

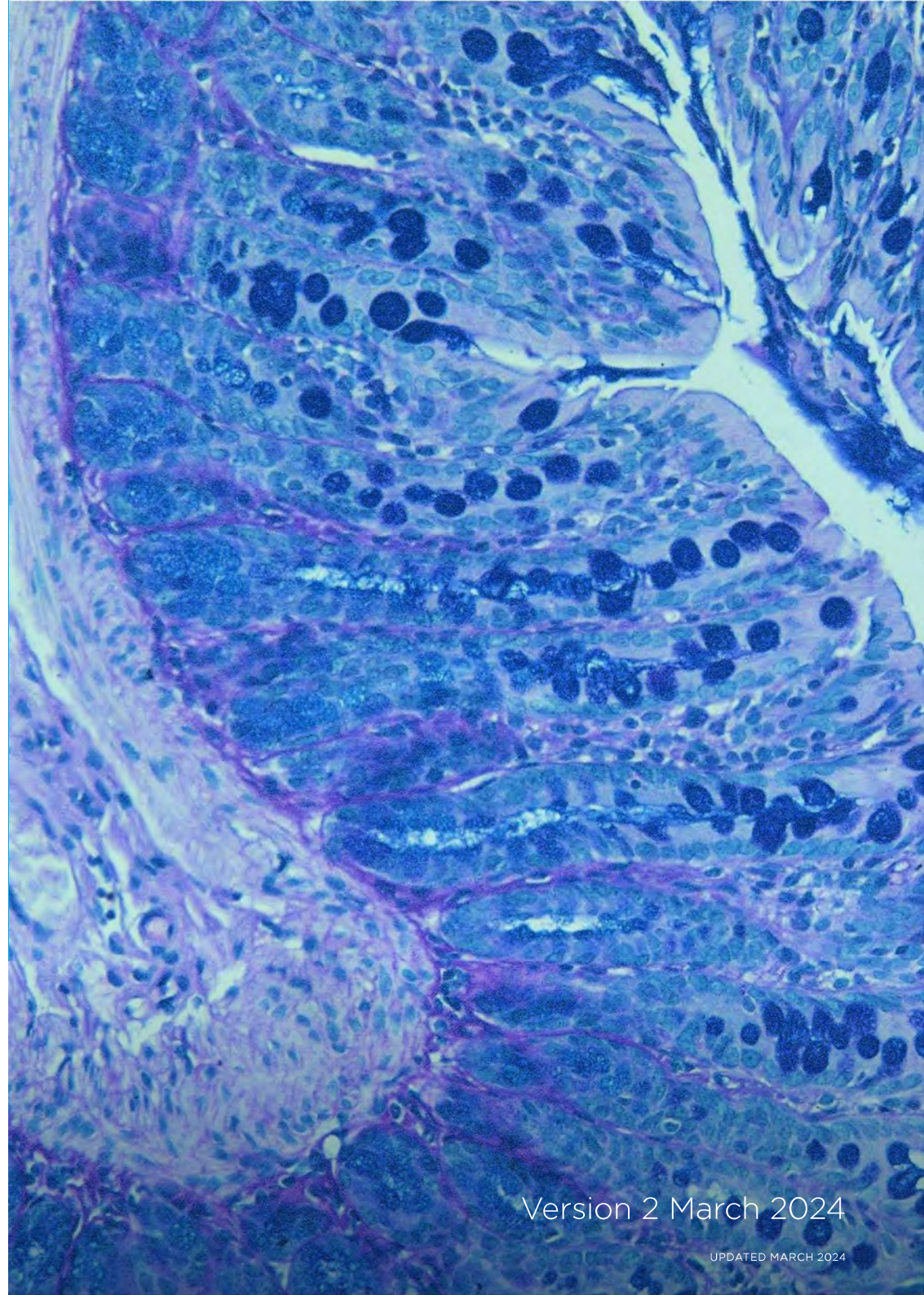
Video and animation

Dynamic and engaging multimedia content is key to communicating our science to audiences.

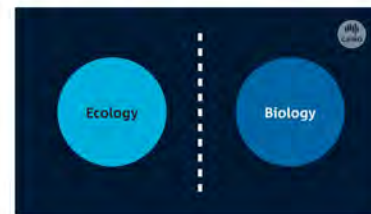
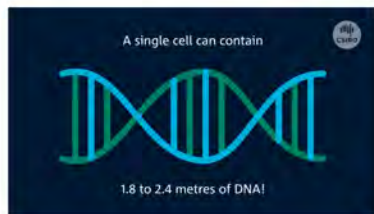
Our video and animation guidelines provide a framework for how CSIRO's visual identity and brand devices should be applied across multimedia content.

IN THIS CHAPTER

- Key principles
- Tone of voice
- Colour palette
- Typography
- Safe zone
- Catalyst
- Globe
- Opener and closer
- Co-branding
- Titles
- Supers
- Lower thirds
- Watermarks
- Captions
- International videos
- Animation styles



Key principles for video and animation



Hero CSIRO (Midday) Blue

One of the most effective ways for CSIRO to become broadly recognised and trusted is through consistency in our brand. These guidelines detail ways that CSIRO (Midday) Blue can be incorporated into video through graphics and overlays.

Keep designs simple

Design elements should be kept simple and used selectively. Avoid overcrowding and allow the content to speak for itself by incorporating plenty of white space (space between elements).

Utilise circles and hard edges

We can maintain a cohesive brand identity across our video and animation content by including circles and square edges (to match our globe and catalyst devices) when creating graphics and framing elements.

Maintain symmetry in design

When appropriate, try to maintain symmetry in graphic and compositional elements, for example using an equal split down the screen emulating our catalyst device.

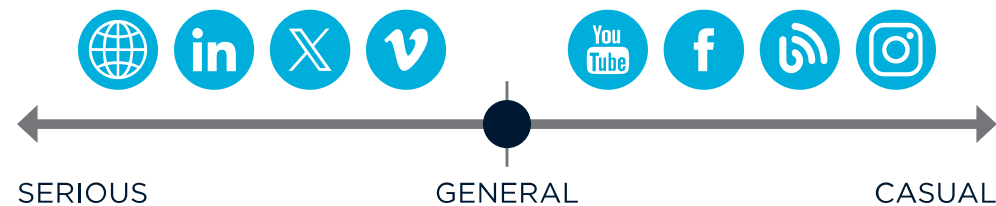
Engaging, not corporate

When creating video content, telling an interesting and engaging story with a sense of energy is key. The narratives of our content should reflect our personality, striving to be bold, imaginative and driven.

CSIRO is Australia's innovation catalyst, we need to convey that feeling of energy and dynamism across our content through pacing, music, talent and bold imagery.

Tone of voice

Voice characteristic	Definition	Do	Don't
Playful	We know how to loosen our top buttons and find humour in our work and the broader world of science and innovation. Just because we do serious science, doesn't mean we're always serious.	<ul style="list-style-type: none"> • Use references to pop culture • Make jokes and poke fun at yourself 	<ul style="list-style-type: none"> • Come across as 'put-on' • Be frivolous about serious topics • Be too casual • Be mean
Awe-inspiring	We inspire people with the innovative work we do and invite them to imagine and share its impact. Our language and imagery is creative, bold, optimistic and brave.	<ul style="list-style-type: none"> • Use stunning images and creative copy • Use lively verbs • Use positive language 	<ul style="list-style-type: none"> • Use passive voice • Use cliched hyperboles • Be wishy-washy • Use bland corporate imagery
Authentic	Our voice inspires connection, confidence and trust. We communicate as honest and credible advisors when talking about our work, the broader world of science, and what it all means to our audiences.	<ul style="list-style-type: none"> • Be honest and direct • Use simple English 	<ul style="list-style-type: none"> • Over complicate things • Be overly familiar
High quality	We are the premier science and innovation body in Australia and the work that we do speaks to this. Everything we show and tell our audiences is of the highest quality.	<ul style="list-style-type: none"> • Use compelling copy, images, creative and memes • Check sources for credibility and accuracy • Create unique, interesting, original content 	<ul style="list-style-type: none"> • Write click-bait style headlines and content • Deliver poorly-researched pop science • Over-hype impact or outcomes
Informed	We have deep technical knowledge about the work that we do, but we're also rooted in the realities of what's happening in the world around us. Our voice is articulate, educated and worldly.	<ul style="list-style-type: none"> • Use examples that show we're connected with the world • Deliver well-researched, factual, accurate content 	<ul style="list-style-type: none"> • Use language that over-intellectualises concepts • Use advanced academic or scientific language
Inquisitive	We have deep curiosity about the world and how we might tackle its biggest challenges. When we speak, we seek to challenge the status quo and bring our audiences on the same journey of understanding.	<ul style="list-style-type: none"> • Ask questions • Inspire people to learn, question and look for evidence 	<ul style="list-style-type: none"> • Come across as quasi-intellectuals • Patronise




Colour palette

Our colour palette has been designed with **accessibility** in mind. When used as per this matrix, our palette is **WCAG 2.0 compliant (AA)**.





Core – The dominant colours across all CSIRO animations and videos, centring around CSIRO Blue.

 <p>Accessible <u>Not accessible</u></p>	<p>CSIRO Blue (Midday Blue) R0 G169 B206 HEX 00A9CE</p>	 <p>Accessible Accessible</p>	<p>Midnight Blue R0 G29 B52 HEX 001D34</p>	 <p>Accessible</p>	<p>White R255 G255 B255 HEX FFFFFFFF</p>	 <p>Do not use white text on CSIRO Blue</p>
Accessible						

Supporting – Must be partnered with CSIRO Blue across all CSIRO animations and videos.









 <p>Accessible Accessible</p>	<p>Black R0 G0 B0 HEX 000000</p>	 <p>Accessible</p>	<p>Steel R117 G117 B121 HEX 757679</p>	 <p>Accessible</p>	<p>Mist R218 G219 B220 HEX DADBDC</p>	
Accessible						

Primary – Must be partnered with CSIRO Blue and core colours.

 <p>Accessible</p>	<p>Blueberry R30 G34 B170 HEX 1E22AA</p>	 <p>Accessible</p>	<p>Ocean R0 G75 B135 HEX 004887</p>	 <p>Accessible</p>	<p>Teal R0 G115 B119 HEX 007377</p>	 <p>Accessible</p>	<p>Mint R0 G122 B83 HEX 007A53</p>
Accessible							

Secondary – For youth and educational uses only, must be partnered with CSIRO Blue.

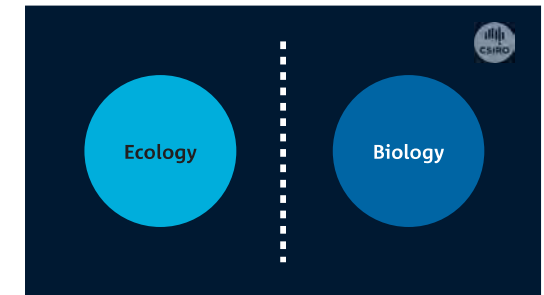
To be used as accent colours only, not dominant colours in animations and videos.

 <p>Accessible</p>	<p>Plum R109 G32 B119 HEX 6D2077</p>	 <p>Accessible</p>	<p>Orange R232 G119 B34 HEX E87722</p>	 <p>Accessible</p>	<p>Lavender R159 G174 B229 HEX 9FAEE5</p>	 <p>Accessible</p>	<p>Forest R120 G190 B32 HEX 78BE20</p>
Accessible							
 <p>Accessible Accessible</p>	<p>Fuschia R223 G25 B149 HEX DF1995</p>	 <p>Accessible</p>	<p>Gold R255 G184 B28 HEX FFB81C</p>	 <p>Accessible</p>	<p>Light Mint R113 G204 B152 HEX 71CC98</p>	 <p>Accessible</p>	<p>Light Teal R45 G204 B211 HEX 2DCDD3</p>
Accessible							

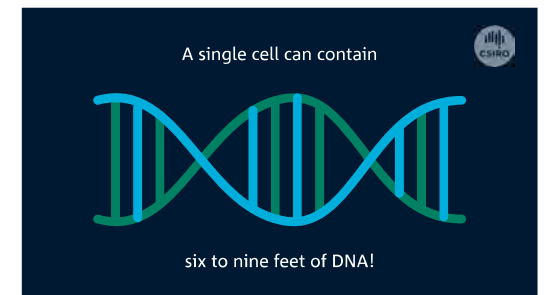
Example usage



Hero colour used in graphic against footage



Hero and primary colour used in graphics



Hero and primary colour used in illustration



Hero and secondary colours used in animation

Typography

Primary

Gotham is used for major headings, titles, super and lower thirds across all professionally designed and produced materials.

Gotham (Light, Book, **Medium**)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Gotham Rounded is used for minor headings, body text and captions.

Gotham Rounded (Light, Book, **Medium**)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Montserrat* is used for major headings and titles in situations in which Gotham is unavailable.

Montserrat (Light, **Medium**, Regular)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Open Sans* is used for minor headings, body text and captions.

Open Sans (Light, Regular, **Bold**)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Accents - used sparingly

Kalam* may be used in situations where a casual or handwritten style is required.

Kalam (Light, Regular, **Bold**)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

VT323* may be used in situations where a digital or computer-generated style is required.

VT323 (Regular)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Wash Your Hand* may be used in situations where a youthful, playful style is required.

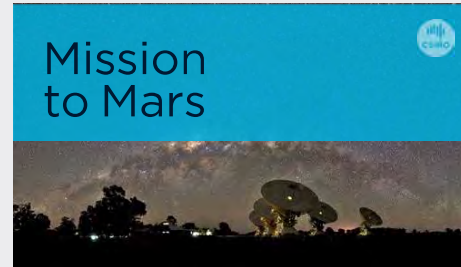
Wash your hand (Regular)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Courier Prime* may be used in situations where a vintage or typewritten style is required.

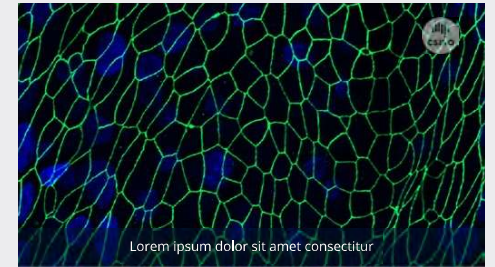
Courier Prime (Regular, **Bold**)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

*Available to download freely online

Example usage



Gotham Book used in titles



Open Sans Regular used in captions



Kalam Bold used in supers



Courier Prime Regular used in supers

All caps free zone

We don't use all capitals. All text across our video content, including headings, subheadings and captions should use sentence case for consistency and legibility.

Accent typography do's and don'ts

Our accent typography is intended as a tool to support distinctive imagery within the body of the video content.

Do

- Use it sparingly within a video to support messaging (e.g. when a speech bubble is needed, a robot is 'talking', there's a poster within a video).
- Follow the 80/20 rule, with the primary and secondary fonts being used roughly 80% of the time and additional fonts for no more than 20% of the total text on screen time.

Don't

- Don't use the accent typography for headings, captions, sub-titles, etc.
- Don't use more than one accent typography within a single piece of video content.

Safe zone

The safe zone for content in a 16:9 video at 1920px x 1080px should be approximately:

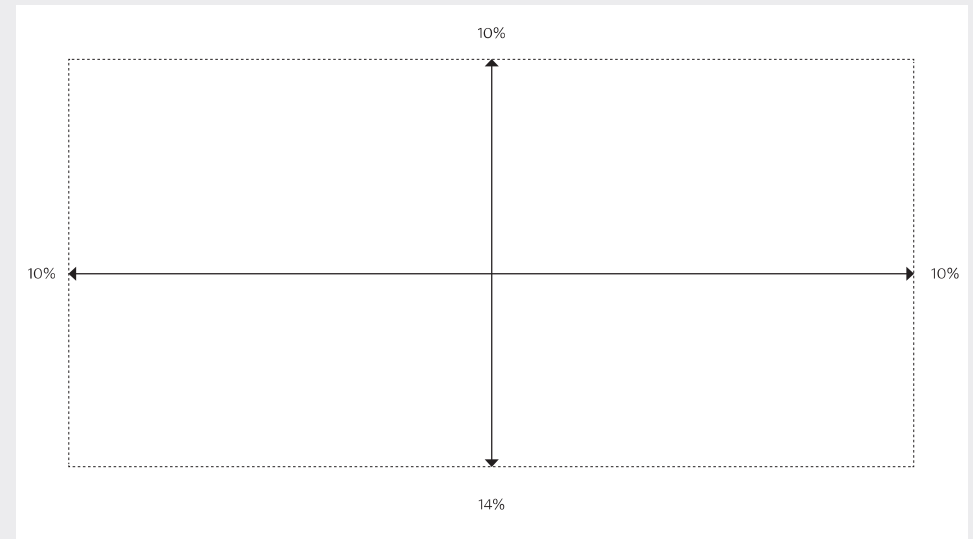
10% – 192px from left of frame

10% – 192px from right of frame

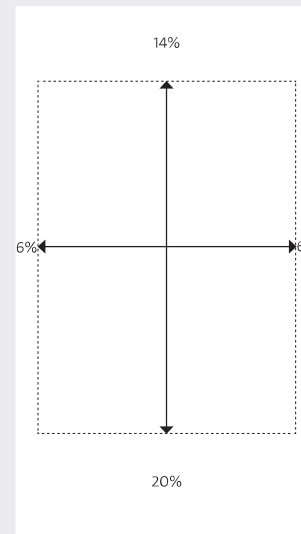
10% – 108px from top of frame

14% – 151px from bottom of frame

Please consult with the social media team by emailing socialmedia@csiro.au for correct format and safe zone sizes if your video will be used across social channels.

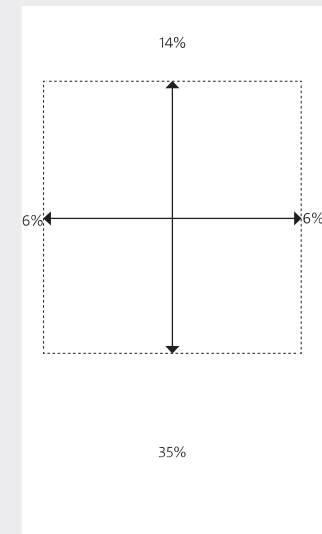


Safe zone within which all titles, text and important action should occur.



Top: 14%
(250px on a
1080px x 1920px)
Bottom: 20%
(340px on a
1080px x 1920px)

Safe zone for **social media story**.



Top: 14%
(250px on a
1080px x 1920px)
Left: 6%
(65px on a
1080px x 1920px)
Right: 6%
(65px on a
1080px x 1920px)
Bottom: 35%
(420px on a
1080px x 1920px)

Safe zone for **social media reel**.

Catalyst

As Australia's innovation catalyst, we create positive global change through innovative science and technology. Our catalyst device visually supports this mandate and provides a distinctive visual link across a wide range of applications.

Characterised by a simple divided format, the catalyst device was designed to promote flexibility and creativity, forming visual breaks that define spaces for colour, text and image use.

The examples of this device in use shown opposite represent ways that it can be used in video content.

Usage examples

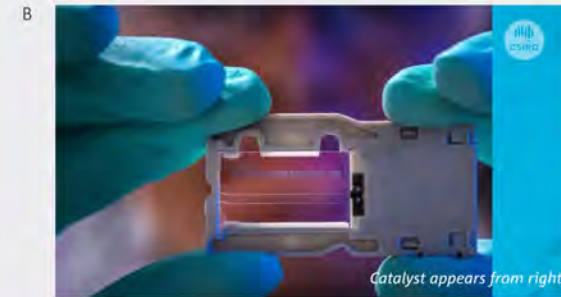
A – The catalyst can be used as a split screen effect on two pieces of related footage.

B – The catalyst can be used as the basis of a transition between two shots.

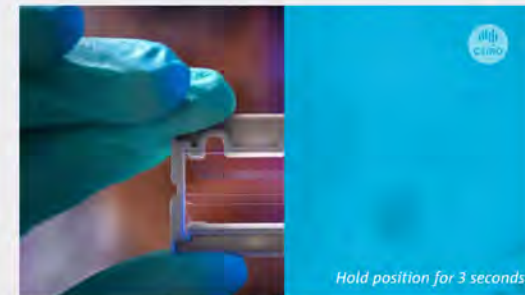
1. Catalyst appears from right.
2. Hold position for 3 seconds.
3. Blue tint fades out as catalyst expands to full screen.



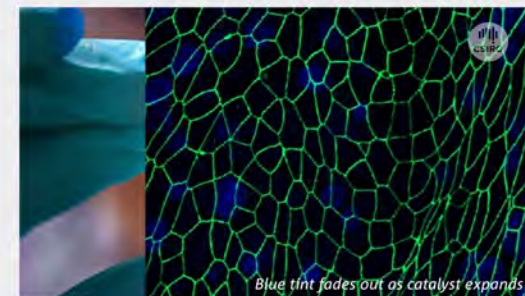
The Catalyst as a split screen effect.



Catalyst appears from right



Hold position for 3 seconds



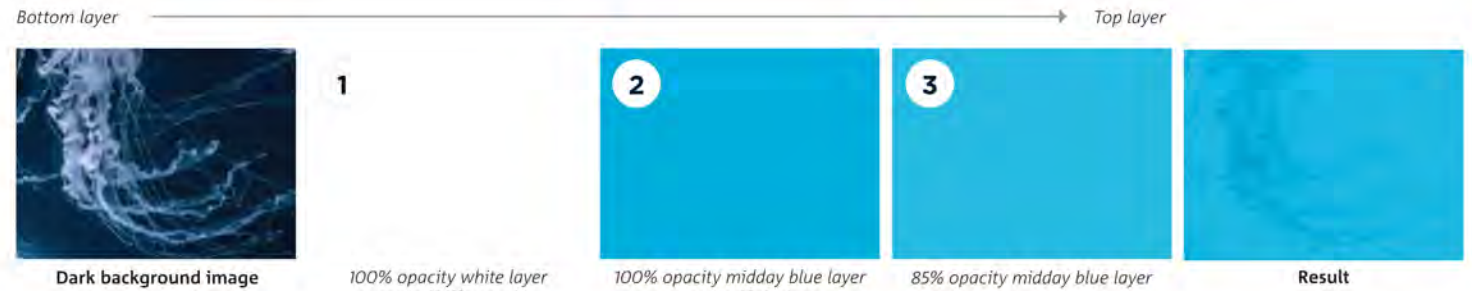
Blue tint fades out as catalyst expands

The Catalyst as a transition between two shots.

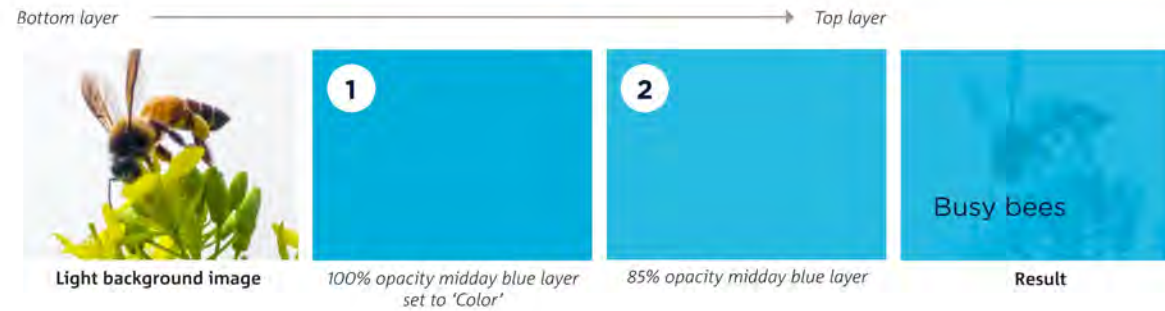
Catalyst overlay

To maintain the integrity of our midday blue colour when used as an overlay, the approach to creating it should differ depending on whether the image it's used against is predominantly light or dark, and whether it will ultimately contain text or not.

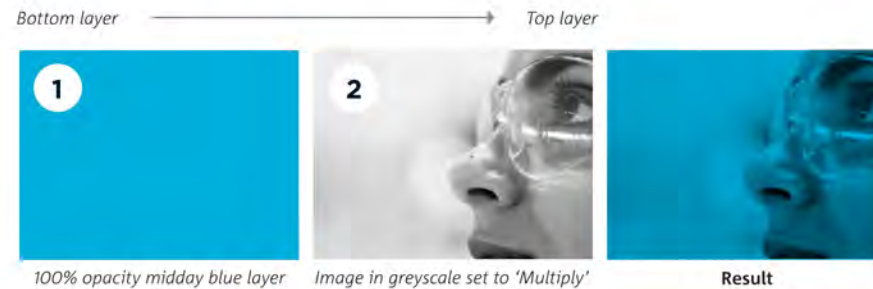
In all the examples the final overlay style is created by stacking the effect layers from left to right on top of the image.



For overlays that will contain text



For overlays that will not contain text



Catalyst: dos and don'ts



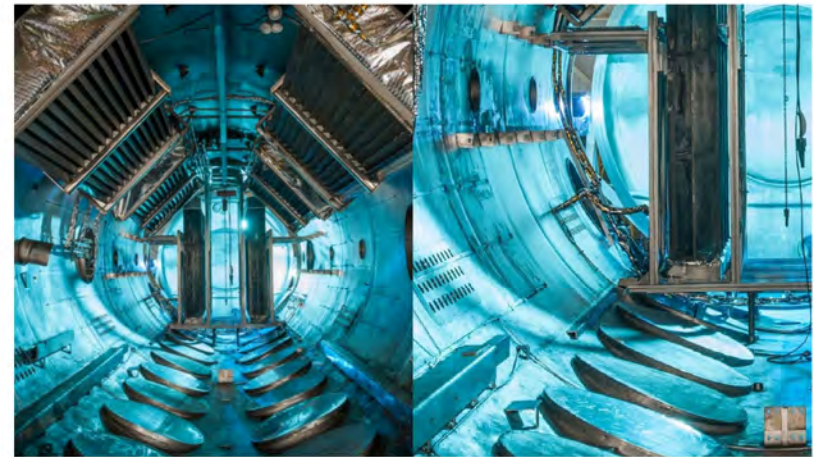
✔ **Do:** Try to use shots that are related in theme but are sufficiently contrasting (i.e. in colour, composition, magnification).



