

CSIR introduces new brand at research conference

The CSIR's new corporate identity made its debut on 27 February 2006 when it was used for the first time in public at the CSIR Research and Innovation Conference. With a positioning statement that reads, "our future through science", the organisation hopes to develop a distinctive brand to support its recent reconfiguration with a renewed focus on science and research.

Early last year, the CSIR took a critical look at its key functions and how these resonate with its mandate to enable the organisation to respond appropriately to national needs. Over and above its reconfiguration, the organisation considered the perceptions of the CSIR brand among key stakeholders, both internally and externally; the corporate identity and its application were reviewed; and then a brand strategy was developed for the organisation. The result was a new brand architecture to position the CSIR into the future.

The CSIR brand essence is focused on shaping a better future through science, captured in a few key concepts: scientific excellence; innovation and quality; skills development; leadership in science; working through partnerships; ensuring transformation and making a real difference through science to build a better South Africa.

"A brand is far more than corporate identity: the CSIR brand can only realise its potential if we build a core of exceptional scientists - living legends who are serious about making a difference through science. As leaders in innovation, we must become a catalyst for change so as to deliver on our promise to contribute to the upliftment of our people," comments Dr Sibusiso Sibisi, CSIR CEO.



Dr Sibisi pops the cork to toast the new CSIR brand



Uncorking the future



The CSIR's new logo displayed for the first time in public at the CSIR Research and Innovation Conference

[Previous page viewed](#)