

Te Kaunihera
Hanganga
Tautaiāo

New Zealand
Green Building
Council

Ko Te Kaunihera Hanganga
Tautaiāo tātou.

These guidelines have been created to help everyone who shares our vision and wants to achieve it: all homes and buildings in Aotearoa green and sustainable, making healthier, happier New Zealanders.

A strong brand, genuinely built on our values, with a coherent personality and voice, will propel us towards a healthier, happier, greener Aotearoa.

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Our Kaupapa

NZGBC is a not-for-profit organisation that exists to transform the built environment, leading to a green, healthy future. We were established by industry for all New Zealanders.

We are part of a global movement for change. We're a member of the World Green Building Council, and a part of the Asia Pacific Network of green building councils.

Understanding the themes and principles that provide the foundations of our work is an important part to the successful use of these guidelines.

Our kaupapa guides the way we act, and includes our vision is that all homes and buildings across Aotearoa are green and sustainable, making healthier, happier New Zealanders.

Ngā wāhi katoa i Aotearoa, ka ora, ka matomato, ka toitū, mō ngā tāngata o te motu nei.

Our kaupapa also includes the following themes and ideas:

- ┐ People first: He aha te mea nui o te ao? He tāngata, he tāngata, he tāngata
- ┐ A love of Aotearoa
- ┐ A love of clean water, clean air and enjoying the great outdoors – and celebrating this birthright
- ┐ Kaitiakitanga / Guardianship
- ┐ Tiaki ora / Protection
- ┐ Legacy
- ┐ Sustainability
- ┐ Optimism
- ┐ Movement generous, and a genuine belief in the power of collaboration



Registered
Trademarks
and Brands

Congratulations! If you’re reading this, you are actively influencing the direction of green buildings, homes and communities in New Zealand.

New Zealand Green Building Council (NZGBC) trademarks, logos and certification marks are an important element of our organisation and maintaining their integrity is essential.

Please submit your material to [New Zealand Green Building Council](#) for approval prior to print or web publication.

IMPORTANT

The trademarks below are for exclusive use by the New Zealand Green Building Council.

NEW ZEALAND GREEN BUILDING COUNCIL



GREEN STAR



HOMESTAR



HOMEFIT



Fit for living



Fit for living

Membership

Purpose: Members of New Zealand Green Building Council receive a new membership logo annually on payment of their membership fee. This logo communicates member commitment to the sustainable built environment. The membership logo is for the exclusive use of New Zealand Green Building Council members for the year displayed.

The recommended placement is the member’s website with a hyperlink to www.nzgbc.org.nz. Other uses are on communications and promotional tools, sharing your green credentials with your clients and partners. Visit the Membership page of the New Zealand Green Building Council website for other membership benefits.

Member Logos

All logo and certification marks are available in three variations;

- Colour (RGB & CMYK)
- Greyscale
- White

The full colour logo is the preferred version. Where possible this version of the logo should be used in preference over all other versions.

Please respect the integrity of the logo and do not remove elements, rescale or break apart components.

NOTE:
Logos for each specific application are supplied by New Zealand Green Building Council once qualifications are approved in writing.

CLEARANCE SPACE



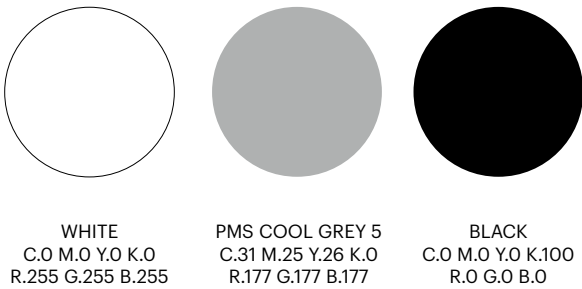
MINIMUM SIZE IN PRINT



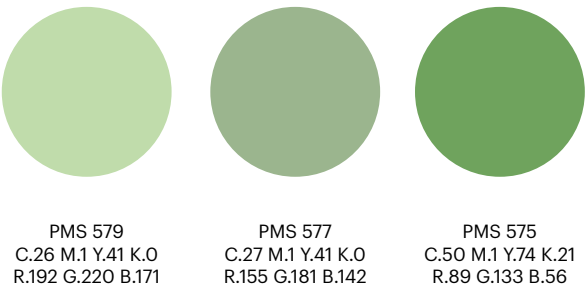
MINIMUM SIZE ONLINE



B/W COLOUR PALETTE



CORE COLOUR PALETTE



Green Star Professionals

Purpose: For the exclusive use of certified Green Star Practitioners and Green Star Accredited Professionals who have undertaken the relevant training and have an up-to-date accreditation from New Zealand Green Building Council. The Green Star Practitioner and Green Star Accredited Professional logo can only be used with a reference to the specific person to whom it is provided.

