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.

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.

Inline logo

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 →

Explore the layers of DEA Maps →

Primary Blue
#00718B

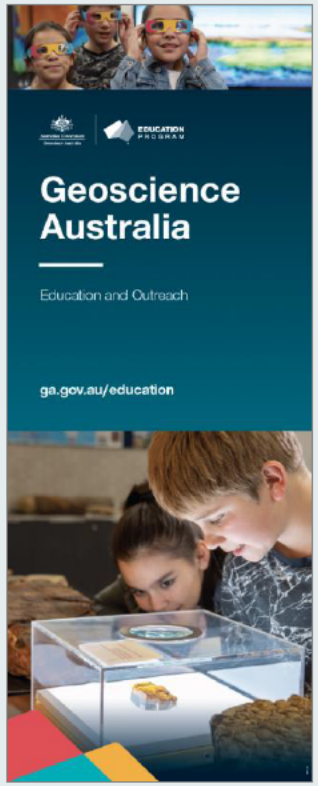
Style guide

Typography – digital font scale

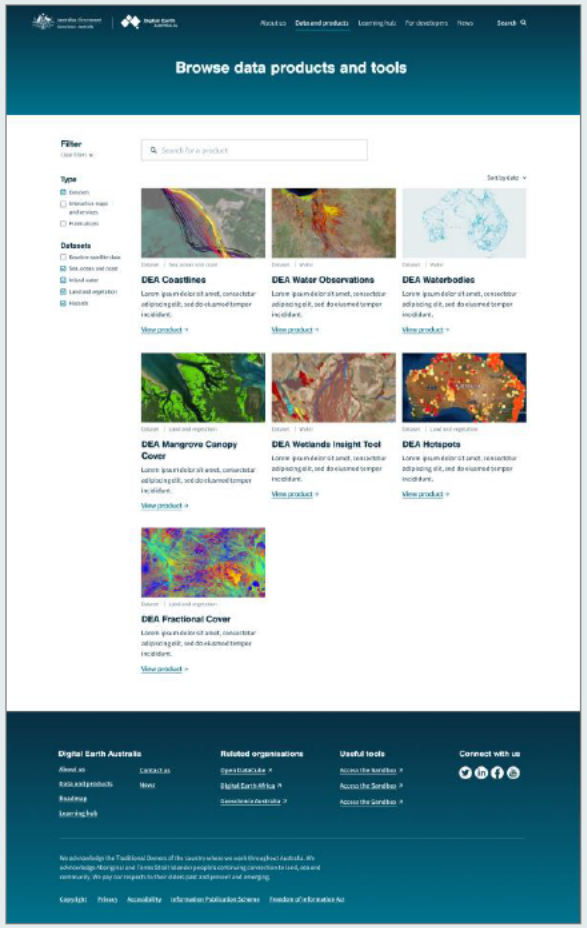
Desktop		Mobile	
64px	**Title**	46px	**Title Mobile**
56px	**Display XXL**	40px	**Display XXL Mobile**
42px	**Display XL**	36px	**Display XL Mobile**
34px	**Display L**	28px	**Display L Mobile**
28px	**Display M**	22px	**Display M Mobile**
24px	**Display S**	20px	**Display S Mobile**
22px	**Display XS**	18px	**Display XS Mobile**
20px	**Display XXS**	16px	**Display XXS Mobile**
20px	Body L	18px	Body L Mobile
17px	Body M	16px	Body M Mobile
16px	Body S	14px	Body S Mobile
14px	Body XS	12px	Body XS Mobile

