



UK Assessor Brand Guidelines

CCLN006



A low-angle, upward-looking perspective of several modern skyscrapers. The buildings are primarily composed of glass and steel, with their facades reflecting the clear blue sky. The lines of the buildings converge towards the top of the frame, creating a sense of height and scale. The sky is a uniform, vibrant blue, providing a stark contrast to the dark, reflective surfaces of the buildings.

Building data for a more sustainable
future



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Introduction to NABERS.



The NABERS UK Assessor Brand Guidelines

The National Australian Built Environment Rating System (NABERS) has been measuring the true environmental performance of Australian buildings for 20 years, and is now expanding its commitment to sustainability into the United Kingdom.

As a valued licensee of the NABERS community, this guide is designed to help you understand the NABERS brand and make the most of it.

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.



Introduction.

Accredited Assessors Logo

The NABERS UK Accredited Assessor Logo can be found on page 38 and you can download the file at www.cibsecertification.co.uk requesting it via nabersuk@cibsecertification.org

As an Assessor, your responsibilities and standard of behaviour are covered in the Code of Conduct, 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 UK 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 UK community
- DO get in touch with us if you have any questions or queries.
nabersuk@cibsecertification.org

Don'ts ✗

- Please DON'T use the NABERS UK 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.

NABERS is a world 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 today's marketplace, engages stakeholders 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 to provide the greatest value to those who engage with it; be it your colleagues, staff, partners, suppliers or associates.

Consistency enables our goodwill and reputation to become directly associated with our brand.

We have a shared responsibility to protect and 'invest' in our NABERS brand.

If you have any further questions, please email nabersuk@cibsecertification.org and we'll get back to you.

BRAND ARTICULATION

06	Our Purpose
07	Our Mission, Vision and Ambition 09
	Our Benefit Bundle
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12	Our Proposition



Our Purpose.

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

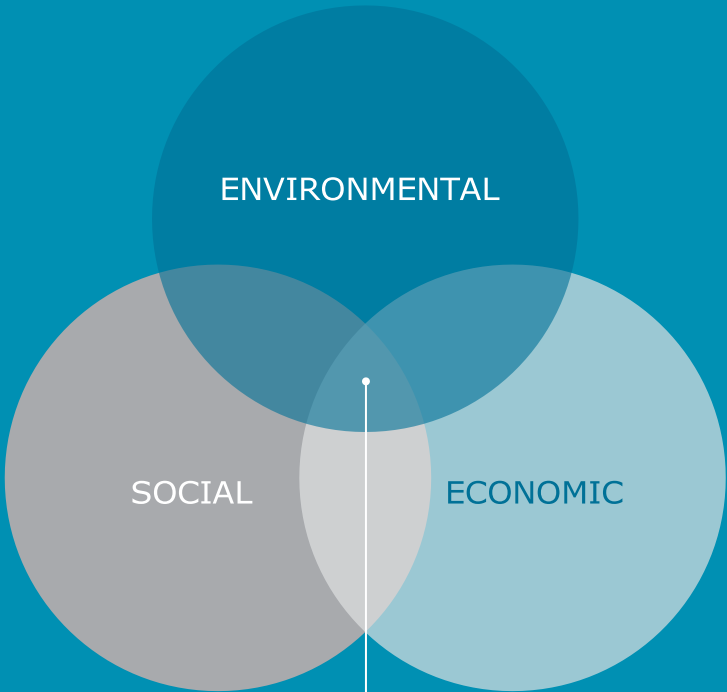
We believe that we all have the responsibility of accountability.

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.

