



NABERS Program Logo Brand Guidelines

This document provides the basic guidelines for the application of the NABERS brand. Please follow the guidelines carefully. By doing so you will get the most benefit out of the NABERS brand.

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NABERS is a national
initiative managed by the
New South Wales Government

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01 Introduction

NABERS – the National Australian Built Environment Rating System – rates the environmental performance of Australian buildings. By providing an accurate and easily understood comparison of a building's impacts, NABERS enables building owners and managers to measure, manage, report and promote their performance.

The voluntary tools have been used to rate more than half of the office buildings in Australia, and have driven significant efficiency gains in the built environment. Under the Commercial Building Disclosure scheme, office buildings over 2,000m² are now required to disclose their NABERS Energy rating at the point of sale or lease.

The NABERS brand is a nationally recognised and trusted symbol of environmental performance. NABERS encourages you to use the relevant NABERS logo in marketing materials when promoting your premises, services or association with the NABERS program.

To retain the value and credibility of the brand for all users, we have prepared these Guidelines. By following these when creating promotional material, you will get the most benefit out of your promotions and your association with the NABERS brand.

Your permission to use the brand is conditional on adhering to these Guidelines. None of the NABERS logos may be used in any

way other than those described here, without the express written permission of the NABERS National Administrator. If you have any queries about how the Guidelines should be applied, contact NABERS Communications on 02 9995 5000 or nabers@environment.nsw.gov.au.

For more information on the NABERS program, go to: www.nabers.com.au.

Trademark

The word NABERS, and the NABERS logo, is trademarked to the NABERS program.

02 Usage of the NABERS Program logo



To be used by:

- The NABERS National Administrator (OEH)
- National Steering Committee Voting Members
- Sponsored organisations, events or initiatives

The NABERS Program logo is the corporate logo of the NABERS program. It represents the NABERS program, and may only be used in approved applications.

The NABERS National Administrator, the NSW Office of Environment and Heritage, uses the Program logo on documents, publications,

websites and other materials to identify them as belonging to the NABERS program. In these applications, the NABERS Program logo should be used on its own, or as the primary/largest logo in the application.

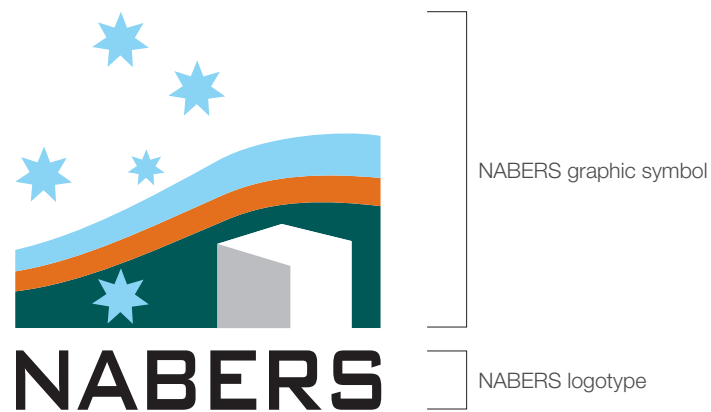
Voting members of the National Steering Committee are permitted to use the NABERS Program logo alongside their own logo to identify their membership of the NABERS program. In these applications, the NABERS Program logo should be no larger than the member's own logo.

Where the NABERS program is a sponsor or partner of an organisation, event or initiative, the NABERS Program logo may be used by the organisation, event or initiative to identify NABERS' involvement, in accordance with a formal agreement to be signed with NABERS. In this case, the NABERS Program logo must be smaller than the identifying logo of the organisation, event or initiative. The logo should not be used in a way that suggests that the organisation, event or initiative represents the NABERS program.

No other parties may use the NABERS Program logo without a formal agreement with the NABERS program.

03 NABERS Program logo

Full colour logo



Black and white logo



The NABERS Program logo is the key component of the NABERS brand. It is the primary expression that graphically represents NABERS across all visual material.

The logo is comprised of two elements, the graphic symbol and the logotype. The graphic symbol and logotype are in a fixed relationship: the graphic symbol always appears above the logotype. The two elements must never be separated.

The artwork for the NABERS Program logo has been carefully created and is unique. Reproduction of the logo must always be undertaken using the approved electronic art file provided by the NABERS Communication Team at the Office of Environment and Heritage, Department of Premier and Cabinet. The logo should never be re-drawn, stretched, squeezed or distorted in any way.

