

Marketing Rules and Style Guide

For Green Star projects

Table of contents

The Green Star trade marks	1
Marketing your Green Star project	1
Registered Green Star projects	2
Certified Green Star projects	3
Logo guide	7
What to expect from us in recognition of your certified Green Star project	8
Communicating your Green Star certified rating via our networks	9
Other approaches to Green Star certification	10
Marketing the volume approach to certification	11
Marketing the portfolio approach to certification	11



The Green Star trade marks

Green Star and the Green Star certified logo are trade marks owned by Green Building Council of Australia (GBCA). They constitute valuable intellectual property and are protected by law.

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

Marketing your Green Star project

This guide sets out the rules for the use of the trade marks and provides marketing ideas to help promote your Green Star project.

It is important when marketing your Green Star project it is made clear the aspect of the project for which your Green Star rating was awarded (eg the performance or construction of a building).

These guidelines do not cover every possible marketing scenario. We encourage you to contact us when you are ready to market your project so we can provide specific recommendations regarding use of the trade marks to promote your project.

Email: marketing@gbca.org.au
Telephone: +612 8239 6200

There are up to three phases where you can market your Green Star project:

Registered Green Star projects

You are permitted to market your Green Star project after your project has been registered with us using the Green Star word mark.

Designed Green Star projects

You are permitted to market your Green Star project after your project has achieved a 'design review rating using the Green Star designed logo.

Certified Green Star projects

You are permitted to market your Green Star project after your project has achieved certification using the Green Star certified logo.

Registered Green Star projects

Why promote your registered Green Star project?

There are benefits in promoting your Green Star project registration to the market:



- It signifies your intention and commitment to sustainability in the built environment
- It communicates a promise of value to investors and project partners
- It gives you a competitive edge in a crowded marketplace

Registration

On registration you are required to specify your targeted Green Star rating. This targeted Green Star rating can be used in your communications.

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

Following registration:

	You are permitted to promote your Green Star registered project in text only
	You are not permitted to use the Green Star certified logo

Communication of your registered Green Star project in text

Examples of acceptable wording:

- Registered for a Green Star - [Tool] rating
- Targeting a [X] star Green Star 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.

How can you spread the word about your registered Green Star project?

Once you have registered we strongly encourage you reference the Green Star targeted rating in all of your collateral and project communications. Your intention to achieve a Green Star certification is likely to generate interest from media, potential investors, tenants, competitors and the wider public.

Your organisation's Corporate Communications, Marketing, PR and Media Relations, Investor Relations and Business Development functions should be aware of your Green Star registration and targeted rating.

Quick and easy wins:

Promote your Green Star project registration in text across all:

- Media releases, advertising, social media and project websites
- Public speaking engagements and media interviews
- Events including trade shows, launches and community awareness days
- Education or training seminars

Certified Green Star projects

Green Star certified logo

The Green Star certified logo (also referred to as the Green Star certification trade mark) combines the Green Star logo with the word 'certified' and the number of stars achieved, indicating your level of Green Star certification.

Now that certification has been achieved, your Green Star certified logo (appropriate to the level of certification achieved) can be used in collateral and other marketing materials to promote your Green Star project.

Use of the Green Star certified logo on anything other than promoting a certified Green Star project is prohibited.

The Green Star certified logo may be used on business and marketing materials associated with a particular certified Green Star project. 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.

The Green Star certified logo can be used in:

- Promotional material for the project that has been awarded a Green Star certified rating
- General organisational reporting where specific reference is made to the certified project
- All other marketing, promotional, printed or digital collateral pertaining to the certified project



Rules for use of Green Star certified logo by rating tool

Communities Design & As Built/Buildings Interiors/Fitouts

Green Star rating scale

- 4 Star – Australian Best Practice
- 5 Star – Australian Excellence
- 6 Star – World Leadership



Performance

Green Star rating scale

- 0 Star – Assessed*
- 1 Star – Minimum Practice*
- 2 Star – Average Practice *
- 3 Star – Good Practice*

- 4 Star – Australian Best Practice
- 5 Star – Australian Excellence
- 6 Star – World Leadership



**Certification trade marks for Performance ratings delivering 0-3 stars are only displayed on Green Star project certificates issued by the GBCA. Only projects achieving performance ratings of 4, 5, or 6 stars are permitted to use the associated certification trade mark for marketing purposes as described more broadly in this Guide.*

Why celebrate your Green Star certified rating?

Achieving a Green Star certified rating is no easy feat and deserves to be celebrated.

Once you have achieved a Green Star certified rating you are entitled to use the Green Star certified logo to promote the rating achieved for the relevant aspect of your project (design review; as built; interiors; performance).

