

# CRC FOR LOW CARBON LIVING BRAND IDENTITY GUIDELINES

NOVEMBER 2014



|  |           |                                  |           |
|--|-----------|----------------------------------|-----------|
| <b>1.0 OUR BRAND OVERVIEW</b>                      | <b>3</b>  | <b>10.0 IDENTITY APPLICATION</b> | <b>28</b> |
| 1.1 Our brand pyramid                              | 4         | 10.1 Key attributes              | 29        |
| <b>2.0 OUR PARTNERS</b>                            | <b>5</b>  | 10.2 Examples pull up banners    | 30        |
| 2.1 Partner expression of their affiliation        | 6         | 10.3 Examples annual report      | 31        |
| <b>3.0 TONE OF VOICE</b>                           | <b>8</b>  | 10.4 Examples research reports   | 32        |
| <b>4.0 OUR VISUAL IDENTITY ELEMENTS</b>            | <b>9</b>  | 10.5 Examples summary poster     | 33        |
| <b>5.0 GRAPHIC DEVICES AND IMAGERY</b>             | <b>10</b> | 10.6 Examples signage            | 34        |
| 5.1 Graphic device – pattern                       | 11        | 10.7 Examples blog               | 35        |
| 5.2 Graphic device – illustration                  | 12        | 10.8 Examples video              | 36        |
| 5.3 Graphic device – illustration use              | 13        |                                  |           |
| 5.4 Graphic device – illustration elements & crops | 14        |                                  |           |
| 5.5 Graphic device – illustration details          | 15        |                                  |           |
| 5.6 Imagery: Place                                 | 16        |                                  |           |
| 5.7 Imagery: People and lifestyle                  | 17        |                                  |           |
| <b>6.0 COLOUR</b>                                  | <b>18</b> |                                  |           |
| 6.1 Colour usage: charts & diagrams                | 19        |                                  |           |
| <b>7.0 LOGO</b>                                    | <b>20</b> |                                  |           |
| 7.1 Logo usage                                     | 21        |                                  |           |
| 7.2 Logo placement                                 | 23        |                                  |           |
| 7.3 CRC Australia logo                             | 24        |                                  |           |
| 7.4 Co-branding with our partner logos             | 25        |                                  |           |
| <b>8.0 TYPOGRAPHY</b>                              | <b>26</b> |                                  |           |
| <b>9.0 PRINTING STOCK</b>                          | <b>27</b> |                                  |           |

This is a guide to the visual communication of the CRC for Low Carbon Living brand. A strong brand is one of the most valuable assets our organisation owns. To make it truly powerful it needs to be communicated and applied consistently. These brand identity guidelines are to help you do just that. They allow anyone dealing with us and our partners to know who we are and what we stand for. Everyone has a part to play in doing this and bringing our brand to life now and in the future.

At the heart of any brand is a big idea. Simple. Memorable. True.

For the CRC for Low Carbon Living this big idea is **enabling a low carbon built environment**.

The CRC for Low Carbon Living is focused on place-based results, technical solutions, and – at the heart of everything we do – making the world better to **live** in.

We facilitate the development of low carbon products and services to increase government and industry uptake of social, technological and policy-based tools.

## WHO IS THIS GUIDE FOR?

This guide is for us, our partner organisations and our affiliates in the development of both internal communications and communications with our collaborators in industry, government and research.

It's an especially practical tool for developing creative communications for and on behalf of us.

## OUR COLLABORATORS

Delivering research that makes a difference relies heavily on successful collaboration between the CRC for Low Carbon Living and our valued partners.

We work with all our partners in identifying projects with well identified IP and utilisation plans and underpinned by good science to deliver outcomes for **industry, government and research**.

We either develop collaborative projects initiated by end users or projects that are developed together with research leaders.

Once we have successfully established the collaborative framework required to achieve our aims, the CRCLCL will entrust the future of our shared mission to our partners, and will cease to exist as a standalone entity (that is, in the format we appear in now). Our brand will live on, linked inextricably to the long-standing relationships our partners forge with one another.

Because of this, it is vitally important that our partners take up the challenge of leveraging the investment in CRCLCL brand assets, continuing to utilise the brand for the advancement of a globally competitive low carbon built environment sector.

**The way in which our brand is expressed externally by partners now will set the stage for our brand's expression and value proposition after the tenure of the CRC for Low Carbon Living has concluded in 2020.**

## RUN IT BY US

Any communications material produced on behalf of the CRC for Low Carbon Living, no matter how big or small, should go through our **Communications Manager** for editing and direction on its visual presentation.

## CONTACT US

Room 202-207, Level 2,  
Tyree Energy Technologies Building  
UNSW Sydney NSW 2052 Australia

Telephone: +61 2 9385 5402

Email: [info@lowcarbonlivingcrc.com.au](mailto:info@lowcarbonlivingcrc.com.au)

# 1.1 OUR BRAND PYRAMID

With **enabling a low carbon built environment** at its apex, our brand pyramid is a summary of the elements that make the CRC for Low Carbon Living unique.

**Our positioning** is the unique place we occupy in the world.

**Our personality** is the image we want to project.

**Our brand promises** describe what we do for all our audiences.

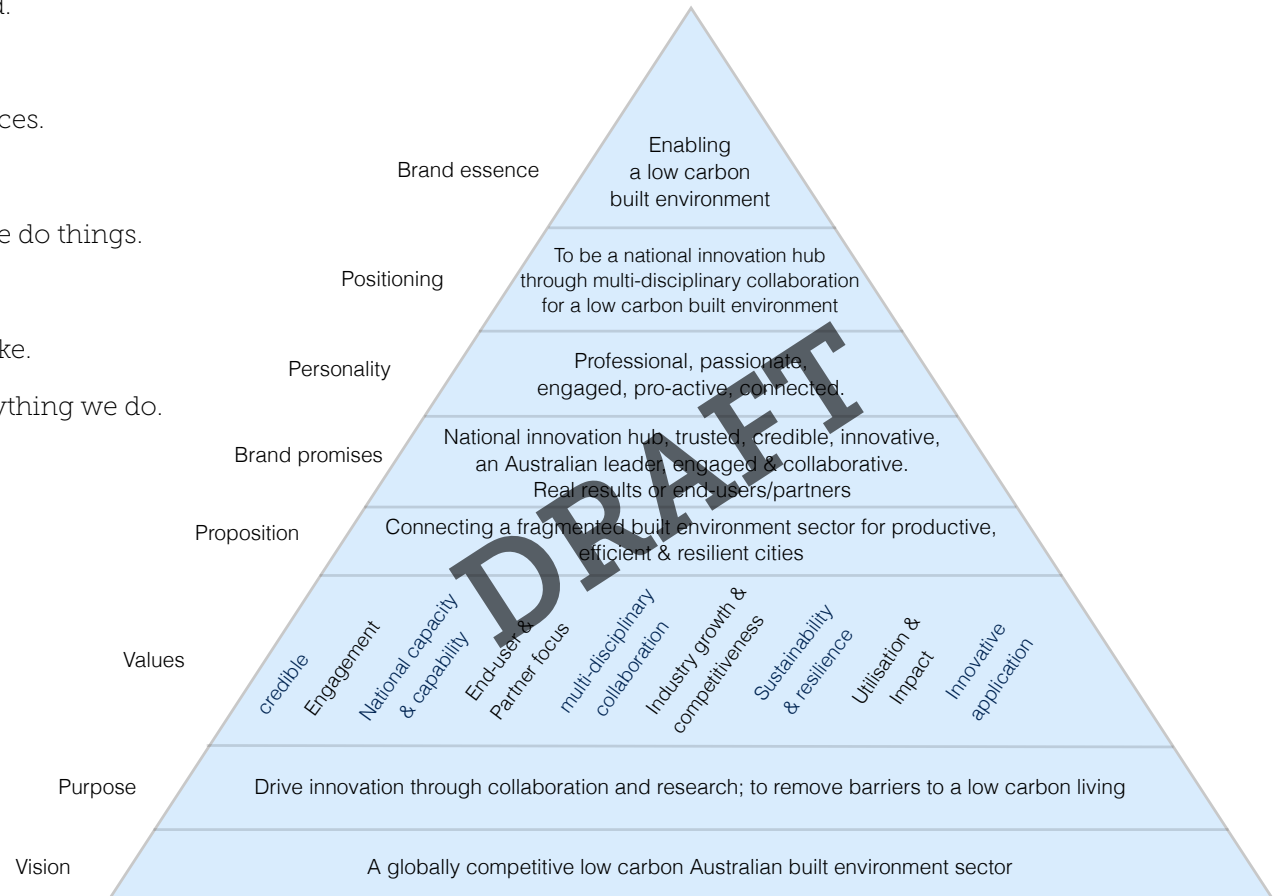
**Our proposition** is what we will deliver to all our audiences.