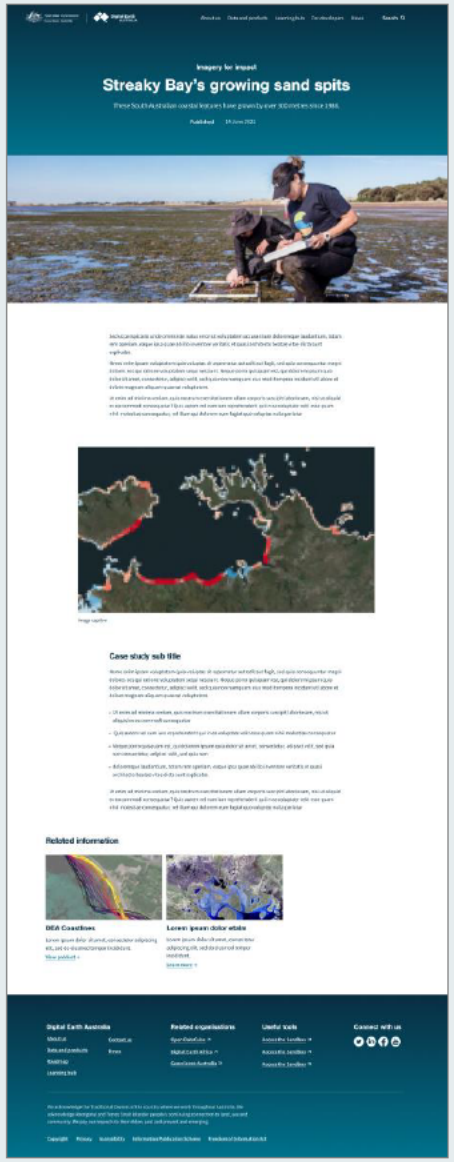
Please note text is not to scale.

