



NABERS NEW ZEALAND BRAND GUIDELINES

JANUARY 2013

Contents

1. Introduction	3
2. NABERSNZ™ Key Graphic Elements Hierarchy	5
3. Visual Identity	7
4. Colour Palette	10
5. Typeface	11
6. NABERSNZ™ Certified Rating Logos	12
7. NABERSNZ™ Certified Rating Certificate	14
8. Authorisation by EECA or the Administrator for Customers with current rated premises	15
9. Visual Identity – NABERSNZ™ Administrator Approval Mark	16
10. Visual Identity – NABERSNZ™ Provider Approval Marks	19
11. NABERSNZ™ Providers	22

1. Introduction

NABERSNZ™ is a performance-based rating system that measures an existing New Zealand commercial office building's energy performance during operation.

Based on the successful National Australian Built Environment Rating System (NABERS), NABERSNZ™ is a voluntary tool that measures an organisation's actual energy use against factors such as building occupancy, number of computers and rentable area. Comparing this against other similar buildings and climate conditions provides a rating on a 6-star scale, which the organisation can use to understand, and then improve, their energy performance.

NABERS has been adapted to New Zealand conditions. In New Zealand it is known as NABERSNZ™, and covers commercial office energy only. NABERS and NABERSNZ™ are owned by the New South Wales Office of Environment and Heritage (OEH).

NABERSNZ™ is licensed to the Energy Efficiency and Conservation Authority (EECA) in New Zealand and administered by the New Zealand Green Building Council (NZGBC, hereafter referred to as the Administrator).

These Brand Guidelines have been developed to help you use the NABERSNZ™ brand effectively and consistently, to gain value from using the brand, and if you are an Accredited Assessor, Auditor or Supervisor, to support the commitment you have made in your contract with the Administrator.

The visual elements described in these Guidelines, i.e. Trademarks, Logos, colours and typefaces, all work together to define the NABERSNZ™ brand.

These Guidelines also apply to copy (text used in press releases, brochures, advertisements and so on) referring to NABERSNZ™, even where the Trademarks, Logos or Approval Marks are not used, to ensure the NABERSNZ™ programme is accurately and consistently described. By following these Brand Guidelines you are ensuring that the NABERSNZ™ brand maintains its integrity and value.

Always refer to these Guidelines when reproducing the brand on any material that you are developing.

1.1 NABERSNZ™ Terminology

The following terminology will apply to the NABERSNZ™ materials and ratings, with the objective being to ensure consistency in documentation and application of Approval Marks and Logos.

Terminology	Use
NABERSNZ™ Trademark	The trademarked NABERSNZ™ Logo
NABERSNZ™ Certified Rating Assessment	The rating assessment carried out by an Accredited Assessor
NABERSNZ™ Certified Rating	The Certified Rating achieved at the rated premises, once the assessment performed by the Accredited Assessor has been audited and approved by the Administrator
NABERSNZ™ Certified Rating Certificate	The certificate issued by NABERSNZ™ to confirm the Certified Rating achieved at the rated premises
NABERSNZ™ Certified Rating Logo	The Logo representing the achieved rating for the rated premises
NABERSNZ™ Accredited Assessor	Assessors trained and accredited by the NABERSNZ™ Administrator
NABERSNZ™ Accredited Assessor Approval Mark	The Logo used by Accredited Assessors
NABERSNZ™ Auditor, NABERSNZ™ Supervisor	Auditors and Supervisors trained and approved by the NABERSNZ™ Administrator
NABERSNZ™ Auditor and NABERSNZ™ Supervisor Approval Marks	The Logos used by Auditors and Supervisors

2. NABERSNZ™ Key Graphic Elements Hierachy

The NABERSNZ™ hierarchy includes Trademarks, Logos and Approval Marks. Used of these is detailed in the following section.

2.1 NABERSNZ™ Trademark

For use by EECA and the NABERSNZ™ Administrator.



2.2 NABERSNZ™ Certified Rating Logo

For use by owners or tenants of premises with a current Certified Rating.



2.3 NABERSNZ™ Administrator Approval Mark

For use by the NABERSNZ™ Administrator.



