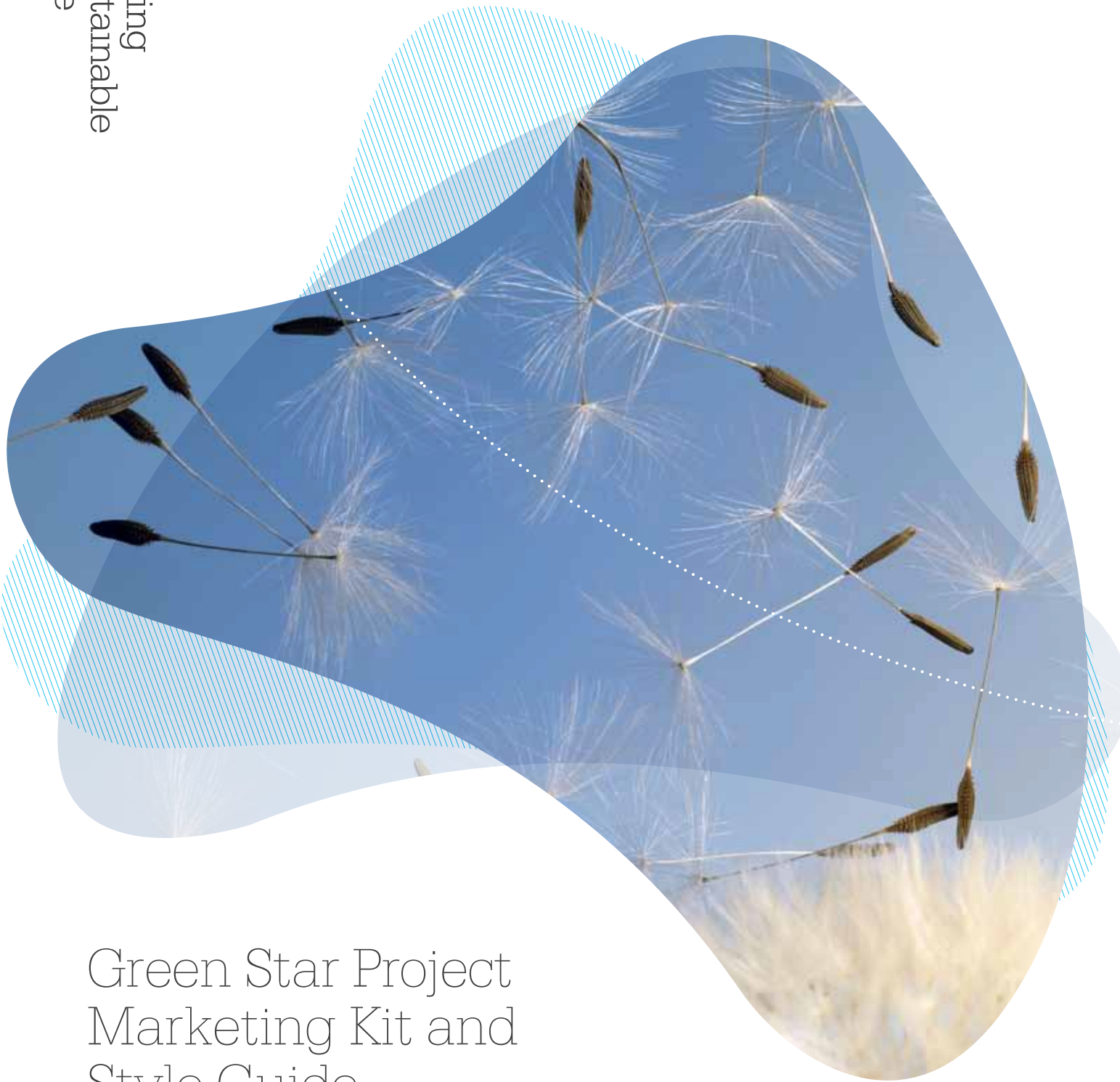


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Building  
a sustainable  
future



# Green Star Project Marketing Kit and Style Guide

# Congratulations on successfully achieving your Green Star rating! Now it is time to let the market know of your accomplishment.

The Green Star Marketing Kit will provide you with information on how you can successfully market your Green Star certification. By working with Green Building Council of Australia (GBCA), you can achieve:

- Positive brand recognition for your project and company
- Competitive advantage by differentiating your project in the marketplace
- Greater awareness of the environmental initiatives among your staff, clients and other stakeholders.

