

Technical Guideline of Green Building Certification Label on Sales Brochures for Residential Properties (First-hand Sales) Ordinance

Introduction

The Technical Guideline of Green Building Certification Label on Sales Brochures for Residential Properties (First-hand Sales) (thereafter “the Guideline”) is prepared for the incorporation of a Label indicating the status and result of green building assessment in the sales brochures of residential properties (First-hand Sales) as a statutory requirement by the Residential Properties (First-hand Sales) Ordinance.

The Guideline details the specification of the Label that indicates the status of the projects, namely, the Completed Registration, Provisional Assessment and the Final Assessment. In the latter two stages, five possible ratings, namely, Platinum, Gold, Silver, Bronze and Unclassified, will also be indicated in the Label.

The artwork of the Labels should be obtained through a formal application to Hong Kong Green Building Council Limited (HKGBC). The application procedures are explained in the Flowcharts for Application Process for Green Building Certification Label, which are available on HKGBC website.

The Guideline does not grant the applicant(s) any right, license, title or other interest in any of the service marks or trademarks owned by HKGBC. No part of this guideline or the Label shall be reproduced without prior written permission of the HKGBC Secretariat.

For more information regarding the application of the Green Building Certification Label, please contact the HKGBC Secretariat at Tel. No. 3994 8813 and 3994 8868.

Artwork of the Green Building Certification Label

The Green Building Certification Label shall be used only for projects of residential properties (First-hand Sales) which have been registered with the BEAM Plus certification, or which have completed the Provisional Assessment or Final Assessment with rating granted by the HKGBC.

The Label is intended to provide information to the public on the status of green building assessment of a residential property, if any, as well as the rating of the Provisional or Final Assessment.

The Label should be included in the sales brochures under the section of **Information in application for concession on gross floor area (GFA) of building** of the sales brochures, in accordance with the guidelines issued by the Sales of First-hand Residential Properties Authority.

The Label should **NOT** be used in materials (e.g. advertisements, websites, presentations) other than sales brochures of the respective residential properties. For the purpose of promoting projects registered/ assessed under BEAM Plus, please refer to “BEAM Plus Marketing Kit and Style Guide” available on HKGBC’s website.

Final Assessment

This version will be used for projects which have gone through the **Final Assessment** with rating granted by the HKGBC.

Assessment Result Label (Final Assessment) to be set out in Sales Brochures



Important Note:

Use of the logo of Hong Kong Green Building Council Limited (HKGBC) and/ or Certification Seal is prohibited without prior written approval from the HKGBC. Failure in doing so may result in infringing the copyright of HKGBC.

Please contact HKGBC on 3994 8868 or 3994 8813 for more information.

Specification

This version will be used for projects which have gone through the **Final Assessment** with rating granted by the HKGBC.

The below specification should be followed when the label is to be printed on Sales Brochures.

Font Colour	Application no.	Blue	Green
C: 65	Font Colour	C: 89	C: 59
Y: 57	C: 0	Y: 44	Y: 0
M: 56	Y: 0	M: 35	M: 99
K: 35	M: 0	K: 8	K: 0
	K: 50		



Background Colour

C: 0
Y: 0
M: 0
K: 0

MYuenHK, Size 11, Medium Type
95% width; 100% height

MYuenHK, Size 13, Semi-bold Type
100% width; 100% height

MYuenHK, Size 7, Medium Type
95% width; 100% height

Calibri, Size 9, Regular Type
95% width; 100% height



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

Final Assessment (Unclassified)

This version will be used for projects which have gone through the **Final Assessment with unclassified rating** granted by the HKGBC.

Assessment Result Label (Final Assessment with unclassified rating) to be set out in Sales Brochures

Green Building Certification

Assessment result under the **BEAM Plus** certification conferred / issued by Hong Kong Green Building Council Limited (HKGBC) for the building prior to the printing of the sales brochures.

**FINAL RATING
UNCLASSIFIED**



Application no.: FAU0001/13

綠色建築認證

在印刷此售樓說明書前，本物業根據香港綠色建築議會有限公司頒發發出的綠建築環評認證評級。

**最終評級
不予評級**



申請編號: FAU0001/13

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Specification

This version will be used for projects which have gone through the **Final Assessment with unclassified rating** granted by the HKGBC.

