seminars for green building professionals for Continuing Professional Development (CPD). Your project teams are welcome to share experience in planning, design and construction of the outstanding BEAM Plus projects to other industry practitioners.



Green Building Tours

What a better way to learn about your project than to visit and explore the building? The HKGBC regularly organises green building tours for building professionals, students and the public alike every year. Your project teams would have the opportunity to interact with the participants to exchange ideas and demonstrate your commitment to sustainability.

Case Studies for Research and Development

The HKGBC is actively engaged in research development on industry standards and benchmarking tools. Your project may be invited to be a case study for our upcoming research. We are keen to encourage more knowledge exchange for best practices in green building.



How to use your BEAM Plus certification in your marketing campaign?

Include BEAM Plus Certification Seals in Your Promotional Materials

With heightened awareness of the community on environmental and sustainability issues, the BEAM Plus certification for your projects is a clear commitment to going green. You can make use of your BEAM Plus rating and adopt the Certification Seals in your marketing materials.

You can obtain the artwork of the Certification Seals from your BEAM Plus Project Online Account. You can include the rating and the BEAM Plus Certification Seals in:-

Websites

Corporate websites to promote commitment of your organisation, project websites for the new development

Advertisements

Press releases, print or television advertisements and media interviews

Display materials

Exhibition panels, posters, banners and site hoardings

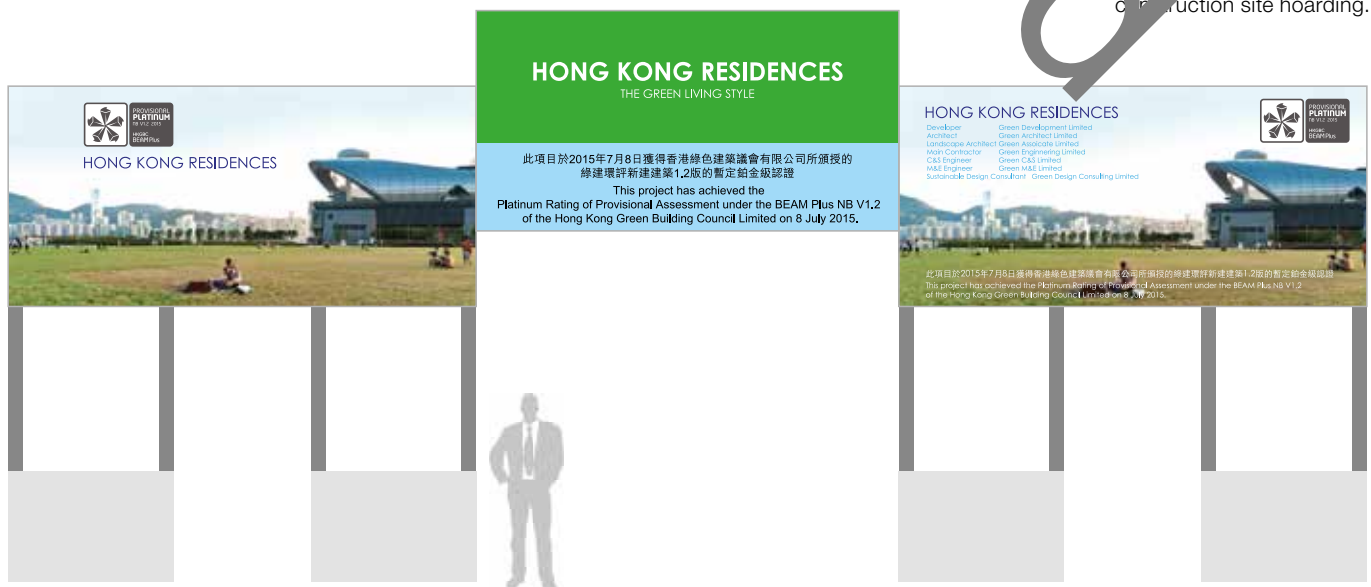
Publications

Corporate newsletters, magazines, information leaflets, corporate annual reports and other marketing materials

Presentations

Seminars and conferences

Hoarding Simulation: You can incorporate the BEAM Plus Certification Seal on your construction site hoarding.



Mention Your Project Rating in Text

While presenting your project rating, you should include the name of the assessment tool, version as well as your rating in text. For example:

This project has achieved Provisional Platinum rating under BEAM Plus New Buildings V2.0.

此項目獲得綠建環評新建建築 2.0 版暫定鉑金級認證。

This project has achieved Excellent grade in Energy Use aspect of BEAM Plus Existing Buildings V2.0 Selective Scheme.

