



Assessor  
Brand  
Guidelines





A low-angle, upward-looking photograph of several modern skyscrapers with glass facades. The buildings are arranged in a way that they appear to converge towards the top of the frame, creating a strong sense of height and scale. The sky is a clear, bright blue. The text is centered in the middle of the image, overlaid on the buildings.

Building data for a more  
sustainable future.

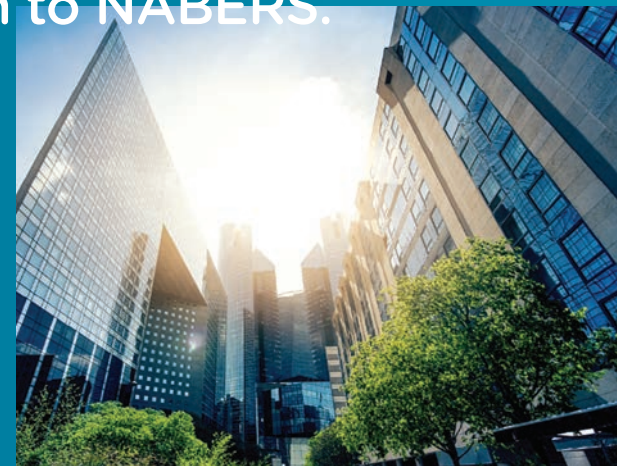




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## Introduction to NABERS.



### **The NABERS Accredited Assessors Brand Guidelines.**

The National Australian Built Environment Rating System (NABERS) measures the true environmental performance of Australian buildings. For over 20 years, it has helped Australian business and government demonstrate their commitment to saving.

As a valued member of the NABERS community, this guide was designed to help you understand and get the most out of the NABERS brand.



## Introduction.

### Accredited Assessors Logo

The NABERS Accredited Assessor Logo can be found on page 20 and you can download the file at [www.nabers.gov.au/publications](http://www.nabers.gov.au/publications) or by requesting it via [nabers@environment.nsw.gov.au](mailto:nabers@environment.nsw.gov.au)

As an Assessor, your responsibilities and standard of behaviour are covered in the NABERS Assessor Code of Practice. But, here are a few of the dos and don'ts to keep in mind when using the NABERS brand.



## Dos and Don'ts.

### Dos ✓

- DO read through the Brand Guidelines
- DO use the NABERS Accredited Assessor logo in your marketing and business materials
- DO inform us of any presentations, public commentary or media event that you are planning to engage in as a representative of the NABERS community
- DO get in touch with us if you have any questions or queries.  
[nabers@environment.nsw.gov.au](mailto:nabers@environment.nsw.gov.au)

### Don'ts ✗

- Please DON'T use the NABERS brand to defame, discredit or slander the Program, its policies, staff or associates
- Please DON'T re-colour, re-shape, re-make or generally alter the logos or brand materials provided.

Find more information about how to promote and advertise NABERS on your website, emails and promotional materials at [nabers.gov.au](http://nabers.gov.au)

# NABERS is Australia's leading independent, evidence based built environment rating system and our brand is one of our most valuable assets.




The NABERS brand must be used correctly so its integrity can be maintained.

Our brand helps us stand out in the marketplace, engages stakeholders and users, like you, and influences how we are perceived in the community.

As well as helping us to maintain the integrity of our brand, we want to help you use it. We know that it can provide the greatest value to those who engage with it; be it your colleagues, staff, partners, suppliers or associates.

If you have any further questions, please email [nabers@environment.nsw.gov.au](mailto:nabers@environment.nsw.gov.au) and we'll get back to you.

# BRAND ARTICULATION



07	Our Purpose
08	Our Mission, Vision and Ambition
10	Our Benefit Bundle
11	North Star
12	Our Brand Values
13	Our Proposition

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## Our Purpose.

The built environment provides settings for human activity and is one of the largest users of natural resources.

