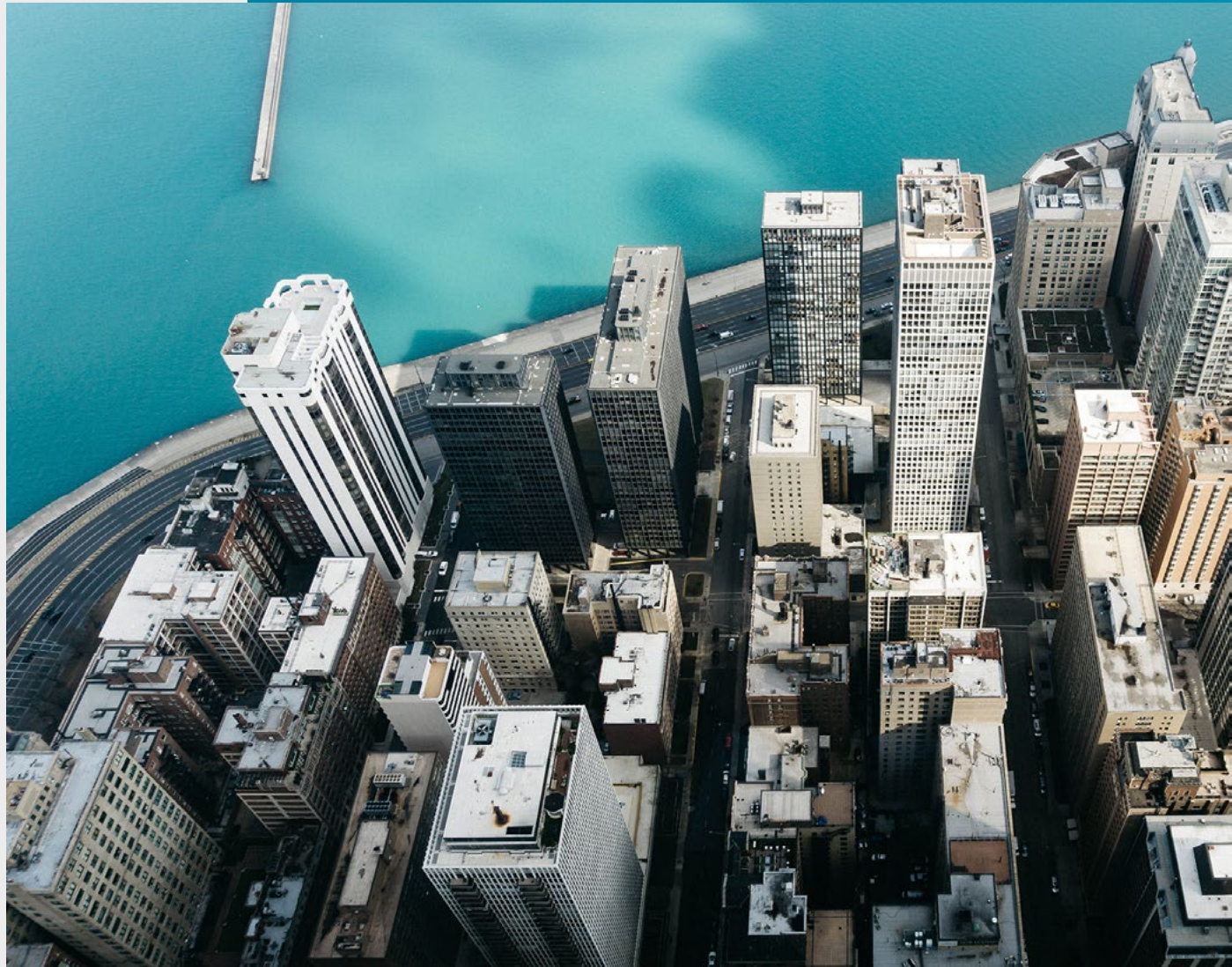




NABERS

User and  
Customer  
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, underlined.

Building data for a more  
sustainable future.





## Contents.

<b>Brand Identity.</b>	06	Our Primary Logo
	07	Our Positive and Negative Logo
	08	Our Primary Logo Use
	09	Our Colours
	10	Our Primary Font
	11	Our Secondary Fonts
<b>Brand Applications.</b>	12	NABERS Numeric Logos
	18	NABERS Numeric Logo Lock-ups
	20	NABERS Star Rating Logos
	27	Brand Collateral
	28	In/On Building Design
	28	Digital Collateral

## Introduction to NABERS.

### The NABERS User and Customer Guidelines.

Welcome to the Brand Guidelines for users of the National Australian Built Environment Rating System (NABERS).

