

# **Policy on the Use of the GRIHA Certification and Certification Marks**

## **A. INTRODUCTION**

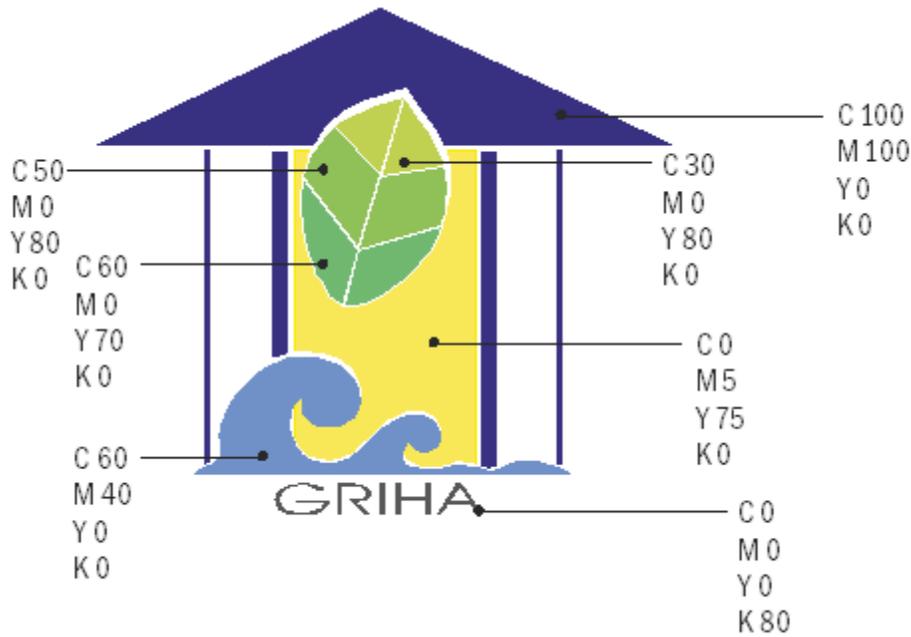
The GRIHA Council (GRIHA) strongly supports you in promoting your association with GRIHA through the use of the GRIHA Certification certificate and marks and this policy document lays down the manner in which these may be used.

As with any issues having to do with your certification, if you have any questions, please feel free to discuss these with the GRIHA representative.

## **B. INTRODUCING THE CERTIFICATION MARKS**

### **1. GRIHA Logo**

- a. The GRIHA logo is a registered trademark owned by GRIHA and all rights of use of the logo rest solely with it. The award of the GRIHA Certification in no manner confers any right of use over the GRIHA logo other than those expressly provided in this Policy.
- b. The CMYK values for the GRIHA logo are provided below and must be adhered to the best extent possible for all reproduction purposes in print, online or otherwise:



- c. The GRIHA logo is available in the following formats: [JPEG/ GIF/ EPS / Illustrator]. To the extent possible, you should procure the original files from GRIHA for reproduction purposes to avoid low quality reproduction.
- d. In order to maintain the visual integrity of the Certification Marks, a minimum amount of free space [***Specify dimensions, if required***] (blank surround) must always be provided.
- e. The GRIHA logo must be used with a white background and without any alterations to its final colours. Care should be taken to ensure that all final display materials (print/electronic) correctly display the GRIHA logo. If, despite best efforts, the size of the GRIHA logo or printing limitations make it very difficult to identify the colours of the GRIHA logo properly, it is preferable to print the GRIHA logo in black and white (and in no other colour).

## 2. Others

The words “GRIHA” and “GRIHA COUNCIL”.

The marks listed in this section B (*Introducing the Certification Marks*) are collectively referred to in this Policy as the “Certification Marks.” Please **NOTE** the word “TERI” is not a Certification Mark and may not be used by you in any context that signifies your association with TERI with

respect to any matter governed by the Green Buildings Certification Agreement, the Green Products Listing Agreement, Associate Membership Agreement, or the Griha Precertification Agreement between the GRIHA Council and you, as the case may be. Please also NOTE that the words “Association for Development and Research of Sustainable Habitats” and “ADaRSH” are no longer in use to refer to the GRIHA Council, and should not be used by you with respect to any matter governed by the Green Buildings Certification Agreement between the GRIHA Council and you, unless the context so requires.