✘ **Don't:** Use an overlay on both sides of a split shot.



✘ **Don't:** Bisect faces.



✘ **Don't:** Use two shots of the same subject in a split.

Globe

Our globe device is based around the circular form of our logo and is used to strengthen our message of global impact and add visual interest to our communications.

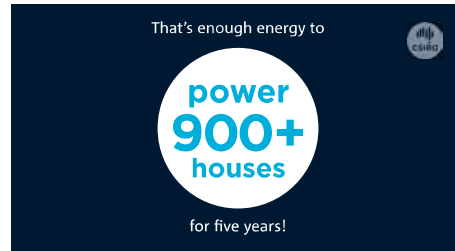
The examples shown indicate how the globe can be used as a framing device or graphic element within video content.

Usage examples

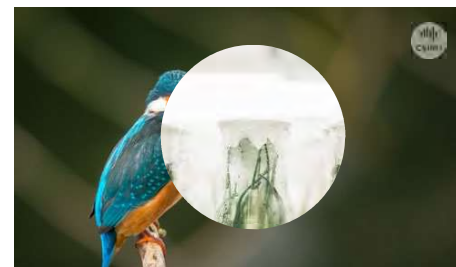
A – The globe can be used as a framing device for text or graphics when infographics elements are included.

B – The globe can be used as a transition between two shots.

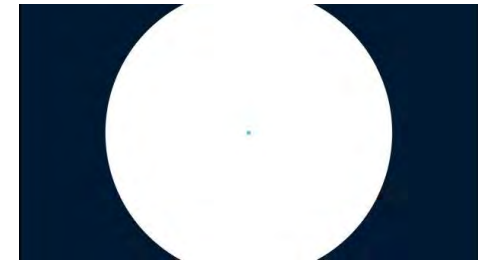
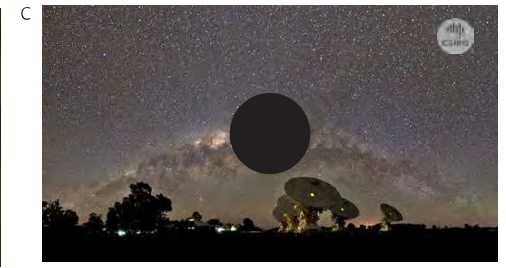
C – The globe is used as a transition on both the opener and closer.



Globe device used as graphic element / framing device in infographics



Globe device used as transition



Globe device used as a transition on opener/closer

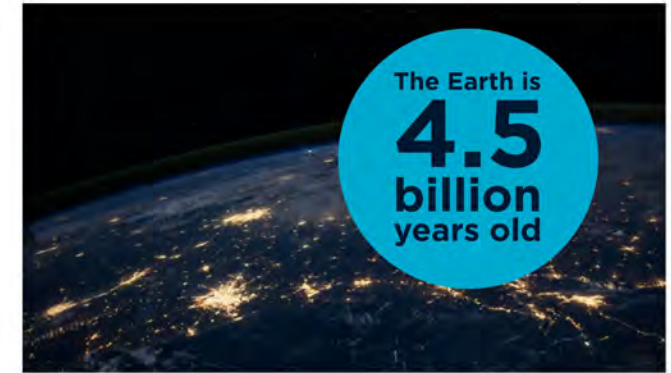
Globe: dos and don'ts



✓ **Do:** Use the globe device (and accompanying text) in one of our brand colours.



✗ **Don't:** Alter the shape of, or distort, the globe device.



✗ **Don't:** Change the position of the globe device.



✓ **Do:** Use the globe device against footage or flat colours.



✗ **Don't:** Add effects to the appearance of the globe device.



✗ **Don't:** Use a mixture of text and photography within the globe device.

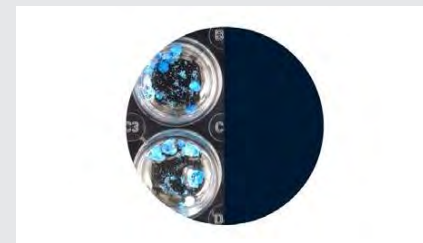
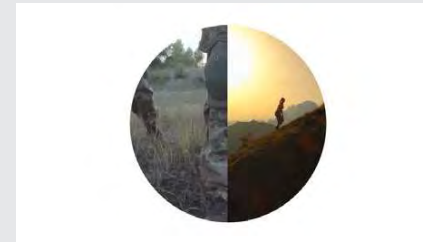
Opener

Our opener uses our globe device to show the audience what we do and inform them that we at CSIRO made this great content.

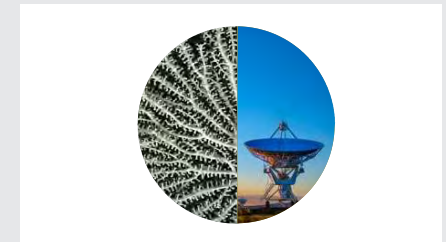
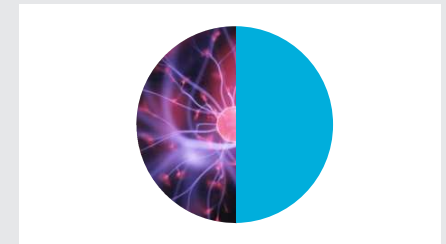
On video content, the opener should be included after a short (3–5 second) introductory teaser to capture the audience’s attention.

On animation content, the opener should be included before the animation begins.

The footage that appears within the globe device may be changed in order to create a unique opener for each piece of video content, as long as the timing and composition of the sequence is kept intact and the guidelines detailed on page 5.13 are followed.



Our animated opener for videos



Our animated opener for animations

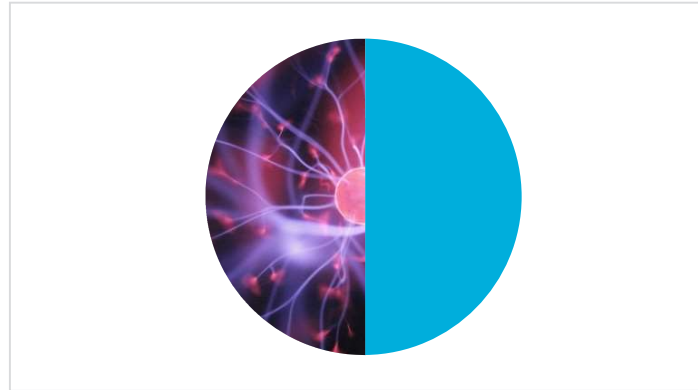
Opener: dos and don'ts

Do

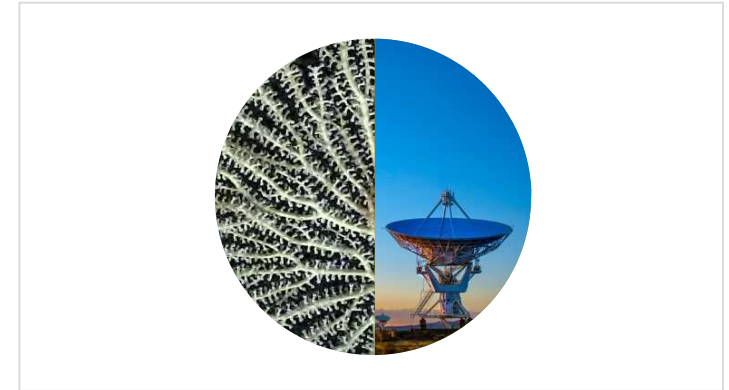
- It is preferred that the opener appears on all videos (except for videos appearing on social channels and the CSIRO website), however understand that it is not always appropriate. Please contact Brand to discuss the opener if you feel it is not appropriate.
- Consider using the opener template to create a unique version of the opener for each video.
- Follow the key principles for video and animation on page 5.2 when choosing footage for use within the globe.

Don't

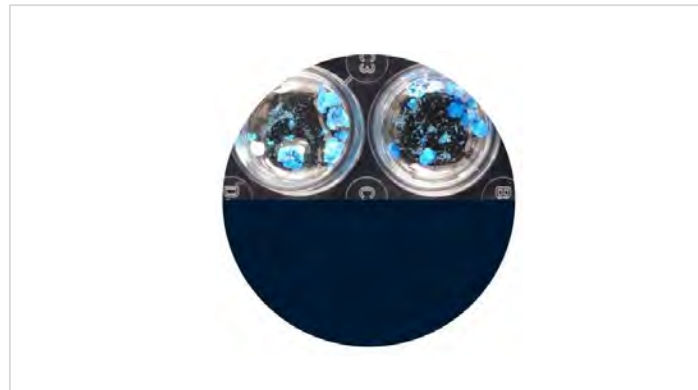
- Don't use voiceover during this sequence, however a music track is okay.
- Don't use this sequence in other places than the opener.



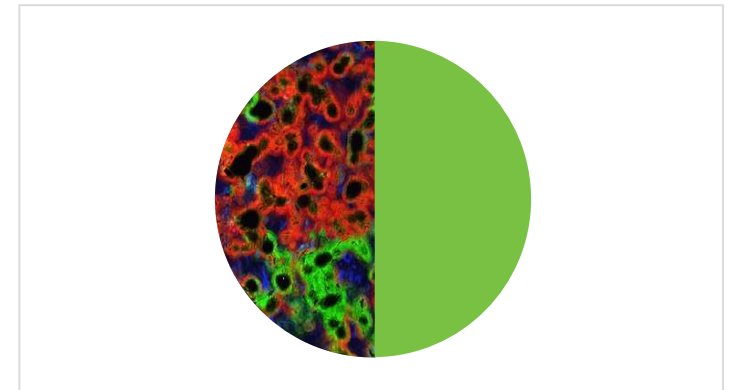
✔ **Do:** Use a mixture of footage and solid colours within the globe.



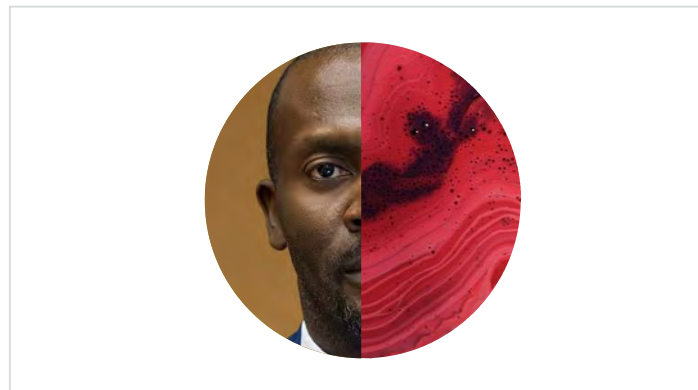
✔ **Do:** When pairing footage within the globe, choose shots that contrast each other.



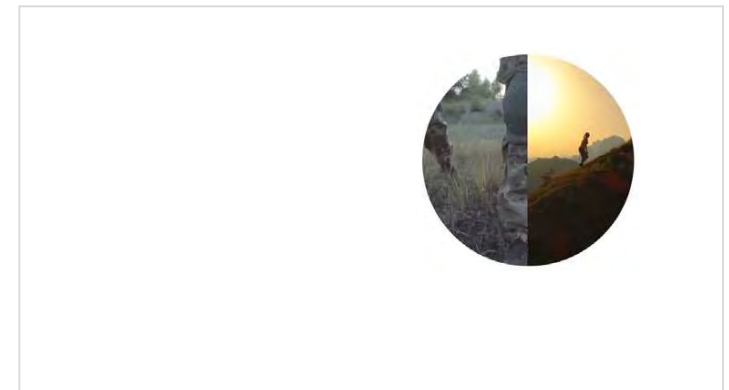
✘ **Don't:** Rotate the split within the globe.



✘ **Don't:** Use solid colours that are not one of our hero or core brand colours.



✘ **Don't:** Bisect people's faces.



✘ **Don't:** Change the timing or composition of the sequence.

Closer

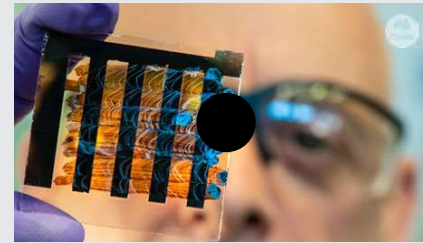
Our closer is intended to act as a simple, branded sequence to close our video and animation content.

Do

- Add the closer to all videos (except for videos appearing on select social channels).
- Add call-to-action and URL in the frame before closer.

Don't

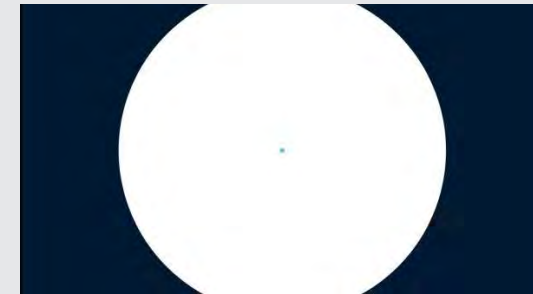
- Don't alter the closer sequence.
- Don't alter or add text to the closer (including call to-action or URL).



No call-to-action



Call-to-action (before closer)



Our animated closer

Co-branding

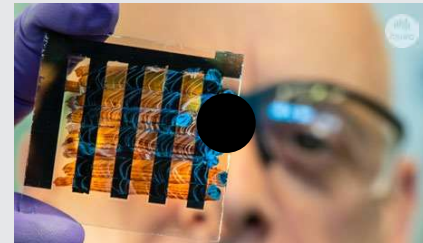
For video content that is produced in collaboration with another organisation, the rules around our opener and closer are different.

Do

- Use the relevant co-branded closer, inserting our partner's logos in the relevant spaces.

Don't

- Don't include the opener on co-branded content.
- Don't include the tagline (Australia's National Science Agency) with our logo on the closer unless we are the major contributor.
- Don't include a call-to-action in the co-branded closer. Include the call-to-action in a separate frame before or after the co-branded closer.



No call-to-action



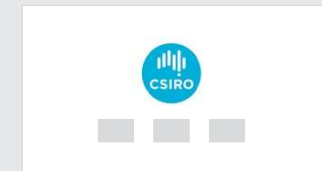
Call-to-action (before or after the closer)



CSIRO as equal contributor with one partner



CSIRO as equal contributor with multiple partners



CSIRO as major contributor with input from partners

Titles

All the titles in our video content should use Gotham Book and be placed in midnight blue against our midday blue overlay.

Usage examples

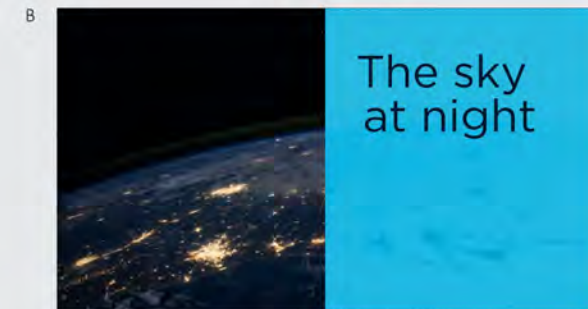
A – Longer titles should always use the full screen overlay. If budget allows it, consider having an element of the background interact with the title text to simulate layering.

B and C – Shorter titles may use a half-page horizontal or vertical overlay

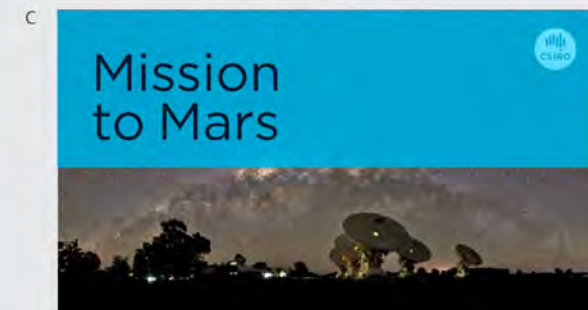
D – If budget allows it, consider cutting a single key feature out of the overlay and having it interact with the title. This effect should only be used if a high-quality result is possible.



Full screen overlay



Half screen vertical overlay



Half screen horizontal overlay



Half screen overlay and key feature cutout

Supers

Supers in our video content should use Open Sans Regular.

Care should be taken not to include too much text on a single super, and that each super appears long enough on screen for them to be read at a comfortable pace.

For short sections of text the supers may be placed directly on the footage, ensuring that a text colour (solid white or midnight blue) is used that provides clear contrast from the background.

Do

- Use solid white or midnight blue for supers text
- Include a black outer glow around white supers text.
- To meet accessibility requirements, Super's need to stay on screen for a minimum of 6 seconds.

Don't

- Don't use a super without a graphic on footage where there will not be enough contrast between the footage and text (see page 5.18).

Outer glow settings

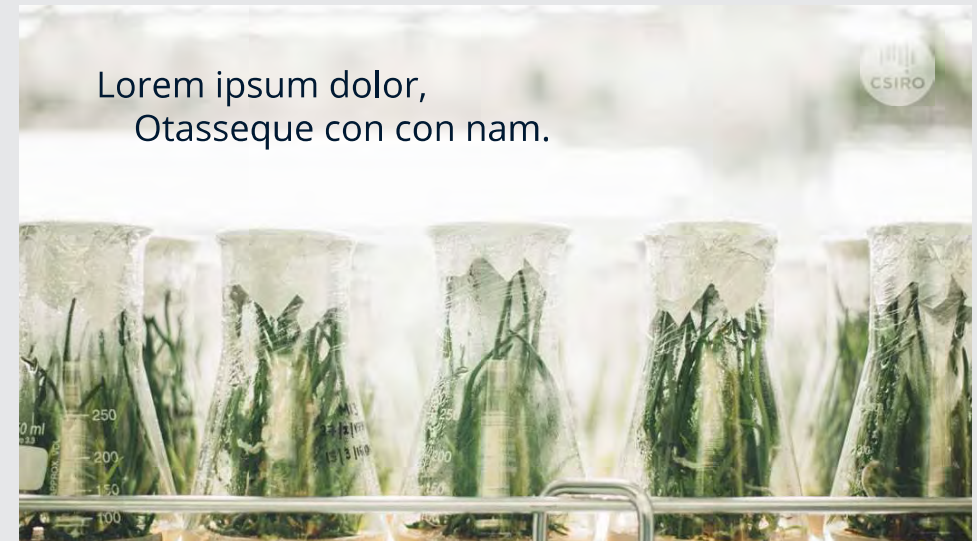
Adobe After Effects:

- Add effect: Glow
- Options:
 - Glow based on Alpha Channel
 - Threshold: 100%
 - Radius: 17%
 - Glow Intensity: 1.0
 - Colour A: Black
 - Colour B: Black

All other options can be left as is.

Adobe Premiere Pro:

- Effect name: Alpha Glow
- Start Colour: Black
- End Colour: Black
- Glow: 10
- Brightness: 135



Short text against a light background



Short text against a dark background

Supers (in graphics)

For longer supers, or where the background colour is not consistently light or dark, supers should be placed inside a graphic of either solid or semi-transparent midday blue.

Do

- Use solid midnight blue for text in graphics.
- Use a slide transition on and off for this style of super.
- Ensure the graphic touches at least one edge of the screen at all times.
- Follow the guidelines on page 5.8 for creating the transparent overlay effect.
- To meet accessibility requirements, Super's need to stay on screen for a minimum of 6 seconds.

Don't

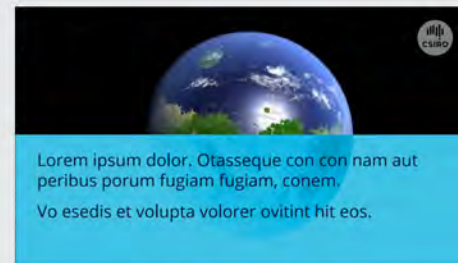
- Don't use a solid midday blue for supers where it will significantly obscure the image.



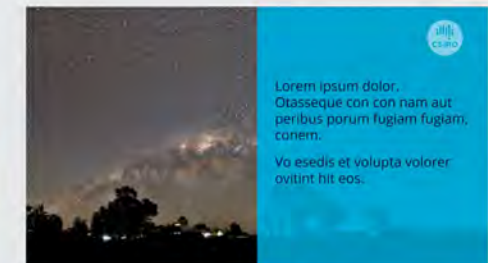
Short text - graphic



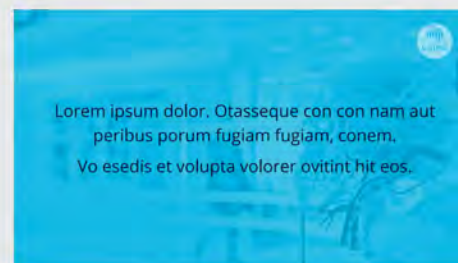
Short text - graphic



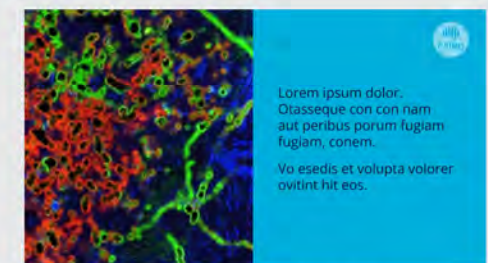
Long text - horizontal overlay



Long text - vertical overlay



Long text - full overlay



Long text - detail and text split

Lower thirds

For lower thirds, text should appear in midnight blue or white. They can be placed either inside a graphic (which should be solid or semi-transparent midday blue following the specifications for overlays on page 5.8) or directly against the footage if enough contrast between the text and background can be achieved.

Do

- Use a slide transition on and off for the CSIRO blue version of the lower third.
- Place lower thirds in either the lower left or lower right corner.
- Include the interviewee name on the top line in Gotham Book at 74px point size.
- Include the interviewee title and organisation on the bottom lines in Open Sans Regular at 46px point size.
- White lower third text should only appear directly against the footage when there is enough contrast to make the text legible, if needed add an outer glow.
- Ensure the lower third text remains within the safe zone as detailed on page 5.6.

Don't

- Don't include the word 'CSIRO' unless there are non-CSIRO people who are also identified in the same video.
- Don't hold a lower third on screen for more than three seconds.
- Don't use any other colours other than our hero colours for the lower thirds.

Outer glow settings

Refer to page 5.17 for Adobe After Effects and Adobe Premiere Pro settings.



Short text (solid)



Long text (semi-transparent)



Long text (against footage)



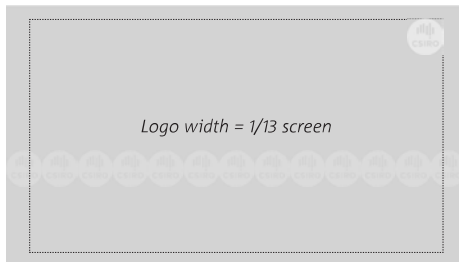
Short text (against footage)

Watermarks

Video footage should display the CSIRO logo as a watermark unless CSIRO isn't the lead on a co-branded video. The watermark is not required on social videos, particularly if they are posted on CSIRO social channels.

Do

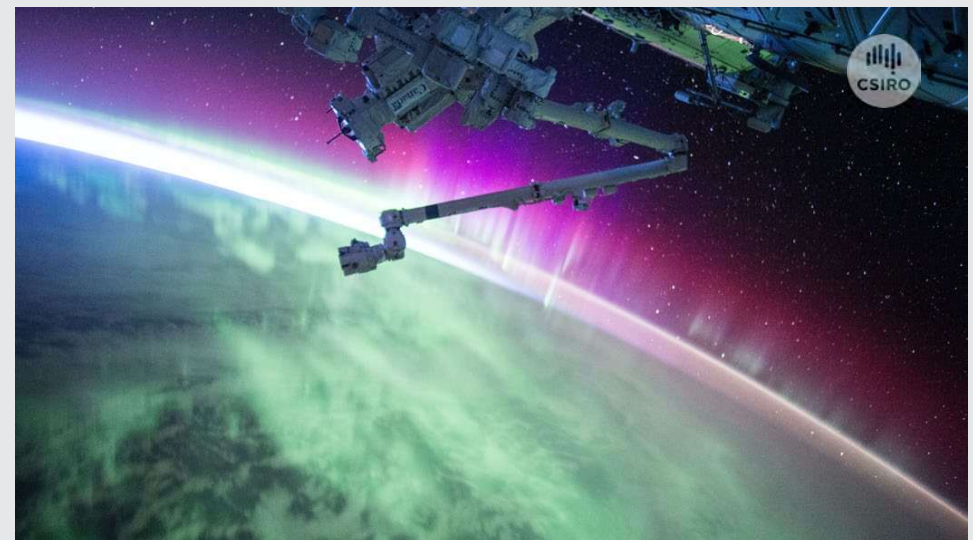
- Set the width of the watermark to be 1/13th of the width of the video.
- Include the watermark in solid white, set at 50% opacity.
- Place the watermark in the top right of the screen, within the safe area.



Watermark guidelines



The watermark as seen against a light background



The watermark as seen against a dark background

Captions

Captions in our video content should be transcribed and caption files provided for uploading (preferred option for web and general use), or hard coded onto the video (preferred option for events and select social channels).

All CSIRO videos must have captions and descriptive transcripts for accessibility.

Do

- Captions in our video content should use Open Sans Regular in white at 56px point size.
- Captions should be 10-13 words long.

Hard coded captions

- They should always appear within a 50% opacity black graphic that is affixed to the bottom of the screen.
- The captions text should always remain within the safe zone detailed on page 5.6.

Using transcription service

- Transcriber must provide a .SRT captions code file.
- A descriptive transcript file must also be provided. Transcript files need to include both audio descriptions and visual descriptions for the hearing and vision impaired.

Outer glow settings

Refer to page 5.17 for Adobe After Effects and Adobe Premiere Pro settings.



