



THE INTERNATIONAL WELL BUILDING INSTITUTE

TRADEMARK GUIDELINES



WE ARE
WELL

Welcome to our trademark usage and communications guide.

If you are here, you are likely looking for instructions on how to showcase your present or forthcoming WELL achievement. First, we want to say thank you and congratulations. You are leading the movement to put people first in business decision-making and culture.

Whether you're placing the WELL Certified seal into a brochure, or creating a social media post about your company's involvement with WELL, these guidelines will help ensure you're using IWBI's trademarks and branding elements appropriately, permissibly and artfully. Our goal is to support our community in furthering an accurate, consistent and current look and feel for the IWBI brands. We sincerely thank you for your support in this mission.

Have questions?

Please contact marketing@wellcertified.com.

International WELL Building Institute, IWBI, the WELL Building Standard, WELL v2, WELL Certified, WELL AP, WELL Score, The WELL Conference, We Are WELL, the WELL Community Standard, WELL Health-Safety Rating, WELL Health-Safety Rated, WELL Equity Rated, WELL Performance Rated, WELL Enterprise Provider, WELL EP, WELL and others, and their related logos are trademarks or certification marks of International WELL Building Institute in the United States and other countries.

Note: The following guidelines are provided for any third-party authorized by IWBI to use a trademark, certification mark or logo, which IWBI owns or has a license to use (referenced below as "a mark" or "the mark"). While this policy generally outlines third parties' usage of the marks in particular limited ways, IWBI retains the right to revoke such permission in its sole discretion. Any unauthorized use of an IWBI proprietary mark may result in legal action.



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General Guidelines



When using IWBI brand logos, assets and other trademarks:

DO:

- » Contact IWBI to request permission to use the logo and other trademarked brand assets at marketing@wellcertified.com
- » Use only artwork files provided by IWBI, along with the TM symbol
- » Include the following acknowledgment when applying IWBI branding: “International WELL Building InstituteTM and the related logo are trademarks used with permission from the International WELL Building InstituteTM.”
- » Link IWBI logos and other trademarks to wellcertified.com when using on websites. Linking to sites other than wellcertified.com, other pages on websites belonging to IWBI, the owner or any other third-party websites is prohibited

DO NOT:

- » Use WELL Certified or WELL Rated marks, or any other of the IWBI marks unless explicitly agreed to otherwise in writing by IWBI on products, labels and packaging. This includes online resources, digital products, educational offerings, WELL Certification resources, etc. IWBI does not review, certify or endorse products or services, and the marks must not be used in the following ways:
 - Use to indicate any kind of endorsement by IWBI of any product or service
 - Use to indicate that an official status for any product or service has been conferred by, or is otherwise associated with IWBI
 - Use In connection with any disparaging statements about IWBI (The International WELL Building Institute) or its products, services or statements that otherwise reflect poorly on IWBI or the WELL Building Standard
 - Alter the marks in any way. Do not animate, color, rotate, skew or apply any effects to the marks
 - Wrap additional text around the marks
 - Use the marks as the most prominent visual element on materials. The user’s name and logo must be significantly larger than the marks
 - Integrate the marks into other logos. The marks are intended to stand-alone

IWBI logo

The International WELL Building Institute (IWBI) is the global authority for transforming health and well-being in buildings, organizations and communities around the world. The IWBI logo is formed by a series of seven concentric arc segments representing the seven concepts of the original WELL Building Standard™ (WELL™).



■ #515151



Third-party application of IWBI logo

IWBI may grant permission for use of its marks to official IWBI partners and collaborators, including for the uses of conference or event sponsorships and promotional partnerships pursuant to written permission. The IWBI logo may be used on approved digital assets, print pieces or event/experiential signage. WELL Certified or WELL Rated projects should use the corresponding seal provided to them by the IWBI team in order to market or showcase their achievement, and WELL APs should use the official WELL AP mark to indicate their status. However, these cases are neither appropriate nor approved uses of the IWBI logo. If you would like to request use of the IWBI logo for an approved use case, please email marketing@wellcertified.com.

Logo integrity

The IWBI logo should always be used as-is, with appropriate sizing, with no modification (stretching, separation, colors) to the logo's elements. IWBI at times uses the concentric arcs as a separate design element. However, third parties leveraging the IWBI logo should never separate the arcs from the logo text, or make any modifications to IWBI marks or logos.

Logo sizing

To maintain legibility, the IWBI logo should never be used at a width of less than one inch (or 300 px wide). The IWBI logo should always be scaled to equal proportions to ensure no stretching of the logo occurs.

