

# The GreenPower Brand Use and Claims Guidelines

January 2026 – Version 2.0



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## Introduction

These guidelines have been developed for GreenPower Providers, Traders, Generators, Producers and third party users to follow when using the GreenPower logo. These guidelines must be followed in the application of the GreenPower logos or brand.

Included in this document is an overview of:

- › the GreenPower brand and information about file types, colour, spacing and logos
- › Product Disclosure use in marketing and advertising
- › messaging rules
- › guidelines of use
- › renewable energy claims guidance

### Contact

All enquiries about the GreenPower brand should be directed to the GreenPower Program Manager – Marketing:

**[greenpower.admin@planning.nsw.gov.au](mailto:greenpower.admin@planning.nsw.gov.au)**

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**Our mission:**  
Help energy users access government-accredited, Australian-made renewable electricity and renewable fuels to reduce emissions.

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## Building equity in the GreenPower brand

Designed to convey verified authenticity, the GreenPower logo is a visual signal of accreditation.

The GreenPower Brand Use and Claims Guidelines ensure GreenPower's logos are used correctly and consistently across all visual communications.

It is critical to the success, power and future of the GreenPower brand that everyone associated with GreenPower applies the logos according to these guidelines.

The National GreenPower Accreditation Program Rules and the GreenPower Renewable Gas Certification Rules require all use of GreenPower logos to be in accordance with these guidelines and approved by the Program Manager before publishing.

For logo use not covered in these guidelines please contact the GreenPower Program Manager – Marketing:

[greenpower.admin@planning.nsw.gov.au](mailto:greenpower.admin@planning.nsw.gov.au)



# 1.0 GreenPower Masterbrand

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## Brand elements

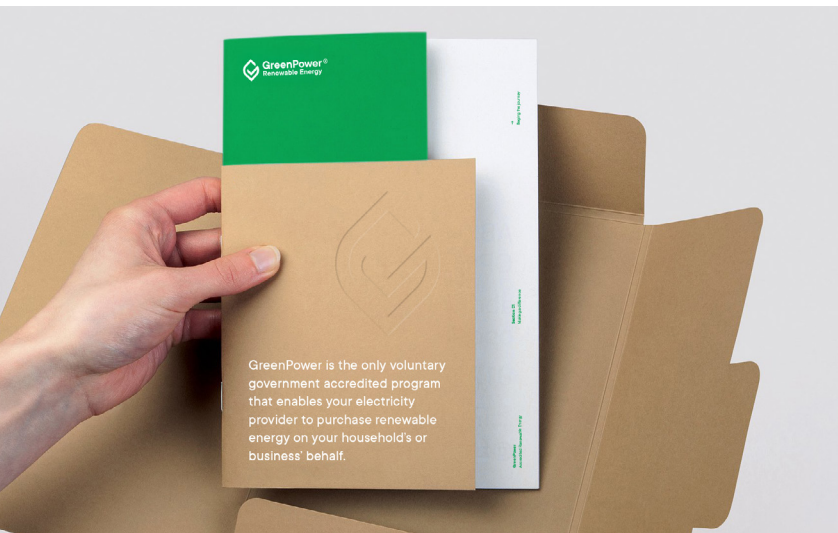
Overview



**Green**  
Pantone® 7482



**Blue**  
Pantone® 2965



**TT Commons**  
Brand typeface

**Aa**

Light  
Regular  
**DemiBold**

## 1.1 Master Logo

Our master logo consists of the GreenPower Renewable Energy wordmark, combined with the GreenPower 'leaf tick' brandmark.

Together, these elements comprise the only version of our logo that should ever be used to represent our overarching brand, and must be reproduced according to the specifications found in these guidelines.

As a logo, the wordmark should never be used independently of the brandmark. The brandmark, however, may be used on its own where sizing requires such as social media applications.



## 2.0 Use of GreenPower logos

## 2.1 Logo Suite

GreenPower has a variety of logos available, for different use cases. This section provides guidance that applies to the use of all GreenPower logos.



### 2.1.1 Master logo

Used by GreenPower to represent the overarching GreenPower brand.



### 2.1.2 Accredited GreenPower Renewable Electricity Logo

Used by GreenPower accredited Generators and Providers (refer to pages 16-17 for more information).



