



Australian Government  
Geoscience Australia

# Geoscience Australia Style guide

July 2024

# Style guide

## Purpose statement

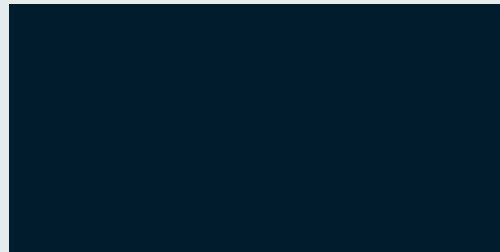
Geoscience Australia - Earth sciences for Australia's future

## Colour

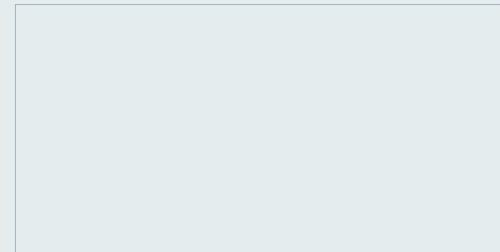
### Primary colours



**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



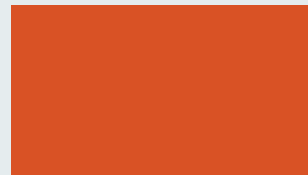
**Stone**  
Pantone: 431 CP  
CMYK: 63, 45, 34, 25  
RGB: 96, 111, 116  
HEX: #606F74



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



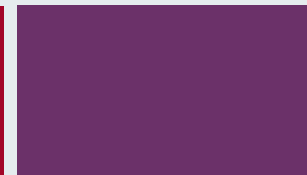
**Earth**  
Pantone: 5725 CP  
CMYK: 52, 27, 45, 17  
RGB: 99, 124, 107  
HEX: #637C6B



**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



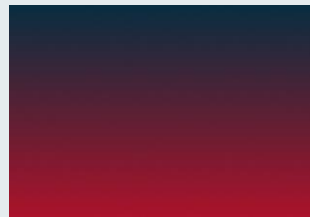
#### Earth Gradient

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

### Bodycopy

---

#### Source Sans Pro Semibold

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

#### Source Sans Pro Regular

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

### System font

---

#### Arial Bold

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

#### Arial Regular

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

# Style guide

## Typography – digital type and link colours

### Headings and bodycopy

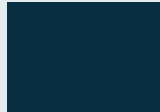
---

#### 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



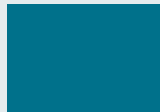
### Buttons and links

---



[Explore the layers of DEA Maps →](#)

**Primary Blue**  
#00718B





# Style guide

## Typography – digital font scale

### Desktop

---

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

### Mobile

---

46px	<b>Title Mobile</b>
40px	<b>Display XXL Mobile</b>
36px	<b>Display XL Mobile</b>
28px	<b>Display L Mobile</b>
22px	<b>Display M Mobile</b>
20px	<b>Display S Mobile</b>
18px	<b>Display XS Mobile</b>
16px	<b>Display XXS Mobile</b>
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



**14th Greenhouse Gas Control Technologies (GHGT) Conference**

Sub text over one line or multiple lines lorem ipsum dolor etain.

Dr James Johnson | Chief Executive Officer

Geoscience Australia | Earth sciences for Australia's future

**Page title ipsum dolor etain quis nostrud lorem ipsum.**

Intro text over one or multiple lines lorem ipsum dolor etain quis nostrud exercitatio ullamco laboris nisi ut aliquip.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute inure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.



Image Credit: test to href

Event: 14th Greenhouse Gas Control Technologies (GHGT) Conference | Author: John Smith | Date: 12 July 2021


Geoscience Australia | Earth sciences for Australia's future



**Main factsheet title style environmental geoscience**

Tagline style on one line or multiple lines

dea.ga.gov.au



**Heading text over one line or multiple lines**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur nec elit massa. Sed magna quam, dabitur et auger ac, conulla auctor eros. Donec nulla eu, efficitur eget libero eu, vestibulum dignism nulla. Nulla ultricies, erat eu Phasellus accumsan, quam mi accumsan erat, nec bibendum sapien mauris in, justo.