WELL Program Marks

Certification

- **WELL Certification**
- **WELL Core Certification**

General Guidelines for WELL Certification

Third-party application

WELL Certification seals may only be used by WELL Certified projects at the year and level that corresponds with the certification award. Enrolled projects that have not yet earned certification or private WELL Certified projects are not permitted to use the WELL Certification seal in any capacity. The project must recertify every three years to maintain certification and leverage corresponding plaques/seals.

Fulfillment

WELL Certification is finalized when the WELL report is returned and approved. Certified projects will receive a digital seal and graphic package from the IWBI team at this time, as well as instructions for how to order official plaques, certificates and stickers.

Onsite application

All seals/plaques must be ordered directly through IWBI's distributor, Green Plaque. Seals/plaques should be displayed prominently at the entrance of the building (e.g., front windows or doors). The seal/plaque should face outward and be placed between 4 and 6 feet above the ground. Displaying seals or logos that have been printed by you and not explicitly approved by IWBI in writing is not permitted and such unauthorized use could constitute both a violation of the WELL Certification Agreement and intellectual property infringement.

Digital guidelines

WELL Certification seals should always be used as-is, with appropriate sizing (see below for guidance), with no modification (stretching, separation, modifying any colors) to the mark's elements. To maintain legibility, WELL Certification seals should never be used at a width of less than 200px. Seals should always be scaled to equal proportions to prevent any stretching.

WELL Certification seals

WELL Certification is the highest pinnacle of achievement of strategies across all 10 WELL concepts for new and existing interior spaces. Locations pursuing WELL Certification earn points based on performance outcomes for various policy, design and operational strategies and achieve one of four certification levels: Bronze, Silver, Gold or Platinum. Individuals who enter a WELL Certified space will feel confident that it is designed and operated to meet industry standards for health and well-being.



PLATINUM



#a8a7ae



GOLD



#d7c686



SILVER



#c0c2c4



BRONZE



#d1a778

Communication guidelines

Do say: (as applicable)

- [Organization] is enrolled to pursue [WELL Certification or WELL Core Certification]
- [Organization] is WELL Certified™ at the [Bronze, Silver, Gold or Platinum] level
- [Organization's location] is WELL Certified™ Bronze, WELL Certified™ Silver, WELL Certified™ Gold or WELL Certified™ Platinum

Don't say:

- Project name is WELL Gold enrolled or WELL Gold Certified
- This project is WELL Qualified, Compliant, Reviewed, Verified, Designed, Certifiable
- Any other term incorporating the WELL trademark that is not authorized by IWBI

WELL Core Certification

WELL Core Certification is the highest pinnacle of achievement of strategies across all 10 WELL concepts for core and shell commercial buildings. Locations pursuing WELL Core Certification earn points based on performance outcomes for various policy, design and operational strategies and achieve one of four certification levels: Bronze, Silver, Gold or Platinum. Tenants in a WELL Certified Core building will feel confident that the class-A real estate space was designed with their health and well-being top of mind.



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GOLD
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SILVER
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BRONZE
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Communication guidelines

Do say (as applicable):

- [Organization] is enrolled to pursue [WELL Certification or WELL Core Certification]
- [Organization] is WELL Certified™ Core at the [Bronze, Silver, Gold or Platinum] level
- [Organization location] is WELL Certified™ Core, WELL Certified™ Core Bronze, WELL Certified™ Core, WELL Certified™ Core Silver, WELL Certified™ Core Gold or WELL Certified™ Core Platinum

Don't say:

- Project name is WELL Core Gold enrolled or WELL Core Gold Certified
- This project is WELL Qualified, Compliant, Reviewed, Verified, Designed, Certifiable
- Any other term incorporating the WELL trademark that is not authorized by IWBI

General Guidelines for WELL Ratings

Third-party application

WELL Rating seals may only be used by locations that have achieved the rating for the year or year(s) indicated. Enrolled or private locations are not permitted to use the seal in any capacity. Achievements must be renewed annually to remain WELL Rated and receive seals of achievement for the corresponding year. All public statements about the WELL Rating achievement must be accurate and not misleading. If the rating expires and is not renewed, then other than accurate, factual statements about historical achievement of the WELL Rating, no other public statements may be made that are misleading or that suggest or imply that the location continues to meet the requirements of the WELL Rating.

