

Te Kaunihera
Hanganga
Tautaiāo

New Zealand
Green Building
Council

Ko Te Kaunihera Hanganga
Tautaiāo tātou.

These guidelines have been created to help everyone who shares our vision and wants to achieve it: all homes and buildings in Aotearoa green and sustainable, making healthier, happier New Zealanders.

A strong brand, genuinely built on our values, with a coherent personality and voice, will propel us towards a healthier, happier, greener Aotearoa.

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Our Kaupapa

The New Zealand Green Building Council (NZGBC) is a for-purpose organisation that exists to transform the built environment, leading to a green, healthy future. We were established by industry for all New Zealanders.

Understanding the themes and principles that provide the foundations of our work is an important part to the successful use of these guidelines.

Our kaupapa guides the way we act, and includes our vision is that all homes and buildings across Aotearoa are green and sustainable, making healthier, happier New Zealanders.

Ngā wāhi katoa i Aotearoa, ka ora, ka matomato, ka toitū, mō ngā tāngata o te motu nei.

Our kaupapa also includes the following themes and ideas:

- People first: He aha te mea nui o te ao? He tāngata, he tāngata, he tāngata
- A love of Aotearoa
- A love of clean water, clean air and enjoying the great outdoors – and celebrating this birthright
- Kaitiakitanga / Guardianship
- Tiaki ora / Protection
- Legacy
- Sustainability
- Optimism
- Movement generous, and a genuine belief in the power of collaboration.



Registered Trade Marks and Brands

Congratulations! If you’re reading this, you are actively influencing the direction of green buildings, homes and communities in New Zealand.

The New Zealand Green Building Council (NZGBC) trade marks and logos are an important element of our organisation and maintaining their integrity is essential.

Please submit your material to the [New Zealand Green Building Council](#) for approval prior to print or web publication.

IMPORTANT

The trade marks below are for exclusive use by the New Zealand Green Building Council.

NEW ZEALAND GREEN BUILDING COUNCIL



GREEN STAR



HOMESTAR



NET ZERO



HOMEFIT



Membership

Purpose: Members of the New Zealand Green Building Council receive a new membership logo annually on payment of their membership fee. This logo communicates member commitment to the sustainable built environment. The membership logo is for the exclusive use of the New Zealand Green Building Council members for the year displayed.

The recommended placement is the member’s website with a hyperlink to www.nzgbc.org.nz. Other uses are on communications and promotional tools, sharing your green credentials with your clients and partners. Visit the Membership page of the New Zealand Green Building Council website for other membership benefits.

Member Logos

All logo and certification marks are available in three variations;

- Colour (RGB & CMYK)
- Greyscale
- White

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.

Your NZGBC member logo must always include your membership status ‘Member 20XX - 20XX’ to signify current membership.

Members are not permitted to use the NZGBC logo without membership status.

Please do not change or crop the member logo.

NOTE:
Logos for each specific application are supplied by the New Zealand Green Building Council once qualifications are approved in writing.

CLEARANCE SPACE

MINIMUM SIZE IN PRINT

MINIMUM SIZE ONLINE

B/W COLOUR PALETTE



WHITE
C.0 M.0 Y.0 K.0
R.255 G.255 B.255



PMS COOL GREY 5
C.31 M.25 Y.26 K.0
R.177 G.177 B.177



BLACK
C.0 M.0 Y.0 K.100
R.0 G.0 B.0

CORE COLOUR PALETTE



PMS 579
C.26 M.1 Y.41 K.0
R.192 G.220 B.171



PMS 577
C.27 M.1 Y.41 K.0
R.155 G.181 B.142



PMS 575
C.50 M.1 Y.74 K.21
R.89 G.133 B.56

MISTREATMENT
DO NOT;

- RE-COLOUR
- ROTATE
- CHANGE OR CROP

REMOVE ELEMENTS
BREAK-APART
STROKE OR ADD EFFECTS

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.