### **C. PERMITTED USE**

The Certification Marks can only be used with the following:

- Products which have been listed in the GRIHA Product Catalogue
- Construction sites of projects are registered for a GRIHA (or variants) rating
- Projects which have achieved Provisional or Final GRIHA rating
- Projects which have achieved SVA GRIHA rating
- Projects which have achieved Master-plan or Phase-wise GRIHA LD rating
- Projects which have been Pre-certified by GRIHA
- GRIHA Associate Members
- GRIHA certified Trainers and Evaluators

If you have any questions regarding your eligibility to use the Certification Marks, please contact us at [info@grihaindia.org](mailto:info@grihaindia.org) or call us at 011 46444500.

#### **Products which have been listed in the GRIHA Product Catalogue**

Authorized:

- The Certification Marks may be used on brochures, advertisements and websites to promote any Product listed on the GRIHA Product Catalogue.
- The Certification Marks if used on any permitted media platform (brochures, advertisements, websites) that seeks to promote any products in addition to the Products which have been listed in the GRIHA Product Catalogue, then it should be made abundantly clear on such media platform that the Certification Mark is associated only with the specific certified product, and should not cause any one to believe that any product other than the listed product has been listed on the GRIHA Certification Catalogue.
- The Certification Marks will be used by you in good faith in a way that does not cause confusion or be misleading to your consumers in any manner.

Not Authorized:

- The Certification Marks must not be used on products which have not been enlisted by GRIHA. If a specific model number of a particular product range has been approved, the logo must be used only for that specific product and not for the range as a whole.
- Use of the Certification Marks does not indicate certification of the product manufacturer by GRIHA and should not lead your consumers to believe otherwise.
- The Certification Marks cannot be used once the Product listing has expired.
- The GRIHA logo should never be reproduced in a size smaller than 15 mm x 15 mm.

**Construction sites of projects are registered for a GRIHA (or variants) rating**

Authorized:

- The Certification Marks may be used on brochures, advertisements, websites and at project sites to promote any Project registered for a GRIHA (or variant) rating.
- The Certification Marks if used on any permitted media platform (brochures, advertisements, websites) that seeks to promote any projects in addition to the Project for which Certification has been awarded, then it should be made abundantly clear on such media platform that the Certification Marks are associated only with the construction site of the specific registered project, and should not cause any one to believe that any other construction site other than that of the registered project is undergoing a GRIHA Certification.
- The Certification Marks will be used by you in good faith in a way that does not cause confusion or be misleading to your customers.
- The Certification Marks can be used on project brochures, advertisements, websites etc. to identify the registered project clearly highlighting that the project is registered. The brochures, advertisements, websites etc. should in no way indicate that the Project has been awarded the rating.

Not Authorized:

- The Certification Marks must not be used at construction sites which have not been registered with GRIHA. If a specific part of a project has been registered with GRIHA, then the logo must be used only for that part of the site and not for the entire site as a whole.
- Use of the Certification Marks does not indicate certification of the project developer by GRIHA.
- The GRIHA logo should never be reproduced in a size smaller than 600 mm x 600 mm.

## **Projects which have achieved Provisional or Final GRIHA rating**

### Authorized:

- The Certification Marks may be used on brochures, advertisements, websites and at project sites to promote any Project that has achieved provisional or final GRIHA rating.
- The Certification Marks if used on any permitted media platform (brochures, advertisements, websites) that seeks to promote any projects in addition to the Project for which Certification has been awarded, then it should be made abundantly clear on such media platform that the Certification Marks are associated only with the specific certified project, and should not cause any one to believe that any project other than the certified project has been awarded a GRIHA Certification.
- The Certification Marks will be used by you in good faith in a way that does not cause confusion or be misleading to your customers/ clients.
- The Certification Marks can be used on all projects which have been awarded a Provisional/Final GRIHA rating.
- The Certification Marks should be used along with text which must indicate whether the project has received a provisional or a final rating.
- The Certification Marks can be used on project brochures, advertisements, websites etc. to identify the rated projects.

