

JANUARY 2021

Fitwel Marketing Guidelines





About Fitwel®

Fitwel is the world's leading certification system for buildings and communities that optimizes projects to support health. Generated by expert analysis of over 5,600 academic research studies, Fitwel is implementing a vision for a healthier future where all buildings and communities are enhanced to strengthen health and wellbeing.

Fitwel was created by the U.S. Centers for Disease Control and Prevention (CDC) and the U.S. General Services Administration (GSA), with the Center for Active Design (CfAD), a global not-for-profit organization selected as the licensed operator of Fitwel in 2016. CfAD is leading Fitwel's ongoing development and uptake worldwide, promoting use across private and public sectors.

About this Guide

The information provided in this marketing guide can be used to promote a range of achievements under the Fitwel Certification System, including recent certifications and leadership commitments. For the latest information on Fitwel products, scorecards, modules, and other announcements, join the mailing list [here](#) or visit our website at fitwel.org. We are here to support your efforts, so please reach out to info@fitwel.org with any questions.

Certification

Fitwel provides a range of certification pathways to support the needs of our users and advance collective efforts toward building health for all®.

Building and Sites Scorecards are tailored scorecards for existing and new buildings and sites to optimize the unique opportunities for every project—whether it's a single floor build-out or a large-scale development.

The Viral Response Module provides annual, third-party certification of policies and practices to mitigate the spread of contagious diseases within buildings. The Viral Response Module is a unique company-wide approach to certification, with distinctive features to support our users in building health for all® in the face of COVID-19.

Individual and Company Leadership Commitments

Fitwel users play a key leadership role in driving the healthy building movement and maximizing Fitwel's reach and health impacts.

Fitwel Champions are pioneering companies that have committed to lead the industry by using Fitwel to certify their assets at scale.

Fitwel Affiliates are companies that leverage their experience and technical expertise to guide their clients' use of Fitwel.

Fitwel Ambassadors are leaders and active participants in Fitwel's healthy building movement. The Fitwel Ambassador designation is a professional accreditation that is achieved by an individual.

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I. Press

Press Release/Announcement

Fitwel users that achieve Fitwel Certification are encouraged to publicize their achievements through a press release or announcement. If you are planning to develop a press release related to your firm's Fitwel accomplishments, please contact Fitwel@icrinc.com. Our PR agency, ICR will provide support by reviewing draft text and obtaining relevant quotes from the Fitwel Team.

[Download our press release template here](#) to get started on your certification announcement.

Recent press releases examples:

- » [Arlington Business Park is the first UK business park to be awarded Fitwel certification](#)
- » [Skanska USA Furthers Longstanding Commitment to Sustainability Becoming National Fitwel Champion](#)
- » [Lemay office receives exceptional 3 Star Fitwel Rating](#)
- » [CBRE becomes a Fitwel Champion in the UK](#)

For a full list of press and news, please visit fitwel.org/news.

II. Social Media

Social Media Promotion

Promote your certified projects, Fitwel Champion, Affiliate, and/or Ambassador status on social media by tagging Fitwel and/or the Center for Active Design in your post.

Here are the official links for the Fitwel and Center for Active Design brands:

Fitwel

twitter: [@fitwel](#)

LinkedIn: [Fitwel Certification System](#)

Center for Active Design

twitter: [@active_design](#)

LinkedIn: [Center for Active Design](#)

facebook: [Center for Active Design](#)

Recommended Hashtags

[#BuildingHealthforAll](#)

[#FitwelChampion](#)

[#FitwelAffiliate](#)

[#FitwelAmbassador](#)

[#FitwelStrategies](#)

[#FitwelCertified](#)

[#HealthyBuildings](#)

[#ViralResponse](#)

[#VRApproval](#)

The following are sample social media content that you can use to market your certified project(s), Fitwel Champion/Affiliate, and/or Fitwel Ambassador status.

Sample Short Post Content

(Platforms include Twitter, Weibo)

For Certified Projects (Buildings & Sites)

"[Company] is pleased to announce that [Project Name] has been awarded a @Fitwel [#] Star Rating by @active_design. This certification shows we are promoting occupant health & well-being to support physical, mental, and social health for [Number of Occupants] people. #BuildingHealthforAll"

"[Company] received a @Fitwel Rating for [Project Name], demonstrating their commitment to health & well-being by incorporating #FitwelStrategies such as [List Health-Promoting Strategies the Project Achieved here]."

"At the forefront of #sustainability & #health [Project Name] achieved @Fitwel Certification under the [Scorecard Name] in [Location]. #BuildingHealthforAll"

For Certified Projects (Viral Response)

"[Company] has just achieved @Fitwel Viral Response Certification, with @active_design providing us with third-party certification of the policies & practices we have put into place to mitigate the spread of contagious diseases within buildings."