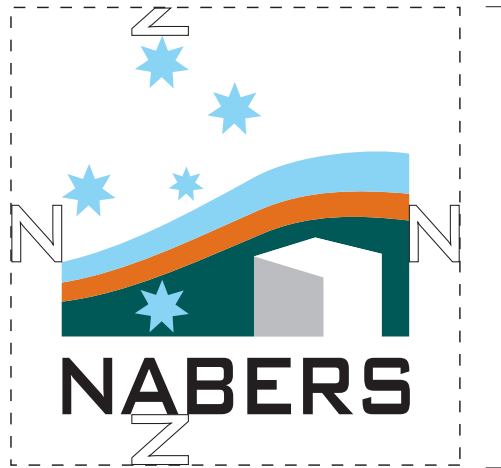
Wherever possible, the full colour version of the logo should be used.

For applications where black and white reproduction is necessary, artwork of the black and white logo is available from the NABERS Communication Team at the Office of Environment and Heritage, Department of Premier and Cabinet.

Never reproduce the NABERS Program logo in any monotone colour other than black.

04 NABERS Program logo exclusion zone and minimum size

NABERS logo exclusion zone



Minimum clear space around the logo.
No other graphic or typographic
element may appear within this area.

To ensure the NABERS Program logo is clear and legible, it should have as much clear space around it as possible. The minimum clear space around the logo defines the area into which no other element must intrude.

The minimum exclusion zone shown here is based on the width of the NABERS “N” character.

The exclusion zone above the logo is half the width of the NABERS “N” character.

The area within the rectangle is protected. This will ensure that the NABERS Program logo is never cluttered nor diminished by any imagery or graphic elements around it.

NABERS logo minimum size



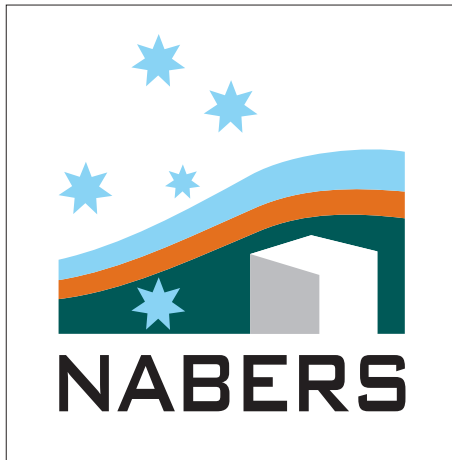
The NABERS Program logo must not be reproduced less than 12mm wide.

There is no maximum size. However, it is important to remember that the logo needs space around it.

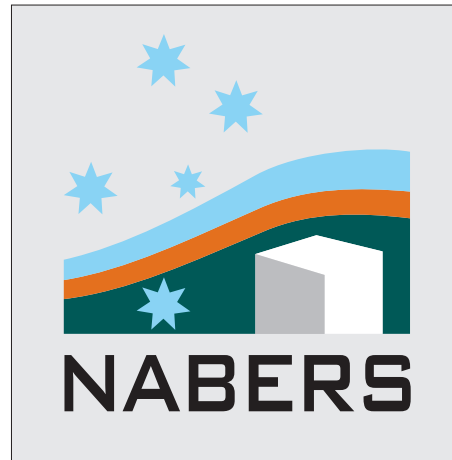
The size of the logo should be appropriate to the area in which it is printed and not take up all the available space.

