

Green Star Marketing Rules

Brand rules, messaging and inspiration for Green Star marketing



Congratulations, and welcome to the Green Star community.

By committing to Green Star, you are demonstrating a meaningful commitment to sustainability – not just for today, but for the future of our buildings, communities and planet. This is more than a rating. It's a clear signal that your organisation is ready to lead.

Green Star is rigorous for a reason. It sets a high bar because the outcomes matter: healthier, more resilient, and future-ready places. By choosing this pathway, you are showing that sustainability is not simply a statement – it is embedded in how you plan, design and deliver.

Your Green Star achievement is a signal worth sending – to your investors, your tenants, your buyers, your team, and the community around you. These marketing rules are here to help you send it clearly, accurately, and with the confidence it deserves.

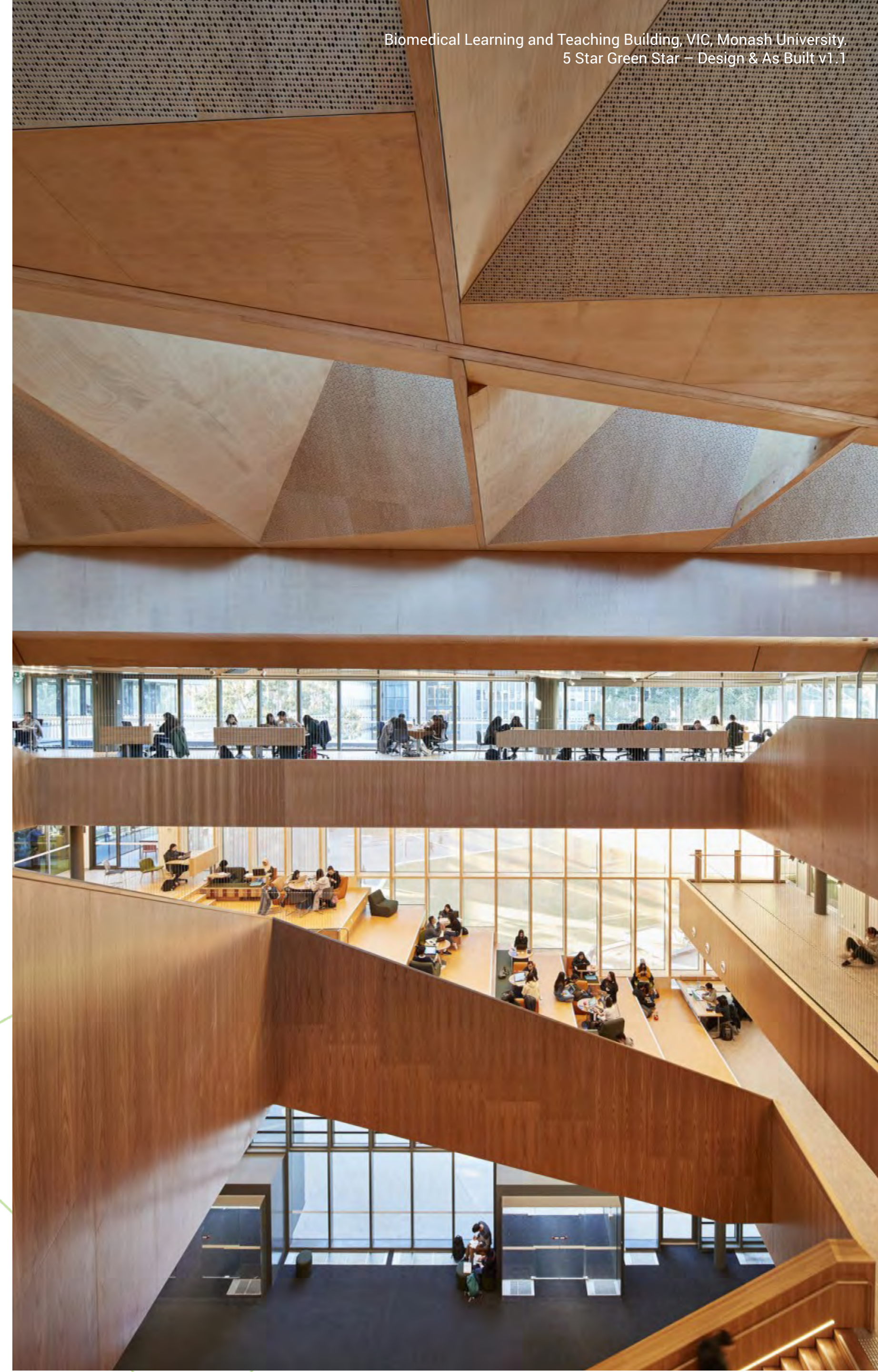
We are proud to support you in telling that story.

Davina Rooney



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How to use these guidelines

Sustainability is now a baseline expectation – and Green Star gives you independently verified proof that you’re delivering on it. These marketing rules are here to help you share that achievement clearly, confidently, and in a way that resonates with every audience that matters to your business. This kit is organised into four sections.



1. What is Green Star?

A plain-language introduction to Green Star – what it is, what the ratings mean and why it matters. Use this section to learn more about Green Star and as a source of messaging for your communications.



2. Green Star communications principles

The essential principles for communicating about Green Star – what you can say, what to avoid and how to stay compliant with ACCC guidance.



3. Know your rating tool

Find the section for your specific Green Star rating tool. Get the right language for your current stage – registered, design assessed or certified.



4. Tell your story

Inspiration and ideas to help you bring your Green Star story to life – across every channel, at every stage.

