



NABERS

CUSTOMER

BRAND GUIDELINES

October 2024



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Introduction.

The NABERS Brand Guidelines.

These brand guidelines have been developed to give all NABERS staff, partners, associates and customers, a resource to assist in working with our identity. By consistently following these guidelines, we can build a strong, recognisable brand and maximise the value in everything we do. A brand will constantly evolve and develop so always check that you are referencing the most recent tools.

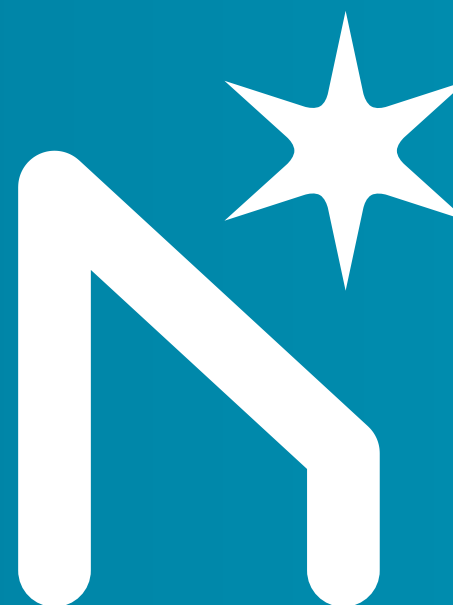
As Australia's leading independent, evidence based built environment rating system, our brand is one of our most valuable assets. It helps us stand out in today's marketplace, engages stakeholders and influences how we are perceived in the community. The way our brand emotionally and visually connects with our audiences should be consistent through all forms of communication. This consistency enables our goodwill and reputation to become strongly associated with our brand.

NSW Government Brand Framework.

NABERS is a national initiative managed by the NSW Government on behalf of the Federal, State and Territory governments of Australia. Under the NSW Government Brand Framework, NABERS has a brand exemption as there is a strong customer need for NABERS to appear as an organisation independent of NSW Government.

BRAND IDENTITY

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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 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.



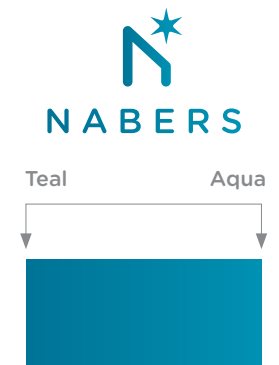
Minimum Size

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 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



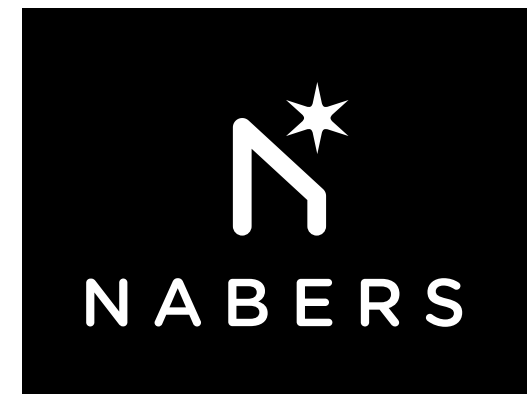
Our Negative Logo.

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



Horizontal Logo Lock-up.

Secondary Logo

This is a secondary version of our logo can only be used in limited cases for print and digital where space is limited.



Clear Space

The exclusion zone around the horizontal logo is equal to the height of the star. The distance between the landmark and the NABERS logotype is the width of the star.



Minimum Size

The minimum size is 85px wide on screen, and 30mm wide for print.



30mm W / 85px W

Our Brandmark.

The Apex

Our brandmark is made up of an N-shaped building and star. We call it The Apex, to represent new heights and market-leading performance.

Minimum Size

When used in isolation, The Apex should maintain a minimum width of 10mm for print and 29px for web. An example of this is when we'd use the Apex as a favicon on website browsers.



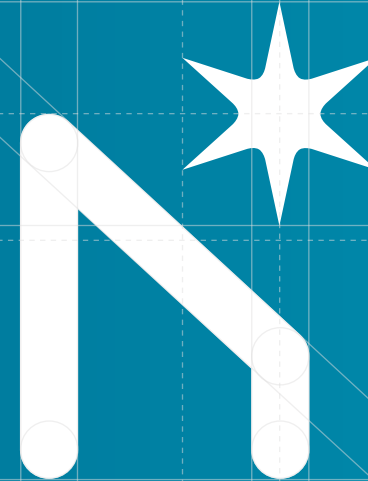
Clear Space

Half of the star should be used as a guide for clear space around The Apex.