2.4 NABERSNZ™ Accredited Assessor Approval Mark

For use by NABERSNZ™ Accredited Assessors.



2.5 NABERSNZ™ Trainee Assessor Approval Mark

For use by NABERSNZ™ Trainee Assessors.



2.6 NABERSNZ™ Supervisor Approval Mark

For use by NABERSNZ™ Supervisors.



2.7 NABERSNZ™ Auditor Approval Mark

For use by the NABERSNZ™ Auditors.



3. Visual Identity

3.1 NABERSNZ™ colour Trademark

The Trademark is the key component of the NABERSNZ™ brand. It is the primary expression of the brand which graphically represents NABERSNZ™ across all visual material. **It is only used by EECA and the NABERSNZ™ Administrator.**

The Trademark is available both with and without the blue line. The preferred option is without, but the blue outline version may be used where the background is white or the edge of the Trademark panel is not defined or compromised by the background, to ensure the Trademark is as impactful as possible.

The artwork for the NABERSNZ™ Trademark has been carefully created and is unique. Reproduction of the NABERSNZ™ Trademark must always be undertaken using the approved electronic art file provided by EECA. The Trademark must never be traced or redrawn in any form by either manual or electronic methods.

The artwork for the NABERSNZ™ Trademark is available in the following specifications and formats:

Specifications

Single colour (MONO)
Two spot colour
Full colour CMYK
Full colour RGB

Formats

Illustrator EPS
JPG

Reverse single colour (MONO)
Reverse two spot colour
Reverse full colour CMYK
Reverse full colour RGB

Certified Rating Logos are available for customers.
Refer to Section 6.

Approval Marks are available for NABERSNZ™ Accredited Assessors, Supervisors and Auditors to use. Refer to Section 9.



3.2 NABERSNZ™ black and white Trademark

Wherever possible, the full colour version of the Trademark should be used.

For applications where black and white reproduction is necessary, use the approved black and white electronic file art provided by EECA.



3.3 NABERSNZ™ Trademark on colour backgrounds

The NABERSNZ™ Trademark has been designed to enable maximum flexibility with regard to placement on coloured backgrounds. There are two versions of the NABERSNZ™ Trademark:

- (1) Without a blue outline for use on any background so long as the white panel is not compromised or appears undefined by the background.
- (2) With a blue outline for use on a white background or where the edge of the Trademark panel is not defined or compromised, to ensure the Trademark is as impactful as possible. Because both versions have a white background the composition of colours remains the same.

If the background colour is dark or black the reverse version of the Logo is to be used.

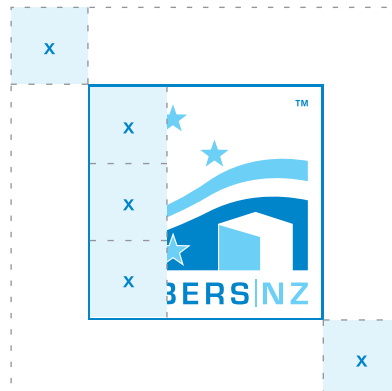
The Trademark may appear on a complex design or image background.



3.4 NABERSNZ™ Trademark exclusion zone

The NABERSNZ™ Trademark must always be surrounded by an area entirely clear of typography or graphic devices.

The minimum exclusion zone shown here is one third of the height of the NABERSNZ™ Trademark.



3.5 NABERSNZ™ Trademark minimum size

The NABERSNZ™ Trademark must not be reproduced less than 16mm width.



3.6 NABERSNZ™ Trademark incorrect usage



The NABERSNZ™ Trademark cannot be used as a ghosted or watermark image.



The NABERSNZ™ Trademark cannot be stretched or re-sized disproportionately.



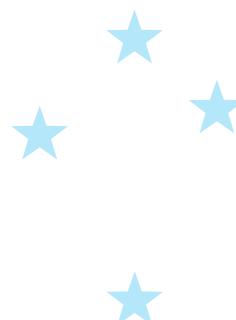
The NABERSNZ™ Trademark graphic and logotype cannot be separated.



The NABERSNZ™ Trademark cannot have a drop shadow applied or appear without a defined edge.