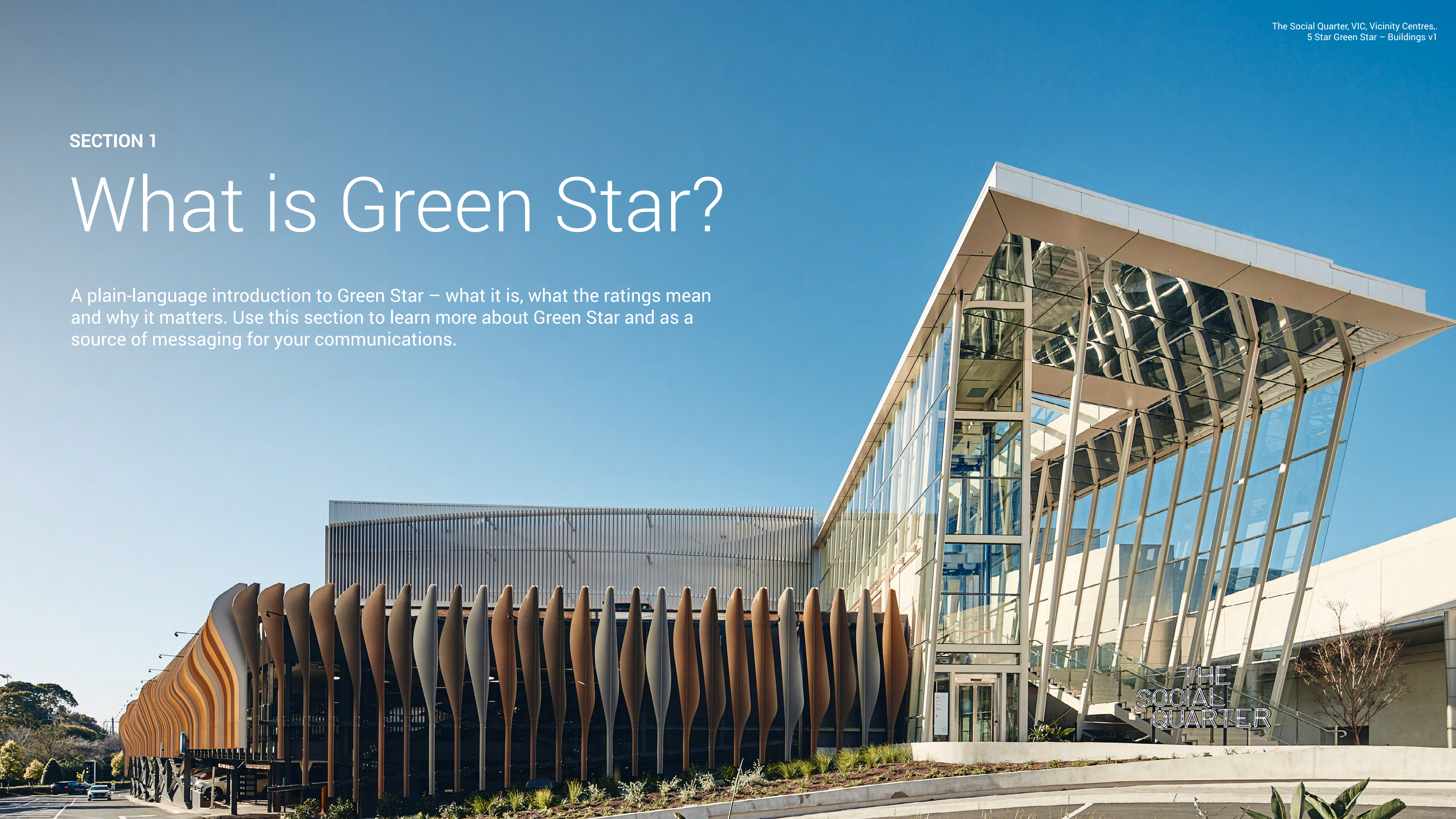


Cleveland Street, Strawberry Hills, NSW, Australian Postal Corporation.
5 Star Green Star – Office As Built v3

SECTION 1

What is Green Star?

A plain-language introduction to Green Star – what it is, what the ratings mean and why it matters. Use this section to learn more about Green Star and as a source of messaging for your communications.



What is Green Star?

Green Star has been setting the standard for sustainable buildings and places in Australia since 2003. Created by the Green Building Council of Australia, it's the country's most trusted holistic sustainability rating system – certifying thousands of buildings, apartments, fitouts, homes, and communities across every state and territory.

A Green Star rating signifies a commitment to designing and building places that are healthier for the people inside them, more resilient to the challenges ahead, and kinder to the planet they sit on. Every project that earns a Green Star rating has been independently assessed and verified – not just designed with good intentions.



Aurecon Tenancy fitout, VIC, Aurecon Australasia.
6 Star Green Star – Office Interiors v1.1

Why Green Star matters

Sustainability claims are everywhere. 82% of Australians are sceptical of them¹, and 78% want clear evidence of real action² – not just good intentions. When it comes to the built environment, Green Star certification is that evidence. Independently assessed and recognised by Australia’s leading investors, developers, and occupiers, Green Star is the benchmark for credible sustainability outcomes.



Independent and credible

- Green Star certification is independently verified – not self-reported, not estimated
- Certification process is ISO 9001 accredited
- Independent third-party sustainability experts assess detailed evidence and technical documentation to confirm projects perform as intended – not just as designed



Delivers for people

- Green Star certified buildings are designed for cleaner air, natural light, thermal comfort, and low-toxicity materials – outcomes that matter to the people who live and work in them
- 75% of employees expect workplaces to actively support their health and wellbeing³. Green Star gives you independently verified proof your project is designed for better health outcomes.
- Green Star encourages all-electric design across its rating tools, helping to reduce indoor air pollutants and lower asthma risk by up to 42%⁴.



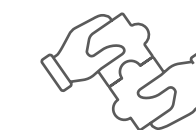
Goes above the minimum

- Green Star raises the bar. Certified projects go beyond the National Construction Code to deliver better sustainability outcomes
- Only projects that meet a rigorous, independently verified standard achieve certification
- Australia’s largest voluntary sustainability rating system – organisations that pursue it are choosing to lead, not comply



The recognised industry standard

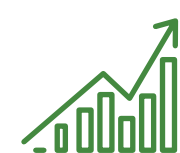
- Green Star is trusted by governments, financial institutions, and Australia’s leading property organisations
- It is the recognised ESG benchmark for the Australian property sector – present in billions of dollars worth of sustainable finance agreements and green loans
- Green Star is embedded in NSW, Queensland, and federal sustainability frameworks – and is increasingly being mandated across government procurement and planning requirements



It’s holistic

- Green Star doesn’t focus on one sustainability metric. It covers the full picture – including health, resilience, energy, water, materials, biodiversity, community outcomes and more
- Green Star measures not just how a building is designed, but how it has been built and whether it performs as intended

It delivers
measurable value



16.4%

higher market value per sqm⁵

Certified assets don't just perform better, they're worth more.



13.5%

higher net income per sqm⁵

Sustainability drives financial returns, not just reputational ones.



66%

less electricity and 51% less potable water⁶

Green Star certified buildings use less than the average Australian building.



68%

of 5/6 Star buildings at 90%+ occupancy⁷

Certification supports stronger leasing outcomes.



50%

of ASX50 companies choose Green Star⁶

The standard Australia's most significant organisations already expect.



\$871

average annual energy cost savings⁸

Modelled for a typical two-bedroom Green Star apartment in Sydney.

Green Star rating tools

Green Star has different rating tools designed to rate the entire built environment – from a single fitout to an entire community.



