

BRAND BOOK



BOMA BEST

CREATING BETTER SPACES TO LIVE, WORK AND PLAY

Our new, invigorated BOMA BEST certification program is the result of years of hard work from the team at BOMA Canada, supported by regional BOMA associations around the country and national BOMA associations around the world.

Supporting this program is the new BOMA BEST branding. To create it, a steering committee comprising BOMA Canada leaders met regularly with our branding agency to share research and insights, and to discuss the needs of BOMA members and other stakeholders. Our collective findings informed the design, positioning and communication choices we made to build out the BOMA BEST brand.

I'm proud to share the fruits of this labour with the release of this brand book. Here, you'll find a comprehensive overview of the components of our BOMA BEST brand, and a guide to implementing it for a range of media.

Our many BOMA associations represent some of the most dedicated, knowledgeable professionals in the building management space. Together, I look forward to us pushing BOMA BEST to new heights, helping our members improve their operations, enhancing the in-building experiences of every tenant and occupant, and ensuring the sustainability of our operations for the future.

Best regards,



Benjamin Shinewald
President and CEO, BOMA Canada



CONTENTS

4	About BOMA BEST	18	Identity guidelines	32	Healthy certification mark
6	The BOMA BEST brand	19	About the BOMA BEST program identity	35	French certification marks
7	What is the BOMA BEST brand?	20	Program logo and certification marks	36	Social media avatars
8	Core idea and attributes	21	Primary program logo	37	Incorrect logo usage
9	Key stakeholders	22	Vertical program logo configuration	38	Typeface
10	Positioning and tagline	23	Program logo colour variations	39	Alternative typeface
11	Key messages	24	Primary program French logo	40	Colours
17	Tone of voice	25	Certification marks	41	Colours accessibility
		26	Sustainable certification mark	42	Where to find artwork and templates
		29	Smart certification mark		



ABOUT BOMA BEST

1 / 2

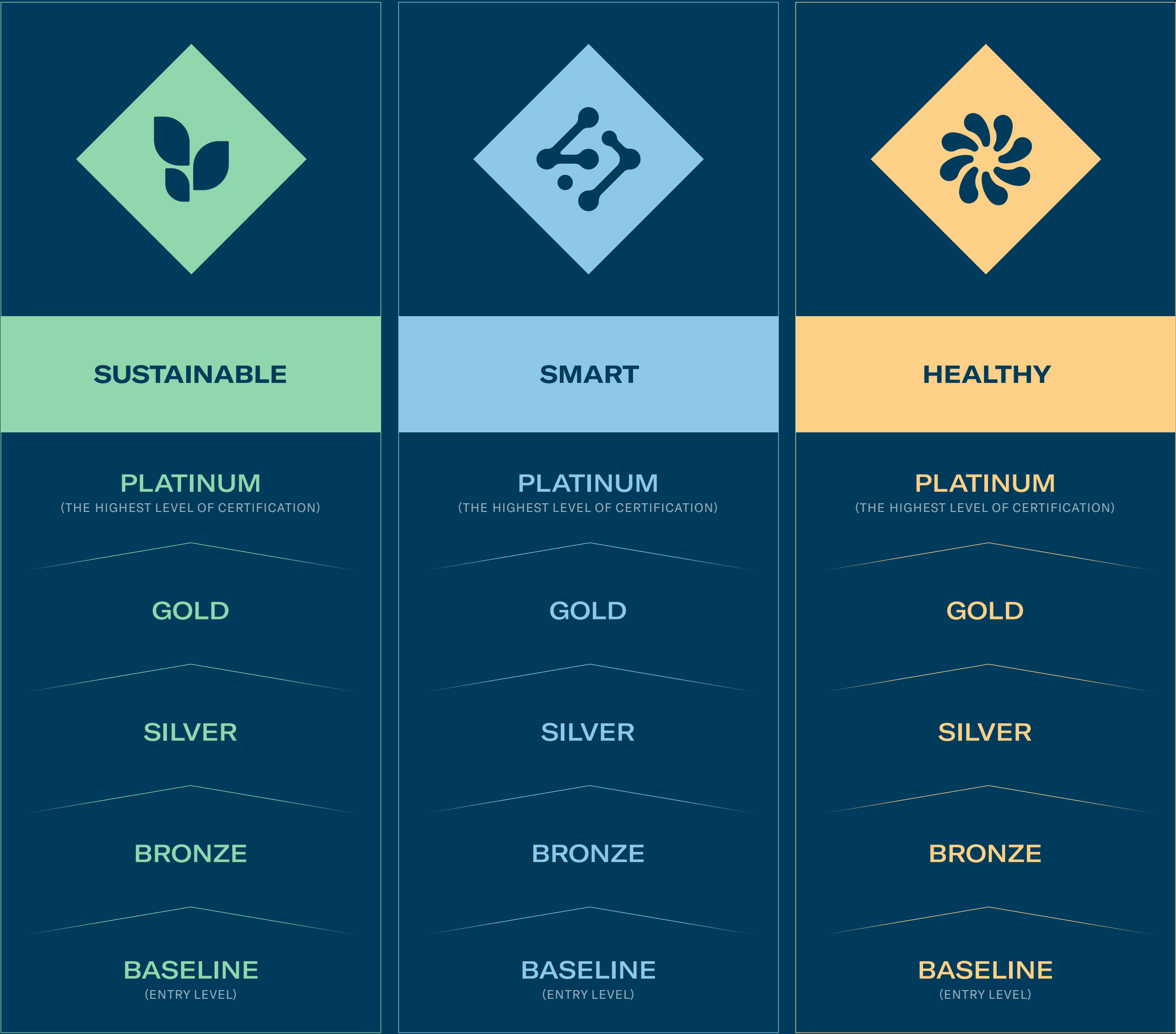
BOMA BEST began as a program from BOMA Canada for certifying the environmental sustainability of building operations.