3.7 Southern Cross watermark

The Southern Cross stars graphic may be used as a separate design element. eg. as a watermark on a brochure cover design.



4. Colour Palette

4.1 Primary colour palette

The colours of the NABERSNZ™ colour palette are carefully selected elements of the NABERSNZ™ brand. Consistent use of the NABERSNZ™ colour palette will reinforce brand recognition.

Pantone	CMYK	RGB
Pantone 297	C50 M0 Y0 K0	R115 G205 B245
Pantone 3005	C100 M35 Y0 K0	R0 G129 B198

5. Typeface

For all type applications Helvetica Neue has been selected as the NABERSNZ™ typeface.

Helvetica Neue is versatile typeface suitable for any typographic requirement. It is widely available and offers an extensive range of type weights.

The primary and preferred weights are: Helvetica Neue 45 Light, Helvetica Neue 55 Roman, Helvetica Neue 65 Medium and Helvetica Neue 75 Bold.

All weights are acceptable.

Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%><&*?()_+ =/,.

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%><&*?()_+ =/,.

Helvetica Neue 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%><&*?()_+ =/,.

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%><&*?()_+ =/,.

Where Helvetica Neue is not available, Arial is an acceptable alternative.

No other typeface is suitable for use with the NABERSNZ™ brand.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%><&*?()_+ =/,.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%><&*?()_+ =/,.

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%><&*?()_+ =/,.

6. NABERSNZ™ Certified Rating Logos

6.1 NABERSNZ™ Certified Rating Logos

The NABERSNZ™ Certified Rating Logo has been created to communicate a building's rated performance (see introduction), and may be used only to promote that specific building's current Certified Rating. Certified Ratings are valid up to 12 months.

They are subject to the same usage Guidelines as the NABERSNZ™ Trademark.

Reproduction of the NABERSNZ™ Certified Rating Logos must always be undertaken using the approved electronic art files provided by the Administrator.

The approved electronic art files provides all the possible ratings from 1.0 to 6.0 stars, including ½ star increments.

The artwork for the NABERSNZ™ Trademark is available in the following specifications and formats:

Specifications

Single colour (MONO)

Two spot colour

Full colour CMYK

Full colour RGB

Reverse single colour (MONO)

Reverse two spot colour

Reverse full colour CMYK

Reverse full colour RGB

Formats

Illustrator EPS

JPG



6.2 NABERSNZ™ Certified Rating black and white Logos

Wherever possible, the full colour version of the Certified Rating Logo should be used.

For applications where black and white reproduction is necessary, use the approved black and white electronic file art provided by the Administrator.



6.3 NABERSNZ™ Certified Rating Logos



6.4 NABERSNZ™ Certified Rating Logos on coloured backgrounds

As with the NABERSNZ™ Trademark, the Certified Rating Trademarks have a white panel background. As such they may be placed on white (preferred) or light coloured backgrounds only. The reverse Certified Rating Logos may be used on dark backgrounds.



6.4 NABERSNZ™ Certified Rating Logos minimum size

NABERSNZ™ Certified Rating Logos must not be reproduced less than 16mm wide.



16mm wide

7. NABERSNZ™ Certified Rating Certificate

For use by owners or tenants of premises with a current Certified Rating.

The Certified Rating Certificate is produced by NABERSNZ™ and provided to the customer as the formal expression of the achieved Certified Rating for the premises. It is provided in A4 pdf format.

The Certificate may be used or displayed according to section 6.6 below.

You can request a framed copy of the Certificate from the Administrator for a fee. Email your request to NZGBC: membership@nzgbc.org.nz or phone (09) 379 3996 and ask for the NABERSNZ™ team.

