



DGNB STYLEGUIDE

Navigator Logo & Label



OVERVIEW

The aim of this Style Guide is to help you use the DGNB Navigator logo and label successfully in your communications.



The general DGNB Navigator logo



The DGNB Navigator label

WHAT IS THE DGNB NAVIGATOR?

The DGNB Navigator provides a transparent overview of building products. It is the perfect tool for planners and architects looking for sustainable products for their building projects. In other words, the DGNB Navigator is a database of building products for sustainable construction projects. It is worth making this visible to your target audience.

WHO IS THE STYLE GUIDE AIMED AT?

This Style Guide is aimed at all building product manufacturers that have listed products in the DGNB Navigator and wish to communicate this fact.

WHEN TO USE THE LOGO AND LABEL?

Basically, there are two logos: the DGNB Navigator logo and the DGNB Navigator label. The DGNB Navigator logo may be used if building products are listed on the DGNB Navigator platform. If there is an Environmental Product Declaration (EPD) for the product and your product parameters are entered in full on the DGNB Navigator platform, you will also receive the DGNB Navigator label.

WHAT DO YOU NEED TO PAY ATTENTION TO?

DGNB does not certify products and so the DGNB Navigator logo and DGNB Navigator label must not be presented in a context that suggests this. For example, the logo must not be displayed next to actual certificates.

WHY ARE THESE GUIDELINES IMPORTANT?

As DGNB does not certify products, there are some important rules that apply to the use of the logos. These are explained below.

If you would like to know more about the DGNB Navigator, [click here](#).

THE DGNB NAVIGATOR LOGO

The DGNB Navigator logo may be used in your communications related to your product listed in the DGNB Navigator.



The general DGNB Navigator logo



The DGNB Navigator label with additional wording

WHO CAN USE THE LOGO?

The press and building product manufacturers that have listed products on the DGNB Navigator platform are permitted to use the DGNB Navigator logo.

WHAT VERSIONS OF THE LOGO ARE AVAILABLE?

The DGNB Navigator logo is available in the standard version. There is also the DGNB Navigator logo with integrated additional wording that the product is listed in the Navigator.

WHEN TO USE WHICH LOGO?

Use the standard Navigator logo to refer to the platform in general. You are also welcome to use blocks of text from the [Navigator brochure](#) for this purpose. Use the Navigator logo with the additional wording „Product listed in“ in your product-related communications.