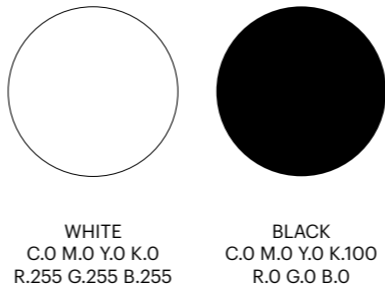
CLEARANCE SPACE



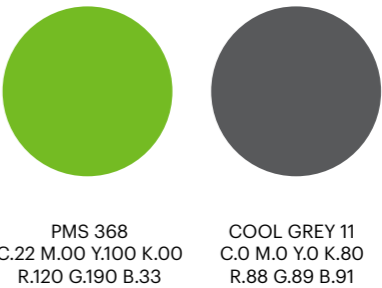
PREFERRED SCALE (ONLINE)



B/W COLOUR PALETTE



CORE COLOUR PALETTE



Green Star
Design & As
Built Trade
Marks

Claims of
Green Star
Equivalency

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.

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.

	
<p>PERFORMANCE</p> <p>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.</p> <p>In text:</p> <p>‘X building has achieved a [x] Star Green Star Performance rating, representing [star rating definition*].’</p> <p>‘X building is rated [x] Star Green Star Performance, representing [star rating definition*].’</p> <p>‘X building has achieved [x] Star Green Star Performance, representing [star rating definition*].’</p>	<p>*Green Star Performance rating definitions:</p> <p>0 star – Assessed</p> <p>1 star – Minimum practice</p> <p>2 star – Average practice</p> <p>3 star – Good practice</p> <p>4 star – Best practice</p> <p>5 star – NZ excellence</p> <p>6 star – World leadership</p>

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



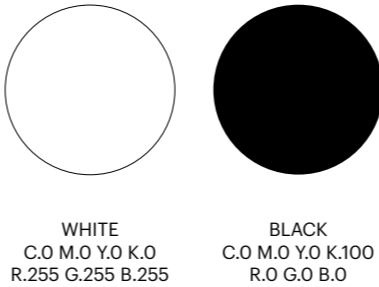
CLEARANCE SPACE



PREFERRED SCALE



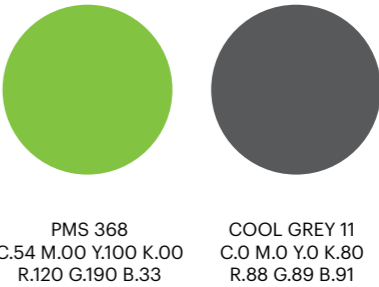
B/W COLOUR PALETTE



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.

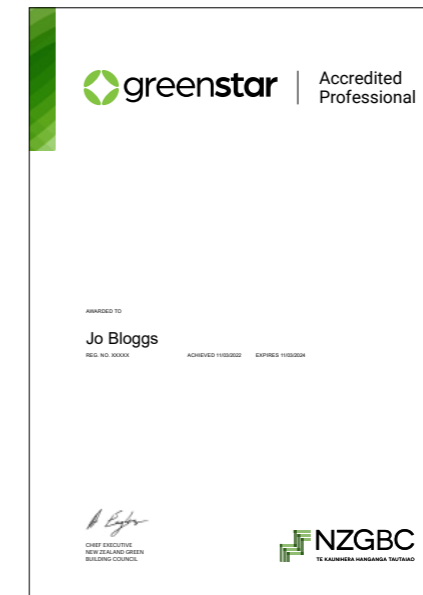
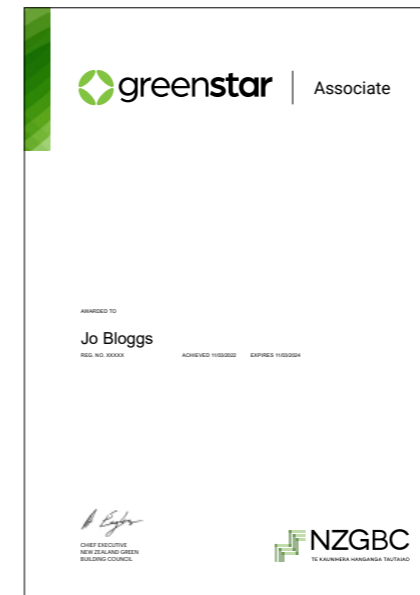
The New Zealand Green Building Council is always delighted to see the marketing of your buildings. In some cases we may be able to supply you with artwork to assist. Please get in touch with us or If you have questions about their use or any related communications, contact the marketing department at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



Homestar Professionals

Purpose: For exclusive use by certified Homestar Designers and Assessors who have undertaken the relevant training and have current accreditation with the New Zealand Green Building Council.

