The ICRAR logo concept:
The logo form is inspired by star trails and a graphic representation of emitting and receiving electromagnetic waves. Multiple lines are indicative of the idea that multiple readings come together to create a whole, the way a square kilometre array generates information.

The ICRAR logo is an important asset of the organisation and reflects its goals and processes.
It is a visual expression of the organisation, and as such must be valued and used in accordance with these guidelines.
The ICRAR logo is formed by the graphic device combined with the words 'International Centre for Radio Astronomy Research'.
The two used together forms the logo and the two cannot be seperated.
The ICRAR logo should never be altered from its original format or embellished with other symbols.
The logo can be used colour positive on white or colour negative on black or as a mono version for black and white applications and on all shades between black and white.

Links
ICRAR_large_logo_colour.eps
The horizontal and stacked colour logo must only be used on a white background.

Links
ICRAR_large_lock_colour.eps
ICRAR_large_stack_colour1.eps
The large, 20mm and 10mm scale ICRAR logos have been specifically modified to suit the purpose of very large or extra small applications. The 20mm scale version must not be used at less than 100%. If a smaller size is required then the 10mm may be used. This version must be used at 100% and in mono only.

Links
ICRAR_large_logo_colour.eps
ICRAR_10mm.eps
ICRAR_20mm_colour.eps
The colour negative logo must be used on black background only.

Links:
ICRAR_large_lock_colour_reversed.eps
ICRAR_large_stack_colour_reversed.eps
ICRAR_large_logo_colour_reversed.eps
ICRAR_20mm_colour_reversed.eps
The black positive logo is for black and white applications.

Links:
ICRAR_large_lock_colour_mono.eps
ICRAR_large_stack_colour_mono.eps
ICRAR_large_logo_colour_mono.eps
ICRAR_20mm_colour_mono.eps
Where it is not possible to use the full-colour logo, select one of the mono variants shown below.

On light backgrounds where the tonal value is below 50%, the mono positive version should be used.

On dark backgrounds where the tonal value exceeds 50% the mono negative version should be used.

Therefore the minimum allowable contrast between the logo and background should be at least 50% tonal value.

Links:
- ICRAR_large_lock_mono_reversed.eps
- ICRAR_large_stack__mono__reversed.eps
- ICRAR_large_logo__mono__reversed.eps
- ICRAR_20mm__mono_reversed.eps
Isolation zone

To ensure maximum impact, the logo should always be clear of other graphic elements. The simple formula below helps assist with calculating the minimum recommended area of clear space surrounding the logo.

The minimum area of clear space surrounding the logo is twice the cap height of the letters ICRAR.
Logo Co-branding

When the ICRAR logo is used in partnership with another organisation’s logo the ICRAR logo exclusion zones should be used.
A 1pt black line must separate the logo when used in conjunction with a partner logo.
The partner logo should be scaled so that the two logos have equal visual height.

Corporate lockup with other operators should always be in mono (black and white).
In a two partner co-branding framework the ICRAR logo should be on the left-hand side.
There is a unique alignment when the ICRAR logo is used with the Curtin or University of Western Australia logo.
The minimum sizes are based on legibility and the logo versions should not appear any smaller than represented here on ICRAR collateral. This ensures the legibility of the logo. Whenever possible the large scale logo should be used. The main logos offer a stacked and a horizontal version to cover most possible applications. Whenever the vertical space does not allow the main logo to be used, the small scale logo should be used.
Unacceptable uses

The examples below show examples of incorrect logo usage. Always ensure that there is adequate contrast between the background and foreground to guarantee legibility.

Disproportionately scaled
The ICRAR logo should never be stretched disproportionately.

Insufficient legibility
The ICRAR logo should never appear on a surface that has less than 40% tonal difference.

Overpowering Background
The ICRAR logo should never appear on a surface which obscures the logo.

Tampering with the logo lock-up
The ICRAR logo should always appear in the logo lock-up specified and elements should never be moved in relation to each other.

Misuse of colour
The ICRAR logo should never appear in unspecified colours.

ICRAR logo on angle
The ICRAR logo should never be used on an angle.
The font that has been selected for ICRAR is a modern and highly legible typeface that can be applied to everything from brochures to signage.

For internally-generated material and online applications where DIN is not available, it is acceptable to use Arial.

DIN light – for all body copy

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

DIN regular – for the logo

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

DIN medium – for all headlines

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
For internally-generated material and online applications where DIN is not available, it is acceptable to use Arial.
## Colour palette

<table>
<thead>
<tr>
<th>Colour Palette</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mono</strong></td>
<td>To be used for mono in house publications and the body copy text.</td>
</tr>
<tr>
<td><strong>Black</strong></td>
<td>BLACK</td>
</tr>
<tr>
<td></td>
<td>C 0% M 100% Y 100% K 0%</td>
</tr>
<tr>
<td></td>
<td>R 204 G 34 B 41</td>
</tr>
<tr>
<td></td>
<td>PMS 185C / 032U</td>
</tr>
<tr>
<td></td>
<td>DULUX Red Clown P05HB</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Colour Palette</strong></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Red</strong></td>
<td>To be used as colour for headlines.</td>
</tr>
<tr>
<td>C 0% M 20% Y 100% K 0%</td>
<td></td>
</tr>
<tr>
<td>R 242 G 202 B 48</td>
<td></td>
</tr>
<tr>
<td>PMS 116C / 114U</td>
<td></td>
</tr>
<tr>
<td>DULUX Sulphur P14H9</td>
<td></td>
</tr>
</tbody>
</table>

| **Yellow**         | To be used as colour for large scale text that is page overlapping. |
| C 0% M 70% Y 100% K 0%  |
| R 215 G 111 B 44  |
| PMS 151C / 1375U  |
| DULUX Quince Jelly P10H8  |

| **Dark Red**       | To be used as colour for the institute title on the business cards. |
| C 0% M 15% Y 100% K 20%  |
| R 204 G 34 B 41  |
| PMS 185C / 032U  |
| DULUX Red Clown P05HB  |

| **Logo Gradient**  | From Yellow C 0% M 0% Y 100% K 0%  |
|                    | to Dark Red C 20% Y 100% K 0%  |
| LOGO GRADIENT      | Gradient to be used in the spiral.  |
|                    | Dark red for the overlaying letters ICRAR.  |
Typesetting rules

Use text range left, ragged right, i.e. Do not justify text.
Do not use tracking with the DIN font families.

