

# Branding and Graphic Design

*We maintain a consistent brand across all ARPANSA materials.*

 Branding and logos


 Publications, design, printing and posters

 Image services

## Branding and logos

Our Communications team maintains our internal and external branding. This includes:

- the ARPANSA logo
- the ARPANSA brand mark
- the ARPANSA colour palette
- typefaces
- typography
- photography.

### Sending our logo to an external stakeholder

The team has simplified the way we can provide our branding to external stakeholders. If you need to send our logo or brandmark to another agency for a publication or sponsorship, you can send your stakeholder or client everything they'll need in one email.

Simply send the instructional PDF with the required file(s) and you're good to go!

1. Send this instructional file to your external contact: [Logo and brandmark guidance for external use](#)

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2. **Select the appropriate file(s):**

Selecting one of the links below will take you to the corresponding container in Records Manager with the correct file(s). You can right-click drag and drop a file from Records Manager directly into your email.

These formats are listed in order of preference. The ARPANSA logo and brandmark (strip) is the primary layout and should be used where possible. Other preferences can be used to help combat issues such as limited space.

Logo and brandmark format	Available file type
<a href="#">ARPANSA logo and brandmark (strip, full colour).</a>	.EPS / .PNG / .JPG
<a href="#">ARPANSA logo and brandmark (strip, black).</a>	.EPS / .PNG / .JPG
<a href="#">ARPANSA logo and brandmark (strip, white).</a>	.EPS / .PNG
<a href="#">ARPANSA logo and brandmark (stacked, full colour).</a>	.EPS / .PNG / .JPG
<a href="#">ARPANSA logo and brandmark (stacked, black).</a>	.EPS / .PNG / .JPG
<a href="#">ARPANSA logo and brandmark (stacked, white).</a>	.EPS / .PNG
<a href="#">ARPANSA logo (inline, black).</a>	.EPS / .PNG / .JPG
<a href="#">ARPANSA logo (inline, white).</a>	.EPS / .PNG
<a href="#">ARPANSA logo (stacked, black).</a>	.EPS / .PNG / .JPG
<a href="#">ARPANSA logo (stacked, white).</a>	.EPS / .PNG
<a href="#">ARPANSA logo (strip, black).</a>	.EPS / .PNG / .JPG
<a href="#">ARPANSA logo (strip, white).</a>	.EPS / .PNG

**Need help choosing the right file type?**

**.EPS**

Encapsulated PostScript is a **vector-based** image file format.

Images that use vectors can replicate at any size without loss of quality. That's because they use mathematical equations to tell each pixel in the image what colour and size they should be depending on the final size of the image.

*Examples*

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Common vector-based images include digital illustrations, logos and text.

### *When to use*

External agencies will request an .EPS file of our logo and landmark for publications such as booklets and flyers, or for signage such as banners.

Ultimately, .EPS files are the best choice to provide to external agencies, as they can be converted to .PNG and .JPG at any size.

However, only certain programs will be able to read and open .EPS files, such as Adobe Illustrator.

### **.PNG**

The Portable Networks Graphics is a **raster-based** image file format. Unlike vector, raster-based images can't be reproduced at larger sizes without noticeable pixilation and blurriness.

A benefit of .PNG files over .JPG is that they utilise transparent backgrounds. If you need to place an image into a program such as PowerPoint where you have a coloured background, a .PNG image will not leave a white background around the edges of the image.

### *Examples*

Common .PNG images include line drawings, text and graphics at a small size.

### *When to use*

External agencies will request a .PNG file for use in digital promotions such as including our logo and landmark on their website for sponsorship.

### **.JPG**

The .JPG image format is also **raster-based** and can't be reproduced at larger sizes without loss of quality. They typically have smaller files sizes compared to .PNG. This is because .JPGs use lossy compression, meaning unnecessary information is lost when converting to this file type.

.JPGs don't have transparent backgrounds. This means there will be a background of some colour (typically white) when the image doesn't extend to make a four-

sided shape. This can be advantageous in scenarios where you wish to have a predetermined amount of white space around an image.

This file type is not ideal for logos, however on occasion it can serve the purpose of being a quick and easy way to import a file into a program.

### *Examples*

The most common example of a .JPG image is a photograph.

### *When to use*

It's unlikely that an external agency will request a .JPG file for use.

### **Third-party use**

The ARPANSA logo should generally only be given to indicate our actual involvement in or support for something and not to imply we endorse a third party's commercial offerings.

The only exception to this would be if a third party wanted to use us as a referee certifying we had previously used their services. Approval for this type of use would need to be done on a case-by-case basis - please contact Legal Counsel for more information.

## **Publications, graphic design, printing and posters**

Our Communications team provides desktop publishing services and graphic design to all staff to assist with the preparation of:

- books and reports
- posters
- brochures
- any material intended for an external audience.

The team can help you maximise your document presentation, create templates or style sheets and organise printing for the final product. They can also help with other automated content, including tables of contents or indexing.

To discuss your next publication or design requirement, please contact s 47E(d) - Certain operations of agencies [@arpansa.gov.au](mailto: @arpansa.gov.au).

## **Image services**

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

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

### Page contact

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

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

Creative Designer Digital and Brand



Brand identity guidelines



Logo and brandmark guidance for external users



Uniform branding guidelines

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