



Australian Government



# Brand Playbook

Your guide to supporting our brand

FEBRUARY 2023

Released under administrative access

# How to use this book

You have played an important role in building the ANSTO brand to where it is today. This book will help us all work together to bring our brand to life.

Thank you for helping to make ANSTO one of the strongest brands in Australian science today.



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# What is brand?

It's the sum of all the associations, feelings, attitudes and perceptions that people have about an organisation. It's not just about the logo.

Brand and reputation are linked and they have a direct impact on an organisation's ability to continue to grow and develop.

The strength of an organisation's reputation and how it is perceived is the result of the interactions and experiences of its stakeholders. If most of our stakeholder's experiences are positive, then our stakeholders are more likely to want to partner with us and advocate for our organisation amongst others.

That's why reputation and brand are key assets for any organisation and are carefully managed over time to build a positive track record and trust amongst our key audiences. Brands need to be nurtured and all ANSTO staff have a role to play in supporting our brand.

*"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you do things differently"*

**Warren Buffett**

# Our brand strategy

1 Present a modern ANSTO brand and achieve consistency and clarity of identity

2 Support our journey from infrastructure to impact and accommodate for future growth

3 Better position ANSTO so our value is known and understood

We are one ANSTO. We have one logo.

We are a unified organisation and we work collectively to achieve ANSTO's strategic objectives, and create a more sustainable world. We want to create a powerful and clear presence in the minds of our key stakeholders and audiences. Internal cluster and divisional names are not brands – and should not be presented as such.

There are areas of ANSTO that for legal and business reasons, need to maintain use of trading names. All legacy ANSTO sub-brands and the Australian Synchrotron branding has been supplanted by the ANSTO masterbrand and visual identity.

# Our name

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We are known as ANSTO. We refer to ourselves as ANSTO in all our communication.

Like that other iconic Australian brand, Qantas, we do not use our acronym as our name.

We have moved away from referring to ourselves as

‘Lucas Heights’, or ‘the place of the reactor’, and we need to be disciplined about this to achieve coherence.

If a fuller description is required, and only if it is required, we simply say that ANSTO is Australia’s nuclear science and technology organisation.

**Hello.  
What’s your  
name?**

# Our visual identity

The ANSTO brand is supported through a clear and distinctive ANSTO visual identity.

The visual identity is made up of four elements: the ANSTO logo (including the tagline), typeface, colour palette and audiovisuals.



# What do the visual brand elements represent?

The ANSTO logo symbolically captures our journey from infrastructure to outcomes and should be the only organisational logo in use.

## **We are proudly an Australian Government organisation**

The colour version of the ANSTO logo with the Coat of Arms, is the preferred version for use. It should not be stretched, cropped or reproduced in part. It should not be decoupled from the Australian Coat of Arms (note there are minimum size guidelines which apply to the Coat of Arms but the Coat of Arms will be featured wherever possible).

## **It shows we are a multi-faceted organisation**

Coupled with the Australian Coat of Arms, the ANSTO logo features a multi-faceted visual device symbolising the energy of a multi-dimensional, modern ANSTO – one that brings people, platforms and partners together to achieve great things. It has many meanings.

## **We connect different capabilities, ideas and organisations together**

One interpretation of the visual device is the underpinning principles of physics (the dark blue segment), supporting chemistry (top left) and biology (top right). The three segments work to represent and complement the tagline: Science. Ingenuity. Sustainability. The negative or 'white space' at the centre of the device is a stylised interpretation of the Feynman effect, and scattering light interacting with matter and splitting – or reaching – outward.



**Australian Government**





# Our tagline

A tagline is a short, memorable description or set of words that communicates the clear benefit of an organisation

Our tagline does that.

At ANSTO we use nuclear science and technology to tackle complex problems and deliver outcomes and benefits in the areas of human health, the environment and industry.

We have ingenious people – who work across the organisation in engineering, nuclear operations, in corporate areas, in business development – to deliver solutions and achieve great things. Ingenuity happens on a daily basis at ANSTO.

We work together as a team, and with our partners, to create a more sustainable world. Sustainable health, a sustainable environment and sustainable industries.

Our tagline is a trademarked asset and features throughout organisational marketing and communication material, collateral and merchandise.

# Science. Ingenuity. Sustainability.

# Logo treatment and spacing

The ANSTO logo should never be altered, stretched or modified in any way. The full colour ANSTO logo should always be placed on a white background whenever possible. It should never be placed on a busy or highly colourful and detailed background.


