



Green Building
Council Australia

Marketing Guidelines for the Green Building Council of Australia's Responsible Products Program

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Introduction to the Responsible Products Program

Overview

The Green Building Council of Australia's (GBCA) vision for products is to drive the supply chain to deliver transparent, healthy, low-impact, and net-zero carbon products that are part of a circular economy.

To aid this vision all Green Star rating tools released from 2020 include credits that seek to reward the use of responsibly sourced products. The Responsible Products Guidelines for Initiatives v1.1 (the Guidelines, previously named the Responsible Products Framework) set out the criteria for these products.

The Guidelines drive the use of Responsible Products by assigning a Responsible Product Value to product certification initiatives, which in turn is conferred onto the products and materials they certify. The Responsible Product Value is the sum of the criteria in the Guidelines that an initiative has complied with.



Definitions

Responsible Product: A product or material that has a Responsible Product Value issued by a product certification initiative recognised by the GBCA.

Responsible Products Calculator: Available for Green Star Project teams to calculate Responsible Products points in the Green Star Buildings v1 tool.

Responsible Products Database: The dataset that supports the Responsible Products Calculator and contains products and materials that have a Responsible Product Value.

Product Certification Initiative: Initiatives that certify building products and materials in Australia. For Initiatives to be recognised by GBCA, they must apply for recognition.

Manufacturer: Entities which produce building products or materials for use in Australia.

Purpose of this document

The purpose of this document is to set out GBCA's guidelines for the marketing of Responsible Products.

It is the responsibility of Product Certification Initiatives and Manufacturers to communicate information about Responsible Products to the GBCA.

This guide is designed to assist:


1. Product Certification Initiatives (for your own marketing and that of your licensees), as well as;
2. Manufacturers (already in the Green Star database as well those not in the database)

Communication guidance covering general references to Green Star

Who is this guidance for?

All Product Certification Initiatives and Manufacturers.

How to promote your product or initiative



	Logo usage	Text
	You are not permitted to use the Green Star logo or Green Building Council of Australia logo for promotion purposes.	<p>You can discuss Green Star in the context of your initiative or product with the following text only:</p> <p><i>Green Star is the Green Building Council of Australia’s sustainability rating system for the built environment. It is used to rate new and existing buildings, new fit-outs, and new precinct developments. The Green Building Council of Australia recognises Responsible Products that may contribute to a Green Star rating through its Responsible Credits.</i></p>

Communication guidance for Product Certification Initiatives

Who is this guidance for?

Product Certification Initiatives recognised by GBCA's Responsible Products Guidelines for Initiatives v1.1, whose data is **included** in the Responsible Products Calculator and wish to market their RPV.



How to promote your initiative

	Logo Usage	Text	Action
	You are not permitted to use the Green Star logo or Green Building Council of Australia logo for promotion purposes.	You can promote your initiative with the following text:	<p>*Product initiatives to insert initiative name here</p> <p>**GBCA to supply relevant Responsible Product Value</p>
	Members can use the Green Building Council of Australia membership logo alongside their own brand (not the product brand) when promoting their products.	<p><i>(Name of initiative*) is a recognised Product Certification Initiative in the Green Star rating tools. The Green Building Council of Australia recognises Responsible Products that may contribute to a Green Star rating through its Responsible Credits.</i></p> <p><i>This initiative's Responsible Product Value (RPV) is (X)**.</i></p>	
	Please see page 11 for Green Building Council of Australia member logo guidance for usage.	<p><i>Products certified by this initiative have been loaded into the Green Star Responsible Products calculator.</i></p> <p><i>Products may be certified by more than one initiative. This may increase the RPV of the product. Information on initiatives, and how products can contribute to a Green Star rating can be found at: https://new.gbca.org.au/green-star/the-responsible-products-program/</i></p>	

Who is this guidance for?

Product Certification Initiatives recognised by GBCA's Responsible Products Guidelines for Initiatives v1.1, whose data is **not included** in the Responsible Products Calculator and wish to market their RPV.

How to promote your initiative

	Logo	Text	Action
	You are not permitted to use the Green Star logo or Green Building Council of Australia logo for promotion purposes.	You can promote your initiative with the following text:	
	<p>Members can use the Green Building Council of Australia membership logo alongside their own brand (not the product brand) when promoting their products.</p> <p>Please see page 11 for Green Building Council of Australia member logo guidance for usage.</p>	<p><i>(Name of initiative*) is a recognised Product Certification Initiative in the Green Star rating tools. Products certified by this initiative may contribute to a project's Green Star rating through the Responsible Products credits provided proof of certification is included in the Green Star submission.</i></p> <p><i>This initiative's Responsible Product Value (RPV) is X**.</i></p> <p><i>Products may be certified by more than one initiative. This may increase the RPV of the product. Information on initiatives, and how products can contribute to a Green Star rating can be found at:</i></p> <p>https://new.gbca.org.au/green-star/the-responsible-products-program/</p>	<p>*Product initiative to insert initiative name here.</p> <p>Manufacturer to provide certificates to project team as required.</p> <p>**GBCA to supply relevant Responsible Product Value.</p>



Communication guidance for product manufacturers

Who is this guidance for?