In this kit, you will find an outline of the types of marketing activities that we can deliver, as well as the steps you will need to take to maximise your marketing and promotional opportunities. Some of these opportunities include:

- Brand your project with the Green Star trade mark
- Issue a joint press release
- Feature your project as a case study on the GBCA website
- Announce your project certification in the GBCA's monthly e-newsletter, Green Building Voice
- Publicise the official presentation of your project certificate
- Conduct a green building site tour
- Make yourself available for GBCA speaking engagements and events.

To discuss your options further, please contact:

Green Building Council of Australia  
Marketing

Phone (02) 8239 6200

Email [marketing@gbca.org.au](mailto:marketing@gbca.org.au)

Web [gbca.org.au](http://gbca.org.au)

**Note:** The references in this document to the 'Green Star Certification Mark' are not a reference to a registered certification trade mark. The mark is a revised mark in line with

GBCA's recently revised Green Star logo mark. The GBCA proposes to seek registration of the revised mark as a certification trade mark.

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## How can the Green Building Council of Australia help you to market your Green Star project?

### Green Star certificate and plaque

A framed certificate, as well as a building plaque acknowledging your Green Star certification, will be presented to the project owner at a GBCA event or at your own building opening, and can be displayed in your building reception area. Additional framed copies of your certification, as well as Green Star plaques, are available for purchase through the GBCA.

### Use of Green Star Certification Mark

On certification, the applicant is entitled to use the Green Star Certification Mark. The mark can be used in promotional brochures, advertising and hoardings, as well as in presentations featuring the Green Star-certified building. Only the applicant has the authority to use this mark to promote its Green Star certified building. **Use of the mark must be in strict compliance with the Style Guide which appears at the end of this document.** Organisations that have worked on the project can request a licence to use the mark through the GBCA for an additional fee.

### Media campaign

Your project may generate media coverage, and the GBCA can work with your public relations team to reach a wide Australian audience. At your request, the GBCA will provide an endorsement of your project and its environmental achievements from our Chief Executive for a media release issued by your company. The GBCA also reserves the right to mention the project in any future media releases, reports, presentations, brochures or other promotional material, but will always use content previously approved by your company.

Please contact Karen Jamal with specific media queries: karen.jamal@gbca.org.au - 0412 179 135

### Official presentation

To enhance the opportunities for press coverage and exposure among your key stakeholders, a GBCA director or other senior representative will attend the official opening of your project. This is subject to availability, and your company will be required to cover all travel costs and accommodation associated with the GBCA representative's presence.

### Announcement on the GBCA website and e-newsletter

The GBCA announces all new certified projects on its website ([gbca.org.au](http://gbca.org.au)) and in its monthly e-newsletter, **Green Building Voice**. **Green Building Voice** has a readership of 16,000, while the website attracts 40,000 visitors each month.

### Branding opportunities

Your corporate logo may also be used, in association with the project, by the GBCA in presentations, case studies, fact sheets and trade show exhibitions. This provides ongoing promotion of your organisation's green achievements.

### Promoting case studies

The GBCA can promote your project's case study through the GBCA website and **Green Building Voice**. Hard copies of the case study may be available at the GBCA's discretion at events and exhibitions, within GBCA publications, such as the **Green Building Evolution**, and at the GBCA's reception area. In some instances, parts of these case studies may be reproduced in external publications.

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## How can the Green Building Council of Australia help you to market your Green Star project?

### Fact sheets

The GBCA may also develop a fact sheet about your project to promote a specific Green Star credit. This will be available for your approval, and will directly publicise your project's initiatives and achievements.

### Professional development

The GBCA may refer to your case study, fact sheet or your project generally at Green Star Foundation courses. Examples of best practice will receive additional industry exposure, raise your company's profile with sustainable building practitioners, and will also contribute to the Green Star education process.

### GBCA speaking engagements and events

The GBCA may invite a representative from your project team to participate in various events, such as our popular Meet the Stars series. By presenting your case study or credit initiatives, your project can gain additional recognition within the green building industry, as well as supporting industry professional development.

### Image library

Please supply the GBCA with a disc containing a number of photos and images for promotional purposes. Receipt of these images will presume permission of use by the GBCA. The images you provide will be used for a range of promotional opportunities for your project, including PowerPoint presentations, promotional brochures, **Green Building Evolution**, the GBCA website and e-newsletter, Green Star case studies, external publications and media requests. Images should be high resolution jpegs of approximately 300 dpi, or around 2 megabytes in size.

### Green building site tours

Green building site tours are regularly offered to industry professionals who would like to obtain more information about Green Star certified projects. Previous Green Star projects have received significant international attention by taking part in green building tours during conferences.

