

# Green Star

With your help we can transform the way our commercial buildings are designed and built, dramatically reducing our carbon footprint and improving the health and wellbeing of all New Zealanders.

To help make this happen the New Zealand Green Building Council offers the internationally recognised Green Star certification. Green Star is transforming the way our built environment is designed, constructed and operated.

Once your building has received a Green Star certification, you can use guidelines to promote your certification, and be part of the shared vision to make all homes and buildings in Aotearoa green and sustainable, making healthier, happier New Zealanders.

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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.



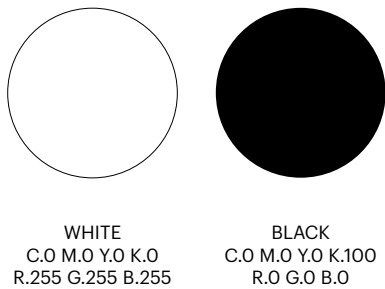
CLEARANCE SPACE



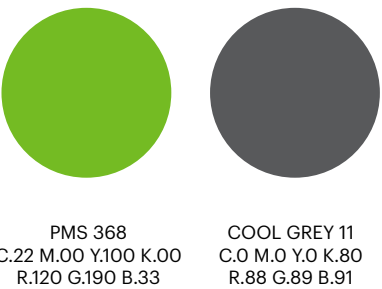
PREFERRED SCALE (ONLINE)



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 [x] star 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



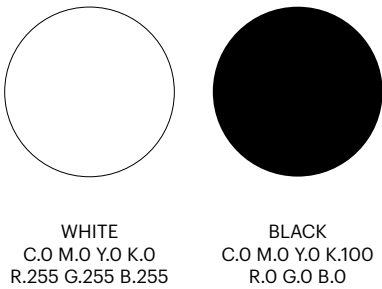
CLEARANCE SPACE



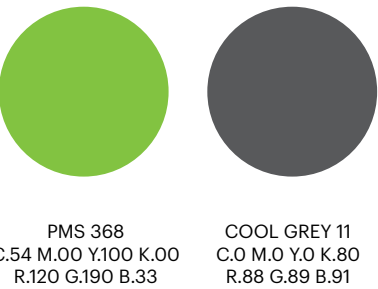
PREFERRED SCALE



B/W COLOUR PALETTE



CORE COLOUR PALETTE





**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.

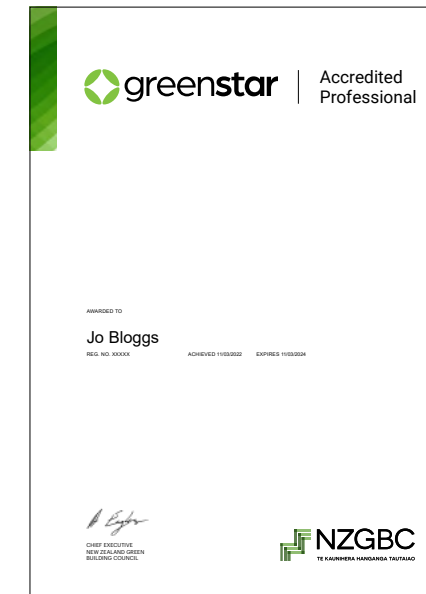
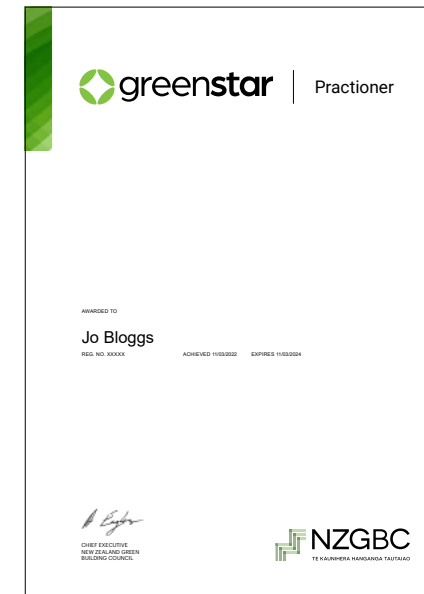
The New Zealand Green Building Council is always delighted to see the marketing of your buildings. In some cases we may be able to supply you with artwork to assist. Please get in touch with us or If you have questions about their use or any related communications, contact the marketing department at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





## Te Kaunihera Hanganga Tautaiiao

## 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.



For guidelines related to any of our other tools please contact us:  
E [INFO@NZGBC.ORG.NZ](mailto:INFO@NZGBC.ORG.NZ) P +64 9 379 3996 W [NZGBC.ORG.NZ](http://NZGBC.ORG.NZ)