



**Brand
identity
guidelines**

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Employees of the Australian Public Service (APS) occupy a position of trust. We are entrusted by Government and the community to undertake important work on their behalf. We uphold and promote these values as our role as APS employees. ARPANSA has a personality, this is the way we speak and behave, it describes our interactions, our personality and what can be expected of us.



Our core values

- Protective
- Trustworthy
- Community-focused
- Leader
- Independent

Our personality traits

- Confident
- Empathetic
- Inquisitive
- Collaborative
- Knowledgeable
- Heritage
- Approachable
- Rigorous
- Responsible

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Our brand identity guidelines provide the ‘**nuts and bolts**’ framework for the tangible elements of our brand.

It drives our **visual identity** and helps guide us when using our visual assets.

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1. ARPANSA logo

The application

The preferred layout of the ARPANSA logo is in combination with the ARPANSA brandmark (see 3. [Combination ARPANSA logo and brandmark](#)).

The minimum width of the **Commonwealth Coat of Arms (1.1.1)** on stationery and larger items is 20 mm. However, on items such as name badges and identity cards where it may not be possible to adhere to this, the Coat of Arms may be altered in width, but must remain recognisable.

It should only appear once, at the start of a document or publication. It should appear at the top and to the left of all other material.

Only black and white versions of the ARPANSA logo are currently used with ARPANSA branding.

The ARPANSA logo must not be used as decorative or artistic element or as a watermark, and must not be overprinted with text or images.


Other agency logos may be used in conjunction with the ARPANSA logo. A separate document detailing the [relationship between the ARPANSA logo and other agency logos](#) is available for distribution to external agencies.

For more extensive details about the use of ARPANSA logo see the [Guidelines on use of the Australian Government Logo by Australian Government Departments and Agencies](#).

The design

There are several designs of the ARPANSA logo which may be used for different situations. The **inline design (1.1)** is the preferred option when the ARPANSA logo is used without the ARPANSA brandmark. In cases where this is not appropriate, the **stacked design (1.2)** or **strip design (1.3)** may be used.

Where can I find the ARPANSA logo?

If you need to send the ARPANSA logo to another agency for publication or sponsorship, you can find all the files you'll need on the [ARPANSA logo and brandmark page](#) on 