The Homestar Designer and Homestar Assessor logo can only be used with a reference to the specific person to whom it is provided. Used alone, it breaches the Homestar professional contractual agreement.

In text: Always use the phrase ‘Homestar Designer’ or ‘Homestar Assessor’ in full. The minimum horizontal width of the logo is 35mm.

Application: Business cards, email signatures and other business related collateral.

Homestar 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



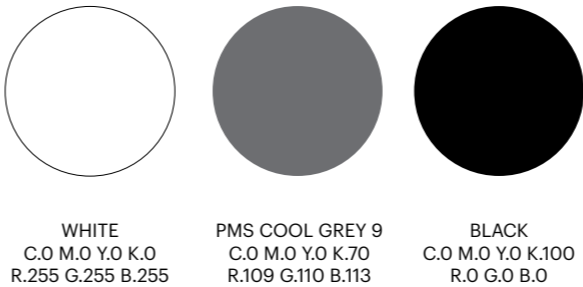
MINIMUM SIZE IN PRINT



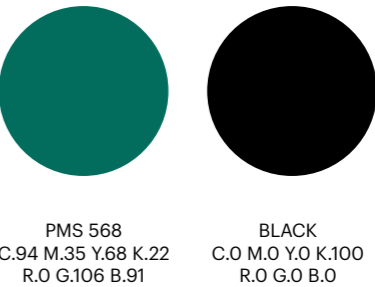
MINIMUM SIZE ONLINE



B/W COLOUR PALETTE



CORE COLOUR PALETTE



Homestar
Ratings and
Trade Marks

Homestar is a registered trade mark of the New Zealand Green Building Council. On receiving written confirmation from the New Zealand Green Building Council that your project has attained a Homestar rating, or has been pre-assessed for Homestar Ready certification, your project will be issued the appropriate appropriate Homestar name and logo or trade mark.

Receiving a Homestar rating means your home or project has been rated using a comprehensive, national, independent system.

Your particular rating can only be used in reference to the project for which it was obtained and the project must be clearly referenced within supporting copy e.g. in marketing collateral about the project, or on a web page about the project.

A generic version of the logo (without the rating number) is available from the New Zealand Green Building Council for developments that have a variety of different Homestar Design or Built ratings within a single project.

Alternatively, the Homestar Design or Built rating may be used, with a number, provided the number used is the lowest of the ratings achieved within the development.

Claims of
Homestar
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 Homestar.

Projects that claim to meet the requirements of a Homestar rating tool but are not formally assessed or certified cannot use the Homestar trade mark.

A project should not claim to be “Homestar equivalent” or “Homestar assessed” or “Project designed/built to Homestar standard” where a project is not verified or certified by the New Zealand Green Building Council.

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

NOTE:

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



DESIGN

Purpose: The Homestar Design rating proves a specific Homestar rating has been achieved and gives assurance that provided it is built to specifications supplied, the home will achieve at least the same Homestar Built rating. Design ratings and accompanying wording may be used for two years from issue date.

In text:
'X home has achieved a [x] Homestar Design rating.'
'X home has a [x] Homestar Design rating.'
'X home is a [x] Homestar Design.'
'X home has been rated as a [x] Homestar Design.'



BUILT/CERTIFIED

Purpose: A completed home or development has been certified by the New Zealand Green Building Council as achieving a certain Homestar standard. The Built rating does not expire.

In text:
'X home has achieved a [x] Homestar Built rating.'
'X home is rated [x] Homestar.'
'X home has achieved [x] Homestar.'
'X is a [x] Homestar home.'