We encourage you to download and utilise the certified logo across your marketing collateral.

Certified Green Star projects can boast many of the following attributes:

- Lower operating costs and increased asset value
- Lower electricity use than average Australian city buildings
- Less use of potable water than if they had been built to meet minimum industry requirements
- Increased productivity of occupants
- Fewer greenhouse gas emissions than average Australian buildings
- Improved health and wellbeing of occupants
- Increased tenant engagement
- Increased sales and occupancy rates
- Reduced risk, providing for a 'future proofed' investment
- A competitive edge in a crowded marketplace

Note: Each Green Star certified rating is different and the above attributes may not apply to all projects.

Describing your Green Star certified rating in text

It is important that you accurately communicate your Green Star certified rating when referring to it in text.

You must either include the number of stars the project has achieved or the non-numerical equivalent, and include reference to the rating tool.

Please note Green Star must be written with the first letters of both words capitalised. Any mention of the rating tool should also be capitalised.

The rating achieved must be written as a number.

①

The number of Green Stars

The [insert project name] has achieved a [6 Star] Green Star [insert – rating tool and version] certified rating.

②

Non-numerical equivalent

The [insert project name] has achieved a [Green Star [insert – rating tool and version] rating representing [World Leadership].

Gaining approval

These guidelines do not cover every possible marketing scenario. We encourage you to contact us when you are ready to market your project so we can provide specific recommendations regarding use of the trade marks for your project.

We reserve the right to approve or disapprove the use of any GBCA trade mark.

How can you promote your Green Star certified rating?

Project launch

If you have received confirmation of your project's Green Star certification at the point of project launch, we strongly encourage you to incorporate the Green Star certified logo in all of your promotional materials.

Project launch is the time when it is most likely to generate interest from media, potential investors, tenants, competitors and the wider public.

The project's Corporate Communications, Marketing, PR and Media Relations, Investor Relations and Business Development functions should be aware of your Green Star certified rating, and should use the Green Star certified logo at every available opportunity.

Quick and easy wins

Promote your certified Green Star rating across all:

- Public speaking engagements including conferences, courses, events or media interviews
- Events including trade shows, launches, community awareness days and education or training seminars
- Media releases, advertising and project websites
- Retail fitouts
- Banners, flags, hoardings and signage
- Printed and digital collateral and advertising
- Social media and project websites
- Videos, imagery and infographics
- Purchase a Green Star plaque or decal

Tell your key internal stakeholders

Your staff, your tenants and the people selling and leasing your Green Star project can help to promote your sustainability achievements.

Ensure they are fully briefed on your Green Star project, the challenges and achievements along the way, the outcomes for the end users and how to demonstrate return on investment for those who occupy Green Star rated buildings.

If you would like a member of our Green Star team to come and deliver a workshop to your sales and marketing team on how best to sell the benefits of Green Star please contact us at: marketengagement@gbca.org.au

Quick and easy wins

- Issue internal communication to all staff
- Include an update on any intranet or internal portals
- Host an internal seminar or workshop to brief your senior leadership team
- Provide an update to your board or shareholders
- Check the [Green Star Project Directory](#) to see the latest stats and use them in your marketing activities
- Ensure your sales team is fully versed on the benefits of Green Star projects, and communicating them in their sales pitches

Logo guide

Minimum size

There is a minimum size for print and digital reproduction. To ensure the text in the logo is legible, the printed minimum width is 30mm or on screen minimum width is 120px.

Clear space

The logo is most effective when surrounded by as much uninterrupted space as possible.

Colour



Incorrect use

By using the original digital artwork files and referring to the previous instructions, you should avoid problems with logo misuse. The following examples show incorrect use of the Green Star logo.

- Do not rotate the logo
- Do not crop or separate the logo
- Do not change the logo colours
- Do not reverse the logo
- Do not stretch or compress the logo

What to expect from us in recognition of your certified Green Star project

Certificate

Each certified Green Star project can download a free certificate from their project portal post certification. The Green Star certificate is a PDF showcasing your project's Green Star rating, certification date and category achievements. We encourage you to hang it in your office, lobby or reception area so that staff, clients and visitors are aware of your achievement and commitment to sustainability.

Green Star certified logo

Each certified project has exclusive access to download and use the Green Star certified logo with the rating applicable to the project's achievement. We strongly encourage you to utilise the logo across your marketing collateral. Please see the Green Star certified logo guidelines from page xx to xx for each Green Star rating tool.

Green Star plaque

For as built ratings, we encourage you to showcase your achievement in your reception, lobby or interior fitout by displaying a Green Star certified plaque highlighting your rating and its significance. The Green Star certified plaque makes it easy for you to spread the word about your achievement.