1.1 Inline design



Australian Government
Australian Radiation Protection and Nuclear Safety Agency

1.1.1 Commonwealth Coat of Arms

1.2 Stacked design



Australian Government
Australian Radiation Protection and Nuclear Safety Agency

1.3 Strip design



Australian Government
Australian Radiation Protection and Nuclear Safety Agency

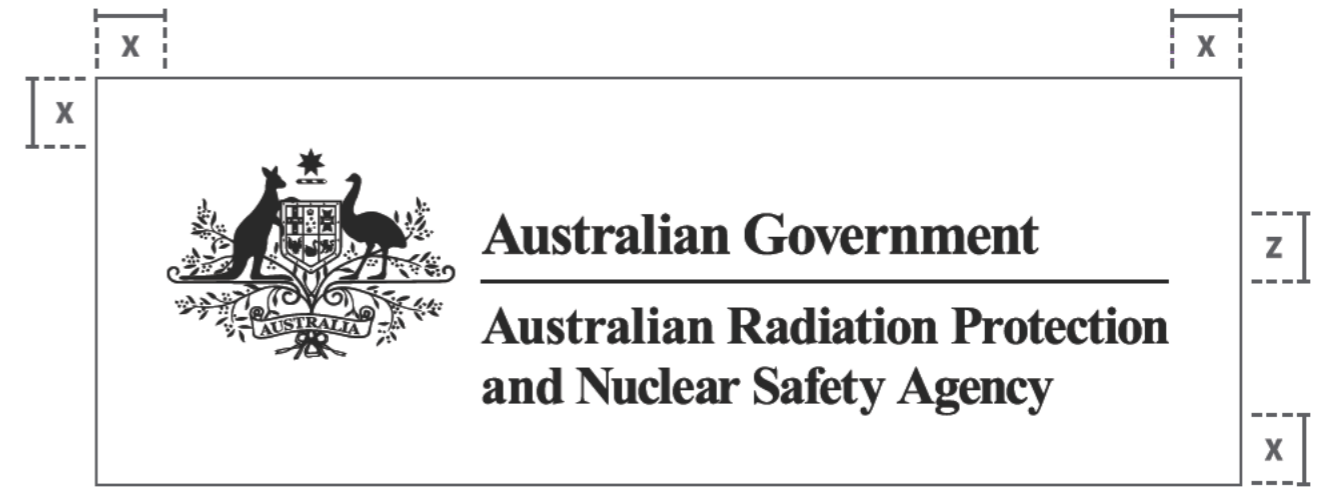
The isolation zone

An isolation zone has been established to ensure that the integrity of the logo is not jeopardised through crowding.

The location of this zone is indicated by the grey 'X's in the illustration 1.4. The width of 'X' is the distance between the top of the capital 'A' in 'Australian Government' and the bottom of the horizontal line beneath these words (as indicated by the black 'Z' in the illustration).

This means that 'X' doesn't have a constant numerical value, because the logo can be resized. It should always be equivalent to 'Z'.

The isolation zone shown here is the minimum and can be greater.



1.4 The minimum isolation zone using the inline design of the ARPANSA logo.

2. ARPANSA brandmark

The application

The ARPANSA brandmark must be used in conjunction with the ARPANSA logo (see 3. Combination ARPANSA logo and brandmark).

It is seen here on its own to illustrate the different components that make up the brandmark.

In very limited circumstances the ARPANSA brandmark can be used in conjunction with an internally branded logo, for internal products. Please see the Communications team for approval of this application.

The design

The **ARPANSA brandmark swirl (2.1.1)** is the graphical element that identifies who we are. It sets us apart from everyone else. No one else has our swirl – only us. It seeks to communicate partnership and interconnectedness, working together to protect the community.

The shapes come together to form an abstract nucleus which highlights our focus on acting as a central source. And their connection represents collaboration. The curves of the nucleus give our logo energy and movement. The multiple colours are modern, professional and vibrant.

The ARPANSA brandmark swirl can be used as a creative device in limited circumstances.

2.1 Strip design



2.1.1 ARPANSA brandmark swirl

2.1.2 ARPANSA brandmark acronym

2.2 Stacked design



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3. Combination ARPANSA logo and brandmark

The **combination ARPANSA logo and brandmark** is the primary layout of the ARPANSA logo and brandmark.

When required to use or supply ARPANSA’s logo, the **strip design (3.1)** is the first preference:

Preference	Type	Design	Reference
1	Combination ARPANSA logo and brandmark	Strip	3.1
2	Combination ARPANSA logo and brandmark	Stacked	3.2
3	ARPANSA logo	Inline	1.1
4	ARPANSA logo	Stacked or strip	1.2/1.3

Other preferences may be used to help combat issues such as limited space. To discuss other layouts, contact the Communications team.

Isolation zone

An isolation zone has been established to ensure that the integrity of the **combination ARPANSA logo and brandmark** is not jeopardised through crowding.

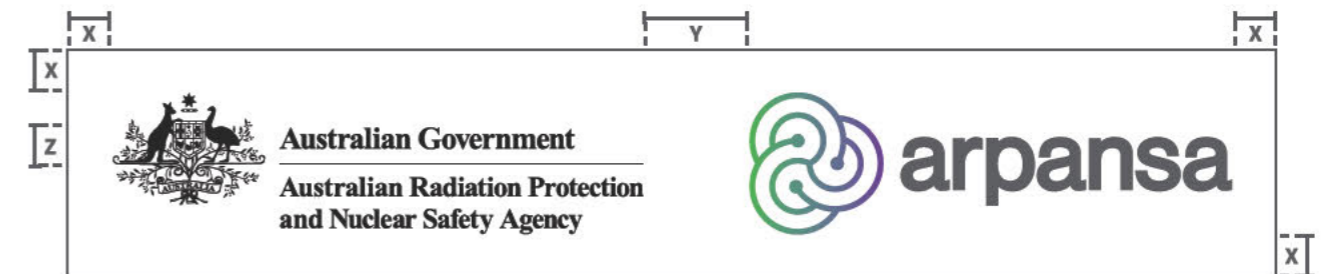
The location of this zone is indicated by the grey Xs in the illustrations. The width of ‘X’ is the distance between the top of the capital ‘A’ in ‘Australian Government’ and the bottom of the horizontal line beneath ‘Australia Government’ (as indicated by ‘Z’ in the illustrations).