READY (VOLUME BUILDS)

Purpose: To allow plan owners, including designers, developers or builders to pre-approve a standard design and accompanying specification. Once the design has been Homestar assessed, and the plan owner can demonstrate a suitable quality assurance process that ensures future home/s will be built to the standard specifications supplied, a plan can be designated as Homestar Ready. The Homestar Ready approval and accompanying wording belongs to the owner of the design and may be used for two years from the issue date.

In text:
'X design Homestar Ready for specified climate zones.'
'X design is a Homestar Ready design for specified climate zones.'

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.

Homestar 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 Rated

Only Homestar projects that have been Design or Built rated can claim these ratings and use the accompanying Homestar trade marks and logos.

For projects that have received Homestar Ready approval, please refer to the next page.

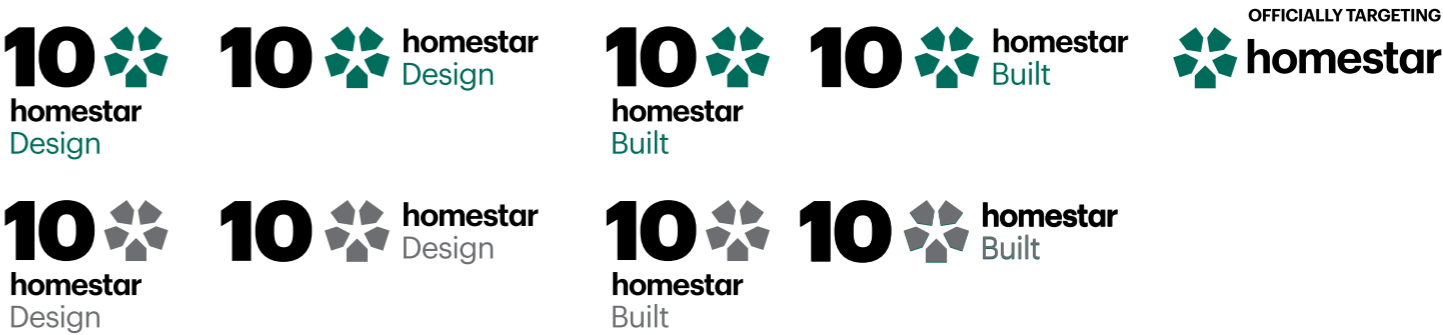
If a project has yet to be rated, but is fully registered and on track for a Homestar rating, the Officially Targeting Homestar logo can be used, along with the following phrases in text:

‘X building is officially targeting Homestar’
‘X development is officially targeting homestar’

Application: Plans, drawings, hoardings, brochures, websites, real estate advertising and other marketing material that relates to the specific rated home or development. The logo may also be applied as a sticker, decal or other materials on the home itself.

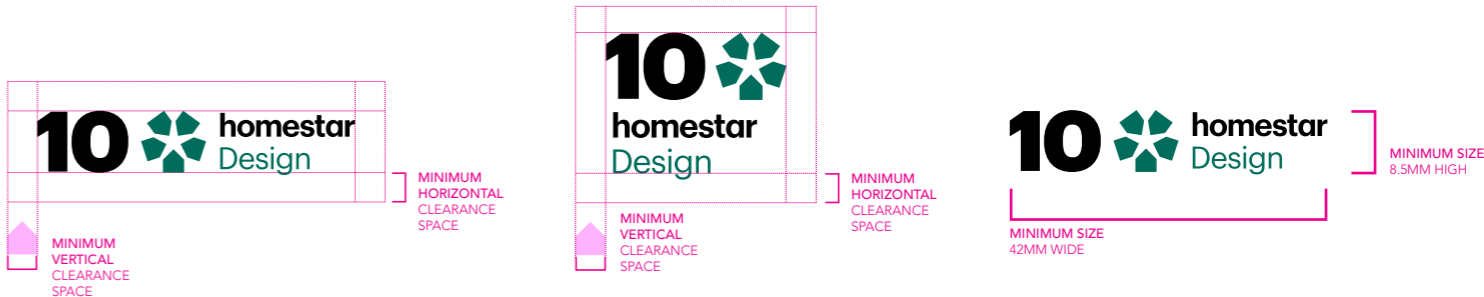
When written in text, Homestar is always written as one word with a capital H (never ‘Home Star’ or ‘homestar’).

