



# GREEN STAR MARKETING KIT PROMOTING GREEN STAR CERTIFIED RATING

# INTRODUCTION

There are a number of opportunities available to projects to market their Green Star certification, and this document will outline these options.

By working with the Green Building Council of Australia to create a number of communication and marketing deliverables, you can achieve:

- Positive associations for your project and corporate image.
- Competitive advantage by differentiating your project in the marketplace.
- Greater awareness and education of the environmental initiatives amongst your staff, clients and other stakeholders.

Within this document, you will find a description of a number of marketing deliverables that the Green Building Council will provide, as well as information that you are required to provide that will enable the GBCA to maximise the exposure of this project.

If you wish to further discuss the marketing opportunities available, or require any information, please contact:

Emma Piper, National Marketing & Communications Manager,  
on 02 8252 8222 or [emma.piper@gbcaus.org](mailto:emma.piper@gbcaus.org)

## THE RULES

However, before you receive your Green Star certification, there are a number of rules to be aware of.

The Green Building Council of Australia is the owner of Green Star which is a registered trade mark. Green Star is widely recognised across Australia as an indication of buildings that have been certified by the GBCA to satisfy certain criteria. By using the Registered Trade Mark without having obtained that certification, consumers are in the GBCA's view likely to be misled or deceived by falsely believing that the project has achieved such certification.

The Green Building Council recognises the need to communicate that projects are aiming to achieve a Green Star certification and have created new rules regarding this.

## RULE ONE

If a project IS registered with the Green Building Council of Australia it can state (prior to receiving official certification):

"Registered for a Green Star – [Office Design, Office As Built, Office Interiors, Healthcare, Education, Shopping Centre Design etc] rating."

## RULE TWO

If a project is NOT registered with the Green Building Council of Australia it cannot make any statements referring to Green Star and all claims will be viewed as trade mark infringements. If the Green Building Council is alerted to any infringements against the copyright of Green Star it will issue a formal legal letter instructing the organisation to take immediate action to rectify the situation.

Please note that we do not allow you to make statements pertaining to the level of Green Star (eg 4, 5 or 6 Star) as this may not be achieved at final certification. Please also note that these statements exclude confidential documents such as tenders but only pertain to marketing and communication materials including:

- advertising billboards or similar;
- press releases, newsletters (external and internal) and articles in publications;
- print, radio and TV advertising;
- websites, direct email campaigns and on-line advertising;
- flyers, pamphlets, posters or similar;
- invitations to seminars, launch parties or similar;
- interviews and presentation materials.

Further rules on what you can state regarding your new Green Star certification can be found in the Style Guide at the end of this kit.

# GREEN BUILDING COUNCIL MARKETING DELIVERABLES

## Green Star Certificate & Logo

A framed certificate acknowledging your Green Star achievement will be presented to the project owner. If desired, this can form part of the project opening/launch and is appropriate for display in your corporate or building reception area. The GBCA is also able to assist in the preparation of a fixed plaque if required (please see following section).

The Green Building Council of Australia will also provide a logo featuring the rating achieved and the rating tool for use in promotional brochures, advertising and billboards. The logo can also be used by all the project team in presentations on the Green Star certified building.

## Media campaign / Press coverage

Your project may warrant media attention. The GBCA (at its own discretion) will produce a media release in relation to the Green Star certified rating of your project. You have the opportunity to obtain media and marketing leverage, however, the GBCA would appreciate working with you to reach the wider Australian audience.

Both parties will liaise to ensure complementary and co-ordinated media coverage and communications. The Green Building Council of Australia has the right to mention the project in all resulting media it achieves.

## Official Presentation

The GBCA will make available a GBCA Director (or representative) for the official launch/opening of your project, enhancing the opportunities for press coverage and exposure amongst your key stakeholders. This is subject to availability and appropriate notice given. All travel costs and accommodation associated with the presentation will need to be covered. If required, the GBCA can provide names of recommended personalities who may be suitable for being involved in such an event. The GBCA will assist in reviewing the invitation list for the official presentation.

## Announcement on the GBCA Website and E-newsletter

The Green Building Council of Australia will announce all new certified projects on the website and e-newsletter. A short announcement will link to a full article and/or case study of the project. The e-newsletter is issued to over 6,000 property professionals and the website hits are approximately

## Case Study

The Case Study will be publicly accessible as soft copy via the GBCA website and GBCA Newsletter as an announcement following the project's certification.

Hard copies of the case study may be made available at the discretion of the GBCA at:

- GBCA events.
- GBCA Exhibition booths.
- At select GBCA Speaking Engagements (subject to permission from the organiser).
- Within GBCA publications (magazines, brochures etc)
- At the GBCA's reception area.