The isolation zone shown here is the minimum. Where space permits, it is recommended that the isolation zone is larger.

‘Y’ represents the space between the ARPANSA logo and the ARPANSA brandmark:

- In the **strip design (3.1)** this amount is recommended to be 9.5% of the total width of the strip. However, this can be between 5–10% depending on space constraints.
- In the **stacked design (3.2)** this amount is the distance between bottom of the words ‘Australian Government’ and the bottom of the words ‘Australian Radiation Protection’ (as indicated by ‘W’ in the illustration). However, this can be as little as the distance of ‘X’ depending on space constraints.

3.1 Strip design*



3.1.1 The minimum isolation zone using the strip design of the combination ARPANSA logo and brandmark.

3.2 Stacked design



*In limited circumstances the strip design can be split so that the ARPANSA logo appears in the very top left and the ARPANSA brandmark appears in the very top right. Examples where this would apply include landscape documents, PowerPoint presentations and posters.

4. ARPANSA logo and brandmark colours

The combination ARPANSA logo and brandmark can appear in one of three colour formats:

- **full colour (4.1)**
- **black (4.2)**
- **white (4.3).**

In addition, black and white colour formats can be used on contrasting background colour (4.4), provided that the contrast between the foreground and background meets accessibility requirements. You can download a **web accessibility toolbar** from Vision Australia to analyse colour contrast.



4.1 Full colour



4.2 Black



4.3 White



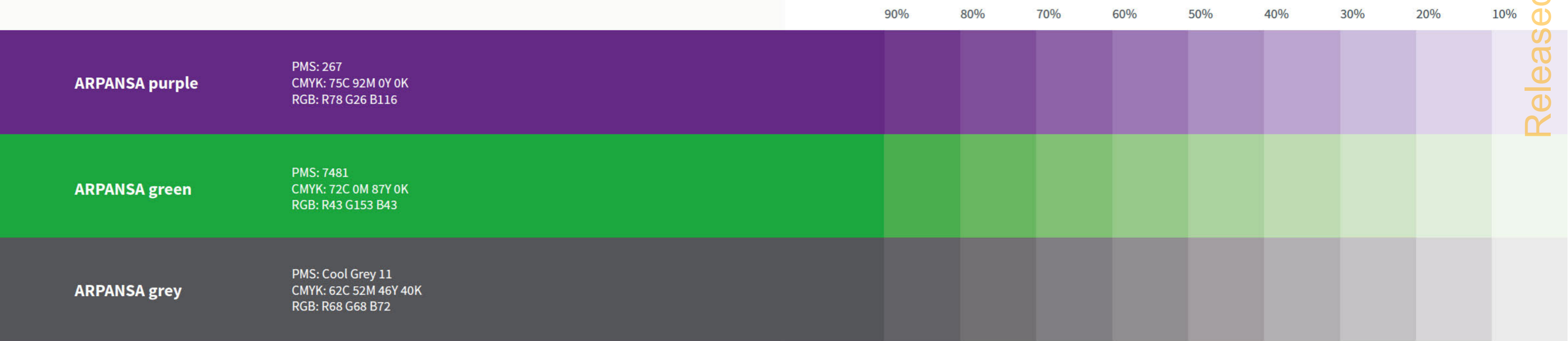
4.4 White on contrasting colour

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5. Primary colour palette

The ARPANSA primary colour palette consists of three colours. A tone of these colours may be used for various applications.

The ARPANSA purple is considered the first preference colour choice.



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6. Secondary colour palette

The secondary colour palette is designed to complement the ARPANSA primary colours. When choosing colours for a specific application, the tone of the application and its intended audience should be considered.