THREE CERTIFICATION PROGRAMS

Since then, we’ve expanded to include two other certification areas for building operations: smart technology and healthy buildings. As of this writing, BOMA BEST is the only program in the world that certifies buildings in these three areas, either individually or altogether.

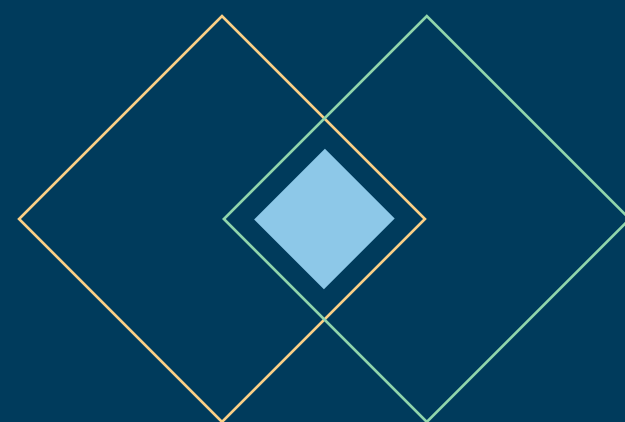
FIVE TIERS

Within these three programs, BOMA BEST offers five tiers, creating a pathway for a wide range of buildings to qualify for their initial certification and then measure progress through continued improvements.



ABOUT BOMA BEST

2 / 2



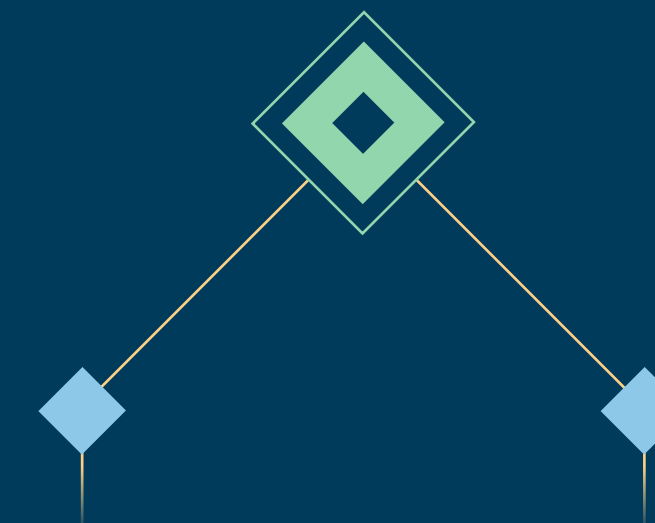
TWO STREAMS

BOMA BEST also encompasses two streams: **portfolios of buildings** and **individual buildings**. As with the tiered approach to the three certification programs, these two streams allow for a wider range of participants—large property companies with many real estate holdings and smaller owners who operate one or two properties.



INTERNATIONAL OPERATIONS

Today, BOMA BEST is managed by BOMA Canada, with national BOMA offices in the United States, Mexico and China, adapting and administering the certification program in their respective markets.



ADDITIONAL BRANDED PROGRAMS

In addition to BOMA BEST, BOMA Canada has developed BOMA PLUS, an accreditation program for vendors looking to sell their services to BOMA members around the world (please see BOMA PLUS brand guidelines for information on implementing this brand).



6 THE BOMA BEST BRAND



WHAT IS THE BOMA BEST BRAND?

A brand is the collection of experiences that an audience associates with a particular product, service, business or organization. It encompasses a wide range of components, some prominently visible, others less so: a name, a logo, a tagline, a colour palette, key messages, yes, but also—and importantly—the feelings that arise from interactions with the brand.

The following pages go into greater detail about the components of our brand, as well as how to deploy it to ensure consistency across all channels.