Fulfillment

WELL Rating achievements are finalized when the WELL report is returned and approved. Locations that have successfully achieved the designation will receive a WELL Rated digital mark and marketing materials, as well as the opportunity to purchase or receive complimentary physical seals for onsite display directly from IWBI.

Onsite application

All seals must be ordered directly through IWBI. Seals displayed onsite must indicate the year(s) of achievement. If a location achieves the WELL Rating for multiple years, they may choose to display the most recent achievement or the original achievement alongside the most recent achievement. Seals should be displayed prominently at the entrance of the building (e.g., front windows or doors). The seal should face outward and be placed between 4 and 6 feet above the ground. Printing seals, creating stickers or any other use not explicitly permitted by IWBI in writing are not permitted and constitute both a violation of the WELL Rating Agreement and intellectual property infringement.

Digital guidelines

Digital seals should only be used in digital or printed marketing materials. They should always be used as-is, with appropriate sizing, with no modification (stretching, separation, modifying any colors) to the mark's elements. To maintain legibility, digital WELL Rating seals should never be used at a width of less than 200px and the clear space should never be less than 50px.

WELL Health-Safety Rating™ seal

The WELL Health-Safety Rating™ is a targeted achievement that highlights a location's implementation of evidence-backed health and safety protocols to prevent, prepare and recover from COVID-19 and other infectious diseases. Anyone who enters a WELL Health-Safety Rated space can feel confident knowing that the space puts their health and safety first.



#79a5c6



Communication guidelines

Do say:

- [Organization] is enrolled in the WELL Health-Safety Rating
- [Organization] has achieved the WELL Health-Safety seal for [number] locations
- [Organization] is WELL Health-Safety Rated

Don't say:

- [Organization] is certified for the WELL Health-Safety Rating or is WELL Health-Safety Certified
- Any term incorporating the WELL trademark that is not authorized by IWBI

WELL Performance Rating™ seal

The WELL Performance Rating™ is a targeted achievement that highlights a location's implementation of best practices for continuous monitoring and performance across key IEQ metrics related to air quality, water quality, thermal comfort, acoustics, lighting and occupant experience. Anyone who enters a WELL Performance Rated space can feel confident knowing that the space meets or exceeds global benchmarks for health performance. Locations that pursue the rating demonstrate their commitment to creating healthy and high-performing buildings.



#1f5f70



Communication guidelines

Do say (as applicable):

- [Organization] is enrolled in the WELL Performance Rating
- [Organization] has achieved the WELL Performance seal for [number] locations
- [Organization's location] is WELL Performance Rated

Don't say:

- [Organization] is certified for the WELL Performance Rating or is WELL Performance Certified
- Any term incorporating the WELL trademark that is not authorized by IWBI

WELL Equity Rating™ seal

The WELL Equity Rating™ is a targeted achievement that highlights a location's implementation of evidence-based strategies that help everyone feel welcome, seen and heard. Anyone who enters a WELL Equity Rated space can feel confident knowing that it supports a culture where everyone has an equal opportunity to thrive. Locations that pursue the rating demonstrate their commitment to taking action toward their diversity, equity and inclusion goals and driving improvements in company culture and resilience.



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Communication guidelines

Do say (as applicable):

- [Organization] is enrolled in the WELL Equity Rating
- [Organization] has achieved the WELL Equity seal for [number] locations
- [Organization] is WELL Equity Rated

Don't say:

- [Organization] is certified for the WELL Equity Rating or is WELL Equity Certified
- Any term incorporating the WELL trademark that is not authorized by IWBI



Third-party application

The WELL at scale mark may only be used by active organizations during their subscription term who have met the subscription criteria and have successfully completed registration. The mark can only be used to represent the organization’s commitment digitally or on printed marketing materials to accurately illustrate its commitment to participation in the WELL at scale program and implementing WELL Standard strategies at scale. It should not be adhered to any building surface to imply the building is WELL at scale, or used or displayed in any manner that suggests achievement by the organization or by any location or locations of a WELL achievement. It should always be used as-is, with appropriate sizing (>150 px) and no modification (stretching, separation, modifying any colors) to the mark’s elements. All permissions to use the mark cease and the mark must be removed immediately upon the organization exiting the WELL at scale program. Unauthorized use of the WELL at scale mark could constitute both breach of the WELL at scale agreement and intellectual property infringement.

Digital guidelines

The WELL at scale mark should always be displayed as-is, with appropriate sizing and no modification (stretching, separation, modifying any colors). To maintain legibility, the WELL at scale mark should never be used at a width of less than 200px. Visuals should always be scaled to equal proportions to prevent any stretching.