05 NABERS Program logo and background colours

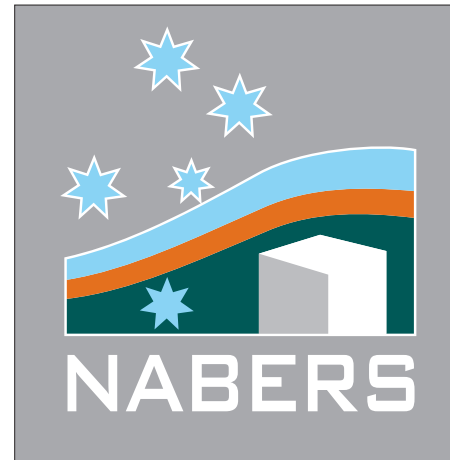
NABERS Program logo



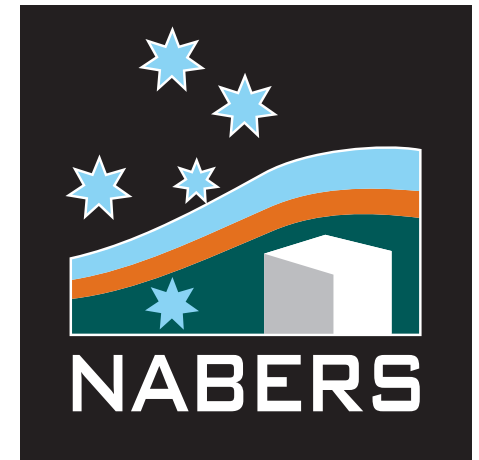
NABERS Program logo



NABERS Program reverse logo



NABERS Program reverse logo



Wherever possible the NABERS Program logo should appear on a white background.

If the background colour is dark or black the reverse version of the logo is to be used.

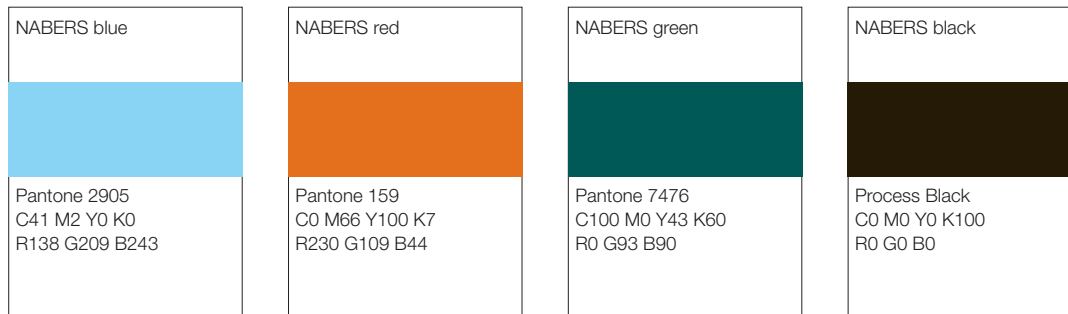
When reproducing the logo on a background colour, care must be taken so that the colours are sufficiently light or dark to ensure that the logo is legible.

The logo should never appear on a complex design or image background.

Artwork of the NABERS Program logo and NABERS Program reverse logo are available from the NABERS Communication Team at the Office of Environment and Heritage, Department of Premier and Cabinet.

06 NABERS colour palettes

NABERS primary colour palette



The colours of the NABERS colour palette are carefully selected elements of the NABERS brand. Consistent use of the NABERS colour palette will reinforce brand recognition.

Colour accuracy is very important. Specifications for all reproduction methods must be matched as closely as possible to the PMS colours to ensure true colour reproduction.

The colours represented within these guidelines may not match the Pantone® standards exactly.

For all colour reference, use the Pantone® Matching System standards. In addition, the colour breakdowns supplied may alter according to the final process or application. Wherever possible, the final reproduced colour should match as closely as possible to the specified Pantone® colour.

The swatches shown here are a guide only. Do not use these for exact colour matching.

NABERS secondary colour palette



07 NABERS typography

abcdefg Helvetica Neue 55 roman

hijklmn Helvetica Neue 56 italic

nopqrst Helvetica Neue 75 bold

vwxyz Helvetica Neue 76 bold italic

For all type applications Helvetica Neue has been selected as the NABERS typeface.

Helvetica Neue is versatile typeface suitable for any typographic requirement. It is widely available and offers an extensive range of type weights.

All weights are acceptable.

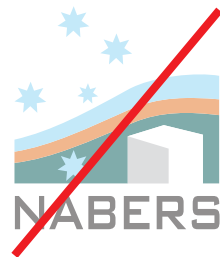
Where Helvetica Neue is not available, Arial is an acceptable alternative.

No other typeface is suitable for use with the NABERS brand.

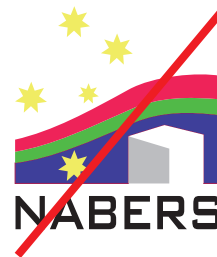
08 Protecting the NABERS Program logo



Do not stretch or re-size disproportionately.



Do not use as a ghosted or watermark image.



Do not adjust or use different colours.



Do not place on a photographic background.



Do not apply drop shadows.



