



Australian Government
Geoscience Australia

Geoscience Australia Style guide

July 2024

Style guide

Purpose statement

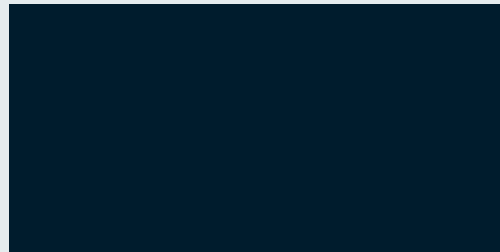
Geoscience Australia - Earth sciences for Australia's future

Colour

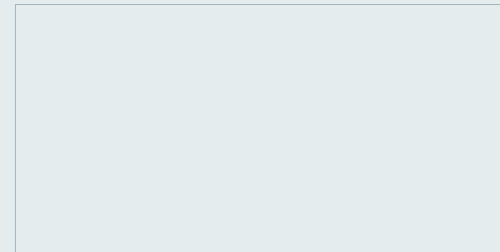
Primary colours



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



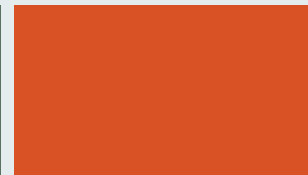
Stone
Pantone: 431 CP
CMYK: 63, 45, 34, 25
RGB: 96, 111, 116
HEX: #606F74



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



#082E41

#00718B

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



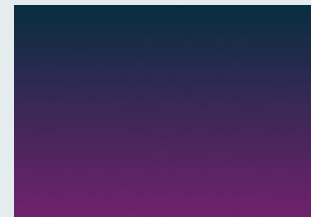
Dust Gradient

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

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

Bodycopy

Source Sans Pro Semibold

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

Source Sans Pro Regular

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

System font

Arial Bold

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

Arial Regular

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

Style guide

Typography – digital type and link colours

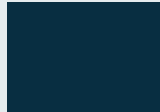
Headings and bodycopy

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



[Explore the layers of DEA Maps →](#)

Primary Blue
#00718B



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.

Internal/BAU/Corporate



CEO Update 8 March [SEC=OFFICIAL]

James Johnson <James.Johnson@ga.gov.au> Friday, 8 March 2024 at 12:26 pm

TO: ALL GA; VOLUNTEERS

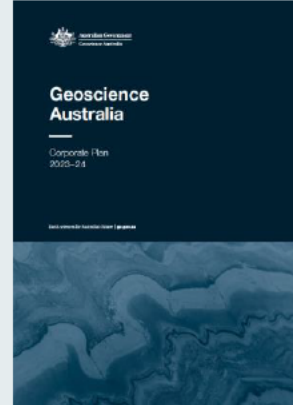
CEO update

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam porttitor venenatis sem sit amet sodales. Fusce at egestas mi. Sed vel porta turpis, quis vehicula lorem. Vestibulum at ex quis odio placerat lacinia a sed eros. Suspendisse et nibh est. Maecenas commodo ligula vel varius eleifend. Morbi feugiat elit quis ex interdum, non tempor nisi placerat. Suspendisse vel venenatis dul. Vivamus vulputate vel nibh a molestie. Curabitur finibus pulvinar lorem, vehicula dignissim augue lacinia non. Sed tincidunt pretium tempor.

Phasellus rhoncus ligula id lacus bibendum, eu fringilla orci placerat. Nullam maximus placerat nisi, nec lacinia ligula ornare quis. Donec id velit gravida, accumsan nibh sit amet, posuere augue. Proin viverra sapien sed ultrices fringilla. Aliquam malesuada, sem nec sollicitudin dictum, enim nibh commodo ante, et lacinia dui nulla ac diam. Sed dapibus feis erat. Cras mi libero, pulvinar eu massa non, tincidunt lobortis justo. Cras nunc uma, tempus eleifend eleifend at, 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 nisi laeulis 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 tincidunt suscipit laoreet. Vestibulum molestie mi sed nibh fermentum, quis auctor arcu commodo. Aliquam in purus nibh. Maecenas gravida fermentum est, vitae pulvinar nec condimentum vitae.