## Professional Development

Reference to the Case Study may also be made available at the Green Star Accredited Professional courses. As well contributing to the Green Star education process, this would provide exceptional exposure and depth of understanding of your project amongst a key group of professionals.

Information such as the GBCA Fact Sheets may be developed by the GBCA to promote the projects achievement of a specific Green Star credit. These can either be anonymous, or with your approval, and directly reference and promote your project initiatives and achievements.

## GBCA Speaking Engagements & Events

Where appropriate (at the discretion of the GBCA) your project can also be provided exposure during various GBCA speaking engagements and events. The Case Study and credit initiatives information will assist greatly in greater awareness and industry professional development. Your project may be selected to feature within the Breakfast with the Stars case study series, at the discretion of the Green Building Council of Australia.

## Branding Opportunities

Your corporate logo may also be used, in association with the project, by the GBCA within such media as:

- GBCA speaking engagement presentations and events
- Case Studies
- Fact Sheets
- Trade show exhibitions etc.

## Green Building Tours

As part of the Green Building Council of Australia's new educational program, green building tours will be offered to industry professionals who would like to obtain more information regarding Green Star certified projects. Your project (once completed) can be offered as a green building tour destination for local and international delegates.

## International Opportunities

As the Green Building Council of Australia is a member of the World Green Building Council, there is further opportunity to raise the profile of your project internationally. The GBCA will work with you to create an article for the World Green Building Council website (this is especially relevant for projects that achieve a 6 Star Green Star "World Leadership" certification.)

## 12 month "Post Award Survey"

To continue to create further promotional opportunities, the GBCA will issue a 12 month "Post Award Survey" which will include tenant surveys, request for energy operational data, updated photos etc. This information will build on the existing case study

# YOUR MARKETING DELIVERABLES

The following activities will be your responsibility:

## Official Presentation

You will organise all details in relation to the official announcement of the Green Star Certified Rating. It is your responsibility to keep the GBCA informed of all relevant details to ensure appropriate co-ordination of activities.

## Case Study

Preparation of a Green Star Case Study is a fantastic opportunity for ongoing promotion of your project. You are responsible for preparing the Project Case Study. The GBCA Case Study template is to be used to prepare the Case Study.

The GBCA will use project information related to the achievement of Green Star credits as professional development material providing detailed descriptions of achievement to the industry. This information can be branded to again promote the project or can be anonymous. The GBCA suggests you establish a link on your web site to direct users to this information which will be available on the GBCA website. Your organisation may print hardcopy versions of the Case Study and Fact Sheets for promotion, e.g. in your reception area.

## Photo/Image Library

You will organise a disc containing a number of photos and images for use by the GBCA. You will need to sign and return the enclosed Permission of Use for the photos and/or images. The images you provide will be used for a range of promotional opportunities for your project, including:

- Powerpoint presentations
- Promotional brochures
- Green Building Council of Australia website & e-newsletter
- Green Star Case Studies
- Green Building Council of Australia Yearbook
- Media requests
- External Publications (e.g. articles, editorials)

Images should ideally be 300 dpi.

## Additional Marketing Opportunities

The following optional marketing activities could be undertaken by you and/or GBCA. Please contact the GBCA if you wish to pursue activities which require input by the GBCA. These opportunities are not a GBCA cost.

### Green Star plaque

If you wish to produce a fixed plaque promoting your certification, the GBCA will provide design and material guidelines.

### Speaking engagements

Opportunities to present your case study may be available as part of GBCA events. Furthermore, through its involvement in various conferences / seminars / launches, the GBCA can assist with the identification of presentation opportunities for your project sponsor / team.

### Project Banner/Billboard

Produce a banner for the project site promoting your successful Green Star certified rating to staff, stakeholders and passing traffic.

# STYLE GUIDE

As Green Star is a registered trademark, the Green Building Council of Australia has introduced a selection of guidelines for how to promote your project's Green Star certified rating.

These guidelines have been provided to assist in your promotion of the project in press release and written promotional material.

Now you have achieved Green Star certification, you may state the number of stars achieved. When stating the rating, it must be written as follows:

- e.g. 4 Star Green Star – Office Design v2  
 5 Star Green Star – Office As Built v2  
 6 Star Green Star – Office Interiors v1.1

All words must start with capital letters, the rating achieved must be written as a number, and the tool and version must be stated.

You have also been provided with:

- A colour version of the Certified Rating logo in EPS, JPG and AI format; and
- A MONO version of the Certified Rating logo in EPS, JPG and AI format

The Green Star Certified Rating can be used in accordance with the Green Star Certification Agreement and this Style Guide in:

- promotional material for the building that has received a Green Star Certified Rating; and/or
- general organisational reporting where specific reference is made to that building.