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 the NABERS brand.**

Whether you are displaying your NABERS Rating in a Commercial or Apartment Building, or for your business (tenancy) or development (Commitment Agreement), here you'll find information that will help you make the most of your new performance rating.

However first, congratulations! You have achieved your new NABERS Rating or Commitment Agreement.

We recognise your efforts getting this rating and for that, we say well done! We hope that you can use NABERS to drive change and environmental improvements in your building and in your community.

# 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 IDENTITY

- 06 Our Primary Logo
- 07 Our Positive and Negative Logo
- 08 Our Primary Logo Use
- 09 Our Colours
- 10 Our Primary Font
- 11 Our Secondary Fonts
- 12 NABERS Numeric Logos
- 18 NABERS Numeric Logo Lock-ups
- 20 NABERS Star Rating Logos



## 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 Positive Logo.

This is the positive logo on white, it should only be used on white or light grey backgrounds. Avoid placement over busy and colourful photography.

Primary  
gradient logo



Alternative mono  
logo on white



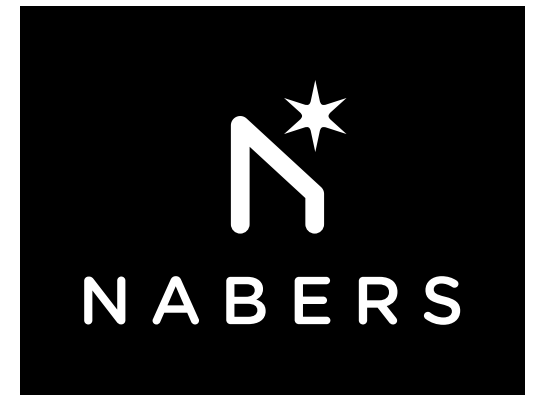
## Our Negative Logo.

This is the negative logo on our Teal brand colour. It can be used across backgrounds of multiple colours, such as photography.

Primary white  
logo on colour  
background



Alternative mono  
logo on black



## Our Primary Logo Use.

### Clear Space

For clarity and legibility, always ensure you allow enough clear space around the logo. The clear space around the logo should be equal to the height of the star in The Apex.



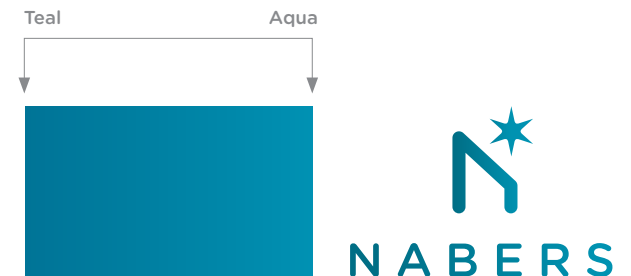
### Minimum Size

For print and web formats, we have specified minimum sizes for legibility. Our logo shouldn't appear any smaller than 20mm wide for print and 60px wide for digital environments.



### Colour

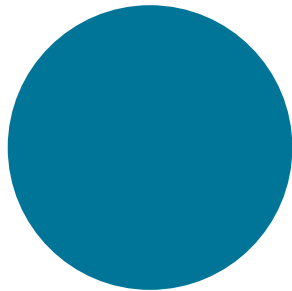
Our primary logo should always be shown in the NABERS Teal + Aqua Gradient. Never edit or amend this colourway gradient. The Gradient should always fade from dark to light: Teal to Aqua.



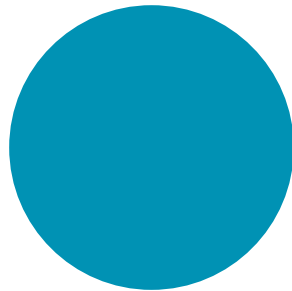


## Our Primary Colours.

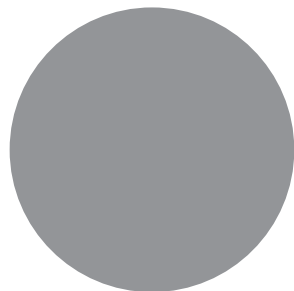
Colours are an important part of the NABERS brand and should be strictly adhered to.



