



National
Nuclear
Regulator

INTRODUCTION TO THE NNR LOGO



National
Nuclear
Regulator

The new logo reflects a fresh new corporate identity that respects the past and is both modern and timeless. The NNR remains committed to efficient and effective regulation of radiation risks for the purposes of achieving the objects of the NNR Act, and the new logo is a visual expression of that commitment. The logo has a universal appeal with a unique modern African identity which embodies the traits, culture and the core mandate of the NNR.

Each element of the logo has a rich meaning at its core, representing our purpose and what we do to protect the health and safety of people, and the environment from the harmful effects of radiation. We are driven by our purpose.

The elements of the new logo presents the NNR as a science-based risk informed African nuclear safety authority. Each element of the logo resonates with the NNR brand positioning and promise. It reflects who we are, our personality, our promise and what we stand for. The colour palette is elegant, professional, sophisticated and relevant to the NNR.

Logo elements



ATOMIC ENERGY

This element is a reference to science and our ongoing commitment to innovation and continuous improvement. The technical drawing and perfect geometry represents momentum, direction and innovation. The subliminal heart shape formed by the ellipses reflects the NNR's passion and commitment to its mandate. The green triangle encases the blue triangle which represents an additional layer of protection from radiation. Additionally the green triangular shape has diamond shape connector points which denotes strength and gives the logo a unique African appeal.



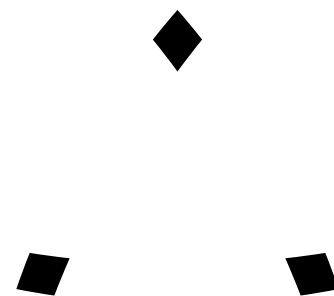
RADIATION

The trefoil symbol provides context to the NNR's reason for existence.



TRIANGLE

The encasing of the trefoil symbol within the triangle denotes safety, security, stability and dependability.

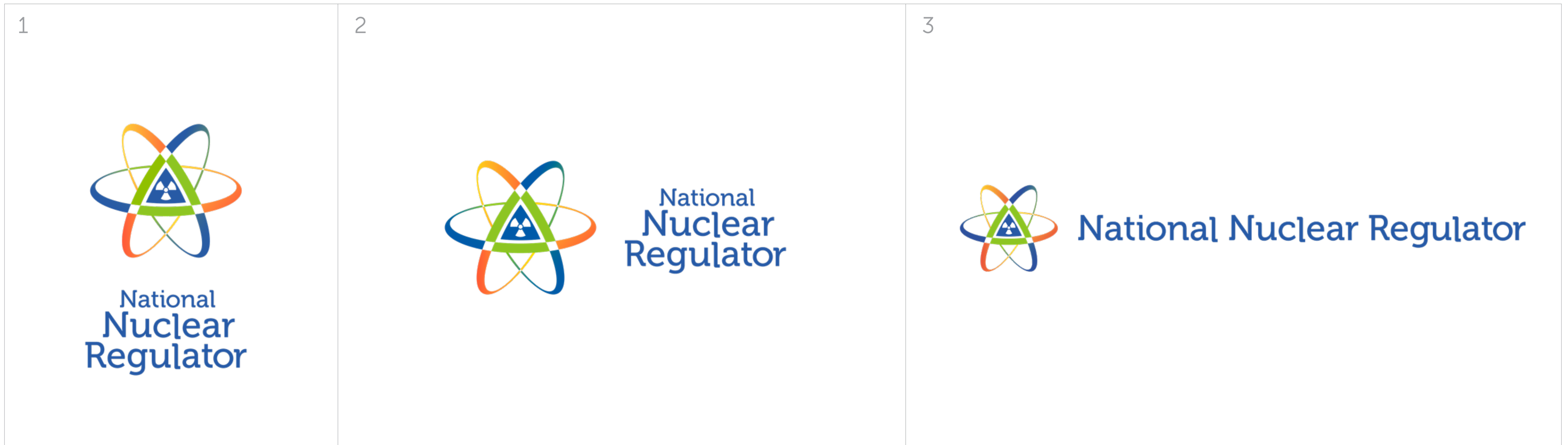


DIAMOND

The diamond connector points symbolise strength and effective stakeholder engagement.

3 Logo Formats

1. Stacked, 2 Horizontal, 3 Single line.



Logo Colours



The primary colour palette is orange, yellow, blue and green. The orange and yellow symbolise brightness, infinite energy, a source of knowledge and safety. The blue symbolises integrity, good judgement and security. The green symbolises sustainability and the environment.