



Natural Resource Management Board (NT)



Client: Natural Resource Management Board
Project: Corporate Brand and ID

Task: Develop a brand and corporate identity.

Professional Partner: Sprout Creative (graphic design and production).

The challenge: The Natural Resource Management Board was established to build a bridge between the numerous parties involved in the management of natural resources in the Territory. While established under the wing of Government, it needed a brand and corporate image that would resonate in the corporate world as well as among environmental groups.

What We Did: We developed a brand strategy following a workshop with senior staff of the board.

From there, we worked with our creative partner to develop a logo and style for all corporate collateral.

Lessons: The Natural Resource Management Board took time up front to develop a brand strategy to guide the development of the logo and corporate materials. This meant everything it did was aligned to a total brand philosophy.

Other similar projects: Tracy Jones has worked on a number of memorable brands in the past including the Charles Darwin University brand, the Territory – the difference is opportunity and the NT Government brand.