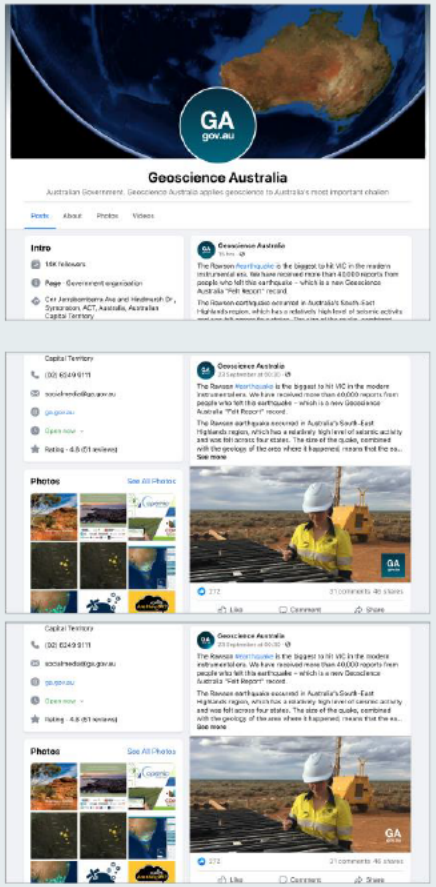
Communication products



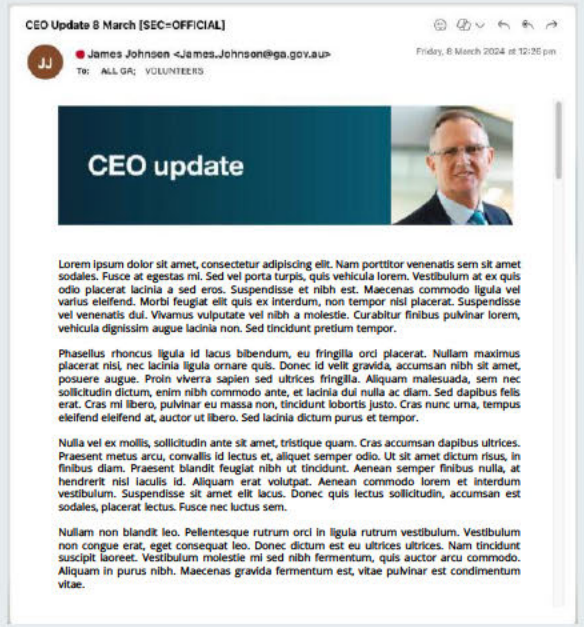
Campaigns

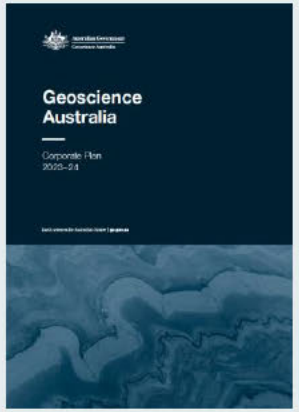


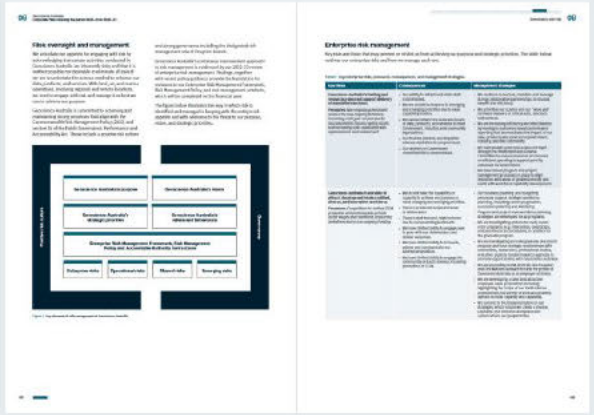


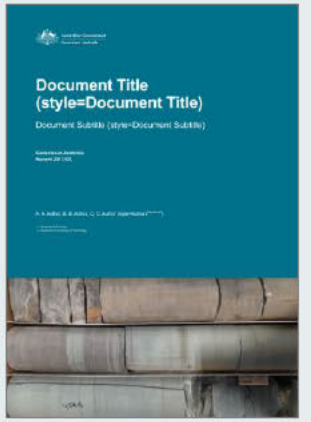