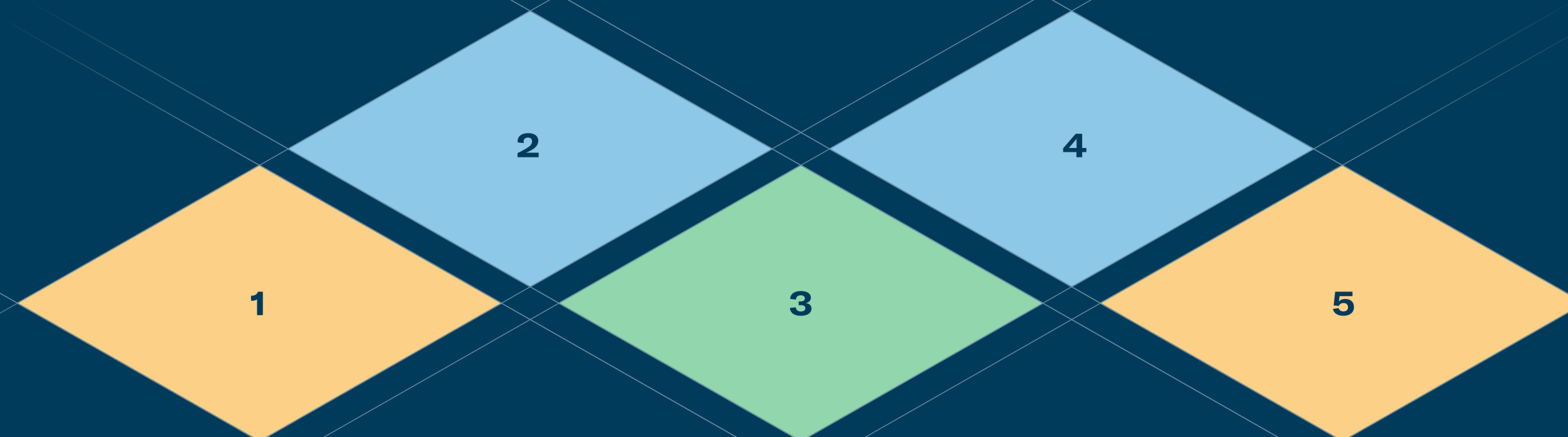


CORE IDEA AND ATTRIBUTES

The core idea behind BOMA BEST is to provide a flexible framework and the resources needed to inspire and guide building operators to continuously improve an existing building's operational performance and attractiveness to tenants.

This idea encapsulates the attributes of:

- 1** Recognition of operational excellence
- 2** Delivering value to owners/managers
- 3** Delivering value to tenants
- 4** Delivering value to institutional investors
- 5** Delivering opportunities to partners and vendors via the accreditation program



KEY STAKEHOLDERS

BOMA BEST is designed to help a range of different stakeholders achieve the shared goal of buildings operating more sustainably, smartly and healthily. Our key stakeholders can be grouped into four categories.



PRIMARY MEMBERS—TOP-TIER

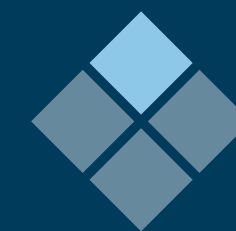
These are BOMA members who operate Class A–AAA buildings. They want to be seen as leading on the ESG front and are always keeping up with GRESB and other certifications. They want to (and can be mandated to) improve sustainability to keep investors satisfied.



PRIMARY MEMBERS—MID-TIER

These are BOMA members who operate Class B and C buildings. They interact less with BOMA BEST than the top-tier members, but they are still considered integral to BOMA BEST’s future growth.

BOMA BEST’s Baseline level of certification is achievable for these classes of buildings and provides a manageable roadmap for continual improvement.



TENANTS AND OCCUPANTS

Commercial tenants are increasingly seeking buildings that are aligned with their corporate objectives (sustainability, ESG, net-zero, etc.). Occupants also increasingly want to be in a “health-conscious” building (e.g., air quality, outdoor spaces, healthier food options).



EMERGING INDUSTRY LEADERS

This group includes academia, think tanks, students and other talented individuals who are relatively new to the industry. They are often looking for career advancement and want to contribute to the research of best practices for building operations.



POSITIONING AND TAGLINE

Our brand positioning statement encapsulates the unique thought and feeling we want our stakeholders to associate with our brand—even if they can’t articulate it aloud. All of our communications flow from this position:

A BOMA BEST building is a better place to work, live and play.

Our tagline is the summary of the positioning of our brand—the rally call that our members, staff, partners and all other stakeholders can stand behind:

Creating better spaces to live, work and play



KEY MESSAGES

1 / 6

Our key messages communicate the main pieces of information that we want our stakeholders to remember about BOMA BEST. Key messages can be reproduced verbatim or adapted from the original wording for a range of different media, such as social media, our website, brochures or in-person conversation.

Our overall key messages can be communicated to all audiences, while our stakeholder-specific key messages are targeted toward the needs and concerns of each respective audience.





OVERALL

- BOMA BEST takes a holistic approach to building certification, always thinking about how the end user benefits from environmental sustainability, smart technology, and health and safety.
- There’s no one-size-fits-all approach to efficient building management. We work with you to evaluate and improve your building’s operations on its own terms, from downtown skyscrapers to suburban business parks, in single-building and portfolio streams alike.
- BOMA BEST isn’t about checking boxes—we can help you realize more value in your building, both in terms of attracting more discerning tenants and increasing its resale value.
- BOMA BEST is the most practical tool to help building owners and operators create more value out of their property. In fact, our sustainability program is already accepted by GRESB.
- We provide hands-on, human support to make it easier for you to achieve your certification goals.
- If you’re in our sustainability program, you’ll have already completed many of the requirements needed for our smart and healthy programs.
- BOMA BEST has been designed with input from building owners, managers and operators to help every building continually improve its operations—based on the insights and experience of actual building managers and operators, it is a practical, results-driven certification process with clear outputs.
- Continuous improvement gives you and your team ongoing reasons to celebrate, to promote and to engage your tenants.
- Our accreditation program helps building managers know they’re selecting professional, well-regarded vendors and suppliers.



KEY MESSAGES

3 / 6



PRIMARY MEMBERS—TOP-TIER

- BOMA BEST can help you realize actual, measurable gains in your building’s sustainability/smart/healthy efforts.
- Buildings recognized as sustainable, smart or healthy can attract tenants willing to pay more for their space. BOMA BEST proves to them that your building can meet those needs.
- BOMA BEST is the only platform where you can earn three certifications in one integrated tool, making it an easier and more cost-effective journey.
- A single building operator can complete our entry-level certification themselves—without the need for costly consultants.
- There’s no one-size-fits-all approach to efficient building management. We work with you to evaluate and improve your building’s operations on its own terms.
- BOMA BEST certifications provide the third-party credibility that can ease tenant concerns in the post-COVID world.