The image shows a template for a NABERSNZ Energy Certified Rating Certificate. At the top right is the NABERSNZ ENERGY logo. Below it, on the left, is a large '5 1/2' with five stars underneath, representing the rating. To the right of the stars is a small star icon. Below the rating, there are fields for 'COMPANY NAME' and 'BUILDING NAME', each followed by a line for 'STREET ADDRESS' and 'NEW ZEALAND'. A line of text states 'This rating demonstrates excellent performance'. Below that, it says 'Valid until December 2012'. At the bottom, there are logos for NABERSNZ, the Administrator (NZGBC), and the Licensee of NABERSNZ in New Zealand (EECA BUSINESS). A small disclaimer at the very bottom states: 'This NABERSNZ™ Rating is based on 12 months of operational use. More stars indicate better efficiency. NABERSNZ™ and NABERSNZ™ are owned by the New South Wales Government through the Office of Environment and Heritage (OEH). The Energy Efficiency and Conservation Authority (EECA) is the licensee of NABERSNZ™ in New Zealand. NABERSNZ™ is a trademark of the New Zealand Green Building Council (NZGBC)'.

NABERSNZ ENERGY




5^{1/2}
★★★★★

COMPANY NAME
5½ stars NABERSNZ™ Energy Whole Building rating for

BUILDING NAME
STREET ADDRESS
NEW ZEALAND

This rating demonstrates excellent performance

Valid until December 2012

This NABERSNZ™ Rating is based on 12 months of operational use. More stars indicate better efficiency. NABERSNZ™ and NABERSNZ™ are owned by the New South Wales Government through the Office of Environment and Heritage (OEH). The Energy Efficiency and Conservation Authority (EECA) is the licensee of NABERSNZ™ in New Zealand. NABERSNZ™ is a trademark of the New Zealand Green Building Council (NZGBC)

8. Authorisation by EECA or the Administrator for Customers with current rated premises

8.1 Use of the NABERSNZ™ Certified Rating Logos and Certified Rating Certificate

8.1.1 Certified Rating Certificate and Certified Rating Logo

Only the owner or tenant of the rated premises may use the Certified Rating Logo and Certified Rating Certificate relating to that premises.

You may use the Certified Rating Logo applicable for the NABERSNZ™ rating that your premises has achieved, and display the Certified Rating Certificate, for a period up to 12 months. You will need to undertake a new Certified Rating Assessment of the premises to continue using a Certified Rating Logo after the expiry of this period. You may use only the Certified Rating Logo applicable to the rating achieved in that period.

The NABERSNZ™ Certified Rating Logo and Certified Rating Certificate can only be used subject to the Terms and Conditions you accepted when you authorised your Certified Rating Assessment.

Any commentary on the functioning of NABERSNZ™ or the meaning of the different star ratings must use wording provided by, or approved and authorised by EECA or the Administrator.

You can only use the Certified Rating Logo and Certified Rating Certificate for the following purposes:

- > display in, or in promotional material for, the rated premises;
- > reporting in your corporate material where specific reference is made to the rated premises;

You can not:

- > use any variation or representation of the Certified Rating Logo, other than the Certified Rating Logo provided by the Administrator relating to the rated premises.

8.1.2 Other uses

Other uses of the NABERSNZ™ Certified Rating Logo, Certified Rating Certificate or promotion of the achieved result require written permission from EECA or the Administrator, depending on the use. Permission will be granted at our discretion. Examples of use and permissions include:

- > advertising and materials such as brochures, business cards, use on a corporate website – approval required from the Administrator
- > any media releases or other announcements, and any materials (including advertising and other such materials) which mention EECA or EECA BUSINESS™ – approval required from both the Administrator and EECA.

8.2 Process for seeking approval from the Administrator:

Email your request for approval, including the artwork, copy and where it will be distributed, to NZGBC: membership@nzgbc.org.nz or phone (09) 379 3996. NZGBC will confirm in writing that approval has been given for fixed usage.

Process for seeking approval from EECA:

Authorisation to refer in copy to EECA or EECA BUSINESS is at EECA's discretion. EECA will only authorise reference to EECA or EECA BUSINESS in marketing material that is professionally presented and supports EECA's vision and programme objectives.

Supply to EECA for sign-off, an electronic image or copy of the material where the reference to EECA or EECA BUSINESS will appear (either send with the application or prior to final production or printing).

Email: business@eeeca.govt.nz

EECA will confirm in writing that authorisation to use the reference to EECA or EECA BUSINESS has been granted. Note that this will be for a fixed usage and may be for a fixed period.