Colour

The Apex should only be seen in the NABERS Gradient, black or white or Neutral.



Our Writing Style.

Referencing NABERS products in writing

NABERS ratings:

You can promote your NABERS rated building once certification has been awarded. Please include the rating type and sector where applicable. When referring to NABERS in text:

- Always write NABERS in all capitals.
- Use a capital letter for NABERS product names and programs such as NABERS Energy or NABERS Indoor Environment.
- Capitalisation is applied to sectors if they are referenced in relation to a product e.g. NABERS for Apartment Buildings is available.
- Star and rating are written in lower case when referring to NABERS ratings e.g. The company received a 6-star NABERS Energy rating.

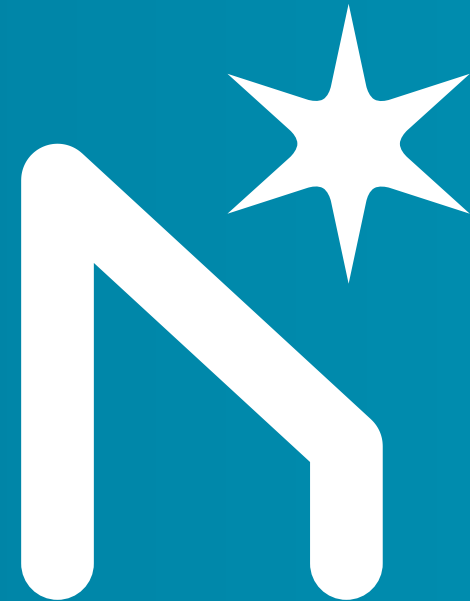
Commitment Agreements

Developments can only promote that they are targeting a specific NABERS rating, (such as a 5-star rating) if they have an active Commitment Agreement in place.



CATEGORY LOGOS

- 19 Rating Logos
- 21 Energy Commitment Logo Lock-ups
- 23 Numeric Star Rating Logos
- 25 Numeric Star Rating Logo Lock-ups
- 27 Portfolio Numeric Star Rating Logo
- 29 Alternate Star Rating Logos



Rating Logos.

Energy Rating Logo



This logo is to be used for communication specific to NABERS Energy.



Water Rating Logo



This logo is to be used for communication specific to NABERS Water.



Waste Rating Logo



This logo is to be used for communication specific to NABERS Waste.



Indoor Environment (IE) Rating Logo



This logo is to be used for communication specific to NABERS Indoor Environment (IE).



Embodied Carbon Rating Logo



This logo is to be used for communication specific to NABERS Embodied Carbon.

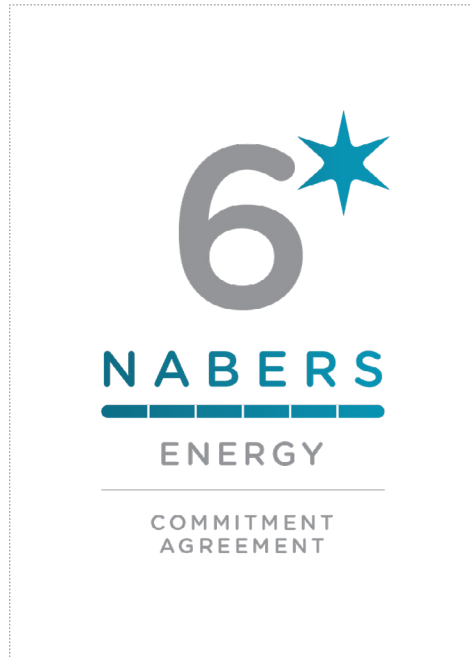


Note: Clear space around all logos are the height of the star, as per the primary logo.



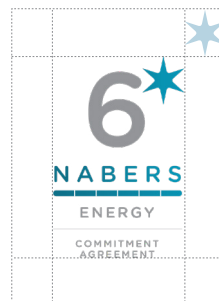
Energy Commitment Agreement Logo Lock-ups.

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.



Numeric Star Rating Logos.

These logos are only to be used by customers with current NABERS certification. Ratings are available from 1-6 stars.