In text: Always use the phrase ‘Green Star Practitioner’ or ‘Green Star Accredited Professional’ in full.

Application: Signage, website, email signatures, stationery, brochures, corporate clothing, vehicles and other collateral.

Green Star Professional Logos

The full colour logo is the preferred version. Where possible this version of the logo should be used in preference over all other versions.

Please respect the integrity of the logo and do not remove elements, rescale or break apart components.

ARTWORK PROVIDED:

All logo and certification marks are available in single colour or reverse; or full colour (CMYK or RGB.) Formats: Illustrator EPS, PDF, JPG and PNG.

NOTE:

Logos for each specific application are supplied by New Zealand Green Building Council once qualifications are approved in writing.



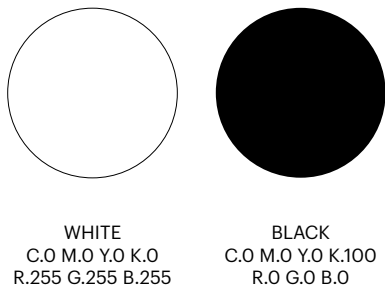
CLEARANCE SPACE



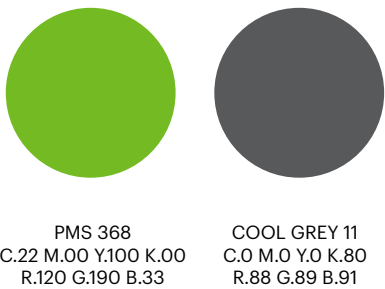
PREFERRED SCALE (ONLINE)



B/W COLOUR PALETTE



CORE COLOUR PALETTE



Green Star
Trade Marks

Use of the Green Star trade marks is authorised by New Zealand Green Building Council, only after your project has a confirmed rating. New Zealand Green Building Council supplies the correct certification marks for each specific application once qualifications are approved in writing.

Claims of
Green Star
Equivency

Unless a project has been certified by the New Zealand Green Building Council, it is not permitted to reference compliance with the requirements of Green Star.

Projects that claim to meet the requirements of a Green Star rating tool but are not certified cannot use the Green Star trade mark.

A project should not claim to be “Green Star equivalent” or “Project designed/built to Green Star standard” where a project is not verified or certified by the New Zealand Green Building Council.

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’.

NOTE:

No other Green Star trademarks or logos may be used for promotion of your Green Star project.



DESIGN

Purpose: Your project will be awarded this certification mark by New Zealand Green Building Council for achieving a specific Green Star Design rating. It gives assurance that provided it is built to the specifications supplied, the project will achieve at least the same certified Green Star Built rating. Design ratings and accompanying wording may be used for two years dated from the date of the buildings practical completion.

In text:
'X building has achieved a [x] star Green Star Design rating.'
'X building has been rated as a [x] star Green Star Design.'



BUILT

Purpose: Your project will be awarded this certification mark when the completed building has been certified by the NZGBC as achieving a certain Green Star Built standard. The Green Star Built rating does not expire.

In text:
'X building has achieved a [x] star Green Star Built rating.'
'X building is rated [x] star Green Star.'
'X building has achieved [x] star Green Star.'
'X is a [x] star Green Star building.'

It is not compulsory to refer to 'Built' in copy communicating a Green Star Built rating.



INTERIORS

Purpose: Your project will be awarded this certification mark for an office interior fit-out. The Green Star Interiors rating does not expire.

In text:
'X building has achieved a [x] star Green Star Interiors rating.'
'X building is rated [x] star Green Star Interiors'
'X is a [x] star Green Star rated fit-out.'
'X is a [x] star Green Star building.'

It is not compulsory to refer to 'Built' in copy communicating a Green Star Built rating.

Green star
Certification
Mark Logos

Projects not
yet Certified

The full colour logo is the preferred version.
Where possible this version of the logo should be used in preference over all other versions.

Please respect the integrity of the logo and do not remove elements, rescale or break apart components.

Only buildings certified can claim Green Star certification or use Green Star certification marks.