**Our values** are the things we believe in that drive the way we do things.

**Our purpose** is where our passions lie.

**Our vision** for the future is about the impact we want to make.

Our brand pyramid help us make the right decisions in everything we do.





# 2.0 OUR PARTNERS

We currently have over 40 active partners across a multitude of disciplines. These span three essential sectors: industry, government and research.

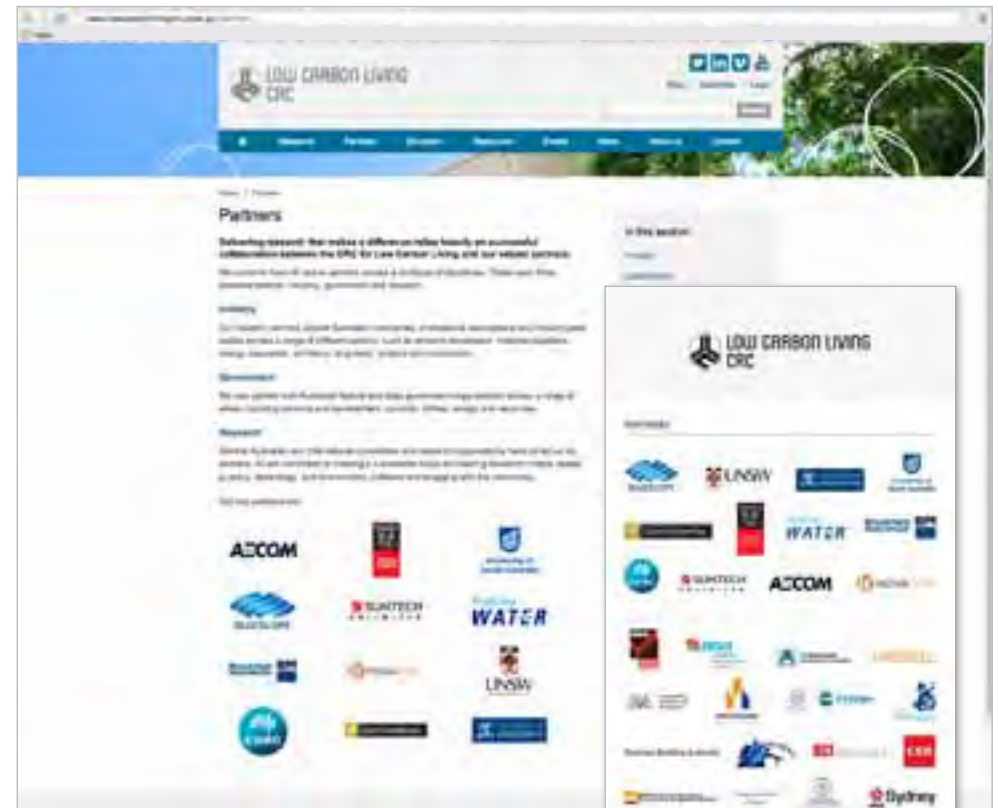
There is a hierarchy to our partner relationships. We work with:

- key partners
- partners and
- project partners.

This hierarchy is visually expressed in how partner logos are displayed in our communications. Descending order and relative sizing, as well as grouping logos of partners of similar status help ensure the contractual agreements with have with our partners are honoured, as well ensuring achievements are always recognised as a collaborative effort.



Annual report



Website



Pull up banner

## 2.1 PARTNER EXPRESSION OF THEIR AFFILIATION

'Badges' have been created for our partners and collaborators to indicate their involvement and affiliation with the CRC for Low Carbon Living.

Partner and Researcher versions of these 'badges' are available from the CRCLCL.

### **1** EMAIL SIGNATURE BADGE

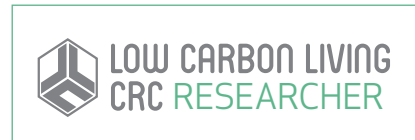
The jpeg graphic is designed to be integrated into the email signatures of our partners (examples next page) as a click through button linking to our website [www.lowcarbonlivingcrc.com.au](http://www.lowcarbonlivingcrc.com.au). A hyperlink to our website with the words "National research and innovation hub" should also be added under the graphic.

### **2** COMMUNICATIONS COLLATERAL BADGE

This can be added to any partner digital or printed communications where our partners wish to indicate their partnership with the CRC for Low Carbon Living.



[National research and innovation hub >](#)



[National research and innovation hub >](#)

## 2.11 PARTNER EMAIL SIGNATURE BADGE – EXAMPLES

1A

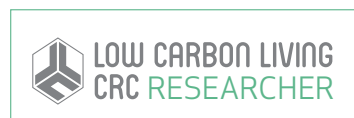


[National research and innovation hub >](#)

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1B



[National research and innovation hub >](#)

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## WHAT IS A BRAND VOICE?

A brand voice helps communicate what a brand stands for.

How we talk or write not only expresses our organisation's personality, but also helps everyone who comes into contact with us have a consistently positive experience.

That's why it's important that we all speak, write and communicate with our external audiences and with each other using one, consistent voice, adapted and tailored for the needs of our different audiences: **industry, research organisations** and **government bodies**.

## WHY DO WE NEED A BRAND VOICE?

- We want to be effective in our communications with our external audiences, and with each other.
- We operate in an increasingly complex and cluttered communications environment.
- We know our audiences receive a huge amount of competing information around sustainable environments. To be heard, we need to cut through this.
- We know people increasingly expect to be spoken 'with' and not 'at'.
- We know we need to be compelling, to make sure our important messages are heard and understood regardless of medium.
- A consistent tone of voice will increase our ability to **enable a low carbon built environment**.

## CREATING A UNIQUE VOICE

- We have an authoritative, collaborative voice that is understandable by, and compelling to, our different audiences.
- When we communicate we use a **simple**, direct and highly engaging tone of voice.
- When writing headings keep them short and compelling.
- Use subheadings immediately below to add greater detail.
- In body text, use contractions and an active voice to keep the tone friendly, confident and knowledgeable.

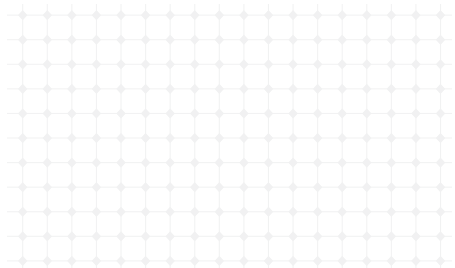
# 4.0 OUR VISUAL IDENTITY ELEMENTS

These identity guidelines detail the specific elements—the building blocks of our identity—that are to be applied to all communications. Proper and consistent use of these guidelines will ensure that the integrity of our brand is protected when commissioning, designing or delivering any kind of communications.

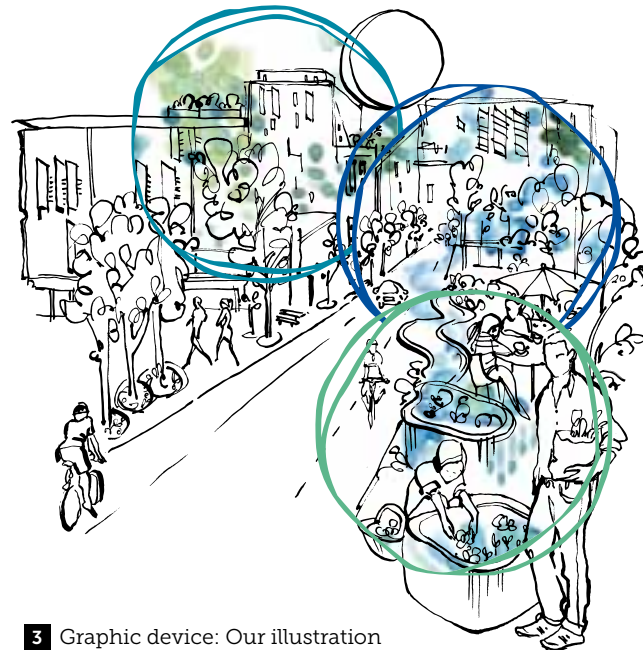
Here are the key elements of our visual identity; read on to find out how to use them.