Do not change the relationship between the symbol and logotype.



Do not add any other elements or invade the clear zone.



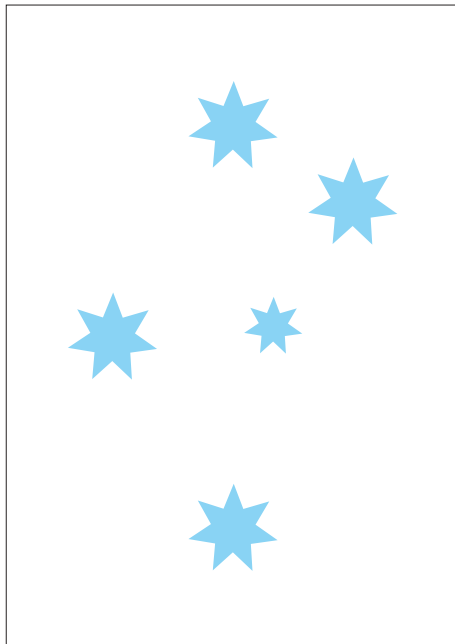
Do not place on an inappropriate background colour.

To maintain the consistency of the NABERS brand it is essential that the logo is never altered in any way. Here are a few examples of what not to do.

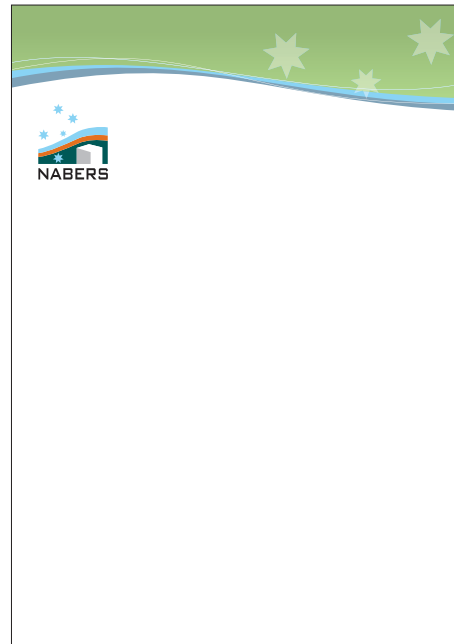
Artwork of the logo is available from the NABERS Communication Team at the Office of Environment and Heritage, Department of Premier and Cabinet.