### Not Authorized:

- The Certification Marks must not be used for projects which have not been rated by GRIHA. If a specific part (building or set of buildings) of a project has been rated by GRIHA, then the logo must be used only for that part of the project and not for the entire project as a whole.
- Use of the Certification Marks should not indicate certification of the project developer by GRIHA.
- The project developer is not authorized to use the Certification Marks if the project does not adhere to the Green Buildings Certification Agreement entered into with the GRIHA Council.
- The project developer is not authorized to use the Certification Marks if the project does not comply with the “Certification Maintenance Requirements” of the Green Buildings Certification Agreement – Schedule D.
- The GRIHA logo should never be reproduced in a size smaller than 15 mm x 15 mm.

## **Projects which have achieved SVAGRIHA rating**

### Authorized:

- The Certification Marks may be used on brochures, advertisements, websites and at project sites to promote any Project that has achieved SVAGRIHA rating.
- The Certification Marks if used on any permitted media platform (brochures, advertisements, websites) that seeks to promote any projects in addition to the Project for which Certification has been awarded, then it should be made abundantly clear on such media platform that the Certification Marks are associated only with the specific certified project, and should not cause any one to believe that any project other than the certified project has been awarded a SVAGRIHA Certification.
- The Certification Marks will be used by you in good faith in a way that does not cause confusion or be misleading to your customers/ clients.
- The Certification Marks should be used along with text which must indicate that the project has been awarded a SVAGRIHA rating – in order to distinguish it from the other rating variants.
- The Certification Marks can be used on all projects which have been awarded a SVAGRIHA rating.
- The Certification Marks can be used on project brochures, advertisements, websites etc. to identify the rated projects.

### Not Authorized:

- The Certification Marks must not be used for projects which have not been rated under SVAGRIHA. If a specific part (building or set of buildings) of a project has been rated under SVAGRIHA, then the logo must be used only for that part of the project and not for the entire project as a whole.
- Use of the Certification Marks should not indicate certification of the project developer under SVAGRIHA.
- The project developer is not authorized to use the Certification Marks if the project does not adhere to the Green Buildings Certification Agreement entered into with the GRIHA Council.
- The project developer is not authorized to use the Certification Marks if the project does not comply with the “Certification Maintenance Requirements” of the Green Buildings Certification Agreement – Schedule D. The project developer is not authorized to use the Certification Marks once the term for which the SVAGRIHA rating/ certification is awarded has expired.
- The GRIHA logo should never be reproduced in a size smaller than 15 mm x 15 mm.

## **Projects which have achieved Master-plan or Phase-wise GRIHA LD rating**

### Authorized:

- The Certification Marks if used on any permitted media platform (brochures, advertisements, websites) that seeks to promote any projects in addition to the Project for which Certification has been awarded, then it should be made abundantly clear on such media platform that the Certification Marks are associated only with the specific certified project, and should not cause any one to believe that any project other than the certified project has been awarded a GRIHA LD Certification.
- The Certification Marks will be used by you in good faith in a way that does not cause confusion or be misleading to your customers/ clients.
- The Certification Marks can be used on all projects which have been awarded a Master-plan or Phase-wise (Provisional or Final) GRIHA LD rating.
- The Certification Marks should be used along with text which must indicate whether the project has received a Master-plan rating or rating for a particular Phase.
- The Certification Marks can be used on project brochures, advertisements, websites etc. to identify the rated projects.