### International opportunities

The GBCA is a founding member of the World Green Building Council, which provides further opportunities to raise the profile of Green Star projects internationally. From time to time, the World Green Building Council produces publications which feature case studies around the world. If appropriate, the GBCA will work with you to create a case study of your building project.

In addition to the marketing initiatives that the Green Building Council of Australia can support, many Green Star projects invest in additional marketing activities to capitalise on their certification.

## Extend the marketing of your Green Star Project

### Website

Many Green Star certified projects promote their green credentials on their company websites. For example, the City of Melbourne includes detailed information about its 6 Star Green Star CH2 development, which reinforces the Council's commitment to environmental sustainability (see [www.melbourne.vic.gov.au](http://www.melbourne.vic.gov.au) > Environment > CH2 – Our Green Building).

Some projects have even developed dedicated websites to showcase their project and monitor the performance of their sustainability features. For inspiration, see Szencorp Building's website ([www.ourgreenoffice.com](http://www.ourgreenoffice.com)).

### Other marketing initiatives

Project teams have also had success promoting their Green Star certified ratings through the following channels:

- Advertising: media releases, print, television, billboards, radio
- Internet: dedicated section on your website, promotional videos and in your e-newsletters
- Display material: exhibition stands, lecterns, posters, flags and building hoardings
- Publications: newsletters, bulletins, brochures, information sheets, tenant guides and other marketing material
- Public speaking: conferences, events and courses
- Events: trade stands, launches, community awareness days and education and training seminars
- Stationery: Letterheads and business cards
- Internal communications: Staff newsletters, intranet sites

### Building Hoarding



# Green Star Certification Mark

The Green Star Certification Mark combines the Green Star Logo with a distinctive numerical device that designates a level of Green Star certification, the tool name and version and year of certification. Once a project has been certified, the Green Star Certification Mark appropriate to the level of certification (see 4, 5 or 6 Star Green Star) may be used in collateral and other marketing materials to promote the associated Green Star project.

### Use – Green Star certified projects

Use of the Green Star Certification Mark is authorized by the GBCA only after a project is Green Star certified.

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

The mark may be used on business and marketing materials associated with a particular Green Star certified project. Additional uses must be approved by the GBCA Marketing Department.

No other trade marks owned by the GBCA may be used for promotion of your Green Star project. If you have any questions, please contact the GBCA Marketing Department.



Contact:  
Phone (02) 8239 6200  
Email [marketing@gbca.org.au](mailto:marketing@gbca.org.au)  
Web [gbca.org.au](http://gbca.org.au)

# Style Guide

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**Note:** The references in this document to the 'Green Star Certification Mark' are not a reference to a registered certification trade mark. The mark is a revised mark in line with GBCA's recently revised Green Star logo mark. The GBCA proposes to seek registration of the revised mark as a certification trade mark.

# Green Star Certification Mark Approved use

The Green Star Certification Mark must be used in accordance with the Green Star Certification Agreement and this style guide in:

- Promotional material for the building that has been awarded a Green Star certified rating
- General organizational reporting where specific reference is made to that building.

Provided it is used in conjunction with specific reference to the certified building, the Green Star Certification Mark may be used in:

- Advertising: media releases, print, television, billboards, radio
- Internet: dedicated section on your website, promotional videos and in your e-newsletters
- Display material: exhibition stands, lecterns, posters, flags and building hoardings
- Publications: newsletters, bulletins, brochures, information sheets, tenant guides and other marketing material
- Public speaking: conferences, events and courses
- Events: trade stands, launches, community awareness days and education and training seminars
- Stationery: Letterheads and business cards
- Internal communications: Staff newsletters, intranet sites

The Green Star Certification Mark may **not** 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
- In a way that is likely to adversely affect the interests of the GBCA or to bring Green Star into disrepute
- On any product packaging or marketing material
- To promote the organization generally, without specific reference to the certified building

# Green Star colours for print and screen

## Print

The colour PMS and colour breakdowns are as follows. Due to the nature of printing in four colour process, CMYK matches are as close as possible to the PMS colours and may vary slightly depending on the printer and paper stock.

PMS 376	C = 50
	M = 0
	Y = 100
	K = 0

PMS	C = 48
Cool	M = 36
Grey 11	Y = 24
	K = 66



Green  
PMS 376

PMS  
Cool Grey 11

## Screen

The RGB on screen colour breakdown is as follows.