For more information visit [#DigitalEarth](#)

Geoscience Australia | Digital Earth Australia | ga.gov.au



**Main factsheet title style geoscience**

Subtitle on one line

Body text intro para—Lorem ipsum dolor sit amet, consectetur adipiscing ullamcorper suscipit tortor nisi ut aliquip ex ea commodo consequat.

**Introduction—Heading 2**

Body text—Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitatio ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute inure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officina deserunt mollit anim id est lorum.

**Heading 2**

Body text—Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitatio ullamco laboris nisi ut aliquip ex ea commodo consequat.

**Heading 3**

Body text—Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitatio ullamco laboris nisi ut aliquip ex ea commodo consequat.

**Heading 4**

Body text before dot point— Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

1. List numbered level 1

2. List numbered level 2

3. List numbered level 2

4. List numbered level 2

5. List numbered level 2

6. List numbered level 1 link

**Heading 5**

Body text— Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitatio ullamco laboris nisi ut aliquip ex ea commodo consequat.

Concise items qui imperiporum conensus et aperiet utat?

Sed ut elidunt utilla. Dolupteque optatur nec mollis inquit, ornemodulo dicit undeque in eros ea, enditeneque pro dila affluat nec sem actibus negapugnae. Imperis tritica, acrimis and dent tritum et in voluptate dicit reestergo. Ad ea ut, mo enatit.

Tandem ante antitidit quia nelpandit etur sam inna venen colit reet. Solum quonid quonit, sus, ut recobitur mo beaquum reposit amque dicitur repositio que aperit, ut aperit chiquipandit magis, auctor quonid delpandit molles, quid pro sudam quonid he perum que in occupans rem repositi tempurum fuge. Ona dicitur, eueritit occourde volubitate venenit reposit.

Ona dicitur antitidit ut offic, test unde, nuptio dicitur antitidit.

dea.ga.gov.au



**Geoscience Australia**

Digital Earth Australia

dea.ga.gov.au




**Geoscience Australia**

**DEA Coastlines**

Continental dataset that includes annual shorelines and rates of coastal change along the entire Australian coastline.

GA PP-0001




**Geoscience Australia**

Earth sciences for Australia's future

ga.gov.au



**Geoscience Australia**

Education and Outreach

ga.gov.au/education







# 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

Phaselus 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 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 tincidunt 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.



Strategic Objective	Business Unit	Key Performance Indicator	Target
Strategic Objective 1	Business Unit 1	Key Performance Indicator 1	Target 1
Strategic Objective 2	Business Unit 2	Key Performance Indicator 2	Target 2
Strategic Objective 3	Business Unit 3	Key Performance Indicator 3	Target 3
Strategic Objective 4	Business Unit 4	Key Performance Indicator 4	Target 4
Strategic Objective 5	Business Unit 5	Key Performance Indicator 5	Target 5
Strategic Objective 6	Business Unit 6	Key Performance Indicator 6	Target 6
Strategic Objective 7	Business Unit 7	Key Performance Indicator 7	Target 7
Strategic Objective 8	Business Unit 8	Key Performance Indicator 8	Target 8
Strategic Objective 9	Business Unit 9	Key Performance Indicator 9	Target 9
Strategic Objective 10	Business Unit 10	Key Performance Indicator 10	Target 10
Strategic Objective 11	Business Unit 11	Key Performance Indicator 11	Target 11
Strategic Objective 12	Business Unit 12	Key Performance Indicator 12	Target 12
Strategic Objective 13	Business Unit 13	Key Performance Indicator 13	Target 13
Strategic Objective 14	Business Unit 14	Key Performance Indicator 14	Target 14
Strategic Objective 15	Business Unit 15	Key Performance Indicator 15	Target 15
Strategic Objective 16	Business Unit 16	Key Performance Indicator 16	Target 16
Strategic Objective 17	Business Unit 17	Key Performance Indicator 17	Target 17
Strategic Objective 18	Business Unit 18	Key Performance Indicator 18	Target 18
Strategic Objective 19	Business Unit 19	Key Performance Indicator 19	Target 19
Strategic Objective 20	Business Unit 20	Key Performance Indicator 20	Target 20