NOTE:
No other Homestar trade marks or logos may be used for promotion of your Homestar project.



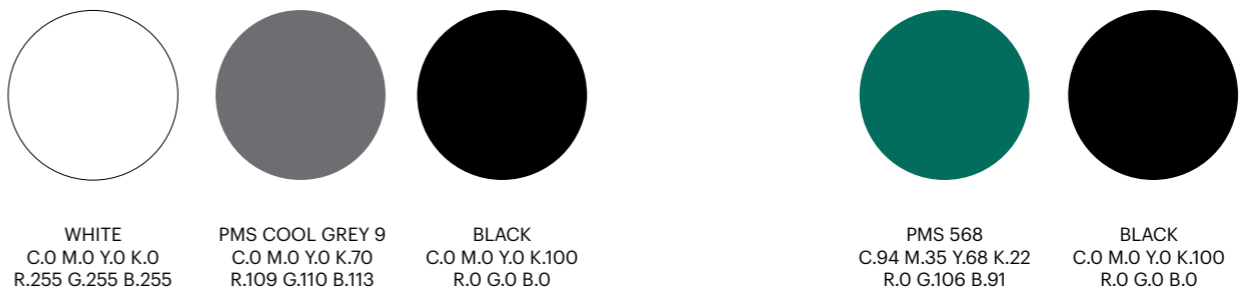
CLEARANCE SPACE

PREFERRED SCALE



B/W COLOUR PALETTE

CORE COLOUR PALETTE



Homestar Ready

Purpose: The Homestar Ready logo shows that a home design is registered with Homestar and having been assessed for multiple dwelling certification (this is called getting ‘pre-assessed’), is on track to achieve a Homestar rating with at least 40 points ‘pre confirmed’ (these points are awarded provisionally and is confirmed on site in each instance where this design is used on a development).

A Homestar Ready logo is an indication that the design, when built, may likely achieve a 6 Homestar or higher rating. This is intended primarily to guide the project team and to enable projects seriously committed to achieving a Homestar rating to market this fact. Use of the Homestar Ready logo may be accompanied by text with reference to the actual rating targeted.

The logo: The Homestar Ready logo does not have a number associated with it. The minimum horizontal width of the logo is 35mm.

Application: The Homestar Ready logo may be used on marketing material or house plans without a specific design or built rating. Plans, drawings, hoardings, brochures, websites, real estate advertising and other marketing material that relates to the specific rated home or development that has been pre-assessed to volume certification. The trade mark may also be applied as a sticker, decal or other materials on the home itself.

Homestar Ready Logos

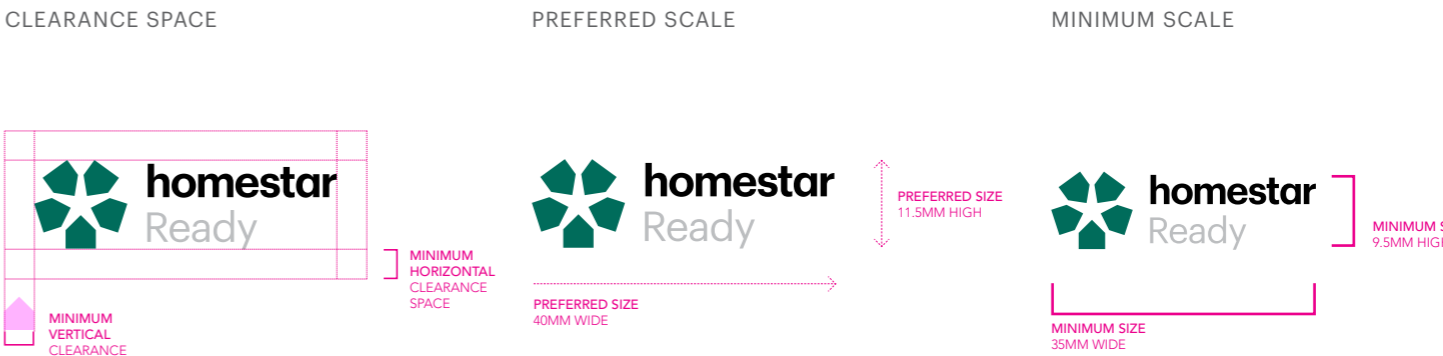
The full colour logo is the preferred version. Where possible this version of the logo should be used in preference over all other versions.

