



Australian Government
Geoscience Australia

Geoscience Australia Style guide

July 2024

Style guide

Purpose statement

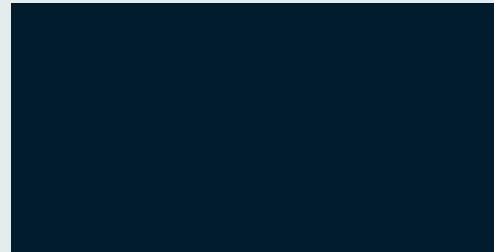
Geoscience Australia - Earth sciences for Australia's future

Colour

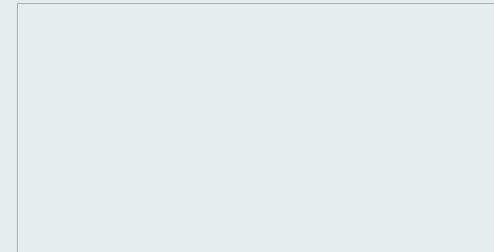
Primary colours



Primary Teal
Pantone: 315 CP
CMYK: 100, 0, 17, 44
RGB: 0, 112, 139
HEX: #00718B



Primary Navy
Pantone: 303 CP
CMYK: 100, 33, 6, 84
RGB: 8, 46, 65
HEX: #082E41



Primary Ice
Pantone: 7542 CP — 30%
CMYK (30%): 10, 4, 3, 0*
CMYK (100%): 35, 13, 10, 0
RGB: 230, 237, 239
HEX: #E6EDEF

*Please only use the CMYK 30% tint (10, 4, 3, 0).

Please use Pantone: 643 CP to represent the ICE for enamel artwork.

Style guide

Colour (continued)

Secondary colours



Stone
Pantone: 431 CP
CMYK: 63, 45, 34, 25
RGB: 96, 111, 116
HEX: #606F74

Forest
Pantone: 7484 CP
CMYK: 92, 8, 75, 58
RGB: 11, 94, 74
HEX: #0B5E4B

Earth
Pantone: 5725 CP
CMYK: 52, 27, 45, 17
RGB: 99, 124, 107
HEX: #637C6B

Dust
Pantone: 718 CP
CMYK: 0, 74, 100, 12
RGB: 203, 108, 55
HEX: #CB6C37

Heat
Pantone: 187 CP
CMYK: 0, 100, 74, 26
RGB: 180, 59, 59
HEX: #B43B3B

Space
Pantone: 255 CP
CMYK: 53, 100, 0, 16
RGB: 119, 55, 117
HEX: #773775

Primary gradient palette



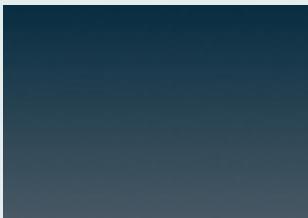
Primary Teal Gradient

CMYK breakdown: Created using 303 CP (100, 33, 6, 84) and 315 CP (100, 0, 17, 44)
Digital breakdown: Created using #082E41 and #00718B

Style guide

Colour (continued)

Secondary gradient palette



Stone Gradient

CMYK breakdown: Created using 303CP (100, 33, 6, 84) and 431CP (63, 45, 34, 25)
Digital breakdown: Created using #082E41 and #606F74



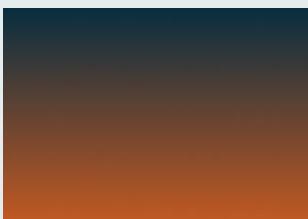
Forest Gradient

CMYK breakdown: Created using 303CP (100, 33, 6, 84) and 7484 CP (92, 8, 75, 58)
Digital breakdown: Created using #082E41 and #00583C



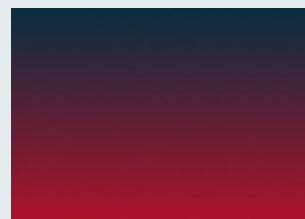
Earth Gradient

CMYK breakdown: Created using 303CP (100, 33, 6, 84) and 5625 CP (52, 27, 45, 17)
Digital breakdown: Created using #082E41 and #637C6B