### Not Authorized:

- The Certification Marks must not be used for projects which have not been rated by GRIHA. If a specific part of a project (building or set of buildings or Phase) has been rated by GRIHA, then the logo must be used only for that part of the project and not for the entire project as a whole.
- Use of the Certification Marks does not indicate certification of the project developer by GRIHA.
- The project developer is not authorized to use the GRIHA logo if the project does not adhere to the Green Buildings Certification Agreement entered into with the GRIHA Council.
- The project developer is not authorized to use the Certification Marks if the project does not comply with the “Certification Maintenance Requirements” of the Green Buildings Certification Agreement – Schedule D.
- The GRIHA logo should never be reproduced in a size smaller than 15 mm x 15 mm.

## **Projects which have been Pre-certified by GRIHA**

### Authorized:

- The Certification Marks if used on any permitted media platform (brochures, advertisements, websites) that seeks to promote any projects in addition to the Project

for which Certification is being sought, then it should be made abundantly clear on such media platform that the Certification Marks are associated only with the specific certified project, and should not cause any one to believe that any project other than the registered project is undergoing a GRIHA Pre-Certification.

- The Certification Marks will be used by you in good faith in a way that does not cause confusion or be misleading.
- The Certification Marks should be used to identify only that project which has been registered for GRIHA Pre-certification.
- The Certification Marks can be used on project brochures, advertisements, websites etc. to identify the registered projects.
- The Certification Marks must be accompanied by text highlighting that the project is undergoing GRIHA Precertification or has achieved GRIHA Precertification.

#### Not Authorized:

- The Certification Marks must not be used on projects which have not been registered by GRIHA for Precertification. If a specific model number of a particular product range has been approved, the logo must be used only for that specific product and not for the range as a whole.
- Use of the Certification Marks does not indicate certification of the project developer by GRIHA.
- The project developer is not authorized to use the GRIHA logo if the project does not adhere to the GRIHA PRECERTIFICATION AGREEMENT.
- The logo must be modified (as mentioned in the relevant section of this document) once the project is registered with GRIHA rating.
- The GRIHA logo should never be reproduced in a size smaller than 15 mm x 15 mm.

#### **GRIHA Associate Members**

#### Authorized:

- The Certification Marks if used on any permitted media platform (brochures, advertisements, websites) that seeks to promote any organization in addition to the Organization which are GRIHA Associate Members, then it should be made abundantly clear on such media platform that the Membership Marks are associated only with the specific Organization, and should not cause any one to believe that any Organization other than the one which is a GRIHA Associate Member, is a GRIHA Associate Member.
- The Membership Marks will be used by you in good faith in a way that does not cause confusion or be misleading to your clients in any manner.

- The Certification Marks should be used to identify only that Organization which has been associated with GRIHA, in accordance with the Associate Membership agreement.
- The Certification Marks can be used on product brochures, advertisements, websites etc. to identify the GRIHA Associate Members.

Not Authorized:

- The Certification Marks must not be used by organizations which are not Associate Members of GRIHA.
- The organization is not authorized to use the GRIHA logo once the membership has expired.
- The GRIHA logo should never be reproduced in a size smaller than 15 mm x 15 mm (unless on a business card in which case smaller dimensions are permitted).

**GRIHA certified Trainers and Evaluators**

Authorized:

- The Certification Marks if used on any permitted media platform (brochures, advertisements, websites) that seeks to promote any professional in addition to the GRIHA certified Evaluator and/or Trainer for which Certification has been awarded, then it should be made abundantly clear on such media platform that the Certification Marks are associated only with the specific GRIHA certified professional, and should not cause any one to believe that any professional other than the certified professional has been enlisted with GRIHA as an Evaluator and/or Trainer.
- The Certification Marks will be used by you in good faith in a way that does not cause confusion or be misleading.
- The Certification Marks can be used for all professionals that are listed on the GRIHA website under the GRIHA Evaluators and/or Trainers section.
- The Certification Marks should be used to identify only that professional who has been enlisted by GRIHA, in accordance with the GRIHA Evaluator & Trainers exam.
- The Certification Marks can be used for advertisements, websites etc. to identify the enlisted professionals.

