



An Australian Government Initiative

**BIOSECURITY  
BUSINESS PLEDGE**  
AUSTRALIA



## Your Pledge, Australia's Future

Thank you for taking the Biosecurity Business Pledge. By taking the pledge, you are demonstrating dedication to safeguarding Australia by preventing the entry and spread of pests, weeds and diseases.

Your business has committed to actively contributing to Australia's biosecurity system by implementing proactive measures across your operations and supply chains. Together, we can reduce the risk of biosecurity threats and help ensure business continuity for your organisation and others.

## Promoting your commitment to the pledge

### Biosecurity Business Pledge logo

We encourage all businesses to promote their commitment to the pledge by using the Biosecurity Business Pledge (BBP) logo and supplied digikit.

The BBP logo can be used to acknowledge the business's commitment to the pledge. It can be used on business's websites, and promotional materials such as posters and flyers.

The BBP logo is not an endorsement of the companies operations or compliance by the Department of Agriculture, Fisheries and Forestry. It should not be used in any way that could represent it as an endorsement or approval.

### Logo placement

The logo should not be placed along side primary business branding and must not be used in conjunction with any Australian Government crest or branding.

It should always sit as a secondary logo and should be placed at the bottom of a page. If space permits the logo should be used with the wording "[Business name] has taken the Biosecurity Business Pledge".

Suitable website locations might include a website footer, community page or about us section.

### Reproducing the logo

There are two versions of the logo inline or stacked. Either logo can be used depending on the space available.

It is intended that the BBP logo be reproduced in the full colour, on a light or white background. The logo can be used in mono or reversed if required. Contrast should be considered carefully to ensure that it does not compromise the integrity of the logo.

An isolation zone has been established to ensure that the logo is not jeopardised through crowding. The location of this zone is indicated by the grey Xs in the illustrations on the following page. The width of 'X' is the height of the letter B in biosecurity for the inline version and the height of the letter P in pledge for the stacked version.

### Minimum size

The minimum size for the inline logo is 30mm wide and for the stacked logo is 20mm wide.

### Approvals

Any use of the BBP logo must be approved by the Department of Agriculture, Fisheries and Forestry before going live.

Email [bbn@aff.gov.au](mailto:bbn@aff.gov.au) to obtain approval.

# Biosecurity Business Pledge logo

Inline colour



Stacked colour



Inline mono



Stacked mono



Inline reversed



Stacked reversed



Isolation zone



Minimum size