When the reversed white version of the logo is used, it should be on one of the ANSTO colours or black whenever possible.

The ANSTO logo should always appear with the tagline wherever possible. The ANSTO logo without the tagline should only be used if the tagline text will be illegible or difficult to read.

The minimum size of the Australian Coat of Arms should be 20mm in width. If the production size needs to be smaller than this please use the version of the logo without the Australian Coat of Arms or contact the ANSTO Communications and Stakeholder Engagement team for further advice.



## Minimum clear space around logo

0.5x	 <b>Australian Government</b>	0.5x
 <b>ANSTO</b> Science. Ingenuity. Sustainability.		0.5x

0.5x	 <b>Australian Government</b>	0.5x
 <b>ANSTO</b> Science. Ingenuity. Sustainability.		0.5x

# Our fonts

---

ANSTO has two modern and clean corporate fonts to support our brand positioning – **Poppins** and **Fira Sans**.

These fonts are freely available Google fonts, which can be installed by ANSTO IDS and are embedded within relevant files and documents, from PowerPoint to Word. Because these fonts are 'embedded fonts', you will notice a slight delay when saving documents but a noticeable increase in the overall file size.

As a result, ANSTO staff can use **Tahoma** font – a standard Microsoft font – as an acceptable Default Font in documents, PowerPoint and online in emails.

Fira sans &  
Poppins.

# Our corporate fonts

## Poppins

Poppins bold is used for titles and major headings. Poppins extra bold can be used for subheadings where emphasis is required.

**a A b B c C d D e E f F g G h H i l j J k K l L m M n N  
o O p P q Q r R s S t T u U v V w W x X y Y z Z  
1 2 3 4 5 6 7 8 9 0 ( ) [ ] \$ ? % \* !**

Poppins is a modern, strong, clean font that complements the lines and shapes in the ANSTO logo font and graphic.

Poppins is a [Google font available online](#).

### Designer

Indian Type Foundry

## Fira Sans

Fira Sans light is used for bodycopy and the main content of any publication. Fira Sans bold can be used for low level headings or emphasising words or phrases.

**a A b B c C d D e E f F g G h H i l j J k K l L m M n N  
o O p P q Q r R s S t T u U v V w W x X y Y z Z  
1 2 3 4 5 6 7 8 9 0 ( ) [ ] \$ ? % \* !**

Fira Sans is a modern, elegant, clean font that has excellent legibility for bodycopy in printed mediums and online. Fira Sans provides a nice contrast to the bold roundness of Poppins and yet still makes for a harmonious font set.

Fira Sans is a [Google font available online](#).

### Designer

Carrois Apostrophe

# Our default fonts

## Tahoma bold

In situations where Poppins is unavailable, Tahoma bold may be used for headings in documents, PowerPoint presentations and emails.

**a A b B c C d D e E f F g G h H i I j J k K l L m M n N  
o O p P q Q r R s S t T u U v V w W x X y Y z Z  
1 2 3 4 5 6 7 8 9 0 ( ) [ ] \$ ? % \* !**

Tahoma is a humanist sans-serif typeface that was designed for Microsoft Corporation.

Tahoma is a generic font readily available on all PCs and Apple computers.

**Designer**  
Matthew Carter

## Tahoma regular


In situations where Fira Sans is unavailable, Tahoma regular may be used for bodycopy and the main content in documents, PowerPoint presentations and emails.


**a A b B c C d D e E f F g G h H i I j J k K l L m M n N  
o O p P q Q r R s S t T u U v V w W x X y Y z Z  
1 2 3 4 5 6 7 8 9 0 ( ) [ ] \$ ? % \* !**


# Our colours

# Our colours

## Primary palette

	<b>PMS</b> 3005
<b>C</b> 100 <b>M</b> 46 <b>Y</b> 0 <b>K</b> 0	
<b>R</b> 0 <b>G</b> 118 <b>B</b> 192	
<b>Hex</b> 0076c0	

	<b>PMS</b> 3252
<b>C</b> 66 <b>M</b> 0 <b>Y</b> 29 <b>K</b> 0	
<b>R</b> 65 <b>G</b> 192 <b>B</b> 192	
<b>Hex</b> 41c0c0	