If a project has not completed the certification process and been awarded the certificate, you cannot use the certification mark.

The following phrases can be used in text, providing the registration process is complete:

- ‘Registered for a Green Star - [Tool] rating’
- ‘X building is targeting a Green Star - [Tool] rating’
- ‘Registered for a Green Star - [Tool] rating and targeting a [x] star Green Star rating’

Application: Plans, drawings, hoardings, brochures, websites, real estate advertising and other marketing material that relates to the specific rated project. The certification mark may also be applied as a sticker, decal or other materials on the building itself.

When written in text, Green Star is always written as two words with a capital G & S (never ‘greenstar’ or ‘green star’).

ARTWORK PROVIDED:

All logo and certification marks are available in single colour or reverse; or full colour (CMYK or RGB.) Formats: Illustrator EPS, PDF, JPG and PNG.

NOTE:

No other Green Star trademarks or logos may be used for promotion of your Green Star project.

CERTIFIED



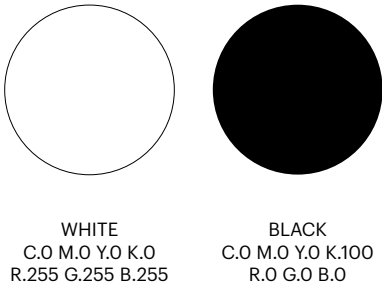
CLEARANCE SPACE



PREFERRED SCALE



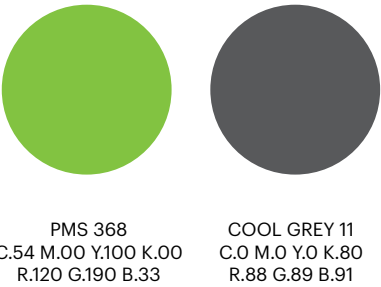
B/W COLOUR PALETTE



WHITE
C.0 M.0 Y.0 K.0
R.255 G.255 B.255

BLACK
C.0 M.0 Y.0 K.100
R.0 G.0 B.0

CORE COLOUR PALETTE



PMS 368
C.54 M.00 Y.100 K.00
R.120 G.190 B.33

COOL GREY 11
C.0 M.0 Y.0 K.80
R.88 G.89 B.91

**Validity periods:
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 - Built ratings: Unlimited validity period applies

Green Star - Design ratings: Expires 2 years after practical completion

Green Star - Communities Certified ratings: Expires 5 years after the date of the Certified Rating Certificate.

Green Star - Performance ratings: Expires 3 years and 90 days after the date fo the Performance Rating Certificate (subject to annual performance checks as required under the Certification Agreement).

If the certificate expires, you must immediately cease using the trade mark and 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.



ABOVE.
Foodstuffs Landing Drive
Auckland – 6 star Green Star
Office Built v3 rating

Marketing Your Project

Raise your market profile by promoting your Green Star projects sustainability features and benefits. We would love to work with you to publicise your rating. Even once your project is registered, you can collaborate with New Zealand Green Building Council to maximise marketing.

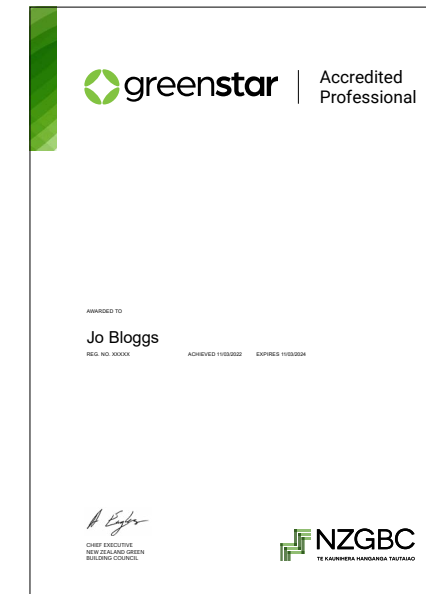
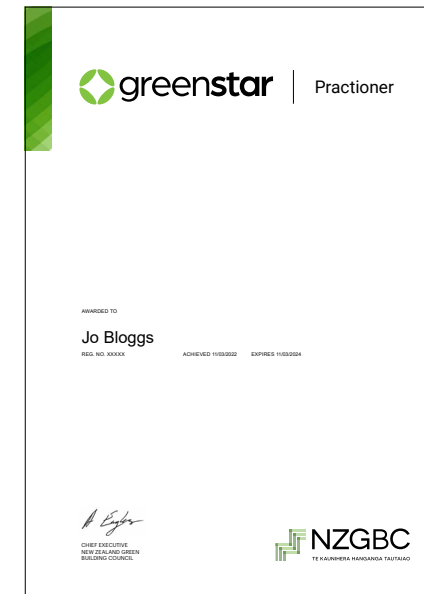
The New Zealand Green Building Council is always delighted to see the marketing of your buildings. In some cases we may be able to supply you with artwork to assist. Please get in touch with us or If you have questions about their use or any related communications, contact the marketing department at communications@nzgbc.org.nz or (09) 379-3996.