Green Star Buildings

Design & As Built (legacy tool)

For the sustainable design and construction of new buildings and major refurbishments



Green Star Buildings Apartments Pathway

For the sustainable design and construction of new residential apartment developments



Green Star Performance v2

Green Star Performance v1 (legacy tool)

For the sustainable operational performance of existing buildings



Green Star Communities v2

Green Star Communities v1 (legacy tool)

For the sustainable planning and delivery of precincts and masterplanned developments



Green Star Fitouts

Green Star Interiors (legacy tool)

For the sustainable design and construction of interior fitouts



Green Star Homes

For the sustainable design and construction of volume homes

What the star ratings mean

Green Star uses a simple star rating scale. Most projects are rated from 4 Star (Best Practice) to 6 Star (World Leadership). Green Star Performance also recognises 1, 2, and 3 Star ratings for buildings working towards best practice. Green Star Homes does not use a star rating – certified homes receive a Green Star Homes certified status.

Stars	Level
greenstar6 Certified	World leadership
greenstar5 Certified	Australian excellence
greenstar4 Certified	Best practice
greenstar3 Certified	Good practice*
greenstar2 Certified	Average practice*
greenstar1 Certified	Minimum practice*

*Only applicable to Green Star Performance

What it covers

Green Star doesn't just focus on one sustainability area. Every Green Star rating tool is holistic and comprehensive, designed to assess across multiple categories that address the key sustainability challenges facing the built environment today.

Together, they ensure that a Green Star certified project delivers across the full spectrum: the health of the people inside it, the resilience of the building itself, its impact on the natural environment, the quality of the place it creates for the community around it – and more.

Before referencing these categories in your communications, ensure they apply to your specific rating tool. The following 8 categories apply to Green Star Buildings, Green Star Performance v2, and Green Star Communities v2 only.

Green Star Fitouts is assessed across six categories: Circular, Responsible, Healthy, Positive, People, and Leadership.

Green Star Homes is assessed across three categories: Positive, Resilient and Healthy.

Legacy tools – including Design & As Built, Performance v1, Interiors, and Communities v1 – use different category frameworks. Refer to the relevant rating tool webpages for details.



Responsible

Recognises activities that ensure the building is designed, procured, built and handed over in a responsible manner



Places

Supports the creation of safe, enjoyable, integrated and comfortable places



Healthy

Promotes actions and solutions that improve the physical and mental health of occupants



People

Encourages solutions that address the social health of the community



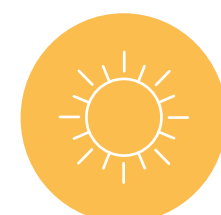
Resilient

Encourages solutions that address the capacity of the building to bounce back from short-term shocks and long-term stresses



Nature

Encourages active connections between people and nature and rewards creating biodiverse green spaces in cities



Positive

Encourages a positive contribution to key environmental issues of carbon, water and the impact of materials



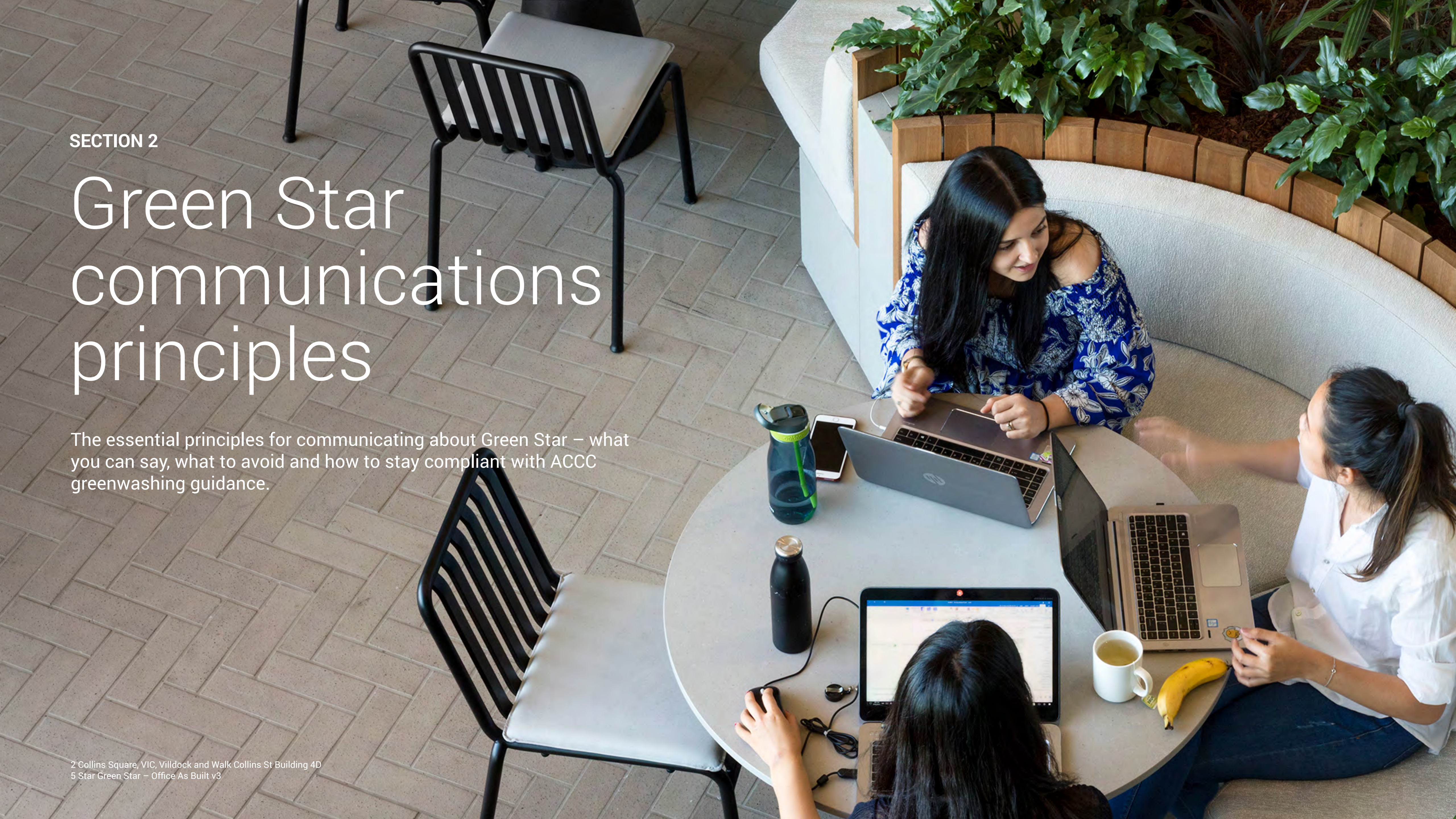
Leadership

Recognises projects that set a strategic direction, build a vision for industry or enhance the industry's capacity to innovate

SECTION 2

Green Star communications principles

The essential principles for communicating about Green Star – what you can say, what to avoid and how to stay compliant with ACCC greenwashing guidance.