	<b>PMS</b> 294
<b>C</b> 100 <b>M</b> 85 <b>Y</b> 29 <b>K</b> 22	
<b>R</b> 26 <b>G</b> 56 <b>B</b> 105	
<b>Hex</b> 1a3869	

## Extended palette

	<b>PMS</b> Cool Gray11
<b>C</b> 0 <b>M</b> 0 <b>Y</b> 0 <b>K</b> 80	
<b>R</b> 88 <b>G</b> 89 <b>B</b> 91	
<b>Hex</b> 58595b	

	<b>PMS</b> 356
<b>C</b> 95 <b>M</b> 17 <b>Y</b> 99 <b>K</b> 23	
<b>R</b> 0 <b>G</b> 122 <b>B</b> 61	
<b>Hex</b> 007a3d	

	<b>PMS</b> 1235
<b>C</b> 0 <b>M</b> 34 <b>Y</b> 86 <b>K</b> 0	
<b>R</b> 252 <b>G</b> 177 <b>B</b> 62	
<b>Hex</b> fcb13e	

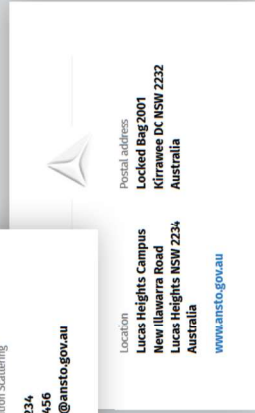
	<b>PMS</b> 7662
<b>C</b> 65 <b>M</b> 87 <b>Y</b> 23 <b>K</b> 0	
<b>R</b> 108 <b>G</b> 71 <b>B</b> 128	
<b>Hex</b> 6c4780	

ANSTO's colour palette incorporates our heritage, and nuclear blue tones, with a fresh, modern palette that supports our positioning in sustainability and supporting industry.

Each blue in our primary palette is drawn from the OPAL reactor pool palette. The pale blue is a sea-foam colour, while the dark blue is a match to the Australian flag blue.

# Examples of collateral

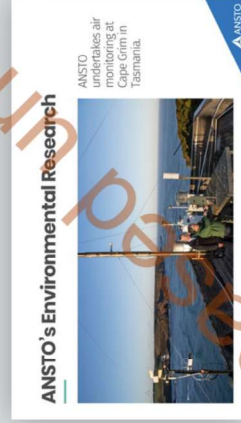
## Business cards



## Brochures



## PowerPoint presentations



## Street flags





# Business cards

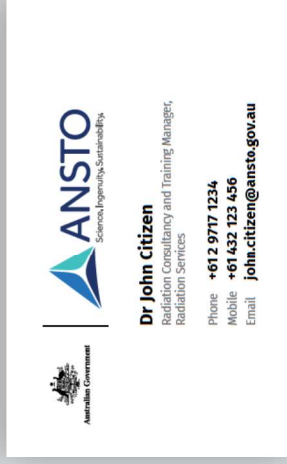
To order an ANSTO business card, please go to the [Business Card](#) area of the intranet.

A business card should help an external recipient to ANSTO have a clear understanding of who you are, what you do and how to contact you. Not everyone at ANSTO requires a business card, they are relevant to people involved in regular engagement with external stakeholders and/or outreach activities.

The default position for business cards is they should include your name, job title and contact details – for the vast majority of people in the enabling and corporate areas this is sufficient. We will no longer need to include the group in which we work. Please see some examples shown.

The new business cards are printed on recycled paper and do not use plastic coatings or finishes. You may find that you are not using business cards as much as you once did so please think before you go ahead and print more. In your role you may find that linking with people via LinkedIn may serve you better.

Should you require a bespoke business card or one in another language to support business and stakeholder engagement activities, please contact [Communications and Stakeholder Engagement](#).



# Email signatures

Email signatures are system-generated from a template maintained by ANSTO IDS which draws upon information held within Active Directory. The format for the email signature follows:

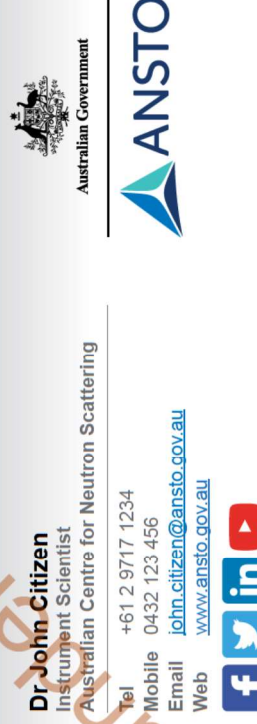
1. Title | First name | Last name
2. Job title
3. Section
4. Telephone | Mobile | Email | Website
5. Social media icons
6. Acknowledgement of Country

These details are locked up with the Stacked Coat of Arms. Staff can correct or update emails via the [ANSTO email signature update app](#) on the Intranet. You should also take the opportunity to load up a suitable and appropriate photograph of yourself into Outlook, via the [Update my details](#) section. It's a great way to make sure your colleagues can 'put a face to the name'.