1 Our logo



2 Graphic device: Our pattern



3 Graphic device: Our illustration (our unique visual property)



4 Our imagery



5 Our colours

**APEX SANS**  
Museo Slab  
Museo Sans

6 Our fonts

# 5.0 GRAPHIC DEVICES & IMAGERY

Two graphic devices and photographic images are used to illustrate our emphasis on:

**1. Technical solutions**

through an abstracted PV panel grid pattern which forms a structured backdrop for collateral

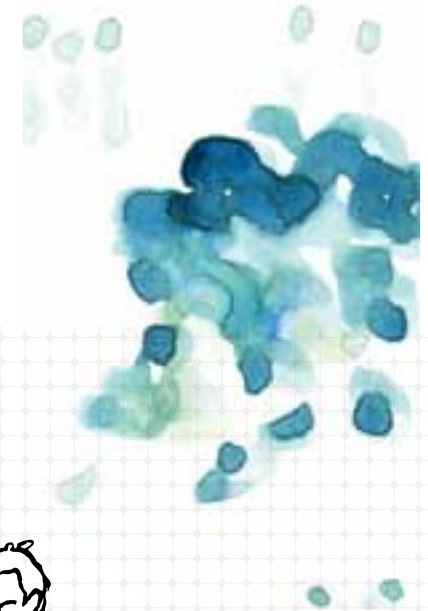
**2. Human-centredness**

through hand-drawn illustrations which describe our three research streams integrated into a future vision of our cities.

**3. Place-based results**

through full bleed, full colour photography of projects built by our partners.

Variations and uses of these graphic devices are on the following pages.



1



3



2



## 5.1 GRAPHIC DEVICE – PATTERN

Our grid pattern graphic device is used to illustrate our emphasis on **technical solutions**. It is inspired by an abstracted photovoltaic (PV) panel array, which forms a structured backdrop for printed collateral.

Variations and uses of this key element of our brand identity are on the following pages.



Photovoltaic solar cells

## 5.2 GRAPHIC DEVICE – ILLUSTRATION

Our visual identity is underpinned by bespoke illustration. Illustrations are hand-drawn to reflect the human-centredness of our CRC and envisage a low carbon city future.

This illustration depicts our three research streams: Integrated Building Systems; Low Carbon Precincts; and Engaged Communities; integrated in a united vision of Low Carbon Living.

Variations and uses of this graphic device of our brand identity are on the following pages.



# 5.3 ILLUSTRATION: USAGE

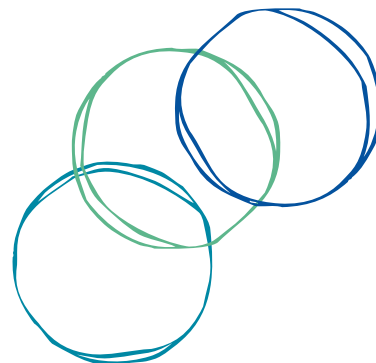
Our illustration graphic device can be split up into its individual components – sun (circle shape); details from the illustration line work; and the watercolour 'layer'. These can then be either used as stand alone graphics or re-combined to create something more evocative. If the illustration line work is used on a white background, colour or the grid pattern should be included in the composition.



Whole illustration with example Program circle overlay



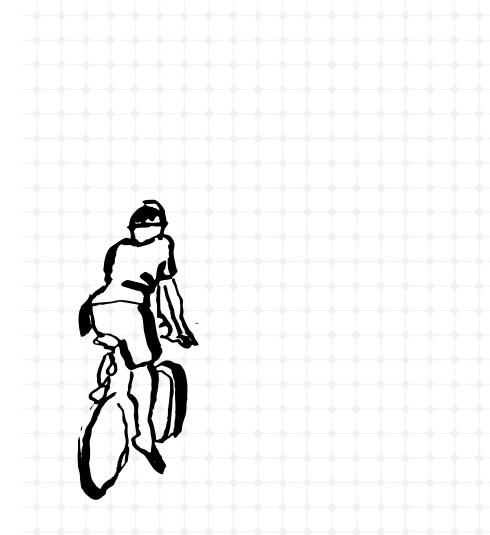
Water colour texture



Program circles



Annual report cover

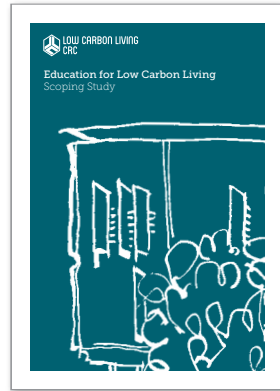


Isolated detail of illustration line work

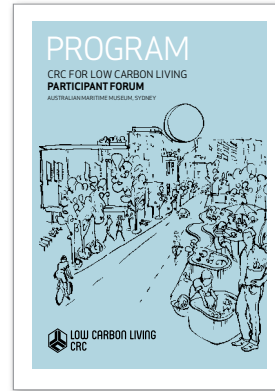
# 5.4 ILLUSTRATION: USAGE

The illustration line work can be overlaid onto any of the Primary brand colours (see page 18) in black or reversed white (mono on colour) versions, either in their entirety or cropped in part. The water colour 'layer' should not be used in this instance.

Elements of our bespoke illustration can be picked out and used in **isolation** to create a visual narrative to help link stories or articles that span many pages.



Research report cover



Forum program cover



Annual report spreads



# 5.5 ILLUSTRATION: CIRCLES

The three Program circles (derived from the sun in the illustration) can be used to marquee areas of the illustration, can layer with other elements such as the watercolour texture or be used as stand-alone elements.

- The circles must be from the Primary colour palette on a white background, or white reversed out of a photographic image.
- For bespoke communications, such as invitations the circles may have an embellishment applied such as emboss/deboss, silver foil or be die cut.
- ✗ Their shapes must not be re-proportioned or altered in any way.
- ✗ The three circles must not be placed on a solid black background.



Blog background



Video 'super'



Project letterhead

## 5.6 IMAGERY: PLACE

Images of **real** built environments (commercial and residential/architectural and urban) are key to making strong connections for our audience between our research and advocacy, and the tangible positive outcomes we support and enable.

These images are provided to us by our partners and are professionally photographed. They can be used as full page, full bleed images.

Please ensure photography is cropped sympathetically and credited correctly, indicating source and photographer.

Images should be full colour and free of any treatments (e.g. duotones, cross processing) or filters.

When using any of these types of imagery, ensure our logo is fully legible.

If appropriate, our white Program circles can be overlaid sympathetically on to these photographic images to interact with them. Placing our circle graphic device over imagery links the featured project to us.



Partner projects



Blog background



## 5.7 IMAGERY: PEOPLE & INNOVATION

The street scene illustration should be the heart of all of our communications, but there will be times when we need to introduce supporting imagery of people and them interacting with low carbon innovations.

Use simple, engaging, high quality imagery, regardless if it is a purchased from a stock image library or commissioned from a photographer.

Low Carbon Living photography features **real people in real environments**. Our real people should be:

- natural, (not posed),
- observed engaged mid conversation in a candid and unobtrusive fashion,
- in a group (preferably not just one person should be featured) and
- approachable and friendly.

Images should be full colour and free of any treatments (e.g. duotones, cross processing) or filters.

As these images are used to support our messages, they should only rarely be used as full page, full bleed images.

Please ensure photography is cropped sympathetically and credited according to the requirements of the owner of the image, the image library or photographer.



Burnley Living Roof, University of Melbourne, Burnley Camp, Australia. Photography by Peter Bennetts



Photo: AECOM



Josh's House  
Photo:  
Josh Byrne  
& Associates



Our colour palette reflects the 'living' part of our name by using colours found in the natural world. To help achieve brand recognition it is important that our colour palette is applied consistently.