9. Visual Identity – NABERSNZ™ Administrator Approval Mark

9.1 NABERSNZ™ Administrator Approval Mark

The artwork for the NABERSNZ™ Administrator Approval Mark has been carefully created and is unique. Reproduction of the NABERSNZ™ Administrator Approval Mark must always be undertaken using the approved electronic art file provided by EECA. The Approval Mark must never be traced or redrawn in any form by either manual or electronic methods. The Administrator Approval Mark can only be used by the NABERSNZ™ Administrator.

The artwork for the NABERSNZ™ Administrator Approval Mark is available in the following specifications and formats:

Specifications

Single colour (MONO)

Two spot colour

Full colour CMYK

Full colour RGB

Reverse single colour (MONO)

Reverse two spot colour

Reverse full colour CMYK

Reverse full colour RGB

Formats

Illustrator EPS

JPG



9.2 NABERSNZ™ Administrator Approval Mark in black and white

Wherever possible, the full colour version of the Approval Mark should be used.

For applications where black and white reproduction is necessary, use the approved black and white electronic file art provided by EECA.



9.3 NABERSNZ™ Administrator Approval Mark on colour backgrounds

The NABERSNZ™ Administrator Approval Mark has been designed to enable maximum flexibility with regard to placement on coloured backgrounds.

There are two versions of the NABERSNZ™ Administrator Approval Mark:

- (1) Without a blue outline with white 'Administrator' title for use on any background except where the panel edge or 'Administrator' title is undefined or compromised.
- (2) With a blue outline and blue 'Administrator' title for use on white or light coloured backgrounds.

The Administrator Approval Mark may appear on a complex design or image background.



9.4 NABERSNZ™ Administrator Approval Mark exclusion zone

The NABERSNZ™ Administrator Approval Mark must always be surrounded by an area entirely clear of typography or graphic devices.

The minimum exclusion zone shown here is one third of the height of the NABERSNZ™ Trademark.



9.5 NABERSNZ™ Administrator Approval Mark minimum size

The NABERSNZ™ Approval Mark must not be reproduced less than 16mm width.



9.6 NABERSNZ™ Administrator Approval Mark incorrect usage



The NABERSNZ™ Administrator Approval Mark cannot be used as a ghosted or watermark image.



The NABERSNZ™ Administrator Approval Mark cannot be stretched or re-sized disproportionately.



The NABERSNZ™ Administrator Approval Mark graphic and logotype cannot be separated.



The NABERSNZ™ Administrator Approval Mark cannot have a drop shadow applied.

10. Visual Identity – NABERSNZ™ Provider Approval Marks

10.1 NABERSNZ™ Provider Approval Marks

There are four NABERSNZ™ Provider Approval Marks: NABERSNZ™ Accredited Assessor, NABERSNZ™ Trainee Assessor, NABERSNZ™ Supervisor and NABERSNZ™ Auditor. The artwork for the NABERSNZ™ Accredited Assessor, Trainee Assessor, Supervisor, and Auditor Approval Marks have been carefully created and are unique. Reproduction of the NABERSNZ™ Provider Approval Marks must always be undertaken using the approved electronic art file provided by EECA and the Administrator. The Approval Marks must never be traced or redrawn in any form by either manual or electronic methods.

The artwork for the NABERSNZ™ Provider Approval Marks are available in the following specifications and formats:

Specifications

Single colour (MONO)

Two spot colour

Full colour CMYK

Full colour RGB

Reverse single colour (MONO)

Reverse two spot colour

Reverse full colour CMYK

Reverse full colour RGB

Formats

Illustrator EPS

JPG



10.2 NABERSNZ™ Provider Approval Marks in black and white

Wherever possible, the full colour version of the Approval Marks should be used.

For applications where black and white reproduction is necessary, use the approved black and white electronic file art provided by EECA and the Administrator.



10.3 NABERSNZ™ Provider Approval Marks on colour backgrounds

The NABERSNZ™ Provider Approval Marks have been designed to enable maximum flexibility with regard to placement on coloured backgrounds. There are two versions of the NABERSNZ™ Provider Approval Marks:

- (1) Blue panel version for use on white or light coloured backgrounds.
- (2) Blue panel version with white outline (reverse version) for use on dark or black backgrounds.