The Green Star Certified Rating may be used in the ways listed below, again provided it is in conjunction with specific reference to the certified building:

Stationery	Media release
Publications	Newsletters, bulletins, brochures, information sheets and other marketing material
Advertising	Print, television, billboards and sales displays
Internet	Websites
Display Materials	Exhibition stands, lecturns, posters, flags
Events	Conferences, launches, community awareness days, and education and training seminars

The Certified Rating cannot be used:

- in any way without specific reference to the certified building;
- to promote a building design or project other than the certified building;
- in a way that is misleading, likely to adversely affect the interests of the GBCA or the Green Star rating system, or that brings the GBCA or Green Star into disrepute; and/or
- on any product marketing (ie it must only be used in conjunction with the certified building and not an organisation's products or services);
- to promote the organisation generally, without specific reference to the certified Building.

## Certified Rating Specifications

Item	Guideline
General	Use the digital version of the Green Star Certified Rating that has been supplied to your organisation; never trace, re-draw or modify it in any way. The Green Star Certified Rating should not be skewed or distorted in any way and must be used in its entirety; it must not be broken down and/or used in its component parts.
Word Mark	The Green Star Certified Rating includes the Green Star Trade Mark, which consists of a symbol and a word mark. The word mark must always appear in conjunction with the symbol. The word mark font is Helvetica Neu and no substitute (similar or approximated) is allowed.
Colours	The Green Star Certified Rating is best represented in its true flat colours, as supplied in the accompanying artwork. As a guide, the approximate colour references are as follows (NB results may vary slightly between different computers):

Rating Tool	Colour	PMS Number	CMYK	RGB
All	Oceanic Blue	3025	Cyan 100% Magenta 17% Yellow 0% Black 51%	Red 1% Green 65% Blue 91%
Green Star - Office Design	Harbour Blue	639	Cyan 91% Magenta 9% Yellow 10% Black 1%	Red 25% Green 151% Blue 181%
Green Star - Office as Built	Apple Green	368	Cyan 57% Magenta 3% Yellow 93% Black 1%	Red 110% Green 182% Blue 43%
Green Star - Office Interiors	Rockmelon	152	Cyan 3% Magenta 51% Yellow 92% Black 1%	Red 245% Green 124% Blue 17%
Green Star - Office Asset	Red Dust	173	Cyan 4% Magenta 70% Yellow 92% Black 1%	Red 245% Green 75% Blue 15%

Reproduction must be in key line format produced in solid colour (not outline).

# STYLE GUIDE

Item	Guideline
Black & White	The Green Star Certified Rating is best represented in its true flat colours. When this is not possible – for example, in a newspaper reproduction – the MONO version of the Green Star Certified Rating must be used.
Size	The size of the Green Star Certified Rating may vary, however: <ul style="list-style-type: none"> <li>• The Green Star Certified Rating must always be smaller than the organisation’s name/logo; and</li> <li>• The minimum width of the Green Star Certified Rating should be 30mm Horizontal. When scaling down, the relationship of the embedded Green Star Trade Mark to the surrounding typography should remain consistent.</li> </ul>
Clearance	The Green Star Certified Rating must not be impinged on by text, pictorial or other photographic elements. Clearance around the Green Star Certified Rating must at least be twice the height of the Green Star Certified Rating.
Trade Mark Usage Within Text	The Green Star Certified Rating must never be inserted in text. When elements of the Green Star Certified Rating (eg the words ‘Green Star’) are incorporated within text they must look the same as that text.
Coloured and Photographic Backgrounds	The Green Star Certified Rating should appear on a white background wherever possible. That said, if necessary the colour version of the Green Star Certified Rating can appear against any colour background, plus halftone or full colour images, as long as it is boxed in white.

The GBCA requests that the Certified Party obtains approval from the GBCA for the use of the Green Star Certified Rating prior to publication to ensure the trade mark is always represented appropriately.

Text, graphics, layout and other elements of content in the Green Star Certified Rating are owned by the GBCA and are variously protected by copyright, trade mark and other laws. Unauthorised use of the Green Star Certified Rating may violate copyright and other laws, and is accordingly prohibited.

If the Green Building Council is alerted to any infringements against the copyright of Green Star it will issue a formal legal letter instructing the organisation to take immediate action to rectify the situation. This may include:

- Removal of advertising billboard or similar.
- Retraction and apology for misleading advertising.
- Removal of misleading website claims.
- Retraction of flyers, seminar invitations and apology.

For further details on how to make the most out of the opportunities available to market your Green Star certification, please contact Emma Piper, National Marketing & Communication Manager, on 02 8252 8222 or [emma.piper@gbcaus.org](mailto:emma.piper@gbcaus.org)