



Promoting your connection to CSIRO: a quick guide

We love it when our partners and program participants promote their connection to CSIRO. If you want to use CSIRO's name or logo there are rules to follow – here's a quick guide to help you navigate the process.

As Australia's national science agency, CSIRO is highly trusted and respected by community, industry, and government. To protect this trust we ensure every use of our logo or name by our partners clearly and accurately communicates the connection between us. Most importantly – any use of our logo and/or name must be requested via your CSIRO contact who will then follow an internal process for approval with CSIRO's Communication Team. Our procedures must be strictly followed.

Promotion examples

Depending on our connection or what we have worked on together we might feature CSIRO's name or logo:



On your website or social media.



In marketing collateral or a media release promoting our research outcomes.



On products that feature CSIRO's intellectual property.

General suppliers of goods and services to us are not considered a research partner or program participant, and are not permitted to feature our name or logo as an endorsement.

Special programs

Participants of CSIRO program's such as ON Innovation, Kick Start, Next Generation Graduates, and Aus4Innovation programs will receive a CSIRO Acknowledgement Mark kit with specific usage instructions from their program coordinator.

Promoting your connection to CSIRO

Depending on the connection to CSIRO, there will be restrictions to how you can and can't use our name and logo. You must seek permission to use our name and logo. We recommend negotiating use into your contract if it is important to you.

On approval, usage is typically allowed under these conditions:

- The CSIRO name/logo is featured with factual statements that accurately describe the association with us.
- Any claims are scientifically proven through CSIRO research.
- The name/logo is used in the appropriate context, such as on a webpage dedicated to the CSIRO-related project or innovation, rather than a general webpage.

How to request CSIRO name/logo use

Send the following to your CSIRO contact for review:

- **Context:** How, when (dates from/to), and where you want to use the name/logo, including the content it will accompany.
- **Draft:** All draft statements, content, or designs of the item.

Allow adequate time for complex requests, such as media releases. You should also note that using our logo and name on fundraising documents, packaging or for promoting products and services requires a rigorous approval process and a separate contract.

As Australia's national science agency, CSIRO is solving the greatest challenges through innovative science and technology. CSIRO. Creating a better future for everyone.

For more information on what to expect when working with us, [visit our collaboration page.](#)

Contact us 1300 363 400 | csiro.au/contact | csiro.au