"[Asset] is now @Fitwel Viral Response Approved, completing full implementation of strategies within [Company]'s Fitwel Viral Response Certification. #BuildingHealthforAll"

For Certified Projects (Building Certification + Viral Response Approval)

"We are excited to announce that [Asset] has received a @Fitwel [#] Star Rating and is Viral Response Approved, reflecting our deep commitment to develop, operate, maintain, and optimize our buildings for human health. #HealthyBuildings"

For Champions/Affiliates

"We're proud to announce that [Company Name] is now a @Fitwel [Champion/Affiliate], committing to support healthy building design and operating practices across [Number of Committed Square Feet] sq feet of [office space/residences]!"

"[Company Name] is now part of the @Fitwel Champion program, joining a group of industry leading companies optimizing buildings to promote health. Read more about our commitment to apply Fitwel at scale: fitwel.org/champions. #BuildingHealthforAll"

"[Company Name] is now part of the @Fitwel Affiliates program, joining a group of industry leading companies optimizing buildings to promote health. Read more about our commitment to assist our clients in applying Fitwel at scale: fitwel.org/affiliates. #BuildingHealthforAll"

For Ambassadors

"[Name of Ambassador] is now a @Fitwel Ambassador, joining leaders at the forefront of the #BuildingHealthForAll movement: www.fitwel.org/ambassadors.

Sample Long Post Content

(Platforms include Facebook, Instagram, LinkedIn, Medium, Baidu, QQ, WeChat)

For Certified Projects (Buildings & Sites Certification)

"[Company] is pleased to announce that [Project Name] has been awarded a #Fitwel [#] Star Rating by the @Center for Active Design. [Project Name] joins buildings, sites, and communities from around the world as part of @Fitwel Certification System, the world's leading certification system committed to building health for all. We are proud that [Project Name] is part of this exciting movement."

"[Project Name's] Fitwel Certification demonstrates that [Company Name] is promoting [occupant, employee, tenant] health & well-being to support the physical, mental, and social health for [Number of Occupants] people. This achievement showcases our commitment to optimizing [buildings/communities] for health using evidence-based strategies."

For Certified Projects (Viral Response Certification & Approval)

"[Company] has just achieved @Fitwel Viral Response Certification, with the @Center for Active Design providing us with third-party certification of the policies & practices we have put into place to mitigate the spread of contagious diseases within buildings. The Viral Response Certification demonstrates our commitment towards creating healthy and resilient environments for all of our [occupants, tenants, and visitors]."

"[Asset] is now @Fitwel Viral Response Approved, demonstrating implementation of strategies from [Company]'s Fitwel Viral Response Certification. Strategies [Asset] was approved for include: [List Viral Response Strategies here] #HealthyBuildings"

For Certified Projects (Building Certification + Viral Response Approval)

"We are excited to announce that [Asset] has received a @Fitwel [#] Star Rating and is Viral Response Approved from the @Center for Active Design, reflecting our deep commitment to develop, operate, maintain, and optimize our buildings for human health. #BuildingHealthforAll"

***You can also include additional information about the project such as the health-promoting strategies utilized to achieve Fitwel Building, Sites, and Viral Response certification.

For Champions/Affiliates

"We are excited to announce that [Company] has joined the #FitwelChampions program, bringing Fitwel's evidence-based healthy design and operational strategies into our portfolio to support the health of our [tenants/employees/occupants] across the [geographic commitment]. As a Fitwel Champion, we are committed to apply Fitwel across [# of committed projects]. We look forward to working with the Center for Active Design to bring about a healthier future where buildings and communities are enhanced to strengthen health and wellbeing. #BuildingHealthForAll"

"We are excited to announce that **[Company Name]** has now joined the [#FitwelAffiliates](#) program, bridging Fitwel's evidence-based healthy design and operational strategies and our expertise to support the health of our clients' projects. Read more about our commitment to assist our clients in applying Fitwel at scale: [fitwel.org/affiliates](#). [#BuildingHealthforAll](#)"

For Ambassadors

"**[Name of individual]** is the newest member of the Fitwel Ambassador community, joining leaders from across the world in creating spaces, buildings, and communities that support human health and well-being. We congratulate them for their leadership in [#BuildingHealthForAll](#)."

"We are thrilled to have **[Name of Individual]** take the lead at **[Company Name]** to guide our projects through the Fitwel certification process. As a Fitwel Ambassador, **[Name of Individual]** will be part of the global healthy building movement!" [#FitwelAmbassadors](#) [#BuildingHealthForAll](#)"

Sample Social Media Posts

- » [2112 Pennsylvania Avenue](#)
- » [Amani Place](#)
- » [Boston Properties](#)
- » [Camp North End](#)
- » [Columbia Square: 1500 El Centro](#)
- » [The Ferry Building](#)
- » [Metlife](#)
- » [One Dorset Street](#)
- » [Perkins+ Will San Francisco](#)
- » [The Pearl](#)
- » [SEB](#)
- » [Scotia Plaza](#)



III. Additional Marketing Opportunities

Fitwel Public Directory

If you have not already done so, select 'yes' in your project details on the [Fitwel Portal](#) to indicate that you would like it to be listed on the Fitwel Public Directory and promoted in official Fitwel marketing materials and presentations.

