

Using the ARPANSA logo and brandmark

ARPANSA logo



ARPANSA brandmark



The ARPANSA logo is used for all of our publications, as well as a brandmark that accompanies the logo when space permits (option 1). If space is limited, option 2 should be used.

Use of the ARPANSA logo and brandmark

Other agency logos may be used in conjunction with the ARPANSA logo and brandmark. It is expected that appropriate space is used between different agency logos.

The Commonwealth Coat of Arms must be a minimum of 20 mm wide.

Examples of appropriate use of agency logos with the ARPANSA logo and brandmark are shown on the next spread.

Isolation zone

An isolation zone (empty space around a logo) has been established. This ensures the integrity of the ARPANSA logo and brandmark is not jeopardised through crowding.

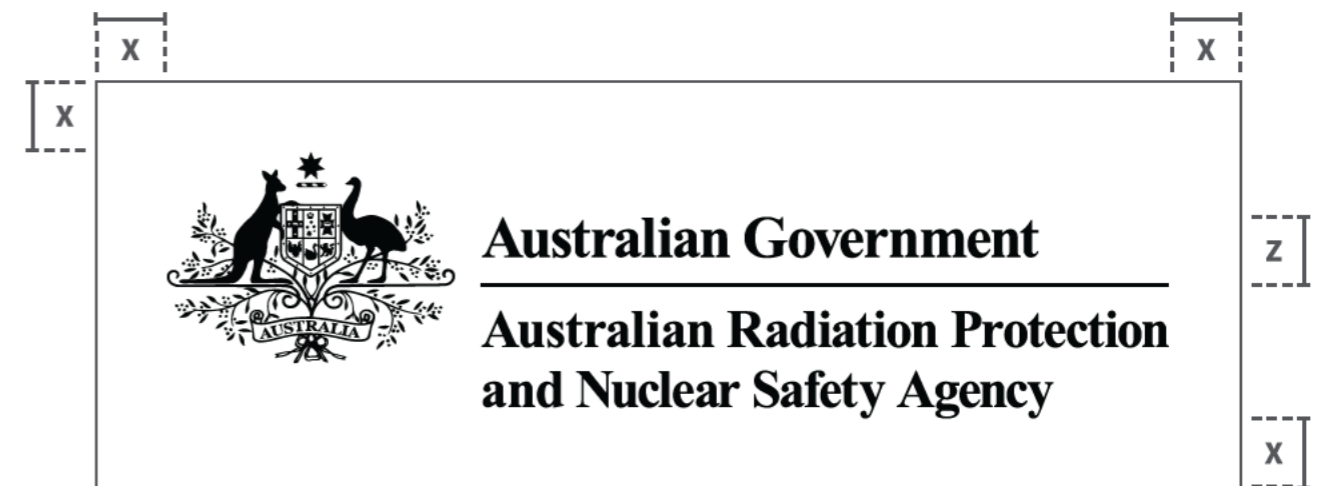
The location of this zone is indicated by the grey 'X's in the illustrations to the right. The width of 'X' is the distance between the top of the capital 'A' in 'Australian Government' and the bottom of the horizontal line beneath these words (as indicated by the black 'Z' in the illustration).

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

Option 1



Option 2



The Commonwealth Coat of Arms must be a minimum of 20 mm wide

ARPANSA logo and brandmark with other agency logo

Example 1



Example 2



ARPANSA logo with other agency logo

Example 3



Example 4



ARPANSA logo and brandmark with multiple other agency logos

Example 5



ARPANSA logo with multiple other agency logos

Example 6



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