Energy Numeric Star Rating Logo



Water Numeric Star Rating Logo



Note: Clear space around all rating logos are the height of the star, as per the primary logo.

Waste Numeric Star Rating Logo



Indoor Environment (IE) Numeric Star Rating Logo



Note: Clear space around all rating logos are the height of the star, as per the primary logo.

Numeric Star 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

Rating Lock-up for two rating categories



Rating Lock-up for three rating categories



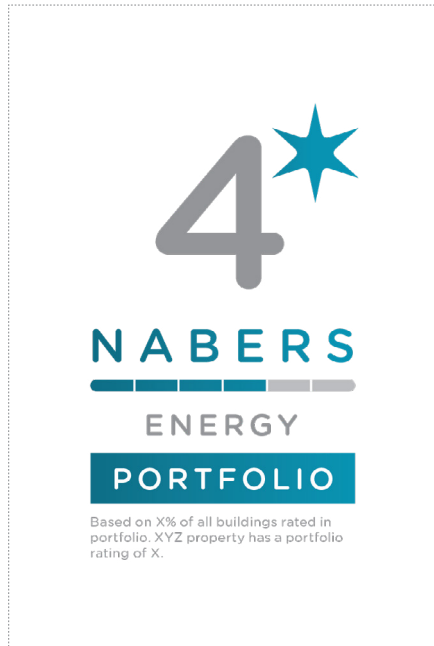
Rating Lock-up for four rating categories



Portfolio Numeric Star Rating Logo.

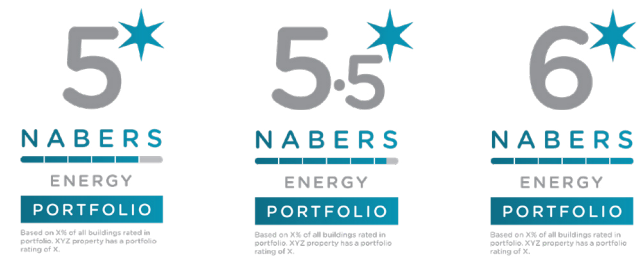
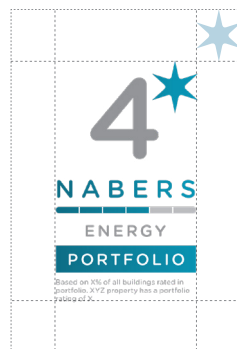
Star rating logo for NABERS Energy Portfolio ratings only

Portfolio ratings can be requested through nabers@environment.nsw.gov.au and we'll get back to you with next steps. Once you receive your portfolio report, we'll provide you with a custom rating logo that looks like one to the right.



Clear Space

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



Alternate Star Rating Logos.

The alternate rating logos can only be used in limited cases.

Alternate star rating logo for Energy



Alternate star rating logo for Water



Note: Clear space around all rating logos are the height of the star, as per the primary logo.

Alternate star rating logo for Waste



Alternate star rating logo for Indoor Environment (IE)



Note: Clear space around all rating logos are the height of the star, as per the primary logo.

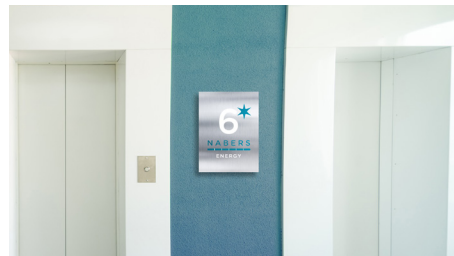
BRAND APPLICATIONS

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On/In Building Design.

Building Plaque Signs



Office Facade



Numeric Star Rating Decal on building commercial facade



Certificates

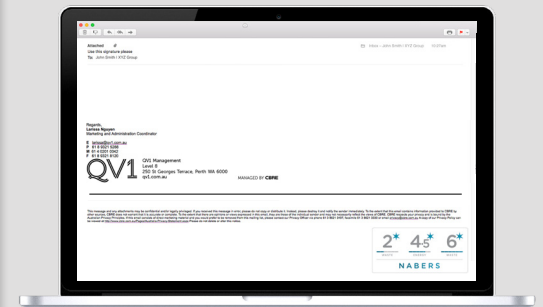


Digital Collateral.

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



NABERS multiple rating logos showcased on strata letter and email signature



Thank you.

**NABERS is administered by
the NSW Government.**

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