Single line captions



Double line captions



Single line captions with lower third



Double line captions with lower third

International videos

When producing videos for international audiences the CSIRO logo should be replaced with the CSIRO wordmark.

Usage examples

A – When replacing the logo in the opener, the wordmark's positioning should be adjusted to ensure the text lock-up remains centred on the screen.

B – When replacing the logo in the closer, the wordmark's positioning should be adjusted to ensure the text lock-up remains centred on the screen.

C – When replacing the logo in the watermark, both the width and central point of the wordmark should remain the same.



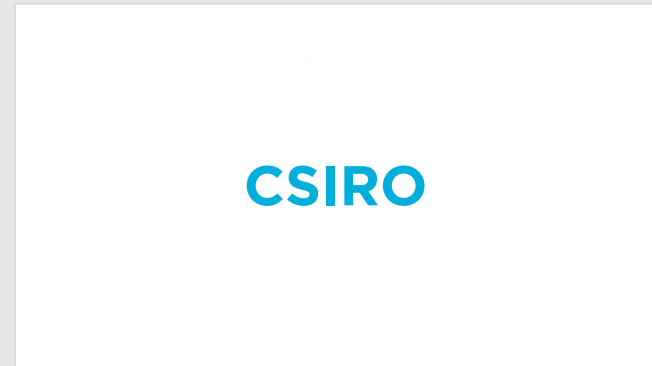
CSIRO logo



CSIRO

CSIRO wordmark

A



The wordmark as used in the opener

B



The wordmark as used in the closer

C



The wordmark as used in the watermark

Animation styles

CSIRO's animation style is flexible as animation trends change quickly.

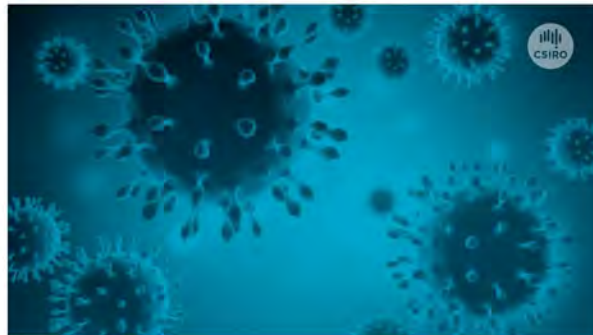
When creating animation, above all, the design must follow the 5 principles listed on page 5.2:

1. Hero the CSIRO (Midday) Blue
2. Keep designs simple
3. Utilise circles and hard edges
4. Maintain symmetry in design
5. Engaging, not corporate

Examples of animation styles that fit within these principles are 3D animation, 2D animation and paper-based stop motion animation.



Paper-based stop motion



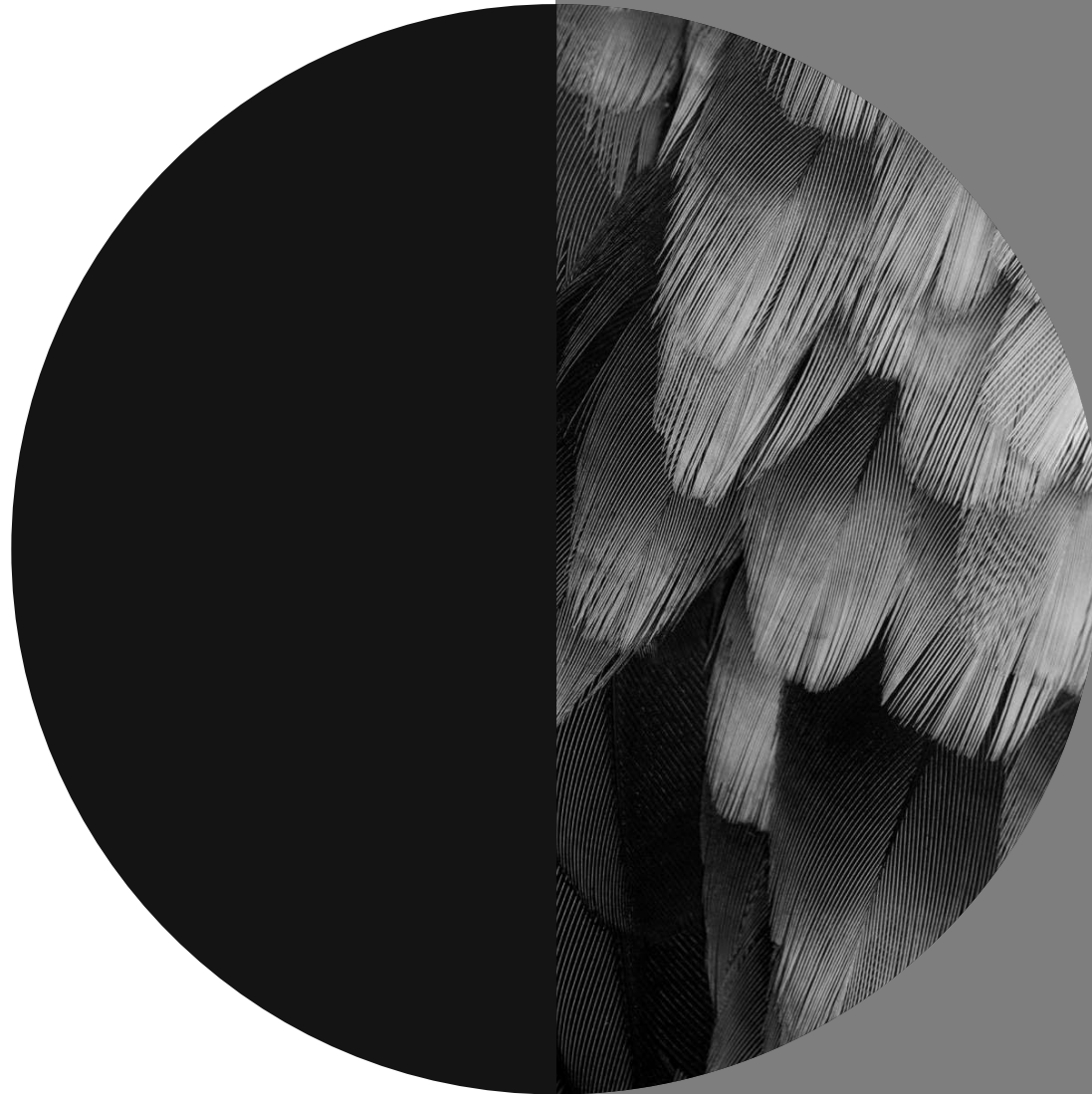
3D Animation



- ✘ Do not manipulate the CSIRO logo in any way or use it as a character.



2D Animation



Brand Book

Unlocking a better
future for everyone

1

About us

We are CSIRO

We're Australia's national science research agency. We solve the greatest challenges through innovative science and technology.

The goal of CSIRO's brand strategy is to build trust and recognition of CSIRO. We do this through consistency and a one-CSIRO approach.

IN THIS CHAPTER

- Consistent messaging
- Positioning statements



Consistent messaging

Our consistent messaging helps people understand who we are and our impact in the world. Trust and recognition grow when people understand us.

Why we exist

Purpose

Solving the greatest challenges through innovative science and technology

Promise

Unlocking a better future for everyone

What makes us unique

Position

Australia's national science agency

What we look, sound and feel like

Personality

Bold change-makers

Imaginative problem solvers

Driven by impact

What we aim to achieve

Vision

Create a better future for Australia

How we plan to achieve our vision

Objectives

1. Conduct and encourage the translation of Australia's world-class scientific research into impact.
2. Create and manage Australia's national laboratories.
3. Stimulate innovation for Australian industry, academia and government.

What we stand for and how we behave

Values

- People first
- Further together
- Making it real
- Trusted

How to use our messaging

Our **purpose** is integrated wherever possible in all external communications.

Our **promise** is used primarily for all internal communications, but is suitable for external communications as well.

Our **position** is our key tagline and can be found across all external communications.

Our **personality** is a reference tool to describe everything we do.

Our **vision, objectives** and **values** are referred to across corporate communications internally and externally.

FURTHER INFORMATION

CSIRO Corporate Plan

INTERNAL RESOURCES

MyCSIRO intranet pages: Purpose, Promise and Position; Positioning statements.

Positioning statements

Need a quick overview about CSIRO?

Here are our consistent positioning statements to help you out.

Short

(23 words)

As Australia's national science agency, CSIRO is solving the greatest challenges through innovative science and technology.

CSIRO. Unlocking a better future for everyone.

Medium

General public audience (92 words)

As Australia's national science agency, we solve the greatest challenges through innovative science and technology.

We are thinkers, problem solvers, leaders. We blaze new trails of discovery. We aim to inspire the next generation.

We collaborate with industry, government, universities and research organisations to turn big ideas into disruptive solutions.

We use collaborative research to turn science into solutions for food security and quality; clean energy and resources; health and wellbeing; resilient and valuable environments; innovative industries; and a secure Australia and region.

We are unlocking a better future. We are CSIRO.

Industry/research/stakeholder audience (116 words)

As Australia's national science agency and innovation catalyst, CSIRO solves the greatest challenges through innovative science and technology.

We work with organisations large and small, delivering world-leading research and development solutions to help their business innovate, improve and grow.

With over 5,000 experts, state-of-the-art facilities, and a global collaborative research network we bring together the best and brightest minds to drive strategic growth and overcome unique business challenges.

Driven to create and facilitate societal, environmental and economic impact, we work with organisations across all major sectors and at all stages of the innovation lifecycle from strategic advice and planning, research and development, through to commercialisation and funding.

CSIRO. Unlocking a better future for everyone.

Long

(243 words)

As Australia's national science agency, CSIRO solves the greatest challenges through innovative science and technology.

We work with organisations large and small, delivering world-leading research and development solutions to help their business innovate, improve and grow. With 5,000 experts, state-of-the-art facilities, and a global collaborative research network we bring together the best and brightest minds to drive strategic growth and overcome unique business challenges like no other.

Our collaborative research turns science into solutions for food security and quality; clean energy and resources; health and wellbeing; resilient and valuable environments; innovative industries; and a secure Australia and region.

CSIRO has delivered <USER TO ADAPT TO AUDIENCE for example: environmental interventions like myxomatosis and dung beetles, enabled great Australian industries like cotton and wool, saved lives with enhanced food products and 3D printed body parts, and changed the world with inventions like fast WiFi.>

As an innovation catalyst CSIRO delivers around \$4.5 billion of benefit to the nation each year as a result of our science, securing our future national prosperity as well as environmental and social benefits. CSIRO also manages state-of-the-art research facilities for the nation.

For over a hundred years CSIRO has been finding solutions through science and technology to make life better for Australians. We're preparing for the next hundred by supporting STEM programs in schools, accelerators and investment for science spin-outs, and growth programs in businesses of all sizes.

CSIRO. Unlocking a better future for everyone.

2

Logo

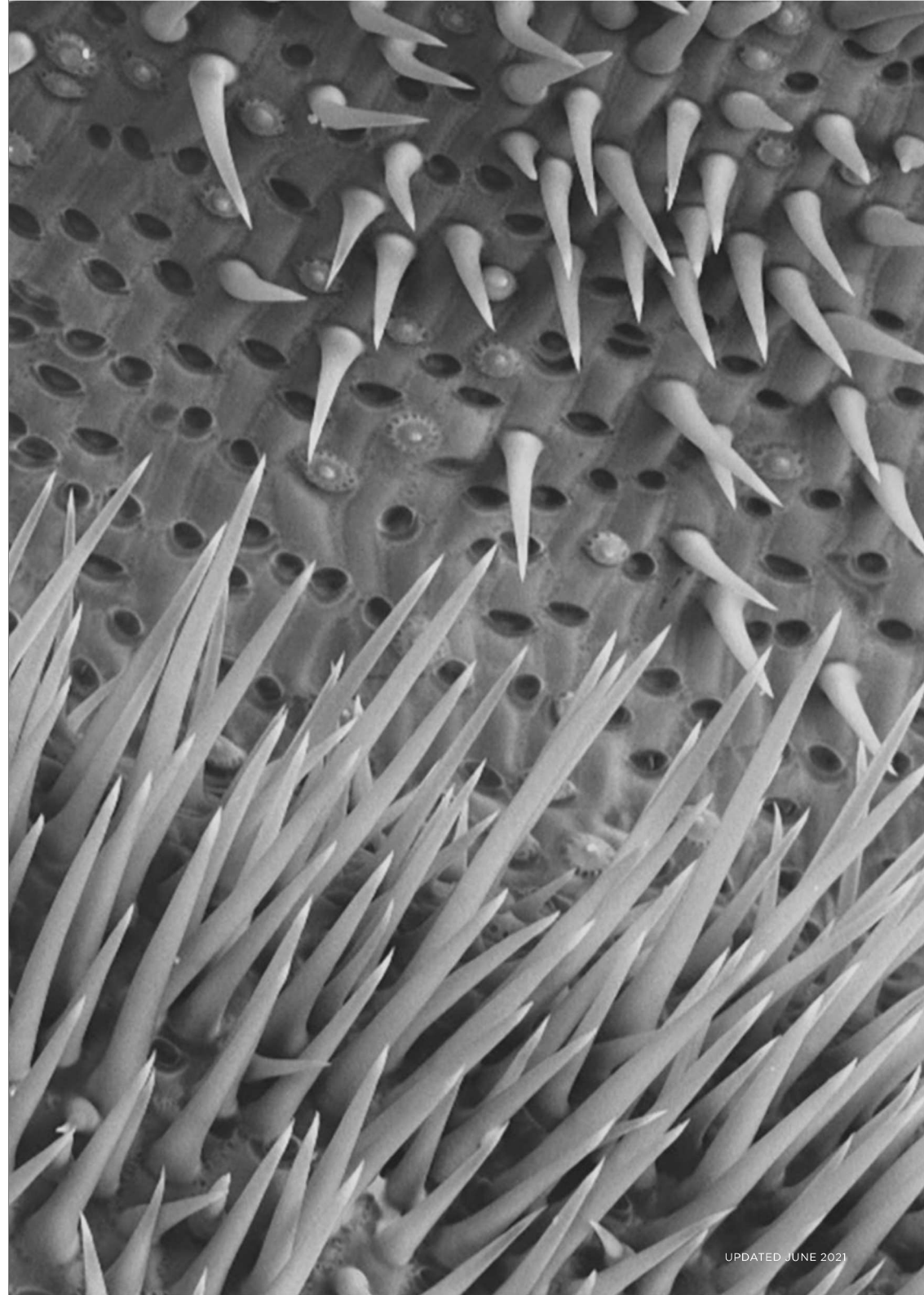
Our logo is an authoritative signature that reflects the nature of CSIRO now and into the future.

Our logo is the cornerstone of our visual identity and is given prominence across all applications.

Please note, permission must be sought at all times to use the CSIRO logo.

IN THIS CHAPTER

- Our logo
- Variations
- Clear space
- Minimum size
- Incorrect use
- CSIRO logo family
- Third party use



LOGO

Our logo

Our logo features an abstract representation of Australia at the centre of a blue globe and the font is Gotham. The colour of our primary logo is 'CSIRO Blue' and should be used whenever possible.

Five principles of use

1. Use the primary logo in the first instance.
2. Use the logo variations correctly (see reverse and mono logo section).
3. Our logo must not be altered in any way (see incorrect use section).
4. Do not convert a positive logo to a reverse logo, or vice versa.
5. Use only original master artwork files.

Terms of use

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

Please refer to incorrect uses section.

Primary logo

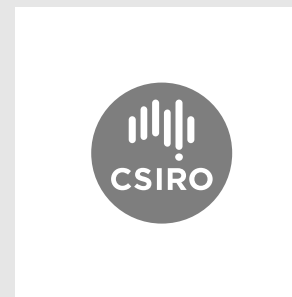
The CSIRO Blue logo is our primary logo and is used across all applications unless a reversed or mono version is required.

The globe is solid CSIRO Blue, the bars and logotype are white, not see-through.

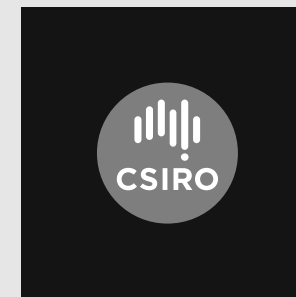
The CSIRO blue logo can be used on a white or midnight blue background, or on a complementary image with sufficient contrast. On occasions the design may require a mist or black background but these colours are not the preferred background.



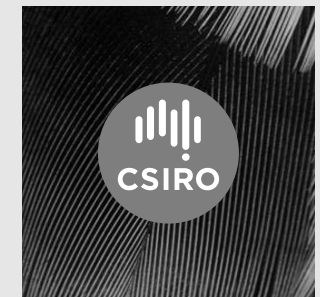
✓ Correct use of the primary logo



White background



Midnight blue background



Complementary image with sufficient contrast

Variations

Secondary logos for specific uses only

Mono

The mono logo 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 globe is solid black. The bars and logotype are white, not see-through.

The mono logo 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.

Reversed

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

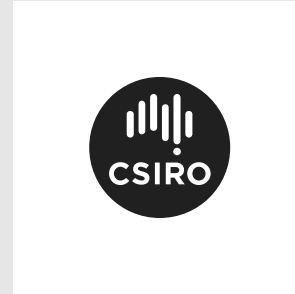
The globe is white. The bars and logotype are see-through.

The reversed logo 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.

There is a slight variation to the reversed logo design and the specific 'reversed logo' files should be used.

✔ Correct use of the mono logo



White background

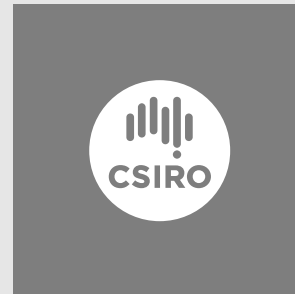


Grey (steel or mist) background

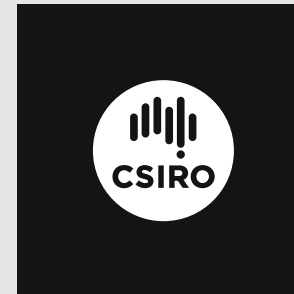


Complementary greyscale image with sufficient contrast, noting that the bars and logotype are solid white

✔ Correct use of the reversed logo



CSIRO Blue background



Midnight blue background



Complementary image with sufficient contrast, noting that the bars and logotype are see-through

Clear space and minimum size

Clear space

To ensure our logo is a prominent feature across any design, a minimum clear space has been defined. However, where possible, use a larger amount of clear space for optimal visibility.

The minimum clear space around the logo is defined by 50 per cent of the logo height/width.

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.

Clear space for co-branding

When featuring the CSIRO logo with other partner logos (co-branding) the clear space is at least 50 per cent of the logo width on either side of the logos.

Logos for equal partners should be the same height or width (depending on dimensions of application) and size adjusted to ensure all partners 'look' equal.

Minimum size

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

- 12 mm high for print
- 45 pixels high 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.

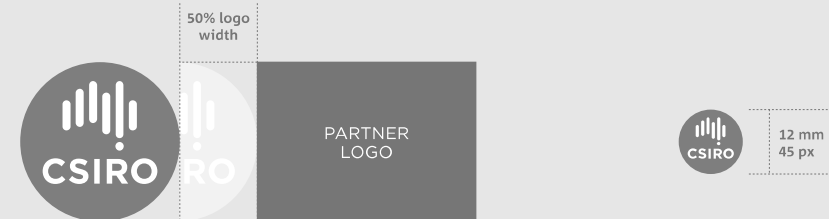
Relative size for co-branding

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

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



Clear space



Clear space for co-branding

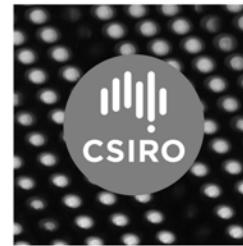
Minimum size

Incorrect use

- ✘ Do not change the size or position of the lines/bars or text in the logo.



- ✘ Do not use the logo on a busy or low contrast image-based or patterned background.



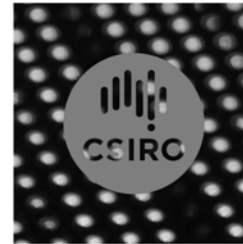
- ✘ Do not use the CSIRO Blue logo on any colour other than white, mist, midnight or black.



- ✘ Do not manipulate, stretch or distort the logo.



- ✘ Do not remove the white fill of the the bars and logotype on the CSIRO Blue and mono logos.



- ✘ Do not recolour the reversed logo to CSIRO Blue or mono, or vice versa.



- ✘ Do not use drop shadows or other picture embellishments.



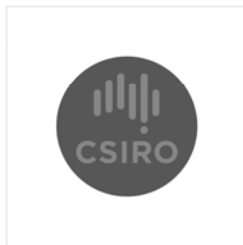
- ✘ Do not use the mono logo on a coloured image-based or patterned backgrounds.



- ✘ Do not change the shape or crop the logo.



- ✘ Do not change the colour of the logo.



- ✘ Do not put a fill behind the reversed logo, the bars and logotype are see-through.








- ✘ Do not attempt to redraw the logo.



CSIRO logo family

Our logo family includes a range of variations. This page is a quick reference.

Our logo guidelines apply to all of the variations and further specifications can be found in the pages listed below.

Logo	Guidelines for use	Further information	
Primary		<ul style="list-style-type: none"> • Primary logo. • Use whenever possible. 	See this chapter
Master+descriptor		<ul style="list-style-type: none"> • For use when there is a business case and critical customer need to separate CSIRO's core business from an individual entity/item. 	Brand Management chapter (coming soon)
Impact Mark		<ul style="list-style-type: none"> • For use on a third-party branded product, service or initiative. 	Brand Management chapter (coming soon)
Master+icon		<ul style="list-style-type: none"> • Legacy sub brands. Only used for CSIRO's Data61 and the Marine National Facility. 	Brand Management chapter (coming soon)
Wordmark		<ul style="list-style-type: none"> • For international use only. 	See this chapter (coming soon)

3

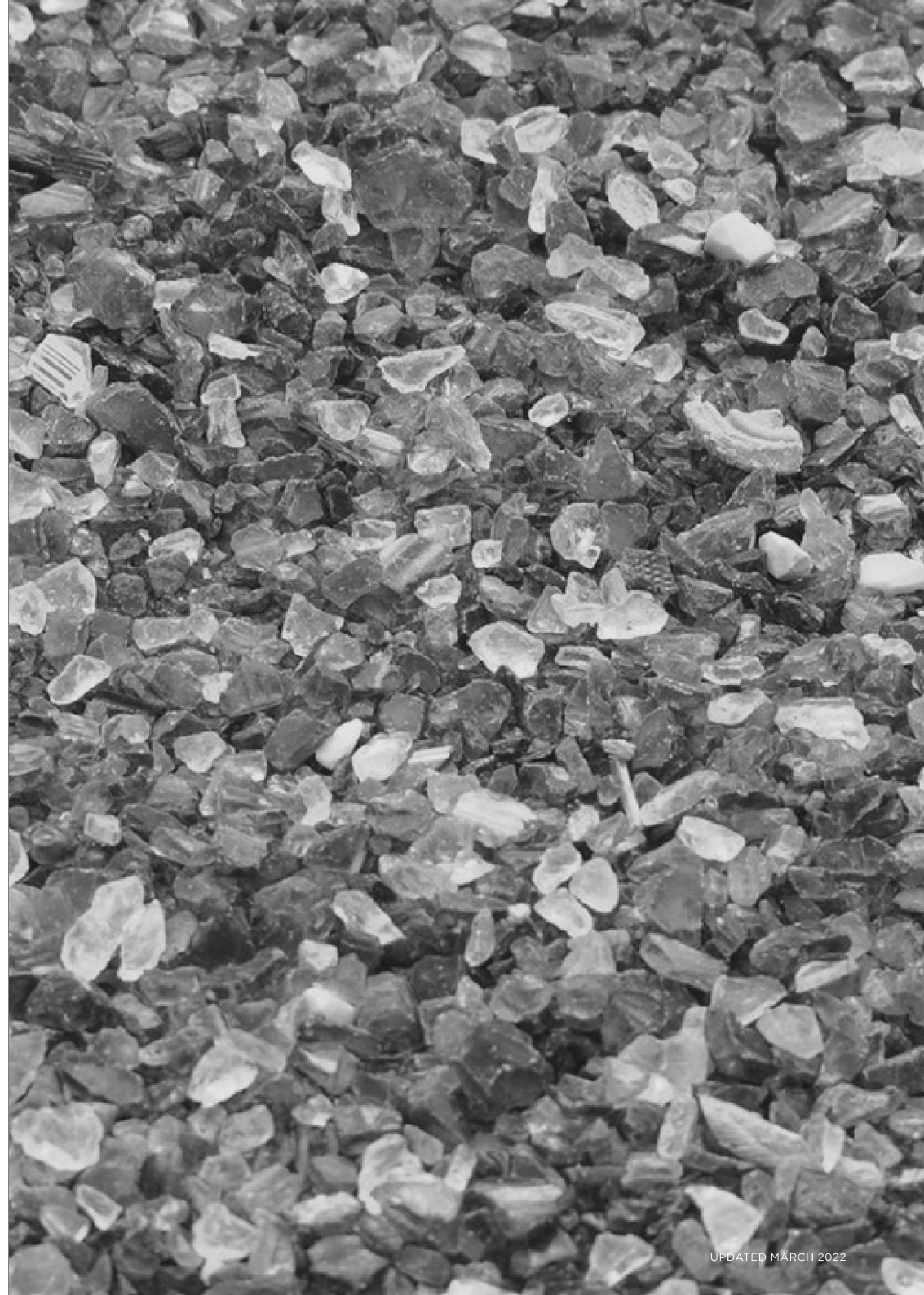
Visual identity

Our visual identity is a collection of elements that together create CSIRO's image. A strong and consistent visual identity helps people recognise CSIRO. Trust grows when people recognise us.

