

Marketing Rules and Style Guide for Green Star projects



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The Green Star trade marks

Green Building Council of Australia (GBCA) is the owner of a number of trade marks incorporating the words Green Star. They constitute valuable intellectual property and are protected by law.

These rules set out the guidelines for the use of the Green Star word trade mark, the Green Star Designed trade mark and the Green Star Certified trade mark.

Any unauthorised use of the trade marks constitutes infringement of our rights and may result in legal action.

Our trade marks

Green Star word trade mark

Registered for a **Green Star** Buildings rating

Green Star Designed trade mark



Green Star Certified trade mark



The evolution of the Green Star trade mark

We updated our Green Star logo marks following a brand refresh in 2020 to better meet the needs of our members in showcasing their achievements.

Any projects certified prior to 2020 can still use the logo they were provided with at the time of certification and do not need to update historical signage or marketing materials. However, owners of certified projects are encouraged to update their marketing with the new logo when appropriate which can be downloaded via the Green Star project manager under the Resource files tab.



Claims of Green Star equivalency

You are not permitted to reference compliance with the requirements of Green Star if your project has not been certified by Green Building Council of Australia.

Projects that claim to meet the requirements of a Green Star rating tool but are not certified cannot use the Green Star trade mark. You cannot say that your project is "Green Star equivalent" or "Project designed/built to Green Star standard". Such claims are not verified or compliant with our ISO 9001:2015 quality management system.

Any use of the Green Star trade marks in such circumstances is in breach of our rules and may amount to trade mark infringement and 'greenwash'.



Green Star registered projects

When can I promote my Green Star registered project?

Yes, you can promote your Green Star registered project once you agree to the terms of the certification agreement and pay the certification fee.

If a project is not registered with us you cannot make any statements referring to Green Star.

How can I promote my Green Star registered project?

Following registration:

	<p>Logo: You are not permitted to use a Green Star logo to promote your Green Star registered project.</p>
	<p>In text: You are permitted to promote your Green Star registered project in text only. Examples of acceptable wording:</p> <ul style="list-style-type: none">• Registered for a Green Star - [Tool] rating• Targeting a [X] Star Green Star - [Tool] rating• Registered for a Green Star - [Tool] rating and targeting a [X] Star Green Star rating

Note: If a project changes its targeted Green Star rating, it must immediately notify us and take steps to amend any relevant marketing material.



Green Star designed projects

When can I promote my Green Star designed project?

You are permitted to promote your Green Star designed project after your project has achieved a 'design review' rating (Green Star Design & As Built and Interiors) or 'designed' assessment (Green Star Buildings and Green Star Homes) from Green Building Council of Australia.

How long can I promote my Green Star designed project?

The project can only be promoted as Green Star designed for a maximum of two years post practical completion of the project, or until the As Built, Buildings or Interiors rating has been achieved (whichever is earliest).

There is an exception for Green Star Homes projects, where a 'designed' assessment is valid for three years.

How can I promote my Green Star designed project?

Following achievement of your 'design review' rating (Green Star Design & As Built and Interiors) or 'designed' assessment (Green Star Buildings and Green Star Homes):

	<p>Logo: You are permitted to promote your project using the Green Star Designed trade mark.</p> 
	<p>In text: Achievement of a Green Star 'Design Review' rating or 'Designed' assessment can be communicated in text via the following examples of acceptable wording:</p> <p>Green Star 'Design Review' rating (Green Star - Design & As Built and Green Star - Interiors)</p> <ul style="list-style-type: none"> • [Project X] has achieved a Green Star Design Review rating and is on track to receive a [X] Star Green Star - [Tool] rating <p>Green Star 'Designed' assessment (Green Star Buildings)</p> <ul style="list-style-type: none"> • [Project X] has achieved a Green Star Designed assessment and is on track to receive a [X] Green Star [Tool] rating <p>Green Star 'Designed' assessment (Green Star Homes)</p> <ul style="list-style-type: none"> • [Project X] has achieved a Green Star Designed assessment and is on track to receive a Green Star [Tool] rating

How do these rules apply to the volume approach to certification?

The first opportunity to promote your project is when a 'Design Review' or 'Designed Assessment' is achieved for a particular project. Promotion of awards for common credits of a standard design is not permitted.



Green Star certified projects

When can I promote my Green Star certified project?

You are permitted to promote your Green Star certified project after you have received confirmation from GBCA that your project has achieved certification.

How long can I promote my Green Star certified project?

You can only promote your Green Star certified project for the duration of the validity period specified in the Certification Agreement. The validity period varies depending on the rating tool against which your project is certified. Validity periods for ratings appear below:

Green Star - Design & As Built, Green Star - Interiors, Green Star Buildings* and Green Star Homes ratings

Unlimited validity period applies. *Subject to requirements for Green Star Buildings regarding the sourcing of energy from 100% renewables.

Green Star - Communities Certified ratings

Expires 5 years after the date of the Certified Rating Certificate.

Green Star - Performance ratings

For projects registered before 1 September 2022

Expires 3 years and 90 days after the date of the Performance Rating Certificate (subject to annual performance checks as required under the Certification Agreement).

For projects registered after 1 September 2022

Expires 1 year after the Performance Rating Certificate.

If the certification expires, you must immediately cease using the trade mark & any reference to Green Star in relation to the project.

Promotion of a project as Green Star certified should immediately cease where post certification changes have been made that may compromise the Green Star brand.