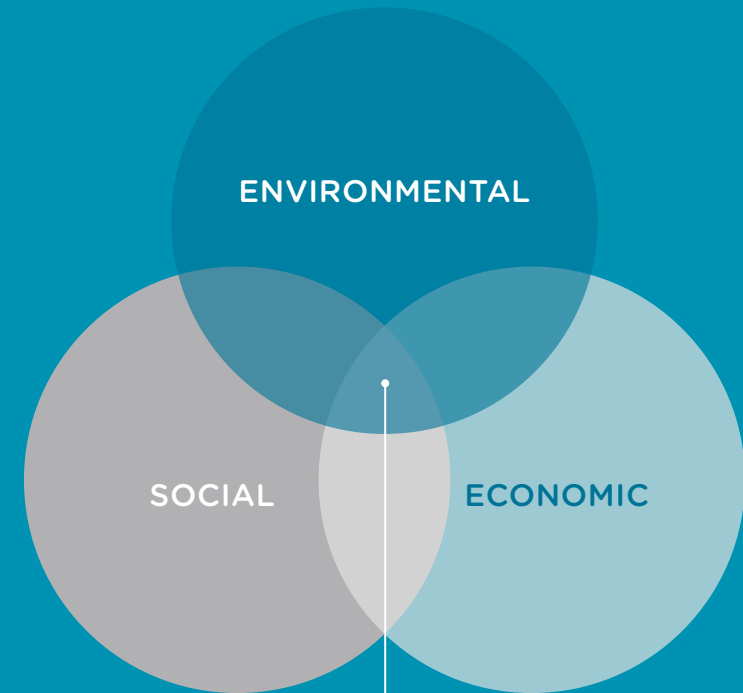
We believe that we all have the responsibility of accountability.

To run our businesses with an understanding of the impact they have on the environment.

So when it comes to the design, construction and management of commercial and residential buildings, we want to enable smarter and more informed decisions that help them run more efficiently, at a lower operational cost to owners and with reduced impact on the environment.

Our purpose at NABERS is to be enablers of positive change for businesses, stakeholders and the environment.

We inspire others to be accountable and informed about their performance; it's impact and the drive to actively seek improvements.



**NABERS is accelerating  
a new paradigm for  
commercial and residential  
building performance**

## Our Mission.

To increase  
environmental,  
social and economic  
performance of our  
built environment.

We do this by empowering companies with the tools and data to create more sustainable buildings.

## Our Vision.

Our vision is to  
reduce emissions,  
preserve water  
supplies and reduce  
waste to landfill.