KEY MESSAGES

4 / 6



PRIMARY MEMBERS—MID-TIER

- BOMA BEST can help you realize actual, measurable gains in your building’s sustainability/smart/healthy efforts.
- BOMA BEST helps you unlock more value in your building by driving down operational costs, improving efficiency and making your building more attractive to higher-paying tenants.
- A single building operator can complete our entry-level certification themselves without the need for costly consultants.
- We provide you with the tools to complete the certification, but if you run into difficulty, the BOMA BEST team is here for you. You’ll get guidance from our staff, not a chatbot.
- There’s no one-size-fits-all approach to efficient building management. We work with you to evaluate and improve your building’s operations on its own terms.
- No matter the age, size or kind of building you operate, BOMA BEST can help you make it more sustainable, smarter and healthier.



KEY MESSAGES

5 / 6



TENANTS AND OCCUPANTS

- Look for the BOMA BEST certification; it’s your reassurance that the building operator of your workplace/home/facility is committed to a sustainable, connected and healthy space for you.
- Completing BOMA BEST certification can help you meet your environmental, sustainability and governance targets.
- Are you concerned about air quality and limiting airborne transmission of disease? The BOMA BEST healthy certification means you can breathe more easily.



KEY MESSAGES

6 / 6



EMERGING INDUSTRY LEADERS

- BOMA BEST certification indicates that this building is making an actual, measurable difference in terms of sustainable/smart/healthy efforts.
- BOMA BEST is the only platform that lets operators earn three certifications (and a GRESB-accepted sustainability certification) in one integrated tool—a more holistic certification program than LEED, FitWel, CAGBC, etc.
- BOMA BEST is committed to continuous improvement. As we refine our certification, building operators can refine their operations.
- BOMA BEST is in the process of building an education platform for both students and industry professionals.



TONE OF VOICE

Our tone of voice guides the feelings we want to express in our brand communications. Keep these descriptors in mind when developing any new communications; consistency of tone helps our audiences feel more at ease in interacting with us and serves to reinforce our expertise. We are:

◆ Informative/knowledgeable, but not formal

◆ Collegial, friendly and down to earth

◆ Approachable, but not cutesy

◆ Motivational, aspirational and encouraging

◆ Positive and optimistic



18 IDENTITY GUIDELINES



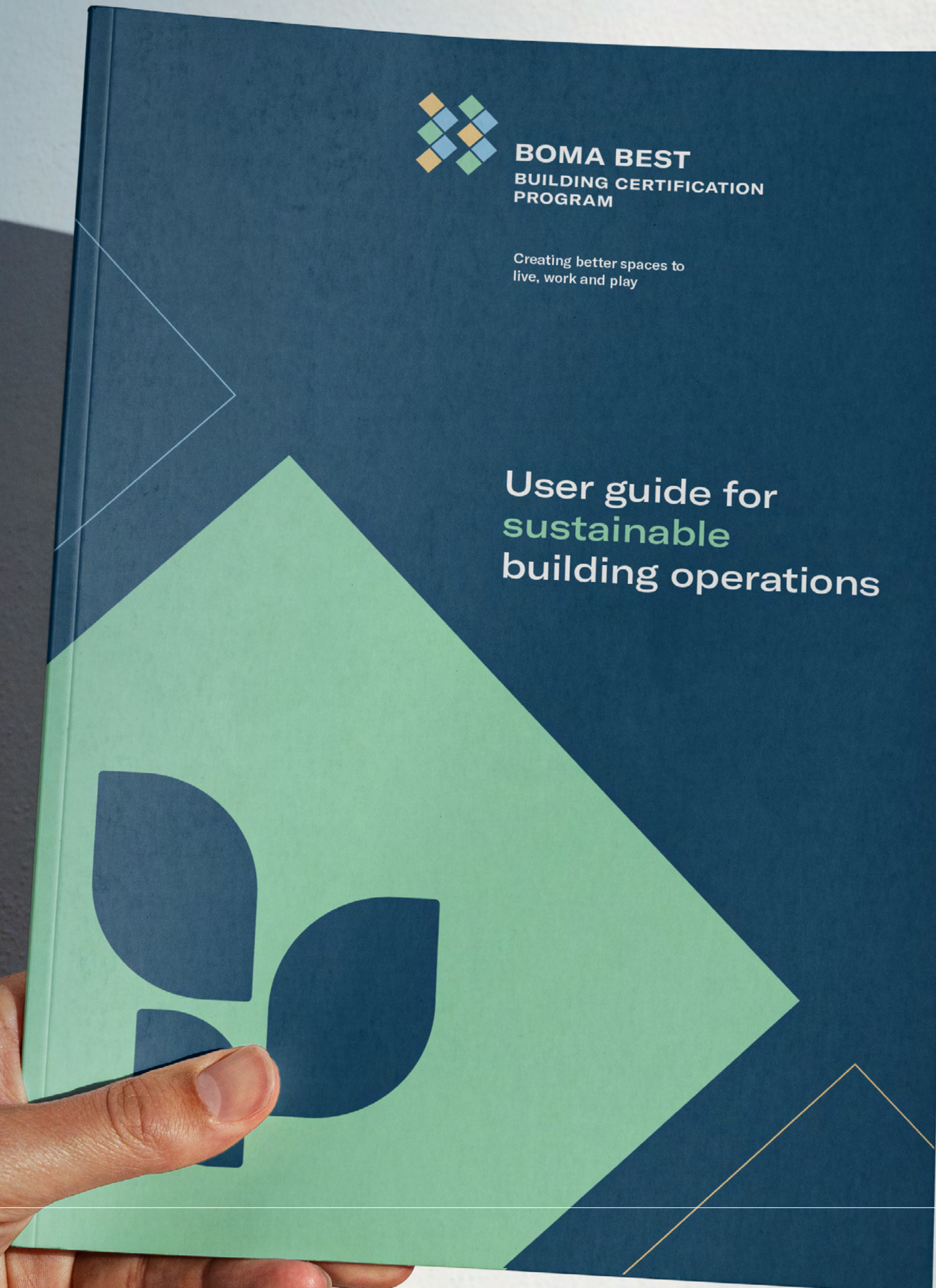
ABOUT THE BOMA BEST PROGRAM IDENTITY

We've updated the BOMA BEST identity to better express our values, position and personality, and to make it more functional across a wider range of media, materials and brand assets. The colours, typefaces and logos in these guidelines all work together as one cohesive whole that communicates the vital work we do at BOMA Canada.