Green Star is an independent rating system that assesses buildings' sustainability attributes across a range of criteria.

It is the pre-eminent system used to rate commercial buildings in New Zealand.

Existing Green Star rating tools are available for offices, education and industrial buildings, and custom tools can be developed for specific one-off projects.

Ratings range from 4 Green Star (best practice) to 6 Green Star (world leadership).



Homestar Professionals

Purpose: For exclusive use by certified Homestar Assessors and Practitioners who have undertaken the relevant training and have current accreditation with New Zealand Green Building Council.

The Homestar Practitioner and Homestar Assessor logo can only be used with a reference to the specific person to whom it is provided. Used alone, it breaches the Homestar professional contractual agreement.

In text: Always use the phrase ‘Homestar Assessor’ or ‘Homestar Practitioner’ in full. The minimum horizontal width of the logo is 35mm.

Application: Business cards, email signatures and other business related collateral.

Homestar Professional Logos

The full colour logo is the preferred version. Where possible this version of the logo should be used in preference over all other versions.

Please respect the integrity of the logo and do not remove elements, rescale or break apart components.

ARTWORK PROVIDED:

All logo and certification marks are available in single colour or reverse; or full colour (CMYK or RGB.) Formats: Illustrator EPS, PDF, JPG and PNG.

NOTE:

Logos for each specific application are supplied by New Zealand Green Building Council once qualifications are approved in writing.



CLEARANCE SPACE



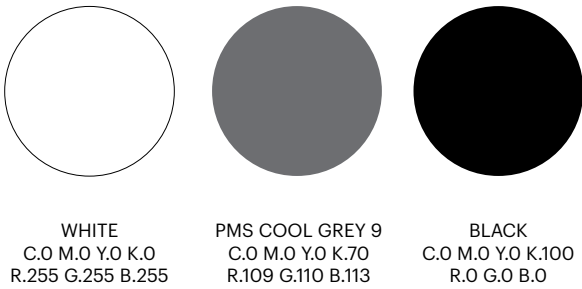
MINIMUM SIZE IN PRINT



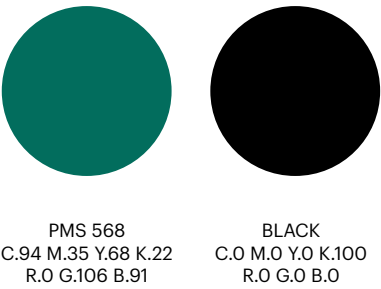
MINIMUM SIZE ONLINE



B/W COLOUR PALETTE



CORE COLOUR PALETTE



Homestar
Certification
Marks

On receiving written confirmation from the New Zealand Green Building Council that your project has attained a Homestar rating, or has been pre-assessed for Homestar Ready certification, your project will be issued the appropriate certification mark.

Receiving a Homestar certification mark means your home or project has been rated using a comprehensive, national, independent system.

Your particular certification mark can only be used in reference to the project for which it was obtained and the project must be clearly referenced within supporting copy e.g. in marketing collateral about the project, or on a web page about the project.

A generic version of the logo (without the rating number) is available from New Zealand Green Building Council for developments that have a variety of different Homestar Design or Built ratings within a single project.

Alternatively, the Homestar Design or Built rating may be used, with a number, provided the number used is the lowest of the ratings achieved within the development.

ARTWORK PROVIDED:

All logo and certification marks are available in single colour or reverse; or full colour (CMYK or RGB.) Formats: Illustrator EPS, PDF, JPG and PNG.

NOTE:

No other Homestar trademarks or logos may be used for promotion of your Homestar project.



DESIGN

Purpose: The Homestar certification mark proves a specific Homestar rating has been achieved and gives assurance that provided it is built to specifications supplied, the home will achieve at least the same Homestar Built rating. Design certification marks and accompanying wording may be used for two years from issue date.