## SOME IMPORTANT POINTS





The email signature is not the appropriate place to list or include information about your pattern or hours of work. Outlook has an out of office function which should be used for staff when relevant to inform and communicate to senders about your availability.

Additional graphics, icons, images, accreditation should not be included in your ANSTO email signature area. There are other avenues to promote conferences, events and achievements.





**Dr John Citizen**  
Instrument Scientist  
Australian Centre for Neutron Scattering

Tel +61 2 9717 1234  
Mobile 0432 123 456  
Email [john.citizen@ansto.gov.au](mailto:john.citizen@ansto.gov.au)  
Web [www.ansto.gov.au](http://www.ansto.gov.au)

**Working on Dharawal country**

 Australian Government  


Important: This transmission is intended only for the use of the intended addressee. It is confidential to the intended addressee and may contain privileged information and/or copyright material. If this email is not intended for your attention, any use, printing, storage, reproduction or further disclosure of this communication (including all attachments) is strictly forbidden. If you have received this transmission in error, please notify me by telephone or email and immediately delete all copies of this transmission as well as any attachments.



# Clothing and merchandise

Bringing science, ingenuity, sustainability to life

# Clothing

ANSTO has a modern and contemporary range of branded uniforms and work gear available to purchase.

The uniforms and work gear identify staff as ANSTO employees and are therefore only to be purchased for staff use.

Visit the intranet for more information.



# Merchandise

ANSTO has a merchandise range to align with and support our tagline: Science. Ingenuity. Sustainability.

Our merchandise range is modern, contemporary, smart and wherever possible supports sustainability.

The items include: an eco-bag, a Frank Green smart keep cup, insulated water bottles, blue-tooth headphones and a scarf, featuring an image taken by the Australian Synchrotron's x-ray fluorescence microscopy beamline, OPAL themed brooch and cufflinks.

Visit the intranet for more information.



# Our mission, vision and key messages

To support our brand positioning, ANSTO has a number of key statements and strategic communication themes to consistently frame conversations with audience groups and key stakeholders.

These messages are intended to clearly capture what ANSTO does, where it is going, what makes us unique and, the value we contribute.



# Our mission

To deliver knowledge, value and trust through the application of nuclear science, technology and engineering.



# Our vision statement

Nuclear science and technology for the benefit of all Australians.





# How we describe ourselves – short version

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ANSTO leverages great science to deliver big outcomes.

We partner with scientists and engineers and apply

new technologies to provide real-world benefits.

Our work improves human health, saves lives, builds

our industries and protects the environment.

## WHEN TO USE THIS STATEMENT

This statement is the phrase we would like others to use when describing us. It's what we would like to see in the media, heard in conversation, used in marketing collateral and other forms of media.

Use this statement whenever you need a short general description of what ANSTO does.

# How we describe ourselves – long version

ANSTO leverages great science to deliver big outcomes.

We partner with scientists and engineers and apply new technologies to provide real-world benefits.

Our work improves human health, saves lives, builds our industries and protects the environment.

ANSTO is the home of Australia's most significant landmark and national infrastructure for research.

Thousands of scientists from industry and academia benefit from gaining access to state-of-the-art instruments every year.

## WHEN TO USE THIS STATEMENT

This statement sets our key messages and provides a richer information set, including our key role as the home of Australia's most significant landmark and national research infrastructure.

Use this statement when you need a general description of ANSTO and there is no space restriction of word limit.

# Our strategic objectives

1

**Deliver on Australia's priorities for the benefit of people, industry and the environment** through nuclear excellence in research and the use of national infrastructure

2

**Improve the health of Australians by supporting access to current and future nuclear technologies** for diagnostic, therapeutic and innovative treatments for current and emerging diseases

3

**Australia's source of nuclear expertise, advice and services** to governments, academia, industry, and community

4

**Lead the development of a nuclear capable workforce** aligned with government policy objectives

# Our brand personality

If ANSTO was a human, how would it behave? What are our brand characteristics?