### 2.1.3 GreenPower Renewable Electricity Logo

Used by GreenPower Renewable Electricity customers and events (refer to pages 18-19 for more information).



### 2.1.4 Accredited GreenPower Renewable Gas Logo

Used by GreenPower accredited Producers, Renewable Gas Projects, and Traders (refer to pages 21-22 for more information).



### 2.1.5 GreenPower Renewable Gas Logo

Used by GreenPower Renewable Gas Customers (refer to pages 23-25 for more information).

## 2.2 Clear space and minimum size

### 2.2.1 Clear space

A minimum amount of clear space must always be maintained around the logo, in order to separate it from other elements such as headlines, text, or imagery. The clear space area is equal to the height of the uppercase letters in the logo (x) and is proportional to the size of the logo being used.

These rules apply to all versions of the GreenPower logo.



### 2.2.2 Minimum size

Minimum size recommendations must be maintained when using the logo. The minimum width of the logo should be no less than 45mm. This ensures the smaller text remains legible while allowing flexibility for use in space-constrained applications, such as mobile banners.

This rule applies to all versions of the GreenPower logo.



## 2.3 Colour variations

Wherever possible, the full colour variations of the logos should be used. This protects the integrity of the brand identity and creates consistency in communications.

In some situations, such as newsprint, it may be necessary to use mono (black) or mono reversed (white) version of the logo. In addition, when subtle identification is required, the logo may be reproduced as a blind deboss or a varnish.

These rules apply to all versions of the GreenPower logo.

**Note:** The reversed logo may be used on coloured backgrounds not shown here – though contrast ratios must conform to WCAG 2.1 accessibility standards.

Full colour



Reversed



Mono reversed



Mono



## 2.4 Logo misuse

To maintain the integrity and clarity of our brand, do not modify the GreenPower logo in any way, or associate it with conflicting elements.

This page includes some examples of executions that are prohibited.

Always use the master artwork files when reproducing the GreenPower logo.

**Note:** These misuse principles apply to all versions of the GreenPower logos and badges



✘ Do not rotate the logo in any direction, or flip it vertically or horizontally



✘ Do not modify the colours of the logo, even if they are from the brand palette



✘ Do not alter the size ratio or position of any part of the logo



✘ Do not use gradients, drop shadows, bevels or graphic effects of any kind



✘ Do not stretch, squash or warp the logo in any direction



✘ Do not reproduce the logo using 'keylines' of any weight or variety



✘ Do not use the wordmark independently of the 'leaf tick' brandmark



✘ Do not place the full colour logo on a coloured background where accessibility is compromised



✘ Do not place the full colour logo over busy or dark areas of an image

### 2.4.1 Using the GreenPower logo alongside your brand

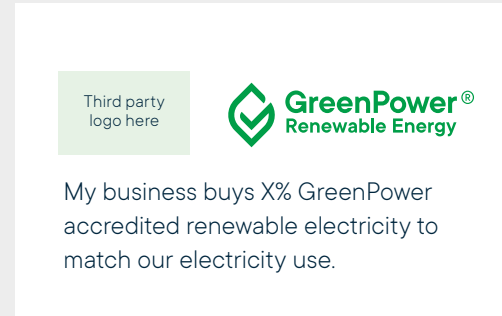
When including any GreenPower logo with other branding, a context statement must be included. Examples may be a GreenPower customer’s statement of claim, or a GreenPower Provider advising they sell GreenPower accredited products.

### 2.4.2 When to cease use of logo

Any use of GreenPower logos must cease being used when the claim is no longer valid such as ceased:

- › being a GreenPower customer
- › offering accredited GreenPower products
- › accreditation with GreenPower

These misuse principles apply to all versions of the GreenPower logos.



- ✓ Do provide context for GreenPower logo use (e.g. suitable GreenPower customer claim) refer to sections 3.2, 3.4, 4.2 and 4.3 for specific messaging guidelines
- ✓ Do use default logo against white background where possible
- ✓ Do use logos in a horizontal position where possible
- ✓ Vertically centre align logos for the best visual balance
- ✓ Do place equal emphasis on both logos by ensuring they are visually the same size
- ✓ Do ensure the exclusion zones are maintained as outlined in section 2.2



- ✗ Do not combine full colour third party logos with mono (black) or mono reversed (white) logo variations



- ✗ Do not lock logos or add any unauthorised symbols such as underscores or ampersands



- ✗ Do not add vertical or diagonal separators between third party logos and the GreenPower logo

## 2.5 Brand colour palette

The primary colours to be used in GreenPower designed materials are Pantone® Green 7482, and Pantone® Blue 2965. A secondary palette is available for extended usage – such as background colours, and to differentiate data groups in charts and graphs – but the dominant palette used should always be the primary brand colours.