In text:
'X home has achieved a [x] Homestar Design rating.'
'X home has a [x] Homestar Design rating.'
'X home is a [x] Homestar Design.'
'X home has been rated as a [x] Homestar Design.'



BUILT/CERTIFIED

Purpose: A completed home or development has been certified by the New Zealand Green Building Council as achieving a certain Homestar standard. The Built rating does not expire.

In text:
'X home has achieved a [x] Homestar Built rating.'
'X home is rated [x] Homestar.'
'X home has achieved [x] Homestar.'
'X is a [x] Homestar home.'



READY (VOLUME BUILDS)

Purpose: To allow plan owners, including designers, developers or builders to pre-approve a standard design and accompanying specification. Once the design has been Homestar assessed, and the plan owner can demonstrate a suitable quality assurance process that ensures future home/s will be built to the standard specifications supplied, a plan can be designated as Homestar Ready. The Homestar Ready approval and accompanying wording belongs to the owner of the design and may be used for two years from the issue date.

In text:
'X design Homestar Ready for A, B & C climate zones.'
'X design is a Homestar Ready design for A, B & C climate zones.'

Homestar
Certification
Mark Logos

The full colour logo is the preferred version.
Where possible this version of the logo should be used in preference over all other versions.

Please respect the integrity of the logo and do not remove elements, rescale or break apart components.

Projects not
yet Certified

Only built Homestar certified buildings can claim Homestar certification or use Homestar certification marks, unless pre assessed under Homestar Ready certification covered in the following page. If a project is still in the certification process, you cannot use the Homestar certification mark, however the following phrases can be used, providing the registration process is complete:

- ‘X building is targeting a Homestar rating’
- ‘X building is targeting a Homestar Design rating’
- ‘X building is targeting a Homestar Built rating’

Application: Plans, drawings, hoardings, brochures, websites, real estate advertising and other marketing material that relates to the specific rated home or development. The certification mark may also be applied as a sticker, decal or other materials on the home itself.

When written in text, Homestar is always written as one word with a capital H (never ‘Home Star’ or ‘homestar’).

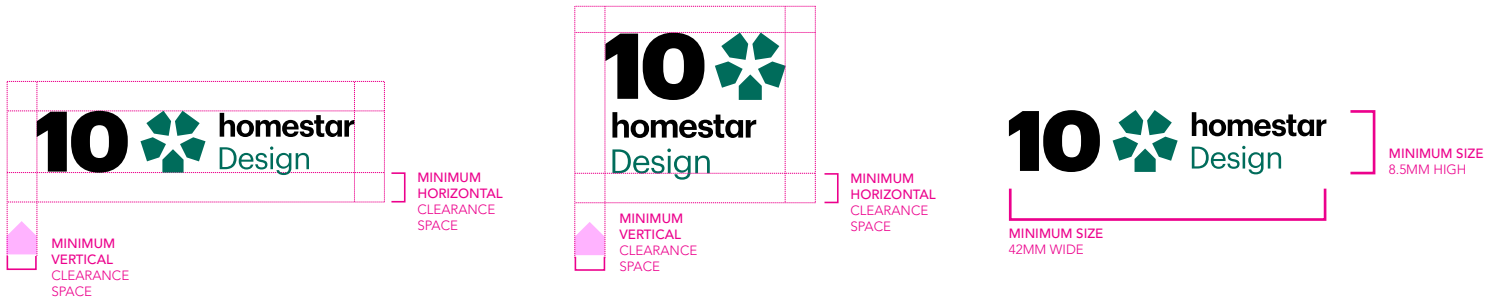
NOTE:

No other Homestar trademarks or logos may be used for promotion of your Homestar project.