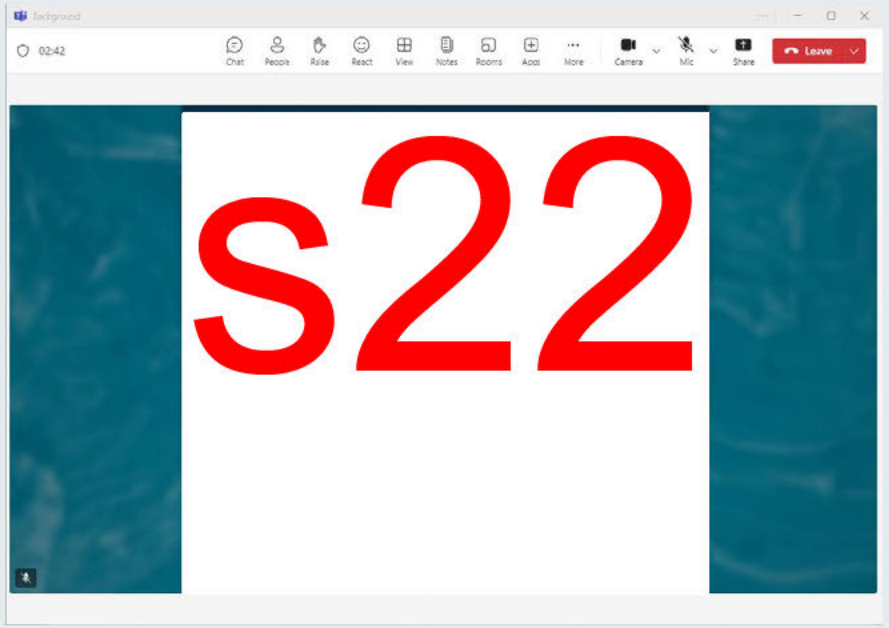
Internal/BAU/Corporate

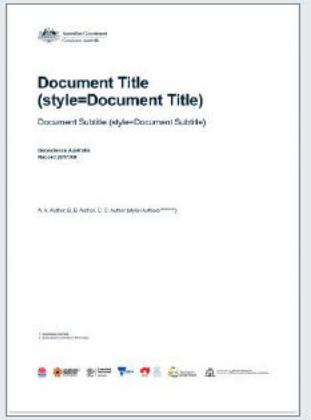




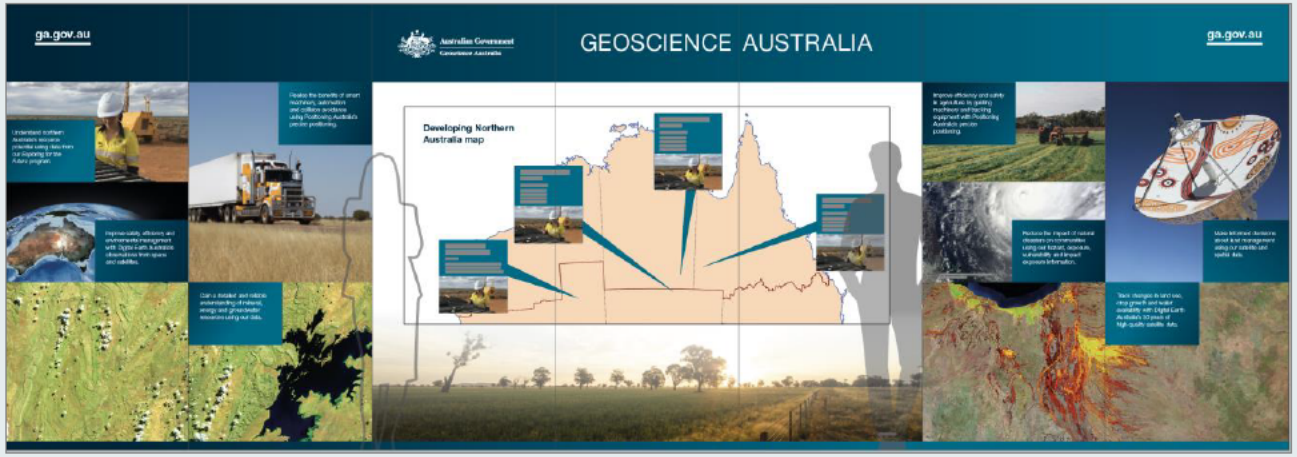


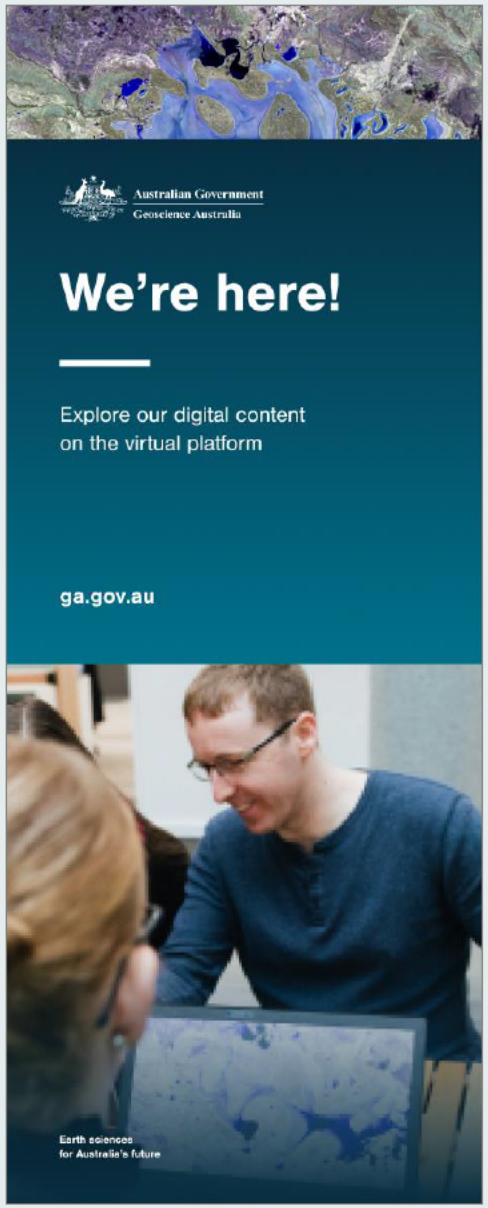




