



# 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.