## PRIMARY PALETTE

These colours should dominate our communications. The palette is used in representing our three Program areas:

1. Integrated Building Systems – Teal
2. Low Carbon Precincts – Blue
3. Engaged Communities – Green



**Teal**  
PMS 3145  
100% cyan 5% magenta 20% yellow 22% black  
R0 G136 B164



**Blue**  
PMS 661  
100% cyan 75% magenta 0% yellow 5% black  
R0 G80 B158



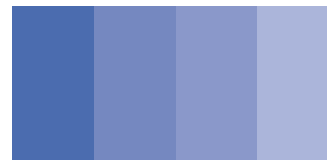
**Green**  
PMS 3395  
64% cyan 5% magenta 58% yellow 0% black  
R93 G182 B140

## SECONDARY PALETTE

These colours are to be used to support the Primary Palette i.e. used to a lesser degree. They should only be used on the cover of collateral as a background to hand drawn illustrations.



**Teal – tints**



**Blue – tints**



**Green – tints**



**Black – tints**

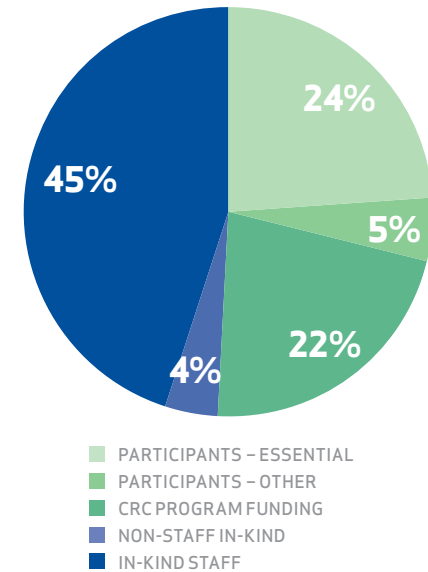
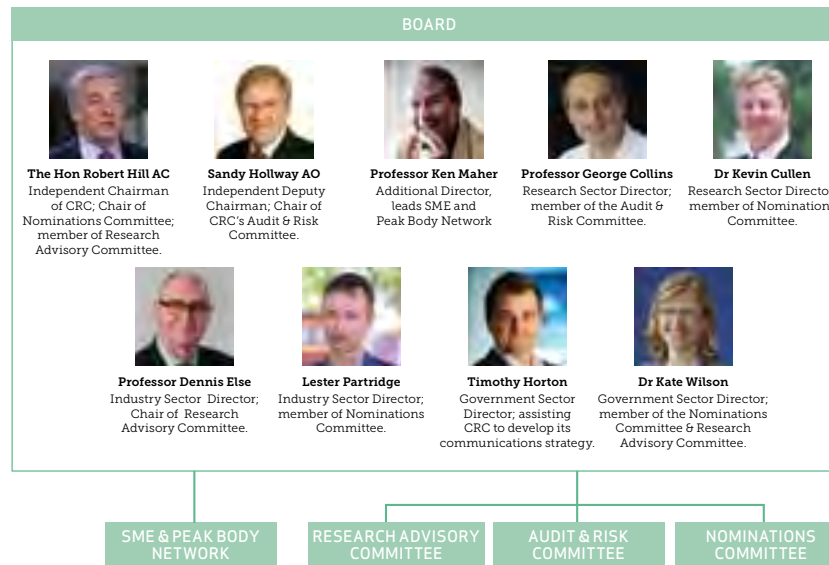
# 6.1 COLOUR USAGE CHARTS & DIAGRAMS

Charts and diagrams should be kept simple in design and follow our colour palette.

Where possible colours should be kept to a minimum and key lines or tints used instead.

Circles, diagrams and basic arrows should be kept in block colours without outlines.

Outlines should only be used when the object has no colour fill.



# 7.0 LOGO

The CRC for Low Carbon Living logo is a grouping of the hexagonal shape and logotype. It is a feature on all of our collateral. It only ever appears in black, grey or reversed out in white.

An alternative version of the hexagonal shape has been created for (online only) use when only a very small area is available, e.g. a favicon, social media or commenting icon.



Black



Grey



White



Online icon



When the logo appears on our pattern or on a photographic image use the logo version with solid white behind the hexagonal shape

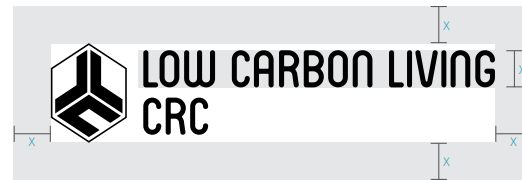


Previous logo – don't use for any new communications

# 7.1 LOGO USAGE

## CLEAR SPACE

Always leave a clear space around the logo. This isolates the logo from competing graphic elements such as other logos, copy, photography or illustrations that may divert attention.



## MINIMUM SIZE

The minimum space around the logo is equal the height of the text (x) in the logo.

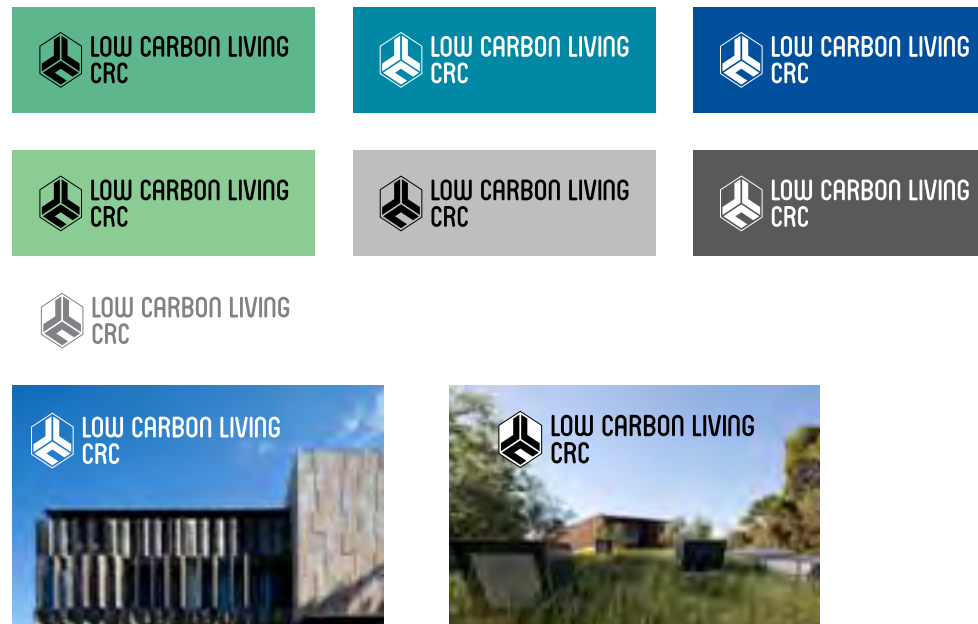


## BACKGROUNDS

Use only a black or white logo on any of the palette colours. Ensure there is enough contrast for the logo to be legible as in the examples on this page.

Use the grey logo on white backgrounds.

On photographic backgrounds, use only the black or reversed logo and place it on clear areas with good contrast.



# 7.1 LOGO USAGE

Our logo is the primary visual representation of our brand, and needs to be treated respectfully. Changing any part of the logo will jeopardise consistency and weaken its impact. Avoid doing the following:



Do not place the logo on a busy photograph or pattern where it becomes illegible



Do not use the logotype portion on its own



Do not put the logo in a box or any other shape



Do not colour the logo



Do not rearrange the elements of the logo



Do not rotate the logo.



Do not add words or introduce other elements to the logo



Do not try to recreate the logo



Do not add embellishments like drop shadows, embossing etc., to the logo

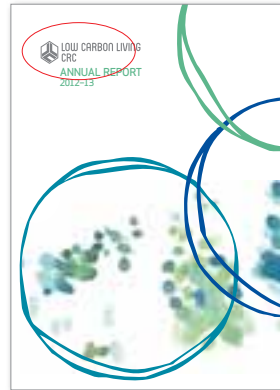


Do not distort the logo



# 7.2 LOGO PLACEMENT

The logo needs to be in a prominent position, so wherever possible, it should be placed on the **top left** or **base left** with sufficient clear space. Consider whether the area around the logo busy or cluttered.