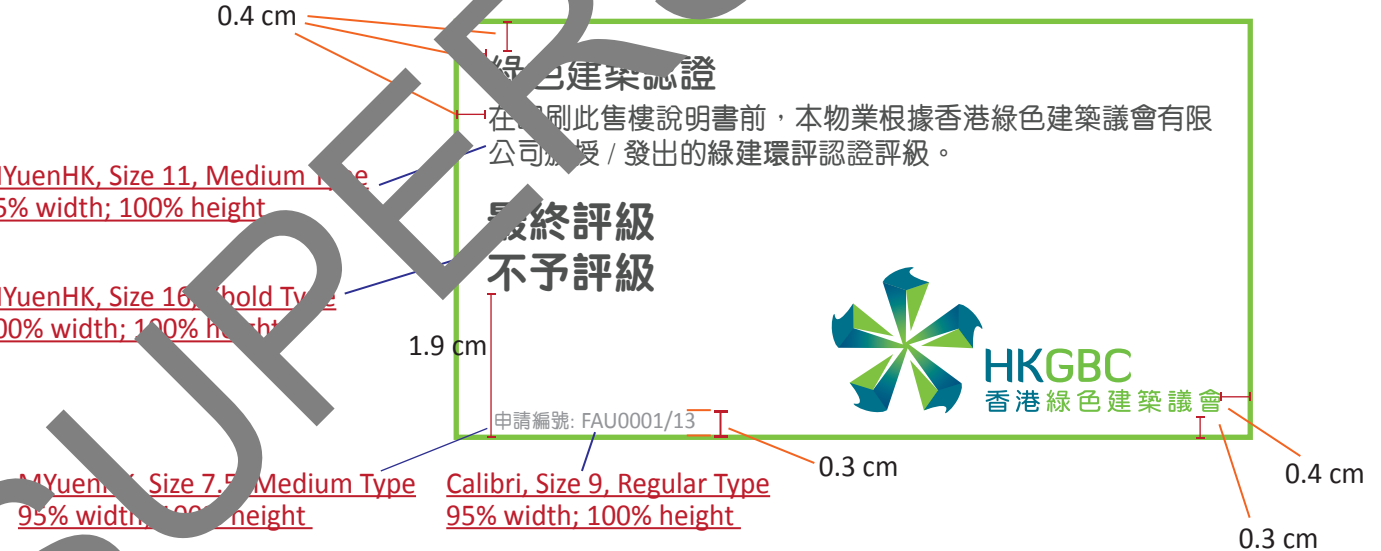
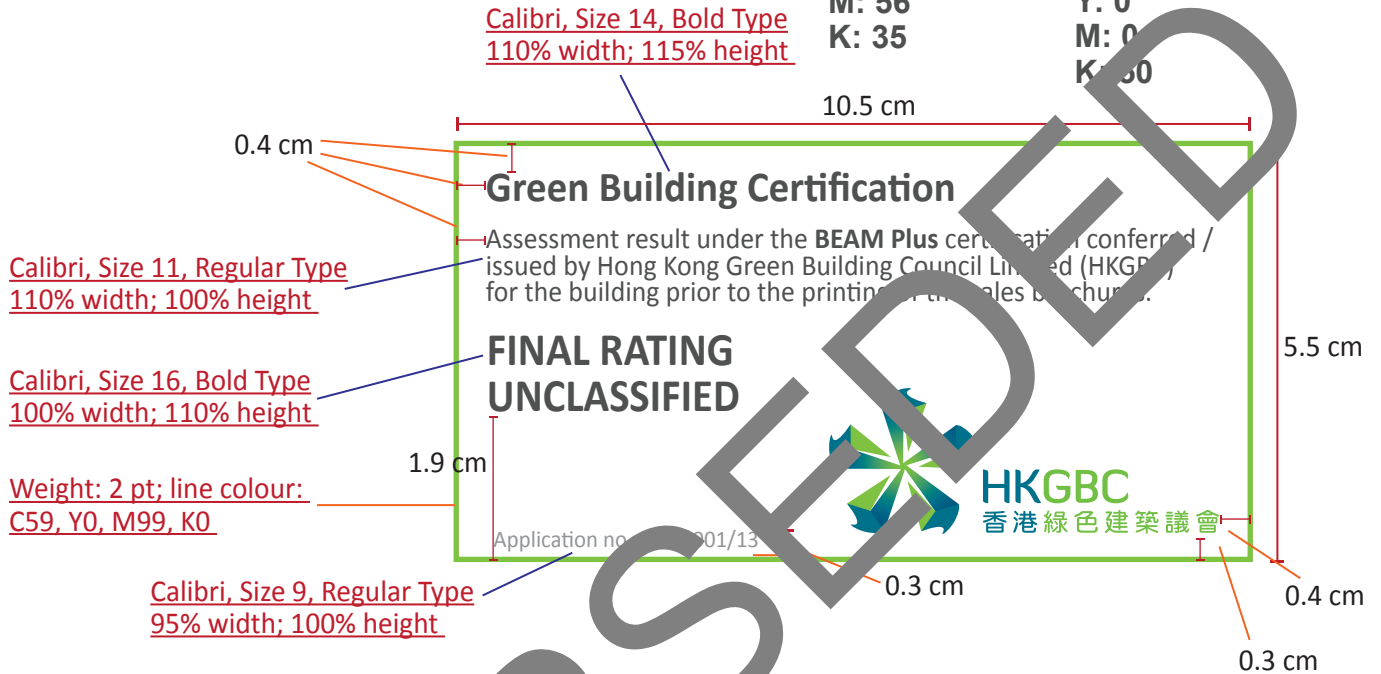
The below specification should be followed when the label is to be printed on Sales Brochures.

Font Colour

C: 65
Y: 57
M: 56
K: 35

Application no.

Font Colour
C: 0
Y: 0
M: 0
K: 100



Background Colour

C: 0
Y: 0
M: 0
K: 0

4-colour printing, Coated
C100 M60 Y20 K20
C100 M30 Y30 K20
C55 M0 Y100 K0

4-colour printing, Uncoated
C100 M60 Y10 K10
C100 M30 Y40 K25
C40 M0 Y100 K0