### 2.5.1 Accessibility

Online communications – such as websites and uploaded PDFs – should be created in the RGB colour space, and ideally comply with Level AA WCAG 2.1 requirements. Accessibility involves a number of considerations, however this page outlines text legibility and contrast requirements only.

These colour rules apply to all versions of the GreenPower logos.

### 2.5.2 Primary colours



#### Green

Pantone® 7482

C90 M0 Y93 K0

RO G159 B77

#009F4D



#### Blue

Pantone® 2965

C100 M63 Y16 K78

RO G38 B62

#00263E

### 2.5.3 Secondary colours



#### Dark Green

Pantone® 3425

C93 M13 Y85 K44

RO G99 B65

#006341



#### Light Green

Pantone® 7486

C28 M0 Y45 K0

R188 G225 B148

#BCE194



#### Pale Mint

Pantone® 9561

C21 M0 Y23 K0

R213 G231 B210

#D5E7D2



#### Taupe

Pantone® 9143

C10 M9 Y20 K0

R235 G229 B211

#EBE5D3



#### Dark Green

8% tint\*

#EBF3F0



#### Light Green

35% tint\*

#E8F4DA



#### Pale Mint

60% tint\*

#E7F3E5



#### Taupe

60% tint\*

#F3EFE5

\* Accessible background versions for Primary Green text if required

## 3.0 Renewable electricity logos and use

## 3.1 GreenPower Generators and Providers



The Accredited GreenPower Renewable Electricity Logo is to be used by GreenPower when promoting GreenPower Renewable Electricity. It should also be used by accredited GreenPower Generators, and by GreenPower Providers when promoting accredited GreenPower renewable electricity products.

It is essential that the badging fulfils the dual goals of increasing program awareness and understanding, as well as providing reassurance of accreditation. See 3.2 for messaging rules for GreenPower Generators and Providers.

There are a set of rules that GreenPower Providers must follow when marketing GreenPower accredited products. These rules are stated in the following sections:

### 3.1.1 Design requirements

For design requirements such as spacing, minimum size and colour variations please refer to section 2.0.

### 3.1.2 GreenPower approval

All advertising and marketing materials, including all print, broadcast and online material, in relation to GreenPower Renewable Electricity or the GreenPower program must be approved by the Program Manager prior to publication:

[greenpower.admin@planning.nsw.gov.au](mailto:greenpower.admin@planning.nsw.gov.au)

### 3.1.3 Logo use

- 1 The Accredited GreenPower Renewable Electricity logo may only be used by parties authorised by GreenPower and in relation to accredited GreenPower renewable electricity generation and products.
- 2 GreenPower Providers must refer to their products' accreditation using the Accredited GreenPower Renewable Electricity logo Badge in all advertising and marketing in connection to their GreenPower products.
- 3 All marketing material containing the Accredited GreenPower Renewable Electricity logo must be approved by the GreenPower Program Manager – Marketing prior to publication.
- 4 The Accredited GreenPower Renewable Electricity logo is not be used as part of a provider's corporate identity unless promoting that provider's actual GreenPower purchase or GreenPower products.
- 5 The logo must not be used in a misleading way.

## 3.2 Messaging rules for GreenPower accredited products



- 1 Providers must not make a reference to GreenPower, GreenPower accreditation or GreenPower generators when discussing the non-accredited portion of products or other non-GreenPower products.
- 2 The term 100% accredited must only be used in relation to products that are equivalent to 100% of the customer's electricity consumption or equivalent to the Australian average household electricity consumption as defined by GreenPower in the Program Rules.
- 3 The term 100% cannot appear next to the word 'Green', 'GreenPower' or 'Accredited GreenPower' if the GreenPower accredited portion of the product is less than 100% of the customer's consumption or is less than the average household electricity consumption as defined by GreenPower.
- 4 All carbon related claims are to be in accordance with the Australian Consumer Law – part of the Competition and Consumer Act 2010 (Cth) (the Act), and the latest guidelines and publications published by the ACCC.
 