Annual report cover



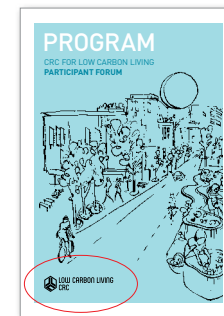
Pull up banner



Web page



Signage

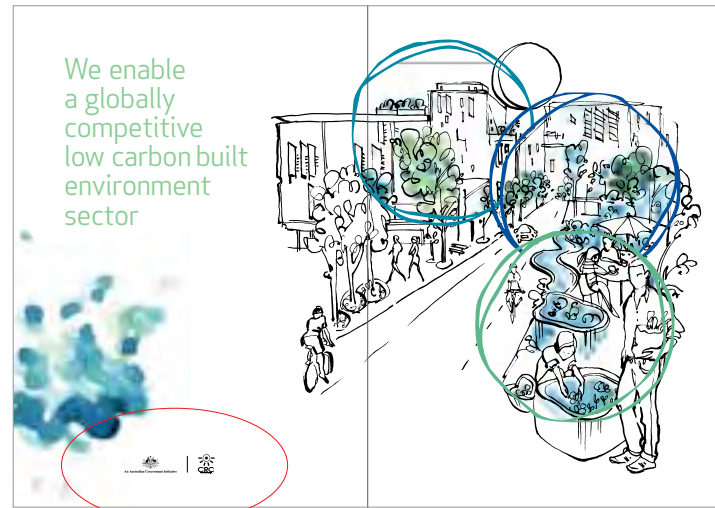


Booklet cover

## 7.3 CRC AUSTRALIA LOGO

The CRC Program logo and accompanying Australian Government Initiative (AGI) logo should be used whenever possible on our communications as acknowledgement of the Program and the government. They should always be physically separated from our logo in order to prevent confusion. Ideally, they should appear on a different page or at a minimum underneath, separate to our logo.

Refer to the **Cooperative Research Centres Program Branding Guidelines** for further detail on usage. The CRC Program and AGI logo **are not** required on our letterhead or business cards.



Annual report, inside front cover

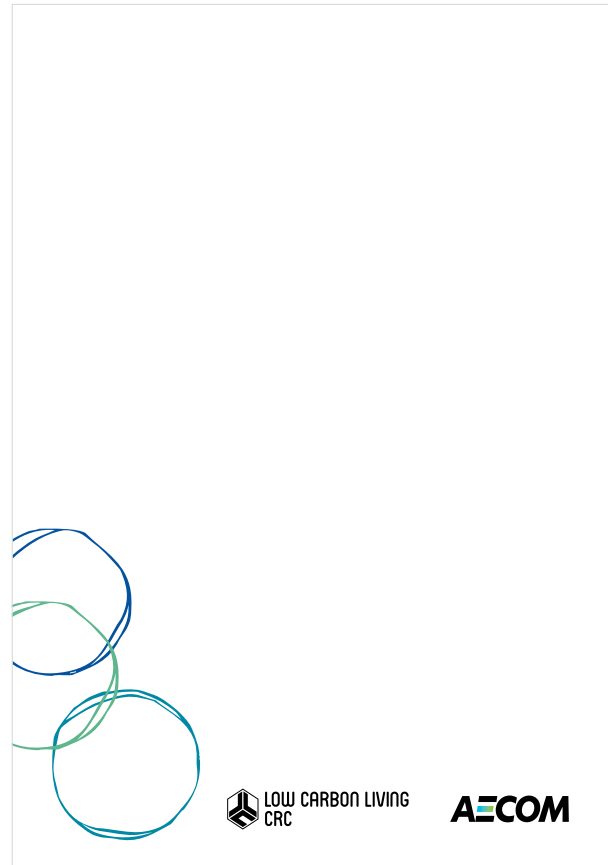


Pull up banner

# 7.4 CO-BRANDING WITH OUR PARTNERS

Co-branding with our partners should reflect the collaboration between us and our partners on a project-by-project basis.

Where possible the CRC for Low Carbon Living logo should sit with the relevant partner logos on a common baseline, or midpoint, depending on proportions. Guidelines on minimum size and the exclusion zone should be followed (page 21).



Fact sheet shell



- This is a slide with two columns of bulleted text
- Borenspi duciudae. Odisque sum am ut volioribus assequerum hitatiaetae non repelic aborrum
  - qui conet venim et et dolor re volupti ulparum in entorespel inum remate odi omnia
  - ad maximaior reniscidia qui reius, quatur aut pa vent eo
  - dolestia porupiciatur sollupta consequoste volum faceptas quiassunt exerovides eos excerum nis maio tetur, od et landant.
  - Il id qui bea as rem consedit, ipis exceat optatibus.
  - Optaturita dundem fuga. Ecto coriorum que nimus samet evel ipsa duntem simperum volupta quiduntem ipsam, quist reped qui cus
  - doluf faccusda con remolores volorum doluptam volupta cus et enihitasimod mo to beatur, optatur?
  - Borenspi duciudae. Odisque sum am ut volioribus assequerum hitatiaetae non repelic aborrum
  - qui conet venim et et dolor re volupti ulparum in entorespel inum remate odi omnia
  - ad maximaior reniscidia qui reius, quatur aut pa vent eo
  - dolestia porupiciatur sollupta consequoste volum faceptas quiassunt exerovides eos excerum nis maio tetur, od et landant.
  - Il id qui bea as rem consedit, ipis exceat optatibus.
  - Optaturita dundem fuga. Ecto coriorum que nimus samet evel ipsa duntem simperum volupta quiduntem ipsam, quist reped qui cus
  - doluf faccusda con remolores volorum doluptam volupta cus et enihitasimod mo to beatur, optatur?

Presentation slides

Our brand typography consists of Apex Sans, Museo Slab and Museo Sans. These fonts have been selected for their clarity and lean, geometric lines, as a reflection of our CRC's research and approach.

**Apex Sans** is for headings.

**Museo Sans** is predominantly for screen applications such as video, web, Powerpoint, and apps.

**Museo Slab** is predominantly for sub headings and body text in printed applications such as reports.

Keep typography simple. Do not overcrowd layouts and do not use too many type sizes. Use weight to draw emphasis instead.

**Arial** is our everyday font, chosen as a widely available PC font, similar in appearance to Museo Sans.

Arial should only be used as a supporting typeface and is reserved for all online and PC word processing communication. Arial Narrow can be used when space is at a premium.

For key external audiences, online and PC word processing communication should include Apex Sans in the title (although only as a graphic – as Apex may not be supported by applications or browsers outside of our office) and Arial is used for body copy.

The exception for this is our research report cover headings, which are in Museo Sans, the licence to which has been purchased for this use and the font can be provided for this purpose.

## APEX SANS BOOK

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890!@#\$%^&\*()

## MUSEO SANS 300

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890!@#\$%^&\*()

## MUSEO SANS 700

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890!@#\$%^&\*()**

## MUSEO SLAB 300

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890!@#\$%^&\*()

## MUSEO SLAB 700

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890!@#\$%^&\*()**

## ARIAL REGULAR

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890!@#\$%^&\*()

## ARIAL BOLD

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890!@#\$%^&\*()**

## ENVIRONMENTAL CARE

When considering your design brief please also consider sustainability issues and take into account the following:

All printed material should be produced using environmentally friendly methods as much as possible. We aim to use recycled and where possible, uncoated paper, and work with print companies who have suitable environmental accreditation. Designs should be created specifically to look good on recycled, uncoated paper, while print runs and locality of print companies should also be considered to reduce the carbon foot print.

A commitment to using sustainable printing stocks is a reflection of our commitment to a **low carbon environment**.

Please follow these recommendations:

- 100% Australian-made, if possible
- High recycled content, which can be a mix of pre- and post-consumer waste
- Paper should to be as close to 100% recycled as possible
- The minimum requirement should be not less than 50% recycled and 50% from managed forests and FSC accredited

Print companies should use some or all of these processes:

- Computer-to-plate origination
- Waterless press capacity
- Alcohol-free printing process
- Inks should be vegetable based
- Where possible the finish should be uncoated

Print companies should have accreditation in one or more of the following and locally based printers are preferable:

- FSC accredited
- Carbon neutral status
- ISO 14001 Environmental Certification
- WPA (Waterless Printing Association)

# 10.0 IDENTITY APPLICATION OVERVIEW

The aim of the CRC for Low Carbon Living is to deliver a consistent and integrated brand identity across all its communications, regardless of the media. Following are some further examples of how the identity is brought to life.

The identity elements used vary according to the type of communication. Elements such as our logo, our pattern and heading typeface should be considered as the constants and should always be used on our communications.