Communication guidelines

Do say (as applicable):

- [Organization] is committed to WELL at scale.
- [Organization] is a WELL at scale participant

Don't say:

- Do not associate a WELL at scale commitment with certification. Only use the terms “certification” or “rating” when referencing specific locations that have earned the WELL Certification or WELL Rating mark. ie. [Organization] is a WELL at scale participant with 6 locations that achieved WELL Certification.



Third-party application

The WELL Score can only be leveraged by active enterprise subscribers of WELL at scale. The score should accurately reflect the current progress of the organization as noted in their WELL online account or annual report.

Digital guidelines

The WELL Score visuals should always be displayed as-is, with appropriate sizing and no modification (stretching, separation, modifying any colors). To maintain legibility, the WELL Score should never be used at a width of less than 200px. Visuals should always be scaled to equal proportions to prevent any stretching.

Communication guidelines

Do say (as applicable):

- [Organization] has a WELL Score of [number]
- [Organization's] WELL Score is a reflection of their commitment to the health and well-being of their people

Don't say:

- [Location] has a WELL Score
- [Organization] has achieved a WELL Score



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GOLD



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SILVER



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Third-party application

WELL Community seals may only be used by WELL Community projects at the year and level that corresponds with the certification award. Enrolled projects that have not yet earned certification or private projects are not permitted to use the WELL Community seal in any capacity.

Onsite application

All seals/plaques must be ordered directly through IWBI's distributor, Green Plaque. Displaying seals or logos that have been printed by you and not explicitly approved by IWBI in writing is not permitted and such unauthorized use could constitute both a violation of the WELL Agreement and intellectual property infringement. WELL Community seals should always be used as-is, with appropriate sizing and no modification to the mark's elements.

Communication guidelines

Do say (as applicable):

- [Organization] is registered under the WELL Community Standard™ pilot
- [Organization] is WELL Community Certified™
- [Organization] is [WELL Community Certified™ Silver, WELL Community Certified™ Gold, WELL Community Certified™ Platinum]

Don't say:

- [Organization] is WELL Community registered
- [Organization] is WELL Community Gold enrolled
- [Organization] is WELL Community qualified, compliant, reviewed, enrolled, verified, designed, certifiable, etc

WELL Enterprise Provider (WELL EPs)

WELL Enterprise Provider (WELL EP) is a designation for organizations that deliver a comprehensive suite of WELL solutions at a portfolio or enterprise scale. WELL Enterprise Providers (WELL EPs) offer strategic and consulting services to major global corporations, large real estate portfolios and multinational organizations that want to prioritize the health of their people and their organization.



 #276291



Third-party application

The WELL Enterprise Provider (WELL EP) mark may only be used by active organizations who have met the enrollment criteria and have successfully completed the agreement process. The mark may not be used for display purposes in lieu of any WELL achievements. It must also be removed immediately upon the organization exiting the program. The mark can only be used to represent the organization's status as a WELL EP digitally or on printed marketing materials. It should always be used as-is, with appropriate sizing (>150 px) and no modification (stretching, separation, modifying any colors) to the mark's elements.

Communication guidelines

Do say:

- [Organization] is a WELL Enterprise Provider
- [Organization] is a WELL EP

Don't say:

- [Organization] is a WELL Provider
- [Organization] is a WELL EP Member

WELL Accredited Professional (WELL APs)

The WELL Accredited Professional (WELL AP) credential is a professional accreditation that denotes a comprehensive understanding of the WELL Standard. To achieve and maintain accreditation, individuals must pass a written exam and submit continuing education hours every two years. WELL APs are practitioners, entrepreneurs and individuals committed to the movement for people first places who are looking to build expertise in health and well-being and expand their service offerings.



■ #3d3e46



Third-party application

The WELL AP mark may only be used by individuals who have passed the WELL AP exam and have an active credential. The WELL AP mark may be used in personal brand assets, including business cards, email signatures and bios. Companies with one or more WELL AP may use the WELL AP mark on their company website, for various digital uses, or in print/digital collateral. The WELL AP mark should always be used in conjunction with clarifying text indicating that one or more staff members have earned the credential.

The mark can only be used to represent the individual's credential status digitally or on printed marketing materials. It should always be used as-is, with appropriate sizing (>150 px) and no modification (stretching, separation, modifying any colors) to the mark's elements. Failure to adhere to instructions on proper use of the WELL AP mark could constitute a violation of the maintenance obligations, warranting disciplinary action, and/or intellectual property infringement.

