Our logo

Our logo is the cornerstone of our visual identity. Correct usage ensures brand recognition and expresses the confidence and credibility Australia's national science agency deserves.

It must be given prominence across all applications, and the preference is always to use the primary version, however there are variants available for all requirements.

The following guidelines outline its correct and consistent use.

Variations

Use of the primary logo should be given preference in every instance. However, should there be a need for the logo to appear on a Midday Blue or image based background, please use the reversed logo.

The mono logo should only be used in instances where colour reproduction is not possible.

Please use only original master artwork files. Do not attempt to: redraw the logos; recolour the logos; convert a positive logo to a reverse logo, or vice versa.

Logo artwork files for each variant are available from
▸ brand@csiro.au

Third party use of the logo

Our logo (and name) is a registered trademark providing us legal protection regarding its use. Any unauthorised use constitutes infringement. We therefore have the right to decide if and in what circumstances our logo and/or name may be used by third parties.

Allowing third party use of our registered trademarks is an important business decision. All requests for third parties to use our logo (or name) require approval by the relevant Business Unit. Where use of our trademarks relates to products or services of third parties, Major Transaction Committee endorsement is required.

Brand and Marketing should oversee that any usage is compliant with brand guidelines. Please contact brand@csiro.au for further information.

Primary
The globe is solid Midday Blue. The stripes and logotype are white, not see-through.

Reversed
The globe is white. The stripes and logotype are see-through.

Mono
The globe is solid black. The stripes and logotype are white, not see-through.

Clear space and minimum size

Clear space

A minimum clear space has been defined around our logo to ensure it is uncluttered by text or graphics.

The minimum clear space around the logo is defined by the height of the 'I' in the CSIRO word mark.

Where possible, use a larger amount of clear space for optimal visibility.

Minimum size

To ensure legibility at all times, the minimum size for the CSIRO logo has been specified as:

› 12 mm wide for print

› 45 pixels wide for on-screen

Please note that the minimum sizes specified here are for a best case scenario. In practice, legibility varies depending on the application, stock and reproduction method. If in doubt, conduct a print/reproduction test prior to final output.

12mm
45px
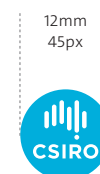
Incorrect use

Distortion
The logo should never be manipulated, stretched, distorted or cropped.

Imagery
The primary logo should never be used on a busy or low contrast image based background.

Amendments
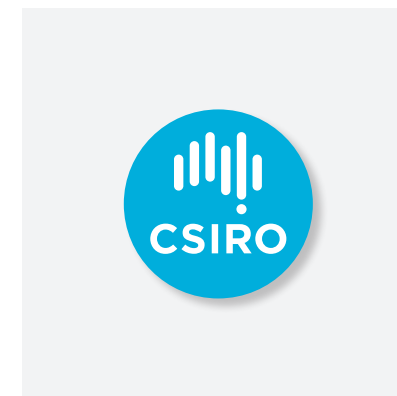The relationship between the word mark and icon should never be changed.

Background
Never use the primary logo on any colour other than white, midnight or black.

Colour
The logo colours should never be switched or changed. Supplied logos must be used at all times.

Embellishment
The logo should never have drop shadows or other virtual embellishments added.