此項目獲得綠建環評既有建築 2.0 版精選評估計劃能源使用範疇的卓越評級認證。

Use the HKGBC in Text

The official name of the HKGBC is *Hong Kong Green Building Council*. Use the complete name on first references, and acronym on subsequent references.



Can I include the Certification Seal in the sales brochure?

Since 1 April 2011, certification by BEAM Plus is one of the prerequisites for Building Authority's granting of Gross Floor Area (GFA) concessions for certain green and amenity features in building development projects.

As stipulated by the **Residential Properties (First-hand Sales) Ordinance (Cap 621)**, for any new residential properties which have been granted with GFA Concessions in accordance with PNAP-APP151 issued by Building Authority, the BEAM Plus assessment rating should be included in the sales brochures. In this regard, a **Green Building Certification Label** is provided for printing purpose on the sales brochures.

Types of Labels

Three different sets of the Label are available for developers to incorporate in their sales brochures for respective project status or assessment rating:

- Projects completed the registration and pending for the assessment process
- Projects completed Provisional Assessment with rating conferred by the HKGBC
- Projects completed Final Assessment with rating granted by the HKGBC

Upon successful application, the HKGBC will provide the Green Building Certification Label in JPEG format to the applicant by email.

For details and application of the Green Building Certification Label, please visit: <https://www.hkgbc.org.hk/eng/beam-plus/beam-plus-new-buildings/green-building-certification/index.jsp>



Style Guide for BEAM Plus Certification Seal

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Style Guide for BEAM Plus Certification Seal

The *Style Guide for BEAM Plus Certification Seal* is intended to provide clear guidelines for you to use the seals for a number of marketing initiatives. As a general rule, project owners can adopt the seal in their promotion materials for the building awarded with a BEAM Plus rating, and in other organisational publications or reports where specific reference is made to that building or project.

DOs

The BEAM Plus Certification Seal should be:

- used in accordance with the technical specification set forth in this Style Guide;
- the correct and up-to-date version. Upon the issuance of the certificate, only the Certification Seal corresponding to the assessment rating can be used;
- clearly visible against the background.

DON'Ts

The BEAM Plus Certification Seal should not be used:

- in any way without specific reference to the assessed building;
- to promote a building design or project other than the assessed building;
- in a way that is misleading;
- in a way that is likely to adversely affect the interests of the HKGBC or to bring BEAM Plus or the HKGBC into disrepute;
- to promote the organisation generally without specific reference to the assessed building.

I Key Elements

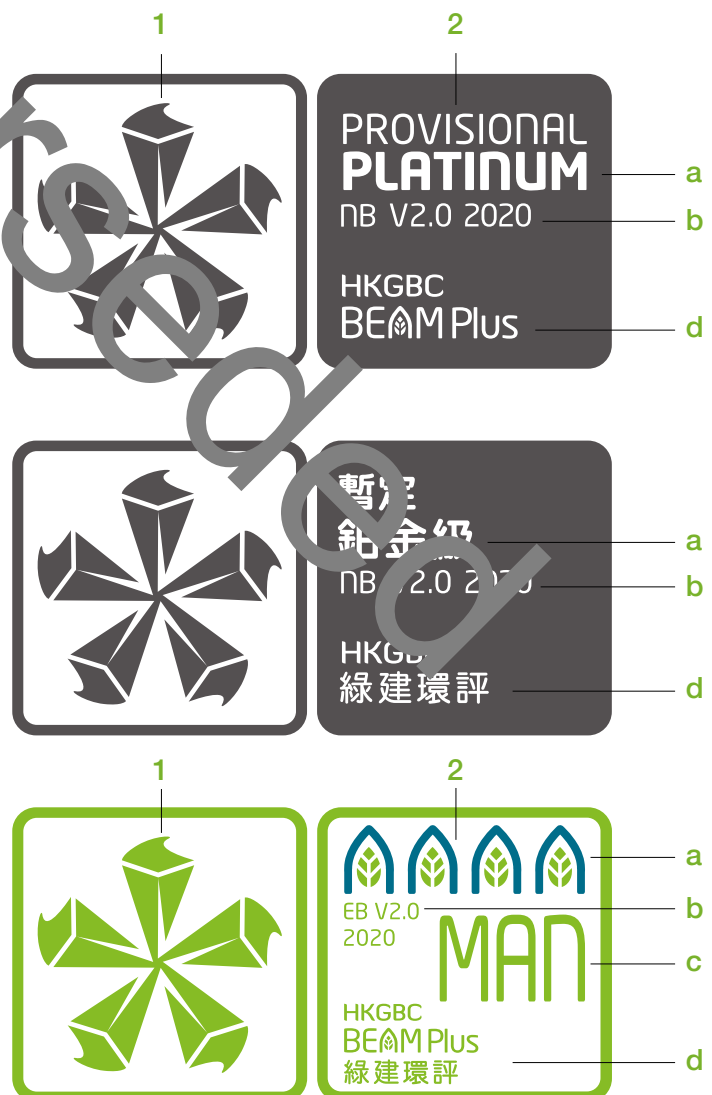
The Certification Seals shown below are samples of illustration. Project applicants and relevant parties should refer to the rating of respective projects and the artwork of Certification Seals as provided by the HKGBC.

