



ARPANSA uniform branding guidelines

ARPANSA-WI-0191 uniform branding guidelines

Created by:	Communications team
Maintained by:	Communications team
Approved by:	Executive Group
Date of issue:	29/01/2019

Released by ARPANSA under FOI

1. Purpose

Objectives

The objectives of these guidelines are to:

- a) outline consistent use of brand on ARPANSA uniforms and clothing
- b) describe how staff should use logo and brandmark files when ordering uniforms and clothing.

All of this guidance refers to new garments. Phasing of older garments will occur as new garments are purchased.

Benefits

This uniform and clothing guidelines allows for:

- consistent ARPANSA branding across our workforce, leading to increased recognition of who we are and reputational benefits
- staff to feel empowered in choosing a uniform they are comfortable and proud to wear
- for employees peace of mind and not second guessing colour or logo choice on their uniforms.

2. Uniform and clothing suppliers

You may choose your own supplier for uniforms and clothing, but you will need to apply ARPANSA's branding as outlined below. This is completed in conjunction with the approval of your financial delegate.

Email template

If your supplier requires an order via email, you can use the [Uniform ordering template](#). This template outlines instructions for your supplier regarding logo and brandmark placement, size requirements and colours. The logo and brandmark files are also attached for your convenience.

Suggested uniform suppliers

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

3. The ARPANSA logo and brandmark

The ARPANSA logo (see figure 1) must be used at all times to ensure clear and consistent branding across Australian Government departments and agencies. This must be used in conjunction with the ARPANSA brandmark (see figure 2). The only exception to this is the use of the ARPANSA symbol/swirl on ARPANSA name badges.



No department, branch or names including personal identification are to be displayed on any garment. A clip or name badge is an optional extra available—see below for guidance on name badges.

Logo and brandmark files

There are two different colour versions of the ARPANSA logo and brandmark for uniforms – black and white. You can see the two different colour versions at the end of this document.

The ARPANSA logo and brandmark must appear with a minimum width of 75 mm on any garment of clothing. This is to ensure that the Australian Government Coat of Arms appears at the minimum size requirement as per the [Australian Government Branding Guidelines](#).

For guidance on which version to use with your uniform please see the below colour table.

Uniform colours and style

All uniforms must be in one of these ARPANSA corporate colours:

Purple (Pantone 267 C - RGB: R78 G26 B116) Use <i>white</i> logo and brandmark
White Use <i>black</i> logo and brandmark
Black Use <i>white</i> logo and brandmark
Grey (Pantone Cool Grey 11 C - RGB: R68 G68 B72) Use <i>white</i> logo and brandmark
Green (RGB: R41 G136 B41) Use <i>white</i> logo and brandmark

It is expected that you select clothing as close to the colours outlined above. If you have any concerns about a particular colour choice from a supplier, email the [Communications team](#) or consult the [ARPANSA brand identity guidelines](#).

4. Name badges

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

Only your first name will be shown on your name badge. No other identifying information will be shown on your name badge.

You can select from two colours (see end of document for examples):

- white
- green to purple fade.

You can select from two different types of backing:

- pin
- magnet.

If you would like to order name badges for you or your team, please send your list of names and colour choices to the [Communications team](#). The team will then prepare your artwork and start the process to procure your name badge.

When you are ready to order, email your artwork (and indicate which backing you would like for each badge) to the Store in Yallambie.

5. Replacement and disposal of your uniform

If an item of clothing needs replacement (for example, due to fading or damage) it is expected that staff dispose of the item of clothing. Staff can dispose of clothing themselves, or provide items to the Store in Yallambie for disposal.

It is expected that if staff no longer require a uniform, or leave ARPANSA, that they return any uniforms to their manager or the Store in Yallambie.

6. Conduct whilst in uniform

You must recognise that when wearing an ARPANSA uniform or ARPANSA branded clothing you are representing ARPANSA. You should therefore ensure your behaviour reflects your responsibilities under the [APS Code of Conduct](#), values and ARPANSA's policies.

7. Be SunSmart

ARPANSA recommends you follow the [Ultraviolet Radiation and Heat Protection Procedures](#). In line with these guidelines, we suggest using suppliers who have UPF rated clothing and consider using long sleeves and pants when outdoors for extended periods of time.

See ARPANSA's [SunSmart workplace agreement](#) for further information.

8. More information

If you have any questions about ordering or about this policy, contact the [Communications team](#).