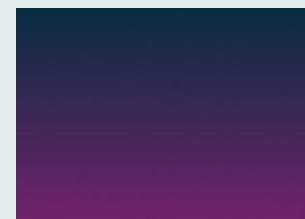
Dust Gradient

CMYK breakdown: Created using 303CP (100, 33, 6, 84) and 718 CP (0, 74, 100, 12)
Digital breakdown: Created using #082E41 and #CB6C37



Heat Gradient

CMYK breakdown: Created using 303CP (100, 33, 6, 84) and 187CP (0, 100, 74, 26)
Digital breakdown: Created using #082E41 and #B43B3B



Space Gradient

CMYK breakdown: Created using 303CP (100, 33, 6, 84) and 255CP (53, 100, 0, 16)
Digital breakdown: Created using #082E41 and #783775

Style guide

Logo

The Commonwealth Government has applied common branding to all departments and agencies, and has provided a logo.

The Geoscience Australia (GA) logo is to be used in accordance with the guidelines provided by the Department of Prime Minister and Cabinet.

Inline logo



Overview

The reversed version of the Geoscience Australia logo is the preferred logo to be used across all brand communication. Reference the [Australian Government Branding - Guidelines](#) for logo usage and specifications.

The inline version of the logo should always appear in the top left hand corner and the stacked version of the logo should always appear in the top centre.

Stacked logo



Style guide

Logo (continued)

Safe space

A safe space has been established to ensure that the dignity of the logo is not jeopardised through crowding. The location of the safe space is indicated by the white Xs in the illustrations below. The width of 'X' is the distance between the top of the capital 'A' in 'Australian Government' and the bottom of the horizontal line beneath these words (as indicated by the orange X in the example below).



Minimum size

Logo sizes are specified to maintain the clarity of the logo and ensure consistency in reproduction. Government guidelines rule that the Coat of Arms must not appear smaller than 20mm in width as per the example below.



Style guide

Typography – print

Main headings and sub headings

Nimbus Sans Novus Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 &@?!/+(.,:;)

Bodycopy

Source Sans Pro Semibold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 &@?!/+(.,:;)

Source Sans Pro Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 &@?!/+(.,:;)

System font

Arial Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 &@?!/+(.,:;)

Arial Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 &@?!/+(.,:;)

Style guide

Typography – digital type and link colours

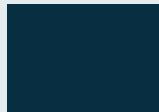
Headings and bodycopy

World-class Earth observation

Satellite imagery is just one form of Earth observation data (EO).

Geoscience Australia partners with international governments and commercial satellite operators to bring EO data to users through the Digital Earth Australia program. We proudly work with the Australian Space Agency, NASA, the US Geological Survey, the European Space Agency, and many other partners.

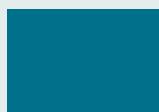
Primary Navy
#082E41



Buttons and links

Submit →

Primary Blue
#00718B



[Explore the layers of DEA Maps →](#)

Style guide

Typography – digital font scale

Desktop

64px	Title
56px	Display XXL
42px	Display XL
34px	Display L
28px	Display M
24px	Display S
22px	Display XS
20px	Display XXS
20px	Body L
17px	Body M
16px	Body S
14px	Body XS

Mobile

46px	Title Mobile
40px	Display XXL Mobile
36px	Display XL Mobile
28px	Display L Mobile
22px	Display M Mobile
20px	Display S Mobile
18px	Display XS Mobile
16px	Display XXS Mobile
18px	Body L Mobile
16px	Body M Mobile
14px	Body S Mobile
12px	Body XS Mobile

Please note text is not to scale.

