



HKGBC  
BEAM Plus  
綠建環評

The background of the cover is a photograph of a lush green field in the foreground, with a faint, light green silhouette of a city skyline in the background against a clear blue sky. The skyline includes various building shapes, with a prominent tall, rounded tower on the left side.

# BEAM Plus Marketing Kit and Style Guide



# BEAM Plus Marketing Kit and Style Guide

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

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

The BEAM Plus Marketing Kit and Style Guide will provide 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 that the 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 or project BEAM Pro to arrange issuance of the certificate. For projects with a Bronze rating or above, 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
- A BEAM Plus USB with illustrations of the BEAM Plus Certification Seals for your future publicity materials
- The BEAM Plus Marketing Kit and Style Guide



For projects that achieved Unclassified rating, the certificate package includes the following:-

- A notification letter detailing the project information and validity of the 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 buildings to the wider community, and to facilitate knowledge exchange among industry practitioners.

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

The interiors of the HKGBC office



# Show your achievements

## Use of BEAM Plus Certification Seals

The Certification Seals would be delivered to the project owner along with the certificate package. Project owners can adopt the seals on promotion materials, including brochures and websites, as well as on advertising and hoardings.

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

## BEAM Plus Certification Plaque

The HKGBC has created BEAM Plus Certification Plaques for four ratings of BEAM Plus, namely Platinum, Gold, Silver and Bronze. For projects completed the Final Assessment, project owners can display the plaque into the architecture of the building or space.

The plaque is designed to reflect the unique identity of the BEAM Plus assessed project. For detailed specifications and order information for the plaque, please visit:

<https://www.hkgbc.org.hk/eng/BEAMPlusPlaque.aspx>

## Update on the BEAM Plus Project Directory

The HKGBC website has the BEAM Plus Project Directory with brief information on each registered and assessed project. The ratings of BEAM Plus projects would be announced on the HKGBC website. For details, please visit:

<https://www.hkgbc.org.hk/eng/BeamPlusDirectory.aspx>



# Share your story

## BEAM Plus Online Exhibition

BEAM Plus Online Exhibition is the latest endeavour of the HKGBC to publicise your project to wider general public. Every project would have a dedicated page, where project owners can include images, videos, green features and stories behind the development, as well as other multimedia items on the webpage. Please visit:

<http://greenbuilding.hkgbc.org.hk/>

## Image Bank

Upon submitting information for your BEAM Plus Online Exhibition, the HKGBC Secretariat would seek your permission to use the photos. The images you provide will be used for a number of promotional initiatives, including PowerPoint presentation, promotion leaflets and publications, the HKGBC website as well as media enquiries. For better image quality, the images would ideally be high resolution in JPEG format (around 300 dpi).

## Annual Award Presentation Ceremony

To give recognition to outstanding project teams, the HKGBC would organise the award ceremony every year. Project owners and their respective project teams would be invited to participate in this meaningful event to share their experience and journey to go green.



## BEAM Plus Project Public Exhibition

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



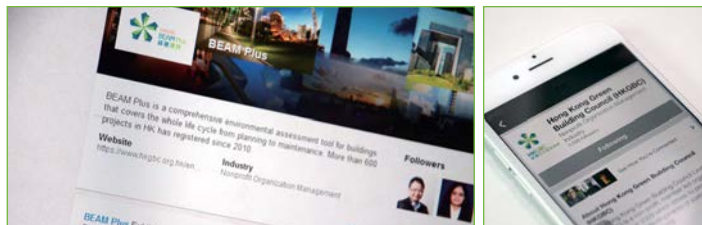
# Spread the word

## GreenMAG

GreenMAG is the magazine produced by the HKGBC, covering the latest developments in the green building sector of Hong Kong. BEAM Plus projects would be featured in the magazine to highlight the green features of your projects. The GreenMAG is also available online on the HKGBC website.

## Social Media

The HKGBC 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 usually 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 continuous professional development (CPD). Your project teams would be invited to share experience in planning, design and construction of the outstanding BEAM Plus projects to other industry practitioners.



## Case Studies for Research and Development

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



## Green Building Tours

What a better way for the public to learn about your project than to visit and explore the building for real? 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 public to demonstrate your commitment to sustainability.