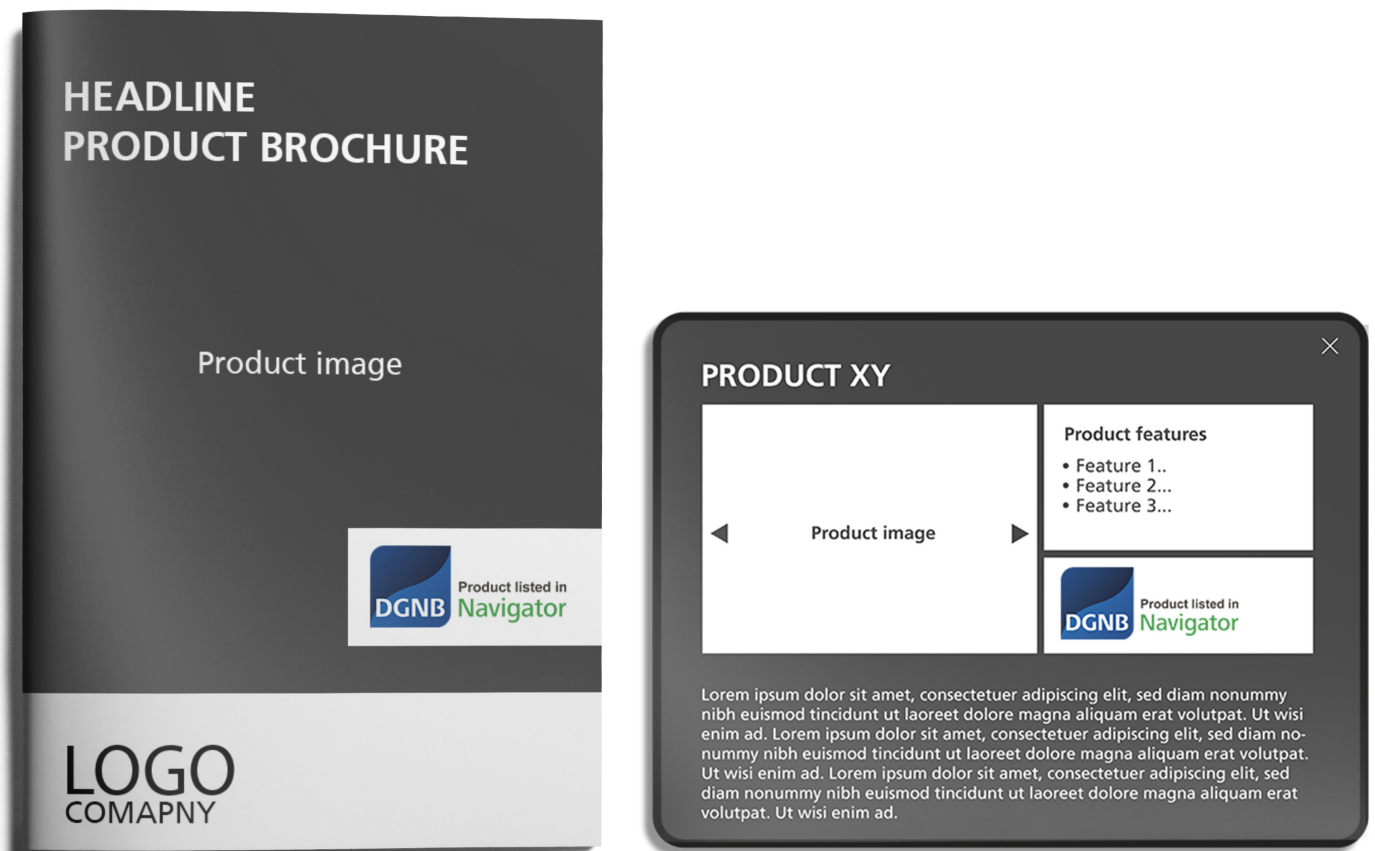
WHERE CAN YOU USE THE LOGO?

You can use the DGNB Navigator logo in connection with your product online and offline, for example, on brochures, flyers and product websites. The logo cannot be used as part of a signature, e.g. in e-mails, etc.

HOW CAN THE LOGO BE USED?

If you use the standard Navigator logo online, please add a link to the URL: www.dgnb-navigator.de in the logo. If you use the logo with the additional wording „Product listed in“, please add a direct link to your product’s specific page in the Navigator. If you require the logo in greyscale, please contact the DGNB Marketing Department.

THE DGNB NAVIGATOR LOGO - EXAMPLES OF USE



Example of how the logo is used in a brochure or on a product website.

THE DGNB NAVIGATOR LABEL

The DGNB Navigator label has a unique product-specific code. Users (architects, planners, auditors, etc.) can access the DGNB Navigator online from any location and view extensive product information by entering this code.



The DGNB Navigator label in the standard version for use on a light background



The DGNB Navigator label in the negative version for use on a dark background

WHO CAN USE THE LABEL?

Building product manufacturers will receive the DGNB Navigator label if they have listed a product on the DGNB Navigator platform, entered all product parameters in full and have an EPD for the product.

WHAT VERSIONS EXIST?

There are two versions. The standard version has a black upper section, a white lower section and the whole image is framed in black. In the negative version, the use of black and white is reversed. If you need the negative version, please contact us.

WHEN TO USE WHICH VERSION?

Use the standard version of the label on white or light backgrounds. Use the negative version on black or very dark backgrounds.

WHERE CAN THE LABEL BE USED?

You can use the DGNB Navigator label in connection with your product online and offline, for example, on brochures, flyers and product websites. In contrast to the DGNB Navigator logo, the DGNB Navigator label can also be used on the product itself or on its packaging.

HOW CAN THE LABEL BE USED?

Some building products, such as bricks or glass façades, are sold without packaging. In order to apply the label to products like this, we recommend that you use a professional printing firm to print the label as a sticker for you. If you are using the DGNB Navigator label digitally, please add a direct link to the specific page of your product in the Navigator to the label.

THE DGNB NAVIGATOR LABEL - EXAMPLES OF USE



Example of how the DGNB Navigator label is used in a brochure, on a product website and a product.

If you have any questions, please do not hesitate to contact us. We would be very happy to assist you.



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