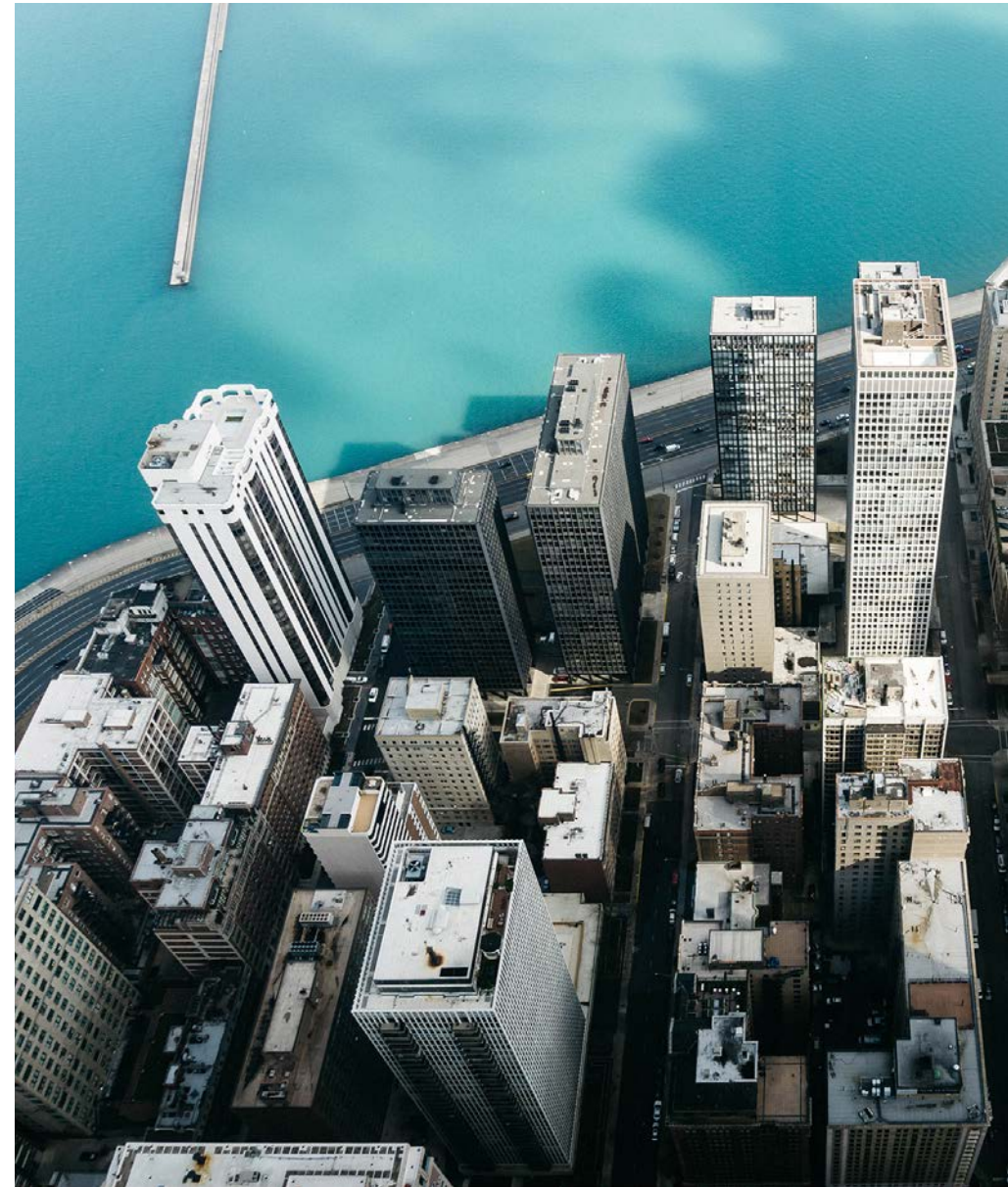
To do this, we believe in creating a truly harmonious and sustainable world, where buildings positively contribute to the advancement and prosperity of the natural environment and their communities.



## Our Ambition.

Inspire economies  
to reward higher  
environmental  
performance through  
benchmarks.

This means driving commercial competitiveness, and achieving measurable economic, social and environmental outcomes.



## Our Benefit Bundle.

### Social Benefit



What being associated with NABERS tells other people about you:

"We are progressive, smart, conscious, well-informed and future focused."

### Emotional Benefit



What being associated with NABERS makes you feel:

"We are working closely with the government to set new, world-leading performance standards. We feel inspired to create more sustainable buildings, and contribute more meaningfully to our own people, the wider community and the future. There is a greater sense of purpose within our team and our operations."

### Functional Benefit



What NABERS does for you physically:

"A NABERS rating enables us to truly understand how well our building is operating in terms of energy efficiency, water usage, indoor quality and waste management. This gives us the ability to make better decisions in design, construction and operations, that can improve our economic performance and environmental impact."

### Key Brand Proposition



What above all else NABERS promises its community:

**Building data  
for a more  
sustainable future.**

### Reason to Believe



The reasons people believe the brand delivers this promise:

- Most accurate building performance data-based on real data rather than modelled performance.
- Simplifies complex information.
- Ratings are based on market performance.
- Seen as a competitive advantage to have a good NABERS rating by large institutional property companies and their agents, as well as tenants and apartment building residents.
- Incorporated into sustainability programs and policies, as well as Mandatory Disclosure.