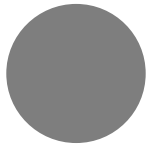
Our visual identity interprets CSIRO's brand personality (bold, imaginative, driven) to create a confident, flexible and systematic tool kit that guides the way we present our organisation visually.

IN THIS CHAPTER

- Key principles
- Brand devices
- Typography
- Colour palette
- Layout and grid
- Imagery

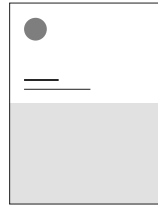


Principles



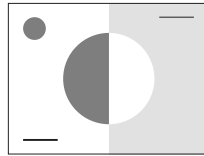
Hero CSIRO Blue

Our logo and CSIRO Blue are the consistent elements across everything we create.



Keep it simple

Design elements should be kept simple and used selectively. Avoid overcrowding, maximise white space to allow content and imagery to speak for itself.



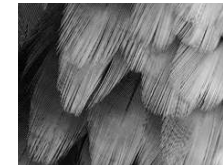
Symmetry, hard edges and circles

Maintain symmetry in graphic and compositional elements where possible. Make use of our Globe and Catalyst visual identity devices.

ONE
CSIRO

Customer focus

All teams and projects are special, but research tells us we need to champion a 'one-CSIRO' approach. We will always focus on the message and call to action for the audience, rather than focusing on teams or business areas.



Authenticity

Where possible, for our external audience, we use real images of our science and people to maintain credibility and trust. We avoid generic stock images.

Overview

Logo

Our logo is the cornerstone of our visual identity. It must be given prominence and the solid blue (primary) version should be used where possible.

Typography

Our primary fonts for graphic design are Gotham and Corpid; for Microsoft Office files and emails we use Calibri; and for the web we use Montserrat and Open Sans.

Globe branding device

A circular half/half globe allows for impact and detail to be shown. We use the globe for key corporate or strategic documents.

Catalyst branding device

A simple half/half divided format provides symmetry and structure.

Imagery

Authentic, real science images that have a connection to CSIRO and are meaningful to the audience.

Colour palette

Our hero colour from our extensive palette is CSIRO Blue.

Messaging

Our position statement should be used where possible.

If you want to reach for the Moon, join the people who know the Universe.

From helping the world watch the first steps on the Moon to developing new cancer treatments and diagnostic tools, we work every day to help unlock a better future for everyone.
csiro.au/careers

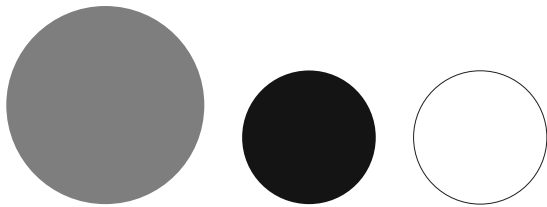
Australia's National Science Agency

Colour palette

Our colour palette showcases our logo and complements the impact we deliver across the environment, industry and community.

We have a core, primary and secondary palette.

Summary and uses



Core

The core colour palette is centred on CSIRO Blue, the colour of our logo and our hero branding colour. CSIRO Blue, above all is used wherever possible in external communications, usually together with White.

Midnight Blue is used for official, one-CSIRO documents, for example our Corporate Plan and Annual Report.

White is included in the core palette.



Primary

The primary colour palette is a suite of cool colours that complement the colour of our logo and core colour palette.

Developed to ensure accessibility and provide flexibility when using coloured typography on a white background, and vice versa.

If all the primary palette has been used and additional colours are required (e.g. an infographic) we recommend the cooler colours in the secondary colour palette.



Secondary

Our secondary palette is used in two situations.

For external facing communications the secondary palette is used when diagrams and charts require colours in addition to the primary and core colour palettes. It is never used as a feature colour or accent in general design unless there is an audience requirement (for example social media or youth focused animation).

For internal facing communications secondary colours are used in a complementary way with CSIRO Blue and bright imagery. They can be used as accents across posters and brochures for example.



SUPPORTING

Black, Steel and Mist are used for typography, breakout boxes and graphics.



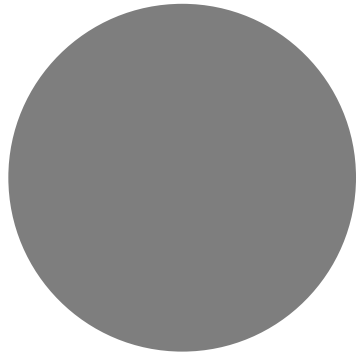
TINTS

It is permissible to use tints of the colours from our palettes in restricted situations.

For example, as text box or full page backgrounds or in charts and tables to differentiate sets of data. However, tints should not be used as background colours for covers, or be more visually prominent than the core colour palette.

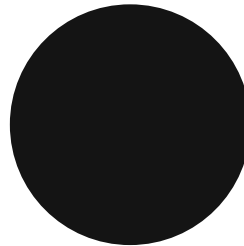
Values

Core



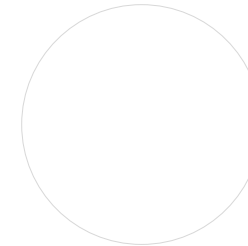
CSIRO Blue (Midday Blue)

PMS 312C
C96 MO Y11 KO
RO G169 B206
HEX 00A9CE



Midnight Blue

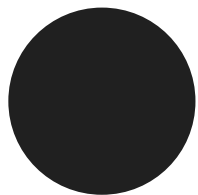
PMS 303C
C100 M47 Y22 K82
RO G29 B52
HEX 001D34



White

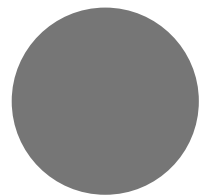
CO MO YO KO
R255 G255 B255
HEX FFFFFFFF

Supporting



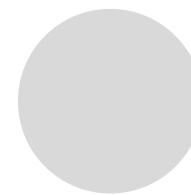
Black

PMS BLACK
CO MO YO K100
RO GO BO
HEX 000000



Steel

PMS COOL GRAY 9C
CO MO YO K66
R117 G117 B121
HEX 757679

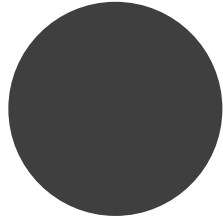


Mist

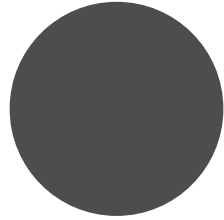
PMS COOL GRAY 2C
CO MO YO K16
R218 G219 B220
HEX DADBDC

Values

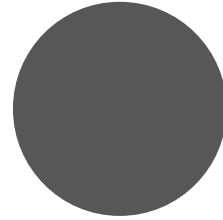
Primary



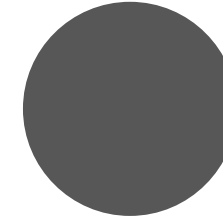
Blueberry
PMS 2736C
C100 M91 Y0 K0
R30 G34 B170
HEX 1E22AA



Ocean
PMS 301
C100 M45 Y0 K18
R0 G75 B135
HEX 004B87

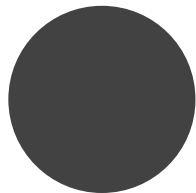


Teal
PMS 322C
C100 M0 Y33 K35
R0 G115 B119
HEX 007377

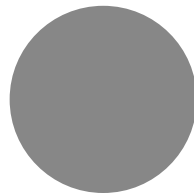


Mint
PMS 341C
C100 M0 Y67 K29
R0 G122 B83
HEX 007A53

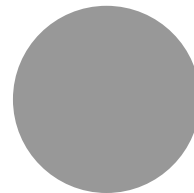
Secondary



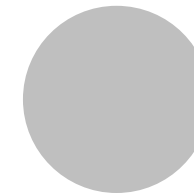
Plum
PMS 259C
C55 M100 Y0 K15
R109 G32 B119
HEX 6D2077



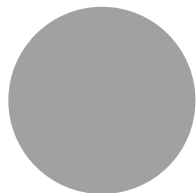
Fushsia
PMS 225C
C1 M83 Y0 K0
R223 G25 B149
HEX DF1995



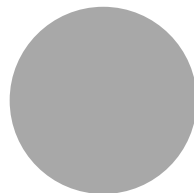
Orange
PMS 158C
C0 M61 Y97 K0
R232 G119 B34
HEX E87722



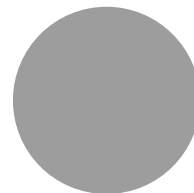
Gold
PMS 1235C
C0 M29 Y91 K0
R255 G184 B28
HEX FFB81C



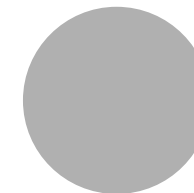
Lavender
PMS 2716C
C45 M29 Y0 K0
R159 G174 B229
HEX 9FAEE5



Light Mint
PMS 346C
C55 M0 Y47 K0
R113 G204 B152
HEX 71CC98



Forest
PMS 368
C57 M0 Y100 K0
R120 G190 B32
HEX 78BE20



Light Teal
PMS 319C
C52 M0 Y19 K0
R45 G204 B211
HEX 2DCCD3

Accessibility

Our colour palette has been designed with colour contrast accessibility in mind. When used as per this matrix, for foreground and background colour combinations, our palette is WCAG 2.0 compliant (AA).

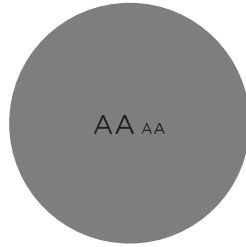
Colour contrast ratio at least 4.5:1

- AA = Text at least 18pt not bold or 14pt bold
- AA = Text less than 18pt not bold or **14pt bold**

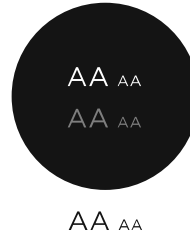
Exceptions to the contrast ratio of 4.5:1

- Large-scale text can have a contrast ratio of at least 3:1.
- Incidental text or images that are pure decoration (icons for example) have no contrast requirement.
- Text that is part of a logo or brand name has no minimum contrast requirement.

CSIRO Blue (Midday Blue)



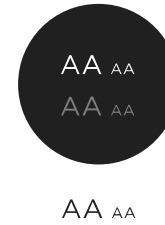
Midnight Blue



White



Black



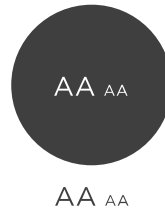
Steel



Mist



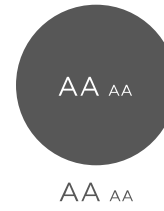
Blueberry



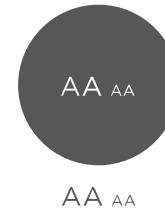
Ocean



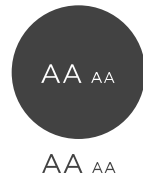
Teal



Mint



Plum



Fuchsia



Orange



Gold



Lavender



Light Mint



Forest



Light Teal



Branding devices

Globe

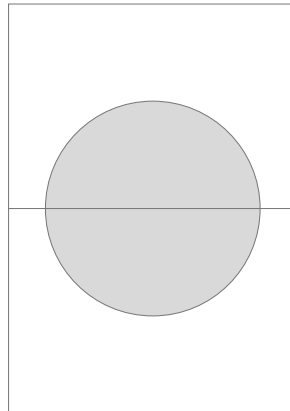
Based around the circular form of our logo, the globe interacts with the catalyst device to portray images of CSIRO's work and our impact.

The globe is our premium branding device and is used sparingly and strategically, for example, key corporate documents and advertising.

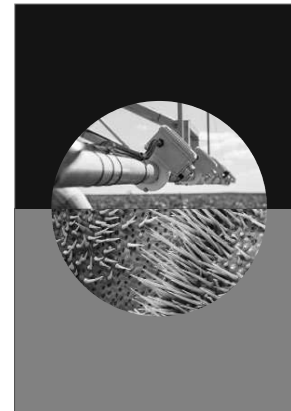
The globe device size is dependant on the size of the logo on the page. It should be one logo width from the margins on the short edge (left and right on portrait or top and bottom on landscape).

The key design principle is contrast. Similar images should not be used together. If a suitable contrasting image is not available then use Midnight Blue or CSIRO Blue in the other half. If an image is featured in the globe, the background catalyst device is a solid colour.

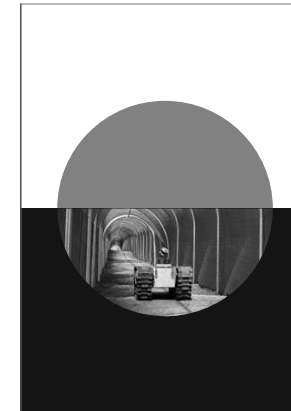
Further information in layout and incorrect use sections.



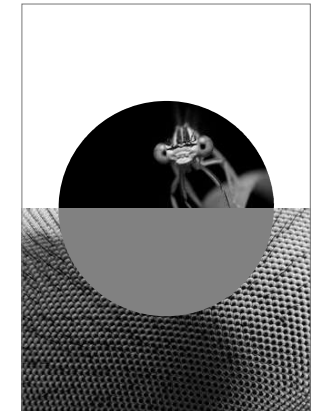
Globe device



Two contrasting images and block colour



One image and block colour



Two contrasting images and block colour

Catalyst

Characterised by a simple equally divided format, the catalyst introduces symmetry and ensures ease of use across a wide range of communications.

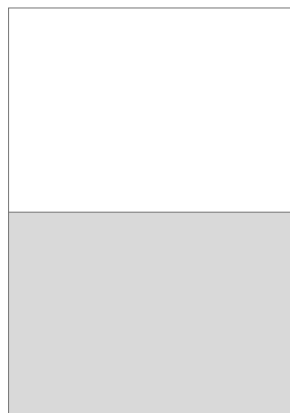
The catalyst device promotes flexibility and creativity, forming visual breaks that define spaces to colour, text and image use.

The catalyst device should be used in the majority of reports and brochures.

The device can be used with block colour, full image or a colour overlay. Core colours should only be used for colour overlays, the level of opacity will vary depending on the image.

For portrait, the divide is horizontal only, for landscape it can be divided horizontally or vertically.

Further information in layout and incorrect use sections.



Catalyst device



Block colour



Image

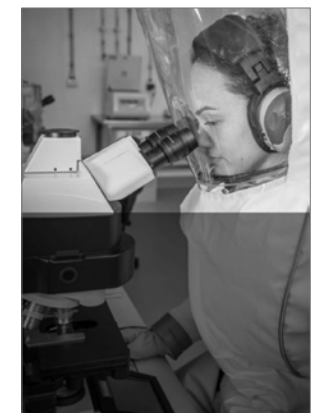
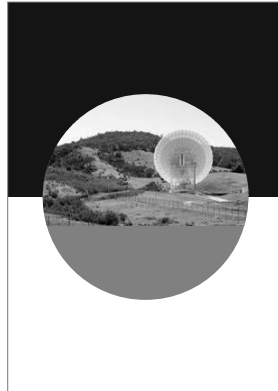


Image with colour overlay

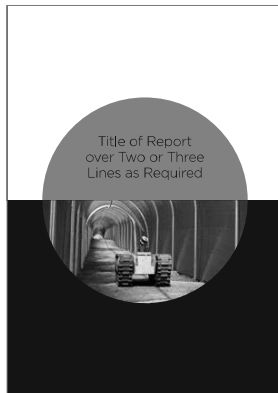
Incorrect use

Globe

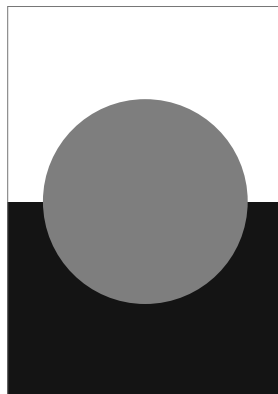
- ✘ Do not change the equally divided globe feature. Always centre align and follow layout guidelines for size.



- ✘ Do not put text in the globe.



- ✘ Do not use the globe as a whole circle (one image), noting exceptions for video (social media and multimedia applications).



Catalyst

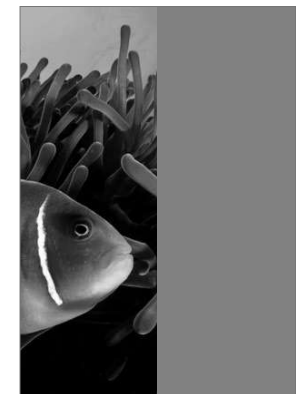
- ✘ Do not move, edit or change the equally divided format



- ✘ Do not cut an image awkwardly when using the divided format



- ✘ Do not use the vertical catalyst device for portrait applications



Typography

We have a flexible suite of fonts for all purposes.

Core fonts

CSIRO's fonts for all graphically designed materials is **Gotham** for major headings, minor headings and introductions, and **Corpid** for body text, minor heading and captions. Both fonts need to be purchased to use.

We use **Calibri** for our emails and self-service templates across Microsoft Office (PowerPoint, excel, etc). Calibri can also be used when Gotham and Corpid are unavailable.

Web fonts – digital use only

If **Gotham** and/or **Corpid** is unavailable for digital, online and web applications use the two free online options: **Montserrat** for major headings and **Open Sans** for minor headings, captions and body text.

Accent fonts – restricted use only

Our accent typography is only used when it is appropriate for the audience and to support distinctive imagery. For example, light-hearted social media posts, internal communications or communications targeting school-aged/youth.

Our core fonts should still be used more than 80% and the accent font no more than 20% of the total text.

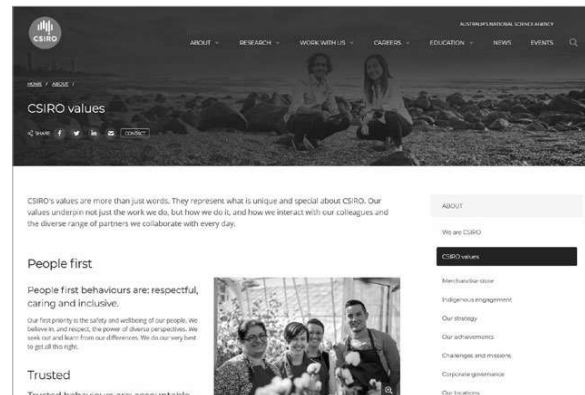
Accent fonts are not used for headings, captions, sub-titles. To complement the CSIRO brand, only one accent font should be used per project – however, this is not a hard and fast rule and depends on the audience.



Graphically designed report cover



Word template for a factsheet



CSIRO.au



Animation

Fonts and uses

Font	Use
CORE (DESIGN)	
<p>Gotham (Light, Book, Medium) ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%\$%^&*()</p>	<p>Design use:</p> <ul style="list-style-type: none"> Major and minor headings, introduction paragraphs.
<p>Corpid (Light, Regular, Bold, Heavy) ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%\$%^&*()</p>	<p>Design use:</p> <ul style="list-style-type: none"> Minor headings, body text, captions, figures and graphs.
OFFICE TEMPLATES	
<p>Calibri (Regular, Bold) ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%\$%^&*()</p>	<p>Individual documents and communication, for example Microsoft Office suite and emails:</p> <ul style="list-style-type: none"> Major and minor headings, body text, captions, figures and graphs.
DIGITAL	
<p>Montserrat (Light, Medium, Regular) ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%\$%^&*()</p>	<p>Digital use (e.g. apps, websites):</p> <ul style="list-style-type: none"> Major headings.
<p>Open Sans (Light, Regular, Semibold, Bold) ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%\$%^&*()</p>	<p>Digital use (e.g. apps, websites):</p> <ul style="list-style-type: none"> Minor headings, body text, captions.
ACCENT	
<p>Gotham Rounded (Light, Book, Medium) ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%\$%^&*()</p>	<p>Design Use:</p> <p>Accent fonts for specific audiences, for example internal or youth communications.</p> <p>Alternative font for internal communications or youth, when a less formal heading font is required.</p>
<p>Kalam (Light, Regular, Bold) ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p>	<p>Wash your hand (Regular) ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p>
<p>VT323 (Regular) ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p>	<p>Courier Prime (Regular, Bold) ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p>

Editorial guidelines

The basic typographic rules on this page ensure consistency across the many items we produce. We follow Australian Government Style Manual for writing and editing.

Align left

In general all text is aligned on the left, with ragged edges on the right. Do not justify or centre text.

- ✓ Ad mi nobis eatuame laccum aut molupti ped orestrum ut eos int liquia dolupta quas nusdae porrum.
- ✗ Ad mi nobis eatuame laccum aut molupti ped orestrum ut eos int liquia dolupta quas nusdae porrum.
- ✗ Ad mi nobis eatuame laccum aut molupti ped orestrum ut eos int liquia dolupta quas nusdae porrum.

Tables and diagrams are exceptions.

Bullet lists

If the dot points are full sentences:

- Dot points with full sentences should start with a capital letter.
- Dot points with full sentences should end in a full stop.

If the dot points are sentence fragments, follow these conventions:

- no capitals at beginning
- no semi colon or comma at the end of each dot point
- no 'and' after the second to last dot point
- no full stop at the end of each dot point (except for the last).

Quotation marks

Always use 'curly' typographer's quotation marks, not 'straight' ones.

- ✓ 'Hello!'
- ✗ 'Hello!'

The use of single quotation marks is preferred over double quotation marks. Use single quotation marks for quoted speech, and to signal unusual usage.

- ✓ 'It's very big news,' said Dr Ueno.
- ✗ "It's very big news," said Dr Ueno.
- ✓ 5-mC is generally found on repetitive 'junk' regions of the genome.
- ✗ 5-mC is generally found on repetitive "junk" regions of the genome.

Instead of using quotation marks, titles of publications should be italicised.

Measurement and units

Use the standard units of measurement and correct spacing between numerals and values.

- ✓ 15% – no space between number and percentage sign.
- ✓ 20 km – space between number and unit of measurement.
- ✓ 80 °C – space after the number but not between the degree symbol and the temperature scale.

Use a non-breaking space between the number and the unit so it doesn't break over two lines.

Sentence case

In general use sentence case, unless otherwise specified. Capitalise only the first letter of the sentence and proper nouns.

- ✓ Milky Way has rare symmetry
- ✗ Milky Way Has Rare Symmetry

En dash

Use an en dash to denote a range of values. Do not add spaces on either side.

- ✓ 35%–50% Charles Darwin (1809–1882)
- ✗ 35%-50% Charles Darwin (1809-1882)
- ✗ 35% – 50% Charles Darwin (1809 – 1882)

We use an en dash with one space on either side to indicate a break of thought or a side note.

- ✓ A mix of three of them – myristic, palmitic and palmitoleic acid – triggers a quick upsizing in heart muscle cells.
- ✗ A mix of three of them– myristic, palmitic and palmitoleic acid– triggers a quick upsizing in heart muscle cells.
- ✗ A mix of three of them - myristic, palmitic and palmitoleic acid - triggers a quick upsizing in heart muscle cells.

The en dash is wider than a hyphen, and narrower than an em dash.

Captions

Figure captions sit below the figures, table captions sit above tables, image captions can sit above, below, beside or on the image.

Captions do not end in a full stop, whether they are full sentences or sentence fragments.

Figures and tables should be numbered consecutively with Arabic numerals, in the order in which reference is made to them in the text, e.g. 'Figure 1', 'Figure 2', etc. The figure or table number in the caption is followed by a space.

- ✓ Figure 1 Map of Murray-Darling Basin
- ✗ Figure 1. Map of Murray-Darling Basin
- ✗ Figure i - Map of Murray-Darling Basin

Space after full stop

Between the full stop and the start of the next sentence, use only one space, not two.

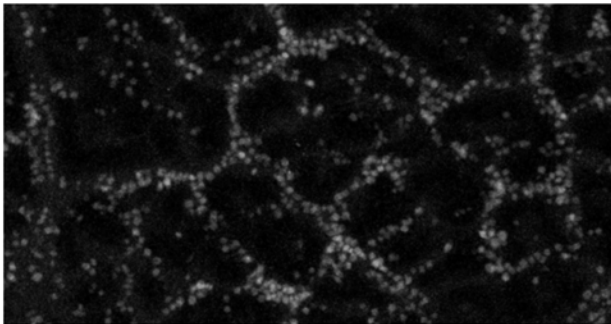
- ✓ ... Earth's geological history. For millions of years the planet has experienced...
- ✗ ... Earth's geological history. For millions of years the planet has experienced...

Imagery

We aim for consistent, authentic imagery – images that can be captioned and connected to our work – ensuring we continue to promote our impact and build credibility with our audience.

When concepts and topics that can not be photographed or easily explained in words we use graphics.