The GreenPower Program Manager – Marketing will provide links on the GreenPower website to ensure the information is clear, relevant, and easily accessible.
- 5 Statements relating to greenhouse gas emission reductions must meet the following requirements:
  - › Carbon claims may refer to the reduction of emission intensity of the electricity grid or electricity generation in Australia or the world
  - › Carbon claims may refer to the individual's or entity's reduction in emission intensity of their electricity consumption
- › Aggregate level – Claims relating to increased investment in renewable energy or additional renewable energy capacity can state that GreenPower is additional to the Australian Renewable Energy Target, but are prohibited from claiming additionality to Australia's commitments under the Paris Agreement.
- 6 Any claim of environmental benefit must be backed by sound research and clarity of what those benefits are to avoid misleading consumers.

### 3.3 GreenPower Customers and events



As of 1 July 2026, customers purchasing 80% or more of its annual electricity usage as GreenPower are eligible to use the GreenPower Renewable Electricity logo on its marketing and business materials..

#### Events

The GreenPower Renewable Electricity logo is available to use where the event's electricity use will be 100% matched by GreenPower through an accredited product.

The logo is for use in mediums such as banners, websites, brochures and flyers that are directly related to the event.

For more information on how you can calculate your event's electricity usage, visit the GreenPower website, or contact the Program Manager at

[greenpower.admin@planning.nsw.gov.au](mailto:greenpower.admin@planning.nsw.gov.au).

When using the GreenPower Renewable Electricity logo:

- › The logo must not be used in a way that is misleading or likely to adversely affect the interests of the National GreenPower Program.
- › The licensed property will only be used in respect of approved products/generators/retailers/corporate customers under the National GreenPower Accreditation Program and will not be used directly or indirectly in respect of any other product or company.
- › The licensed property must not be used as part of the logo or corporate identity of the licensee or any of its divisions or subsidiaries.

Upon eligibility approval as a GreenPower customer or event you will be supplied with a high-quality logo for use.

For design requirements such as spacing, minimum size and colour variations please refer to section 2.0.

### 3.4 Messaging guidelines for businesses



It's important to understand what your business can and can't say to ensure any claims made regarding your GreenPower purchase are accurate. The following examples will help your business communicate with confidence.

Businesses who purchase GreenPower can contact us at:

[greenpoweradmin@planning.nsw.gov.au](mailto:greenpoweradmin@planning.nsw.gov.au) or on **02 9995 5468** for guidance.

Do say...	Don't say...	Why?
<p>✓ My business buys X% GreenPower accredited renewable electricity to match our electricity use.</p>	<p>✗ My business is GreenPower certified / accredited.</p>	<p>GreenPower provides accreditation of renewable electricity products. We don't conduct an independent audit of your business's operations and don't offer business-related certification nor accreditation.</p>
<p>✓ My business buys X% GreenPower accredited renewable electricity made in Australia to match our electricity use.</p>	<p>✗ My business is using renewable electricity 24/7.</p>	<p>All electricity consumed from the grid is a mix of renewable and non-renewable energy. GreenPower purchases match electricity usage with renewable generation. However, in Australia, we currently have limited capacity to match renewable electricity generation to consumption 24/7.</p> <p>At GreenPower, your business's electricity usage is volume matched with renewable electricity and is 'trued up' once a year. It's not time matched.</p>
<p>✓ Since buying X% GreenPower Renewable Electricity to match our usage, our Scope 2 emissions from electricity use are reduced to X / by X% / zero.</p>	<p>✗ Our business is buying GreenPower, which means we are carbon neutral.</p>	<p>Purchasing GreenPower Renewable Electricity reduces Scope 2 emissions from electricity use.</p> <p>Your business also needs to address and report its Scope 1 and Scope 3 emissions for any additional claims.</p>
<p>✓ My business buys X% GreenPower Renewable Electricity to match our use and reduce our Scope 2 emissions from electricity use.</p>	<p>✗ The electricity we use comes from the sun, wind, water and biomass.</p>	<p>Unless your business has on-site renewable generators (e.g. rooftop solar panels), the specific electrons that your business draws from the grid are generated by a mix of fuel sources available at that point in time, including renewable and non-renewable sources.</p>

## 4.0 Renewable gas logos and use

## 4.1 Producers, Renewable Gas Projects and Traders



The Accredited GreenPower Renewable Gas Logo is to be used by GreenPower accredited Producers, Renewable Gas Projects, and Traders when promoting GreenPower accredited low emission Renewable Gas Certificates. It is also used by GreenPower when promoting these certificates.