### Brand Essence

The underlying brand / comms idea:

**North Star  
(for the built environment)**



# NORTH

FOR THE BUILT ENVIRONMENT

# STAR

NABERS is the North Star  
for the built environment.  
We guide the commercial  
and residential sector to  
build a more sustainable  
future and environment  
- for themselves and the  
communities they serve.

**Please note:** The term 'North Star' is a guiding phrase that aligns with the brand values, mission and vision. It is not intended as a literal representation of the 'North Star' (like the current Southern Cross in logo). The term is used to represent the metaphor of what a North Star stands for and what people associate with it. Which is:

- Signify the truth
- Provide guidance / direction
- To be a strong constant
- Strength and prominence
- Aspirational

eg Finding your north star / the north star of your business strategy etc



Our Brand Values.



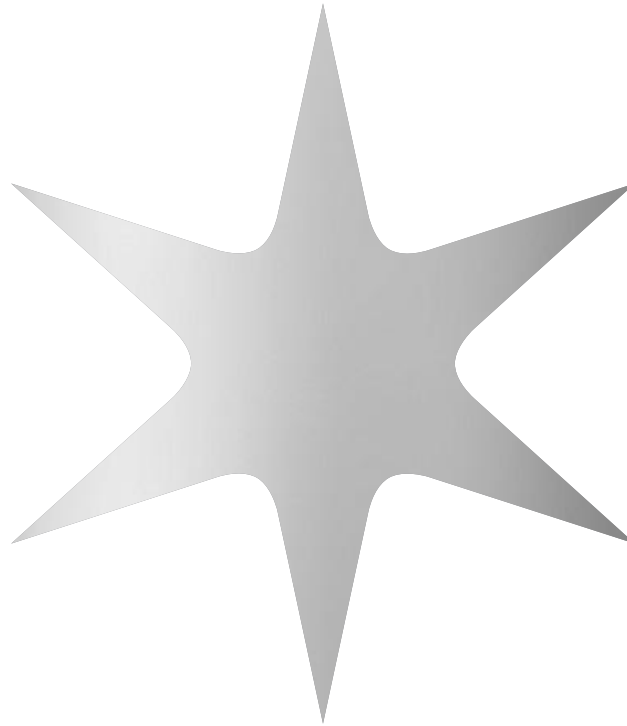
We are resourceful

We always seek  
the truth

We lead through  
empowerment

We believe in  
collaboration

We are future-focused



# Building data for a more sustainable future.

**NABERS is a national government program that values, rates and leads Australia's built environment sustainability efforts.**

Our vision is to decrease emissions, preserve water supplies and reduce waste by advancing the environmental and social performance of the world's commercial and residential buildings.

We believe in creating a sustainable world, where buildings positively contribute to the advancement and prosperity of the natural environment and their communities.

In partnership with the commercial and residential sector, as well as other government and industry bodies, we're building a more sustainable future by continually setting new building performance benchmarks that inspire economies and communities around the world.



# BRAND IDENTITY

- 15 Our Primary Logo
- 16 Our Colours
- 17 Our Primary Font
- 18 Our Secondary Fonts
- 19 Our Pattern
- 20 NABERS Logo Categories





## Our Primary Logo.

**This is our primary logo, please use it with care.**

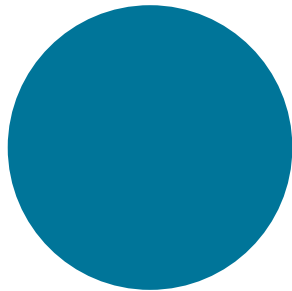
This is our primary logo to be used in all print collateral (publication advertising, flyers, posters, signage, merchandise) and digital communication (websites, social, banners, emails, presentations).

Please do not redraw or alter the logo, including the placement and size relationship of the letters and apex.

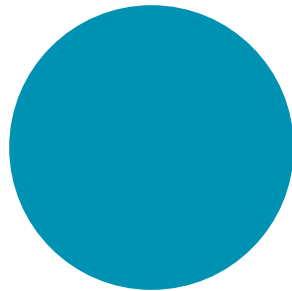


## Our Primary Colours.

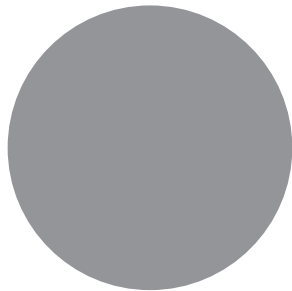
Colours are an important part of the NABERS brand and should be strictly adhered to.



