CRCNA
DEVELOPING NORTHERN AUSTRALIA

**Cooperative Research Centre for Developing Northern Australia
Style Guide for Research Activity Materials**

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1. Introduction

The CRC for Developing Northern Australia (CRCNA) Style Guide aims to provide a clear and concise set of guidelines for all materials to assist in promoting and presenting the CRCNA to our investment partners and the community.

Consistent and correct use of our corporate identity standards will strengthen the CRCNA brand recognition, familiarity and consistency. To help achieve this, it is imperative the CRCNA, our Research Providers and collaborators are given appropriate acknowledgment during and after the project. We ask Research Providers (project participants) to work with us to develop a strong CRCNA brand which is synonymous with high impact, quality research projects which deliver meaningful outcomes for industry across northern Australia.

This Style Guide has been provided to assist Research Providers prepare all Activity Materials relating to their CRCNA Activity (the project).

Using this Guide will ensure you are compliant with the requirements outlined in **Annexure D Clause 12** *Acknowledgement and Activity Events* of your *CRC Research Agreement*.

Please note, Research Providers must not engage in any Activity relating to Activity Events (project) or create any Research Activity Material, without the CRCNA's prior written consent. Failure to inform the CRCNA of any planned Activity or Material would be a breach of your *CRC Research Agreement* terms.

All queries about this Guide should be directed to the Communications Manager (commsmanager@crcna.com.au).

1.1 Our vision

To create a prosperous, sustainable, vibrant and healthy northern Australia.

1.2 Our mission

To grow the economy, investment, employment, markets, skilled population and wellbeing of the communities of northern Australia.

1.3 Referencing the CRCNA

One sentence

The Cooperative Research Centre for Developing Northern Australia (CRCNA) is focused on delivering industry-led research collaborations across northern Australia in the areas of agriculture and food, health service delivery and Traditional Owner-led business enterprises.

One paragraph

The Cooperative Research Centre for Developing Northern Australia (CRCNA) is focused on delivering industry-led research collaborations across northern Australia in the areas of agriculture and food, health service delivery and Traditional Owner-led business enterprises. The CRCNA brings together industry, research institutions and universities, regional development organisations, governments and northern jurisdictions and international partners to collaboratively resolve industry-related challenges and assist businesses, governments and researchers identify opportunities for business and growth in the north.

2. Key messages

Leader in our field

The CRCNA is the leader of integrated, coordinated, multi-disciplinary research partnerships across northern Australia.

Industry-led research

Our industry-led research collaborations with the involvement of stakeholders from the agriculture and food, health and Traditional Owner industry sectors ensures the greatest economic and social impact and adoption of new technologies, products and/or services.

We work with any individuals, group of individuals, industry groups, private business and SMEs, government agencies (including local, state/ territory and federal), universities, TAFEs, vocational colleges and community groups who have a research question they wish to address which resolves an industry-related challenge across northern Australia.

Delivering high-impact outcomes for northern Australia

The CRCNA funds industry-led research collaborations which lower investment barriers and enable significant capital to flow into northern Australia leading to increased wealth and employment opportunities, improved production and supply chain efficiencies and enhanced wellbeing of the northern community.

Inform and support decisions

We fund and support research which aims to resolve industry challenges and provide pathways to inform and support decision making and investment planning.

Capacity building

CRCNA research aims not only to resolve an industry challenge but to build capacity and skills in the workforce and research communities of northern Australia.

Program 1 – Build potential in northern Australia

Through funding situational analysis studies of key sectors: beef, rice, horticulture, aquaculture, broadacre cropping, forestry, bushfoods and communication infrastructure, which will provide a road map for future sectoral investment and inform future policy development for industry and governments.

Program 2 - Develop new and emerging industries in northern Australia

By funding innovative projects which help establish new industries or challenge traditional business models.

Program 3 - Improve production and supply chain efficiencies in northern Australia

By delivering research which resolves productivity and profitability issues by overcoming logistic, storage, transport and market-access challenges.

Program 4 - Build industry and community capacity in northern Australia

By investing in research which creates news models to improve workforce development and retention and enhance investment in agriculture, food, health service delivery and Traditional-led business enterprises.

Program 5 - Improve the delivery of health services to northern Australian communities

By improving early disease detection methods, improving health-seeking behaviours and improving the delivery of health services (including mental health services) to the community.