Our brand personality is the set of human characteristics that we want stakeholders and audience groups to attribute to ANSTO.

Having a clear idea of ANSTO's desired brand personality, helps all those who need to communicate formally (and informally) to do so in an aligned way that is distinctly 'ANSTO'.

Reflect on these characteristics and see how you can bring these to life in your daily work practice.

**What  
makes  
us who  
we are?**

# The things we do

Partner and look for growth opportunities for all

Champion the interests of our people and our partners

Behave in line with ANSTO values in all our interactions with others

Take pride in our results and outcomes, and respectfully celebrate our shared success with partners

Provide evidence-based, expert advice

We are confident, authentic and courageous

We question, explore, encourage and support

# ANSTO associated brands

ANSTO has a diverse portfolio of commercial products and services (CPS). Most of these are marketed under the ANSTO brand, ensuring brand consistency and messaging in the marketplace.

However, ANSTO also has products and services where a crucial part of the commercial strategy is to create unique visual assets and build brand equity and value. For these, with approval from the Executive team, ANSTO creates an individual product brand.

Individual product brands in the market serve unique markets and audiences. For some markets, a trademark symbol (®) also applies.

Relevant business areas must work with Communications and Stakeholder Engagement to ensure correct branding, referencing, positioning and messaging.

**CORIS360<sup>®</sup>**



# Minerals

## Business cards

**ANSTO**  
Science, Integrity, Sustainability

**Dr Jane Doe**  
Technology Manager,  
Minerals

Phone: +61 2 9876 5432  
Email: jane.doe@ansto.gov.au

Location  
**Lucas Heights Campus**  
New Illawarra Road  
Lucas Heights NSW 2234  
Australia  
[www.ansto.gov.au](http://www.ansto.gov.au)

Postal address  
**Locked Bag 2001**  
Kirrawee DC NSW 2232  
Australia

## Brochures

**ANSTO**  
Minerals consulting  
services  
Practical solutions and  
innovative technologies

## Conference signage

**ANSTO**  
ANSTO's expertise  
in minerals

**ANSTO**  
Practical solutions and  
innovative technology  
for the mining  
industry

**CONSULTANCY SERVICES**  
We are developing 100+ projects for the mining industry across Australia, the US, Canada, UK, EU, Africa, Latin America and the Middle East.

**ON-SITE FACILITIES**  
OUR CANON 750 and 75M XRD, ICP-OES, ICP-AES, ICP-MS, DTA, and IMA.

**www.ansto.gov.au/minerals**

## PowerPoint presentations

**ANSTO**  
**Development of Sileach® Technology**  
For the extraction of lithium and silate minerals

**Minerals**  
Chris Griths  
Business Development Lead  
Manager, Pilot Plant Operations

**Trace impurity handling**

Leach PIS

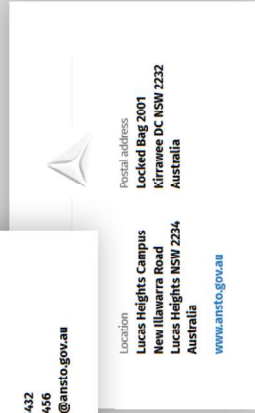
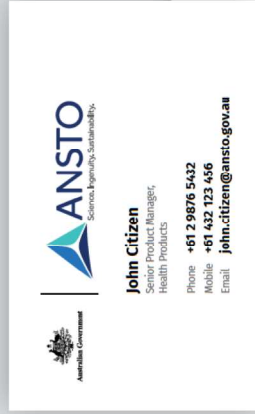
Impurity	IR.1	IR.2	SOFT	EVAP
F	<1%	80%	20%	<0.1%
Si	50%	50%	50%	50%
P	<1%	50%	50%	<0.1%