Category	Color Name	PMS	CMYK	RGB
Primary	Purple	267	75C 92M 0Y 0K	R78 G26 B116
	Green	7481	72C 0M 87Y 0K	R43 G153 B43
	Cool Grey 11	Cool Grey 11	62C 52M 46Y 40K	R68 G68 B72
	Black	Black	0C 0M 0Y 100K	R0 G43 B96
Secondary	Yellow-Green	382	33C 0M 100Y 0K	R182 G201 B0
	Yellow	122	0C 18M 82Y 0K	R253 G200 B34
	Light Purple	7437	22C 38M 0Y 0K	R205 G172 B210
	Orange	152	0C 65M 82Y 0K	R238 G116 B055
	Secondary Green	421	0C 0M 0Y 25K	R195 G195 B195
Gradient	ARPANSA gradient (purple to green fade)	This gradient can be used at different intensities		
	Secondary Green (Note)	This secondary green is used for type when the primary green does not meet accessibility standards.		

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7. Primary typeface

The primary typeface for the ARPANSA brand is **Source Sans Pro**.

The Source Sans Pro family of typefaces has been selected for its legibility and should be used as the primary typeface for all professionally produced and printed documents.*

Source Sans Pro

Source Sans Pro Light abcdefghijklm
nopqrstuvwxyz ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

Source Sans Pro Regular abcdefghijklm
nopqrstuvwxyz ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

Source Sans Pro Bold abcdefghijklm
nopqrstuvwxyz ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

* If you have access to an Adobe Creative Cloud account, Source Sans Pro can be synced via Adobe Typekit.

8. Secondary typeface

If a standard system font is needed for use in documents where Source Sans Pro is unavailable, **Calibri** is the nominated secondary typeface.

Calibri

Calibri Light abcdefghijklm
nopqrstuvwxyz ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

Calibri Regular abcdefghijklm
nopqrstuvwxyz ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

Calibri Bold abcdefghijklm
nopqrstuvwxyz ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)


9. Typography

A consistent approach to typography in documents and publications helps to strengthen our brand. ARPANSA utilises guidance from the *Australian Government Style Manual* and *World Wide Web Consortium (WC3)* to ensure a unified approach in typography that is both accessible and applicable for purpose.


Templates

To protect the integrity of typography in our documents and publications, a number of templates in Microsoft Word are available for staff to use. These templates have pre-set attributes within the document to ensure consistent spacing of headings, paragraphs, margins, headers and footers.

20 mm vertical margins for all A4 documents



Australian Government
Australian Radiation Protection
and Nuclear Safety Agency



Title

Heading Level 1

Heading Level 2

Heading Level 3

Heading Level 4

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Example document
v.1.0

ARPANSA-XXX-XXXXX

1 of 1

10. Photography

Photography is an important component of the ARPANSA brand made available through a comprehensive image library.

This resource contains a large collection of images that captures the spirit of our organisation using an authentic reportage approach.

s 22(1)(a)(ii) - Irrelevant

More information about ARPANSA's photography can be found on the *image services* page on

s 22(1)(a)(ii) - Irrelevant

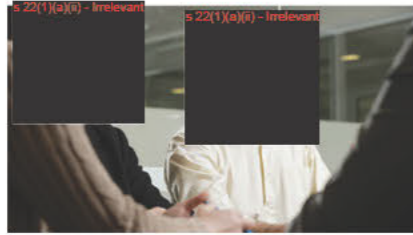
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10.1 Core values



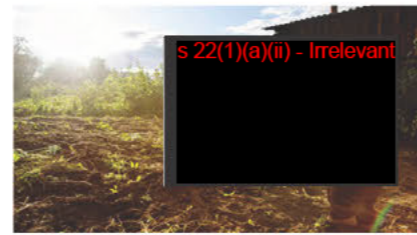
Protective

We seek to understand the community's needs and concerns and work to protect and reassure the community by adopting and promoting the highest safety standards.



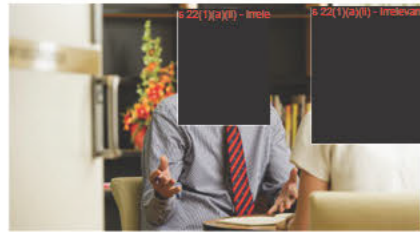
Trustworthy

Honesty and integrity are the cornerstones of how we behave. We are fair-minded, honourable and transparent in our interactions with people.