Program 6 – Education

To build the strategic research capacity in northern Australia in the fields of agriculture, food and/or health industries by providing scholarships, fellowships and stipends for students enrolled in formal education or training programs.

3. Corporate identity

The CRCNA logo must be used when promoting any CRCNA funded project. This includes flyers, surveys, advertisements, conference materials, PowerPoint presentations and reports. It is also important our investment partners' logos are included in any material promoting a CRCNA funded project.

3.1 Positioning statement

The positioning statement is: "Developing Northern Australia"

3.2 CRCNA logo, fonts and brand colours

Primary brandmark

Minimum Clear Space /

To ensure integrity and legibility, the CRCNA brandmark should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate clear space. Whenever possible, maintain more clear space around the logo than the minimum specified. The minimum clear space for the logo is X, where the value of X is derived from the height of the "c" in the "CRC".
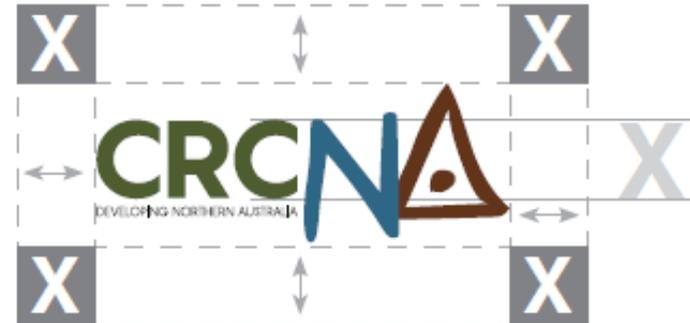
Minimum Size /

The isolation zone is the space around the logo. It is important that no images/text/ borders or margins are placed within 10mm of the logo. For the sake of legibility, the logo must never be printed smaller than 25mm in width or 25px on screen.

25mm
minimum size

Logo Variations /

To ensure integrity and legibility, the CRCNA brandmark should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate clear space.

The logo variations are available in different file formats, and should only appear as displayed unless permission is given for any variation.

Full Colour

Black and White

Black and White Reversed

Professionally Created Marketing Touch Points /

The CRCNA typography for professionally created marketing touch points consists of three fonts. Pangram Extra Bold for break out text and headings, Orkney Regular for sub headings and Orkney Light for body text.

Pangram Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Orkney Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Orkney Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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Internally Created Documents /

The CRCNA typography for internally created documents consists of two fonts. Arial Bold for break out text and main headings and Arial Regular for body text.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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3.3 Usage

Do Not /

- Change colour of logo
- Alter size and ratio of logo elements
- Do not stretch or skew the logo
- Do not rotate
- Do not place the logo over off-brand colours

Brand Colours /

The CRCNA brandmark consists of three main colours and three supporting colours

It can also be shown in monotone as per the logo variations on pages 5 and 6.

Dark Green
R078/G092/B047
Web#4E5C2F
C68/M46/Y95/K32

Dark Blue
R049/G101/B134
Web#316586
C85/M55/Y30/K10

Dark Brown
R097/G052/B025
Web#613419
C39/M74/Y92/K50

Light Green
R103/G143/B062
Web#678F3E
C65/M26/Y100/K07

Light Blue
R123/G152/B177
Web#7B98B1
C55/M33/Y20/K00

Light Brown
R135/G088/B036
Web#875824
C36/M62/Y99/K27

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4. Research Provider activity material guidelines

Using this Guide will ensure you are compliant with the requirements outlined in **Annexure D Clause 12** *Acknowledgement and Activity Events* of your *CRC Research Agreement*.

Research Providers must not engage in any activity relating to the project or create any material about the project without the CRCNA's prior written consent.

The following outlines branding expectations for the CRCNA Research Providers as well as the CRCNA's role in promoting Research Provider activities.

4.1 Research provider activity materials

'Activity Event' means any promotional event conducted by the Research Provider relating to the Activity (the **project**), including celebration of all openings, ceremonies or other public events to mark the completion of any aspect of the Activity and all other openings, ceremonies or public events which are related to the Activity.

Examples of such events includes, but is not limited to:

- Project launches / announcements
- Media conferences
- Media appearances or interviews
- Workshops
- Conferences

Activity Material' means any Material, including Research Outputs, created by the Research Provider for the purpose of, or as a result of, performing its obligations under the *CRC Research Agreement*.