Green Star communications principles

Green Star certification gives you a powerful, independently verified story to tell. But how you tell it matters. The ACCC explicitly recognises third-party certification schemes as one of the most credible ways to back up environmental claims. It's important that your claims accurately reflect what has been certified and don't misrepresent what the certification means or what it covers. For further detail, read the [ACCC's Making Environmental Claims: A Guide for Business](#). When it comes to Green Star, here are four principles that specifically apply.



Green Square Library and Plaza, NSW, City of Sydney
6 Star Green Star – Public Building As Built V1

1 Only use Green Star language if you're registered

Register your project with GBCA before using any Green Star language. Do not say "Green Star equivalent" or "built to Green Star standards" – these claims are unverified and may constitute greenwashing under Australian Consumer Law.

2 Be specific about what stage you're at

Use terms like registered, targeting, design assessed, or certified accurately – and only at the right stage. Never imply a project is certified unless formal certification has been awarded. The rating tool section in this kit include approved language for every stage.

3 Represent the rating accurately

Be clear about what has been certified and which Green Star rating tool applies. Don't overstate the scope – if only part of a development is rated, make that clear. You don't need to name the rating tool in every execution, but your overall marketing should be clear about which tool was used and what it applies to.

4 Use logos correctly

The Green Star certification logo may only be used after certification is awarded. Follow the logo rules in the relevant rating tool section exactly. Unauthorised use of Green Star trademarks constitutes an infringement of GBCA rights and may result in legal action.

SECTION 3

Know your rating tool

Find the section for your specific Green Star rating tool. Get the right language for your current stage – registered, design assessed or certified.



Green Star Buildings

For the sustainable design and construction of new buildings and major refurbishments



1. Registered

Language guidance

Once registered, you can announce your commitment using wording that reflects your registration status.

Example phrases:

- This development is targeting a [X] Star Green Star Buildings rating.
- The project is pursuing certification under Green Star Buildings.
- Registered for a Green Star Buildings rating.

You don't need to use these examples word for word but always ensure your language reflects the registration or targeting stage. Never imply certification unless it has been officially awarded.

Logo usage

No logo permitted at this stage.

Validity

N/A

These phrases are a guide only – adapt them to reflect your project's specific outcomes and voice. Always ensure your communications accurately reflect your current status and follow the Green Star communications principles outlined in this kit. Go to the Inspiration Library for ideas on how to bring your Green Star story to life – across every channel and every stage.

2. Design Assessed

Language guidance

Once design assessment is complete, you can announce the design has been reviewed and is on track for certification. Example phrases:

- The design for this development has been assessed and is on track to receive a [X] Star Green Star Buildings rating.
- The design for this building has been assessed under the Green Star Buildings rating tool and is on track to demonstrate [Best Practice / Australian Excellence / World Leadership].

Always ensure your language reflects the design assessment stage – never imply certification unless officially awarded.

Logo usage

You may use the 'Designed' Green Star logo – but not the Certified logo.



Validity

Can be promoted as Green Star Designed for a maximum of two years post practical completion, or until certified rating achieved (whichever is earliest).

3. Certified

Language guidance

Once certification is formally awarded, you can proudly communicate your rating and the verified performance outcomes that come with it. Example phrases:

- This project is certified with a [X] Star Green Star Buildings rating.
- This development has achieved a [X] Star Green Star Buildings rating, representing [Best Practice / Australian Excellence / World Leadership] in sustainable design and construction
- Green Star Buildings certified – [X] Star. Independently assessed by the Green Building Council of Australia.

Logo usage

You can use the official Green Star Certified logos – matched to the rating your project has achieved.



Validity

Unlimited validity period. However, promotion must immediately cease if post-certification changes mean the building no longer complies with rating tool requirements (e.g., no longer powered by 100% renewables).



Green Star Buildings Apartments Pathway

For the sustainable design and construction of new residential apartment developments



1. Registered

Language guidance

Once registered, you can announce your commitment using wording that reflects your registration status.

Example phrases:

- This development is targeting a [X] Star Green Star Buildings rating with the apartments pathway
- The project is pursuing certification under Green Star Buildings – apartments pathway
- Registered for a X Star Green Star Buildings rating with the apartments pathway

You don't need to use these examples word for word but always ensure your language reflects the registration or targeting stage. Never imply certification unless it has been officially awarded.

Logo usage

No logo permitted at this stage.

Validity

N/A

These phrases are a guide only – adapt them to reflect your project's specific outcomes and voice. Always ensure your communications accurately reflect your current status and follow the Green Star communications principles outlined in this kit. Go to the Inspiration Library for ideas on how to bring your Green Star story to life – across every channel and every stage.

2. Design Assessed

Language guidance

Once design assessment is complete, you can announce the design has been reviewed and is on track for certification. Example phrases:

- The design for this development has been assessed and is on track to receive a [X] Star Green Star rating with the apartments pathway.
- The design has been assessed under Green Star Buildings – apartments pathway and is on track to demonstrate [Best Practice / Australian Excellence / World Leadership]

Always ensure your language reflects the design assessment stage – never imply certification unless officially awarded.

Logo usage

You may use the 'Designed' Green Star logo – but not the Certified logo.



Validity

Can be promoted as Green Star Designed for a maximum of two years post practical completion, or until certified rating achieved (whichever is earliest).

3. Certified

Language guidance

Once certification is formally awarded, you can proudly communicate your rating and the verified performance outcomes that come with it. Example phrases:

- This development has achieved a [X] Star Green Star certification with the apartments pathway, representing [Best Practice / Australian Excellence / World Leadership] in sustainable design and construction
- [Project Name] has achieved a [X] Star Green Star Buildings rating via the apartments pathway – independently certified by the Green Building Council of Australia. It is one of a select group of apartment developments in Australia to achieve this standard, with sustainability verified at the individual unit level.

Logo usage

You can use the official Green Star Certified logos – matched to the rating your project has achieved.



Validity

Unlimited validity period. However, promotion must immediately cease if post-certification changes mean the building no longer complies with rating tool requirements (e.g., no longer powered by 100% renewables).



Green Star Performance v2

For the sustainable operational performance
of existing buildings

1. Registered

Language guidance

Once registered, you can announce your commitment using wording that reflects your registration status.

Example phrases:

- This building is targeting a [X] Star Green Star Performance v2 rating.
- This building is pursuing certification under Green Star Performance v2, independently assessing its operational performance
- Registered for a Green Star Performance v2 rating

You don't need to use these examples word for word but always ensure your language reflects the registration or targeting stage. Never imply certification unless it has been officially awarded.