Photography



Detail



Work



Impact

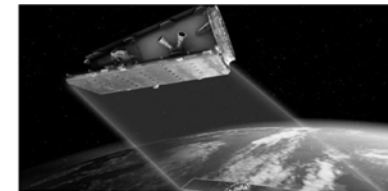


People

Graphics



Illustrations



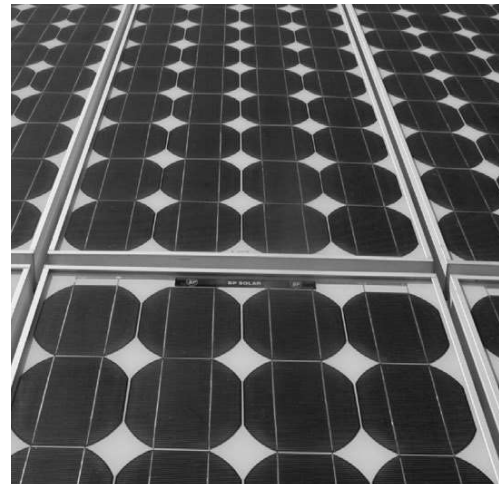
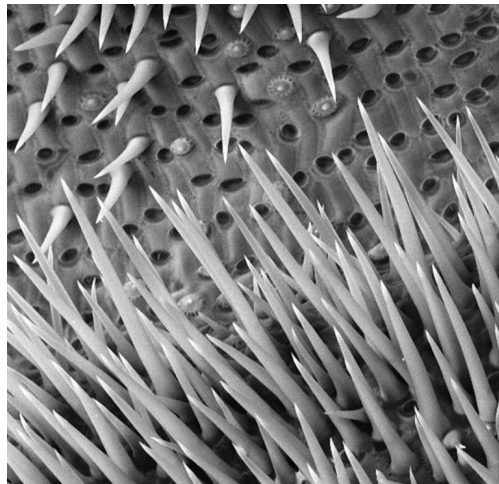
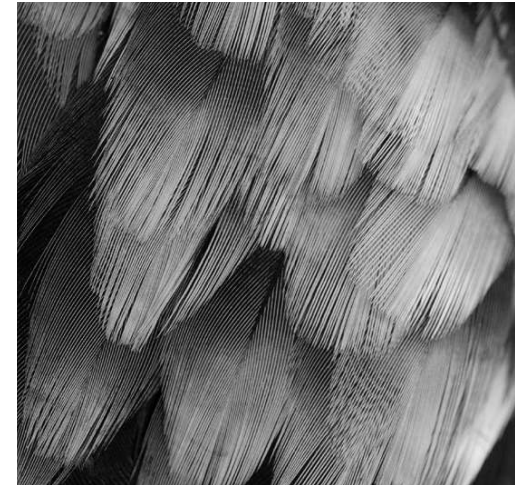
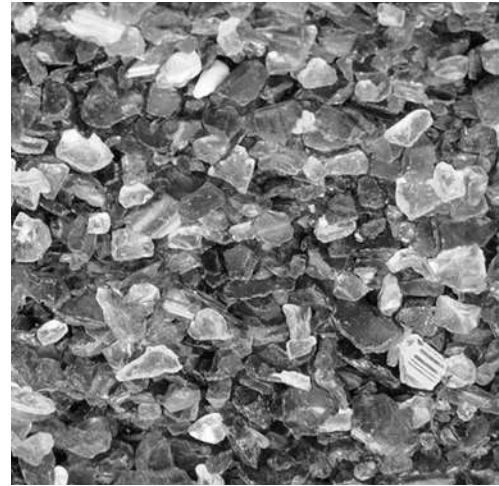
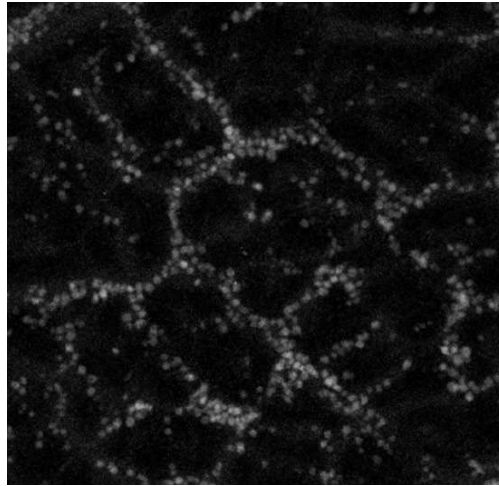
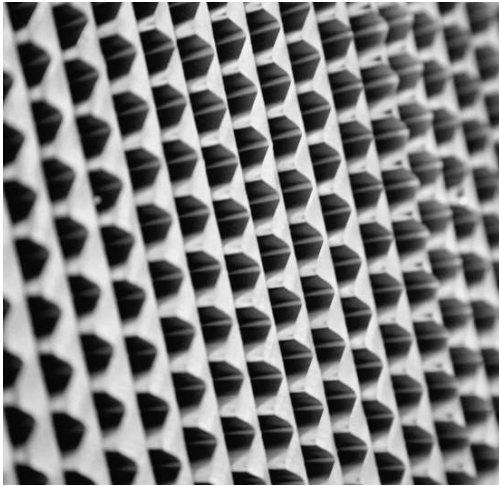
Artist impressions



Overlays

Detail

Detailed, repetitive or fascinating textures and patterns from our science and technology. This style is used extensively in our graphic design, as background or complementary images to feature images.

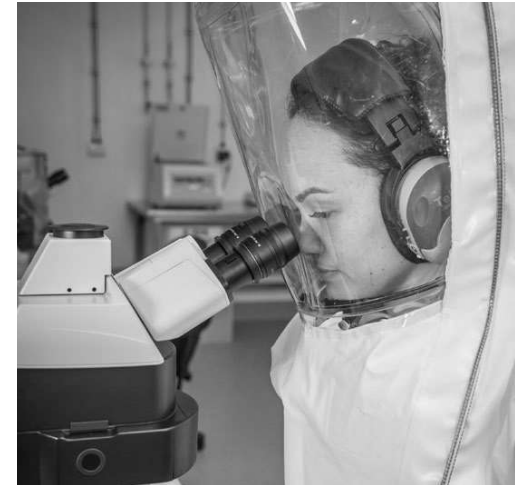


IMAGERY

Work

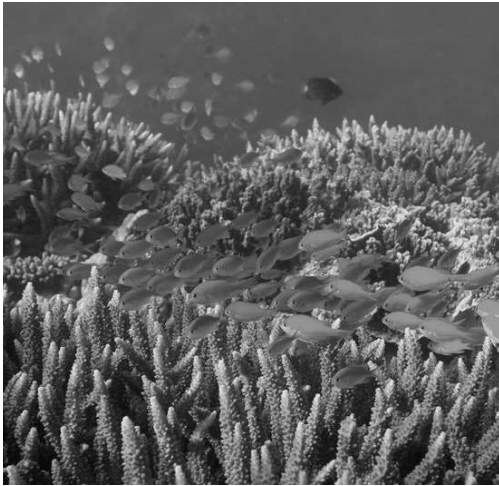
Stills and portraits of Team CSIRO in their work environment.

See checklist to ensure you follow the guidelines for photoshoots around HSE, diversity and composition.



Impact

Grand, monumental shots from aerial and ground perspectives representing the broad impact and influence CSIRO has on the world.



IMAGERY

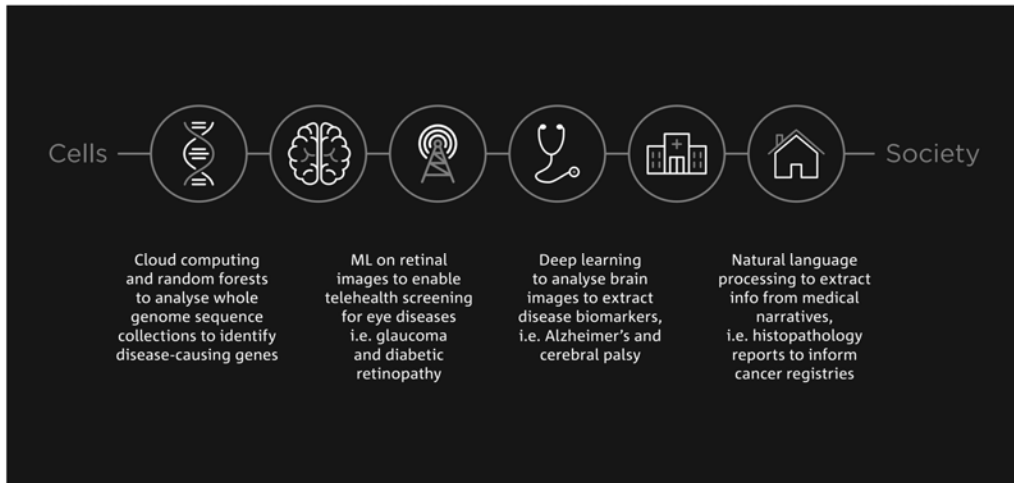
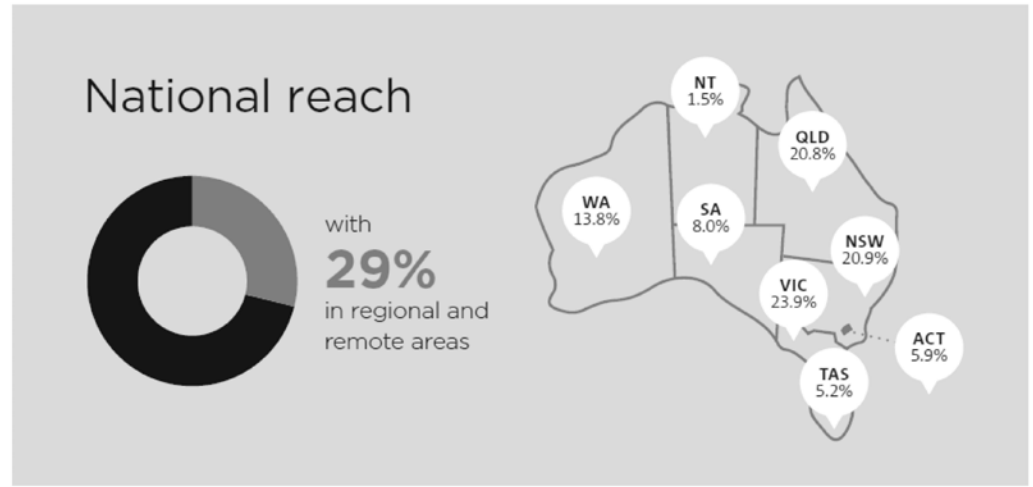
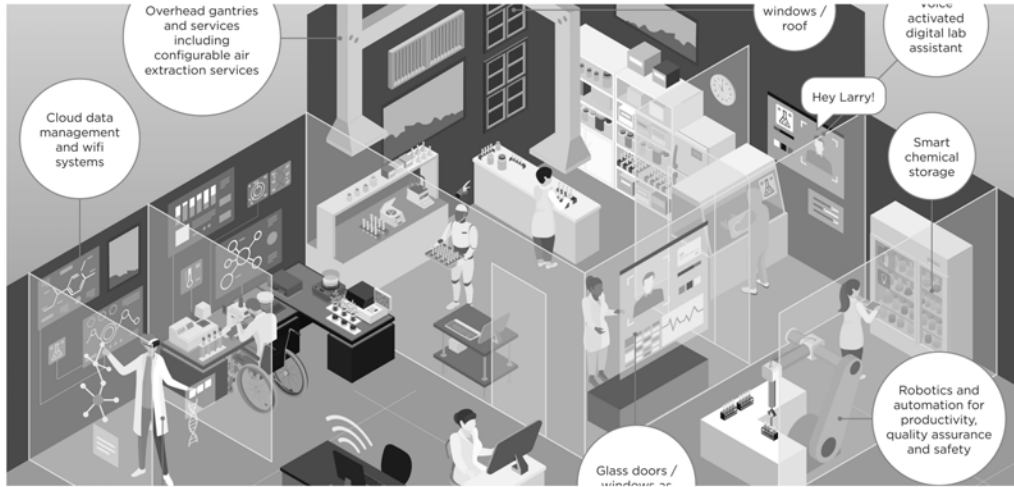
People

Showcasing the effect the work of CSIRO has on people, their lives, and the world.
See 'Planning a photoshoot' for guidance on diversity and composition.



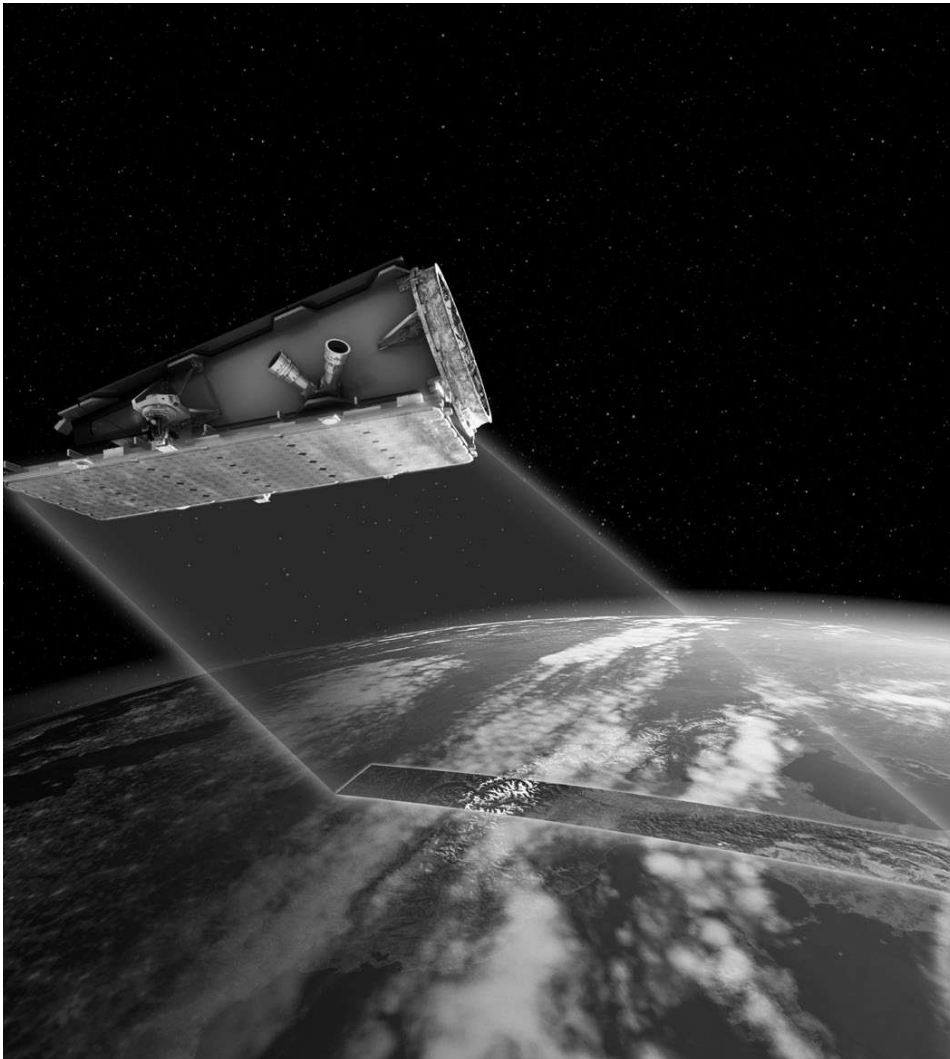
Illustrations

Illustrations help the audience digest complex information. Infographics can help explain data, concepts and processes. Illustrations are not suitable for the front cover of reports.



Artist impressions

Artist impressions communicate imagined or impossible-to-photograph concepts. The imagery should be captioned with a specific description connected to CSIRO's work. The style should be technical and towards realistic rather than cartoonish. This style is suitable for report covers.



Overlays

When existing yet invisible technology can not be photographed, for example sensors, we can use overlay features. The style is subtle and only white or CSIRO Blue is used. This style is suitable for report covers



Using stock images in CSIRO

Stock images are an efficient solution for general or broad topics, for example a report on the Murray Darling Basin or transport in Brisbane.

However, to maintain and build CSIRO's credibility and trust there are guidelines for using stock imagery.

The rule of thumb is if the image can not be captioned in a meaningful, authentic way then it should not be used. This ensures the authenticity of our communications.

Key principles

- Use stock images sparingly. Always use CSIRO images (or our work, people and impact) where possible.
- Aim for authentic and credible images that can be captioned and illustrate the content.
- Do not use heavily edited or manipulated images.
- Do not use graphic collages that are vague and have little connection to CSIRO science.
- For internal, Team CSIRO, communications there is greater flexibility to cover a wide variety of topics that do not have suitable imagery and are connected to our people, rather than our science or technology.
- When selecting images keep in mind the Photography Checklist to ensure you follow the guidelines around HSE, diversity and composition.

Examples of how we have used stock images in CSIRO.



Partner report with the Bureau of Meteorology, neutral visual identity.



The inside of the Edible Insects report. Images of witchety grubs were bought.



Internal, Team CSIRO, communications on support available for domestic violence. A yellow umbrella image was purchased symbolising protection.

Incorrect use of stock images

✘ Heavily edited images



✘ Cartoon-like graphics and illustrations



✘ Images that are not authentic to CSIRO science or people



Photography guidelines

Quality photoshoots can be expensive and resource intensive. To help out, we have put together information for project managers and photographers. Please also see the image guidelines section in this Brand Book.

Our photography principles

Authentic. Represents CSIRO science and technology, or the impact of our work, with an understanding of the end-use and audience in mind.

Our values. Represents CSIRO's people first value, with images portraying our safe and diverse organisation.

On brand. Complements our cool toned colour palette, layouts, image guidelines and brand devices. See relevant Brand Book sections for more information.

Flexible. Build into the shoot various dimensions of the same shot to include portrait, landscape and macro-style shots of the detail.

Technical information for photographers

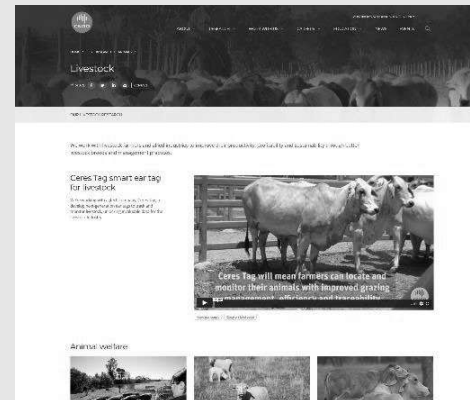
Wide shots: We need a lot of neutral space for maximum flexibility. Shoot all shots wide, to allow graphic designers flexibility to crop and add graphic overlays such as headings or brand devices. The exception is if you see some great texture/detail – take a few macros shots to cover our image guidelines.

Cool colour palette: When possible, find settings that will complement CSIRO's cool colour palette. Provide direction to talent if clothing or background contrasts. See Colour Palette section of the Brand Book.

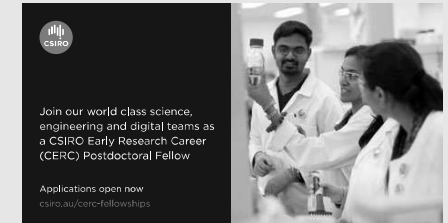
Single subject focus: When taking photos of groups, select an individual to focus on. Keep the images simple, avoid clutter.

Multiple uses: If it's a great shot, shoot portrait and landscape versions to ensure all uses are covered. We often need wide skinny images for websites, tall skinny images for pull up banners, portrait for reports, landscape for brochures.

Think different. While keeping CSIRO's brand in mind, look for natural and spontaneous shots. Avoid photos that are posed and unnatural. Find different angles, photos don't always have to be front on of subjects.



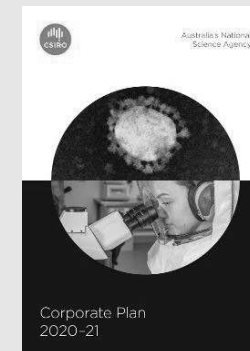
Website: wide/skinny header with an overlay



Socials: mostly landscape or square



Pullup banner: portrait with globe device option



Document covers: portrait or landscape with globe and catalyst devices

Planning your photoshoot

Please integrate the following into your photoshoot planning.

Project management

- Ensure you follow CSIRO's Delegation and Authority schedule and seek approval to engage a photographer from the CSIRO Brand Manager.
- Organising talent and locations can be very time consuming so a good project manager with experience in photoshoots is recommended.
- Ensure a very clear understanding of end use and purpose of the photoshoot. This should include a detailed shot list describing talent (people), setting, and what it is communicating.
- Aim for 5–10 high quality, 'hero' images only. A suite of 200 semi-quality images are rarely used across CSIRO's collateral. Aim for hero shots that could feature on the front of CSIRO's Annual Report for example.
- Work with the brand team on the brief and finding a suitable photographer.
- When contracted, set up a briefing with the brand team and the photographer so they can explain the visual identity and how photography interacts with our colours, layout and brand devices.
- Your budget needs to include digital editing of the hero images to ensure colour consistency and a polished finish. Ensure they look authentic, avoid over working images or adding in effects like lens flares where they wouldn't be.
- Keep a detailed record of each hero image for CSIRO's image library metadata: names of people, location, technology. It is very difficult after a shoot to recall all of this information.

Talent (our people)

- Ensure all images portray CSIRO's values around diversity and inclusivity. Images should include a wide diversity of age, gender and culture.
- We try and always use CSIRO people, but this can be challenging given their lack of experience being photoshoot subjects, and the possibility that they will leave CSIRO.
- Pay attention to what talent are wearing, holding or what is featured in the background. Avoid shirts with obvious logos and branding on packaging for example.
- Brief talent well in terms of clothing, facial hair, branded clothing. It is recommended that you let them know exactly what to wear and ask them to bring a range of back-up clothing.
- Ensure talent sign release forms so CSIRO has the right to use the photographs without restrictions.

Safety

- If you are shooting in CSIRO labs or in the field, it is recommended that a HSE expert is in attendance or consulted to ensure photographs represent CSIRO's safety culture. If any personal protective equipment is missing, imagery can't be used.

Photographer contract/quote

- When seeking a quote ensure you check in with the brand team on your inclusions.
- Include photo editing in the quote. See note on this under 'Project management'.
- The recommendation is to ask for a quote that includes the following:
 - Full ownership images
 - Final product: 5–10 high quality, edited images
 - All raw images
 - Low res versions for review
 - Contact/proof sheets

Key principles for infographics

1. Hero CSIRO (Middy) Blue

Use core colours, heroing CSIRO (Middy) blue.

2. Keep designs simple

Design elements should be kept simple and used selectively. Avoid overcrowding and allow the content to speak for itself by incorporating plenty of white space.

3. Utilise circles and hard edges

Use circles and square edges (to match our globe and catalyst devices) when creating graphics and framing elements.

4. Maintain symmetry and balance in design

When appropriate, try to maintain symmetry in text and graphic elements. Adhere to the grid and balance content.

5. Clear hierarchy of information

Clear hierarchy and differentiation between content so it flows. Emphasise what is important.

6. Use the right layout to convey the message

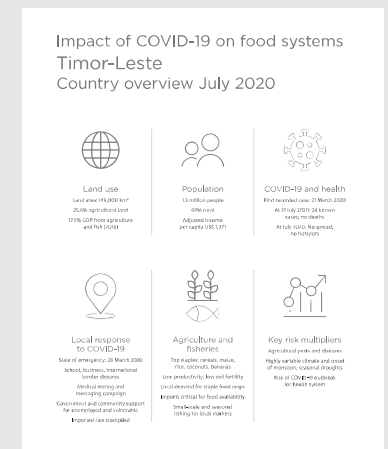
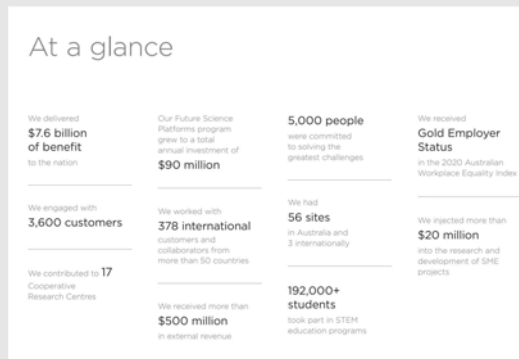
Snapshot, comparison, heavy data, road map/process or timeline.

7. Use icons to enhance the message and tell the story, not just for decoration

Outline style, keep it simple and authentic.

Unity in colours, only use one to two colours, keep them subtle.

Keep them all the relatively the same size unless hierarchy or scale is important.



Line weights and styles

1pt stroke

Solid circle end point

Simple wide arrow

Triangle wide arrow

Correct icon style



Incorrect icon style



Too child-like


Too many solid areas

Lines too thick

Too ambiguous

Branded templates

All CSIRO branded Microsoft Office templates are automatically installed on your computer, and can be used for all your documents, reports, presentations, posters and more.

These templates have been designed to create accessible ([WCAG 2.0](#) ) documents. See the accessibility requirements and standards page for more on accessibility. If you require an Office template that is not listed below please contact your [communicator](#) to discuss your needs. Note that our PowerPoint templates include 'About us' slides for use in external presentations.

On this page:

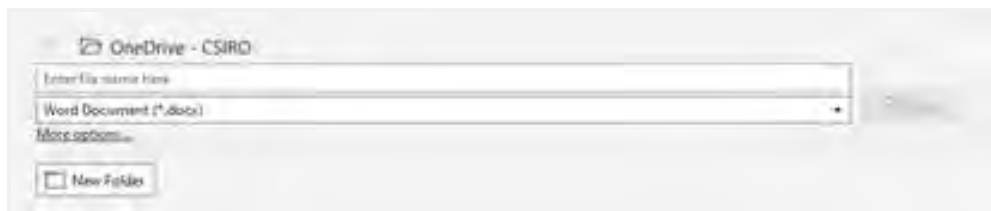
- [Accessing the templates/saving to - Teams/Sharepoint](#)
- [Accessing the templates - Office 2013/Microsoft 365](#)
- [Accessing the templates - Mac OS](#)
- [Accessing the templates - Office 2013/Microsoft 365 online](#)
- [My branded templates are not displaying](#)
- [Changing the templates to Data61, MNF or CSIRO Wordmark](#)
- [Available templates](#)
- [CSIRO EndNote style for report templates](#)
- [CSIRO LaTeX templates](#)

Accessing the templates

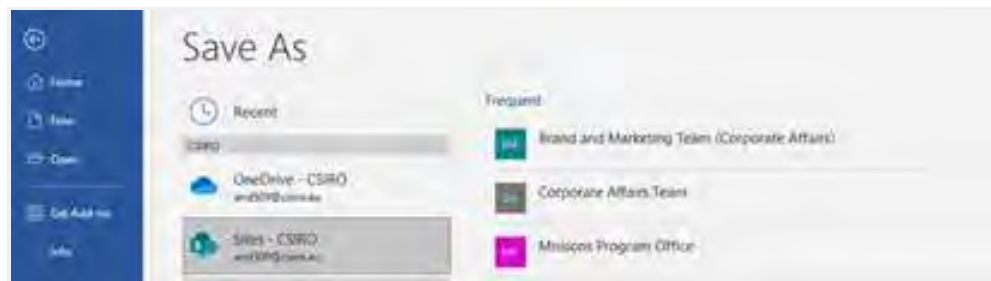
Teams/Sharepoint

Option 1 - Save to Teams/Sharepoint

1. Follow the steps to access the templates for either [Office 2013/ Microsoft 365](#) or [Mac OS](#) below.
2. Select File > Save As
3. Enter a file name.