Green Star decal

Our decals have been designed as another option for you to highlight your project's achievement. You can choose a decal that displays your project's level of certification by number or description, or a story decal that explains what your certification means.

Project directory

Your project can be publicly listed in the [Green Star Project Directory](#) once certified.

Communicating your Green Star certified rating via our networks

We have a wide range of opportunities to get the word out there about your Green Star rating. You can work with us to ensure you maximise promotional opportunities.

Social media

Let us know if you'd like us to celebrate your project's Green Star rating on social media. Drop a line to social@gbca.org.au and include any preferred messaging.

Imagery

Do you have high quality images of your project? Why not send them to us so that we can share them on social media, use them in PowerPoint presentations, fact sheets, brochures, or showcase it at one of our events.

Please provide as many high resolution, print quality jpeg photographs of 300dpi or above as possible. Please note that receipt of your images will be taken as permission for their use by us.

Site tours

Shine a light on your Green Star rated project by inviting industry professionals to do a guided tour of your building, fitout or community.

Contact our Events team on (02) 8239 6200 or events@gbca.org.au to discuss hosting a site tour.

International exposure

We have a strong reputation internationally, with our Board, CEO and senior executives regularly invited to speak at overseas conferences and events, where they showcase Australian Green Star projects.

We are often invited to showcase Green Star projects in publications produced by the World Green Building Council.

We have strong relationships with other international green building councils, who look to us for guidance and real life examples of world leading projects.

By providing us with imagery, marketing collateral and other assets to showcase your project we can easily incorporate your project when opportunities come our way.

Case studies

We have two styles of written case studies which we use to profile Green Star projects. If your project has a specific innovative feature we will arrange an interview with you to profile the story of how your project team got there in our Innovate section [http:// new.gbca.org.au/showcase/innovation/](http://new.gbca.org.au/showcase/innovation/)

For a more in depth overview of how your project came to be, we can also do a full Case Study interview: <http://new.gbca.org.au/showcase/projects/>

If you have any other ideas on how you could work with us to leverage your project's Green Star certified rating please contact marketing@gbca.org.au

Other approaches to Green Star certification

Green Star Design Review rating

A Green Star Design Review rating is an optional interim step in a project's journey towards achieving a Green Star Design & As Built rating. Before achieving a Design Review rating, a project must have registered for a full Green Star Design & As Built rating.

Why opt for a Green Star Design Review rating?

Projects can opt for a Green Star Design Review rating to ensure they stay on track with achieving their overall Green Star Design & As Built certification.

Celebrating your Green Star Design Review rating

Projects that achieve a Green Star Design Review rating are encouraged to celebrate their achievement in the interim period while they continue working towards a Green Star Design & As Built rating.

What logo can I use to promote my Green Star Design Review rating?

Projects that achieve a Green Star Design Review rating will receive an email with information about their achievement, which includes information on how to download the Design Review rating logo: 'Green Star Designed'

How long am I permitted to use the Green Star Design Review rating logo?

The logo can only be used in marketing materials for a maximum of two years post practical completion of the project, or until the As Built rating has been achieved (whichever is earliest).

Marketing the volume approach to certification

The volume approach to certification streamlines the process when there are a number of projects with standard design features. The standard features are pre-assessed and then used in applications for stand alone projects seeking to achieve Green Star certification.

When can I celebrate my achievement?

The first opportunity to promote your project is when your project has achieved a Green Star – As Built certified rating. A Design Review rating may also be achieved (additional cost).

What logo can I use to promote my stand alone projects that used the Green Star volume approach to certification?

As per the non-volume approach, you will receive an email noting your achievement at the point of achieving your As Built certification. This email will include information on how to download the relevant Green Star certified logo. Please contact the Market Communications team on marketing@gbca.org.au if you have any questions.

Marketing the portfolio approach to certification

Under the Green Star – Performance rating tool there is an opportunity to work with building portfolios and those managed centrally on a campus. The portfolio certification service is a cost-effective method to achieve reporting requirements.

When can I celebrate my achievement?

Similar to 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 Performance rating.

What do I receive once I have a certified portfolio?

You will receive an individual certificate for each project, similar to any other Performance project. You will also receive a portfolio certificate that is a summary of all projects within the portfolio, with an average rating for the overall portfolio.

Certification for Performance projects lasts for three years subject to annual reporting for greenhouse gas emissions and potable water performance.

For more information on Green Star – Performance Portfolio Certification, download the Portfolio Certification Process Guide or contact a member of the Green Star team on 02 8239 6200 for more details.