Body copy text should be no smaller than 10pt. Terms and Conditions, notes and captions should be no smaller than 6pt.
Always hang punctuation and bullets in the column gutters.
This ensures that the column of text retains a flush left edge.

When listing dot points, only put a full stop at the end of the last point.
Numbers and a series of two or more capital letters (e.g. Acronym) should always be made a half point smaller than the text point size when using the DIN font family.
This ensures a more even reading of the text information.
Stationery – letterhead

Pre-printed letterheads feature the colour positive logo. The recommended paper stock is Saxton smooth brilliant white 100gsm.

Letterheads printed internally or used as a word template should use a solid black and white letterhead for clarity and consistency.

Dimensions
A4 = 297mm (h) x 210mm (w)

Template Link
ICRAR_template_001_letterhead_colour.indd
ICRAR_template_002_letterhead_b&w.indd
Stationery – business card

Pre-printed business cards feature the colour negative logo. The recommended paper stock is Saxton smooth brilliant white 300gsm.

**Dimensions**
50mm (h) x 90mm (w)

**Template Link**
ICRAR_template_003_businesscard_on_black.indd
ICRAR_template_003_businesscard_on_white.indd

**ICRAR_Logo_main_horiz_neg_col.eps**

Prefered option

**ICRAR_Logo_main_horiz_pos_col.eps**

Secondary option

**Din medium**
8.5pt on 10pt leading
-20 kerning
c0 m70 y100 k0

**Din medium**
8.5pt on 10pt leading
-20 kerning
c15 m100 y90 k20

**Din light**
8.5pt on 10pt leading
-20 kerning
numbers 8pt
On 29 February 2008, the then Premier of Western Australia, the Hon Alan Carpenter MLA, announced the allocation of $20m in State funds to create a new International Centre for Radio Astronomy Research (ICRAR) in Perth. A Steering Group under the chairmanship of Dr. Bernard Bowen, was established to initiate ICRAR. The Bowen Committee report was submitted to the Premier on 10 July 2008. On 15 December 2008, the new Minister for Science the Hon Troy Buswell MLA announced the outcomes and establishment of ICRAR.

OUR VISION
The vision for ICRAR is of a collaborative centre that is international in scope, which achieves and sustains research excellence in astronomical science and technologies and which, as a coherent and unified part of Australia's national effort, makes a fundamental contribution to the realization and scientific success of the SKA.

The Australian SKA Coordination Committee (ASCC) sees ICRAR as a new pillar along with ASKAP and MRO in the overall Australia participation in the international SKA effort.

THE CENTRE WILL
- attract a 'critical mass' of world class researchers in key disciplines of radio astronomy to conduct high quality research and contribute to national and international scientific and technical programs for the ASKAP and Phase 1 SKA projects;
- create a collaborative environment for scientists and engineers to engage and work with industry to produce studies, prototypes and systems relevant to the success of the ASKAP and Phase 1 SKA projects;
- enhance Australia's position in the international SKA program by contributing to the development process for the SKA in scientific, technological and operational areas and in a manner consistent with the ASCC's strategic objectives developed by the ASCC;
- promote and assist the realization of the scientific, technical, commercial and educational opportunities of the SKA project through public outreach, the creation of educational material, the training of students and collaborative developments with national and international educational organisations;
- establish and maintain a 'critical mass' of scientists and technologists in the disciplines relevant to radio astronomy through both appointments and training; and
- expand, where appropriate, collaborative partnerships that attract contributions to the Centre.

A JOINT VENTURE
ICRAR will be operated as an Unincorporated Joint Venture between the Curtin University of Technology and the University of Western Australia for an initial period of 5 years with the University of Western Australia providing Centre Agent Services. In addition to the WA State Government cash support of $20 million, both universities will contribute additional support to ICRAR in the form of cash and in-kind resources to a total value exceeding $60 million.

ICRAR Headquarters will be located on the UWA Campus within a recently constructed building on the corner of Hereway and Cooper streets. The research activities of ICRAR will be carried out at the ASKAP facilities at UWA and Curtin University of Technology. The first meeting of the ICRAR Interim Board was held on 20 February 2009.
THE INTERIM BOARD CONSISTS OF

Dr Bernard Bowen
(Chair) Retired

Professor Lyn Beazley
Chief Scientist of Western Australia

Professor Brian Boyle
CSIRO SKA Director

Professor Jeanette Hacket
Vice Chancellor, Curtin University of Technology

Mr Phillip Jenkins
Company Director

Professor Alistar Robertson
Pro Vice-Chancellor (Research Initiatives) UWA

Professor Tom Spurling
Member, CSIRO Board

State Funding Agreement for ICRAR in July 2009.

Prof. Peter Quinn (UWA), has been appointed Director and
CEO of ICRAR. Prof. Peter Hall (Curtin), Prof. Steven Tingay
(Curtin) and Prof. Lister Staveley-Smith (UWA) will act as
Deputy Directors.
The sample applications shown below are conceptual only. Artwork files will be available when the application is developed.