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

With heightened awareness of the community on environmental and sustainability issues, the BEAM Plus certification for your projects is a clear and convincing public commitment to go 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 in your certificate package. 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 hoardings

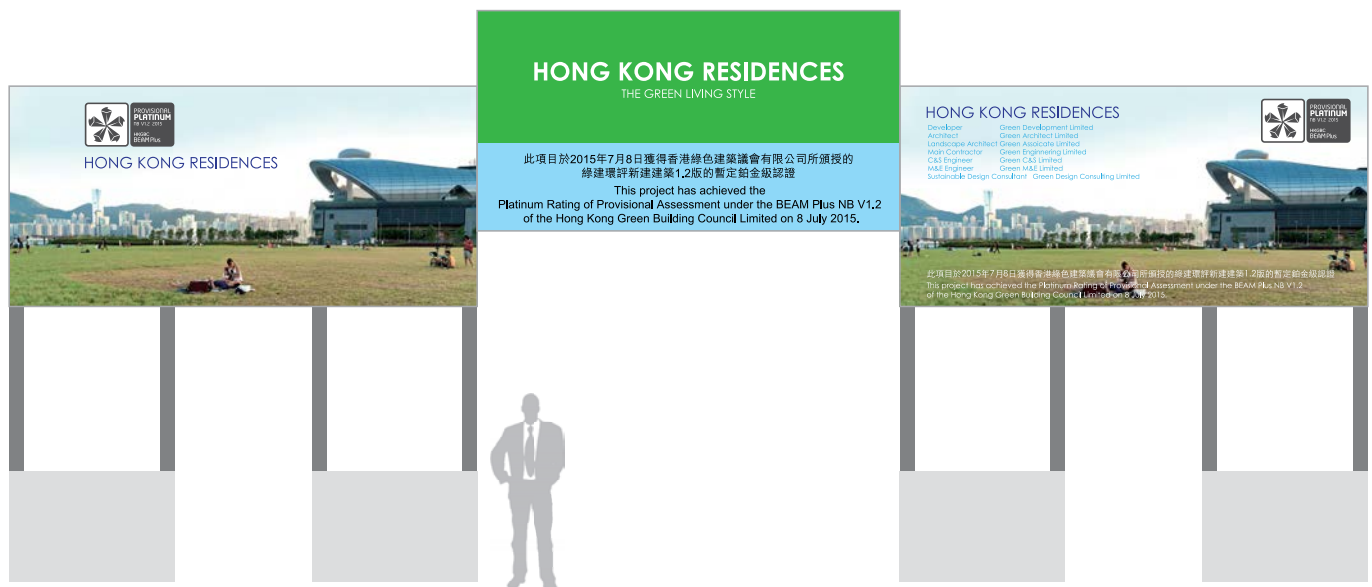
## Publications

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 in your hoarding.



### Mentioning Your 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 the Provisional Platinum rating under the BEAM Plus NB [V1.1].

此項目獲得綠建環評新建建築 [1.1 版] 的暫定鉑金級認證

### Using 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 the granting of gross floor area (GFA) concessions for certain green and amenity features in 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 to 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

There are three different stages in the BEAM Plus assessment process:

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

Three different sets of Label are available for developers to incorporate in their sales brochures for respective project status or assessment rating. Upon successful registration, the HKGBC shall provide the Green Building Certification Label in JPEG format to the applicant. To obtain the 'Green Building Certification Label', please visit <https://www.hkgbc.org.hk/eng/beamplus-certlabel.aspx> for more information.



