

# USAGE & PR GUIDELINES

Enterprise Green Communities™  
& WELL™



# Enterprise & WELL Mark

The Enterprise & WELL marks leverage design elements that showcase and celebrate achievement of requirements under both Enterprise Green Communities™ Criteria and IWBI's WELL Building Standard (WELL).



## Third-party application of the Enterprise & WELL mark

The Enterprise and WELL marks may only be used by Certified projects at the level that corresponds with the project's certification award. Certification is finalized when the project team completes/fulfills Enterprise Green Communities™ Criteria. Certified projects will receive a graphic package with the marks from the Enterprise and IWBI team at this time, as well as instructions for how to order official plaques, via Rivanna Natural Designs. The guidelines here pertain to the use of Enterprise & WELL mark on digital and hard copy collateral only.

### Mark integrity

The Enterprise and WELL marks 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.

### Mark colors

HEX #00194a

### Mark sizing

To maintain legibility, the Enterprise and WELL mark should never be used at a width of less than 450px. The marks should always be scaled to equal proportions to ensure no stretching occurs.

### Clear space

The clear space should never be less than 50px. Clear space standards are provided in order to ensure that the Enterprise and WELL mark are clearly distinguishable in all applications.

# Enterprise & WELL plaque

The Enterprise & WELL plaques leverage design elements that showcase and celebrate achievement of requirements under the Enterprise Green Communities™ criteria and IWBI's WELL Building Standard (WELL).



## Third-party application of the Enterprise & WELL plaque

The Enterprise and WELL plaques may only be used by Certified projects at the level that corresponds with the project's certification award. Certification is finalized when the project team completes/fulfills Enterprise Green Communities™ Criteria. Certified projects will receive a mark graphic package from the Enterprise and IWBI team at this time, as well as instructions for how to order official plaques, via Rivanna Natural Designs.

## Plaque integrity

The Enterprise and WELL plaque should always be used as-is with no modification to the plaque's elements.

## Plaque materials

Plaques are made with a healthy and environmentally safe product, Richlite. Richlite is made from post-consumer recycled paper (mostly recycled cardboard) and is FSC Recycled 100%. In addition, Richlite products are GREENGUARD® certified for indoor use in residential, school, and institutional environments. The surfaces are produced using an innovative and efficient WE™ (Waste-to-Energy) manufacturing system that captures toxins and recirculates heat to greatly minimize fuel consumption, pollution, and carbon emissions. Richlite has the smooth, dense texture of a fine counter top. The base of the plaque is black with an aluminum white plate for the design.

## Plaque sizing

Plaques are produced as a 12x17 inch rectangle.

## About Enterprise Community Partners

Enterprise is a national nonprofit that exists to make a good home possible for the millions of families without one. We support community development organizations on the ground, aggregate and invest capital for impact, advance housing policy at every level of government, and build and manage communities ourselves. Since 1982, we have invested \$54 billion and created 873,000 homes across all 50 states – all to make home and community places of pride, power and belonging.

Join us at [enterprisecommunity.org](https://www.enterprisecommunity.org).



## About the International WELL Building Institute

The International WELL Building Institute (IWBI) is a public benefit corporation and the world's leading organization focused on deploying people first places to advance a global culture of health. IWBI mobilizes its community through the administration of the WELL Building Standard (WELL) and the WELL Health-Safety Rating, management of the WELL AP credential, the pursuit of applicable research, the development of educational resources, and advocacy for policies that promote health and well-being everywhere. More information on WELL can be found [here](#).

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