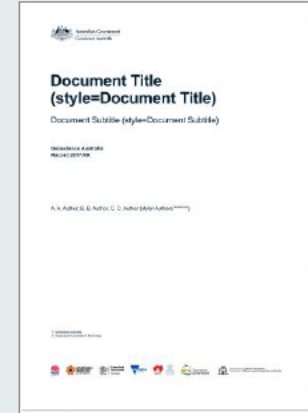


Background

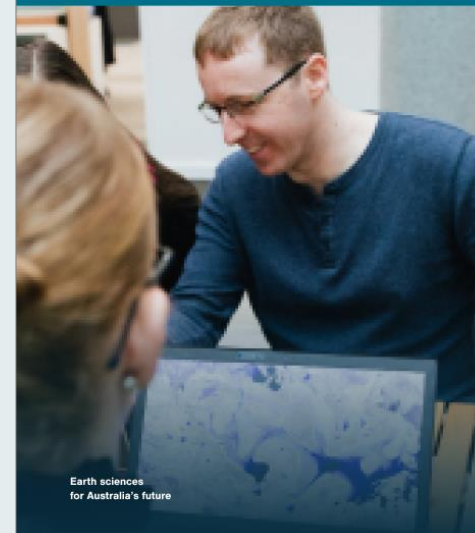
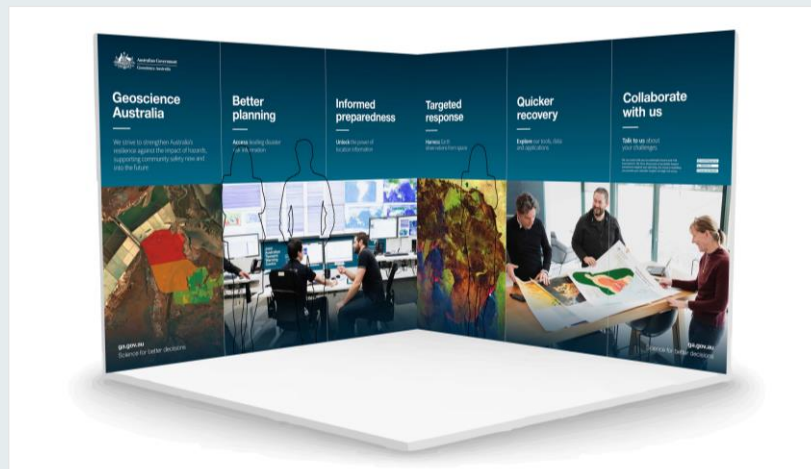
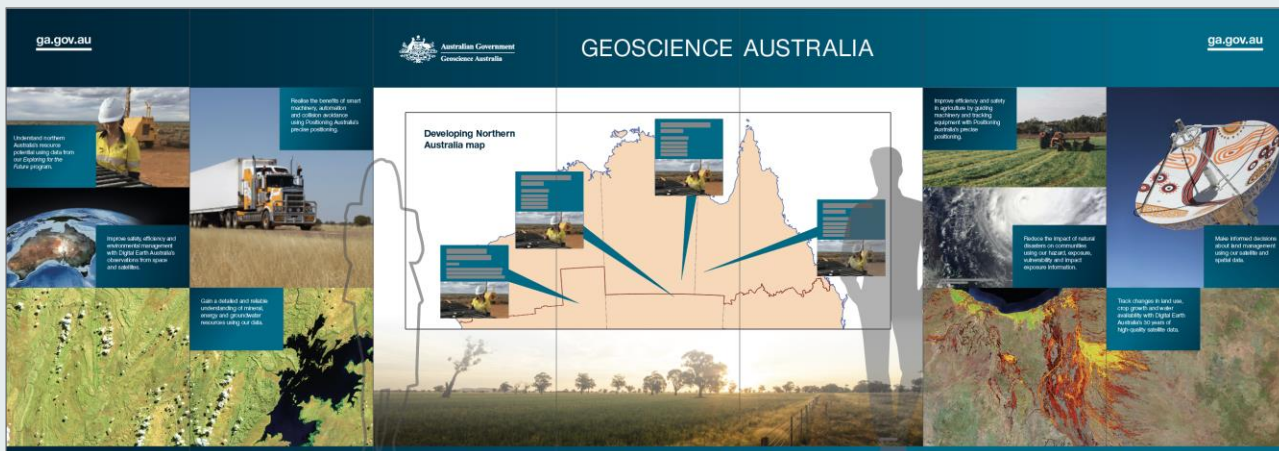
02:42