# Style Guide for BEAM Plus Certification Seal

# 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 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.

# Key Elements

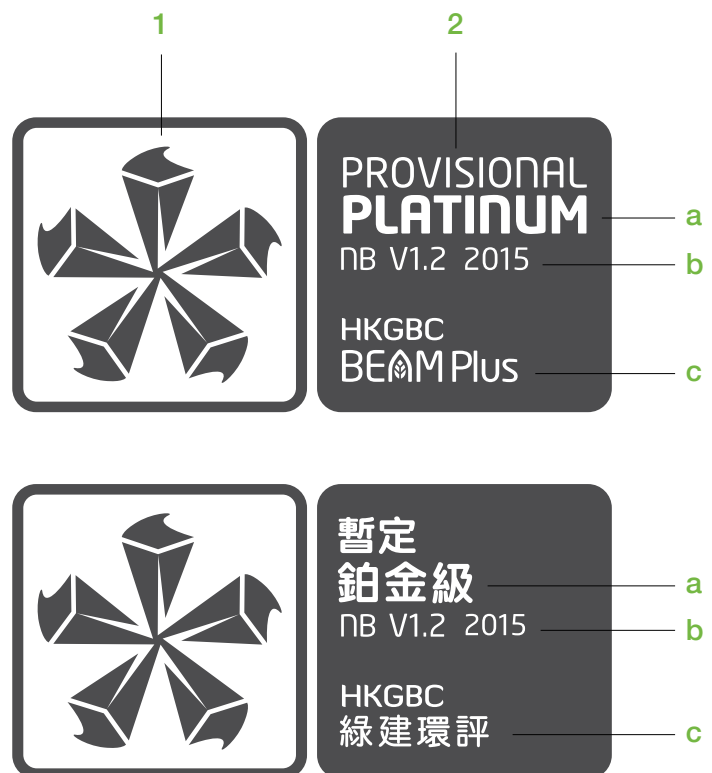
The Certification Seal shown below is a sample for illustration of the Certification Seals for BEAM Plus New Buildings Provisional Assessment (PA). Project applicants and relevant parties should refer to the rating of respective projects and the artwork of Certification Seals as provided by the HKGBC.

## The Certification Seal is comprised of two parts:

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

## The details of certification:

- a. The rating of Provisional Assessment (PA) achieved
- b. The version number of assessment and the year of PA certification of the respective project
- c. The name of the assessment tool and the certification body



# Colour Guide

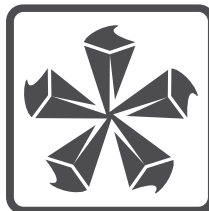
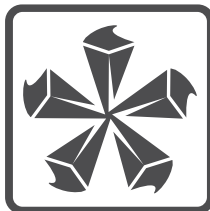
Colours play a vital role in the identity of the single-colour Certification Seals.

Each of the Certification Seal appears in single colour, namely, Platinum, Gold, Silver and Bronze. 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 as a black and white application.

## New Buildings (English Version)

## New Buildings (Chinese Version)



Platinum

C: 66

M: 59

Y: 55

K: 36



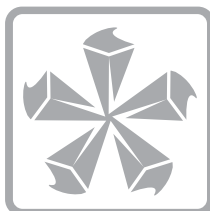
Gold

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



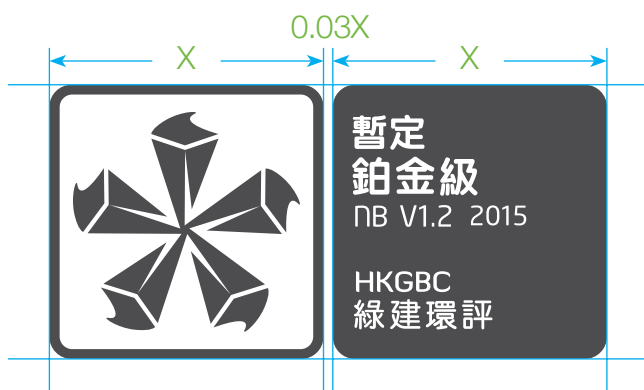
# Layout and Minimum Size Requirements

The BEAM Plus Certification Seals should be used in accordance with the layout and size specifications set forward in the following.

There should be 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 is 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 as a black and white application.



## Certification Seal Used on Coloured Background

A minimum white space 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 as provided.*

# 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 distort the symbol or logotype



Do not change the relative size of the elements



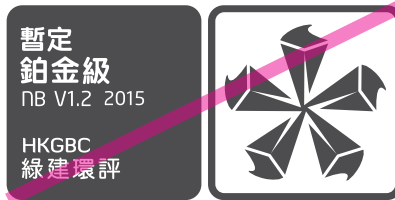
Do not incorporate the seal as part of the sentence



Do not alter the colour of the Certification Seal



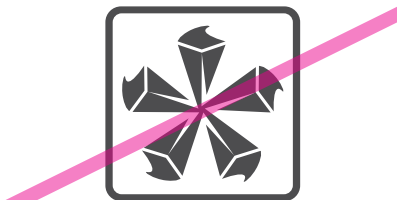
Do not alter the proportional relationships of elements in the seal



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\\_enquiry@hkgbc.org.hk](mailto:beamplus_enquiry@hkgbc.org.hk)  
or by phone at  
**3994 8888**.  
We look forward to collaborating with your organisation on  
spreading the good news to the public.