Communication guidelines

Do say (as applicable):

- [Name] is a WELL AP
- The WELL AP is a professional credential
- [Name] is registered to take the WELL AP exam

Don't say:

- [Name] has a WELL AP certificate or license
- [Name] is WELL certified

WELL Faculty

WELL Faculty is a professional designation that denotes leadership in delivering education and training on the WELL Standard and industry best practices. WELL Faculty are educators and highly-sought after speakers from around the world with a deep expertise in and passion for advancing the movement to transform health and well-being in buildings, organizations and communities.



 #985f8c



Third-party application

The WELL Faculty mark may only be used by individuals who have been accepted to the program and have an active designation. The WELL Faculty mark may be used in personal brand assets, including business cards, email signatures and bios. Companies with one or more WELL Faculty may use the WELL Faculty mark on their company website, for various digital uses to accurately communicate the fact that they employ active WELL Faculty members in good standing. The WELL Faculty mark should always be used in conjunction with clarifying text indicating that one or more staff members have earned the credential.

The mark can only be used to represent the organization's commitment digitally or on printed marketing materials. It should always be used as-is, with appropriate sizing (>150 px) and no modification (stretching, separation, modifying any colors) to the mark's elements. Unauthorized use of the WELL Faculty mark could constitute both a violation of the WELL Faculty agreement and intellectual property infringement.

Communication guidelines

Do say (as applicable):

- [Name] is a WELL Faculty
- [Name] is part of the WELL Faculty program

Don't say:

- [Name] is a Faculty member
- [Name] is part of the WELL Faculty member program

IWBI Membership

IWBI Membership is a designation for organizations committed to advancing human health in buildings and communities around the world. Members have access to exclusive discounts across IWBI's product suite, expanded brand visibility and market reach opportunities and networking and leadership events. There are three membership levels, Member, Cornerstone and Keystone.



 #149ebd



Third-party application

The IWBI Membership mark may only be used by active organizations who have met the enrollment criteria and have successfully completed registration. The mark may not be used for display purposes in lieu of any WELL achievements. It must also be removed immediately upon the organization exiting the program.

The mark can only be used to represent the organization's commitment digitally or on printed marketing materials. It should always be used as-is, with appropriate sizing (>150 px) and no modification (stretching, separation, modifying any colors) to the mark's elements. Unauthorized use of the IWBI membership mark could constitute both breach of the IWBI Membership agreement and intellectual property infringement.

Communication guidelines

Do say (as applicable):

- [Organization] is an IWBI member.

Don't say:

- [Organization] is a WELL member.

Works with WELL

The Works with WELL mark demonstrates a product's or service's alignment with a feature or threshold in the WELL Building Standard (WELL). Authorization by IWBI to use the Works with WELL mark helps build credibility for manufacturers or service providers by validating that their products or services contribute to, measures for or otherwise supports the achievement of specific WELL strategies.

The Works with WELL mark is meant to represent a recognition of specific alignment between a product or service and a WELL feature or threshold. While IWBI may review certain submitted documentation or narratives provided by manufacturers or service providers as part of its licensing process; there is no product testing or laboratory testing involved in the validation process. For clarity, the Works with WELL mark is not an indication, representation, confirmation, guarantee or suggestion that a product is healthy or can improve human health or comply with any regulations. Licensing the Works with WELL mark is not equivalent to a product declaration or certification mark, nor is meant to suggest that use of a product featuring this mark guarantees the achievement WELL Certification, WELL Rating or any WELL designation.



#3d3e46



Third-party application

The Works with WELL mark can only be used for products or services that have met the Works with WELL licensing criteria and have been authorized by IWBI. Licenses to use the Works with WELL mark are granted solely with respect to specific products or services that have gone through the application submission process and can contribute to, measure or support a specific WELL strategy. The Works with WELL mark should be used consistent with these guidelines and should never be used in a misleading manner nor in a manner that misstates or overstates the scope of the license, nor should the the Works with WELL mark be used or displayed in a manner that suggests that IWBI is the product or service developer or is in any way involved in the supply or manufacturing process.