We have created this document to help in the implementation of the BOMA BEST identity. This new identity, when applied in a consistent manner, will better communicate our program to all stakeholders and differentiate us from our competitors.

Please be sure to adhere to these guidelines when developing or updating any materials related to BOMA BEST.

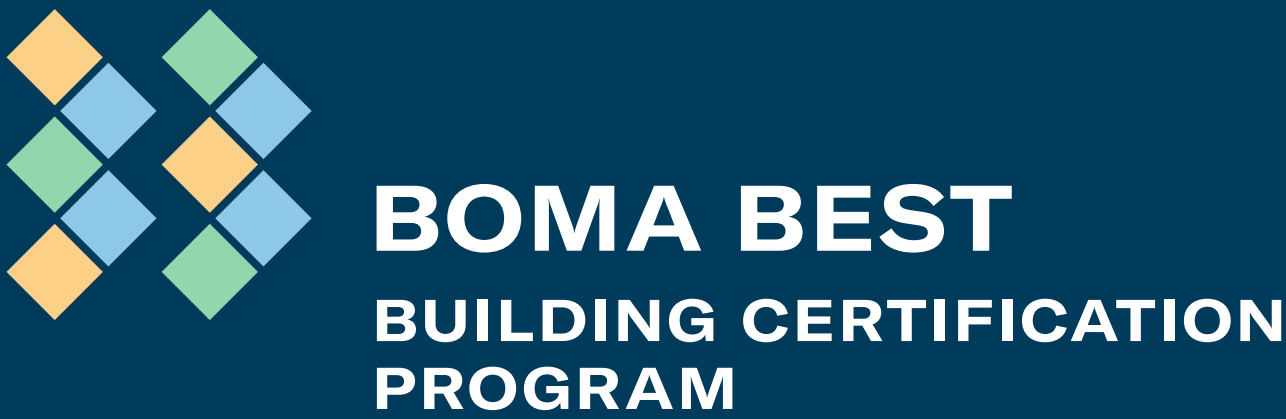
If you have questions about our identity—for example, if you are developing communication materials that aren't addressed in these guidelines—please contact Michael Parker on our corporate communications team at mparker@bomacanada.ca.



PROGRAM LOGO AND CERTIFICATION MARKS

The BOMA BEST program is represented by an overall program logo and a set of three certification marks. These are used to reinforce our identity and express our personality. The expanded program includes the original Sustainable certification, with the addition of new marks for Smart and Healthy. To ensure clarity of our brand and our three certification frameworks, our logo and marks must be used consistently through all of our communication’s assets. The more consistently these elements are applied, the more recognizable—and memorable—they become.

Program logo



Certification marks



PRIMARY PROGRAM LOGO

Our program logo is used to represent the BOMA BEST program as a whole. Our program logo consists of custom letterforms and graphic elements (a configuration of building blocks that form the letters “BB”); it cannot be recreated by simply typesetting it in the BOMA BEST typeface and redrawing the graphic elements. Do not alter, distort or re-draw the logo in any way.

Please use only the approved artwork files.



VERTICAL PROGRAM LOGO CONFIGURATION

When horizontal space is limited, use the vertical version of our logo.

Our vertical logo configuration can be reproduced in both positive and reversed formats.



PROGRAM LOGO COLOUR VARIATIONS

Our logo has two colour variations, which can be used depending on the colour of the background on which it appears.

- 1. Full-colour positive can be used on a white or light-coloured background.
- 2. Full-colour reverse can be used on a dark-coloured background.
- 3. Full reverse can be used on a medium-coloured background.
- 4. All blue or black versions are reserved for one-colour print restrictions only.

Please use your best judgment when deciding which version of the logo to use on a background or image. Be sure that there is enough contrast between the logo and the background to ensure that the mark is as legible as possible. Never alter or reproduce the logo when applying it to a background.

1.



3.



2.



4.



PRIMARY PROGRAM FRENCH LOGO

French versions of the BOMA BEST program logo have been created to support efforts in these language markets.

Please use only the approved artwork files.



CERTIFICATION MARKS

The BOMA BEST certification program consists of three programs (Sustainable, Smart and Healthy), each with five tiers—baseline, bronze, silver, gold and platinum. There is a unique mark for each program and tier, for a total of 15 marks.

Do not alter, distort or re-draw the certification program marks in any way. Please use only the approved artwork files.



SUSTAINABLE CERTIFICATION MARK

1 / 3

The BOMA BEST Sustainable mark is represented by a green custom icon. The mark consists of five tiers—baseline, bronze, silver, gold and platinum.



SUSTAINABLE CERTIFICATION MARK

2 / 3

The mark has two configurations.