Logo usage

No logo permitted at this stage.

Validity

N/A

These phrases are a guide only – adapt them to reflect your project's specific outcomes and voice. Always ensure your communications accurately reflect your current status and follow the Green Star communications principles outlined in this kit. Go to the Inspiration Library for ideas on how to bring your Green Star story to life – across every channel and every stage.

2. Certified - Individual projects

Language guidance

Once certification is formally awarded, you can proudly communicate your rating and the verified performance outcomes that come with it. Example phrases

- Green Star Performance v2 certified – [X] Star. Independently assessed and verified by the Green Building Council of Australia.
- This building's operations have been certified with a [X] Star Green Star Performance v2 rating.
- This building has achieved a [X] Star Green Star Performance v2 rating, representing [Best Practice / Australian Excellence / World Leadership] in sustainable building operations.

Logo usage

You can use the official Green Star Certified logos – matched to the rating your project has achieved.



Validity

Green Star Performance v2 certification must be renewed annually. If recertification is not completed, or if post-certification changes compromise the rating, all Green Star references and use of the certified trademark must cease immediately.

3. Certified - portfolio

Language guidance

You can start promoting your portfolio once at least one property is certified and you've received your official Portfolio Report. When communicating your achievement, make sure to clearly state:

- the number of properties in the portfolio, and
- the average star rating achieved (area-weighted)
- the Performance v2 rating

Example

Portfolio X, which contains X number of buildings, has achieved on average a X star Green Star Performance v2 rating across its portfolio.

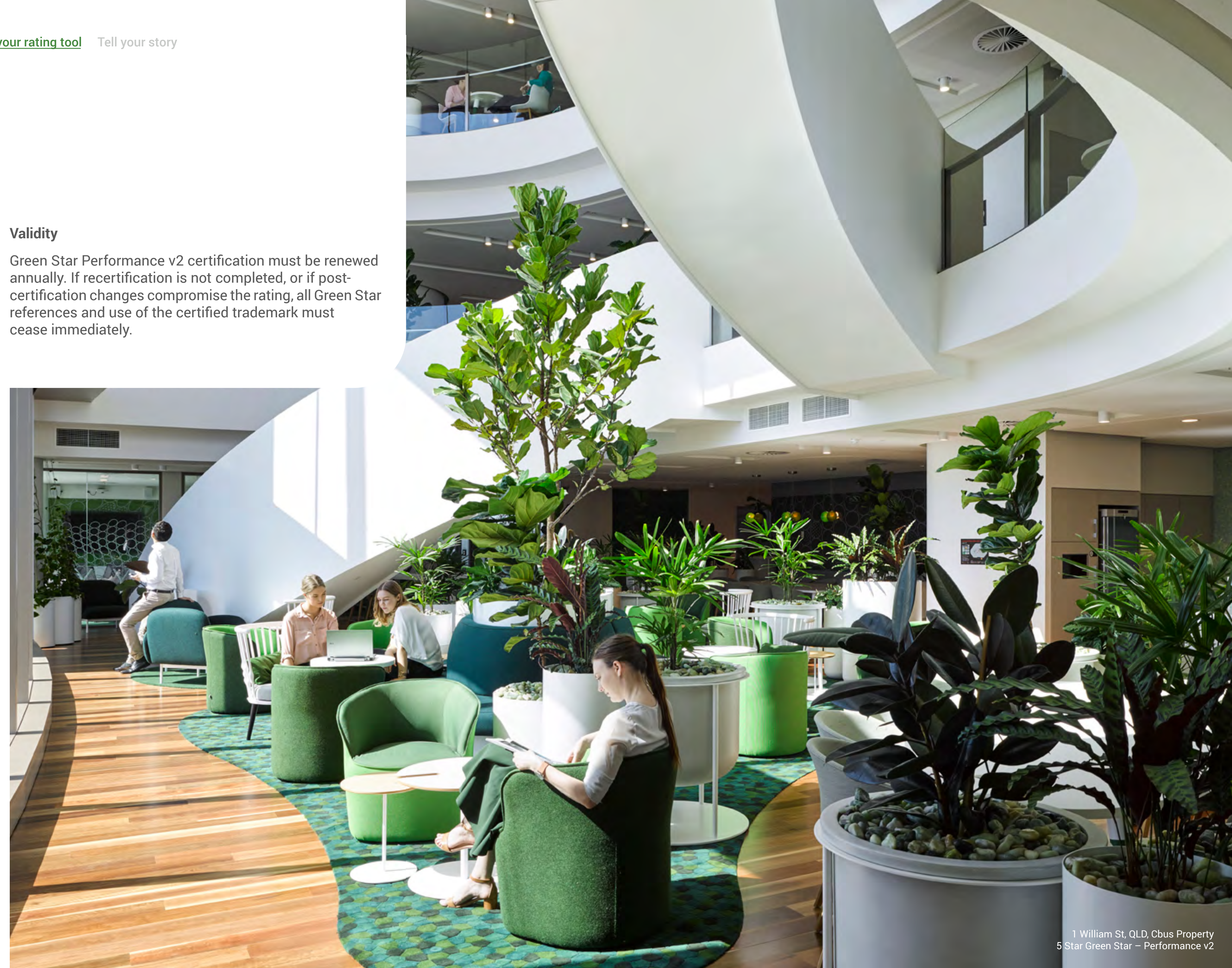
Logo usage

You can use the official Green Star Certified logos – matched to the rating your project has achieved.



Validity

Green Star Performance v2 certification must be renewed annually. If recertification is not completed, or if post-certification changes compromise the rating, all Green Star references and use of the certified trademark must cease immediately.



Green Star Communities v2

For the sustainable planning and delivery of
precincts and masterplanned developments

1. Registered

Language guidance

Once registered, you can announce your commitment using wording that reflects your registration status.

Example phrases:

- Project X is targeting a [X Star] Green Star Communities v2 rating
- Project X is registered for a Green Star Communities v2 rating

You don't need to use these examples word for word but always ensure your language reflects the registration or targeting stage. Never imply certification unless it has been officially awarded.

Logo usage

No logo permitted at this stage.

Validity

Max of 3 years after registration

If a project's registration lapses or is cancelled, you can no longer reference Green Star in any communications related to the project.

These phrases are a guide only – adapt them to reflect your project's specific outcomes and voice. Always ensure your communications accurately reflect your current status and follow the Green Star communications principles outlined in this kit. Go to the Inspiration Library for ideas on how to bring your Green Star story to life – across every channel and every stage.