Communication products



Campaigns

Browse data products and tools

Filter
Clear filters Search for a product

Type
 Datasets
 Interactive maps and services
 Publications
 Datasets
 Sea, ocean and coast
 Mixed water
 Land and migration
 Marine

Datasets

- DEA Coastlines**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.
[View product](#)
- DEA Water Observations**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.
[View product](#)
- DEA Bodiebodies**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.
[View product](#)
- DEA Mangrove Canopy Cover**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.
[View product](#)
- DEA Wetlands Insight Tool**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.
[View product](#)
- DEA Hotspots**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.
[View product](#)
- DEA Fractional Cover**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.
[View product](#)

Digital Earth Australia

- About us
- Contact us
- [Open DataCube](#)
- [Access the Sandbox](#)

Related organisations

- [Digital Earth Africa](#)
- [Geoscience Australia](#)
- [Access the Sandbox](#)

Useful tools

- [Digital Earth Australia](#)
- [Geoscience Australia](#)
- [Access the Sandbox](#)

Connect with us

We acknowledge the Traditional Owners of the country where we work throughout Australia. We acknowledge Aboriginal and Torres Strait Islander people's continuing connection to land, sea and community. We pay our respects to their elders past and present and emerging.

Copyright | Privacy | Accessibility | Information Publication Scheme | Freedom of Information Act

Imagery for impact

Streaky Bay's growing sand spits

Three South Australian coastal features have grown by over 300 metres since 1986.

Published 14 June 2022



Sand or pebbles are used to create new land at a coastline because it is being washed away. This is called coastal erosion. It can happen quickly or slowly depending on what the sea does to the land.

When waves wash against rocks or sand, they move them along. This is called wave action. When waves move sand along, it can create new land. This is called coastal deposition. It can happen quickly or slowly depending on what the sea does to the land.

When waves wash against rocks or sand, they move them along. This is called wave action. When waves move sand along, it can create new land. This is called coastal deposition. It can happen quickly or slowly depending on what the sea does to the land.

DEA Coastlines

DEA Water Observations

DEA Bodiebodies

DEA Mangrove Canopy Cover

DEA Wetlands Insight Tool

DEA Hotspots

DEA Fractional Cover

Related information

DEA Coastlines

Lorum ipsum dolor sit estiam

DEA Coastlines

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[View product](#)



Geoscience Australia

Announcing
DEA Coastlines



Mapping coastal change throughout Australia

[View product](#)

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- Consectetur adipiscing elit, sed do eiusmod tempor incididunt.
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Geoscience Australia

You have received this email because you have subscribed to receive information from Geoscience Australia.

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We acknowledge the Traditional Owners of the country where we work throughout Australia. We acknowledge Aboriginal and Torres Strait Islander people's continuing connection to land, sea and community. We pay our respects to their elders past and present and emerging.

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Internal/BAU/Corporate



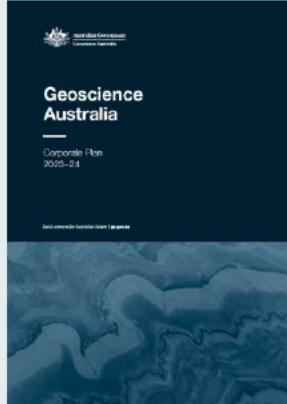
CEO Update 8 March [SEC=OFFICIAL]

James Johnson <James.Johnson@ga.gov.au>

To: ALL GA; VOLUNTEERS

Friday, 8 March 2024 at 12:00 pm

CEO update



EHS enterprise risk management

The Geoscience Australia EHS enterprise risk management system is used to identify and manage risks across the organisation. It includes a risk register, risk analysis, risk mitigation, and reporting features. The system is designed to help the organisation identify potential risks and take steps to mitigate them.

Enterprise risk management

The Geoscience Australia EHS enterprise risk management system is used to identify and manage risks across the organisation. The system is designed to help the organisation identify potential risks and take steps to mitigate them.