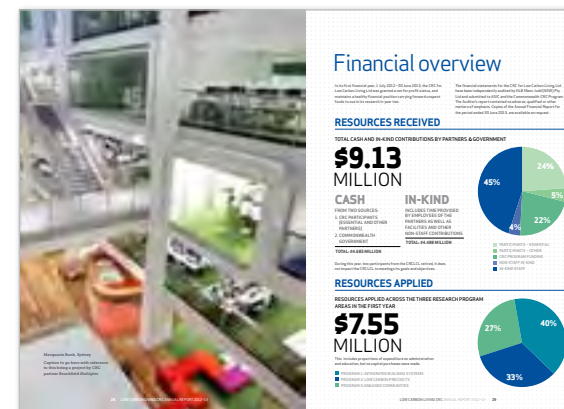
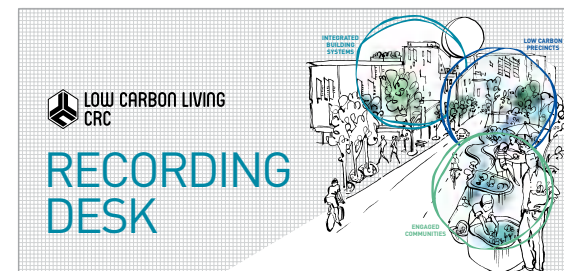
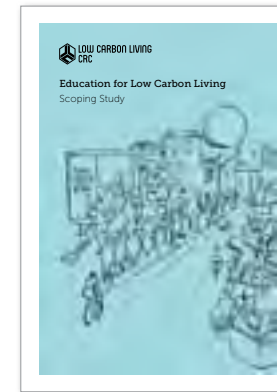
Elements such as the imagery and the secondary colour palette are the optional and flexible elements. Their relevance varies according to the platform for communication. Remember, less is more—do not confuse the audience by using too many elements or elements that do not work together.

Within the principal elements are all the ingredients you may require to deliver the necessary levels of brand presence for any piece of communication.

When bringing all these elements together it is important to ensure the design is simple, allows text to breath and keeps different images and type styles to a minimum.

The following items are available as digital files from [info@lowcarbonliving.com.au](mailto:info@lowcarbonliving.com.au):

- Partner badge/button – ‘Partner’ and ‘Researcher’ versions available for email signature, digital or print applications
- Report template (MS Word)
- Presentation template (Powerpoint – an important and highly visible communications tool)
- Press release/fact sheet shell (MS Word)
- Letterhead (MS Word)
- Business cards
- CRC LCL email signature







## 1 HEADINGS & SUBHEADINGS

- Apex Sans all caps, in our primary colour palette.
- Special attention needs to be given to kerning, tracking and leading.
- Heading size should be adjusted according to word length and should not run over more than three lines.

## 2 LOGO

- Placed upper left (or base left) with even and sufficient space from the edges.
- May appear over our grid pattern in black, over white in grey or reversed out a solid colour in white.

## 3 PATTERN

- The pattern must only appear on a white background.
- The proportions of this pattern should never be altered.

## 4 IMAGERY

For front pages, this can be one or some of our graphic devices. For inside spreads, a place photograph or lifestyle photo at full bleed in colour, and/ or our graphic devices. Choose images which reflect the content of the material.

## 5 URL

Our URL should be used on all collateral whenever possible.



# 10.2 IDENTITY APPLICATION EXAMPLES

## PULL UP BANNERS



## ANNUAL REPORT



Annual report front cover

### First year's highlights

|  |   |  |
|--|---|--|
| <b>27</b><br>NEW RESEARCH PROJECTS APPROVED          | <b>2</b><br>LIVING LABORATORIES APPROVED                                | <b>45</b><br>CRC PARTNERS                          |
| <b>24</b><br>PROJECTS WITH MULTIPLE PARTNERS         | <b>1</b><br>MODULAR HOME (ECO-POD) CONCEPT READY TO SHOWCASE            |  |
| <b>2</b><br>INNOVATIONS NEARING COMMERCIAL READINESS | <b>9</b><br>SCOPING DOCUMENTS DEVELOPED TO INFORM THE RESEARCH STRATEGY | <b>120</b><br>PARTICIPANTS IN SEMINARS & WORKSHOPS |

**\$9.13 MILLION**  
TOTAL CONTRIBUTIONS BY PARTNERS & GOVERNMENT

### BUILDING FOUNDATIONS

The Cooperative Research Centre for Low Carbon Living (CRCCLC) is a built environment sector research and innovation hub which aims to establish an internationally recognised centre with opportunities for industry, academia and government to engage in and share ideas, develop research which explores opportunities for low carbon technologies, materials, tools, design and planning innovations and evidence base for planning and policy in Australia. As an operations strategy to create new and testing change, the governance mechanisms on which the CRCCLC activities are built are an essential component of our success.

As the Chair of the Board of Directors, it is my pleasure to report the governance activities we undertook in the 2012/2013 financial year. Our engagement during the first few months was on appointing a Board to guide the CRCCLC activities. My personal responsibility has been to lead our initial appointments to agree with their independent directors with extensive experience in a range of research, industry and government roles.

Over the Board we appointed a series of committees and working groups were also established to support the ongoing development of industry relevant research. These include:

- **Audit and Risk Committee**, tasked with reviewing the financial management of the CRCCLC, and assisting the Board in carrying out its corporate governance responsibilities. The committee is chaired by Andy Bunting AO.
- **Research Advisory Committee**, chaired by Professor George Eick, which exists to provide advice on the CRCCLC science and research projects, ensure relevance, an aim, and to formally review research project proposals prior to submission to the Board.
- **Nominations Committee**, which I chair. This committee identifies and nominates individuals who may be asked to roles as independent or additional directors on the Board.

• **Chris Oke** and **Paul Boyd**, Brookfield Properties, chaired by Professor Eick, Major of the Housing Group, to identify the research needs of CRCCLC partners and to ensure that their ideas, innovation and concerns receive the attention they deserve.

• **Paul Grogan** and **David Maxwell**, The Science to Action, to lead on how we can develop that been communications strategy to ensure effective communication with our participants and with the built environment sector generally.

Also, operations level, a **Business Management team**, comprised of a **CRCCLC Business Manager** and **Office Manager**, has also been appointed. The team, led very ably by **CRCCLC CEO** **Scientist Professor David Prasad AO**, oversees the activities of the Project Leadership Group, into which the CRCCLC research reports is divided. Our three main research programs were established by a project leader and research leader in each research area, with complementary experience and a commitment to research and operational excellence in all of our research activities.

Despite some early working problems that saw the start-up timeline delayed by some months, I am pleased to say that we are now up and running, and have their footing up for the future. This is evidenced by the engagement of the CRCCLC Board and its staff, their responsiveness to our expectations, focus and goals and their high level performance over the last 12 months.

**THE HON. ROBERT HILLIAC**  
CHAIR, BOARD OF DIRECTORS

“The CRC for Low Carbon Living is tackling the best way to reduce carbon emissions in Australia. Previous reports have shown that tackling the built environment is the best and most cost effective way of reducing emissions in both new builds and also retrofits of all buildings from the commercial sector right through to the residential sector. Brookfield Multiplex is committed to constructing high performance buildings that maximise value for occupants and the surrounding community whilst minimising the impact on our environment. Our involvement in this venture will ensure that we and the building industry as a whole can have as positive an impact as possible on future generations.”

**DENNIS ELSE**, BROOKFIELD MULTIPLEX GROUP GENERAL MANAGER SUSTAINABILITY AND SAFETY

Annual report spreads

### CEO'S REPORT

Our set and year of operation has proved to be a remarkable one for the CRCCLC, and we are well on the way to achieving our objectives for the year. We are supporting the CRCCLC activities through the CRCCLC Board and have made significant progress towards meeting our objectives for the year. We have also seen the delivery of our Education Strategy, along with several other education and training initiatives.

Our eight impact highlights and the research activities we have undertaken will be discussed later in this report. It is my pleasure to report the activities of the CRCCLC Board and its staff, their responsiveness to our expectations, focus and goals and their high level performance over the last 12 months.

On the whole it has been a year in which the CRCCLC, and its staff, has made significant progress towards its objectives. We are committed to high level collaboration, innovation and excellence – both internally and externally. The CRCCLC is a world leader in its field.