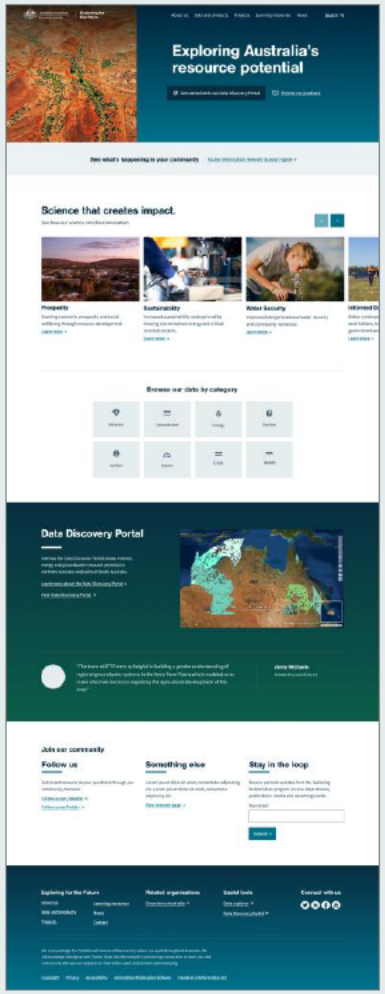


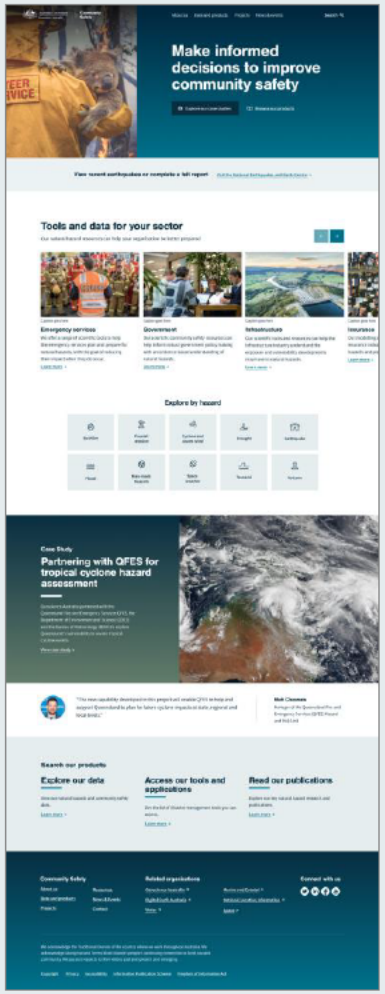
Conferences and events

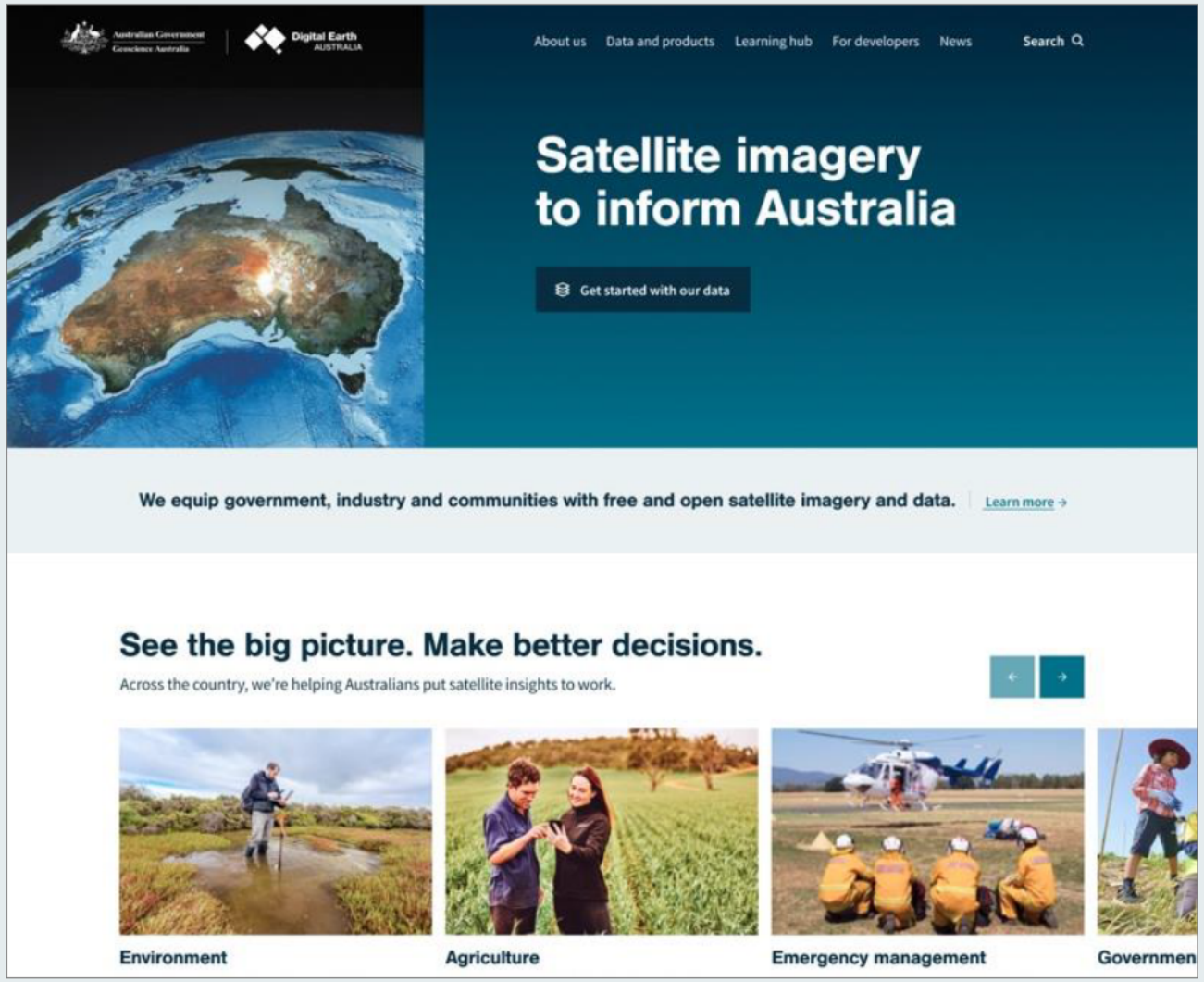




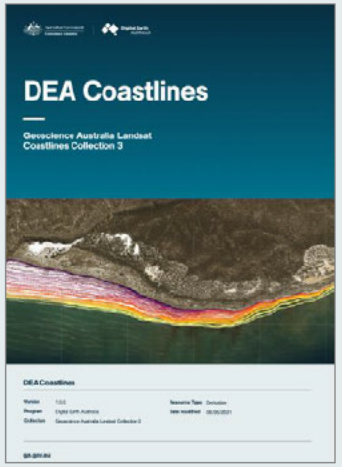
Vision – consistency across programs...