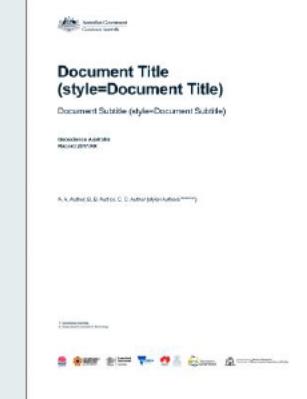
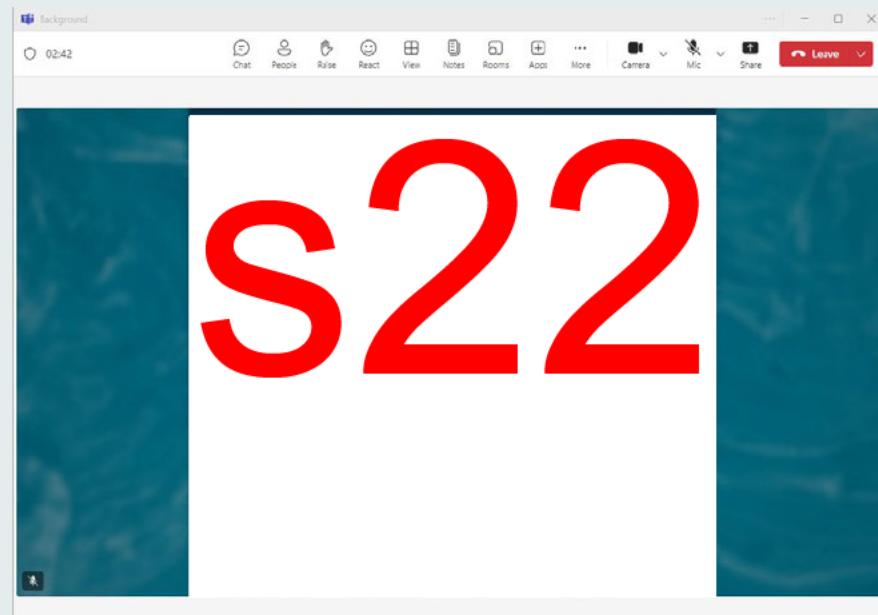


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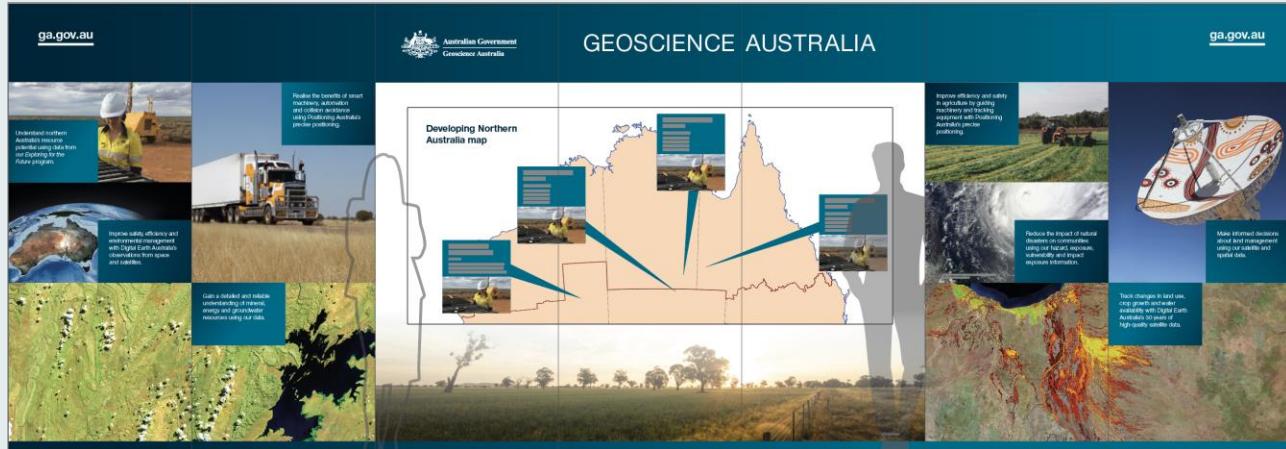
Phasellus rhoncus ligula id lacus blandum, eu fringilla, orci placerat. Nullam maximus placerat nisi, nec lacinia ligula ornare erat. Donec id velit pugnata accumsan nibh, sem amet, posuere augue. Proin viverra sapien sed ultrices fringilla. Aliquam malesuada, sem nec sollicitudin dictum, enim nibh commodo ante, et lacinia dul nulla ac diam. Sed dapibus felis erat. Cras mi libero, pulvinar eu massa non, finidunt lobortis justo. Cras nunc urna, tempus eleifend elit, auctor ut libero. Sed lacinia dictum purus et tempor.