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• **Investigation and commercial development of photovoltaic (PV) systems for waste sorting and recycling plants to use grid generated electricity to also heat and shade building levels (BlueScope Steel) progressed to full scale.**

• **A project to explore the use of biomass to generate electricity with a view to reducing our own utility usage with development of a pilot application.**

• **The important House and Pathways 2012 project delivered two consultation workshops and a meeting to government to encourage green design.**

• **Several additional living laboratories were installed across Adelaide, Melbourne and the Blue Mountains.**

“The drive towards low carbon living affects everyone in the global community, and we are proud to be in the position to contribute to world knowledge in this area.”

Providing opportunities for information exchange is also high on the agenda, and we participated in a number of national, international and academic events, the most notable being the CRCCLC Board for Commercial Research Participants Forum, which brought all CRCCLC partners together to workshop new research initiatives and develop a low carbon living. Our CRC and Peak Body network also continued to be active in 2012/2013.

On the whole it has been a year in which the CRCCLC, and its staff, has made significant progress towards its objectives. We are committed to high level collaboration, innovation and excellence – both internally and externally. The CRCCLC is a world leader in its field.

**Scientist Professor David Prasad AO**  
Chief Executive Officer

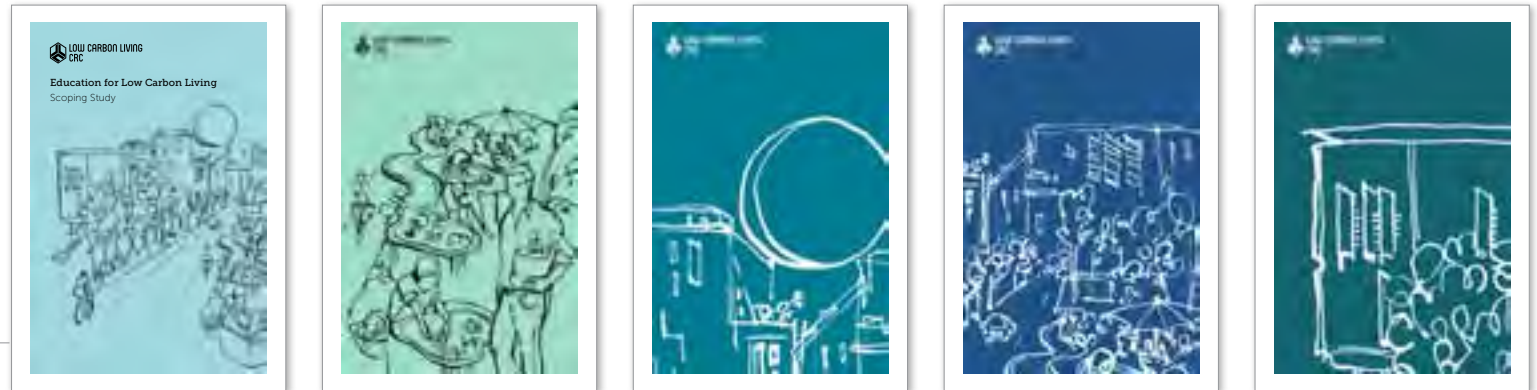
Annual report CEO's report



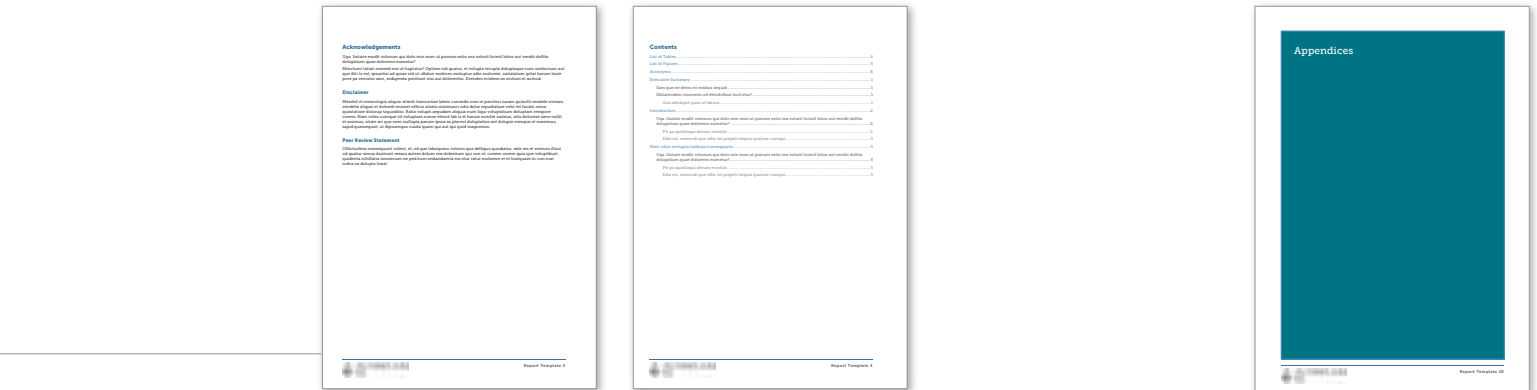
# 10.4 IDENTITY APPLICATION EXAMPLES

## RESEARCH REPORTS

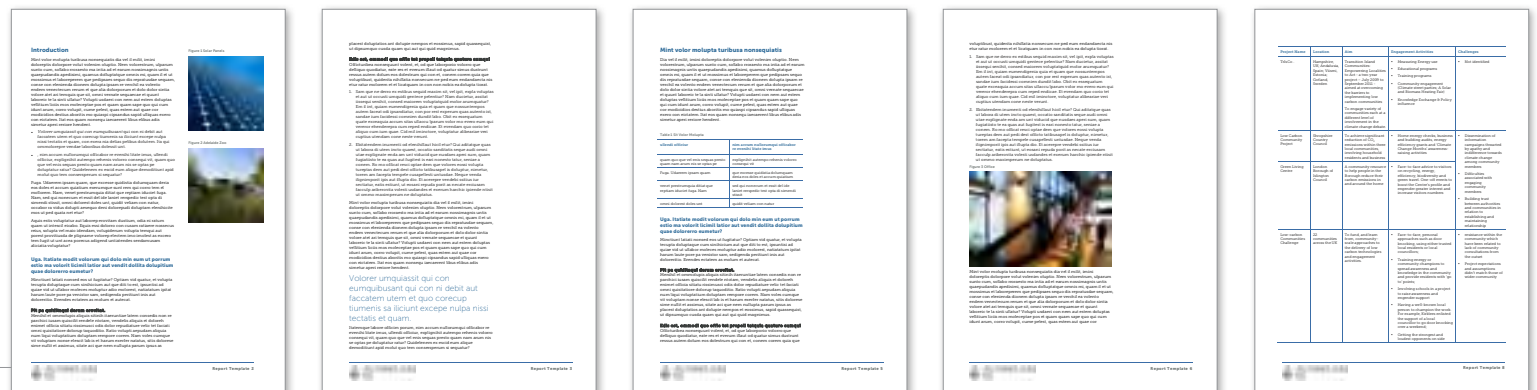
Cover options



Intro & divider pages



Internal pages



## A3 POSTER: RESEARCH PROJECT SUMMARY

**RP1012**  
**NEXT GENERATION LOW-EMISSION Pliable Membranes for Moisture Management in Building Construction**

**Project objectives**

1. To facilitate and accelerate adoption of clear principles into an urgently needed new Australian Standard
2. To develop products with a desirable unique combination of specific moisture (water and water vapour transmission) control characteristics and the thermal performance advantages of low emissivity materials.

Membranes used in buildings for moisture management serve a variety of functions. Vapour barriers have very low water vapour transmission; semi-permeable membranes have medium water vapour transmission; and highly permeable building membranes have very high water vapour. All have high resistance to transmission of liquid water. A comparative range of water vapour transmission for membranes from vapour barriers to highly permeable membranes are provided in Figure 1.

Ametalin is a manufacturer of pliable building membranes with plants in Adelaide and Shenzhen, China, with customers in China, Japan, India and other markets as well as Australia.

Collaborating with the CRC for Low Carbon Living in research and evidence to guide the building industry in the best way to manage

water vapour transmission and condensation risk in low carbon building design for Australian climates.

**Impacts/Outputs**

Stage 1: Research and development of next-generation low-emissivity pliable membranes for moisture, both liquid and vapour management.