**NABERS Teal**  
PMS 633  
C100 M42 Y28 K4  
R0 G114 B152  
HEX 007298



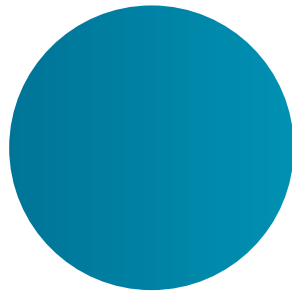
**NABERS Aqua**  
PMS 632  
C92 M24 Y23 K0  
R0 G145 B179  
HEX 0091b3



**NABERS Neutral**  
PMS Cool Grey 8  
C0 M0 Y0 K50  
R147 G149 B152  
HEX 939597



**NABERS Light Grey**  
PMS Cool Grey 1 C  
C0 M1 Y1 K6  
R239 G236 B235  
HEX eebea



**NABERS Gradient**  
Teal + Aqua

## Our Accent Colours.

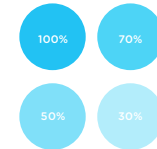
These colours are inspired by and represent our rating categories:

- Water usage
- Waste management
- Energy use
- Indoor Environment
- Carbon Neutral

Please note that they're secondary colours to support the primary palette, and should never be used in the logo, or as a primary colour.

The accent colours are most preferred at 100%. However, in instances where more variation is required, tints of 30%, 50% and 70% can be used.

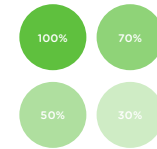
### Water; Blue:



PMS 299C  
C67 M0 Y0 K0  
R0 G194 B243  
HEX 00c2f3

**Tints:**  
R0 G194 B243 A0.7  
R0 G194 B243 A0.5  
R0 G194 B243 A0.3

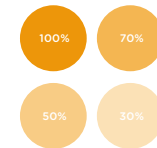
### Waste; Green:



PMS 361C  
C64 M0 Y100 K0  
R95 G192 B62  
HEX 5fc03e

**Tints:**  
R95 G192 B62 A0.7  
R95 G192 B62 A0.5  
R95 G192 B62 A0.3

### Energy; Orange:



PMS 144C  
C5 M47 Y100 K0  
R237 G150 B10  
HEX ed960a

**Tints:**  
R237 G150 B10 A0.7  
R237 G150 B10 A0.5  
R237 G150 B10 A0.3

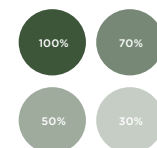
### Indoor Environment; Purple:



PMS 268C  
C76 M81 Y0 K0  
R92 G78 B160  
HEX 5c4ea0

**Tints:**  
R92 G78 B160 A0.7  
R92 G78 B160 A0.5  
R92 G78 B160 A0.3

### Carbon Neutral; Forest Green:



PMS 350C  
C72 M44 Y80 K38  
R61 G86 B59  
HEX 3e573a

**Tints:**  
R61 G86 B59 A0.7  
R61 G86 B59 A0.5  
R61 G86 B59 A0.3

## Our Primary Font.

Used for headings, titles and standalone brand elements such as the Logo.

# GOTHAM ROUNDED

Gotham Rounded  
Light

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
0123456789

Gotham Rounded  
Medium

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
0123456789

Gotham Rounded  
Book

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
0123456789

Gotham Rounded  
Bold

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
0123456789



## Our Secondary Fonts.

For applications that restrict or limit the use of our primary font, we have allocated alternative fonts.

