

LOGO

GRESB LOGO

The GRESB logo consists of both a pictorial mark (the circular emblem) and a wordmark. It is a unique visual identifier of the company and its products and values.

Download logos [here](#).

Horizontal logo – Full color



Vertical logo – Full color



Horizontal logo – White



Vertical logo – White



HOW TO PLACE LOGOS

The use of white space around a logo promotes visual harmony, improves recognition, and elevates the overall aesthetic appeal of the design. Using white space also helps protect our legal claim to the mark.

- 01. Ensure space between logo and edges
- 02. Ensure space between elements
- 03. Use vertical logo in narrow spaces
- 04. Ensure that the logo is big and visible





✓ Full color on white background



✓ White logo on dark backgrounds



✓ Full color on brand's light gray



✓ White logo on brand color backgrounds

Use the white logo whenever a brand's secondary color is used as background



✓ Full color on light images in opacity

Use the full-color logo whenever you have a "light" image in opacity as background



✓ White logo if background is dark enough

Use the white logo whenever you have a "dark" image in opacity as background

❌ DON'TS



❌ Don't rotate the logo



❌ Don't outline the logo



❌ Don't add a shadow



❌ Don't use the full-color logo when backgrounds are in one of the brand's secondary colors



❌ Avoid lack of contrast with backgrounds



❌ Don't use other colors