09 NABERS branding elements

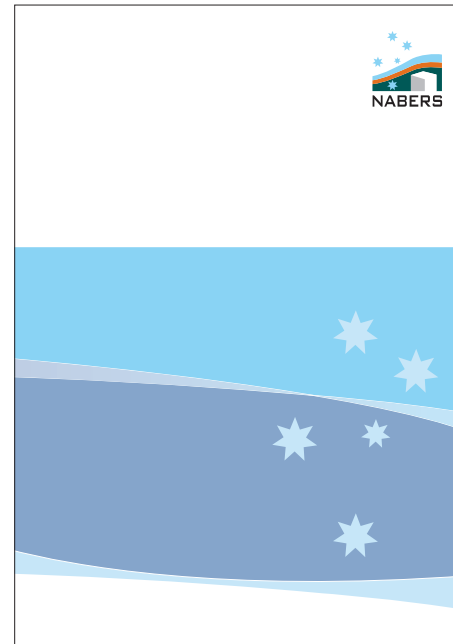
Southern Cross



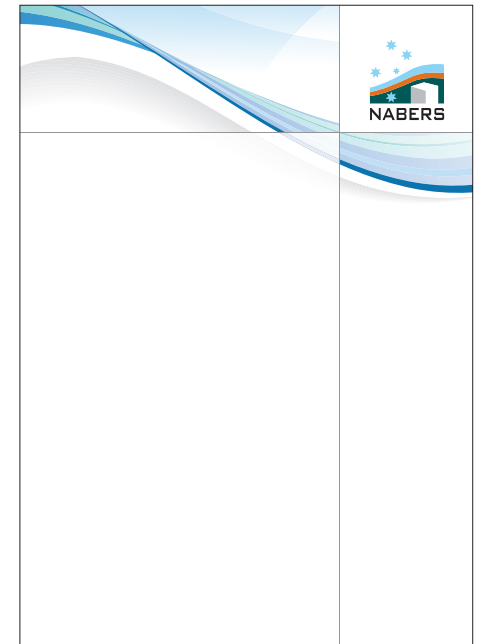
Waves 01



Waves 02



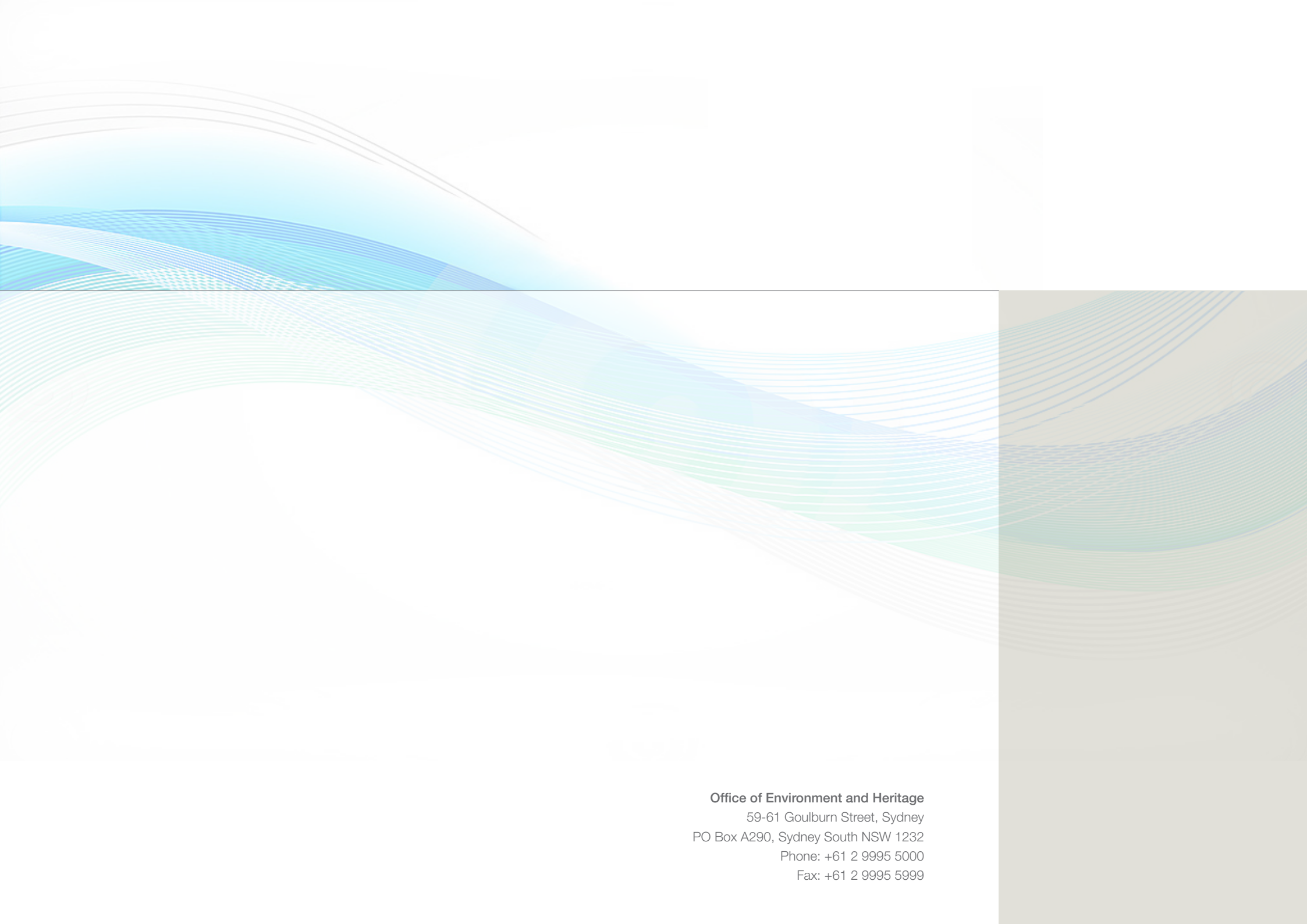
Waves 03



A small number of visual elements have been developed as additional graphic material to enhance the NABERS brand.

These are only suggestions that may be incorporated into NABERS communication material e.g. brochure covers.

The colours should be based primarily around the NABERS primary and secondary colour palettes but sympathetic colours may also be added.



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