R = 158
G = 197
B = 77

R = 67
G = 70
B = 80



Green  
R = 158  
G = 197  
B = 77

Cool  
Grey  
R = 67  
G = 70  
B = 80

# Green Star specifications

## Minimum size

There is a minimum size for print and digital reproduction. To ensure the text in the logo is legible, the minimum size related to width is illustrated below.

## Logo Width

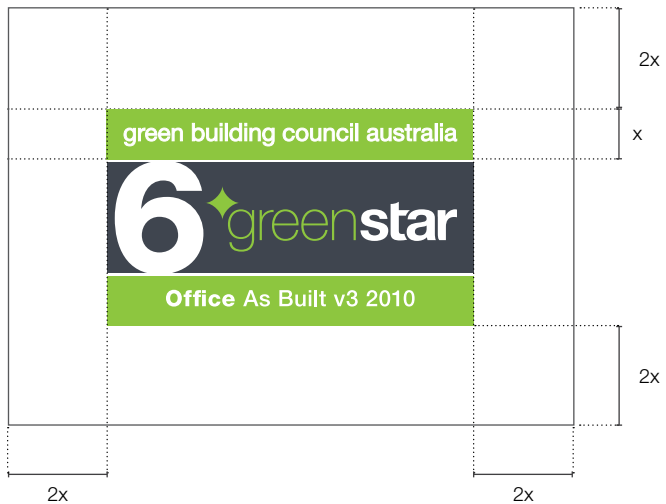
Printed minimum width: 30mm  
On screen minimum width: 120px



30mm = Minimum Width

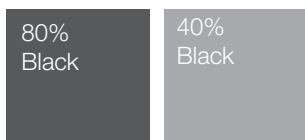
## Clear space

The logo is most effective when surrounded by as much uninterrupted space as possible. A minimum clear space around the logo is indicated by "x" which is double the height of the green panel with the type "green building council australia" in white.



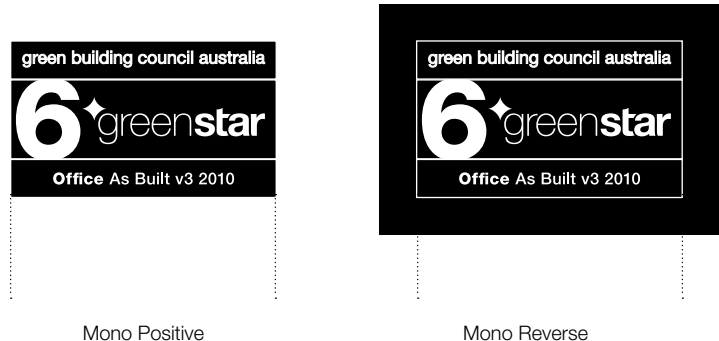
## Greyscale

The greyscale version of the logo is to be used only for black and white mediums.



## Mono

The mono logo should be used only for one colour reproduction. Black is preferred. A reverse option is also available.



# Green Star in text

Now that your project has received a Green Star certified rating, please ensure the achievement is promoted correctly.

Refer to the following written style guidelines when describing your Green Star rating in text:

4 Star Green Star - Office Design v2  
**Best Practice**

5 Star Green Star - Office As Built v2  
**Australian Excellence**

6 Star Green Star - Office Interiors v1.1  
**World Leadership**

All words must start with capital letters, the rating achieved must be written as a number and the rating tool and version must be stated. You can also add further descriptors that relate to the achieved rating.

ie. This project has been awarded a 5 Star Green Star – Office Design v2 certified rating from the Green Building Council of Australia which represents “Australian Excellence” in environmentally sustainable design.

## Describing Green Star

“The Green Star rating system is a comprehensive, national, voluntary environmental rating system that evaluates the environmental design and construction of buildings. Green Star rating tools are available for a range of building types, including offices, schools, hospitals, retail centres, industrial facilities and multi unit residential properties.”

Other Green Star descriptive copy may be found on the GBCA website:  
[www.gbca.org.au/green-star](http://www.gbca.org.au/green-star)

## Gaining GBCA approval

The Green Star Certification Mark must be used according to these guidelines. Any use outside the scope of this document must receive approval from the GBCA Marketing Department.

GBCA reserves the right to approve or disapprove the use of any GBCA trade mark on non-GBCA printed materials or websites.

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

ANY UNAUTHORISED USE OF A GBCA TRADE MARK MAY RESULT IN LEGAL ACTION

## For further information please contact:

Green Building Council of Australia  
Marketing

Phone (02) 8239 6200

Email [marketing@gbca.org.au](mailto:marketing@gbca.org.au)

Web [gbca.org.au](http://gbca.org.au)