Enterprise risk management

Category	Item	Value
Financial	Financial Risk	100
	Operational Risk	200
	Reputational Risk	300
	Strategic Risk	400
Operational	Operational Risk	100
	Human Resources Risk	200
	Information Technology Risk	300
	Legal Risk	400
Strategic	Strategic Risk	100
	Market Risk	200
	Compliance Risk	300
	Environmental Risk	400

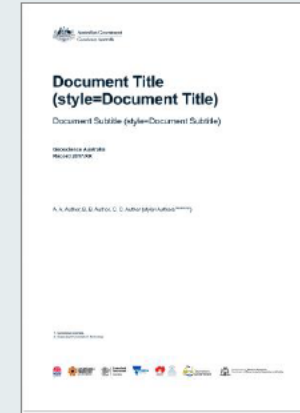


Background

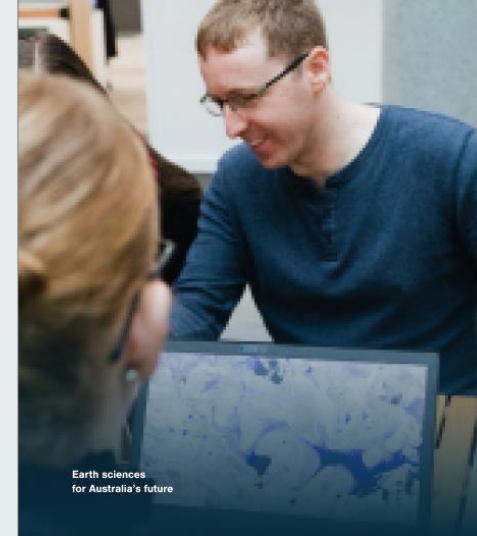
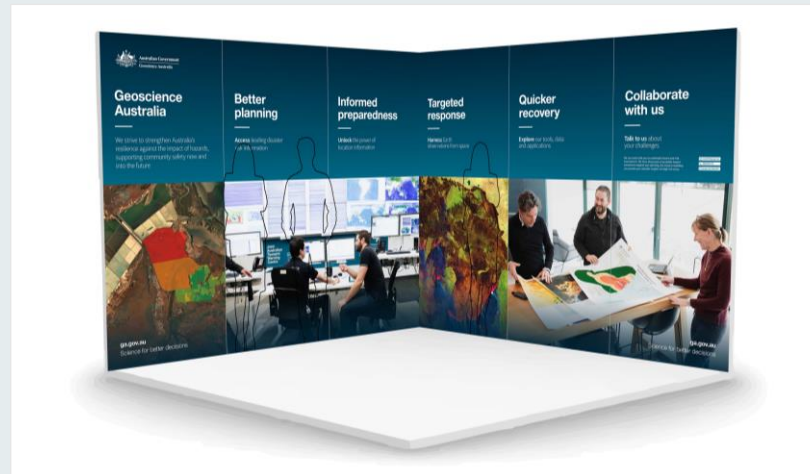
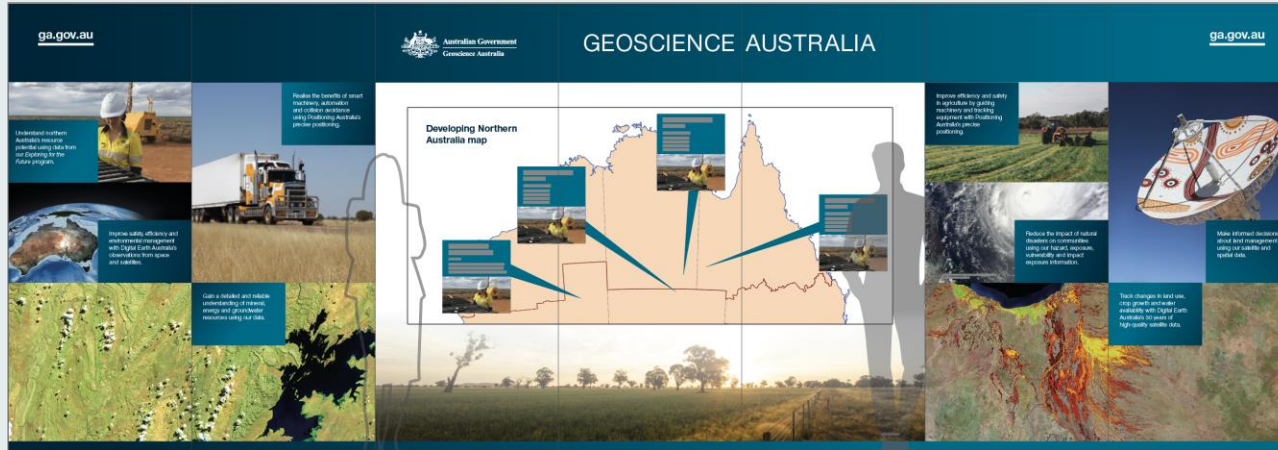
02:42