4. Select 'Sites - CSIRO' on the left hand side and navigate to your Teams/ Sharepoint location where you would like the document to go.

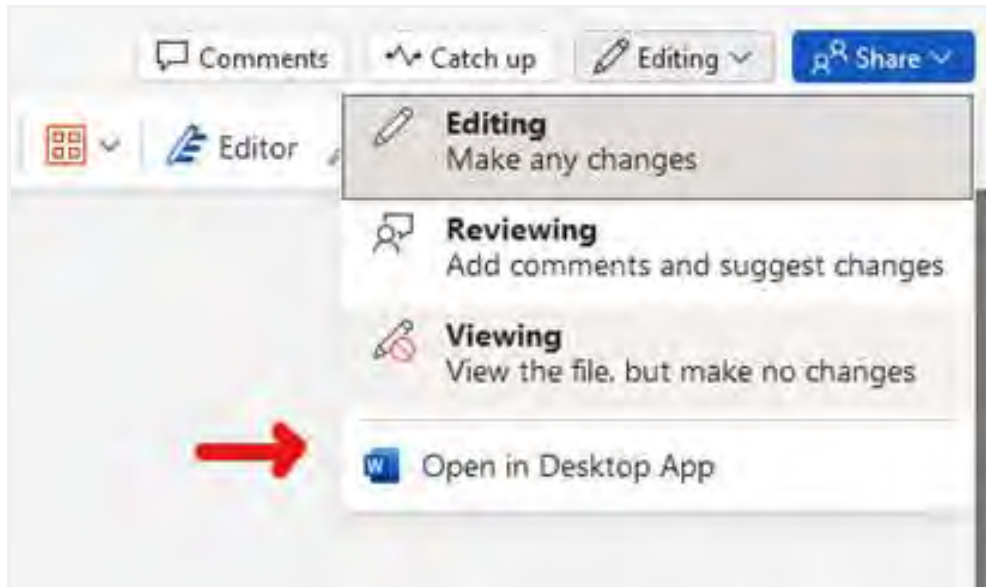


Option 2 - Create a document on Teams/Sharepoint and save a template from it.

1. Navigate to the file location on Teams/Sharepoint where you would like to house the file

2. Select NEW, then select the type of file you wish to create

3. Once the file opens, select Editing > Open in Desktop App from the menu list in the top right section



4. Allow the file to open in desktop app then follow from step 1 option 1 above.

Office 2013/Microsoft 365

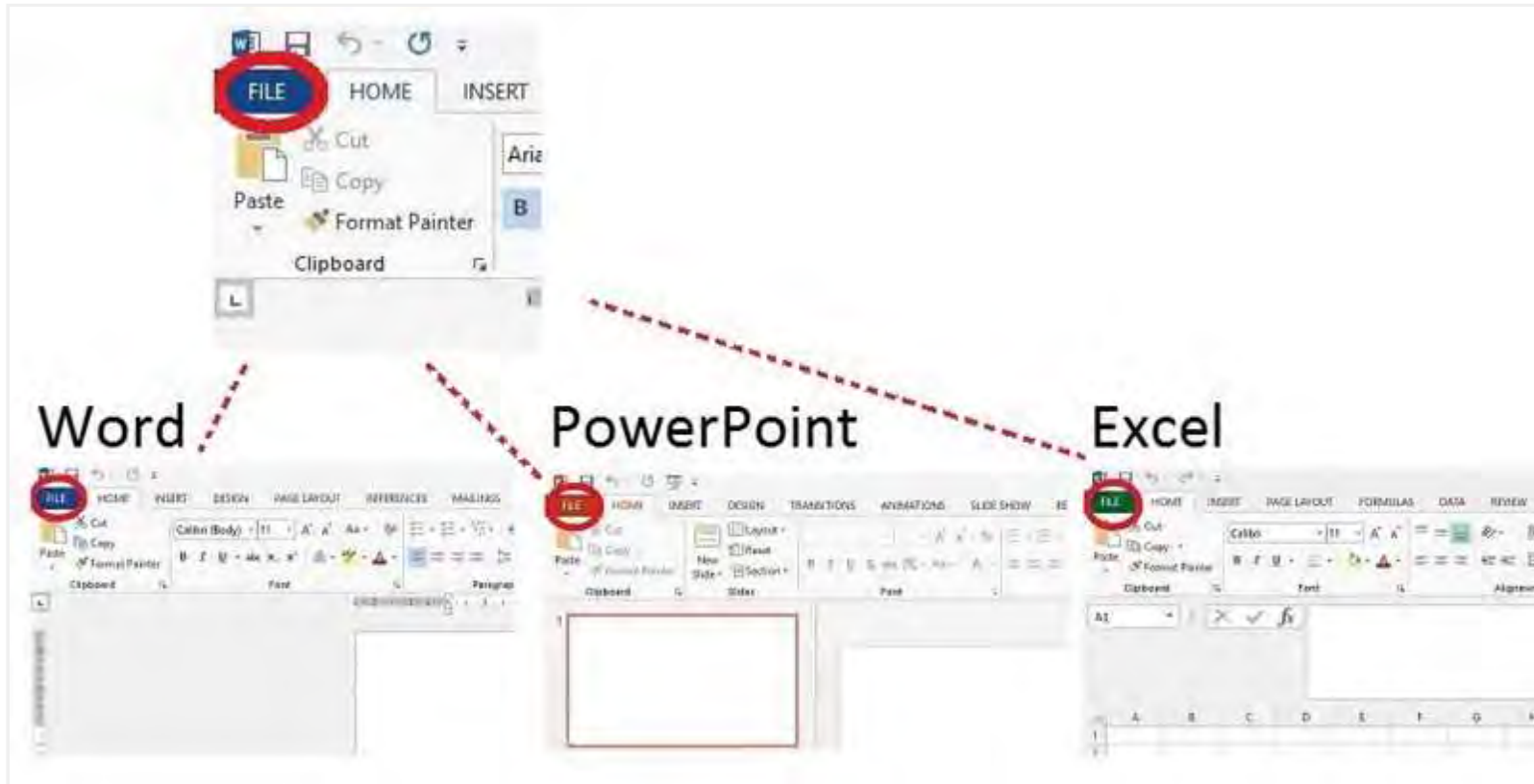
00:34

Accessing the CSIRO templates - Office 2013/Microsoft 365

Show transcript

1. Open Word, PowerPoint or Excel

2. Click on **File**



3. Click on **New**

Word



Home



New



Open

New

Search for online templates



Suggested searches: Business Cards Flyers Letters Education Resumes and Cover Letters Holiday

Featured

Personal



Certificate - formal



Certificate - standard



Certificate landscape - photo



Factsheet Advanced



Factsheet Advanced - standard



Factsheet Showcase - advanc...

4. Select **PERSONAL**

Word



Home



New



Open

New

Search for online templates



Suggested searches: Business Cards Flyers Letters Education Resumes and Cover Letters Holiday

Featured

Personal



Certificate - formal



Certificate - standard



Certificate landscape - photo



Factsheet Advanced



Factsheet Advanced - standard



Factsheet Showcase - advanc...

5. Select the brand template you require

Mac OS

1. Open Word, PowerPoint or Excel

2. Click on **File**

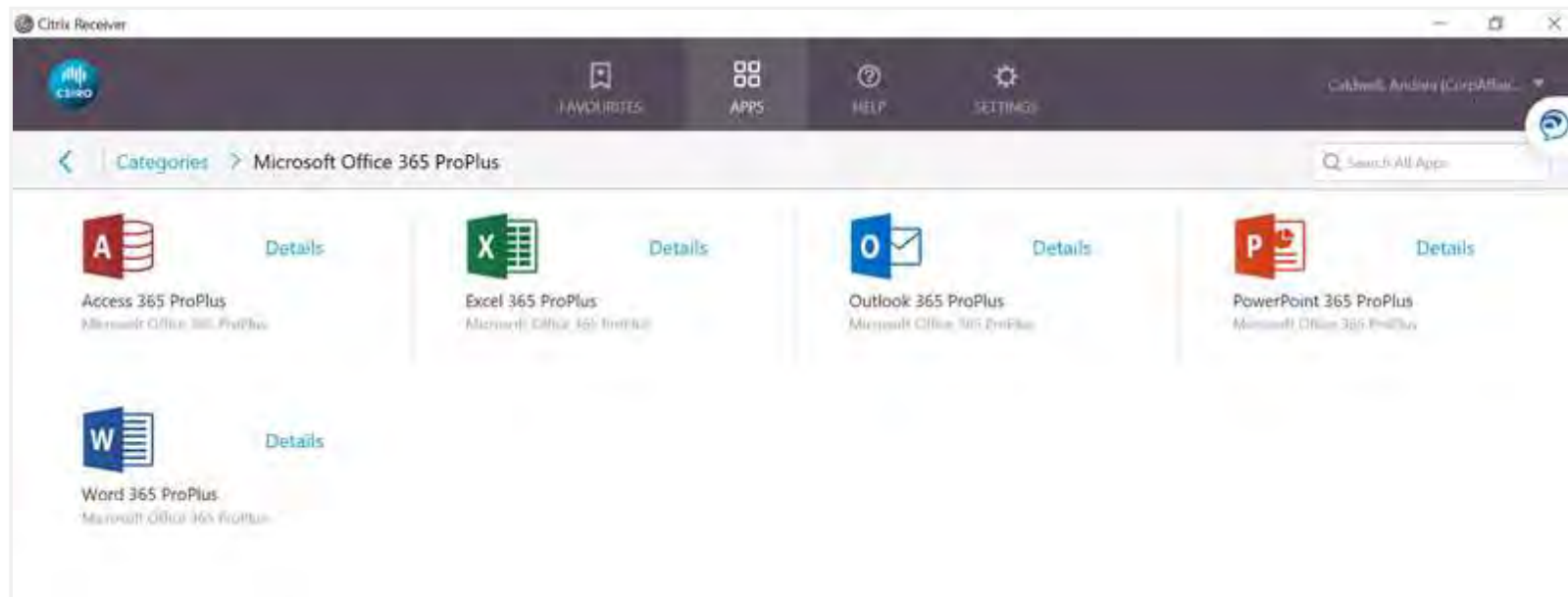
3. Click on **New from Template**

4. In the column under **TEMPLATES**, select **Library**

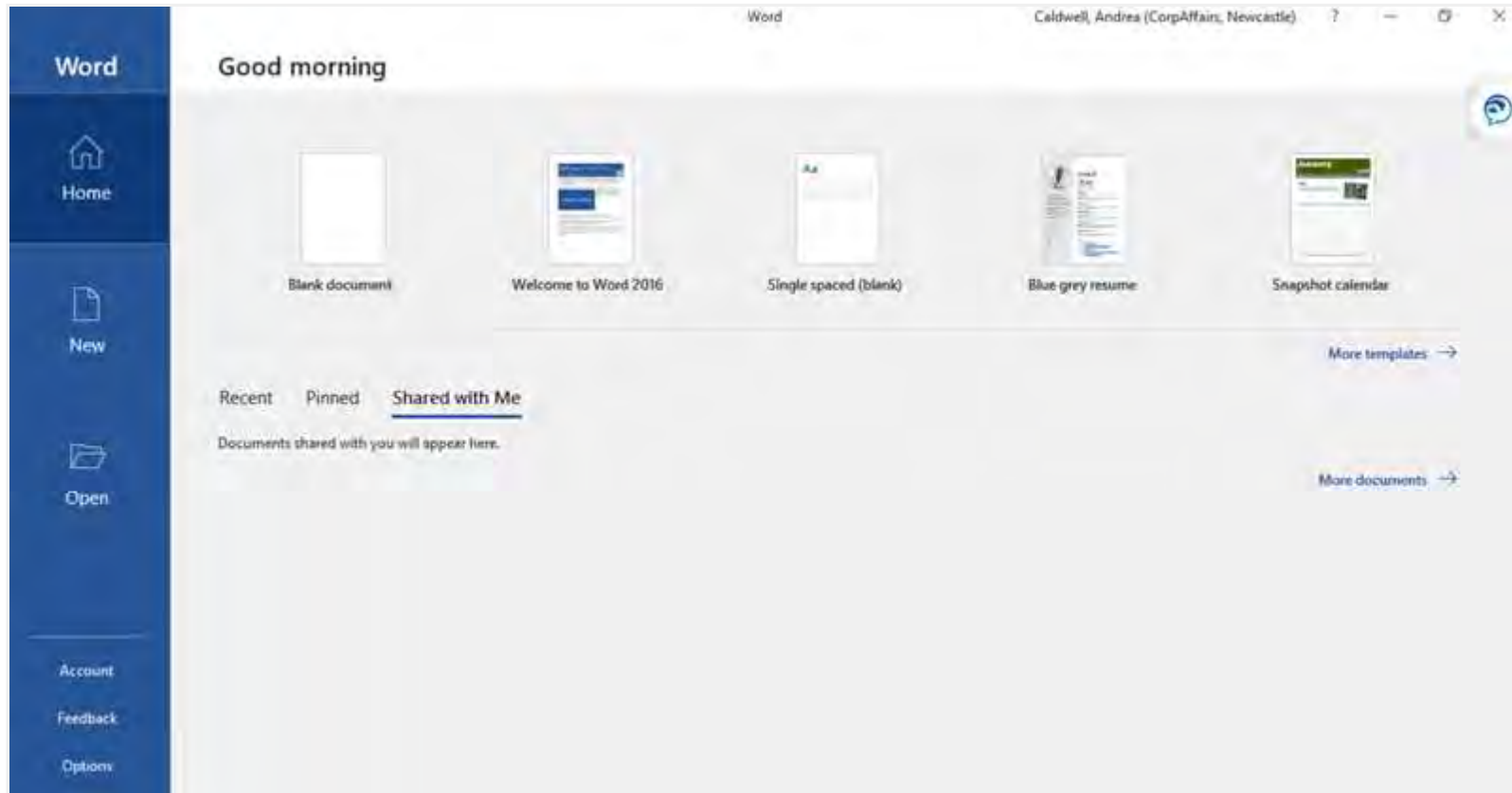
5. Select the brand template you require, and click 'OK'

Microsoft 365 online

1. Open Microsoft 365 and select the desired program



2. Select the 'Open' icon on the menu bar



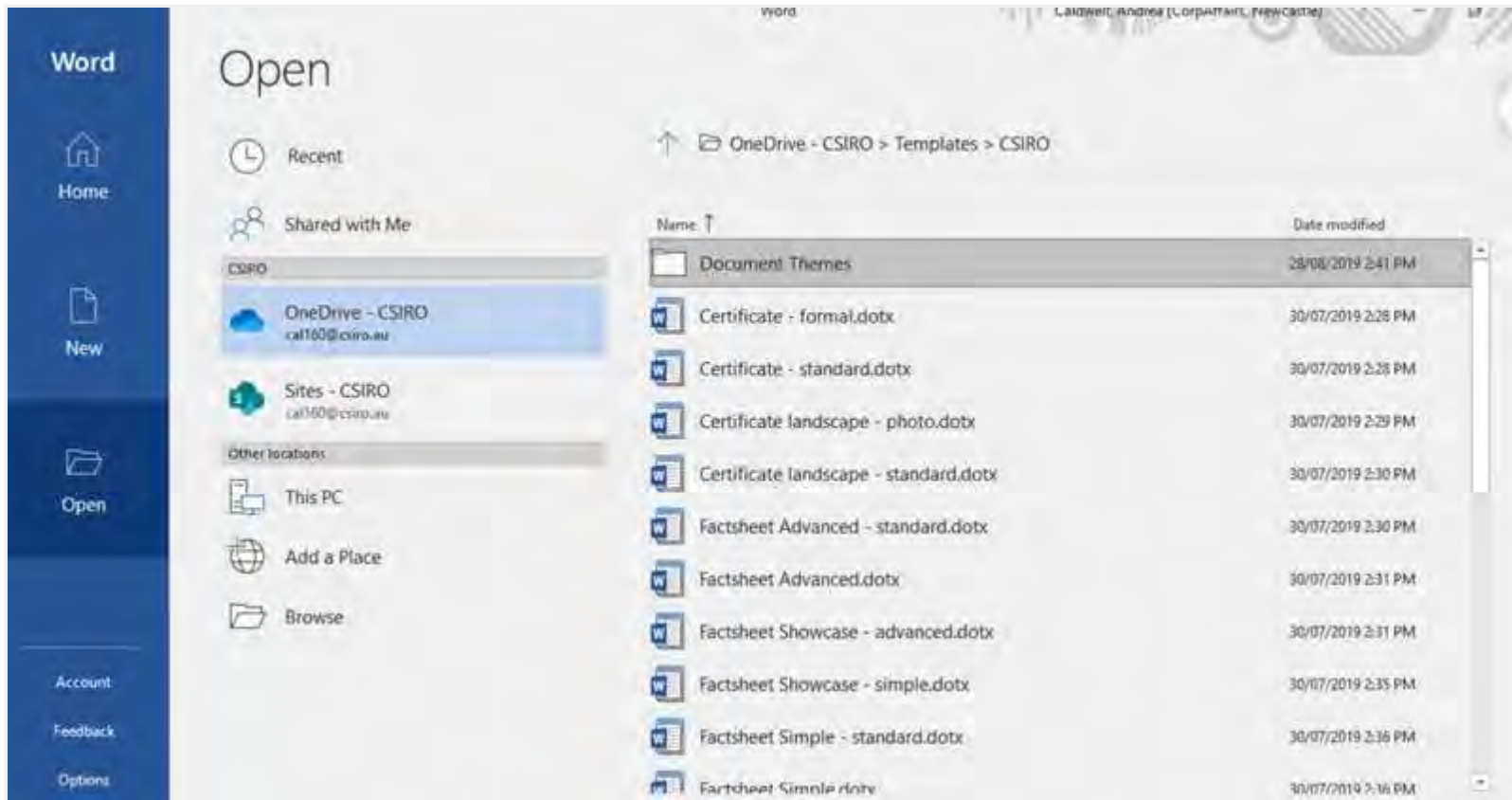
3. Select the OneDrive - CSIRO then select the folder named 'Templates' on the right



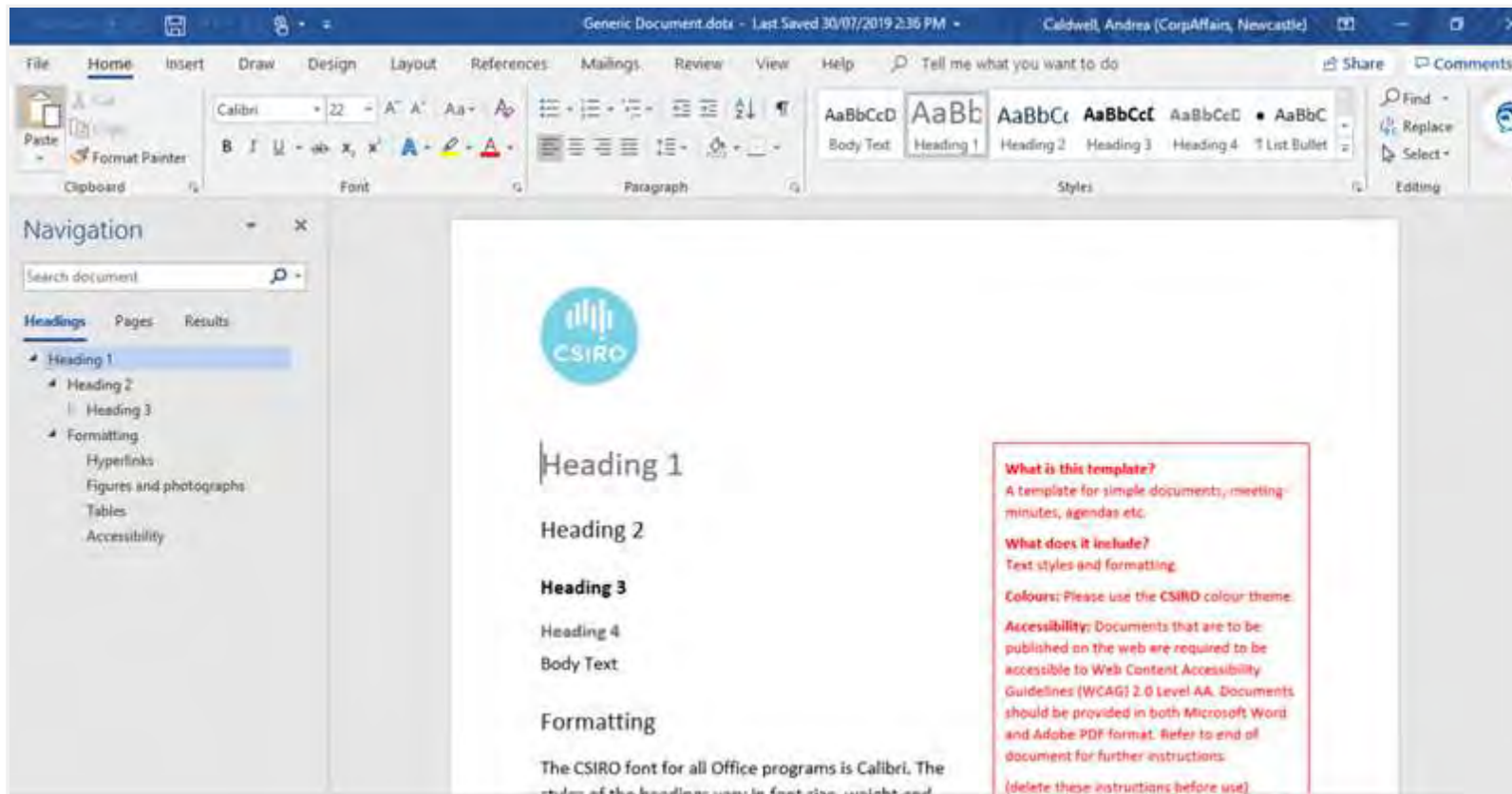
4. Select the folder under templates named 'CSIRO'



5. Select the document template needed



6. Create or update your document using the template and instructions



My branded templates are not displaying

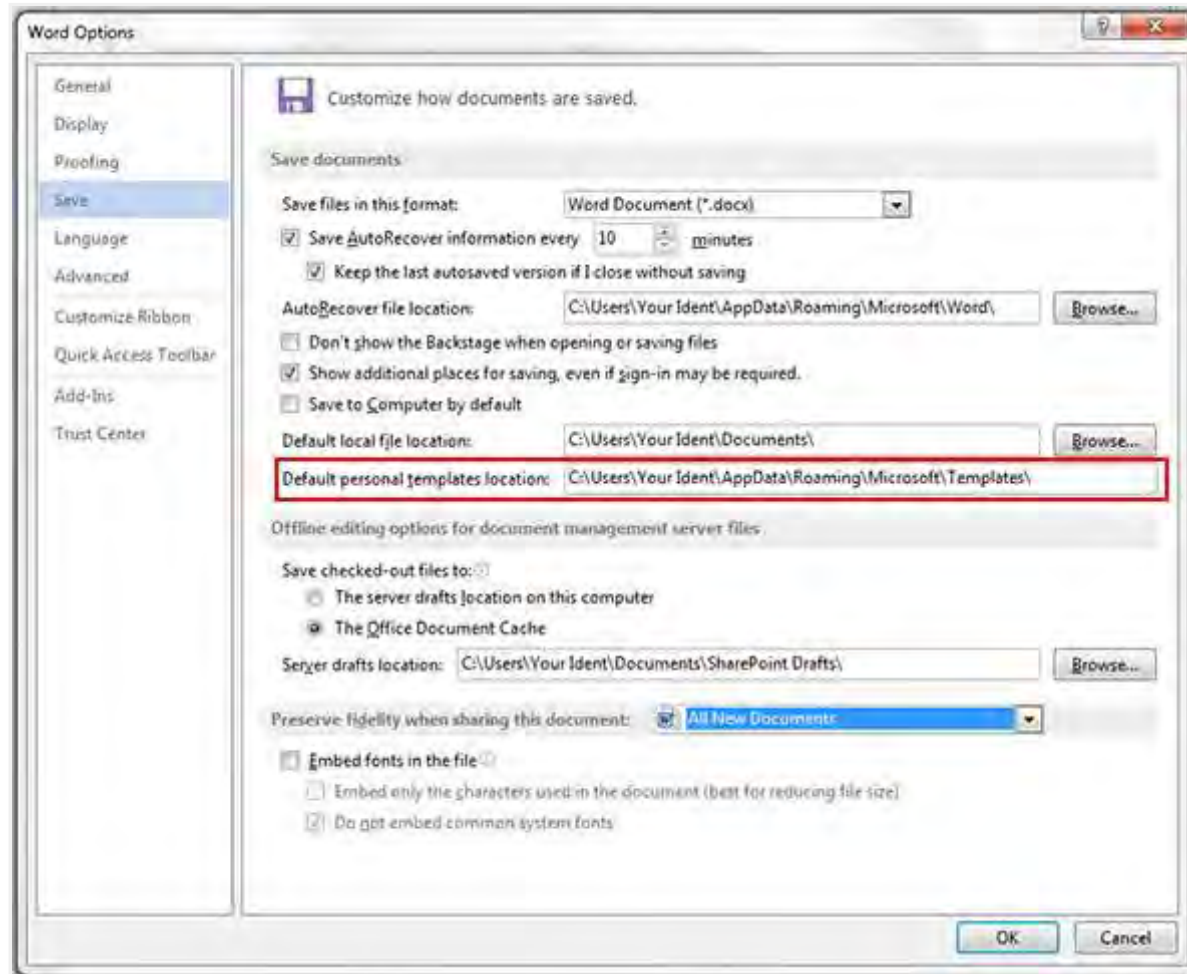
Office 2013/Office 365

If you cannot see the templates in your PERSONAL folder, please check the options within each Office program to ensure that the default personal templates location is defined. If you are using OneDrive see below instructions.