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



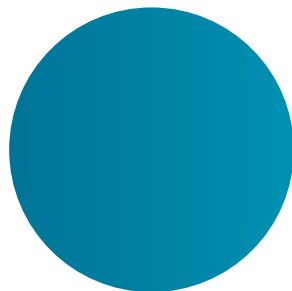
**NABERS Aqua**  
 PMS 632  
 C92 M24 Y23 K0  
 R0 G145 B179  
 HEX 0091b3



**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.

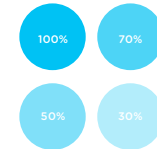
These colours are inspired by and represent our rating categories:

- 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.

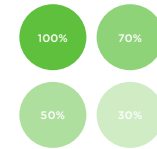
### Water; Blue:



**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

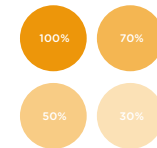
### Waste; Green:



**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

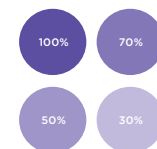
### Energy; Orange:



**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

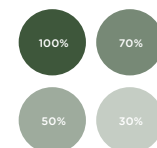
### Indoor Environment; Purple:



**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.

---

Google web font:  
Varela Round  
Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
0123456789

---

System font:  
Arial Regular  
Used for most  
body copy

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
0123456789

---

System font:  
Arial Bold

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
0123456789**

---



# NABERS Energy Numeric Star Rating Logo.

Primary star rating logo for NABERS Energy.



Clear Space

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



# NABERS Energy Numeric Star Rating with GreenPower Logo.

Primary Numeric star rating logo for NABERS Energy includes GreenPower.



Clear Space

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



# NABERS Water Numeric Star Rating Logo.

Primary star rating logo for NABERS Water.



Clear Space

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





# NABERS Waste Numeric Star Rating Logo.

Primary star rating logo for NABERS Waste.



Clear Space

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



# NABERS Indoor Environment Numeric Star Rating Logo.

Primary star rating  
logo for NABERS  
Indoor Environment (IE).



Clear Space

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



# NABERS Energy Commitment Agreement Logo Lock-up.

This logo is to be used for developers and building owners only. 4-6 star ratings are only available in this logo lock-up.



## Clear Space

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





## NABERS Numeric Rating Logo Lock-ups.

### Star rating logo lock-up for multiple NABERS ratings only.

These logo lock-ups are primarily used for buildings with multiple ratings for the primary categories; Energy, Waste, Water and Indoor Environment.



### Usage

These multiple star rating logos can be used across various locations as decals or plaque signage on commercial or residential buildings. These logo lock-ups will need to be custom designed specifically for the building. You can request a logo lock-up through [nabers@environment.nsw.gov.au](mailto:nabers@environment.nsw.gov.au)

Please note, the examples on the right are examples only and ratings are customised specifically for the buildings rating for Energy, Water, Waste and Indoor Environment.

### Rating Lock-up for two rating categories.



### Rating Lock-up for three rating categories.



### Rating Lock-up for four rating categories.

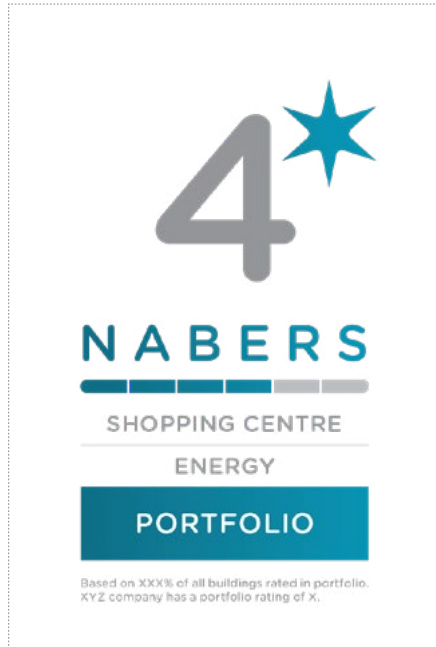


# NABERS Portfolio Numeric Star Rating Logo.

Star rating logo for NABERS Energy for Portfolio ratings only.

Portfolio ratings can be self-calculated or requested through [nabers@environment.nsw.gov.au](mailto:nabers@environment.nsw.gov.au). If requested through NABERS, we'll provide you with a custom rating logo like the one to the right. Note, only Portfolio ratings calculated by NABERS can use NABERS Portfolio logos for promotion.