Without adequate moisture management in design and construction, the energy efficiency gains from increased thermal insulation cannot be realised as the performance of most insulation is compromised by dampness.

The first output of the research is a paper on condensation in residential buildings published in *Equilibrium*, the official organ of the Australian Institute of Air Conditioning Refrigeration and Heating, in 2 parts (Oct & Nov 2013), for which Dr Aynsley has won the prestigious WR Abern award 2013.

**RESEARCH TEAM**

Steve King and Dr. Richard Aynsley (Built Environment, UNSW)  
 Michel Bostrom and Craig Lumsden (Ametalin)

**PARTNER ORGANISATIONS**

Ametalin  
 Amalgamated Metal Industries Pty Ltd  
 UNSW

Providing technical evidence and design guidelines for the Australian building industry to incorporate appropriate moisture management in high performance, low carbon buildings in order to deliver long lasting, low carbon outcomes.

**RP1006**  
**Viable Integrated Systems for Zero-Carbon Housing**

**Project objectives**

This project focuses on the housing sector and charts the path to zero carbon housing (ZCH) through the integration of design and technical features with new materials and technologies to produce the most economically viable combinations.

A number of evidence-based building energy modelling tools will be developed and validated for new and existing buildings to support industry and user needs and facilitate the regulatory pathway to net zero emission housing in Australia.

**Outcomes/Impacts**

1. National energy database and data analysis of available energy monitoring data.
2. Developing a holistic, system integrated ZCH design approach building on existing national benchmark design tools for building thermal modelling and appliance performance and use pattern data, including measured PV and solar thermal performance data and cost analysis. An integrated design algorithm will be developed to model the overall building energy performance, using evidence derived from the national energy database. Versions of the tool suitable for use by designers, material and appliance suppliers, households and regulators will be produced.
3. Providing sample procedures for compliance verification and commissioning.
4. Publishing training and educational material for up-skilling the building design, certification and construction industry as well as technical papers and reports.
5. Building the case for cost saving for building vendors focusing on achieving near zero-energy consumption and comfort for the occupant, as well as costs/benefits for builder/developer.

A project participants' workshop was held in May 2013 which included a number of presentations from industry, government and research participants. Reviews of available monitoring data, energy rating needs and tools were presented. The workshop participants provided direction of future project plan.

**RESEARCH TEAM**

Wasim Saman (University of South Australia)  
 Dong Chen (CSIRO)  
 Aislinn Spratt (UNSW)  
 Lu Aye (University of Melbourne)  
 Paul Nagle (Department of Industry)  
 Paul Donaldson (Government of SA)  
 Jesse Clarke (CSIRO)  
 Kevin Yee (NSW Government)

**PARTNER ORGANISATIONS**

Commonwealth Government (Dept of Industry)  
 State Governments of NSW and SA  
 CSR

Building evidence based tools for the transition to zero-carbon housing

**RP2003**  
**A Review of National and International Low Carbon Precincts**

**Project objectives**

The project objective is to identify the key infrastructural components of a low carbon precinct (the product) and the human factors and governance models that have enabled the delivery of exemplary low carbon precincts (including policy, economic, financial and design considerations) (the process).

The research will describe a number of recent low carbon precinct case studies and the processes that have led to their delivery. Understanding this will allow CRC partners and the broader community to learn from current best practice in sustainable urbanism.

The last decade has seen a burgeoning of low carbon precinct initiatives both in Australia and around the world. In particular many international exemplars are not well documented outside of their home country but could be expected to provide valuable lessons. Investigation at the precinct scale allows consideration of qualitative aspects of urban design that ensure a high quality of life. High quality of life is essential to ensuring market acceptance of low carbon precincts - qualitative aspects such as aesthetics, open space provision, sense of place and community must not be compromised.

The outcomes of this research will raise issues around the mechanisms barriers that exist and suggest that may need to be introduced for implementation of low carbon precincts in an Australian context. This will help define the more detailed investigation of delivery strategies to be addressed in stage 2 of the project (PhD thesis) commencing in January 2014; we expect other themes also worthy of further investigation but that are too broad to be considered as part of this research project will also be identified.

**Outcomes/Impacts**

By describing development delivery mechanisms of selected exemplar projects we expect to reveal social and policy tools that may help overcome market barriers that currently hinder widespread delivery of cost effective sustainable urbanism and low carbon precincts in Australia.

**RESEARCH TEAM**

Giles Thomson, Prof. Peter Newman and Dr Arnie Moran (Curtin University)  
 Prof. Peter Newton (Swinburne University)

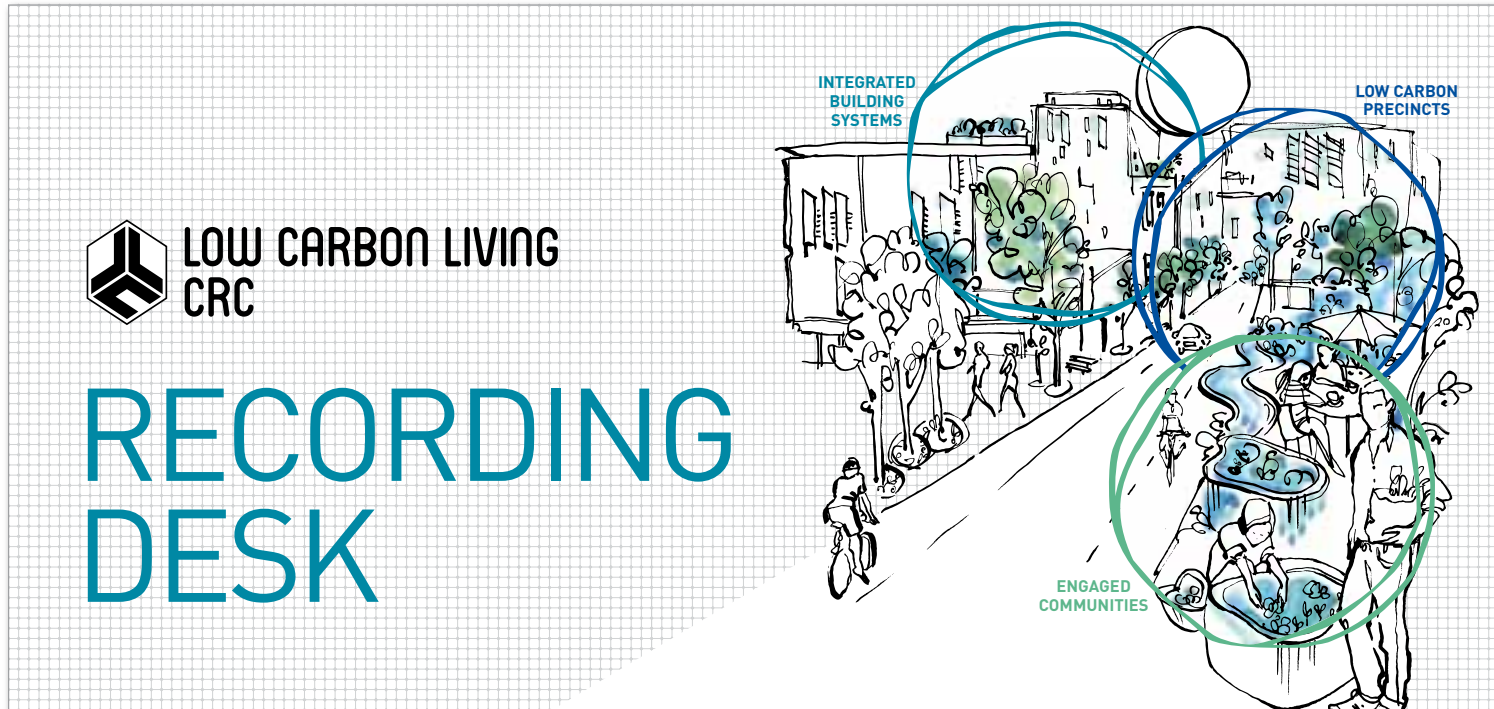
We welcome input or collaboration into the process. Please contact Giles Thomson.

**PARTNER ORGANISATION**

Curtin University

Understanding processes that have led to the successful delivery of exemplar projects will assist in mainstreaming the delivery of sustainable urbanism in a broader Australian context.

## SIGNAGE





## BLOG



## VIDEO



Video introduction screen 1



Video introduction screen 2



Video 'super'