Please respect the integrity of the logo and do not remove elements, rescale or break apart components.

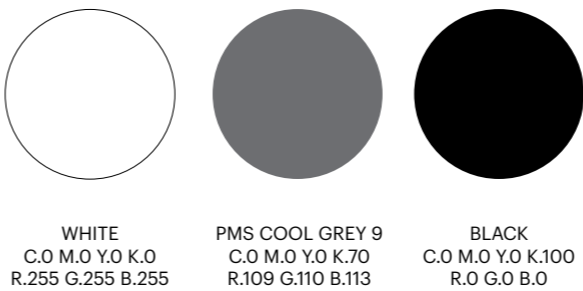
ARTWORK PROVIDED:

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.

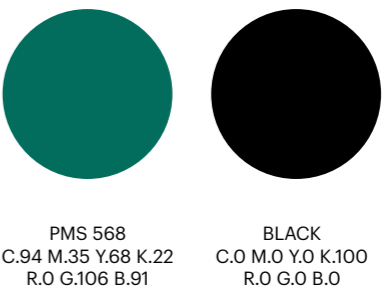
NOTE:
Designs with less than 40 points pre confirmed must not use the Homestar Ready logo.



B/W COLOUR PALETTE



CORE COLOUR PALETTE



Marketing Your Homestar Project

Raise your market profile by promoting your Homestar projects 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.

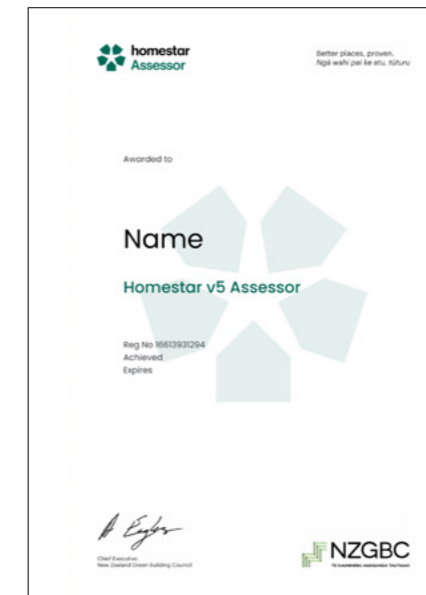
The New Zealand Green Building Council is always delighted to see the marketing of your buildings. In some cases we may be able to supply you with artwork to assist. Please get in touch with us or if you have questions about their use or any related communications, contact the marketing department at communications@nzgbc.org.nz or (09) 379-3996.

Developed by the New Zealand Green Building Council, Homestar is an independent national rating tool that certifies the health, efficiency and sustainability of New Zealand homes.

A 6 Homestar rating or higher provides assurance that a home will be warmer, healthier, more environmentally sustainable and cost less to run than a typical new house built to New Zealand Building Code. Homestar is rated on a scale of 6-10, at both the Design and Built phase.

Homestar provides a clear framework that is based on efficient space and water heating, moisture control and ventilation, lighting and daylighting, water use, waste management and materials used.

Homestar ratings are collated and submitted by accredited professionals and certified by the New Zealand Green Building Council.



HomeFit

Purpose: For use by HomeFit assessors who have undertaken the HomeFit training and have a current accreditation with the New Zealand Green Building Council.

The HomeFit Assessor logo can only be used with a reference to the specific person to whom it is provided. Used alone, it breaches the HomeFit contractual agreement

In text: Always use the term ‘HomeFit Assessor’ in full.