Not Authorized:

- The Certification Marks must not be used for professionals who have not been enlisted by GRIHA. If a specific professional of a particular organization has been enlisted, the logo must be used only for that specific professional and not for the organization as a whole.

- Use of the Certification Marks does not indicate certification of any organization by GRIHA.
- The GRIHA certified Evaluator and/or Trainer is not authorized to use the GRIHA Certification Marks logo once their listing has expired.
- The GRIHA logo should never be reproduced in a size smaller than 15 mm x 15 mm (unless on a business card in which case smaller dimensions are permitted).

#### D. EXAMPLES OF USE

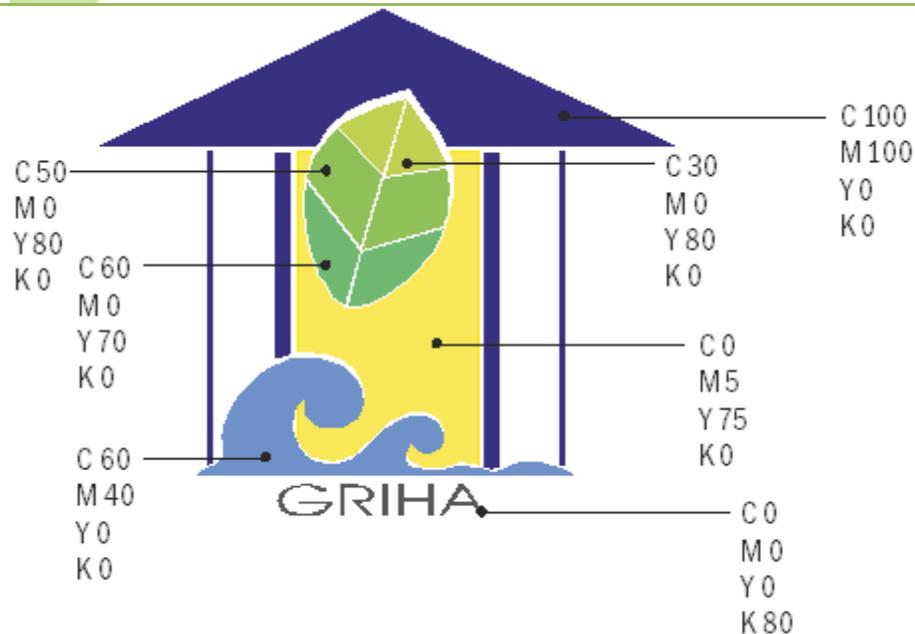
EXAMPLES OF CORRECT USE	
 <p>The image shows the GRIHA logo in its full color. It features a dark blue roof, a yellow central panel with a green leaf, and a blue wave at the bottom. The word 'GRIHA' is written in dark blue below the wave. Dimension lines indicate a width of 'G' and a height of '1G'.</p>	<p>The logo must be used with a white background with white margins provided on all sides.</p>
 <p>The image shows the GRIHA logo in black and white. It features a black roof, a grey central panel with a grey leaf, and a grey wave at the bottom. The word 'GRIHA' is written in black below the wave.</p>	<p>Use of GRIHA logo in Black and White</p>



The name and star rating of the project can be used at the bottom of the logo and must be legible.



If the logo is being used with a non-white background, care must be taken to ensure that the GRIHA logo stands out clearly and the word "GRIHA" is legible.



Correct colour scheme for GRIHA logo in CMYK

**EXAMPLES OF INCORRECT USE**



Use of incorrect colour scheme is not permitted.



The GRIHA logo should not be used for uses other than those permitted in the document.



The GRIHA logo must not be used with TERI's name



TERI certified

The proportions of the GRIHA logo must not be altered. Original proportions must be retained.



GRIHA



GRIHA



The text below the GRIHA logo must not overlap with the logo



Use of TERI's logo with GRIHA's name is not permitted.

#### **E. EXCEPTION TO POLICY TERMS**

For any exception from the terms of this Policy, please contact [GRIHA] at [info@grihaindia.org/ 011 46444500].