Following the achievement of certification:

	<p>Logo: You are permitted to promote your project using the Green Star Certified trade mark appropriate to the level of certification achieved. Please refer to the logo guide on page 9.</p>		
	<p>Communities, Design & As Built, Buildings, Interiors and Fitouts</p>   	<p>Performance</p>      	<p>Homes</p> <p>Single assessment</p> 

	<p>In text: It is important that you accurately communicate your Green Star certified rating when referring to it in text. You must:</p> <ul style="list-style-type: none"> • either include the number of stars the project has achieved or the non-numerical equivalent, please note this is not applicable to Green Star Homes • always include reference to the rating tool • always capitalise the first letter of the words Green Star <p>Your Green Star certification can be communicated via the following examples of acceptable wording:</p> <p>The number of Green Stars</p> <ul style="list-style-type: none"> • [Project X] has achieved a [X] Star Green Star [Tool] certified rating. <p>Non-numerical equivalent</p> <ul style="list-style-type: none"> • [X] has achieved a Green Star [Tool] certified rating representing [e.g World Leadership].
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How do the rules apply to portfolio ratings?

The portfolio assessment service is a cost-effective method for submitting multiple buildings at the same time to be assessed against the Green Star Performance rating tool.

Like any Green Star project, the first opportunity to promote your project is when you have an individual project within the portfolio that has achieved a certified rating.

You will receive a Portfolio Report which includes a summary of the achievements of all the buildings within the portfolio, together with an area-weighted average rating for the portfolio.

The Green Star word trade mark may be used when referencing or promoting the Portfolio rating or report. The Green Star Certified trade mark cannot be used in relation to the Portfolio rating or Portfolio Report.

Note: Use of the Green Star Certified trade mark on anything other than promoting a certified Green Star project is prohibited. Any use of the trade mark must make clear the aspect of the project that has received the rating e.g. its performance. Additional uses must be approved by our Marketing team.

Following the achievement of certification:

	<p>Logo: You are not permitted to use a Green Star logo to promote your Portfolio. Use of the Green Star logo mark is only permitted on the Portfolio Report.</p>
	<p>In text: Achievement of a Green Star Portfolio rating or Portfolio Report can be communicated in text via the following examples of acceptable wording:</p> <p>Green Star Portfolio rating</p> <ul style="list-style-type: none">• [Portfolio X], which contains [number of buildings X] buildings, has achieved a [X] Star Green Star - Performance Portfolio rating.



Green Star certified logo guide

Safe Area

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 Green Star icon in the logo.



Green Star logo minimum size

To preserve legibility, the logo should never appear smaller than the following sizes:

- Digital X = 65px wide
- Print X = 23mm wide



Incorrect use

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.

- 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

Colour

The values of the colour used in the logo are listed below.

PMS 382 / C22 M0 Y100 K0 / #C4D600 / RGB 196 214 0





Green Star assets

In addition to the use of the Green Star trade marks we offer the below opportunities.

Certificate

Following certification each Green Star project can download a certificate from the Green Star project manager. The certificate showcases your project's Green Star rating, certification date and category achievements.



Green Star plaques & decals

To publicly display your achievement you can order Green Star plaques and/or decals which can be displayed in locations in, on or around your building.

These highlight the Green Star Certified trade mark and the level of certification achieved. A sentence below the prominent trade mark describes the rating tool that the project was certified against.



Green Star plaques	Green Star decals
Our standard plaques are: <ul style="list-style-type: none"> • 220mm x 220mm • Available in timber • Can be wall mounted or displayed upright 	Our standard decals are: <ul style="list-style-type: none"> • 216mm x 216mm • Available in white text with a transparent background

Project directory

Your project can be publicly listed in the [Green Star Project Directory](#) once certified. This project directory is located on our website and provides information on the achievements of certified Green Star projects.



FAQs

Can I use the new logo even though my project was certified prior to 2020?

Yes. The project applicant can download current logos via the Green Star project manager under the resources files tab even if your project was certified prior to 2020. However, you must make it clear in any text communicating the details of the project and/or certification what tool the project was certified under.

Can I still use the old Green Star logo?

If your project was certified prior to the rebrand in 2020 you can still use the logo you were provided with at the time of certification. You do not need to update historical signage or marketing materials. However, we encourage you to do so.

Can I use the Green Star Designed trade mark in perpetuity even though my project did not progress to certification?

No. The project can only be promoted as Green Star Designed for a maximum of 2 years post practical completion of the project, or until the As Built, Building or Interiors rating has been achieved (whichever is earliest).

An exception is for Green Star Homes, where the Designed Assessment is valid for 3 years from the date of the certificate.

Can I start using a Green Star logo as soon as I register my project?

No. You are not permitted to use a Green Star logo to promote your Green Star registered project. You are permitted to promote your Green Star registered project in text only. See page 4 for examples of acceptable wording.

Does my Green Star certification expire?

You can only promote your Green Star Certified project for the duration of the validity period specified in the Certification Agreement. The validity period varies depending on the rating tool against which your project is certified. Validity periods for ratings are:

Green Star - Design & As Built, Green Star - Interiors, Green Star Buildings* and Green Star Homes ratings

Unlimited validity period applies. *Subject to requirements for Green Star Buildings regarding the sourcing of energy from 100% renewables.

Green Star - Communities Certified ratings

Expires 5 years after the date of the Certified Rating Certificate.

Green Star - Performance ratings

For projects registered before 1 September 2022

Expires 3 years and 90 days after the date of the Performance Rating Certificate (subject to annual performance checks as required under the Certification agreement).

For projects registered after 1 September 2022

Expires 1 year after the Performance Rating Certificate.

How do I communicate to stakeholders before a project is formally certified?

You can communicate a registered Green Star project using a description of the Green Star certification you are targeting in text. E.g Targeting a [X] Star Green Star - [Tool] rating.

You can also opt for a 'design review' rating or a 'designed' assessment which is an optional assessment representing a pre-certification that the building's design is on track to achieve a Green Star rating when assessed after construction. If you are successful you can market your project using the Green Star Designed trade mark.



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