Examples of such materials includes, but is not limited to:

- Media releases
- Meeting agendas and minutes for workshops and stakeholder meetings
- Presentations
- Public addresses
- Fact sheets about the project
- Surveys
- Reports or publications (including draft versions)

Research activity/ material	What to include
Workshops/ stakeholder meetings	- Advise CRCNA of workshop - Consent from CRCNA to host workshop - Invite CRCNA representative to workshop
Project meeting agenda	- CRCNA logo - Government partner logos – DIIS, NT Government, WA DPIRD and Qld Government - Project reference number
Project meeting minutes	- CRCNA logo - Government partner acknowledgement & logos – DIIS, NT Government, WA DPIRD and Qld Government - Project reference number
PowerPoint presentations	- Consent from CRCNA - CRCNA PowerPoint Template (optional) - Acknowledgement of funding from CRCNA - CRCNA logo - Government partner acknowledgement and logos – DIIS, NT Government, WA DPIRD, Qld Government - Acknowledgement of project partners - Project reference number
Interim reports	- Draft sent to CRCNA for review - Acknowledgement of funding from CRCNA - CRCNA logo - Government partner acknowledgement and logos – DIIS, NT Government, WA DPIRD, Qld Government - Executive summary - Recommendations - Action or Implementation Plan - Web accessibility - Copyright (if applicable)

Surveys	• Acknowledgement of funding from CRCNA • CRCNA logo • Government partner acknowledgement and logos – DIIS, NT Government, WA DPIRD, Qld Government • Acknowledgement of project partners • Project reference number • Appropriate privacy statement
Project reports	• Consent from CRCNA to publish • Acknowledgement of funding from CRCNA • CRCNA logo • Government partner acknowledgement and logos – DIIS, NT Government, WA DPIRD, Qld Government • **Title page** acknowledging CRCNA as financial supporters of the project and correct Project Participant acknowledgments. • **Executive summary** highlighting key recommendations and next steps/ implementation pathways. • **Recommendations** • **Must do strategies and implementation pathways** • Web accessibility • Copyright (if applicable)
Ad hoc external communications such as: • Industry magazines • E-newsletters	• Consent from CRCNA to distribute • Appropriate acknowledgment for CRCNA funding • Government partner acknowledgment and logos – DIIS, NT Government, WA DPIRD, Qld Government • Project partner acknowledgment • CRCNA approval of draft prior to publication

Media releases, media appearances and editorial	- Advise CRCNA of intent to draft and release media release - Consent from CRCNA to participate - Invitation for CRCNA to provide comment - CRCNA and project participant approval of draft prior to distribution - Appropriate acknowledgment for CRCNA funding - CRCNA logo - Government partner acknowledgment & logos – DIIS, NT Government, WA DPIRD, Qld Government - Partner logos if requested - Industry contacts as appropriate

4.2 Final project outputs – industry situational analysis studies

A key deliverable of your research project will be a final report, which will include discussion around your methodology, trends, SWOT and recommendations and next steps.

It is the CRCNA's intention to aggregate this information into an annual report providing a comprehensive overview of the current state-of-play and future priority areas of key northern Australian industries.

As such, we have developed a preferred approach to how you may bring your final findings together.

In addition to your project's final research report, we ask you to consider the additional, supplementary research materials to be prepared in collaboration with the CRCNA:

- **A 20-page summary report**: providing an overview of the key trends, opportunities, recommendations and next steps; and

- **A 4-page (max) Sector Synthesis snapshot** which would include:

    - A brief introduction, definition of sector and overview of current size, locations or area.
    - An historical timeline (preferably as a graphic) providing overview of sector's development to date.
    - An overview of key economic trends to date, including area, production, Gross Value and employment numbers.
    - Identified (prioritised) opportunities facing the sector as defined in the final report.
    - Identified (key) constraints facing the sector as defines in the final report.
    - Strategies and implementation pathways for sector development (see Table below)

4.3 Suggested template for industry "must-do" strategies and implementation pathways

In the interests of standardising our various industry situational analyses, the CRCNA has developed a preferred approach to how final recommendations ought to be captured in your final report. A template of how you may approach these is provided below in Table x.