Application: Business cards, email signatures and other business related collateral.

The logo: The HomeFit wordmark may be used alongside the assessor’s own business logo however please respect the space requirements around each. It may be used on documents that quote or confirm a HomeFit assessment. The minimum horizontal width of the logo is 25mm and the minimum stamp size logo is 15mm wide.

HomeFit 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.

For clearance space use the height of the HomeFit ‘t’ on all horizontal logos and the house icon on all stamp logos.

Please respect the integrity of the logo and do not remove elements, rescale or break apart components.

ARTWORK PROVIDED:

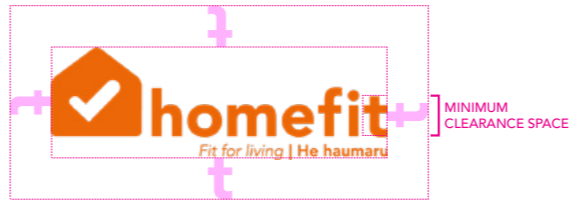
All logo and trade marks are available in single colour or reverse; or full colour (CMYK or RGB.) Formats: Illustrator EPS, PDF, JPG and PNG.

NOTE:

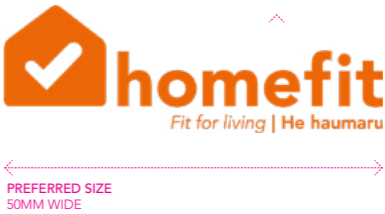
Logos for each specific application are supplied by the New Zealand Green Building Council once qualifications are approved in writing.



CLEARANCE SPACE



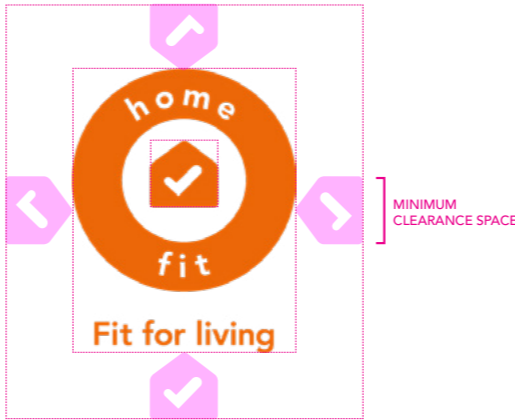
PREFERRED SCALE



MINIMUM SIZE



CLEARANCE SPACE



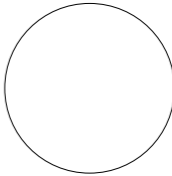
MINIMUM SIZE



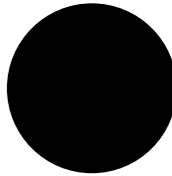
CORE COLOUR PALETTE



PMS 1505
C.0 M.70 Y.100 K.00
R.242 G.111 B.33



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

Net Zero™
Buildings
Trade Mark

Use of the Net Zero™ Buildings trade marks 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 certification marks for each specific application once qualifications are approved in writing.

Claims of
Net Zero™
Buildings
Equivalency

Unless a project has been certified by the New Zealand Green Building Council, it is not permitted to reference compliance with the requirements of Net Zero™ Buildings.

Projects that claim to meet the requirements of a Net Zero™ Buildings rating tool but are not certified cannot use the Net Zero™ Buildings trade mark.

A project should not claim to be “Net Zero™ Buildings equivalent” or “Project designed/built to Net Zero™ Buildings standard” where a project is not verified or certified by the New Zealand Green Building Council.

Any use of the Net Zero™ Buildings trade marks in such circumstances is in breach of our rules and may amount to trade mark infringement and ‘greenwash’.



Purpose: Net Zero™ Buildings certification:

Making a net zero carbon claim for a **whole building certification** requires a building's total emissions to be measured and offset. This includes all emissions from base building services and emissions from occupants and their operations. All building types can achieve Net Zero Buildings certification (not only those that are owned and occupied by the same entity); for example, commercial office buildings, universities, hotels, some multi-unit residential buildings and public buildings.