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

s22



# Conferences and events





# Vision – consistency across programs...

**Exploring Australia's resource potential**

See what's happening in your community

**Science that creates impact.**

Property, Sustainability, Water Security, Informal O...

Browse our data by category

**Data Discovery Portal**

Join our community

Follow us, Something else, Stay in the loop

Exploring for the Future, Related organisations, Useful tools, Contact with us

**Make informed decisions to improve community safety**

View recent earthquakes or complete a full report

**Tools and data for your sector**

Emergency services, Government, Infrastructure, Insurance

Explore by hazard

**Case Study: Partnering with QFES for tropical cyclone hazard assessment**

Search our products, Explore our data, Access our tools and applications, Read our publications

Community Safety, Related organisations, Contact with us

**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



**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**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[See the impact](#)



**Agriculture**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[See the impact](#)



**Emergency management**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

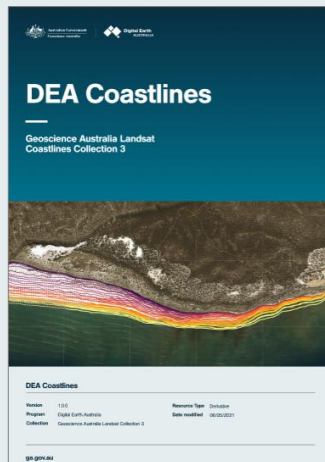
[See the impact](#)



**Government**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[See the impact](#)



**DEA Coastlines**

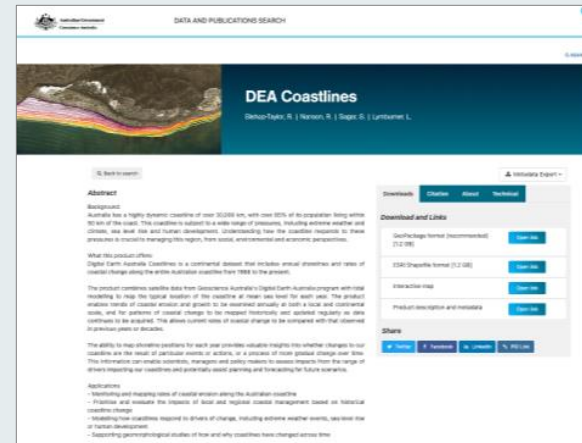
Geoscience Australia Landsat Coastlines Collection 3

**DEA Coastlines**

Version: 1.0.0  
Program: Digital Earth Australia  
Collection: Geoscience Australia Landsat Collection 3

Release Date: 03/03/2021

[Get started](#)



**DEA Coastlines**

Abstract

Background

Australia has a highly dynamic coastline of over 30,000 km, with over 85% of its population living within 50 km of the coast. This coastline is subject to a wide range of pressures, including adverse weather and climate, sea level rise and human development. Understanding how the coastline responds to these pressures is crucial to managing this region, from social, environmental and economic perspectives.

What this product offers

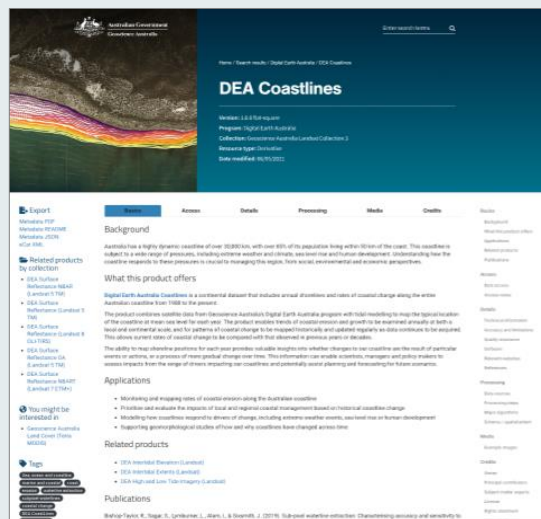
Digital Earth Australia Coastlines is a continental dataset that includes annual shorelines and rates of coastal change along the entire Australian coastline from 1988 to the present.