Community-focused

We are passionately committed to protecting the health of all members of the community and work hard to educate and inform them of their concerns regarding radiation.



Authoritative

We are strong, respected and authoritative and regarded as one of the world's leading agencies. We use our influence positively for the betterment of the community and the environment.



Independent

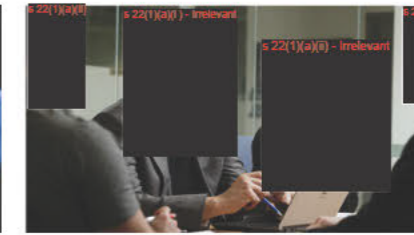
We act autonomously and are independent of the wider government interests. We are impartial and confident in our judgement and advice.

10.2 Personality characteristics



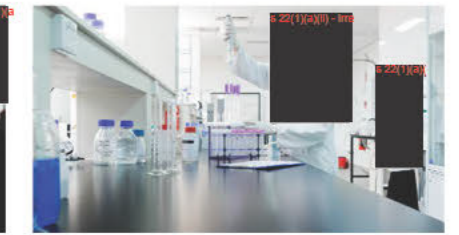
Confident

We are confident and assured of our knowledge, expertise and capacity to positively influence the Government, community and stakeholders.



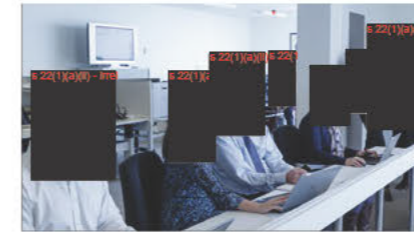
Empathetic

We enjoy being with people and are approachable and easy to deal with. We are sensitive to people's needs and take the time to listen and empathise. We are open and genuine in our interactions.



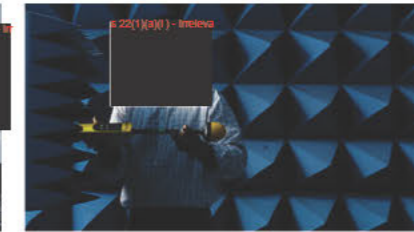
Inquisitive

We seek knowledge, ideas and inspiration from diverse sources to create new opportunities and new ways of doing things. We never rest on our laurels.



Collaborative

We believe that collaboration yields the most powerful and positive results. We seek to foster camaraderie across all parts of our organisation and with our stakeholders.



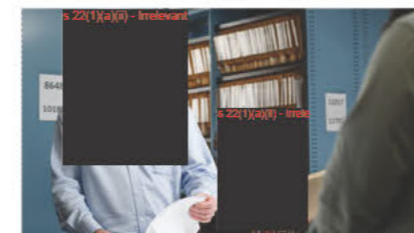
Knowledgeable

We have a deep understanding of ionising and non-ionising radiation and thrive on complexity and solving difficult challenges. We are sought out for our intellectual rigour both nationally and internationally.



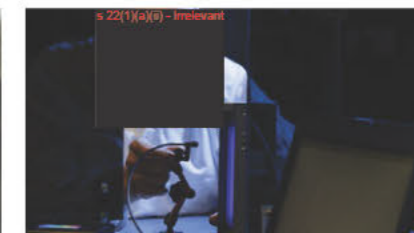
Heritage

We have a long and proud history in continually raising the bar in terms of radiation protection and nuclear safety. We have the resources and expertise to ensure the safety of the community and environment.



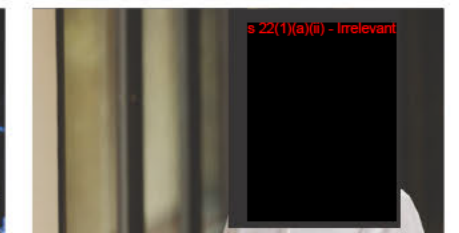
Approachable

We are friendly and positive people who enjoy life and like to engage with people from all walks of life. We are easy to interact with and make it easy for people to seek advice or support from us.



Rigorous

We are analytical, rigorous and exacting in everything we do. We don't rush decision-making but rather, will always do what is right, and proven.



Responsible

We are conscientious and never forget the significant responsibilities that govern what we do. We make considered, safe and balanced decisions and always consider the implications of our actions.