Chat People Raise React View Notes Rooms Apps More Camera Mic Share Leave

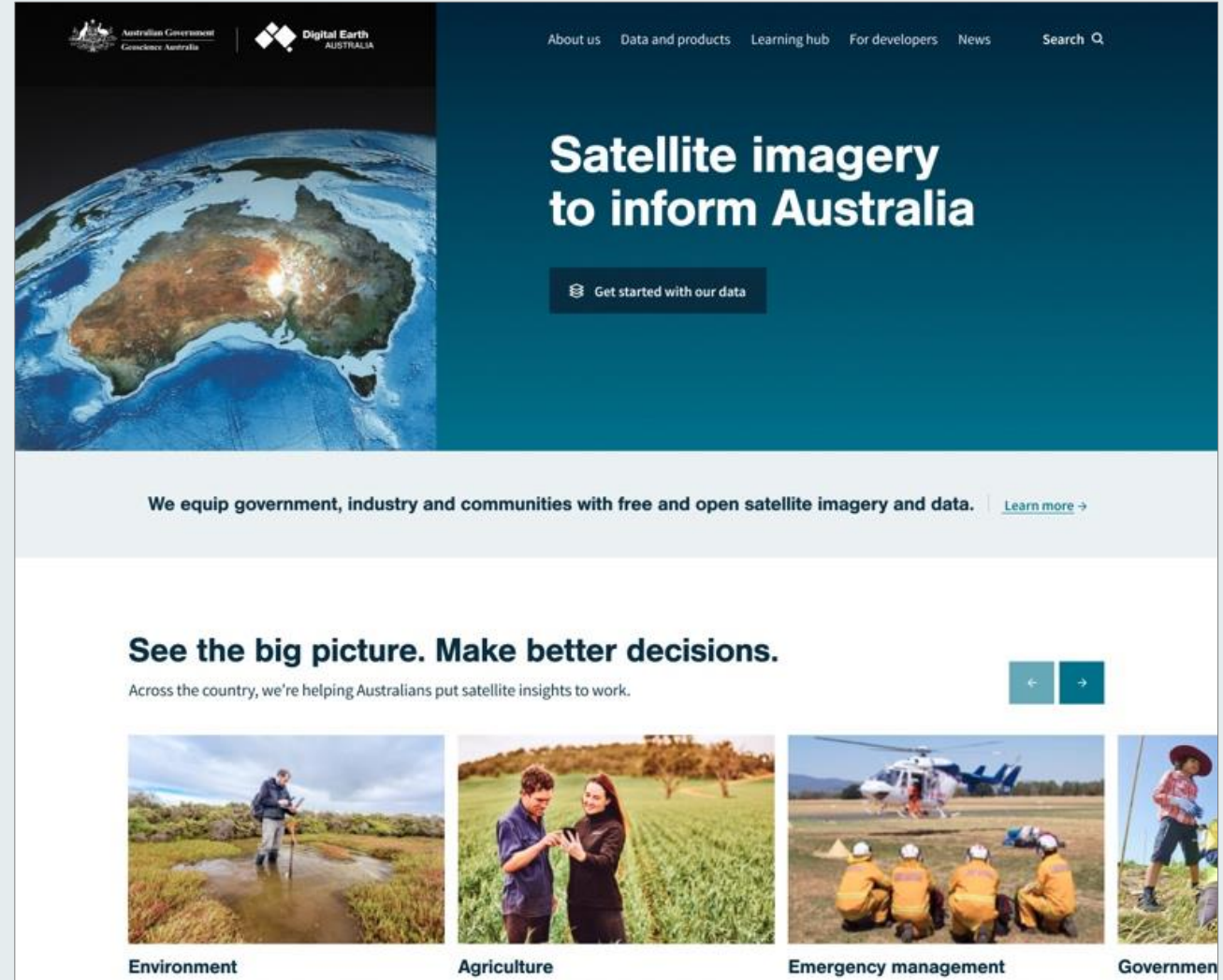
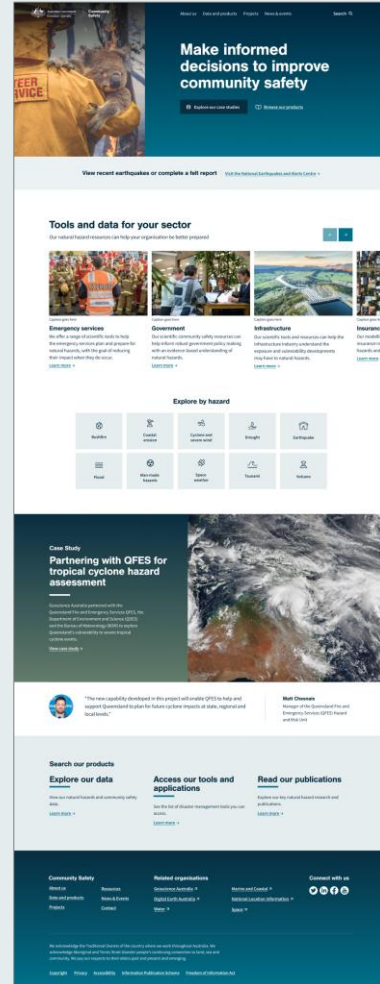
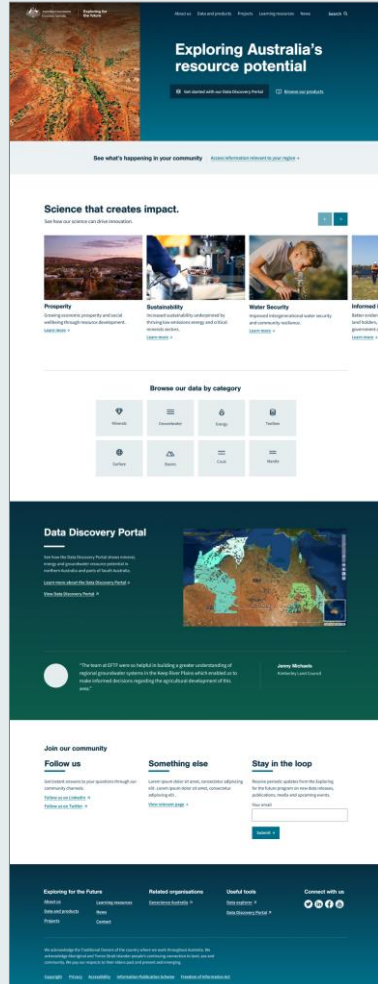
s22



Conferences and events



Vision – consistency across programs...





Australian Government
Geoscience Australia

Thank you

Further information

s22

Communication | Corporate Division

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