Nulla vel ex mollis sollicitudin ante sit amet, tristique quam. Cras accumsan dapibus ultrices. Praesent metus arcu, convallis id lectus et, aliquet semper odio. Ut sit amet dictum risus, in finibus diam. Praesent blandit feugiat nibh ut tincidunt. Aenean semper finibus nulla, at hendrerit nisl laculis id. Aliquam erat volutpat. Aenean commodo lorem et interdum vestibulum. Suspendisse sit amet elit lacus. Donec quis lectus sollicitudin, accumsan est sodales, placerat lectus. Fusce nec luctus sem.

Nullam non blandit leo. Pellentesque rutrum orci in ligula rutrum vestibulum. Vestibulum non congue erat, eget consequat leo. Donec dictum est eu ultrices ultrices. Nam finidunt suscipit laoreet. Vestibulum molestie mi sed nibh fermentum, quis auctor arcu commodo. Aliquam in purus nibh. Maecenas gravida fermentum est, vitae pulvinar est condimentum vitae.



Conferences and events



Vision – consistency across programs...

Exploring Australia's resource potential

Science that creates impact.

Browse our data by category:

- Health
- Environment
- Energy
- Transport
- Surface
- Soils
- Caves
- Coast
- Marine

Data Discovery Portal

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Explore by hazard

Case Study: Partnering with QFES for tropical cyclone hazard assessment

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Satellite imagery to inform Australia

Get started with our data

We equip government, industry and communities with free and open satellite imagery and data. [Learn more →](#)

See the big picture. Make better decisions.

Across the country, we're helping Australians put satellite insights to work.

← →

Environment

Agriculture

Emergency management

Government

... and within programs

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Environment
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
[See the impact →](#)

Agriculture
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[See the impact →](#)

Emergency management
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[See the impact →](#)

Government
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[See the impact →](#)

DEA Coastlines

Geoscience Australia Landsat Coastlines Collection 3

DEA Coastlines

Version 1.0.0 | Last updated: 06/03/2021 | Resource Type: Dataset | Date modified: 06/03/2021

ge.gov.au

DEA Coastlines

Version 1.0.0 | Last updated: 06/03/2021 | Resource Type: Dataset | Date modified: 06/03/2021

Abstract

Australia has a highly dynamic coastline of over 30,000 km, with over 80% of its population living within 50km of the coast. This requires a wide range of processes, including extreme weather and climate, sea level rise and human development, understanding how these interact is crucial for managing the region from social, environmental and economic perspectives.

What this product offers

The product contains satellite data from Geoscience Australia's Digital Earth Australia program with total resolution of 30m. The product enables users to monitor any area of interest to detect trends in coastal change, both at a local and continental scale, and for patterns of coastal change to be mapped historically and updated regularly as data continues to be acquired. This allows current rates of coastal change to be compared with those observed in previous years or decades.

How it's used

The ability to map shoreline positions for each year provides valuable insights into where changes to coastal areas are the result of particular events or actions, or a process of more gradual change over time. This information can enable decision makers to better understand the risks and impacts of coastal change, or drivers impacting the coastline and potentially assist planning and forecasting for future scenarios.

Applications

Monitoring and mapping rates of coastal erosion along the Australian coastline.