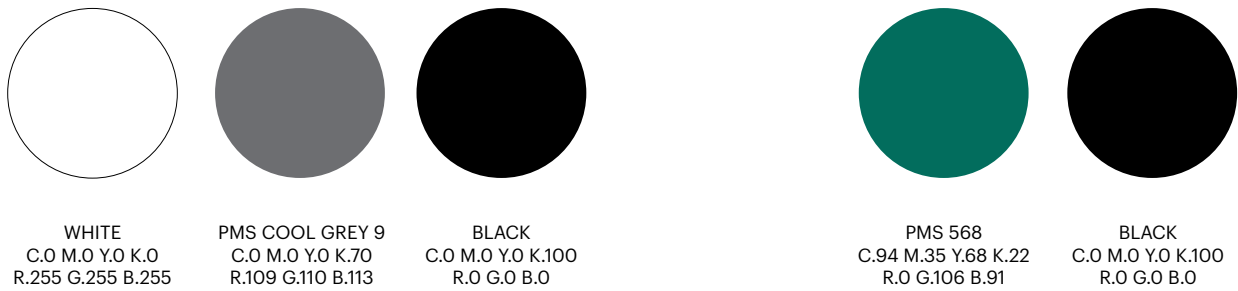
CLEARANCE SPACE

PREFERRED SCALE



B/W COLOUR PALETTE

CORE COLOUR PALETTE



Homestar Ready

Purpose: The Homestar Ready logo shows that a home design is registered with Homestar and having been assessed for multiple dwelling certification (this is called getting ‘pre-assessed’), is on track to achieve a Homestar rating with at least 40 points ‘pre confirmed’ (these points are awarded provisionally and is confirmed on site in each instance where this design is used on a development).

A Homestar Ready logo is an indication that the design, when built, may likely achieve a 6 Homestar or higher rating. This is intended primarily to guide the project team and to enable projects seriously committed to achieving a Homestar rating to market this fact. Use of the Homestar Ready logo may be accompanied by text with reference to the actual rating targeted.

The logo: The Homestar Ready logo does not have a number associated with it. The minimum horizontal width of the logo is 35mm.

Application: The Homestar Ready logo may be used on marketing material or house plans without a specific design or built rating. Plans, drawings, hoardings, brochures, websites, real estate advertising and other marketing material that relates to the specific rated home or development that has been pre-assessed to volume certification. The certification mark may also be applied as a sticker, decal or other materials on the home itself.

Homestar Ready Logos

The full colour logo is the preferred version. Where possible this version of the logo should be used in preference over all other versions.

Please respect the integrity of the logo and do not remove elements, rescale or break apart components.

ARTWORK PROVIDED:

All logo and certification marks are available in single colour or reverse; or full colour (CMYK or RGB.) Formats: Illustrator EPS, PDF, JPG and PNG.

NOTE:
Designs with less than 40 points pre confirmed must not use the Homestar Ready logo.



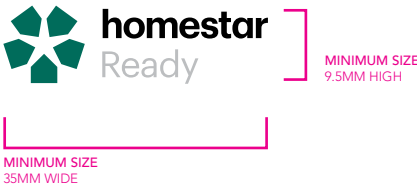
CLEARANCE SPACE



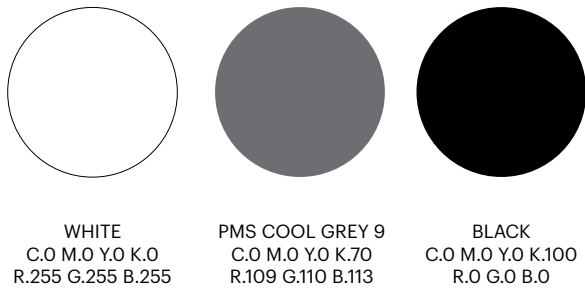
PREFERRED SCALE



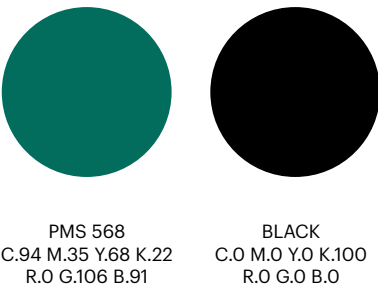
MINIMUM SCALE



B/W COLOUR PALETTE



CORE COLOUR PALETTE



Marketing Your Homestar Project

Raise your market profile by promoting your Homestar projects sustainability features and benefits. We would love to work with you to publicise your rating. Even once your project is registered, you can collaborate with New Zealand Green Building Council to maximise marketing.

