

Let's build
a greener,
healthier
Aotearoa
— together.

With your help, we can transform the way commercial buildings are designed, constructed, and operated—dramatically reducing carbon emissions, strengthening resilience, and enhancing the health and wellbeing of all New Zealanders.

The New Zealand Green Building Council offers Green Star, an internationally recognised certification that sets the benchmark for sustainable, high-performing buildings.

These guidelines help you share and celebrate your Green Star achievement, while contributing to our shared vision of making every home and building in Aotearoa green, sustainable, and supportive of healthier, happier communities.

Professional Guidelines and Specifications	02
Green Star Trade Mark	03
Certification, Guidelines and Specifications	07
Certification Validity Periods	08
Application Examples	09
Project Promotion	10



Green Star Professionals

Purpose: For the exclusive use of certified Green Star Associates and Green Star Accredited Professionals who have undertaken the relevant training and have an up-to-date accreditation from the New Zealand Green Building Council. The Green Star Accredited Professional and Green Star Associate 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 Accredited Professional’ or ‘Green Star Associate’ 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 trade 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 the New Zealand Green Building Council once qualifications are approved in writing.



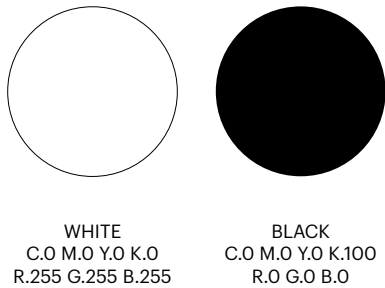
CLEARANCE SPACE



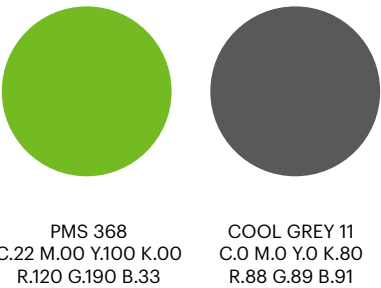
PREFERRED SCALE (ONLINE)



B/W COLOUR PALETTE



CORE COLOUR PALETTE



Green Star
Design & As
Built Trade
Marks

Use of the Green Star Design & As Built trade marks and logos is authorised by the New Zealand Green Building Council, only after your project has a confirmed rating. The New Zealand Green Building Council supplies the correct logos for each specific application once ratings are approved in writing.

Claims of
Green Star
Equivalency

Unless a project has been rated 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 rated 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 rated 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 trade marks or logos may be used for promotion of your Green Star project.



DESIGN & AS BUILT
DESIGN

Purpose: Your project will be awarded the use of this trade mark by the New Zealand Green Building Council for achieving a specific Green Star Design rating. This use gives assurance that your project is authorised to use the trademark if it achieves the same Green Star 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.'



DESIGN & AS BUILT
BUILT

Purpose: Your project will be awarded the use of this trade 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.



DESIGN & AS BUILT
INTERIORS

Purpose: Your project will be awarded the use of this trade 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 'Interiors' in copy communicating a Green Star Interiors rating.

Green Star
Buildings
Trade Marks

Use of the Green Star Buildings trade mark and logos is authorised by the New Zealand Green Building Council, only after your project has a confirmed rating. The New Zealand Green Building Council supplies the correct logos for each specific application once ratings are approved in writing.

Claims of
Green Star
Equivalency

Unless a project has been rated 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 rated cannot use the Green Star trade mark.

A project should not claim to be “Green Star equivalent” or “Project designed/certified to Green Star standard” where a project is not rated 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 trade marks or logos may be used for promotion of your Green Star project.



BUILDINGS
DESIGNED

Purpose: Your project will be awarded the use of this trade mark by the New Zealand Green Building Council for achieving a specific Green Star Designed rating. This use gives assurance that your project is authorised to use the trademark if it achieves the same Green Star rating. Designed ratings and accompanying wording may be used for two years dated from the date of the buildings practical completion.

In text:
‘X Building’s design has been assessed and is on track to receive a Green Star rating.’

‘X building has been rated as a [x] Star Green Star Design.’



BUILDINGS
CERTIFIED

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

In text:
‘X building has achieved a [x] Star Green Star Certified 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 ‘Certified’ in copy communicating a Green Star Built rating.

Green Star
Performance
Trade Mark

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

Claims of
Green Star
Equivalency

Unless a project has been rated 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 rated cannot use the Green Star trade mark.

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

Any use of the Green Star trade marks and logos in such circumstances is in breach of our rules and may amount to trade mark infringement and ‘greenwash’.

NOTE:

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



PERFORMANCE

Purpose: Your project will be awarded this logo when the building or portfolio’s performance has been certified by the NZGBC as achieving a certain Green Star Performance standard. The Green Star Performance rating has an expiry date – if the rating expires then use of this logo and mention of Green Star Performance should cease.

In text:

‘X building has achieved a [x] Star Green Star Performance rating, representing [star rating definition*].’

‘X building is rated [x] Star Green Star Performance, representing [star rating definition*].’

‘X building has achieved [x] Star Green Star Performance, representing [star rating definition*].’



***Green Star Performance rating definitions:**

0 star – Assessed

1 star – Minimum practice

2 star – Average practice

3 star – Good practice

4 star – Best practice

5 star – NZ excellence

6 star – World leadership

Green Star
Performance
Energy Credits

To support clear and consistent communication of the energy credit component within Green Star Performance ratings. This guidance helps users accurately express energy performance achievements using the terminology and benchmark levels defined in the Green Star Performance v1.2 submission guidelines. It also uses a similar structure to what is expressed in a NABERSNZ rating – the level of achievement based on a benchmark and the timeframe which it was achieved.