Where you use a portfolio rating logo you must either list the buildings (or link to a list of assets) in your portfolio. Find out more: [nabers.gov.au/portfolio](http://nabers.gov.au/portfolio)



## Clear Space

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



# NABERS Energy Star Rating Logo.

Alternate star rating logo for NABERS Energy.



Clear Space

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





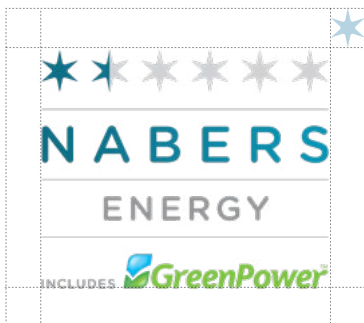
# NABERS Energy GreenPower Logo Lock-up.

Primary star rating logo for NABERS Energy includes GreenPower.



Clear Space

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



# NABERS Water Star Rating Logo.

Alternate star rating logo for NABERS Water.



Clear Space

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



# NABERS Waste Star Rating Logo.

Alternate star rating logo for NABERS Waste.



Clear Space

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



# NABERS Indoor Environment Star Rating Logo.

Alternate star rating logo for NABERS Indoor Environment (IE).



Clear Space

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





# NABERS Commitment Agreement Star Rating Logo Lock-up.

Alternate star rating logo for NABERS Commitment Agreement (CA).



Clear Space

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



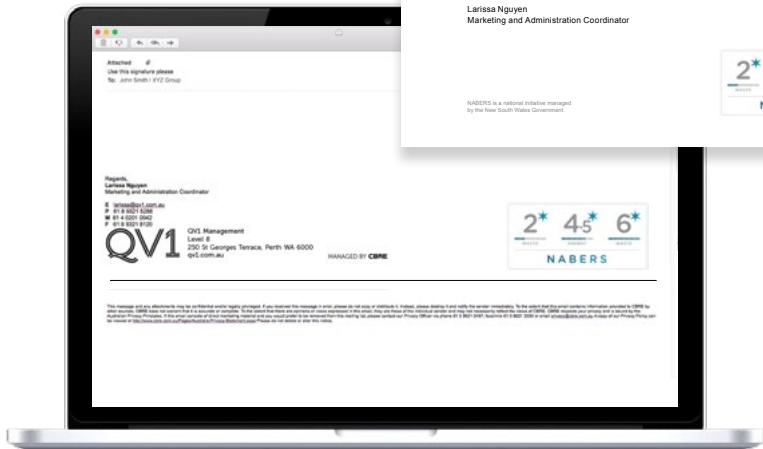
# BRAND APPLICATIONS

- 26 Brand Collateral
- 27 In/On Building Design
- 28 Digital Collateral



# Brand Collateral.

NABERS multiple rating logos showcased on strata letter and email signature.



# Certificates

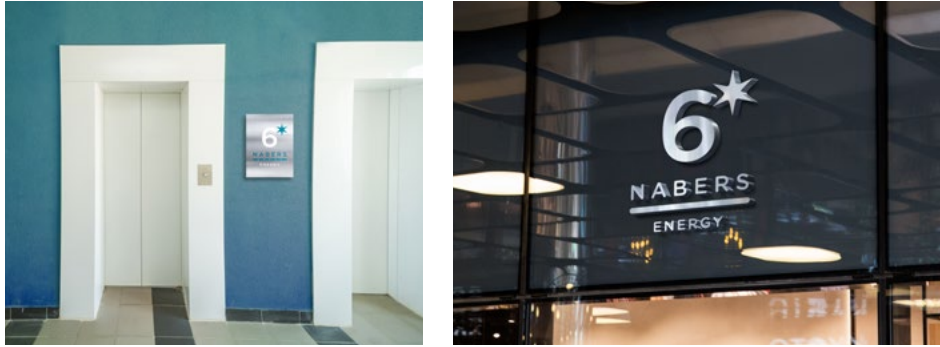


# Certificates in your office or tenancy





## On/In Building Design.



Building plaque signs.

Numeric Star Rating Decal on building commercial facade.

## Digital Collateral.



Portfolio Numeric Star Ratings showcased on lobby digital screens and Numeric Star Ratings showcased internal lift screens.

**Thank you.**

**NABERS is administered  
by the NSW Government**

4 Parramatta Square  
12 Darcy Street  
Parramatta NSW 2150

T (02) 9995 5000

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