9. Example of uniform items and name badges

Below are examples of items using the ARPANSA branding:

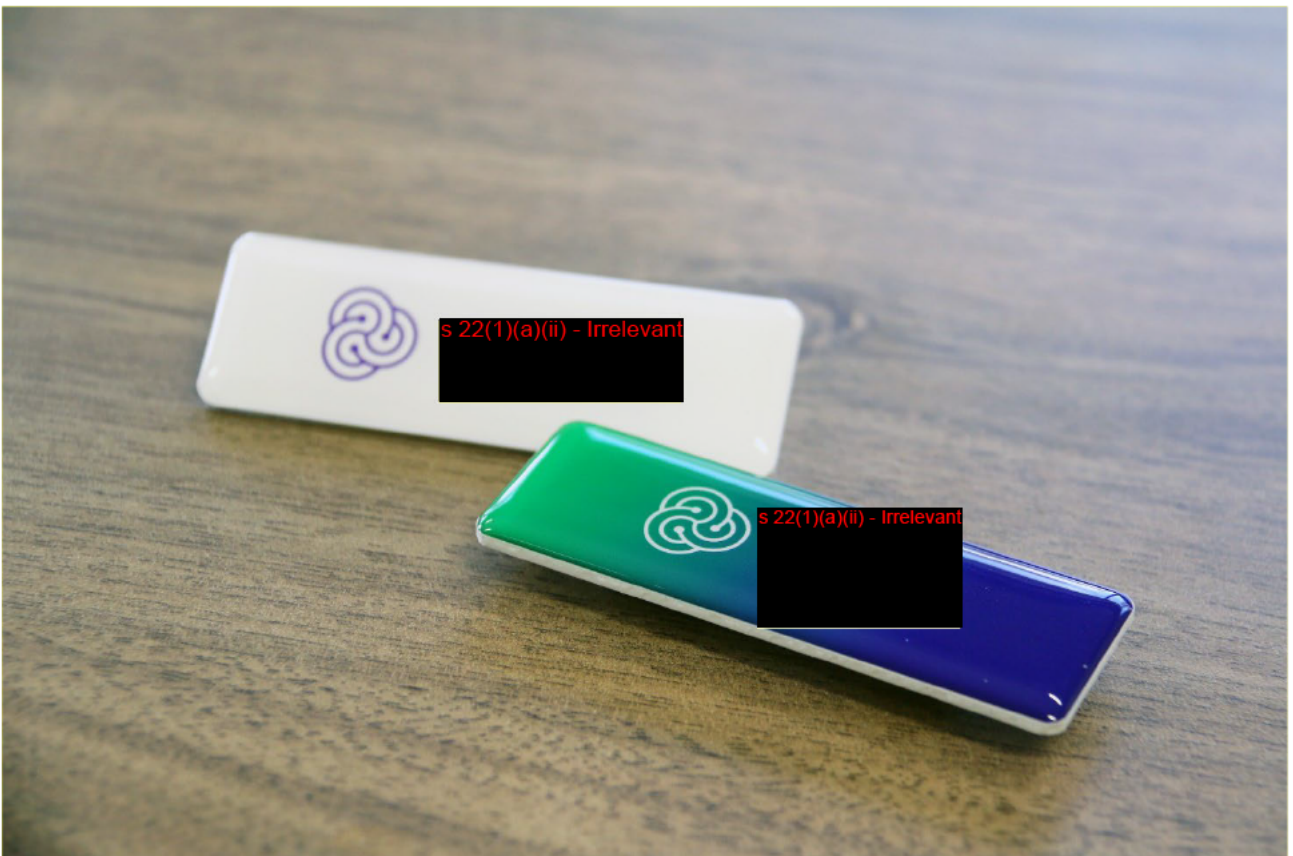
Business shirt



Polo shirt



Name badges



10. Terms and definitions

Term	Definition
ARPANSA logo	ARPANSA's official logo consisting of the Australian Government Coat of Arms.
ARPANSA brandmark	ARPANSA's secondary visual identifier after the ARPANSA logo. Must be used in conjunction with ARPANSA logo.
Name badge	A wearable badge used to identify staff by name to those external to the agency.
ARPANSA symbol or swirl	The graphical element that sits to the left of the ARPANSA acronym in the ARPANSA brandmark

11. Revision history

Version	Author	Description of changes	Release date
0.1	s 22(1)(a)(ii) - Irrelevant	Initial document for consultation	30.11.2018
0.2	Communications team	Revision based on consultation from staff	07.01.2019
1.0	s 22(1)(a)(ii) - Irrelevant	Final version released	29.01.2019