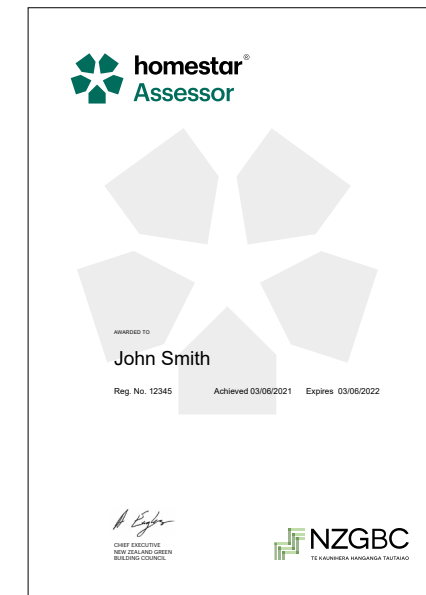
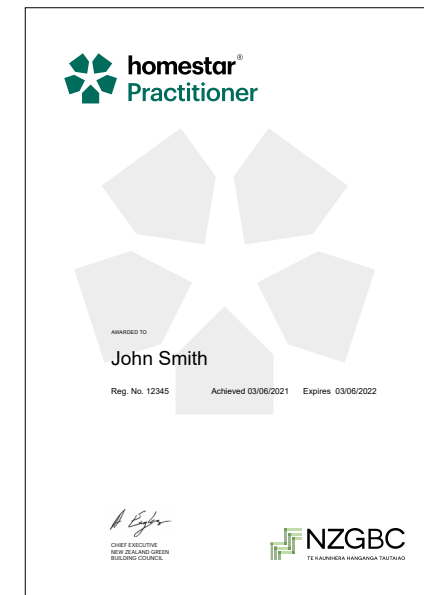
The New Zealand Green Building Council is always delighted to see the marketing of your buildings. In some cases we may be able to supply you with artwork to assist. Please get in touch with us or If you have questions about their use or any related communications, contact the marketing department at communications@nzgbc.org.nz or (09) 379-3996.

Developed by the New Zealand Green Building Council, Homestar is an independent national rating tool that certifies the health, efficiency and sustainability of New Zealand homes.

A 6 Homestar rating or higher provides assurance that a home will be warmer, healthier, more environmentally sustainable and cost less to run than a typical new house built to New Zealand Building Code. Homestar is rated on a scale of 6-10, at both the Design and Built phase.

Homestar provides a clear framework that is based on efficient space and water heating, moisture control and ventilation, lighting and daylighting, water use, waste management and materials used.

Homestar ratings are assessed by qualified professionals and certified by the New Zealand Green Building Council.



HomeFit

Purpose: For use by HomeFit assessors who have undertaken the HomeFit training and have a current accreditation with the New Zealand Green Building Council.

The HomeFit Assessor logo can only be used with a reference to the specific person to whom it is provided. Used alone, it breaches the HomeFit contractual agreement

In text: Always use the term ‘HomeFit Assessor’ in full.

Application: Business cards, email signatures and other business related collateral.

The logo: The HomeFit wordmark may be used alongside the assessor’s own business logo however please respect the space requirements around each. It may be used on documents that quote or confirm a HomeFit assessment. The minimum horizontal width of the logo is 25mm and the minimum stamp size logo is 15mm wide.

HomeFit Logos

The full colour logo is the preferred version. Where possible this version of the logo should be used in preference over all other versions.