2. Masterplanned

Language guidance

Once your project has received confirmation that it has achieved its Masterplanned assessment status, you can proudly communicate this using the below example wording:

- Project X's Masterplan has been assessed and the project is on track to receive a [X Star] Green Star Communities v2 certified rating.

A Green Star Masterplanned status establishes a project's ambitions and forward plans for achieving a Green Star certified rating. It reflects a commitment – not a confirmation of delivered outcomes. When communicating a Masterplanned assessment achievement, make sure not to imply that Green Star certification has been achieved.

Logo usage

You may use the Masterplanned Green Star logo at this stage, matched to your project's rating



Validity

An annual assessment is required to maintain Green Star Masterplanned status. Masterplanned status must be updated annually until certification is achieved. If a project does not complete its annual assessment, it can no longer reference Green Star or use the Green Star Masterplanned trademark in any communications.

3. Certified

Language guidance

Once certification is formally awarded, you can proudly communicate your rating and the verified performance outcomes that come with it. Example phrases

- Project X has achieved a [X Star] Green Star Communities v2 certification, representing [Best practice/ Australian excellence/ World leadership]

For staged projects, it is possible to hold both a certified rating and a Green Star Masterplanned status. In these cases, be specific about what in the development boundary was included in the certification and what areas or features are not yet completed and remain under the Masterplanned status. Do not imply that certification applies to outcomes that are not yet complete or certified.

Example wording:

- [Part Y of project X] is complete and has achieved a [X Star] Green Star Communities v2 certified rating. The broader Masterplan for project X has been assessed and is on track to achieve a [X Star] rating.

Logo usage

You can use the official Green Star Certified logos – matched to the rating your project has achieved.



Validity

Unlimited validity. Projects may only use Green Star logos and certification claims if they continue to align with the development plans and scope that were certified.



Green Star Fitouts

For the sustainable design and construction
of interior fitouts



1. Registered

Language guidance

Once registered, you can announce your commitment using wording that reflects your registration status.

Example phrases:

- Project X is targeting a [X Star] Green Star Fitouts rating
- Project X is registered for a Green Star Fitouts rating

You don't need to use these examples word for word but always ensure your language reflects the registration or targeting stage. Never imply certification unless it has been officially awarded.

Logo usage

No logo permitted at this stage.

Validity

Max of 3 years after registration

If a project's registration lapses or is cancelled, you can no longer reference Green Star in any communications related to the project.

These phrases are a guide only – adapt them to reflect your project's specific outcomes and voice. Always ensure your communications accurately reflect your current status and follow the Green Star communications principles outlined in this kit. Go to the Inspiration Library for ideas on how to bring your Green Star story to life – across every channel and every stage.

2. Design Assessed

Language guidance

Once design assessment is complete, you can announce the design has been reviewed and is on track for certification. Example wording:

- The design of this fitout has been assessed under the Green Star Fitouts rating tool and is on track to demonstrate [Best Practice / Australian Excellence / World Leadership]
- The design of project X has been assessed and the project is on track to receive a [X Star] Green Star Fitouts certified rating.

Always ensure your language reflects the design assessment stage – never imply certification unless officially awarded.

Logo usage

You may use the 'Designed' Green Star logo – but not the Certified logo.



Validity

Can be promoted as Green Star Designed for a maximum of two years post practical completion of the project, or until the Certified Fitouts rating has been achieved (whichever is earliest).

3. Certified

Language guidance

Once certification is formally awarded, you can proudly communicate your rating and the verified performance outcomes that come with it. Example phrases:

- Project X has achieved a [X Star] Green Star Fitouts certified rating
- Project X has achieved a [X Star] Green Star Fitouts certification, representing [Best Practice/ Australian excellence/ World leadership] in sustainable fitout design and construction

Logo usage

You can use the official Green Star Certified logos – matched to the rating your project has achieved.



Validity

Unlimited validity period.



Green Star Homes

For the sustainable design and construction
of volume homes

1. Registered

Language guidance

Once registered, you can announce your commitment using wording that reflects your registration status.

Example phrases:

- [Design Name] is registered under Green Star Homes
- [Builder Name] is pursuing a Green Star Homes rating for [Design Name]

You don't need to use these examples word for word but always ensure your language reflects the registration or targeting stage. Never imply certification unless it has been officially awarded.

Logo usage

No logo permitted at this stage.

Validity

N/A

These phrases are a guide only – adapt them to reflect your project's specific outcomes and voice. Always ensure your communications accurately reflect your current status and follow the Green Star communications principles outlined in this kit. Go to the Inspiration Library for ideas on how to bring your Green Star story to life – across every channel and every stage.

2. Design Assessed

Language guidance

Once design assessment is complete, you can announce the design has been reviewed and is on track for certification. Example wording

- [Design Name] by [Builder Name] has received a Green Star Designed assessment – independently reviewed by the Green Building Council of Australia and on track to achieve a Green Star Homes certified rating.
- This home design has been Green Star Designed assessed – independently reviewed and on track to achieve a Green Star Homes certified rating.

Always ensure your language reflects the design assessment stage – never imply certification unless officially awarded.

Logo usage

You may use the 'Designed' Green Star logo – but not the Certified logo.



Validity

Can be promoted as Green Star Designed for a maximum of three years post practical completion of the project, or until the Certified rating has been achieved (whichever is earliest).

3. Certified

Language guidance

Once certification is formally awarded, you can proudly communicate your rating and the verified performance outcomes that come with it. Example phrases:

- [Design Name] by [Builder Name] is Green Star Homes certified – independently verified to deliver a healthier, more efficient home.
- This home has been independently certified under Green Star Homes by the Green Building Council of Australia.

Logo usage

You can use the official Green Star Certified logo



Validity

Unlimited validity period.



Green Star Legacy tools

The following guidance applies to Green Star legacy tools: Design & As Built, Communities v1, and Green Star Interiors



1. Registered

Language guidance

Once registered, you can announce your commitment using wording that reflects your registration status.

Example phrases:

- Project X is targeting a [X Star] Green Star [tool] rating
- Project X is registered for a Green Star [tool] rating

You don't need to use these examples word for word but always ensure your language reflects the registration or targeting stage. Never imply certification unless it has been officially awarded.

Logo usage

No logo permitted at this stage.

Validity

N/A

These phrases are a guide only – adapt them to reflect your project's specific outcomes and voice. Always ensure your communications accurately reflect your current status and follow the Green Star communications principles outlined in this kit. Go to the Inspiration Library for ideas on how to bring your Green Star story to life – across every channel and every stage.

2. Design Assessed

Language guidance

Once design assessment is complete, you can announce the design has been reviewed and is on track for certification. Example wording

- [Project X] has achieved a Green Star Designed review rating and is on track to receive a Green Star [tool] rating

Always ensure your language reflects the design assessment stage – never imply certification unless officially awarded.