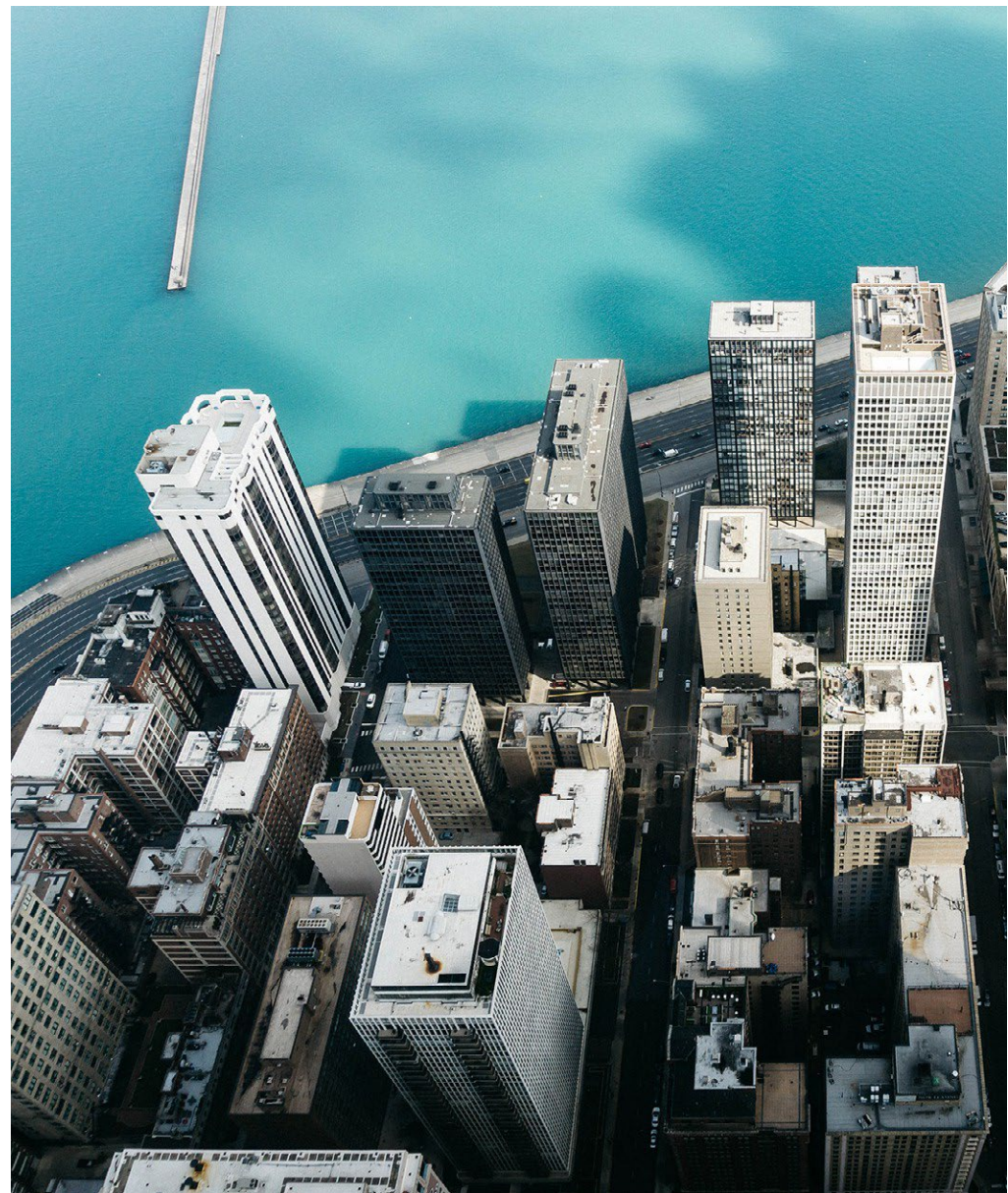
Our vision is to
reduce emissions,
preserve water
supplies and reduce
waste to landfill.

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.

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 program that values, rates and leads the built environment's 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.

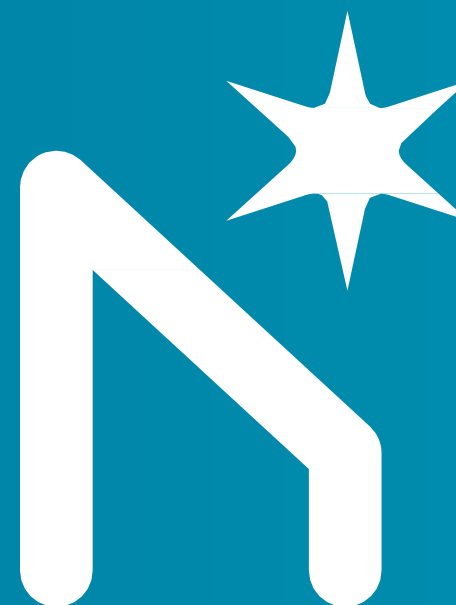
In partnership with the commercial and residential sector, as well as other government and industry bodies, we're building a more sustainable future by continually setting new building performance benchmarks that inspire economies and communities around the world.

We are thrilled that NABERS has expanded to the UK and we look forward to driving buildings towards zero environmental impact.



BRAND IDENTITY

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UK Primary Logo.