It is essential that the badging fulfils the dual goals of increasing program awareness and understanding, as well as providing reassurance of accreditation. See 4.2 for messaging rules for GreenPower Traders.

### 4.1.1 Design requirements

For design requirements such as spacing, minimum size and colour variations please refer to section 2.0.

### 4.1.2 GreenPower approval

All advertising and marketing materials, including all print, broadcast and online material, in relation to the GreenPower Renewable Gas Certification and its Renewable Gas Guarantee of Origin (RGGO) certificates must be approved by the Program Manager prior to publication:

[greenpower.admin@planning.nsw.gov.au](mailto:greenpower.admin@planning.nsw.gov.au)

### 4.1.3 Logo use

- 1 The Accredited GreenPower Renewable Gas logo may only be used by parties authorised by GreenPower and in relation to accredited GreenPower renewable gas products.
- 2 GreenPower Providers must refer to their products' accreditation using the Accredited GreenPower Renewable Gas logo Badge in all advertising and marketing in connection to their GreenPower products.
- 3 All marketing material containing the Accredited GreenPower Renewable Gas logo must be approved by the GreenPower Program Manager – Marketing prior to publication.
- 4 The Accredited GreenPower Renewable Gas logo is not to be used as part of a provider's corporate identity unless promoting that provider's actual GreenPower purchase or GreenPower products.
- 5 The logo must not be used in a misleading way.

## 4.2 Messaging rules for GreenPower Traders



There are a set of rules that GreenPower Traders must follow when marketing accredited GreenPower renewable gas certificates.

### 4.2.1 Rules on what language can be used to describe GreenPower accredited low emission Renewable Gas Certificates accredited products:

- 1 Traders must not make a reference to GreenPower, GreenPower accreditation or GreenPower Renewable Gas Projects when discussing any non GreenPower accredited gas.
- 2 Customers must be provided with clear and concise information about the attributes of the GreenPower accredited low emission Renewable Gas Certificates and respective consumer claims that can be made.

### 4.3 GreenPower Customers



GreenPower Customers matching all or part of their fossil gas consumption with GreenPower accredited low emission Renewable Gas Certificates are eligible to use the GreenPower Renewable Gas logo.

See 4.4 for GreenPower for businesses messaging guidelines.

When using the GreenPower Renewable Gas logo:

- › The logo must not be used in a way that is misleading or likely to adversely affect the interests of the National GreenPower Program.
- › The licensed property will only be used in respect of accredited projects or Producers, Traders, or GreenPower Customers under the National GreenPower Accreditation Program and will not be used directly or indirectly in respect of any other product or company.
- › The licensed property must not be used as part of the logo or corporate identity of the licensee or any of its divisions or subsidiaries.

Upon eligibility approval as a GreenPower customer, you will be supplied with a high-quality logo for use.

For design requirements such as spacing, minimum size and colour variations please refer to section 2.0.

## 4.4 Messaging guidelines for businesses



It's important to understand what your business can and can't say to ensure that any claims made related to your GreenPower Renewable Gas Certificate purchase are accurate. The following examples will help your business communicate with confidence.

Businesses who purchase GreenPower can contact us at [greenpower.gas@dpie.nsw.gov.au](mailto:greenpower.gas@dpie.nsw.gov.au) for guidance.

Renewable Gas Guarantee of Origin (RGGO) certificates can be produced, traded and retired linked or unlinked to the actual supply of renewable gas. The certificates are classified as coupled or decoupled.

### Decoupled RGGOs with renewable gas

**Decoupled RGGOs** refer to certificates that are generated for renewable gas that have been separated from the physical gas, such as when gas is injected into the gas network. These certificates can be sold to any gas user business connected to the gas network.