Thus, mark placement should be directly associated with a specific product or service that was the subject of a successful application; it may not be used generally in connection with the organization at large or with large classes of products or any products that have not been reviewed and authorized to use the mark by IWBI. In the event one product or certain products have been authorized by IWBI to use the mark and other products by the same manufacturer have not been reviewed and authorized, then even if those non-reviewed and non-authorized products are related or similar to the reviewed products, the mark is not permitted to be used in connection with any such nonreviewed and non-authorized products. For example, if an organization has a standing desk available in different finishes comprised of different materials, but only one or certain standing desks in certain finishes are authorized to use the mark and a standing desk using a different material has not been reviewed or authorized by IWBI to use the mark, the manufacturer is not permitted to use the mark in any manner that indicates or suggests that the non-reviewed and non-authorized products have been authorized to use the mark. Further, if a brochure or website lists various products made by a manufacturer, including authorized and unauthorized products, the mark can only be used in connection with the products that have gone through the Works with WELL review process and been authorized by IWBI to use the mark. Authorized products may use the mark on their websites, advertising, and marketing for so long as the license remains valid and solely in connection with the applicable product.

Digital mark

Products that have met Works with WELL licensing criteria will receive rights to use a digital mark provided by IWBI, as well as a personalized QR code and customized page in the product catalog. The digital mark can be placed on websites, specification documentation, print and digital marketing collateral and education materials. Unique QR codes should be featured next to or below the Works with WELL mark in digital and printed materials. The QR code links directly to the customized page in IWBI's product catalog, demonstrating how the product meets the Works with WELL licensing criteria.

Product package application (applicable to products with direct or measures for alignments)

In general, the Works with WELL mark is intended to be used on marketing collateral and documentation related to the products and services for which the mark was licensed. However, there may be appropriate instances where a product or service with a confirmed direct or measures for alignment to specific WELL requirements may include the Works with WELL logo on the applicable product package pursuant to IWBI trademark guidance. In the event a product or service has been awarded a Works with WELL license for a direct or measures for alignment type and the manufacturer wishes to apply the Works with WELL mark on the applicable product package, the manufacturer should contact IWBI for approval of the logo use on the applicable package.

Smart building solution application or dashboards

Where the Works with WELL mark has been granted in connection with a smart building solution application or dashboard, then the Works with WELL mark may be placed within their smart building solution or dashboard interface in connection with the WELL threshold that is being measured by or displayed within the application or dashboard and pursuant to IWBI instructions and guidance. As in all cases, mark placement should be directly associated with the product or service, not the organization, and the Works with WELL mark should not be placed in a manner that suggests that IWBI is the product or service developer or is in any way involved in the supply or manufacturing process.

Design guidelines

Digital marks should only be used in digital or printed marketing materials. They should always be used as-is, with appropriate sizing, with no modification (stretching, separation, modifying any colors) to the mark's elements. To maintain legibility, digital marks should never be used at a width of less than 200px and the clear space should never be less than 50px. Avoid placing the mark over busy backgrounds that are likely to hinder its visibility. Maintain the shape and proportions to ensure accurate and consistent use. Never alter, rotate, embellish, or attempt to recreate the mark.

Public statements and uses after license is granted

Specific products must demonstrate they meet licensing criteria and receive authorization from IWBI before an organization can include public statements in marketing and brand materials and before the mark may be used in digital, product applications described above. The license is subject to annual renewal to remain active. All public statements about authorization to use the Works with WELL mark must be accurate and not misleading. If the license to use the mark expires and is not renewed, then all use of the mark in all media channels (digital, print, packaging, etc.) must cease and an off boarding and wind down plan shall be agreed upon with IWBI in order to confirm discontinuance of all uses of the Works with WELL mark. Other than accurate, factual statements about historical status, no other public statements may be made about a product's association with the mark and no statements may be made that are misleading or that suggest or imply that the product continues to meet the licensing requirements of the Works with WELL program.

Public statements and uses after license is granted

Specific products and services must demonstrate they meet licensing criteria and receive authorization from IWBI before an organization can include public statements in marketing and brand materials and before the mark may be used in digital, product applications described above. The license is subject to annual renewal to remain active. All public statements about participation in the Works with WELL program must be accurate and nonmisleading, and all authorized uses of the Works with WELL mark should, wherever practicable, be accompanied by public statements explaining in an accurate and not misleading manner how the applicable product or solution can contribute to, measure for or otherwise support a WELL feature. If the license to use the mark expires and is not renewed, then all use of the mark in all media channels (digital, print, packaging, etc.) must cease and an off boarding and wind down plan shall be agreed upon with IWBI in order to confirm discontinuance of all uses of the Works with WELL mark. Other than accurate, factual statements about historical status, no other public statements may be made about a product's association with the mark and no statements may be made that are misleading or that suggest or imply that the product continues to meet the licensing requirements of the Works with WELL program. Improper use of an IWBI mark or continued use of a mark following expiration of a license, could constitute both breach of contract and intellectual property infringement. Further, any expired or terminated licensed products or services are subject to removal from the WELL directory.