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Google web font:  
Varela Round  
Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
0123456789

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System font:  
Arial Regular  
Used for most  
body copy

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
0123456789

---

System font:  
Arial Bold

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
0123456789**

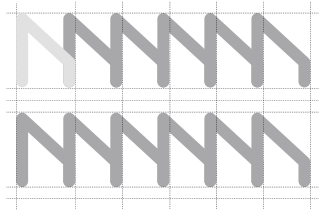
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## Our Pattern.

### Background Pattern

The NABERS pattern is a step and repeat of the N-shaped building in The Apex. This pattern should be used sparingly, and as a background element - as indicated on the right.

Example pattern formation only:



### Colour and Background

This pattern should always be displayed on a gradient background using the primary colours. For example;



The colour of the step-repeat pattern should be based on one colour shown in the gradient, so the pattern fades into the background as shown on the far right.



## NABERS Accredited Assessors Logo.

This logo is to be used for Accredited Assessors only.



## NABERS Supervisor Logo.

This logo is to be used for NABERS Supervisors.



### Clear Space

Clear space around the logo is the height of the star, as per the primary logo.



### Clear Space

Clear space around the logo is the height of the star, as per the primary logo.



## NABERS Equipped Logo.

This logo is to be used by external organisations that incorporate the NABERS algorithms into their products or systems.



### Clear Space

Clear space around the logo is the height of the star, as per the primary logo.



## NABERS Auditor Logo.

This logo is to be used for NABERS Auditors.



### Clear Space

Clear space around the logo is the height of the star, as per the primary logo.





# BRAND APPLICATIONS

- 23 Professional Applications
- 24 In/On Building Design

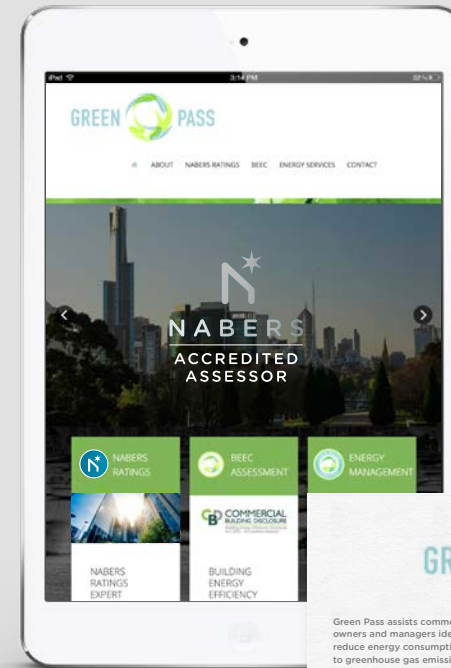
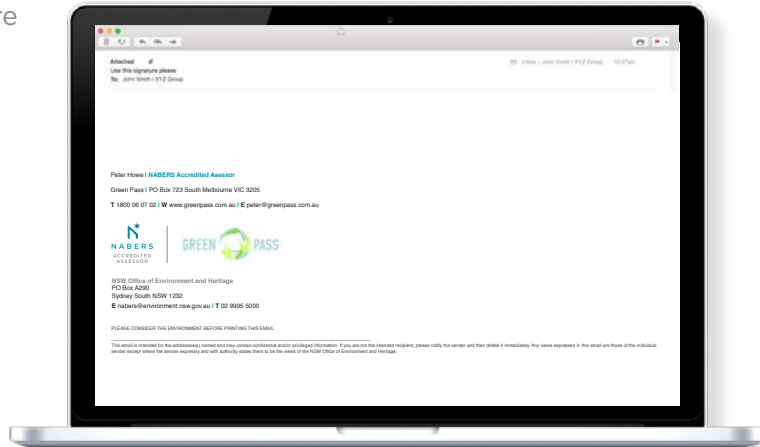


# Professional Applications.

## Business Cards



## Email Signature



Accredited Assessors website showcase NABERS.



Accredited Assessors Flyer.

# On/In Building Design.



Building plaque signs.



Office Facade



Numeric Star Rating Decal on building commercial facade.

**Thank you.**

**NABERS is administered  
by the NSW Office of  
Environment and Heritage**

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[nabers.gov.au](http://nabers.gov.au)