Select Yes if you would like to display your project on the public Fitwel directory.*

| | |
|-----|----|
| Yes | No |
|-----|----|

Fitwel Case Studies Features

A select number of Fitwel Certified projects have the opportunity to be featured as a case study on [Fitwel.org](#). Interested companies can email info@fitwel.org for more information.

Fitwel Certified Project Photos

Upload your photos of your Fitwel Certified projects to our [Photo Submission Portal](#) for consideration to be included on [Fitwel.org](#), printed marketing materials, newsletters/social media, and presentations. Please include the appropriate photo credits and permissions upon submission.

Presentations

Fitwel Champions and Ambassadors have access to sample presentation material and talking points to better communicate Fitwel to colleagues, peers, and clients. Please contact your Champion account manager affiliate@fitwel.org or ambassadors@fitwel.org to learn more about these materials.

IV. Certificates and Plaques

Fitwel Recognition

Buildings or Sites Certification: A digital version of the Fitwel certificate will be provided to the project team and highlight the project's star rating, scorecard, and year certified. Building or Sites Certifications can also order a physical plaque or decal to install on-site to promote your project's achievements.

Viral Response Certification: A digital version of the Fitwel Viral Response Certification certificate will be provided to the project team and highlight the company's achievement, module version, and year certified. Companies also have access to a unique Viral Response digital logo to promote this designation.

Viral Response Approval: A digital version of the Fitwel Viral Response Certification certificate will be provided to the project team and highlight the company and asset's achievement, module version, and year certified. Companies can also order a physical decal to install on-site to promote the asset's achievement.

Building or Sites Certification + Viral Response Approval: Assets that have also achieved Fitwel Buildings or Sites Certification can also order a unique sticker to add onto their wood or glass plaque.

Ordering physical stickers or plaques? Use your unique project ID to order a plaque or sticker [here](#).

Building or Sites Certification Certificate



Building or Sites Certification Decal



Building or Sites Certification Plaque (Glass)



Building or Sites Certification Plaque (Wood)



Viral Response Certification Certificate



Viral Response Certification Digital Logo



Viral Response Approval Certificate



Viral Response Approval Decal



Building/Sites Certification + Viral Response Approval (For Glass Plaque)



Building/Sites Certification + Viral Response Approval (For Wood Plaque)



V. Fitwel Logo Usage

Logo Permissions

Only Fitwel Certified companies and projects have permissions to use the Fitwel logo or the Fitwel Viral Response logo, as applicable. Requests for other uses, such as in print and digital brochures, consultant websites, etc. must be sent to info@fitwel.org; Subject Line: Fitwel Logo Request. When requesting use of the logo, please include the timeframe and a detailed list of the materials in which the Fitwel logo would be used. Responses to these requests will take up to 15 business days. :

Legal Language

For any publication, report, presentation, or other public-facing collateral, the first instance of Fitwel (both in text and in graphic logo format) must include ® to indicate Fitwel's registered trademark. Additionally, the following text must be included as a in any instance where the logo is used:

FITWEL & Design is a registered trademark of the U.S. Department of Health & Human Services (HHS). Participation by The Center for Active Design and/or any other organization does not imply endorsement by HHS. Outside the United States, the FITWEL service marks are owned by the Center for Active Design, Inc.

Please email info@fitwel.org with any questions you have about the Fitwel logo use.

VI: Recertification and Expiration

Recertification

If a project with Building or Site Certification has not been recertified within three years of the original certification date, it will no longer be recognized on Fitwel's project directory and marketing materials. Projects that do not initiate a recertification on the Fitwel Portal within three years from the date on which the project was awarded its initial certification will be shown as inactive on the Fitwel Project Directory. Projects that initiate a recertification within three years from the date on which the project was awarded its initial certification, but do not submit for recertification within one year of the expiration of the project's 3-year certification period will be shown as inactive on the Fitwel Project Directory.

Expiration

If your certification has expired, you may no longer promote the project as being Fitwel-certified in your print and digital marketing materials. Buildings or Sites Certification is valid for three years, and Viral Response Certification must be renewed annually.

Companies must remove Fitwel from any promotional materials of the previously certified project, including but not limited to brochures, images, logos, plaques, and certificates from your project site, digital platforms, and print collateral. For any clarifications regarding this process, please contact info@fitwel.org.

FITWEL & Design is a registered trademark of the U.S. Department of Health & Human Services (HHS). Participation by The Center for Active Design and/or any other organization does not imply endorsement by HHS. Outside the United States, the FITWEL service marks are owned by the Center for Active Design, Inc.