Purpose: Net Zero™ Buildings base building certification:

Making a net zero carbon claim for **base buildings** requires the emissions from the building's core services (air conditioning, common area and external lighting, hot water, lifts, car parking or similar) to be measured and offset. Base building certification does not require tenant or occupant emissions to be considered. Examples of building types include tenanted commercial buildings or industrial facilities where the building's core services are clearly sub-metered separately from tenant loads and are provided by the building owner.

In text:

'X building has achieved a Net Zero™ Buildings certification for its building operations'

'X is Net Zero™ Buildings certified'

'X building is certified with Net Zero™ Buildings'

Net Zero™
Buildings
Certification
Mark Logos

Projects not
yet Certified

The full colour logo is the preferred version.
Where possible this version of the logo should be used in preference over all other versions.

Please respect the integrity of the logo and do not remove elements, rescale or break apart components.

Only buildings certified can claim Net Zero™ Buildings certification.

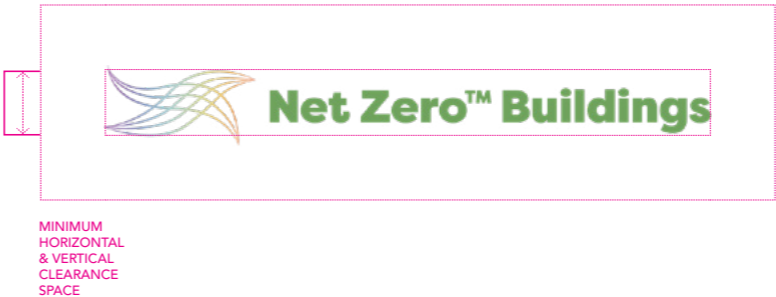
Application: Plans, drawings, hoardings, brochures, websites, real estate advertising and other marketing material that relate to the specific rated project. The trade mark may also be applied as a sticker, decal or other materials on the building itself.

When written in text Net Zero™ Buildings should always include the ™ after the word Zero.

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.

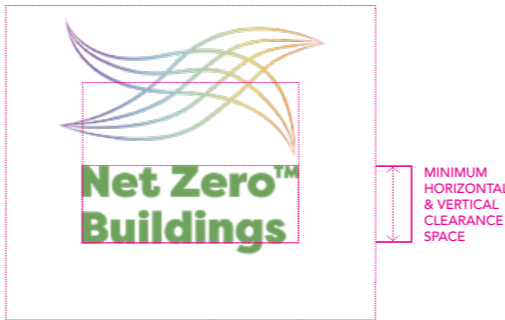
CLEARANCE SPACE



PREFERRED SCALE



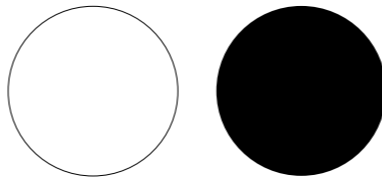
CLEARANCE SPACE



PREFERRED SCALE



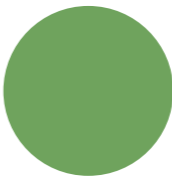
B/W COLOUR PALETTE



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 575
C.50 M.1 Y.74 K.21
R.89 G.133 B.56

ĀNIWANIWA HUES (ICON)



**Validity periods:
how long can I
promote my Net
Zero™ Buildings
certified project?**

You can only promote your Net Zero™ Buildings certified project for the duration of the validity period specified in the Certification Agreement.

If the certificate expires, you must immediately cease using the trade mark and any reference to Net Zero™ Buildings in relation to the project.

Promotion of a project as Net Zero™ Buildings certified should immediately cease where post certification changes have been made that may compromise the Net Zero™ Buildings brand.



ABOVE.
Kaunihera Taiao ki Waitaha | Environment Canterbury
Regional Council (ECAN): 200 Tuam Street, Ōtautahi
Christchurch

Marketing
Your Project

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Net Zero™ Buildings is an independent rating system that assesses buildings’ sustainability attributes across a range of criteria.



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.

E COMMUNICATIONS@NZGBC.ORG.NZ P +64 9 379 3996 W NZGBC.ORG.NZ