Authorized products should follow the following guidance when making public statements about alignment with WELL.

Don't say:

- [Organization/Product] is certified with Works with WELL
- [Organization] is aligned or contributes to the WELL Building Standard (WELL)
- [Organization] has met Works with WELL licensing criteria
- [Product] works with WELL
- [Organization/Product] is WELL Certified
- [Product] has been tested for/approved by/conforms with WELL/IWBI

Do say:

General statements

- [Product/Service name] contributes to the achievement of specific WELL strategies
- [Product /Service name] is part of the Works with WELL catalog
- [Product/Service] is aligned with specific WELL [strategies/thresholds]
- [Organization] has earned the Work with WELL mark for [insert Product/Service name or number of products], denoting its alignment with specific WELL [strategies/thresholds]

Physical product application

- [Product /Service name] contributes to the achievement of [insert specific features] in the WELL Building Standard (WELL)
- [Product/Service name] has met Works with WELL licensing criteria for [insert feature]

Smart building application

- [Product/Service name] cites to [insert specific thresholds] thresholds outlined in the WELL Building Standard (WELL)
- IEQ thresholds in [Product/Service] are based on thresholds in WELL.
- [Product /Service name] measures performance against WELL's leading benchmarks for IEQ

WELL for residential

WELL for residential is an evidence-based, third-party verified certification program for developers, builders, operators, architects and designers to create healthier, more resilient homes. From addressing air and water quality to selecting safer materials, the program includes more than 100 impactful strategies that are applicable for new and existing single-family homes and units in multifamily buildings. Individual units can earn the WELL Residence seal and demonstrate their status as a certified WELL Residence. Clients can distinguish unit performance or benchmark progress over time by referring to how many points each unit has earned.



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Third-party application

The WELL Residence seal may only be used in connection with residential dwelling units that demonstrate they meet the requirements of the WELL for residential certification program. Enrolled units that have not yet earned the certification are not permitted to use or display the WELL Residence seal in any capacity. The certification award is at the unit level. Therefore, all descriptive language and physical placement of seals should reference either a specific unit or a collection of units with the year of achievement. Note the certification seal for certified units always contains the year of achievement.

Fulfillment

The WELL for residential certification process is finalized when the final WELL report is returned and accepted as final. Certified projects will receive digital certification seals, a digital certificate and a promotional package from IWBI at this time, as well as instructions to order physical certification seals. Digital and physical certification seals should only be used in reference to awarded units.

Onsite application (physical seal)

IWBI has a few physical seal options to choose from. Seals must include the year in which the certification award was bestowed. We can also send the raw files and work with your design team to print with your own vendor and medium of choice; provided all specifications of the raw files are retained and not altered and IWBI is provided an opportunity to review and approve of sample seals. Seals with the achieved year should be displayed prominently at the entrance of either the building, the floor of a collection of certified units, or an individual WELL Residence. The seal should face outward and be placed between 4 and 6 feet above the ground.

Digital guidelines (printed and digital marketing materials)

Certified projects will receive digital certification seals, which include the year of achievement. Upon written request and approval of IWBI, digital certification seals that do not have the year of achievement may be provided for purposes of promoting general awareness and to communicate participation in the program, but not for purposes of demonstrating achievement of a particular unit. Digital seals should not be printed for physical onsite application.

WELL Residence seals should always be used as-is, with appropriate sizing (see below for guidance), with no modification (stretching, separation, modifying any colors) to the mark's elements. To maintain legibility, WELL Residence seals should never be used at a width of less than 200px. Seals should always be scaled to equal proportions to prevent any stretching. Avoid placing the mark over busy backgrounds that are likely to hinder its visibility. Maintain the shape and proportions to ensure accurate and consistent use. Never alter, rotate, embellish, or attempt to recreate the mark.

PR and messaging guidelines

Do say:

- [Insert company name] has achieved the WELL Residence seal for [# home(s)/unit(s)] in [insert community/building name].
- [Insert home/unit name] by [insert company name] in [insert community/building name]
 - has earned the WELL Residence seal.
 - is a certified WELL Residence.
 - is a WELL Residence certified home/unit.
 - has achieved WELL Residence certification.
 - has achieved # points, out of more than 200 points available/with a minimum of 40 points required, under the WELL for residential certification program.