LC then liquor recycle

**Uranium ore processing**

# Health Products

## Business cards



## Brochures



## Conference signage



## PowerPoint presentations



**Health Products**

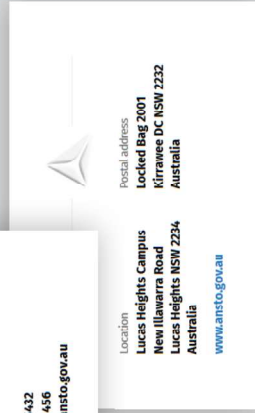
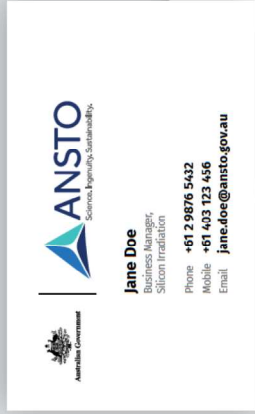
Gentec® Generators	Lyophilised Kits	Sodium Iodide-131	Iodine-123 MIBG
Cellular Cytarabine-57	Quadramet®	Chromium-51	Radiochemicals





# Silicon Irradiation

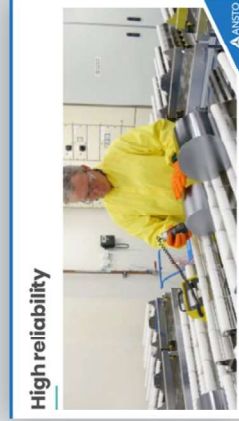
## Business cards



## Brochures

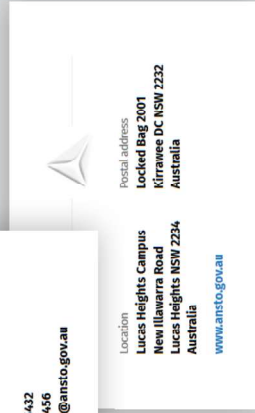


## PowerPoint presentations



# Radiation Services

## Business cards



## Brochures



## PowerPoint presentations

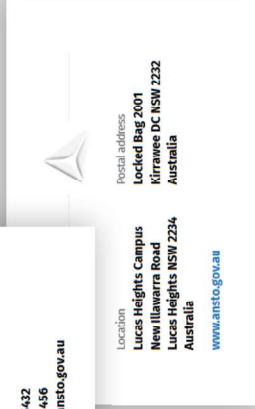


## Conference signage



# ANSTO Synroc®

## Business cards



## Brochures

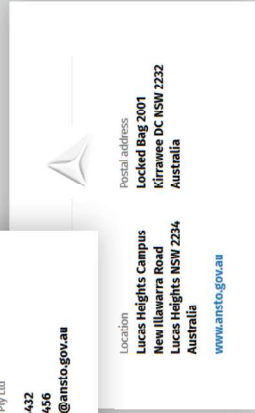


## PowerPoint presentations



# ANSTO Nuclear Medicine Pty Ltd

## Business cards



## Brochures



## PowerPoint presentations



# Our brand on a page



## BRAND POSITION

Leveraging great science, partnerships and ingenuity for a more sustainable world.

## VISION

To be a global science, research and engineering partner with a reputation for tackling complex problems and delivering outcomes to create a more sustainable world.

## SHORT VERSION DESCRIPTION

ANSTO leverages great science to deliver big outcomes. We partner with scientists and engineers and apply new technologies to provide real-world benefits. Our work improves human health, saves lives, builds our industries and protects the environment.

## LONG VERSION DESCRIPTION

ANSTO leverages great science to deliver big outcomes. We partner with scientists and engineers and apply new technologies to provide real-world benefits. Our work improves human health, saves lives, builds our industries and protects the environment.

ANSTO is the home of Australia's most significant landmark and national infrastructure for research. Thousands of scientists from industry and academia benefit from gaining access to state-of-the-art instruments every year.

## OUR COMMUNICATION THEMES

- 1 Improves health
- 2 Protecting the environment
- 3 Builds Australia's nuclear expertise
- 4 Delivering innovation for Australian industry

## OUR BRAND PERSONALITY

- ✓ Partner and look for growth opportunities for all
- ✓ Champion the interests of our people and our partners
- ✓ Behave in line with ANSTO values in all our interactions with others
- ✓ Take pride in our results and outcomes, and respectfully celebrate our shared success with partners
- ✓ Provide evidence-based, expert advice
- ✓ We are confident, authentic and courageous
- ✓ We question, explore, encourage and support



# Thank you

Thank you for taking the time to consult the ANSTO Brand Playbook. We hope this has provided a good understanding of the ANSTO brand and our key messaging.

If you have any further questions or feedback please contact Communications and Stakeholder Engagement on the email address below:

[communications-team@ansto.gov.au](mailto:communications-team@ansto.gov.au)

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