Do say...	Don't say...	Why?
<p>✓ Our business matches X% of our gas use with GreenPower accredited, low-emissions renewable gas certificates for gas that was added to the gas network on our behalf.</p>	<p>✗ X% of our business's gas use is (or is replaced with) renewable gas.</p>	<p>Unless renewable gas is directly supplied to your business or produced for your business behind-the-meter, such claims are misleading and could be considered greenwashing.</p>
<p>✓ Our business is supporting the renewable gas sector by matching X% of our gas use with certificates from GreenPower accredited renewable gas projects in Australia.</p>	<p>✗ Our business is supporting renewable gas projects in Australia by using or replacing X% of our gas use with GreenPower accredited renewable gas.</p>	<p>Unless renewable gas is directly supplied to your business or produced for your business behind-the-meter, such claims are misleading and may be considered greenwashing.</p>
	<p>✗ Since we purchase X% of GreenPower Renewable Gas certificates, our Scope 1 emissions from gas use is reduced to X / by X% / zero.</p>	<p>In the absence of market-based emission accounting for renewable gas, The National Greenhouse and Energy Reporting (NGER) scheme doesn't accept emission reduction claims using renewable gas certificates.</p>
<p>✓ Our business matches X% of our gas use with GreenPower accredited, low-emissions renewable gas certificates.</p>	<p>✗ Our business matches X% of our gas use with GreenPower accredited, zero-emissions renewable gas certificates.</p>	<p>GreenPower Renewable Gas is not considered zero-emissions since the use of carbon offset certificates to offset the projects' residual emissions isn't permitted.</p>



**Coupled RGGOs with renewable gas**

**Coupled RGGOs** refer to certificates that are directly tied to the physical supply of renewable gas from a Producer to an end user, such as through a dedicated pipeline or for on-site use behind-the-meter.

Do say...	Don't say...	Why?
<p>✓ Since our business purchases X% GreenPower renewable gas, our Scope 1 emissions from gas use are reduced to X / by X% / zero.</p>	<p>✗ Since our business purchases GreenPower Renewable Gas, our Scope 1 emissions from gas use are zero.</p>	<p>The National Greenhouse and Energy Reporting (NGER) scheme publishes the emissions factors for the combustion of renewable gases. Businesses directly using renewable gas can utilise these factors to calculate their Scope 1 emissions reduction.</p>
<p>✓ X% of our business's gas use is GreenPower accredited renewable gas to lower our business emissions from gas use.</p>	<p>✗ Our business is using GreenPower accredited renewable gas to lower our emissions from gas use.</p>	<p>Non-specific claims can be misleading and could be perceived as greenwashing. The more specific the claim, the better.</p>
<p>✓ X% of our business's gas comes directly from GreenPower accredited renewable gas projects.</p>	<p>✗ Our business's gas comes directly from GreenPower accredited renewable gas projects.</p>	<p>Non-specific claims can be misleading and could be perceived as greenwashing. The more specific the claim, the better.</p>

## 5.0 Appendix

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## 5.1 Useful information

### 5.1.1 Contact

All enquiries about the GreenPower brand should be directed to the GreenPower Program Manager – Marketing:

**greenpower.admin@planning.nsw.gov.au**

### 5.1.2 File types

**PNG /** PNG or .png files are intended for screen use only and predominately used as a file for web or Microsoft® Office applications. For graphics, as opposed to photos, PNGs should be used in preference over JPEGs as they are colour accurate and more versatile. PNGs also support transparent backgrounds.

**JPEG /** JPEG or .jpg files are intended for screen use only, and best used when smaller file sizes are required. Most suitable for photographic images.

**EPS /** EPS or .eps files are vector art and normally the desired file type for print. Vector files can be reproduced at any size without loss of quality.

### 5.1.3 Colour space

**RGB /** The RGB colour space is intended for screen use only—PDFs that will be uploaded online, websites, videos and animations, Microsoft® Office applications, etc.

**CMYK /** The CMYK colour space is intended for standard four colour print process only—printed brochures and posters, pullup banners, etc.

**PMS /** The PMS or Pantone® Matching System colour space is intended for printing with spot inks. Image use

### 5.1.4 Photography

Photography and illustrations must be owned by GreenPower before use. Requests for downloaded images from the internet, or other copyright requests, must be discussed with the GreenPower Program Manager – Marketing **greenpower.admin@planning.nsw.gov.au** (images cannot be used without permission from the owner of the image).

For commercial printing, images must be available at 300dpi (high resolution).

Consent forms must be used for all people 'actively engaged with the camera', including staff.