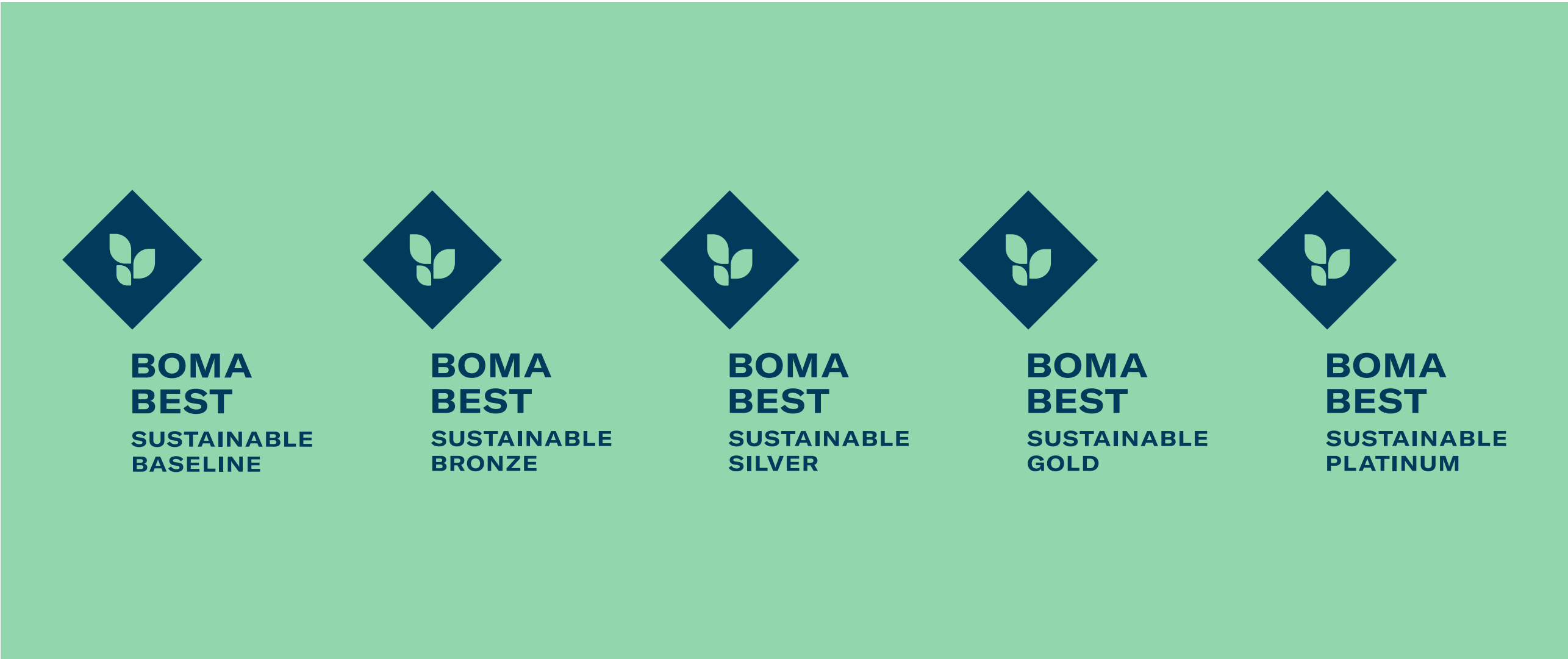
The horizontal configuration is to be used when vertical space is limited. This configuration allows for the maximum reproduction size within a tight vertical space.



SUSTAINABLE CERTIFICATION MARK

3 / 3

The vertical configuration is to be used when horizontal space is limited. This configuration allows for the maximum reproduction size within a tight horizontal space.



SMART CERTIFICATION MARK

1 / 3

The BOMA BEST Smart mark is represented by a blue custom icon. The mark consists of five tiers—baseline, bronze, silver, gold and platinum.



SMART CERTIFICATION MARK

2 / 3

The mark has two configurations.

The horizontal configuration is to be used when vertical space is limited. This configuration allows for the maximum reproduction size within a tight vertical space.



SMART CERTIFICATION MARK

3 / 3

The vertical configuration is to be used when horizontal space is limited. This configuration allows for the maximum reproduction size within a tight horizontal space.



HEALTHY CERTIFICATION MARK

1 / 3

The BOMA BEST Healthy mark is represented by a yellow custom icon. The mark consists of five tiers—baseline, bronze, silver, gold and platinum.



HEALTHY CERTIFICATION MARK

2 / 3

The mark has two configurations.

The horizontal configuration is to be used when vertical space is limited. This configuration allows for the maximum reproduction size within a tight vertical space.



HEALTHY
CERTIFICATION
MARK

3 / 3

The vertical configuration is to be used when horizontal space is limited. This configuration allows for the maximum reproduction size within a tight horizontal space.



FRENCH CERTIFICATION MARKS

French versions of the BOMA BEST certification marks have been created to support efforts in these language markets.