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

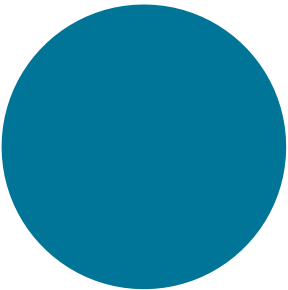
This is our primary logo to be used in all print collateral (publication advertising, flyers, posters, signage, merchandise) and digital communication (websites, social, banners, emails, presentations).

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



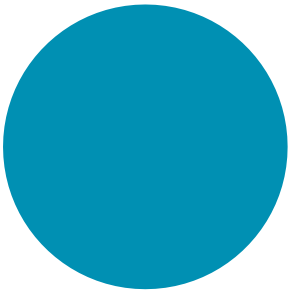
Our Primary Colours.

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



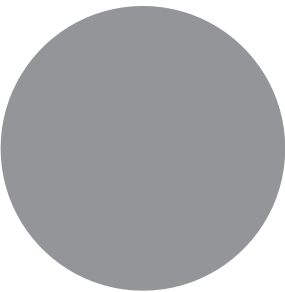
NABERS Teal

PMS 633
C100 M42 Y28 K4
R0 G114 B152 HEX
007298



NABERS Aqua

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



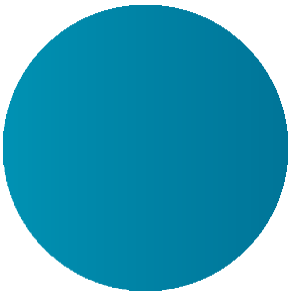
NABERS Neutral

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 eeebea



NABERS Gradient

Teal + Aqua

Our Accent Colours.

These colours are inspired by and represent our rating categories:

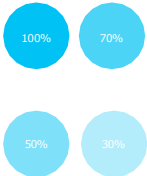
- Water usage
- Waste management
- Energy use
- Indoor Environment
- Carbon Neutral

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.

Note:
More NABERS Ratings are available in other countries, but not yet in the UK market.

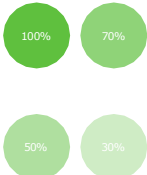
Water; Blue:



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:



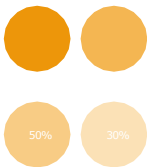
PMS 361C
C64 M0 Y100 K0
R95 G192 B62

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

HEX 5fc03e

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

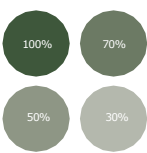
Indoor Environment; Purple:



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
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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Rounded
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Rounded
Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Rounded
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
pqrstuvwxyz
0123456789

System font:
Arial Regular
Used for most
body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
pqrstuvwxyz
0123456789

System font:
Arial Bold

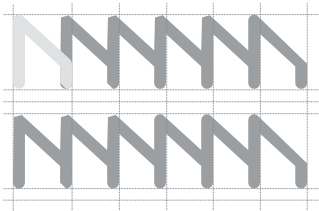
ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
pqrstuvwxyz
0123456789

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 Licensed Assessors Logo.

This logo is to be used for Licensed Assessors only.



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.



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.



BRAND APPLICATIONS

21 Assessor Applications
22 In/On Building Design

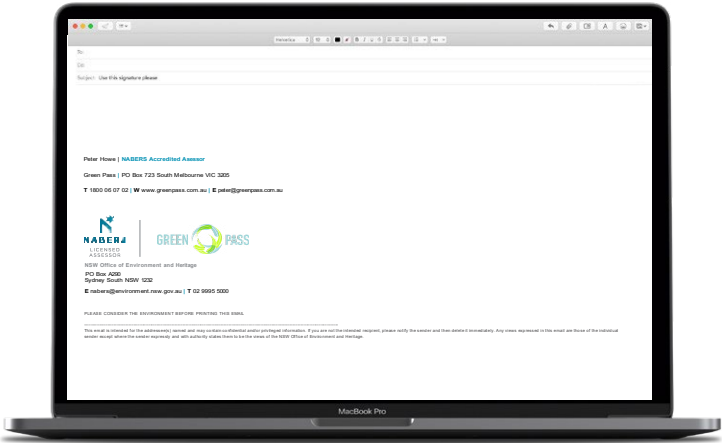


Assessor Applications.

Business Cards



Email Signature



Office Facade



Numeric Star Rating Decal on building commercial facade.

On/In Building Design.



Building
plaque signs.

Usage

NABERS ratings can be displayed on building plaques, but must reflect the latest rating achieved.



Thank you

NABERS UK is owned and overseen by the New South Wales Government, Australia and administered by CIBSE Certification Ltd.

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