- Protecting and reducing the impacts of flood and reduce coastal management based on historical coastal change
- Monitoring and predicting coastal change required to support decision making for the region, how waves, environmental and economic perspectives
- Reporting on coastal change required to inform coastal management, sea level rise and climate adaptation
- Supporting geomorphological studies of how and why coastlines have changed across time

Downloads

Geotiff format (recommended) | [Download](#)
ESRI Shapefile format (2.1 GB) | [Download](#)

Interactive map | [Open map](#)

Product description and metadata | [View](#)

Share

[Email](#) | [Twitter](#) | [Facebook](#) | [LinkedIn](#) | [PDF \(1.6 MB\)](#)

DEA Coastlines

Version 1.0.0 | Last updated: 06/03/2021 | Resource Type: Dataset | Date modified: 06/03/2021

Background

Digital Earth Australia's Digital Coastlines dataset includes annual positions and rates of coastal change along the entire Australian coastline from 1980 to the present.

The product contains satellite data from Geoscience Australia's Digital Earth Australia program with total resolution of 30m. The product enables users to monitor any area of interest to detect trends in coastal change, both at a local and continental scale, and for patterns of coastal change to be mapped historically and updated regularly as data continues to be acquired. This allows current rates of coastal change to be compared with those observed in previous years or decades.

What this product offers

The product contains satellite data from Geoscience Australia's Digital Earth Australia program with total resolution of 30m. The product enables users to monitor any area of interest to detect trends in coastal change, both at a local and continental scale, and for patterns of coastal change to be mapped historically and updated regularly as data continues to be acquired. This allows current rates of coastal change to be compared with those observed in previous years or decades.

Applications

- Monitoring and mapping rates of coastal erosion using the shoreline position
- Detect and evaluate the impacts of flood and reduced coastal areas due to coastal erosion and rates of coastal change
- Monitoring and mapping rates of coastal erosion and reduced coastal areas due to coastal erosion and rates of coastal change
- Reporting on coastal change required to support decision making for the region, how waves, environmental and economic perspectives
- Supporting geomorphological studies of how and why coastlines have changed across time

Related products

- DEA Remotely Sensed Elevation (Landsat)
- DEA Remotely Sensed Elevation (Sentinel-2)
- DEA Remotely Sensed Elevation (DEM)
- DEA Remotely Sensed Elevation (GA)
- DEA Remotely Sensed Elevation (Tide)
- DEA Remotely Sensed Elevation (Landsat)

Publications

Bishop-Taylor, R., Nagle, R., Lytham, J., Abes, I., & Steyart, J. (2019). Subtidal waterbody extraction: Characterising sensitivity and sensitivity to

Digital Earth Australia Coastlines

Digital Earth Australia Coastlines (DEA Coastlines) is a continental dataset that includes annual elevations and rates of coastal change along the entire Australian coastline from 1980 to the present.

The product contains satellite data from Geoscience Australia's Digital Earth Australia program with total resolution of 30m. The product enables users to monitor any area of interest to detect trends in coastal erosion and growth to be observed annually or both at a local and continental scale, and for patterns of coastal change to be mapped historically and updated regularly as satellite data continues to be acquired. This allows current rates of coastal change to be compared with those observed in previous years or decades.

Digital Earth Australia Coastlines: Coastal change hotspots

Digital Earth Australia Coastlines (DEA Coastlines) is a continental dataset that includes annual elevations and rates of coastal change along the entire Australian coastline from 1980 to the present.

The product contains satellite data from Geoscience Australia's Digital Earth Australia program with total resolution of 30m. The product enables users to monitor any area of interest to detect trends in coastal erosion and growth to be observed annually or both at a local and continental scale, and for patterns of coastal change to be mapped historically and updated regularly as satellite data continues to be acquired. This allows current rates of coastal change to be compared with those observed in previous years or decades.



Thank you

Further information

s22

Communication | Corporate Division

[s47E\(d\)@ga.gov.au](mailto:s47E(d)@ga.gov.au)