Logo usage

You may use the 'Designed' Green Star logo – but not the Certified logo.



Validity

Can be promoted as Green Star Designed for a maximum of two years post practical completion of the project, or until the Certified rating has been achieved (whichever is earliest).

3. Certified

Language guidance

Once certification is formally awarded, you can proudly communicate your rating and the verified performance outcomes that come with it. Example phrases:

- Project X has achieved a Green Star Design & As Built certified rating
- This development has achieved a [X] Star Green Star Interiors rating, representing [Best Practice / Australian Excellence / World Leadership] in sustainable design and delivery

Logo usage

You can use the official Green Star Certified logos – matched to the rating your project has achieved.



Validity

Unlimited validity period.



LEGACY TOOL

Green Star Performance v1

For the sustainable operational performance of
existing buildings

1. Registered

Language guidance

Once registered, you can announce your commitment using wording that reflects your registration status.

Example phrases:

- This development is targeting a X Star Green Star Performance v1 rating.
- The project is pursuing certification under Green Star Performance v1.
- Registered for a Green Star Performance v1 rating

Always ensure your language reflects the registration or targeting stage. Never imply certification unless officially awarded.

Logo usage

No logo permitted at this stage.

Validity

N/A

These phrases are a guide only – adapt them to reflect your project's specific outcomes and voice. Always ensure your communications accurately reflect your current status and follow the Green Star communications principles outlined in this kit. Go to the Inspiration Library for ideas on how to bring your Green Star story to life – across every channel and every stage.

2. Certified - Individual projects

Language guidance

Once certification is formally awarded, you can proudly communicate your rating and the verified performance outcomes that come with it. Example phrases

- This project is certified with a [X] Star Green Star Performance v1 rating.
- This development has achieved a [X] Star Green Star Performance v1 rating, representing [Best Practice / Australian Excellence / World Leadership] in sustainable building operations.
- Green Star Performance v1 certified – [X] Star. Independently assessed and verified by the Green Building Council of Australia.

Logo usage

You can use the official Green Star Certified logos – matched to the rating your project has achieved.



Validity

Expires 3 years and 90 days after the date of the Performance Rating Certificate. If recertification is not completed, or if post-certification changes compromise the rating, all Green Star references and use of the certified trademark must cease immediately.

3. Certified - portfolio

Language guidance

You can start promoting your portfolio once at least one property is certified and you've received your official Portfolio Report. When communicating your achievement, make sure to clearly state:

- the number of properties in the portfolio, and
- the average star rating achieved (area-weighted)
- the Performance v1 rating

Example:

Portfolio X, which contains X number of buildings, has achieved on average a X star Green Star Performance v1 rating across its portfolio.

Logo usage

You cannot use the Green Star logo or the GBCA logo to promote portfolio ratings.



Validity

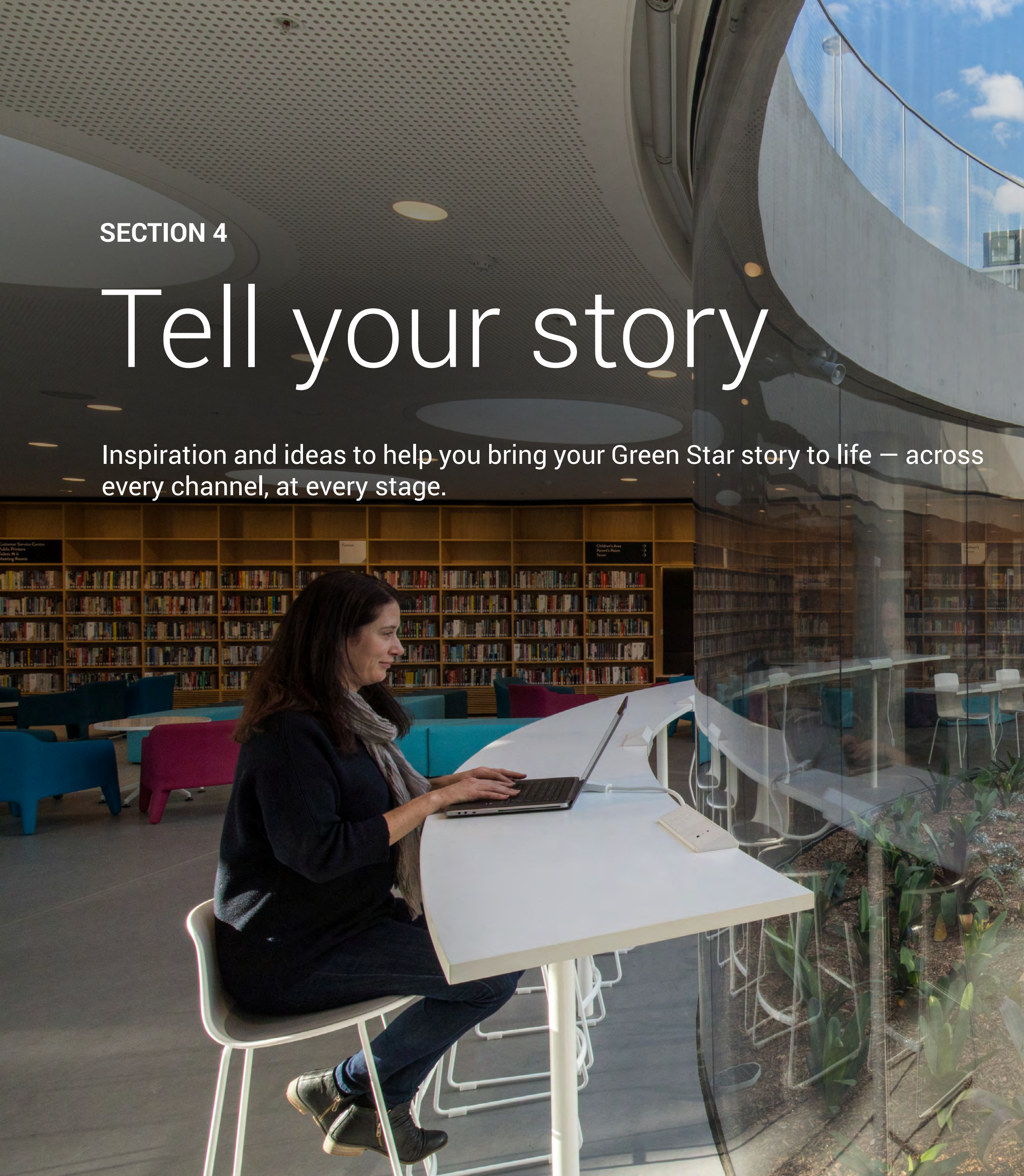
Expires 3 years and 90 days after the date of the Performance Rating Certificate. If recertification is not completed, or if post-certification changes compromise the rating, all Green Star references and use of the certified trademark must cease immediately.



