

CSIRO international wordmark

The CSIRO wordmark has been developed for use internationally in place of the CSIRO logo.

It is important that guidelines are strictly followed in order to ensure the integrity of the CSIRO wordmark. To cater for the numerous applications which will carry our brand, colour variants have been developed.

Terms of use

Please use only original master artwork files. Do not attempt to edit the wordmark in any way, for example redraw, re-colour or convert the primary wordmark to a mono or reverse.

Artwork files for each variant are available from brand@csiro.au

Clear space

A minimum clear space has been defined around the lockup to ensure that it is uncluttered by other text or graphics. Whenever possible, use a larger amount of clear space for optimal visibility.

The minimum clear space around the wordmark is defined by 50 per cent of the wordmark height.

This guideline may not be suitable for certain applications and there is flexibility when the design requires it. Please speak to the CSIRO Brand Team for guidance.



Minimum size

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

- 16 mm high for print
- 55 pixels high for on-screen

If the mimium size can't be met, please use the small size version of the wordmark which is just the logotype. Do not use this version over the primary wordmark if sizing isn't an issue.



Small sized version, limited use

Relative size for co-branding

When CSIRO is not an equal partner and has played a smaller role, our wordmark can be smaller than the owner of a project or product.

If a partner is requesting a smaller or larger workmark compared to their logo (or other logos or branding features), please discuss with the Brand Team.



Primary

This is the primary version of the wordmark and is used across all applications unless a reversed or mono version is required.

The logotype and tagline are solid CSIRO Blue.

The primary version of the wordmark can be used on a white or midnight blue background, or on a complementary image with sufficient contrast. On occasions the design may require a mist or black background but these colours are not the preferred background.

Correct use of the primary wordmark



White background



Midnight blue background



Complementary image with sufficient contrast

Reversed

The reverse version is for use only when the wordmark must appear in white, for example some print process do not have CSIRO Blue available. This version should be used sparingly.

The logotype and tagline are white.

The reversed wordmark can be used on a CSIRO Blue or midnight blue background, or on a complementary image with sufficient contrast.

This variation is also suitable for use when partner logos are appearing in one application and a consistent colour is required for all logos.



Mono

The mono wordmark should only be used in instances where colour reproduction is not possible, for example in black and white applications like a newspaper advertisement. This version should be used sparingly.

The logotype and tagline are black.

The mono wordmark can be used on a white or grey (steel or mist) background, or on a complementary greyscale image with sufficient contrast.

This variation is also suitable for use when partner logos are appearing in one application and a consistent colour is required for all logos.