Go to File, click on Options in the blue bar, then select Save.

The 'Default personal templates location' should read C:\Users\Your Ident\AppData\Roaming\Microsoft\Templates\ make sure you replace 'Your Ident' with your own.

Note you will need to change this within each program (Word, Excel, PowerPoint).



Mac OS

If you cannot see the templates in your Library folder (/Library/Application Support/Microsoft/Office365/User Content/Templates), please check the options within each Office program to ensure that the default templates location is defined. If you are using OneDrive see below instructions.

To change go to: Word > Preferences > File location

File location should be set to: /Users/<ident>/Library/Group Containers/UBF8T346G9.Office/User Content/Themes/Themes Colors

OneDrive

01:02

Show transcript

Go to File, click on Options in the blue bar, then select Save.

The 'Default personal templates location' should read C:\Users\Your Ident\OneDrive - CSIRO\Templates\CSIRO make sure you replace 'Your Ident' with your own.

Note you will need to change this within each program (Word, Excel, PowerPoint).

How do I change from CSIRO logo to Wordmark, Data61 or MNF lockup?

Instructions for using family brands in Word

To change the logo: Go to the Insert tab (next to Home) > Cover Page > Under 1 CSIRO select Data61 or MNF or Wordmark*

00:31

FAQ Wordmark

Show transcript

Instructions for using family brands in PowerPoint

To select a different layout (or family brand – Data61, MNF, Wordmark*): Go to the Home main menu, within the Slides tab select Layout, or right click on the slide and select Layout

*Wordmark is FOR USE IN INTERNATIONAL COMMUNICATIONS

00:40

FAQ Wordmark PowerPoint

Show transcript

Available templates

Word	Use
Letterhead	<ul style="list-style-type: none">• Letter or generic memorandum• Two versions available - portrait and landscape
Generic document	<ul style="list-style-type: none">• Simple documents, meeting minutes, agendas etc.• Two versions available - portrait and landscape
Factsheet	<ul style="list-style-type: none">• Promotional documents with a short life span, for one use, for electronic purposes or for smaller projects• Six versions available - advanced and simple (2 column), simple and standard (1 column), showcase advanced and simple (cover, image)
Simple Report	<ul style="list-style-type: none">• Strategies, project plans, policies and guidelines.• Pattern or photo cover option• Two versions available - formal and standard
Technical report	<ul style="list-style-type: none">• An in-depth report template, use when tailoring to a specific audience e.g. technical documents. Also appropriate for any dense document over 30 pages• Block colour or photo cover options• Three versions available - formal, standard and standard photo
Certificates	<ul style="list-style-type: none">• For certificates of appreciation• Four versions available - formal, standard, landscape photo and landscape standard
Name Tags	<ul style="list-style-type: none">• Name tags for events or conferences• Two versions available - formal and standard

Word	Use
With compliments	<ul style="list-style-type: none"> • For with compliments slips, 3 per A4 page for internal printing
Powerpoint	Use
Presentation - Enhanced 16:9	<ul style="list-style-type: none"> • Globe title slide options • Includes 'About us' slides for external presentations
Presentation - light 16:9	<ul style="list-style-type: none"> • Smaller file size with fewer graphics than enhanced version • Includes 'About us' slides for external presentations
A0 scientific poster	<ul style="list-style-type: none"> • For scientific conference posters, A0 size • Five versions available - various cover and column options
A4 notice poster	<ul style="list-style-type: none"> • For internal notice posters, A4 size • Four versions available - various cover and layout options, one or two column
Excel	Use
Chart types	<ul style="list-style-type: none"> • For charts for use in documents and presentations.

Word templates

Letterhead (portrait and landscape)



CSIRO
Postal Address: City STATE 0000
Postal Address: City STATE 0000 Australia
csiro.au | ABN 41 687 119 230

[Insert date (eg. 1 July 2019)]

Our Ref: [Insert your reference path for recording keeping purposes]

[Insert Addressee's name]
[Insert Addressee's title (eg. Technical Officer)]
[Insert Addressee's organisation]
[Insert Addressee's address line 1]
[Insert Addressee's address line 2]
[Insert Addressee's address line 3]

Dear

[Begin letter here]

[Salutation]

[Insert your name]
[Insert your title]
[firstname.lastname@csiro.au]
[(00) 0000 0000]

CSIRO
Australia's National Science Agency

Generic document (portrait and landscape)



Heading 1

Heading 2

Heading 3

Heading 4

Body Text

Formatting

The CSIRO font for all Office programs is Calibri. The styles of the headings vary in font size, weight and colour, and have numbered or not numbered options. Space before and after headings is included in the style, and no blank lines should be inserted between elements.

Main text is 12 pt Calibri, left justified [style = Body text]. Main text must flow in one column spreading over the full width of the page. Space between paragraphs is included in the style, and no blank lines should be inserted between paragraphs.

Two examples of bulleted lists follow. If the dot points are full sentences:

- Each should start with a capital letter. [style = List Bullet]
- Each should end in a full stop.

If the dot points are sentence fragments, follow these conventions:

- no capitals at beginning
 - second level bullet [style = List Bullet 2]
 - second level bullet [style = List Bullet 2]
 - third level bullet [style = List Bullet 3]
- no 'and' after the second to last dot point
- no full stop at the end of each dot point (except for the last).

An example of a numbered list follows [style = List Number]. These are basic typographic rules for the reports as a whole.

1. In general, all text is aligned on the left, with ragged edges on the right. Do not justify or centre text.
 - a. second level numbered list [style = List Number 2]
 - b. second level numbered list [style = List Number 2]
 - third level numbered list [style = List Number 3]

Factsheet



Factsheet heading [style = Heading 1]

Introduction paragraph [this should be 4-5 lines of text, style = Factsheet introduction]

First heading [style = Heading 2]

The CSIRO font for all Office programs is Calibri. The styles of the headings vary in font size, weight and colour. Space before and after headings is included in the style, and no blank lines should be inserted between elements. Main text is 10 pt Calibri, left justified [style = Body text].

Sub heading [style = Heading 3]

Two examples of bulleted lists follow. If the dot points are full sentences:

- Each should start with a capital letter. [style = List Bullet]
- Each should end in a full stop.

If the dot points are sentence fragments, follow these conventions:

- no capitals at beginning
 - second level bullet [style = List Bullet 2]
 - third level bullet [style = List Bullet 3]
- no 'and' after the second to last dot point
- no full stop at the end of each dot point (except for the last).

An example of a numbered list follows [style = List Number]. These are basic typographic rules.

1. In general, all text is aligned on the left, with ragged edges on the right. Do not justify or centre text.
 - a. second level numbered list [style = List Number 2]
 - b. second level numbered list [style = List Number 2]
 - third level numbered list [style = List Number 3]
2. In general, use sentence case, unless otherwise specified (e.g. subheadings). Capitalise only the first letter of the sentence and proper nouns.
3. Between the full stop and the start of the next sentence, use only one space, not two.

4. Use single quotation marks, not double. Use single quotation marks for quoted speech, and to signal unusual usage.
5. Use an en dash to denote a range of values, e.g. '35%–50%'. Do not add spaces on either side.
6. Use an en dash with one space on either side to indicate a break of thought or a side note, e.g. 'A mix of three of them – myristic, palmitic and palmitoleic acid – triggers a quick upswing in heart muscle cells.'
7. Scientific names and titles are set in italics of the same weight, e.g. '*Homo sapiens* first appeared ...'. [style = Italics]

Example of a feature box heading [style = Boxed heading]

Example of a feature box body text [style = Boxed text]

- Bullets within boxed text [style = Boxed list bullet]

Figures and photographs

Use style = Image placement, this will allow more space at the top of the image from text. The resolution of figures and photographs should be minimum 300 dpi. The preferred file formats are jpg or png for photographs. Do not use any picture styles (rounded corners, drop shadows, frames) on photographs.

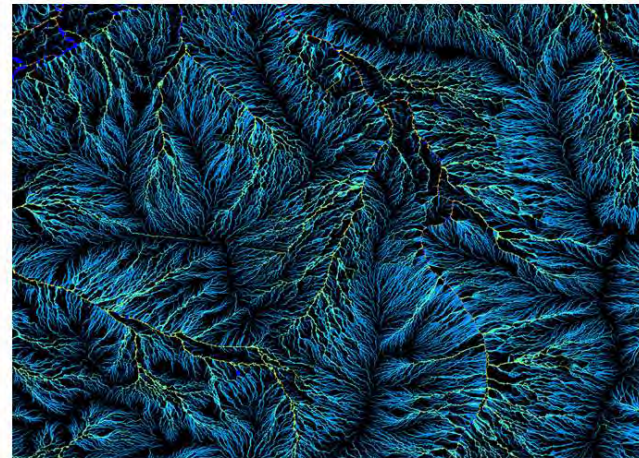
The preferred file format is Windows enhanced metafile for figures, paste in as 'Picture (Enhanced Metafile)'.



Australia's National Science Agency

Factsheet heading can be 2-3 lines of text [style = Heading 1]

Introduction paragraph [this can be a longer introduction 6-8 lines of text and keep within the rectangle, do not reposition the text frame, style = Factsheet introduction]



Factsheet heading [style = Heading 1]

Introduction paragraph [this should be 4-5 lines of text, style = Factsheet introduction]

First heading [style = Heading 2]

The CSIRO font for all Office programs is Calibri. The styles of the headings vary in font size, weight and colour. Space before and after headings is included in the style, and no blank lines should be inserted between elements. Main text is 10 pt Calibri, left justified [style = Body text].

Sub heading [style = Heading 3]

Two examples of bulleted lists follow. If the dot points are full sentences:

- Each should start with a capital letter. [style = List Bullet]
- Each should end in a full stop.

If the dot points are sentence fragments, follow these conventions:

- no capitals at beginning
 - second level bullet [style = List Bullet 2]
 - third level bullet [style = List Bullet 3]
- no 'and' after the second to last dot point
- no full stop at the end of each dot point (except for the last).

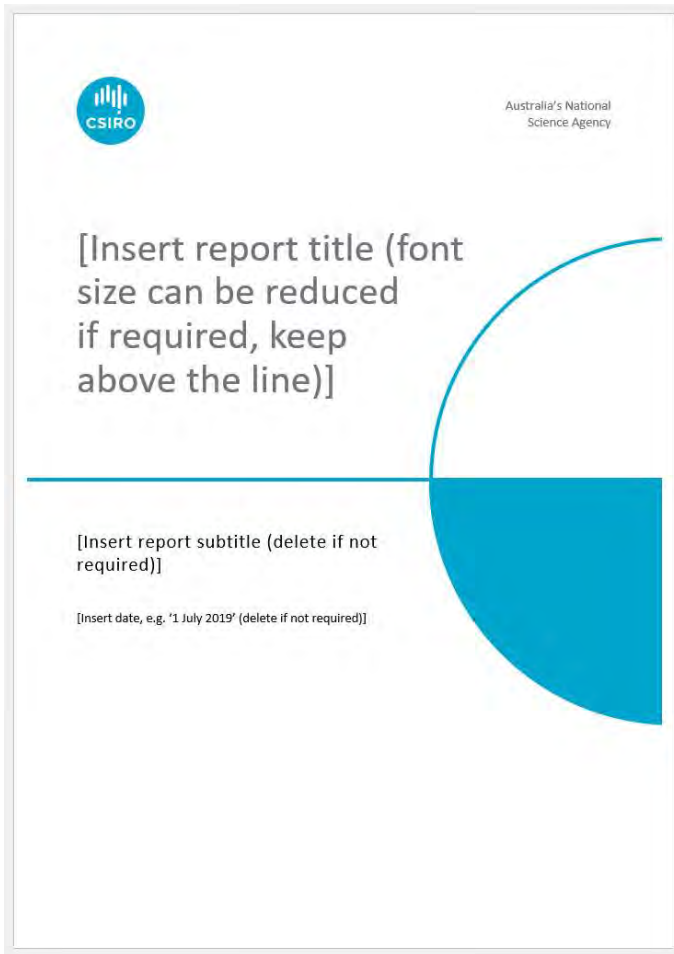
An example of a numbered list follows [style = List Number]. These are basic typographic rules.

1. In general, all text is aligned on the left, with ragged edges on the right. Do not justify or centre text.
 - a. second level numbered list [style = List Number 2]
 - b. second level numbered list [style = List Number 2]
 - third level numbered list [style = List Number 3]
2. In general, use sentence case, unless otherwise specified (e.g. subheadings). Capitalise only the first letter of the sentence and proper nouns.
3. Between the full stop and the start of the next sentence, use only one space, not two.
4. Use single quotation marks, not double. Use single quotation marks for quoted speech, and to signal unusual usage.
5. Use an en dash to denote a range of values, e.g. '35%–50%'. Do not add spaces on either side.
6. Use an en dash with one space on either side to indicate a break of thought or a side note, e.g. 'A mix of three of them – myristic, palmitic and palmitoleic acid – triggers a quick upswing in heart muscle cells.'
7. Scientific names and titles are set in italics of the same weight, e.g. '*Homo sapiens* first appeared ...'. [style = Italics]

Example of a feature box heading [style = Boxed heading]

Example of a feature box body text [style = Boxed text]

- Bullets within boxed text [style = Boxed list bullet]



Technical report



Australia's National
Science Agency

[Insert report title (font
size can be reduced if
required, keep
above the line)]

[Insert report subtitle (delete if not
required)]

[Insert author/s, e.g. 'Bertha A Smith, Kathy J Jones and
Steve M White' (delete if not required)]

[Insert report number, e.g. 'ET/IR 648R' (delete if not
required)]

[Insert date, e.g. '1 July 2019' (delete if not required)]

[Insert client name (delete if not required)]

[Insert client contact (delete if not required)]

[Commercial-in-confidence (delete if not required)]

[Insert partner or collaborator logos here, scale to fit, 3cm maximum height (delete if not required)]



Australia's National
Science Agency

[Insert report title (font size can
be reduced if required)]

[Insert report subtitle (delete if not required)]

[Insert author/s, e.g. 'Bertha A Smith, Kathy J Jones and Steve M White' (delete if not required)]

[Insert report number, e.g. 'ET/IR 648R' (delete if not required)]

[Insert date, e.g. '1 July 2019' (delete if not required)]

[Insert client name (delete if not required)]

[Insert client contact (delete if not required)]

[Commercial-in-confidence (delete if not required)]



Australia's National
Science Agency

[Insert report title (font size can
be reduced if required)]

[Insert report subtitle (delete if not required)]

[Insert author/s, e.g. 'Bertha A Smith, Kathy J Jones and Steve M White' (delete if not required)]

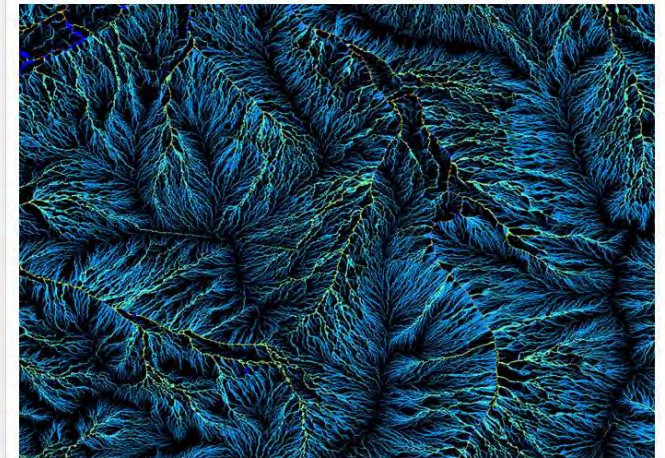
[Insert report number, e.g. 'ET/IR 648R' (delete if not required)]

[Insert date, e.g. '1 July 2019' (delete if not required)]

[Insert client name (delete if not required)]

[Insert client contact (delete if not required)]

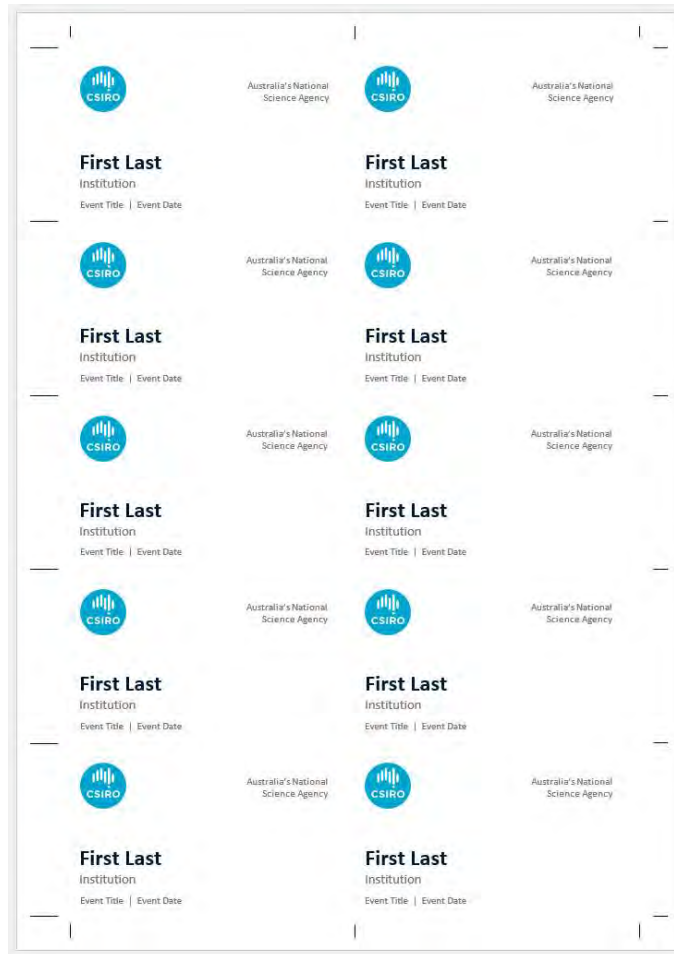
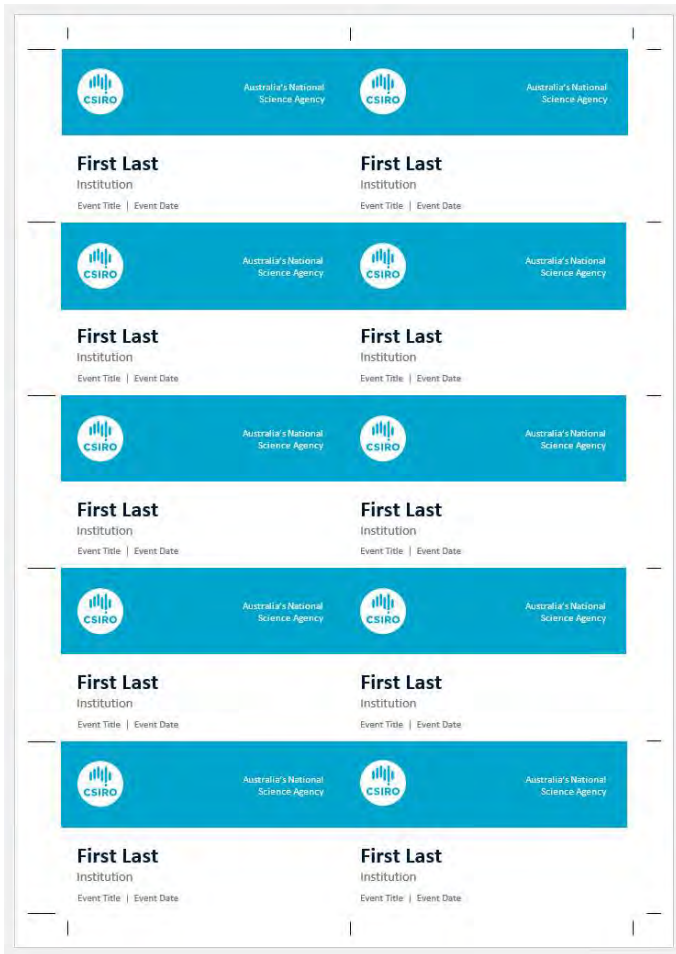
[Commercial-in-confidence (delete if not required)]



Certificates



Name tags



With compliments



CSIRO EndNote style for report templates

[CSIRO-EndNoteStyle.ens \[ens · 1mb\]](#)

CSIRO LaTeX templates

Please note versions in our refreshed visual identity will be available soon, for the moment please continue to use the below version.

This suite contains LaTeX templates for reports, letterhead, presentations and posters.

To download right-click on the link and select 'save link as'

[CSIRO LaTeXTemplates 2017.zip \[zip · 8mb\]](#)

Contact

Brand & Marketing

✉ brand@csiro.au

People first · Further together · Making it real · Trusted

Style guide

Created by Galovic, Nikki (Communication, Geelong ACDP), last modified by Unknown User (goo190) on Oct 17, 2024

The tone and style of your communication is crucial to its success. It will get you noticed, engage the reader and build our brand.

This guide is designed to help you express our tone of voice and editorial style across all of our communication channels.

- [Our tone of voice](#)
- [Be aware](#)
- [Make a positive impact](#)
- [Portray our brand](#)
- [Apply in context](#)
- [Editorial style](#)
 - [Plain English](#)
 - [Acronyms](#)
 - [Active voice](#)
 - [Bullet points](#)
 - [Contractions](#)
 - [Dashes and hyphens](#)
 - [En dash](#)
 - [Dates and phone numbers](#)
 - [Indefinite articles](#)
 - [Jargon](#)
 - [Naming conventions](#)
 - [Numbers](#)
 - [Ordinal numbers](#)
 - [Quotes](#)
 - [Scientific references](#)
 - [Spacing](#)
 - [Species, genus and common names](#)
 - [Spelling](#)
 - [Symbols](#)
 - [Titles](#)
 - [Units of measurement](#)
- [Writing for our channels](#)
 - [csiro.au articles and social](#)
 - [Search and accessibility](#)
 - [Call to action](#)
 - [Contractions and abbreviations](#)

- [Our websites](#)
 - [CSIRO.au](#)
 - [CSIROpedia](#)
 - [Research.csiro.au](#)
- [Sphere](#)
- [MyCSIRO](#)
- [All staff emails](#)
- [Media releases](#)
- [Digital signage](#)
- [CSIRO specific terms](#)

Our tone of voice

We've created a set of guiding principles to help us portray the right tone of voice and do so consistently. These principles are informed by our brand personality, brand values and *innovation catalyst* brand essence. Make sure you consider these principles whenever you are crafting any communication for internal or external audiences.

We are a unique organisation doing great things that people need to know about. Paying attention to our tone of voice will help people understand, respect and appreciate what we do and who we are.

It is essential that all our written material is prepared with the audience in mind and tells them what they want to know, not just what we want to tell them. **We write to our audience, not at them.** For example, rather than writing 'we'll tell you', we focus on the audience and write 'you'll find out'.

Our tone is...

Playful	We know how to loosen our top buttons and find humour in our work and the broader world of science and innovation. Just because we do serious science, doesn't mean we're always serious.
Awe-inspiring	We inspire people with the innovative work we do and invite them to imagine and share its impact. Our language and imagery is creative, bold, optimistic and brave.
Authentic	Our voice inspires connection, confidence and trust. We communicate as honest and credible advisors when talking about our work, the broader world of science, and what it all means to our audiences.
High Quality	We are the premier science and innovation body in Australia and the work that we do speaks to this. Everything we show and tell our audiences is of the highest quality.
Informed	We have deep technical knowledge about the work that we do, but we're also rooted in the realities of what's happening in the world around us. Our voice is articulate, educated and worldly.
Inquisitive	We have deep curiosity about the world and how we might tackle its biggest challenges. When we speak, we seek to challenge the status quo and bring our audiences on the same journey of understanding.

Be aware

Your tone of voice is an aggregate of many things such as your choice of words, the style of your sentences, how you choose to engage with the audience and the degree of formality you select. Since there is a tone to every communication it is best to be aware of this and use it to your advantage.

Make a positive impact

Through using the right tone you can get people to take greater notice of what you're saying, follow you to the end, and persuade them that what you're saying is valid and useful. In short, it can help us to make a positive impact as individuals and as an organisation.

Portray our brand

Getting the tone of voice right is not just essential for effective communications, it also plays a broader role – a consistent tone of voice helps project a unified brand identity. Just as with how we look – our logo, colour palette, typography, photography and the like – how we sound defines who we are and makes us recognisable as an organisation.

Apply in context

Before outlining the principles, it's worth noting that these are guidelines, not rules. They need to be weighted differently for different purposes, audiences and applications. Accordingly, you will want to consider the wider context and use your judgement in how to best apply the principles on a case-by-case basis. In many instances you'll have a clear idea of who your audience will be and be able to mould your words for them and give greater emphasis to particular principles.

Editorial style

We use the [Australian Government Style Manual](#).

Plain English

We also use plain English principles which are designed to convey the brand personality and clearly communicate information. The style is confident, simple (but not simplistic) and to the point. It should be understood after one reading.

Plain English uses:

- familiar, everyday words
- active voice
- personal pronouns such as 'you' and 'we'
- simple sentence framework, with shorter sentences (generally not longer than 22 words)
- headings, bullet points and other formatting techniques to make it easy to scan a document and find key information.

Acronyms

Acronyms should be avoided where possible in public documents. If you need to use an acronym, then be sure to spell it out in the first instance, followed by the acronym in brackets, then use the acronym going forward.

Active voice

Plain English uses active voice, in which the subject of a sentence is clearly the actor. For example, 'the boy threw the ball' is active, while 'the ball was thrown by the boy' is passive. The word 'by' is often found in passive sentences.

Using personal pronouns, such as 'you' and 'we' can help you write in active voice. You're less likely to write 'the ball was thrown by you' than 'you threw the ball'.

Note: When using CSIRO in a passive voice (for example in media releases), there is no 'the' before the acronym. For example, 'A report by CSIRO has found that 1 in 5 species of animals is a beetle'.