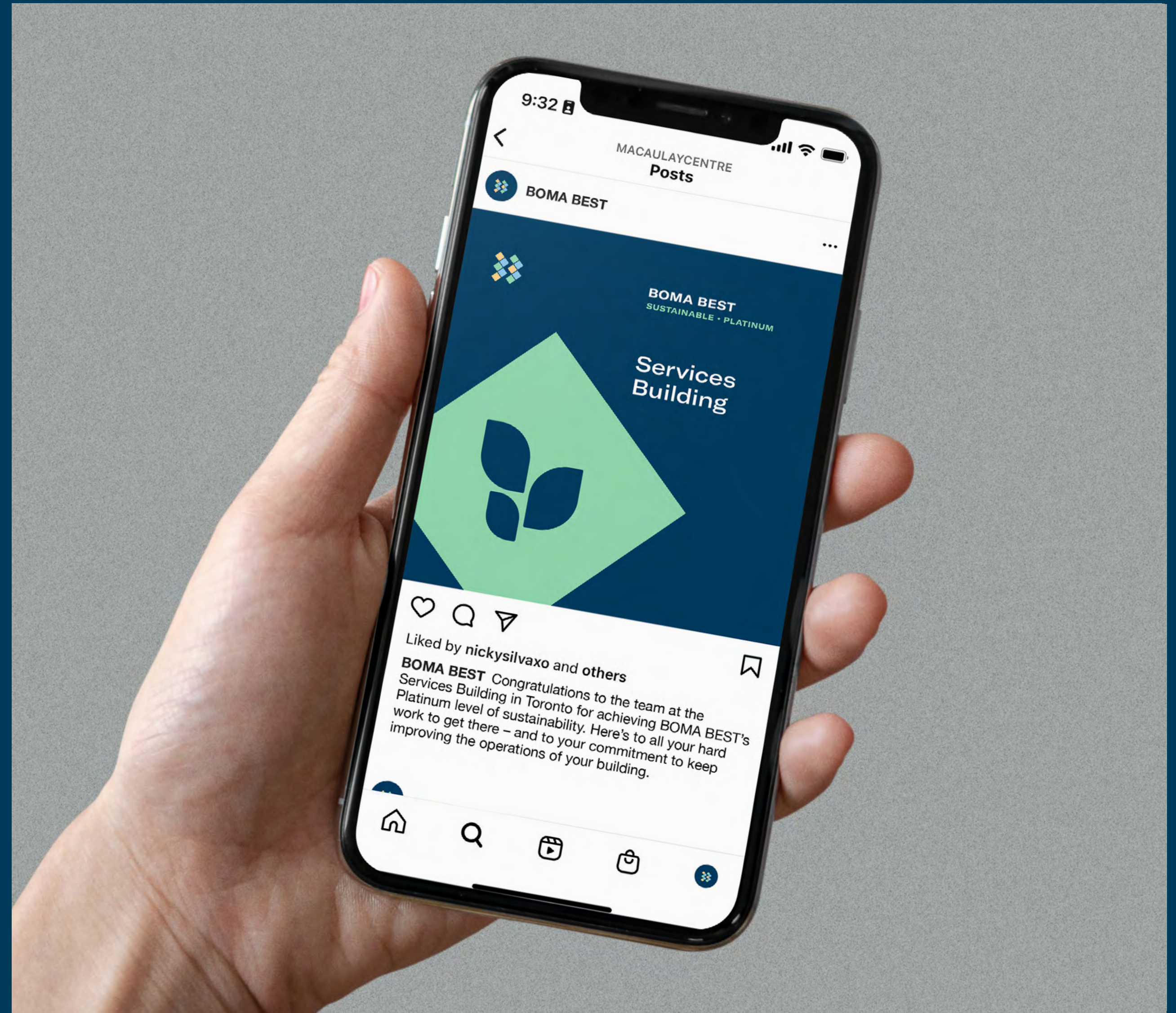
Please use only the approved artwork files.



SOCIAL MEDIA AVATARS

Our social media avatar uses the graphic element of our BOMA BEST program logo—the double “B” made of building blocks. Do not use the full configuration (graphic element with name text) of the logo, as the mark would appear too small within the avatar space.

Do not alter, distort or re-draw the avatar in any way. Please use only the approved avatar artwork files.



INCORRECT LOGO USAGE

To maintain consistency throughout our communications, always use the approved BOMA BEST logo and certification mark artwork. Never modify, change, alter or recreate the approved artwork.

The examples of incorrect logo usage shown here do not represent a complete list—they apply to every component of our visual identity. They are only a small sampling to show how an incorrect use of our logo affects the integrity of our identity.



Do not alter the colours of the logo



Do not adjust the alignment



Do not add artistic effects



Do not alter the logo spacing



Do not stretch or condense the logo



Do not alter the font of the logo



Typography plays a major role in creating an effective identity. Its message is twofold: it not only communicates the words’ meanings, but it also connotes elements of our program’s personality through consistent application.

Our brand’s typeface is GT America—a bold and easy-to-read font. It is to be used for headlines and body copy. No other typefaces should be used when creating communications or marketing materials.

Aa

GT America Extended Medium
Titles and headings

Aa

GT America Regular
Body copy

Aa

GT America Bold
Emphasis and callouts



ALTERNATIVE TYPEFACE

Whenever possible, use GT America when creating communications for the BOMA BEST program materials. Sometimes, however, it will not be possible to use this typeface. Applications such as PowerPoint, Word and emails only support basic system fonts. In these or any other applications in which GT America is unavailable, use Arial as an alternative typeface.

Aa

Arial Bold
Headings

Aa

Arial Regular
Body copy



COLOURS

Our colours are an important part of the BOMA BEST identity—they help make our program more recognizable. When applied consistently, our program colours also provide a strong visual link across various marketing and communications collateral, and set BOMA BEST apart in our industry.

Please note: Pantone colours shown here have not been evaluated by Pantone, Inc. for accuracy. These colours may not match the Pantone colour standards; refer to the current edition of the Pantone Formula Guide for up-to-date information. Pantone® is a registered trademark of Pantone, Inc.

<div>PMS 302</div> <div>C 100 M 48 Y 12 K 58 R 0 G 59 B 92 #003B5C</div>	<div>PMS 345 C</div> <div>C 43 M 0 Y 41 K 0 R 145 G 214 B 172 #91D6AC</div>	<div>PMS 2905 C</div> <div>C 45 M 1 Y 0 K 1 R 141 G 200 B 232 #8DC8E8</div>	<div>PMS 1345 C</div> <div>C 0 M 17 Y 50 K 0 R 252 G 208 B 134 #FCD086</div>
--	---	---	--



COLOURS

ACCESSIBILITY

When creating communications, accessibility always needs to be considered. Colour accessibility helps people with visual challenges (including challenges with distinguishing colours, seeing contrast, etc.) read information in properties such as websites, apps and other digital communications.