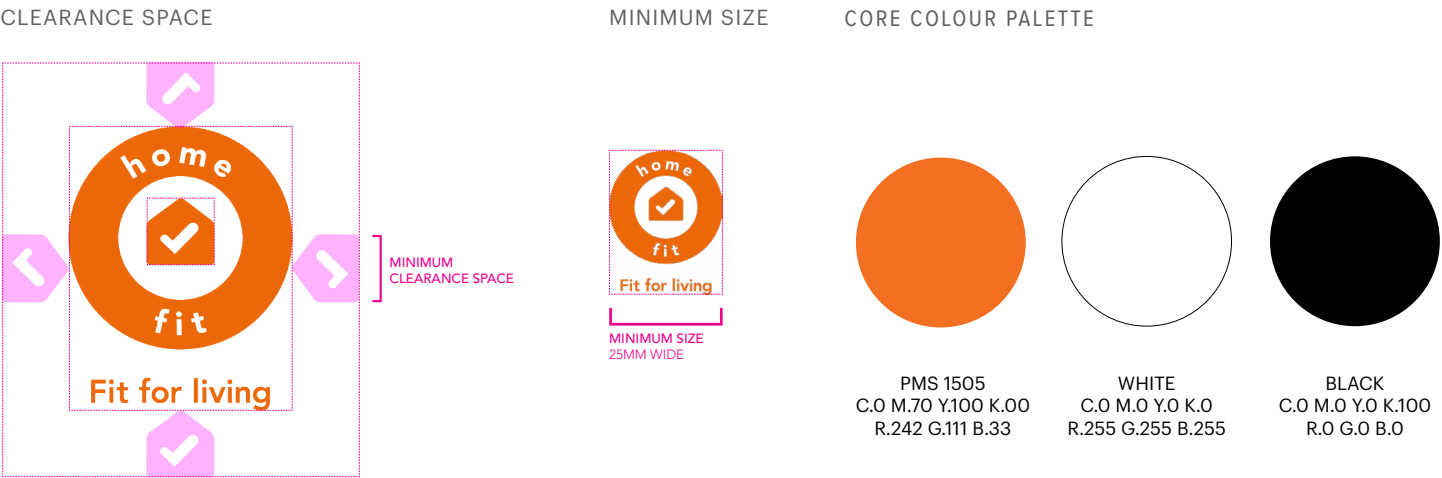
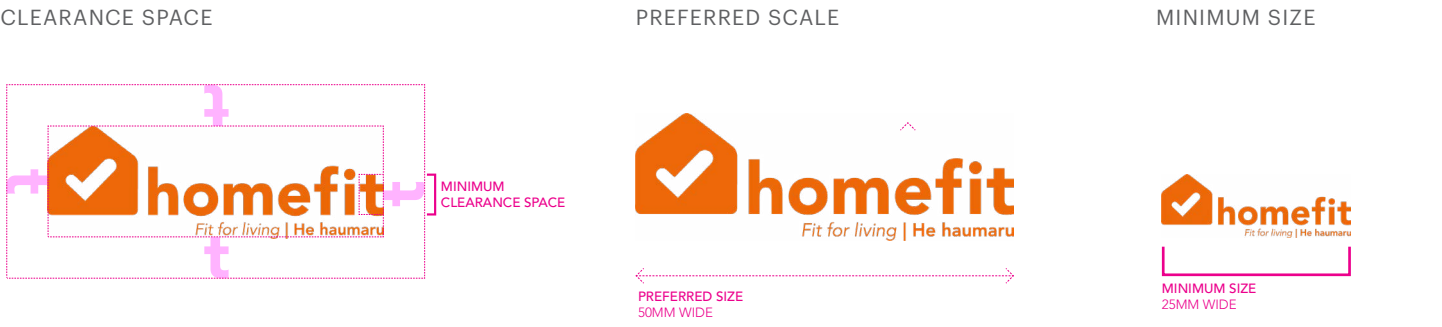
For clearance space use the height of the HomeFit ‘t’ on all horizontal logos and the house icon on all stamp logos.

Please respect the integrity of the logo and do not remove elements, rescale or break apart components.

ARTWORK PROVIDED:

All logo and certification marks are available in single colour or reverse; or full colour (CMYK or RGB.) Formats: Illustrator EPS, PDF, JPG and PNG.

NOTE:
Logos for each specific application are supplied by New Zealand Green Building Council once qualifications are approved in writing.



Te Kaunihera Hanganga Tautaiāo

New Zealand Green Building Council

These guidelines are designed to help you as our members celebrate your projects, products and leadership on green buildings across Aotearoa. Please feel free to chat to us if you have questions.

There are a wide range of ways to publicise your projects including:

- Media releases
- Advertising and brochures
- Presentations and case studies
- Website images and articles
- Erected hoardings/
other on-site signage
- Internal and client newsletters

New Zealand Green Building Council

announcement: On your rating confirmation, New Zealand Green Building Council can feature your project in their monthly e-newsletters. It can be a simple announcement, or if you provide more information, a feature article.

Certification presentation: A New Zealand Green Building Council representative can present your certificate at an event at your building.

Social media: New Zealand Green Building Council can promote your news on social media platforms such as Twitter, LinkedIn and facebook. The best messages are simple, provide links to larger articles and have great photos.

Case studies: New Zealand Green Building Council may work with projects to develop case studies. These can be showcased on websites or at the regular knowledge-sharing events. If you would like to present a case study on your project, please contact us.

Photos: Inspiring images help your project stand out. Consider compiling a selection for use in media that promote the sustainable aspects of the project. One exterior shot is essential. Interior images are useful for a extra detail. Images need to be at least 800KB, colour and in jpeg format. Renders are acceptable.

Copywriting guidelines: When writing about New Zealand Green Building Council and it's rating tools, please use the following text, or contact us for customised copy:

E INFO@NZGBC.ORG.NZ P +64 9 379 3996 W NZGBC.ORG.NZ