Manufacturers **included** in the calculator looking to promote their product.

Note: Manufacturers with more than one certification should use the Initiative Calculator to confirm their Responsible Product Value as recognised in the calculator. It is important that the correct value is communicated to project teams.



How to promote your product

	Logo	Text	Action
	You are not permitted to use the Green Star logo or Green Building Council of Australia logo for promotion purposes.	Manufacturers can promote their products with the following text: <i>This product has been certified by (Initiative)*.</i>	*Manufacturer to insert product name.
	Members can use the Green Building Council of Australia membership logo alongside their own brand (not the product brand) when promoting their products. Please see page 11 for Green Building Council of Australia member logo guidance for usage.	<i>(Name of initiative**) is a recognised Product Certification Initiative within the Green Star rating tools. Products certified by this initiative may contribute to a project's Green Star rating through the Responsible Products credits.</i> <i>This initiative's Responsible Product Value (RPV***) is X.</i> <i>Products may be certified by more than one initiative. This may increase the RPV of the product. Information on initiatives, and how products can contribute to a Green Star rating can be found at: https://new.gbca.org.au/green-star/the-responsible-products-program/</i>	**Initiative to provide initiative name. ***GBCA to supply relevant Responsible Product Value.

Who is this guidance for?

Manufacturers **not included** in the calculator looking to promote their product.

How to promote your product



	Logo	Text	Action
	You are not permitted to use the Green Star logo or Green Building Council of Australia logo for promotion purposes.	Manufacturers can promote their products with the following text only: <i>This product has been certified by (Initiative)*.</i>	*Initiative to provide name.
	Members can use the Green Building Council of Australia membership logo alongside their own brand (not the product brand) when promoting their products. Please see page 11 for Green Building Council of Australia member logo guidance for usage.	<i>(Name of initiative) is a recognised Product Certification Initiative within the Green Star rating tools. Products certified by this initiative may contribute to a project's Green Star rating through the Responsible Products credits provided proof of certification is included in the Green Star submission.</i> <i>This initiative's Responsible Product Value (RPV) is (X**).</i> <i>Products may be certified by more than one initiative. This may increase the RPV of the product. Information on initiatives, and how products can contribute to a Green Star rating can be found at: https://new.gbca.org.au/green-star/the-responsible-products-program/</i>	Manufacturer to provide certificates to project team as required. **GBCA to supply relevant Responsible Product Value.

Communication guidance for promoting a project using your product as a case study




Who is this guidance for?

Manufacturers and licensees looking to promote their product as a case study.

How to promote a project

	Logo	Text	Action
	You are not permitted to use the Green Star logo or Green Building Council of Australia logo for promotion purposes.	Case studies can only talk about Green Star in the following way:	
	<p>Members can use the Green Building Council of Australia membership logo alongside their own brand (not the product brand) when promoting their products.</p> <p>Please see page 11 for GBCA member logo guidance for usage.</p>	<p>(This product)* assisted <this project> in achieving the Responsible Products Credits in its Green Star Buildings rating (name of rating tool and star rating)**.</p> <p><i>Green Star is the Green Building Council of Australia's sustainability rating system for the built environment. It is used to rate new and existing buildings, new fit-outs, and new precinct developments.</i></p>	<p>*Manufacturer to provide product name.</p> <p>**Manufacturer to provide project name and have written permission from project team to use project as a case study. GBCA may request this information.</p>

GBCA Member Logo Usage Guide

<p>Safe Area</p> <p>To ensure prominence and legibility our logo lockup should always have plenty of space around it. This is called a safe area, and nothing should be placed in this space. The size of this area is determined by the width of the GBCA member logo.</p>	
<p>GBCA Member logo Sizing</p> <p>To preserve legibility, the logo should never appear smaller than the following sizes: Digital X = 65px wide Print X = 23mm wide Maximum logo size: 5cm wide</p>	
<p>Incorrect use</p> <p>It is important that the appearance of the logo remains consistent. The logo should not be modified in any way. Its orientation, colour and composition should remain as indicated in this document – there are no exceptions. To illustrate this point, some examples of incorrect use are shown.</p> <ul style="list-style-type: none"> • Do not stretch or compress the logo • Do not rotate the logo • Do not separate or change the composition of the logo • Do not change the logo colours • Do not change the logo font 	
<p>Colours</p> <p>The values of the colour used in the logo are listed to the right:</p>	<p>GBCA Light Green: RGB 196 214 0 GBCA Mid Green: RGB 120 190 33</p>



Green Building
Council Australia

Sydney Level 31, Tower Two, International Towers. 200 Barangaroo Ave, Barangaroo NSW 2000

Melbourne Level 28, 50 Lonsdale Street, Melbourne VIC 3000

T +61 2 8239 6200 / E info@gbca.org.au

gbca.org.au



/ gbcaus



gbcaus



greenbuildingcouncilofaustralia



@gbcaus