The Certification Seal comprises the following two parts:

1. The corporate logo of Hong Kong Green Building Council (HKGBC)
2. The assessment type and rating of BEAM Plus certification

The details of certification:

- a. The rating / grade achieved
- b. The version number of assessment tool and the year of certification of the respective project
- c. The aspect being assessed (only applicable to BEAM Plus Existing Buildings V2.0 Selective Scheme)
- d. The name of the assessment tool and the certification body



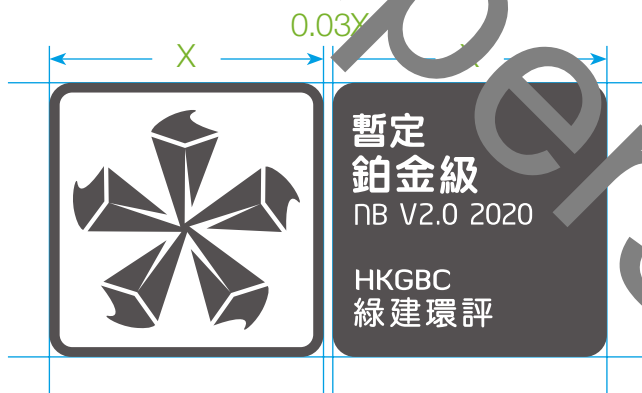
Layout and Minimum Size Requirements

The BEAM Plus Certification Seals should be used in accordance with the layout and size specifications given below.

There should be a minimum clear space around the Certification Seal to preserve its visibility and integrity.

The space between two parts of the Certification Seal is 0.03x.

The minimum clear space around the Certification Seal is also 0.03x.



It is recommended that the Certification Seal be used on a white background to maintain clarity of the seal.

To maintain visibility and integrity of the Certification Seal, it should not be printed in a black and white setting.



Certification Seal Used on Coloured Background

A minimum white space of 0.03x should be retained when it is used on a coloured background.



Minimum Size

The minimum size of Certification Seal is 40mm.

Please always use the digital file of the BEAM Plus Certification Seal artwork as provided.

Colour Guide

Colours play a vital role in the identity of the Certification Seals. The Certification Seal should only be used in accordance with the colour specifications below.

To maintain visibility and integrity of the Certification Seal, it should not be used in a black and white setting.

New Buildings (English Version)



Platinum
C: 66
M: 59
Y: 55
K: 36



Gold
C: 20
M: 30
Y: 70
K: 15



Silver
C: 36
M: 28
Y: 27
K: 0



Bronze
C: 45
M: 54
Y: 69
K: 24

Existing Buildings V2.0 Selective Scheme (Management)

	White Fill - C: 0 M: 0 Y: 0 K: 0		
	Green Fill - C: 55 M: 0 Y: 100 K: 0		
	Blue Fill - C: 100 M: 30 Y: 30 K: 20		
	Green Stroke - C: 55 M: 0 Y: 100 K: 0		



Excellent



Very Good



Good



Satisfactory

I Unacceptable Usage

The Certification Seals have been specially drawn and should never be recreated or altered. Please ensure that the master artwork provided is always used for reproduction. The examples shown here are some common misuses of the signature.

Do not remove the details of certification



Do not distort the symbol or logotype



Do not change the relative size of the elements



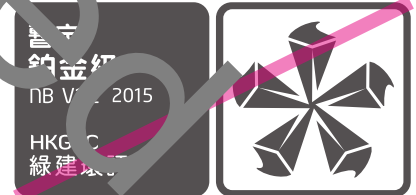
Do not incorporate the seal as part of the sentence



Do not alter the colour of the Certification Seal



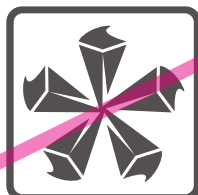
Do not alter the proportional relationships of elements in the seal



Do not change the words and settings within the seal



Do not use the logo alone



Do not rotate the seal



Contact Us

We hope you find the **BEAM Plus Marketing Kit and Style Guide** useful for your organisation to promote your BEAM Plus projects. If you have any new ideas or comments, please feel free to contact us by email at beamplus@hkgbc.org.hk or by phone at **3994 8813**. We look forward to collaborating with your organisation on spreading the good news to the public.

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