SECTION 4

Tell your story

Inspiration and ideas to help you bring your Green Star story to life — across every channel, at every stage.



Your communication milestones

Every stage of your Green Star journey is worth communicating. From your first registration announcement to certification or annual recertification, here are the four moments that matter most – and what to do at each one.

<h2>Registration 1</h2> <p>Announce your commitment and share why you're targeting Green Star.</p>	<h2>Design Assessed 2</h2> <p>Share verified progress and confirmed design outcomes.</p>	<h2>Certification 3</h2> <p>Go big. Treat this as a campaign moment.</p>	<h2>Recertification* 4</h2> <p>Reinforce your commitment with ongoing proof of performance.</p>
<ul style="list-style-type: none"> • Announce your commitment on social media • Add 'Targeting Green Star' to hoardings • Issue a media release • Update your project website • Brief your sales team • Add a Green Star explainer to brochures and flyers • Share the news with your internal team 	<ul style="list-style-type: none"> • Announce your Design Assessment milestone on social media • Start using Green Star Designed logo • Update hoardings with Green Star Designed logo • Add Green Star Designed logo to sales materials • Include the milestone in a development update or media release • Update your project website • Share the milestone with your internal team 	<ul style="list-style-type: none"> • Issue a media release – contact GBCA for a supporting quote • Run a social media series • Install lobby signage • Send stakeholder emails • Update your website with the certification, what it means and the benefits • Install plaques and decals • Amplify with paid advertising • Co-announce with consultants and project partners • Share the achievement with your internal team 	<ul style="list-style-type: none"> • Post on social media • Send stakeholder and investor emails • Share year-on-year performance improvements • Brief your internal team on the recertification and what it means <p>* Recertification only applicable to Green Star Performance and Green Star Communities v2</p>

Content ideas

Green Star certification gives your sustainability communications something powerful – independently assessed outcomes you can build a compelling story around. Whether you're looking to attract investors, engage tenants, or build your brand reputation, here are some ideas to help bring your Green Star story to life.

Attracting investors

- Share your asset's verified performance outcomes – energy, water, and emissions, independently assessed
- Show how Green Star has been linked with measurable value – up to 16.4% higher market value per sqm and 13.5% uplift in net income
- Show how certification supports ESG commitments including GRESB, TCFD, and UN SDGs
- Highlight year-on-year performance improvements at recertification
- Explain how certified buildings exceed the National Construction Code across key sustainability measures
- Explain the rigour behind the rating – independent experts assess key performance

Attracting tenants & occupiers

- Building walkthrough – show the features that make this a healthier place to work
- Show what sets this building apart – natural light, low-VOC materials, improved air quality
- Explain what the star rating means in plain language – what 5 Star Australian Excellence delivers
- Let an occupant tell the story – what they noticed first, what makes a difference day to day
- Explain the rigour behind the rating – independent experts assess key performance
- Highlight how leasing Green Star certified space helps tenants meet their own ESG commitments and reporting requirements



Content ideas (continued)

Building brand & reputation

- Tell the story of why your organisation chose Green Star – the decision, the commitment, the people who drove it
- Introduce the team – sustainability consultants, architects, builders, and project partners
- Take people through the journey – registration to design assessment to certification
- Show the most innovative or challenging credit – what it involved and why it matters
- Connect the project to your organisation's broader sustainability commitments
- Time-lapse or construction site video – show sustainability work on the ground

Engaging the community

- Show what it feels like to live in a Green Star home – natural light, quieter spaces, cleaner air, EV charging
- Make the savings tangible – \$871 average annual energy savings for Green Star apartment residents
- Tell the neighbourhood story – what this project means for the street, the park, the community
- Let a resident or buyer share their experience – what surprised them, what they value most
- Show how Green Star goes above the minimum – independently verified, not self-reported



Signage

Signage brings your Green Star certification to life in the physical world. At every stage of your journey – from targeting through to certified – there’s an opportunity to communicate your commitment to the people who matter most.

REGISTRATION



Example of hoarding

DESIGNED ASSESSMENT



Example of hoarding



Example of brochureware

CERTIFIED



Example of digital signage



Example of liftwell

Green Star certified logo guide

Safe Area

To ensure prominence and legibility our logo lockup should always have plenty of space around it. This is called a safe area, and nothing should be placed in this space.

The size of the area is determined by the width of the Green Star icon in the logo.



Green Star logo minimum size

To preserve legibility, the logo should never appear smaller than the following sizes:

Digital X = 65px wide

Print X = 23mm wide



Colour

The values of the colour used in the logo listed below.

PMS 382 / #C4D600

CMYK: 22 0 100 0

RGB: 196 214 0

Correct usage

It is important that the appearance of the logo remains consistent.



The logo should not be modified in any way. It's orientation, colour and composition should remain as indicated in this document – there are no exceptions.

To illustrate this point, some examples of **incorrect use** are shown:

Do not stretch or compress the logo

Do not change the logo colours

Do not change the logo font

Do not separate or change the composition of the logo

Do not rotate the logo

To access your Green Star certificate and use the logos, simply log into the Green Star Project Manager and select your project, and then choose "Resource Files". **Please note it is only available to download if you are the project applicant.**

Important information

Green Star trade marks

The Green Building Council of Australia is the owner of several trade marks incorporating the words Green Star. They constitute valuable intellectual property and are protected by law. The guidelines above set out the rules for use of the Green Star word trade mark, the Green Star Designed trade mark, and the Green Star Certified trade mark.

Any unauthorised use of the trade marks constitutes infringement of our rights and may result in legal action.

Claims of Green Star equivalency

Projects that claim to meet the requirements of a Green Star rating tool but are not certified cannot use the Green Star trade mark. You cannot say that your project is “Green Star equivalent” or “Project designed/built to Green Star standard”. Such claims are not verified and may amount to ‘greenwash’. For more information, please see [‘GBCA equivalency guidance’](#)

Our trade marks

1 Green Star word trade mark

Green Star

2 Green Star Designed trade mark



3 Green Star Certified trade mark



The accuracy of all marketing communications remains the responsibility of the project team. GBCA provides this guidance to support best practice but it is up to each project to ensure their communications accurately represent their project, the rating tool used, certification status, and scope.

Brimbank Aquatic and Wellbeing Centre, VIC, Brimbank City Council.
6 Star Green Star – Design & As Built v1.2



Thank you

For marketing support or help telling your Green Star story, get in touch with the GBCA Marketing team on marketing@gbca.org.au.



References

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