Passive	Active (better)
Trials will be conducted to determine if nanoparticles in sunscreens penetrate the skin.	We are conducting trials to determine if nanoparticles in sunscreens penetrate the skin.
Funding is provided by a range of government and industry bodies.	A range of government and industry bodies provide funding for our research.
Recruitment of 600 people aged 60 years and older from Victoria will be completed for the study.	The study is recruiting 600 people aged 60 years and older from Victoria.

Make sure tenses are consistent, eg a future project 'will' deliver, a completed project 'has delivered'

Bullet points

If the dot points are full sentences:

- Each sentence should start with a capital letter.
- Each sentence should end in a full stop.

If the dot points are sentence fragments (i.e. not a complete sentence), follow these conventions:

- no capitals at beginning
- no 'and' after the second to last dot point
- no full stop at the end of each dot point (except for the last).

Capitalisation

Use sentence case for headings with only the first letter of the sentence and proper nouns capitalised.

In general, avoid overcapitalisation. Some common offenders include:

- government (lowercase when used generically; uppercase when referring to a specific government (e.g. the Victorian Government))
- a universe (lower case), The Universe (as in our Universe, should be capitalised)
- a solar system (lower case), The Solar System (capitalised)
- Earth (as in the planet, should be capitalised)
- scientific disciplines e.g. earth sciences (lower case)
- internet (lower case)
- university (lowercase when used generically; uppercase when referring to a specific university (e.g. Melbourne University)).

Contractions

Feel free to use contractions such as 'it's', 'what's' and 'we've' when a more casual tone is appropriate.

Dashes and hyphens

There are three lengths of what are all more or less dashes: hyphen (-), en dash (–), and em dash (—).

Spaced en dashes are Australian government style and should be used in digital content.

En dash

Use an en dash to denote a range of values. Do not add spaces on either side. Examples:

- Correct: 35%–50% Charles Darwin (1809–1882)
- Incorrect: 35%-50% Charles Darwin (1809-1882)
- Incorrect: 35% – 50% Charles Darwin (1809 – 1882)

We use an en dash with one space on either side to indicate a break of thought or a side note. Examples:

- Correct: A mix of three of them – myristic, palmitic and palmitoleic acid – triggers a quick upsizing in heart muscle cells.
- Incorrect: A mix of three of them– myristic, palmitic and palmitoleic acid– triggers a quick upsizing in heart muscle cells.
- Incorrect: A mix of three of them - myristic, palmitic and palmitoleic acid - triggers a quick upsizing in heart muscle cells.

The en dash is wider than a hyphen, and narrow than an em dash.

Hyphens often join compound adjectives or complex words. They're used to clarify meaning and avoid confusion.

- The scientist developed an advanced gallium-based system.
- On Sunday, she sailed in the 'round-the-island yacht race.

To insert an en dash

Mac:

- Option + minus = en dash

PC:

- Ctrl + minus [on the number pad] = en dash

Dates and phone numbers

Enter dates and times in the format:

- Wednesday 31 January 2014
- 31 January 2014
- 4.45pm

Use international phone numbers (e.g. +61 2 9490 8156)

Indefinite articles

The decision to use the indefinite articles 'a' or 'an' before a word is made on the basis of the pronunciation, *not* the spelling, of the following word (e.g. a house, an hour, a historic, an honest, an egg).

Jargon

To ensure your written material is accessible to all our readers avoid technical jargon. Provide examples and explanations when it must be used.

Text should be readable and accessible without being overly simplified.

Naming conventions

Some of our infrastructure have been gifted Indigenous words. It is important to ensure these are used respectfully and in the spirit with which they were gifted. In some cases there are formal guidelines that must be followed. Please ensure you use the correct naming conventions as agreed with partners.

For example, you can find the [guidelines for our observatories and radio telescopes on MyCSIRO](#). This page includes guidelines for the telescopes on our Parkes Observatory that were gifted Wiradjuri names in 2020.

Using the telescopes' Wiradjuri names acknowledges and respects the connection Wiradjuri People have to the land on which the telescopes sit. It also provides a tangible opportunity to celebrate the inclusion of Wiradjuri language in the wider community.

The Wiradjuri names form part of dual names for the telescopes. As requested by Wiradjuri Elders, and to ensure consistency across CSIRO in dual naming, the Wiradjuri language names appear first.

- Murriyang, CSIRO's Parkes radio telescope
- Giyalung Guluman, CSIRO's 18-metre Parkes radio telescope
- Giyalung Miil, CSIRO's 12-metre Parkes radio telescope

Our Parkes Observatory is also home to the Parkes Observatory Visitors Centre.

Numbers

- Spell numbers zero to nine and use numerals for numbers 10 and above.
- Use commas to separate groups of three digits for any number over four digits long, e.g. 5000 or 50,000.
- With measurements, always use a numeral, even if the number is smaller than 10, e.g. *3 kilometres* rather than *three kilometres*, and *6 kilograms* rather than *six kilograms*.

Spell out measurements in the first instance, then use the symbol in subsequent references. *Millions* and *billions* are written: eg. 1 million.

Like this: *Climate change modelling predicts an increase of 200 millimetres of rainfall every year in Victoria. Western Australia will become dryer, with rainfall reducing 10mm year-on-year.* Put the symbol next to the numeral; you don't need a space between them.

When starting a sentence with a number, do not use numerals: *Fourteen endangered species were discovered; five were thought to be extinct.*

Ordinal numbers

Spell out ordinal numbers from 'first' to 'ninth'. Use numerals for ordinals from '10th' onwards. Ordinals written as numerals always have a suffix:

- '-st' ('first', '21st')
- '-nd' ('second', '32nd')
- '-rd' ('third', '103rd')
- '-th' ('fourth', '15th', '55th' and so on).

Don't write suffixes in superscript. Superscript may not be accessible to people who use screen readers.

Quotes

Use past tense for quotes, "Our rocket science is helping Australia grow," he said.

1. Introduce the person (full name and title)
Our head of manufacturing Dr Keith Mclean said this new product was more affordable, while also being twice as strong.
2. First quote (first name)
"This new invention will change the way we manufacture cars in Australia," Keith said.
3. Second quote
"CSIRO is committed to helping Australian businesses by reducing the costs associated with manufacturing.
4. Last quote in a series
"This is just another example of how our technology is helping Australian businesses," he said.
OR
"This is just another example of how our technology is helping Australian businesses."
5. Any quotes after more text should be written "quote text," Keith said.

Scientific references

Cite scientific publications using Vancouver style. Italisise the name of the journal or book.

For example:

- *Journal article*: Dacres H, Michie M, Anderson A, Trowell S. Advantages of substituting bioluminescence for fluorescence in a resonance energy transfer-based periplasmic binding protein biosensor. *Biosensors and Bioelectronics* 2013;41:459 - 464.
- *Book*: Merry G. *Food poisoning prevention*. 2nd edn. Melbourne: Macmillan Education Australia, 1997.

When linking to journals and books online, don't use italics.

Spacing

Between the full stop and the start of the next sentence, use only one space, not two.

Species, genus and common names

In biological nomenclature for animal and plant names, the taxonomic groups are capitalised except for the species name. The genus and species name are italicised.

e.g. *Eucalyptus copulans* is a rare tree, while *Staphylococcus aureus* can cause serious infections.

- **Common names**: We use initial case for common names (we capitalise the first letter of every word). Please note, this is different from the APS style guide. This is because common names are official names (often given at the same time a species is scientifically named), they are not just in common use.
- **Scientific names**: these are Latinised and italicised.
- **Group**: we use lower case. This could refer to an order, family, etc. We use lower case (eg. wombat, horn shark)

Here are some examples:

Fish

- Common name: Crested Hornshark
- Scientific name: *Heterodontus galeatus*
- Our style: Crested Hornshark (*Heterodontus galeatus*)
- Group: horn shark or shark

Animal

- Common name: Northern Hairy-nosed Wombat
- Scientific name: *Lasiorhinus krefftii*
- Our style: Northern Hairy-nosed Wombat (*Lasiorhinus krefftii*)
- Group: wombat

Plant

- Common name: White Gum
- Scientific name: *Eucalyptus platyphylla*
- Our style: White Gum (*Eucalyptus platyphylla*)
- Group: eucalypt

Insect

- Common name: Striped Burrowing Frog or secondary common name Green-striped Frog
- Scientific name: *Cyclorana alboguttata*

- Our style: Striped Burrowing Frog (*Cyclorana alboguttata*)
- Group: frog

Bird

- Common name: Night Parrot
- Scientific name: *Pezoporus occidentalis*
- Our style: Night Parrot (*Pezoporus occidentalis*)
- Group: parrot

Spelling

When spelling we use:

- 'ise' rather than 'ize' (eg realise)
- 'our' instead of 'or' (eg colour)
- 're' instead of 'er' (eg centre)
- social licence, not social license
- no one, not no-one or noone.

Consult the *Macquarie Dictionary* to confirm correct spellings. Proper nouns, such as 'World Health Organization', retain their own spelling (and punctuation).

Symbols

- Use words for per cent and degrees Celsius, not symbols.
- Use 'and' not the ampersand symbol (&).
- Plurals of numbers, decades, abbreviations, initialisms, and acronyms do not need an apostrophe (e.g. 1990s not 1990's).
- No Trademarks or Registered marks.
- The exception to the application of these symbol guidelines is on social media. With infographics, for example, may use & and % due to the condensed nature of the medium.

Titles

CSIRO scientists may have multiple roles, including being a Professor at a university. Externally, Prof can be perceived as more prestigious than Dr. We will allow CSIRO people to be referred to as Professor, if they wish, as long as we include reference to where they are a Professor.

We use the person's full title in the first instance, and then first name only in subsequent references.

For example, Dr David Karoly is Leader of the Earth Systems and Climate Change Hub at CSIRO, and honorary Professor at the University of Melbourne. David said...

Internally, you don't need to use titles like Dr at all. This is to humanise our people and remove hierarchical barriers.

Units of measurement

Spell out quantities for monetary values, e.g. “\$25 billion”, not \$25B or \$25bn.

Spell out quantities for measurement in the first instance, e.g. 2 millimeters (mm) and then use shortened version thereafter.

Use non-breaking spaces between numerals and units, e.g. 2 mm, 7 kg.

Use dollar signs for Australian dollars, e.g. \$500,000 (no need to specify AUD unless referencing multiple currencies in the content in which case use A\$19 and US\$19).

Writing for our channels

csiro.au articles and social

- We aim to produce content optimised for readability, usability, search and accessibility.
- Our primary digital and social audiences are Purpose Seekers (Gen Z and millennials), Curious Leaders (government and large corporates) and Pioneers (SMEs, start-up and universities).
- Secondary audiences are Nurturers (parents and teachers) and Lifelong Learners (Gen X and Boomers).
- Our tone of voice is playful, awe-inspiring, informed, authentic, high quality and inquisitive.
- Choose two of these qualities, depending on your primary audience, for your article or social posts.

Guiding principles

Our target audience of 18-35 year olds (Purpose Seekers) doesn't always follow traditional grammar rules. We love explaining science using a clever pop culture reference, pun or metaphor.

We're friendly, relatable, accurate and simple (but not simplistic!). We include simple explanations for technical and scientific terms in our blog that can be easily understood.

We use personal pronouns such as 'you' and 'we'. We don't use 'CSIRO', but we do use 'Team CSIRO'. Our people are at the heart of our digital storytelling.

Our articles have a strong narrative structure rather than the inverted pyramid technique used in media releases.

Reading on screen is harder than reading a physical book. So, while there are always exceptions to the rule, we recommend blogs are 450 words or less.

Search and accessibility

Search engine optimisation (SEO) is an important consideration when publishing online.

Key considerations include your URL, headline, headings and readability.

When using hyperlinks the entire sentence should be included as a link. Avoid using phrases such as 'click here' as the link wording. Use action words in the link text to help users anticipate the destination of the link.

Call to action

Every article must end with a strong call to action. Often this is a link to a [CSIRO.au](https://www.csiro.au) page but may depend on the content of the blog post.

Contractions and abbreviations

Abbreviations **that are commonly used in Australian conversation** are appropriate for the blog (e.g. Uni instead of University or Maccas instead of McDonalds).

Our websites

CSIRO.au

[CSIRO.au](#) is our primary website so use simple language to cater to a general public audience as well as potential new business partners. The content should focus on current capabilities and case studies.

- Use the inverted pyramid structure
- Use headings to break-up the text and make it easy for readers to scan the page
- See [CSIRO.au editorial guide](#) for more detail.

CSIROPedia

This is our historical site for sharing our past achievements, people and projects. Use simple language to cater to a general public audience.

- The inverted pyramid structure still applies most of the time but you do have licence for a bit more story-telling given the historical nature of the content (e.g. former staff profiles)
- Use headings to break up the text and make it easy for readers to scan the page.

Research.csiro.au

This site is not intended for a general public audience so technical language can be used.

- Must be current projects or capabilities
- Use headings to break-up the text and make it easy for readers to scan the page
- Use short paragraphs but keep each idea together.

Sphere

Sphere is our all staff electronic newsletter, issued on a fortnightly basis every Wednesday. It presents stories from across the organisation in a friendly and personable way.

Sphere undertakes an editorial process, based on the following criteria to select the stories for each issue:

- relevant or interesting to all or the majority of staff
- the story is timely
- it proves news about the organisation, executive communication, celebrates our people and/or our science.

MyCSIRO

MyCSIRO is our staff intranet and home for organisation wide content. Content on MyCSIRO needs to be of relevance to the majority of staff – think 80/20 rule.

Content specific to a group or business unit should sit on the BU/Group's Sharepoint site. Links can be provided to this information from MyCSIRO.

MyCSIRO enforces a single source of truth, therefore content should only exist in one location to remove duplication and reduce inaccuracies.

We use personal pronouns such as 'our' and 'we'. We try not to use 'CSIRO', our staff know that they work for CSIRO E.g. Instead of '**CSIRO** is committed to supporting our people to thrive by providing a healthy workplace environment', try '**We** are committed to supporting our people to thrive by providing a healthy workplace environment'.

Staff don't want to wade through lots of content to find the answer or the information they are looking for so:

- use the inverted pyramid structure for content
- use short sentences, headings and bullet points to break-up the text and make it easy for readers to scan the page
- avoid the use of corporate jargon and acronyms
- look for ways to make the content more about the stakeholder and less about the organisation

See [MyCSIRO editorial guide](#) for more detail.

All staff emails

The primary tool for all staff communication in CSIRO is email. All staff communication should be relevant and of interest to all members of staff and relates to whole-of-organisation matters.

A set of protocols have been developed to help facilitate the concise and timely delivery of information to all staff and are available through the Internal Communication team.

The subject line should include a call to action and a one line summary of the main topic or message.

The tone and format of messages should be:

- conversational, but professional
- clear and void of corporate jargon, including acronyms and buzzwords.
- short and to the point, less than 500 words or contain subheadings if this level of brevity is not possible
- link to additional resources, instead of using attachments, ideally accessible off the MyCSIRO platform
- in bullet points for detailed content.

For more information refer to the [All Staff Communication](#) – guidance and protocols document.

Media releases

- Need to be timely, local, new, extreme, unusual or high-impact
- Keep headlines short, snappy and using your key impact e.g.:
 - *Salt baths boost next gen batteries for electric cars*
 - *Australian technology behind the world's largest telescope*
 - *Science saving man's best friend from deadly snake bites.*
- Use inverted pyramid structure.
- First sentence should summarise the whole release. What's the most important thing to note if a journalist doesn't read past the first line?
- Avoid superlatives or salesy sentencing and overuse of exclamation marks.
- Each sentence on a new paragraph.

For more specific media release style and process information, visit [Media](#).

Digital signage

CSIRO has a number of digital screens around various sites, including Black Mountain, Clayton, Hobart, Kensington, Waurn Ponds, Docklands and Silicon Valley . There are four different styles to choose from:

- Large feature image
- 2 x 1
- 2 x 2
- Videos

The screens are 16 x 9 (except for the big one in Synergy) or 1920 x 1018 pixels

For more information, contact Felicity Kelly.

CSIRO specific terms

CSIRO style	Incorrect
A	
B	
C	
CSIRO	The CSIRO
D	
E	
F	
FloWorks	Floworks

G	
H	
I	
J	
K	
Kick-Start	Kickstart, kickstarter, kickstart
L	
Lab22	Lab 22
M	
MOFWORX	MofWorx or Mofworx
N	
O	
One CSIRO (as in a 'One CSIRO approach')	OneCSIRO, One-CSIRO
P	

Q	
R	
S	
SMEs	SME's
T	
U	
V	
W	
X	
Y	
Z	

Our logo

Our CSIRO logo delivers a strong and consistent voice that helps increase Australia's trust in us. Read about how to correctly use our logo and what to do if you find it is misused.

Our logo is an authoritative signature that reflects the nature of CSIRO now and into the future. Our logo is the cornerstone of our visual identity and is given prominence across all applications.

The CSIRO blue logo is our primary logo and is used across all applications unless a reversed or mono version is required.

Third party logo and name use

Permission must be sought at all times to use the CSIRO logo. All uses of the CSIRO logo must adhere to CSIRO logo guidelines. All third-party use of the CSIRO logo (and name) must follow the appropriate processes and approvals.

To request our logo files for an upcoming event, activity or initiative, you will need to follow the correct procedure/process and submit the appropriate form with approvals. Visit the links below to find out more.

- [Third party logo/name use overview](#)
- [Third party logo and name use procedure](#)

Third party logo management and misuse

If you work with third parties and are required to manage third party logo/name use, or need to report CSIRO logo/name misuse, a guide has been developed to help you which includes information on reviewing individual uses, reporting, addressing misuse and end of contract actions.

- [Learn more about third party logo/name use management and misuse](#)

Need help?

Get in touch with our brand experts. Email logo@csiro.au

Contact

CSIRO logo and name use.

 logo@csiro.au

People first · Further together · Making it real · Trusted



CSIRO Style Guide

Brand Information

We are one of the top science agencies in the world. Our brand should portray the strength and excellence of what we do and who we are. Just as our science is at the forefront, so too should our brand identity show the world that we are looking confidently into the future.

Everything CSIRO puts online regardless of whether it is internal and external, big or small needs to have a consistent look and feel.

Our design principles

1. Hero CSIRO blue: Our logo and CSIRO Blue are the consistent elements across everything we create.
2. Keep it simple: Design elements should be kept simple and used selectively. Avoid overcrowding, maximise white space to allow content and imagery to speak for itself.
3. Use symmetry, hard edges and circles: Maintain symmetry in graphic and compositional elements where possible. Make use of our Globe and Catalyst visual identity devices.
4. Maintain a customer focus: All teams and projects are special, but research tells us we need to champion a 'one-CSIRO' approach. We will always focus on the message and call to action for the audience, rather than focusing on our teams or business areas.

5. We remain authentic: Where possible, for our external audience, we use real images of our science and people to maintain credibility and trust. We avoid generic stock images.

Please [contact us](#) if you would like more information about our brand.

Logo Use

Our logo is an authoritative signature that reflects the nature of CSIRO now and into the future. Our logo is the cornerstone of our visual identity and is given prominence across all applications.

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.

Permission must be sought at all times to use the CSIRO logo.

Logo information

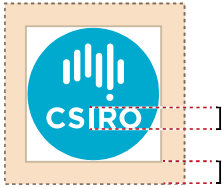
Primary Logo

The globe is a solid Midday Blue. The stripes and logotype are white, not transparent.

Logo size and spacing

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 must be equal to or greater than the height of the letter "I" in the CSIRO word mark.



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

To ensure legibility, the minimum size for the CSIRO logo is 45 pixels high. Alternate sizing is subject to design approval by Web Request.



Examples of incorrect use of the logo

Examples of incorrect use include:

- manipulating, stretching, distorting or cropping the logo.
- using the primary logo on a busy or low contrast image based background.
- changing the relationship between the word mark and icon.
- changing the colour or gradient of the logo.
- incorporating the logo as part of text, graphics or other logos.
- applying effects such as keylines, patterns or drop shadows.
- using it in tints or as a watermark.

Colours

Our colours reflect the personality of our organisation. They are flexible, welcoming and accessible ensuring all segments of our audience connect with our brand. Type-colour combinations marked with a tick are safe for use.

CSIRO core palette

This is the official colour scheme intended for web applications, these colours should be the go-to choice for your visual and typographic elements. Please note: That for non-web related resources the core colour palette is different.



Primary

#004B87

- ✗ 14pt black
- ✗ 18pt black / **14pt bold**

2.36:1

- ✓ 14pt white
- ✓ 18pt white / **14pt bold**

8.91:1



Primary light

#00A9CE

- ✓ 14pt black
- ✓ 18pt black / **14pt bold**

7.56:1

- ✗ 14pt white
- ✗ 18pt white / **14pt bold**

2.77:1



Primary dark

#142C3F

- ✗ 14pt black
- ✗ 18pt black / **14pt bold**



Secondary

#00313C

- ✗ 14pt black
- ✗ 18pt black / **14pt bold**

1.46:1

- ✓ 14pt white
- ✓ 18pt white / **14pt bold**

14.36:1

1.5:1

- ✓ 14pt white
- ✓ 18pt white / **14pt bold**

13.91:1

Primary palette

Our primary palette is intended to provide flexibility in charts and diagrams. These colours should only be used very sparingly on other typographic elements.



Blueberry

#1E22AA

- ✗ 14pt black
- ✗ 18pt black / **14pt bold**

1.86:1

- ✓ 14pt white
- ✓ 18pt white / **14pt bold**

11.26:1



Plum

#6D2077

- ✗ 14pt black
- ✗ 18pt black / **14pt bold**

2.12:1

- ✓ 14pt white
- ✓ 18pt white / **14pt bold**

9.89:1



Teal

#007377

- ✗ 14pt black
- ✓ 18pt black / **14pt bold**

3.72:1



Mint

#00855B

- ✓ 14pt black
- ✓ 18pt black / **14pt bold**

4.51:1

- ✓ 14pt white
- ✓ 18pt white / **14pt bold**

5.65:1

- ✓ 14pt white
- ✓ 18pt white / **14pt bold**

4.66:1

Secondary palette

Our secondary palette is provided to create further flexibility in colouring sections of charts and diagram. Do not use the secondary palette for text elements due to low colour contrast.



Fuchsia
#DC1894

- ✓ 14pt black
- ✓ 18pt black / **14pt bold**

4.6:1

- ✓ 14pt white
- ✓ 18pt white / **14pt bold**

4.56:1



Orange
#E67623

- ✓ 14pt black
- ✓ 18pt black / **14pt bold**

6.98:1

- ✗ 14pt white
- ✓ 18pt white / **14pt bold**

3.01:1



Gold
#FFB61C

- ✓ 14pt black
- ✓ 18pt black / **14pt bold**

11.96:1

- ✗ 14pt white
- ✗ 18pt white / **14pt bold**



Lavender
#9faee5

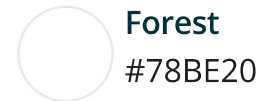
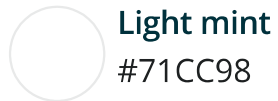
- ✓ 14pt black
- ✓ 18pt black / **14pt bold**

9.66:1

- ✗ 14pt white
- ✗ 18pt white / **14pt bold**

1.76:1

2.17:1



- ✓ 14pt black
- ✓ 18pt black / **14pt bold**

10.79:1

- ✗ 14pt white
- ✗ 18pt white / **14pt bold**

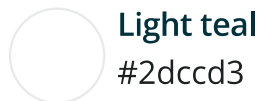
1.95:1

- ✓ 14pt black
- ✓ 18pt black / **14pt bold**

9.18:1

- ✗ 14pt white
- ✗ 18pt white / **14pt bold**

2.29:1



- ✓ 14pt black
- ✓ 18pt black / **14pt bold**

10.69:1

- ✗ 14pt white
- ✗ 18pt white / **14pt bold**

1.96:1

Typography

Montserrat

The Monserrat font is to be used for all headings and buttons with a font weight of 400.

The default heading colour is #1d2021.

Open Sans

The open sans font is to be used for all other typographic elements including body copy and links. The font weight must be set to normal unless text is being deliberately emphasised. Please note: For accessibility reasons tags should only be used to emphasize important text on a page. They should not be used for headings.

The default text colour is #575757 and link colour is #004B87.

Accessibility

CSIRO is committed to ensuring its online content is accessible to everyone regardless of ability.

Overview

Not everybody accesses and uses the web in the same way for example some users may have vision or hearing impairments, difficulty using a mouse or keyboard or use assistive technologies such as screen readers. An accessible website allows all users, regardless of ability, to access and enjoy our content.

CSIRO websites must be Web Content Accessibility Guidelines (WCAG) Version 2.2 Level AA compliant.

A basic checklist for developers

1. Make sure there are text alternatives for all non-text content e.g. maps and graphs.

2. Make use of skip links
3. Ensure page titles accurately describe the content and purpose of the page, are unique to each page and contain the organisation name e.g. Home - CSIRO
4. All functionality must be accessible via the keyboard this includes drop down menus, carousels and modal windows.
5. Use a progressive enhancement strategy for all JavaScript functionality.
6. Use ARIA where possible.
7. Never use tables for layout.
8. Ensure all form fields are associate with their labels correctly.
9. Do not use inline CSS for content that maybe customized by a user, this includes colours, text size, line height and page width.
10. Ensure the page can be zoomed up to 200% without the loss of any functionality or text.
11. Use the lang attribute on the html element.
12. Do not use colour alone to convey information.

Get in touch

Using our Style Guide in your next project or just need some more information? We're here to help!

Contact us

At CSIRO, we solve the greatest challenges through innovative science and technology.



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We are committed to child safety and to the implementation of [Child Safe principles and procedures](#).

Contact us 

 1300 363 400

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CSIRO acknowledges the Traditional Owners of the land, sea and waters, of the area that we live and work on across Australia. We acknowledge their continuing connection to their culture and pay our respects to their Elders past and present. [View our vision towards reconciliation.](#)