The product combines satellite data from Geoscience Australia's Digital Earth Australia program with tidal modelling to map the spatial location of the coastline at mean sea level for each year. The product enables trends of coastal erosion and growth to be examined annually at both a local and continental scale, and for patterns of coastal change to be mapped historically and compared regularly to other coastlines to be evaluated. This allows current rates of coastal change to be compared with that observed in previous years or decades.

The ability to map shoreline positions for each year provides valuable insights into whether change to our coastline are the result of particular events or actions, or as a result of more gradual change over time. This information can provide scientists, managers and policy makers to assess impacts from the range of drivers impacting our coastline and potentially assist planning and forecasting for future scenarios.

Applications

- Monitoring and mapping rates of coastal erosion along the Australian coastline
- Providing and assessing the impact of local and regional coastal management based on historical coastline change
- Identifying new coastlines required to address of change, including adverse weather events, sea level rise or human development
- Supporting geomorphological studies of how and why coastlines have changed across time



**DEA Coastlines**

Version: 1.0.0 (1st release)  
Program: Digital Earth Australia  
Collection: Geoscience Australia Landsat Collection 3  
Release Date: 03/03/2021

**Background**

Australia has a highly dynamic coastline of over 30,000 km, with over 85% of its population living within 50 km of the coast. This coastline is subject to a wide range of pressures, including adverse weather and climate, sea level rise and human development. Understanding how the coastline responds to these pressures is crucial to managing this region, from social, environmental and economic perspectives.

**What this product offers**

Digital Earth Australia Coastlines is a continental dataset that includes annual shorelines and rates of coastal change along the entire Australian coastline from 1988 to the present.

The product combines satellite data from Geoscience Australia's Digital Earth Australia program with tidal modelling to map the spatial location of the coastline at mean sea level for each year. The product enables trends of coastal erosion and growth to be examined annually at both a local and continental scale, and for patterns of coastal change to be mapped historically and compared regularly to other coastlines to be evaluated. This allows current rates of coastal change to be compared with that observed in previous years or decades.

The ability to map shoreline positions for each year provides valuable insights into whether change to our coastline are the result of particular events or actions, or as a result of more gradual change over time. This information can provide scientists, managers and policy makers to assess impacts from the range of drivers impacting our coastline and potentially assist planning and forecasting for future scenarios.

**Applications**

- Monitoring and mapping rates of coastal erosion along the Australian coastline
- Providing and assessing the impact of local and regional coastal management based on historical coastline change
- Identifying new coastlines required to address of change, including adverse weather events, sea level rise or human development
- Supporting geomorphological studies of how and why coastlines have changed across time

**Related products**

- DEA Inland Waters (Landsat)
- DEA Inland Waters (Sentinel)
- DEA High and Low Tide Imagery (Landsat)

**Publications**

Shahap-Taylor, R., Sagar, S., Lynton, L., Allan, L. & Sagar, S. (2019). Sub-pixel satellite shoreline: Characterising accuracy and variability.



**Digital Earth Australia Coastlines**

**DEA Coastlines: Coastal change hotspots**

Digital Earth Australia Coastlines (DEA Coastlines) is a continental dataset that includes annual shorelines and rates of coastal change along the entire Australian coastline from 1988 to the present.

The product combines satellite data from Geoscience Australia's Digital Earth Australia program with tidal modelling to map the spatial location of the coastline at mean sea level for each year. The product enables trends of coastal erosion and growth to be examined annually at both a local and continental scale, and for patterns of coastal change to be mapped historically and compared regularly to other coastlines to be evaluated. This allows current rates of coastal change to be compared with that observed in previous years or decades.





Australian Government  
Geoscience Australia

# Thank you

## Further information

s22

Communication | Corporate Division

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