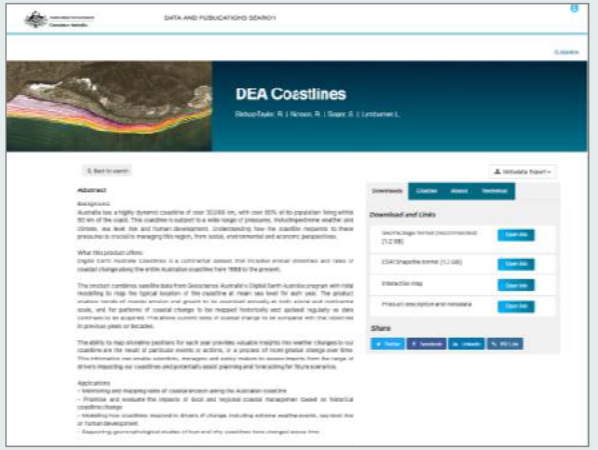


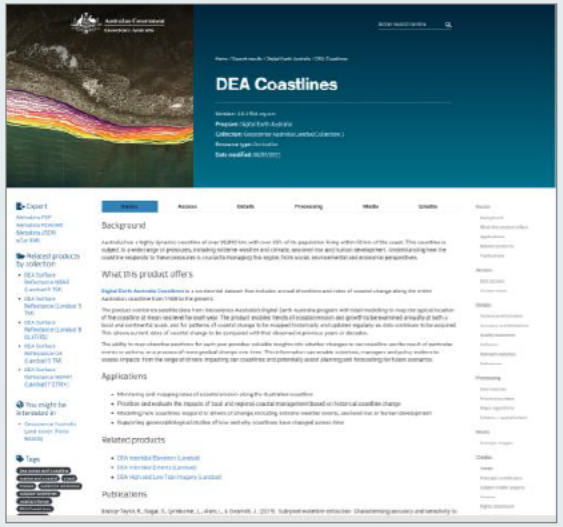




… and within programs







Australian Government
Geoscience Australia

Thank you

Further information

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