Do NOT say:

- [Insert home/unit name]
 - is WELL Certified
 - is a WELL House/Home
 - is a certified WELL house/home

Other use cases

Describing the program

- WELL for residential is a certification program for developers, builders, operators, architects and designers looking to transform the way homes are designed, built and maintained to support health and well-being.
- WELL for residential is a certification program that includes over 100 impactful health and well-being strategies for developers, builders, operators, architects and designers to create healthier, more resilient homes.

What has a residential unit earned? The WELL Residence seal.

- This [insert home/unit name] has earned the WELL Residence seal.
- [Insert company name] has earned the WELL Residence seal for [# home(s)/unit(s)].

What is a location that achieves the seal called? A WELL Residence.

- This [insert home/unit name] has achieved the WELL Residence certification/award/designation.
- We have over [# home(s)/unit(s)] that have achieved the WELL Residence award in our community/building.

How can you differentiate and/or benchmark progress? Through total points achieved.

- We have 15 units that have achieved 45 points, and 23 units that have achieved 60 points under the WELL for residential certification program.
- This WELL Residence home/unit achieved 45 points, out of more than 200 points available/with a minimum of 40 points required, under the WELL for residential certification program.

Precertification guidance

Projects that have made substantial progress on design documentation have the opportunity to earn WELL Residence precertification. Upon achievement, the awarded units can be marketed as precertified under the WELL for residential program.

Precertification mark

Precertified projects will receive a digital mark that does not have the year of achievement, as well as promotional materials from IWBI to help you showcase your progress. The precertification mark is intended for digital and print marketing material use only, it is not available as a physical mark nor intended to be printed for physical onsite application.

Do say:

- [Insert company name] has achieved WELL Residence precertification for [# home(s)/unit(s)] in [insert community/building name].
- [Organization] is enrolled to pursue WELL Residence certification for [# home(s)/unit(s)] in [insert community/building name]” or “[Organization] is enrolled in the WELL for residential program.
- [Insert home/unit name] by [insert company name] in [insert community/building name]
 - is a precertified WELL Residence.
 - is a WELL Residence precertified home/unit.
 - has achieved WELL Residence precertification.

Do NOT say:

Do not say anything that implies the home/unit is fully certified under WELL for residential or any other WELL program.

- [Insert home/unit name]
 - is WELL Certified
 - is a WELL House/Home
 - is a certified WELL house/home
 - is WELL for residential certified
 - is a WELL Residence
 - is a certified WELL Residence
 - is WELL Residence certified

WELL Precertified™

Project teams pursuing WELL Certification can submit for an early phase review and, when successful, earn a WELL Precertified™ designation. This documentation review precedes performance testing review, and covers completion of or intention to adhere to WELL feature intents. This optional pursuit not only helps projects prepare for a successful performance verification but also provides projects that receive the designation a mark to be used in their marketing and communications efforts to indicate their commitment to pursuing WELL Certification for the space.



Third-party application

The WELL Precertified mark may only be used by projects that have successfully completed the early phase review and received confirmation from the WELL Reviewer. The mark may only be used digitally to represent the project's milestone (appropriate uses include social media posts, inclusion in marketing brochures and PDF documents, on websites) or on limited physical marketing pieces (printed brochures, signage, and collateral). The mark may not be used or displayed on a physical building or location in lieu of the WELL Certification plaque. The mark must also be removed and replaced with the WELL Certification seal once the milestone is achieved, or removed altogether once the project's enrollment period expires, whichever occurs first.

Mark integrity

The WELL Precertified mark should always be used as-is, with appropriate sizing (see below for guidance), with no modification (i.e., no stretching, separation, or modifying any colors outside of the approved scenarios) to the mark's elements. The WELL Precertified mark should be used in only the colors displayed; two colors are provided for use on light and dark backgrounds. To maintain legibility, the WELL Precertified mark should never be used at a width of less than 150px. The seals should always be scaled to equal proportions to ensure no stretching occurs.

Do say:

- [Insert project name] is a WELL Precertified location.
- [Insert project name] is pursuing WELL Certification at the [insert level] and has earned WELL Precertification.

Do NOT say:

- [Insert project name] is WELL Precertified at the [insert target level] level. [Levels of certification are only applicable once WELL Certification status is achieved.]

Please contact the IWBI Marketing
team at marketing@wellcertified.com
for any questions regarding branding.

Thank you.



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New York, NY 10014

WELLCERTIFIED.COM



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WELL