Wherever possible the Provider Approval Marks should appear on a white background.

If the background colour is dark or black, the reverse version of the Provider Approval Marks are to be used.

The Provider Approval Marks may appear on a complex design or image background.



10.4 NABERSNZ™ Provider Approval Marks exclusion zone

The NABERSNZ™ Provider Approval Marks must always be surrounded by an area entirely clear of typography or graphic devices.

The minimum exclusion zone shown here is one third of the height of the NABERSNZ™ Trademark.



10.5 NABERSNZ™ Provider Approval Marks minimum size

NABERSNZ™ Provider Approval Marks must not be reproduced less than 18mm wide.



10.6 NABERSNZ™ Provider Approval Marks incorrect usage



The NABERSNZ™ Provider Approval Marks cannot be used as a ghosted or watermark image.



The NABERSNZ™ Provider Approval Marks cannot be stretched or re-sized disproportionately.



The NABERSNZ™ Provider Approval Marks graphic and logotype cannot be separated.



The NABERSNZ™ Provider Approval Marks cannot have a drop shadow applied.

11. NABERSNZ™ Providers

11.1 Use of the NABERSNZ™ Accredited Assessor Approval Mark

You may use the NABERSNZ™ Accredited Assessor Approval Mark while you are a current NABERSNZ™ Accredited Assessor. The Accredited Assessor is accredited as an individual and only Accredited Assessors have the right to use the Approval Mark.

The employer of the Accredited Assessor cannot use the Approval Mark in general brochures or web sites without specific reference to the Accredited Assessor.

For example:

The NABERSNZ™ Accredited Assessor Approval Mark may appear on a web site but only next to a photo of the Accredited Assessor or as part of their CV.

A company brochure may make written reference to the service of providing Certified Ratings but the NABERSNZ™ Approval Mark may only appear next to the assessor's name so it is obvious that the Accredited Assessor has the accreditation.

The employer of the assessor cannot use the Approval Mark in generic business cards, letters or letterheads for use by other employees.

The Accredited Assessor may use it on their business card.

The Accredited Assessor may use it on letters signed by them.

The Approval Mark can be used in accordance with the Guidelines in:

- > direct marketing campaigns;
- > letterhead for letters signed by the Accredited Assessor;
- > the Accredited Assessor's business card; and
- > other advertising and materials as approved by EECA or the Administrator.

11.2 Guidance for promotional materials

Brochures detailing the NABERSNZ™ scheme can only be supplied by EECA or the Administrator.

Any commentary on the functioning of the scheme itself or the meaning of the different star ratings must use wording directly from brochures or only as approved and authorized by EECA or the Administrator.

Other uses of the NABERSNZ™ Accredited Assessor Approval Mark require written permission from EECA or the Administrator, depending on the use, and this permission will be granted at our discretion. Examples of use and permissions include:

- > Advertising including print, TV and radio advertisements, banners and outdoor advertising, and materials such as brochures, business cards and use on the corporate website – approval required from the Administrator. Guidelines will be provided for placement of the Approval Mark.
- > Any media releases or other announcements, and any materials (including advertising and other such materials) which mention EECA or EECA BUSINESS – approval required from both the Administrator and EECA.

Process for seeking approval from the Administrator:

Email your request for approval, including the artwork, copy and where it will be distributed, to NZGBC: **membership@nzgbc.org.nz** or phone (09) 379 3996. NZGBC will confirm in writing that approval has been given for fixed usage.

Process for seeking approval from EECA:

Authorisation to refer in copy to EECA or EECA BUSINESS is at EECA's discretion. EECA will only authorise reference to EECA or EECA BUSINESS in marketing material that is professionally presented and supports EECA's vision and programme objectives.

Supply to EECA for sign-off an electronic image or copy of the material where the reference to EECA or EECA BUSINESS will appear (either send with the application or prior to final production or printing). Email: **business@eeca.govt.nz**

EECA will confirm in writing that authorisation to use the reference to EECA or EECA BUSINESS has been granted. Note that this will be for a fixed usage and may be for a fixed period.