The diagram here shows colour combinations that can ensure all communications materials are compliant with AODA (Accessibility for Ontarians with Disabilities Act).

Colour is not the only consideration for creating accessible materials. Type size, keyboard navigation and other aspects all need to be considered.

For more information, please visit aoda.ca.

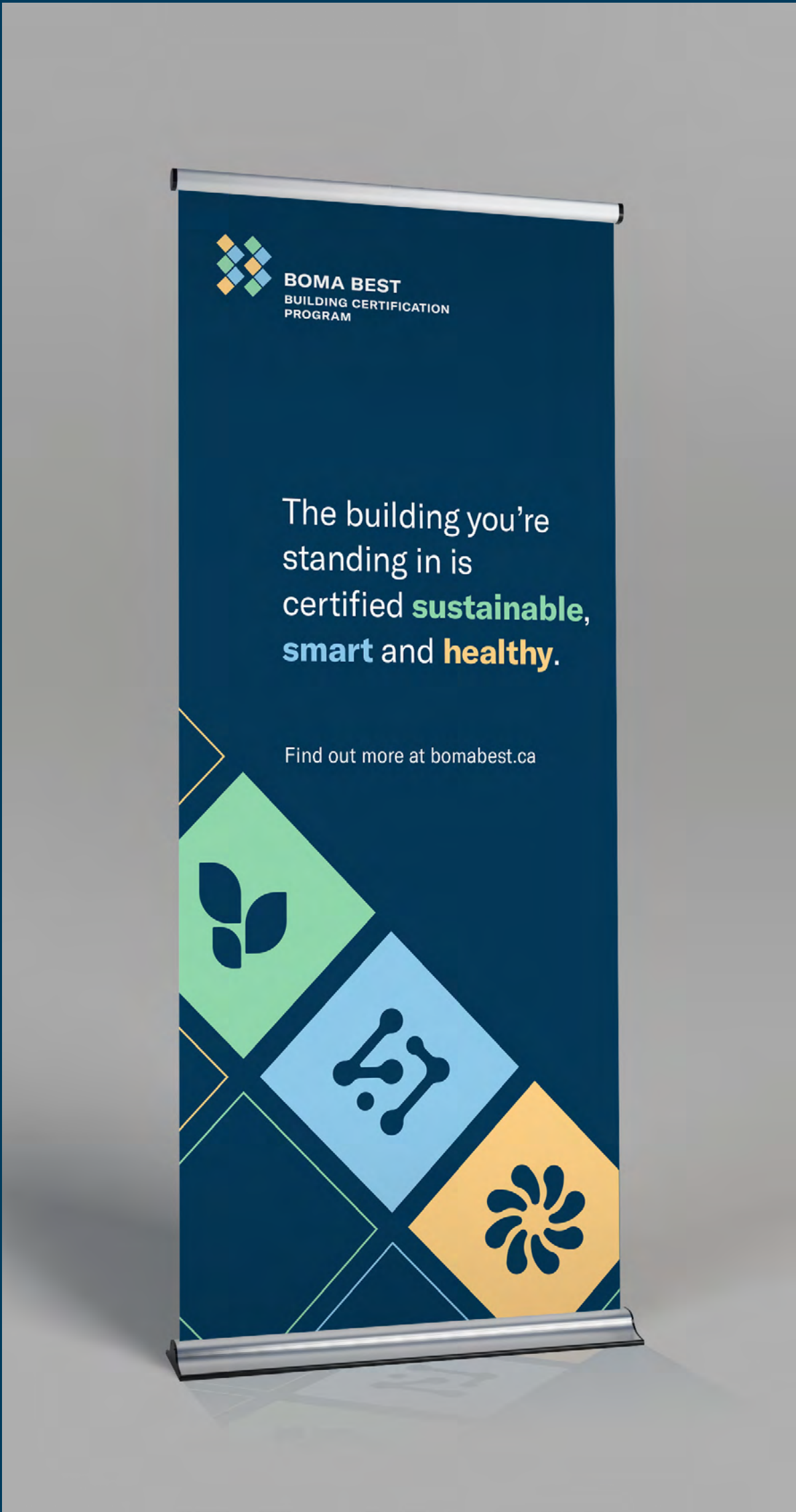
Light blue on dark blue ✓	Light blue on white ✗	
Light green on dark blue ✓	Light green on white ✗	
Light yellow on dark blue ✓	Light yellow on white ✗	
White on dark blue ✓	Dark blue on white ✓	
Dark blue on light blue ✓	Dark blue on light green ✓	Dark blue on light yellow ✓
White on light blue ✗	White on light green ✗	White on light yellow ✗



WHERE TO FIND ARTWORK AND TEMPLATES

If you have questions about the BOMA BEST brand and visual identity, or if you require marketing support or artwork templates, please contact:

Michael Parker
mparker@bomacanada.ca



PANTONE 2905 C

C 45
M 1
Y 0
K 1

R 141
G 200
B 232

#8DC8E8

PMS 345 C

C 43
M 0
Y 41
K 0

R 145
G 214
B 172

#91D6AC

PMS 1345 C

C 0
M 17
Y 50
K 0

R 252
G 208
B 134

#FCD086

PANTONE 302

C 100
M 48
Y 12
K 58

R 0
G 59
B 92

#003B5C