Key priority actions for sector development	Action owner and key partners	Pathways to implementation and timeline	Intended industry impacts
Guide: • Must be strong sector consensus. • Must have cross northern significance. • Must be realistic, impactful and measurable. • Anything more than 4 or five key prioritised and impactful recommendations will be getting too complex to achieve.	Guide: • Key Owner should be in bold. • Key owner must have agreed to take lead role in negotiation progressing and implementation. • Key partners must be actively agreed as consortium style supporters.	Guide: • Must be clear, unambiguous, agreed and realistic pathway to secure investment and implementation.	Guide: • Must be demonstrated benefit defined in terms of growth in GDP, jobs, investment, productivity or wellbeing.
Example: Create a new special purpose fund of $X p.a. for Y years to delivery Z …. Review current trade protocol X to enable Y.	**Example:** **Organisation A:** • *Org B* • *Org C* • *Org D*	**Example:** Through negotiation with NASONG agencies, develop clear and costed proposal for Ministerial Forum consideration (by June 2020).	**Example:** Implementing this recommendation will: • Lift exports by $500 million pa. • Reduce industry input costs by $100 million pa. Create 300 FTE jobs.

5. Publications guidelines

As outlined in the *CRC Research Agreement*, the Research Provider is required to obtain consent from the CRCNA before the publication or presentation of any Research Material related to any CRCNA Research Activity.

The Consent to Publish form is to be used by persons who are in engaged in CRCNA activities and who are seeking approval for any material used externally, such as:

- Final project reports which disseminate CRCNA research activity outcomes
- Manuscripts to be submitted to peer-reviewed journals
- Manuscripts to be submitted to published conference proceedings
- Book chapters
- Short articles or editorial to be submitted to media i.e. newspapers, industry magazines, journals
- CRCNA funded PhD student theses
- Media releases
- Project fact sheets
- Flyers or brochures
- Project webpages or websites
- Project surveys
- Project information videos

It is the Research Providers responsibility to allow enough time for the CRCNA to review the draft document and provide feedback before submission deadlines. The CRCNA requests this review time to:

- ensure high quality content
- review in light of sensitive commercial confidential information
- ensure acknowledgement of the CRCNA

A copy of your publication **MUST** be submitted with this application.

Any publication **MUST** acknowledge the support of the as per 5.1 Acknowledgement section.

Notification of request to publish and copy of the publication **MUST** be circulated to any/all project partners for review.

5.1 Acknowledgment

All publications of the CRCNA research activities must:

- Acknowledge the authors' affiliation with the CRCNA in addition to their institutional affiliation/s (if relevant).
- Display the CRCNA logo without alteration alongside supplied Departmental logos.
- Give the appropriate funding acknowledgement:

> "*The author/s acknowledge the financial support of the Cooperative Research Centre for Developing Northern Australia and the support of its investment partners: the Western Australian, Northern Territory and Queensland Governments. We also acknowledge the financial and in-kind support of the project participants.*"

- Acknowledge PhD students and support as follows: "The *candidate acknowledges the financial support of the Cooperative Research Centre for Developing Northern Australia and the support of its investment partners: the Western Australian, Northern Territory and Queensland Governments.*"

6. Oral presentations and poster guidelines

As outlined in the *CRC Research Agreement*, the Research Provider is required to obtain written consent from the CRCNA before the publication or presentation of any Research Material related to any CRCNA Research Activity.

Examples of the sort of presentations the CRCNA would seek to review and provide consent for prior to submission or distribution include:

- Oral presentations at meetings, roadshows, workshops or conferences
- Podium presentations at meetings, roadshows, workshops or conferences
- Panel or symposia presentations at meetings or conferences
- Posters and poster with oral presentation
- Audio/ visual materials including any promotional videos or educational videos prepared as part of the research activity and materials

It is the Research Providers responsibility to allow enough time for the CRCNA to review the draft document and provide feedback before submission deadlines.

6.1 Acknowledgement

- Acknowledge the authors' affiliation with the CRCNA in addition to their institutional affiliation/s (if relevant).
- Display the CRCNA logo without alteration alongside supplied Departmental logos.
- Give the appropriate funding acknowledgement:

> "*The author/s acknowledge the financial support of the Cooperative Research Centre for Developing Northern Australia and the support of its investment partners: the Western Australian, Northern Territory and Queensland Governments. We also acknowledge the financial and in-kind support of the project participants.*"

- Acknowledge PhD students and support as follows: "The *candidate acknowledges the financial support of the Cooperative Research Centre for Developing Northern Australia and the support of its investment partners: the Western Australian, Northern Territory and Queensland Governments.*"