Greenhouse Gas Emissions points available

Whole building		Base building only	
Percentage better than 'minimum performer'	Points	Percentage better than 'minimum performer'	Points
0% - Nominal Minimum Baseline	0	0% - Nominal Minimum Baseline	0
4%	1	5%	1
8%	2	10%	2
12%	3	15%	3
16%	4	20%	4
20%	5	25%	5
24%	6	30% - Average Performer	6
28%	7	35%	7
32% - Average Performer	8	40%	8
36%	9	45%	9
40%	10	50%	10
44%	11	55%	11
48%	12	60%	12
52%	13	65%	13
56%	14	70%	14
60%	15	75%	15
65%	16	80%	16
70%	17	85%	17
75%	18	90%	18
80%	19	95%	19
85%	20	100% - Net Zero Emissions	20
90%	21		
95%	22		
100% - Net Zero Emissions	23		

Using the table from the Green Star Performance v1.2 submission guidelines, a percentage above minimum baseline or average performer can be used to express the achievement in **credit 15**. This method can only be used for **non-office buildings** rating with Green Star Performance. For **office buildings**, they must use **15A pathway NABERSNZ** rating to express energy efficiency.

As an example, for a building that achieved 10 points base building rating:

'X building has achieved a Green Star Performance rating, verifying that its [base building] energy performance is [50% above the minimum baseline] in 20XX.'

'X building is rated with Green Star Performance, verifying that its [base building] energy performance is [50% above the minimum baseline] in 20XX.'

'X building has achieved a Green Star Performance rating, verifying that its [base building] energy performance is [20% above the average performer] in 20XX.'

'X building is rated with Green Star Performance, verifying that its [base building] energy performance is [20% above the average performer] in 20XX.'

Optional note: For base building ratings, **30% above minimum baseline** is considered the **average performing building** in the benchmark.

If a graphic is the preferred method of expressing the percentage, it should contain the key details below to bring it in line with how NABERSNZ ratings are used:

1. Base building or whole building
2. % improvement over minimum baseline
3. Year of achievement

For media releases, it is suggested the below copy can be appended to the bottom of the release as contextual information for the writer.

Green Star Performance is a tool that verifies the sustainability of different aspects of a building's operations through a rating process. Energy and water efficiency are major components of this, and points are awarded based on how a building performs against a benchmark of similar buildings. The management practices of a building, air quality and features of a building, is also able to be rated using Green Star Performance.

Green star
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 rated buildings can claim a Green Star rating or use Green Star trade marks and logos.

If a project has not completed the rating process and been awarded a rating or certification, you cannot use the trade 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 trade 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 trade 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 trade marks or logos may be used for promotion of your Green Star project.

CERTIFIED



CLEARANCE SPACE



MINIMUM
HORIZONTAL
& VERTICAL
CLEARANCE
SPACE

PREFERRED SCALE



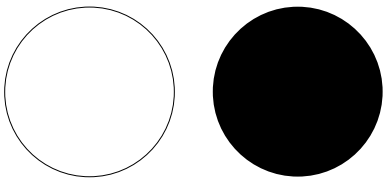
PREFERRED SIZE
115MM WIDE

MINIMUM SIZE
60MM WIDE



MINIMUM SIZE
856PX WIDE

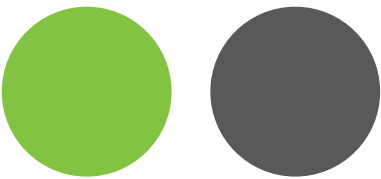
B/W COLOUR PALETTE



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 rated 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 rated. Validity periods for ratings appear below:

Green Star Certified - 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 rating or certification 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 the New Zealand Green Building Council to maximise marketing.

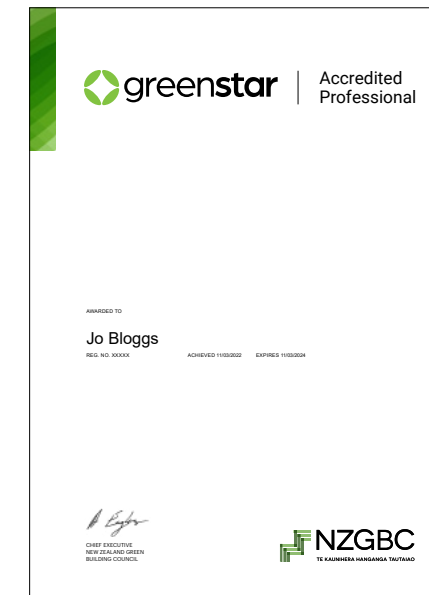
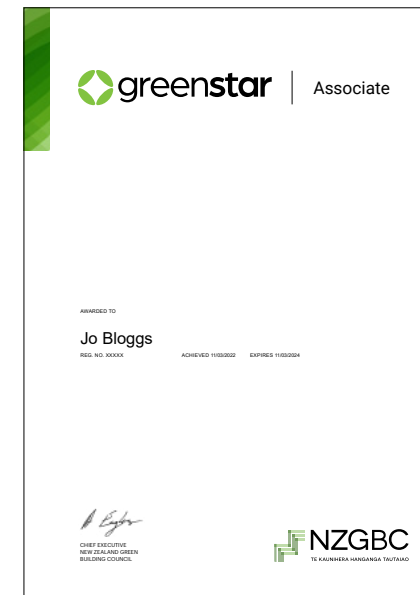
The New Zealand Green Building Council is always delighted to see the marketing of your buildings. In some cases we may be able to supply you with artwork to assist. Please get in touch with us or If you have questions about their use or any related communications, contact the marketing department at 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 non-residential 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 Star Green Star (best practice) to 6 Star Green Star (world leadership).



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, The 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: The 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: The 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.

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