Branding Design Brief

Feel: We are a fresh, modern company focused on innovation

When people see our logo or hear our name, they associate us with innovation, technological advancement, agility and independence. We are a global leader in developing and deploying real-world, value-adding solutions. **This is our company logo which we are keeping**. This logo project is to develop a brand family of logos for our technologies which fit under our company logo.

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| --- | --- | --- | --- |
| C:\Users\s.moore\AppData\Local\Microsoft\Windows\INetCache\Content.Word\CRC ORE logo - TAGLINE CENTRED 2017 (SMALL).jpg |  |  |  |
| **crcoreEARTH**  C20 M85 Y100 K45  R126 G44 B16  #7E2C10 | **crcoreBLACK**  C13 M0 Y0 K78  R67 G74 B79  #464b50 |  |

Scope of this branding project   
(two design options for each of the four logos below)

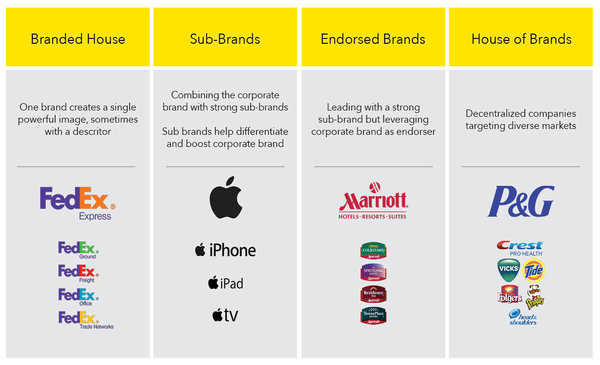
A range of products have been developed by CRC ORE.

**We are seeking logos to be created for each of our major products. These logos will form a brand family under our existing logo (which we are keeping).**

* [Grade Engineering](https://www.crcore.org.au/index.php/solutions/grade-engineering)   
  *A suite of novel integrated technologies, focussed on improving feed quality and driving higher productivity and value for mining operations.*
* [Integrated Extraction Simulator](https://www.crcore.org.au/index.php/solutions/integrated-extraction-simulator-ies)   
  *A whole-of-mine simulator which is used to predict and optimise mineral processing performance, across the whole-of-mine system.*
* [Mining Innovation Hub](https://www.crcore.org.au/index.php/solutions/kalgoorlie-mining-innovation-hub) (the first of which is in Kalgoorlie-Boulder)   
  *An industry-led technology innovation hub to deliver value to Australian producers and METS in the Western Australian mining industry. It is envisaged that if successful this hub may be replicated in other regions and hence we are seeking a logo for the Mining Innovation Hub onto which we can incorporate the words Kalgoorlie-Boulder, in case we bring a series of Hubs online over time.*
* [Environmental Indicators](https://www.crcore.org.au/index.php/solutions/acid-rock-drainage)  
  *A range of tests to predetermine the probability and extent of Acid Rock Drainage on a mine site. Failure to accurately predict acid rock drainage (ARD) leads to substantial financial consequences and reputational damage to operators.*

We are seeking two design options for each of the four logos:

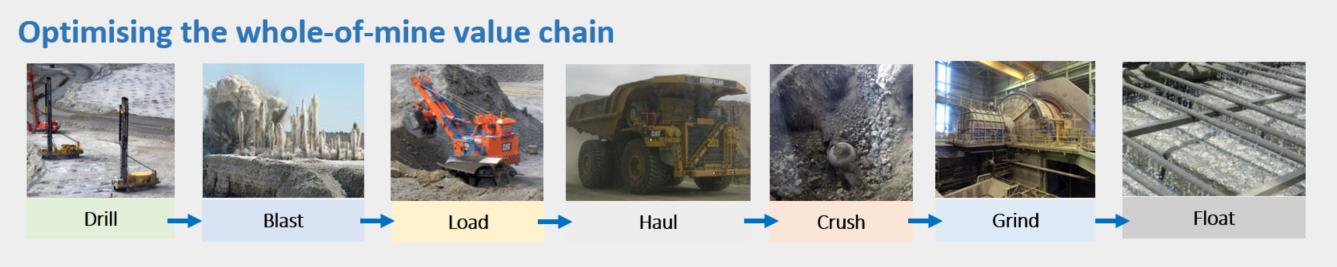
* **Option 1: Directed design.** The first set we’d like to see is one which uses the circular ‘O’ in ORE as the common design element, in a similar way to the apple or Brokers Direct examples below.
* **Option 2: Your creative design**. The second design option, we’d like you to use your creativity to come up with a brand family which you believe best suits our needs. We’ve included the Microsoft example below as something we like, but do not want to direct or restrict your creative offering.

To finish, a bit about our company if you need it: Who is CRC ORE

**CRC ORE: Innovating technologies for a more profitable and sustainable mining industry.**

Providing the communications function for CRC ORE, a mining optimisation research and technology transfer centre. CRC ORE is focused on innovating technologies to revolutionise the whole-of-mine system and dramatically improve overall mine productivity, value and sustainability.  
  
This work is funded by the global minerals industry and the Australian Government. Collaborative partnerships from across the mining value chain work together on innovative solutions. We develop our projects with the expertise and passion of mining companies looking for productivity gains, Mining Equipment Technology and Services (METS) organisations looking to supply world-class equipment solutions to the mines and Researchers looking to bring new ideas to help our mines become more productive and sustainable.  
  
CRC ORE is the first large scale research and development initiative to bring together ore body knowledge, mass mining, blasting engineering, mineral processing, spatial modelling and resource economics.  
  
Participants in CRC ORE have access to headline technologies developed under the program. This includes Grade Engineering, an integrated solution stack which targets the separation of ore from waste much earlier in the mining process, and an exciting whole-of-mine simulation platform, the Integrated Extraction Simulator. CRC ORE is the first large scale research and development initiative to bring together ore body knowledge, mass mining, blasting engineering, mineral processing, spatial modelling and resource economics.



A key focus of CRC ORE’s work is on separating ore from waste much earlier in the mining process through a technique called Grade Engineering and then linking individual mine processes using an Integrated Extraction Simulator to optimise value across the whole-of-mine.

For more information

Please contact Suzi Moore on [s.moore@crcore.org.au](mailto:s.moore@crcore.org.au) or 0427 641 239.