



Australian Government
Geoscience Australia

Geoscience Australia Style guide

July 2024

Style guide

Purpose statement

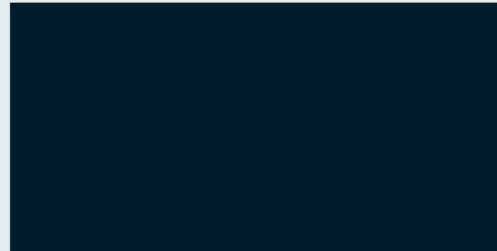
Geoscience Australia - Earth sciences for Australia's future

Colour

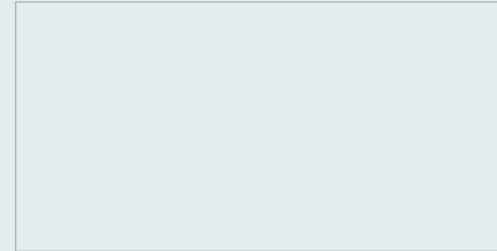
Primary colours



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

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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






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Streaky Bay's growing sand spits

THEIR SURVIVAL AND THE BIRDS' HAVE GROWN BY OVER 300% IN THE LAST 100 YEARS

Published: 14 June 2021



Streaky Bay is a coastal wetland in South Australia that is home to a rich and diverse birdlife. The bay is a haven for many species of birds, including the world's largest colony of little penguins. The bay is also a haven for many species of fish, including the world's largest colony of snappers. The bay is a haven for many species of plants, including the world's largest colony of mangroves. The bay is a haven for many species of insects, including the world's largest colony of bees.

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Map location

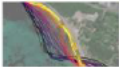
Case study web site

Streaky Bay is a coastal wetland in South Australia that is home to a rich and diverse birdlife. The bay is a haven for many species of birds, including the world's largest colony of little penguins. The bay is also a haven for many species of fish, including the world's largest colony of snappers. The bay is a haven for many species of plants, including the world's largest colony of mangroves. The bay is a haven for many species of insects, including the world's largest colony of bees.

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Related information



Streaky Bay

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Digital Earth Australia

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We acknowledge the traditional owners of this land and the people who live on it. We acknowledge the traditional owners of this land and the people who live on it. We acknowledge the traditional owners of this land and the people who live on it.

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A laptop displaying the Geoscience Australia website, showing a map of Australia with coastal change data. The map highlights the coastline with a color gradient from blue to red, indicating different levels of coastal change. The website interface includes a search bar, navigation menu, and a sidebar with various data layers and filters. The text "Announcing DEA Coastlines" is displayed above the laptop, and "Mapping coastal change throughout Australia" is displayed below it. A "View product" button is also visible.

Internal/BAU/Corporate



CEO Update 8 March [SEC=OFFICIAL]

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

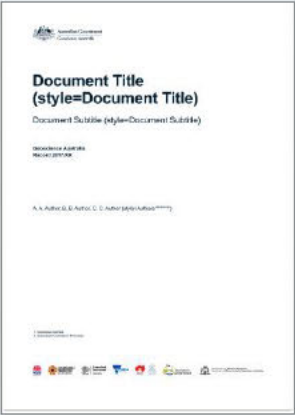
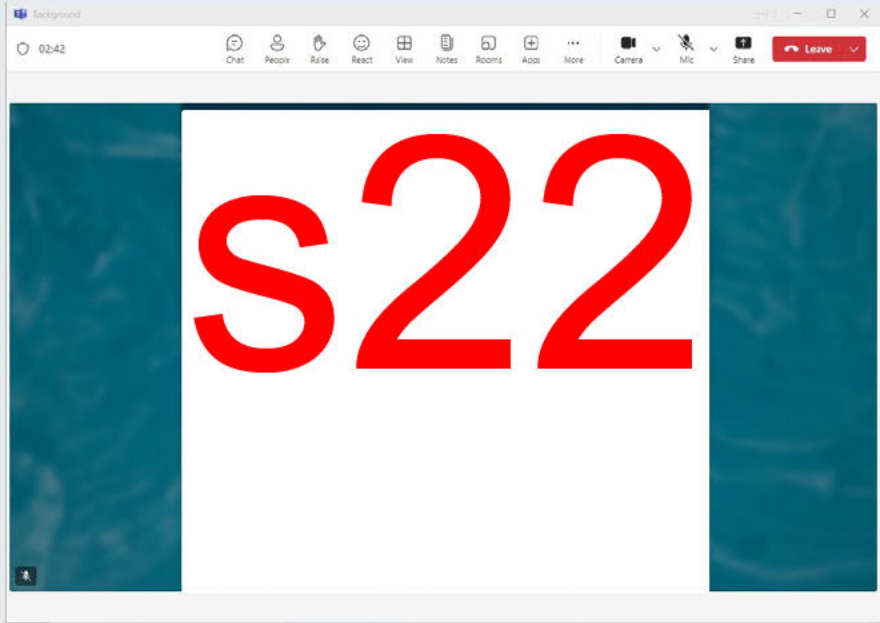
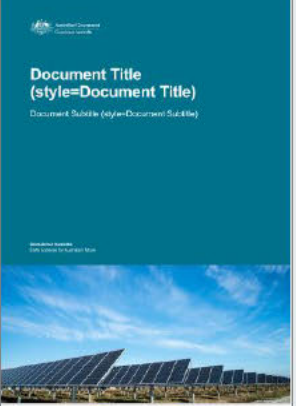
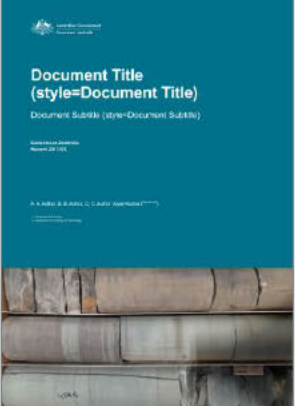
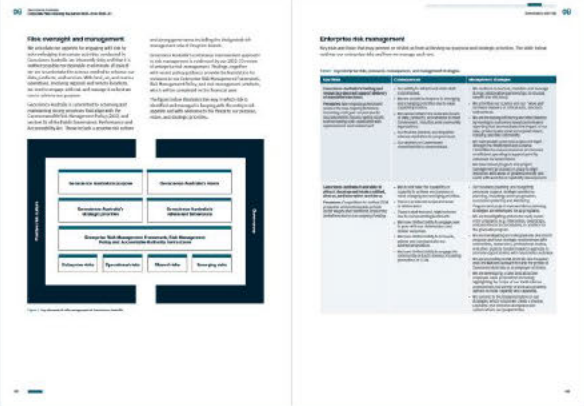
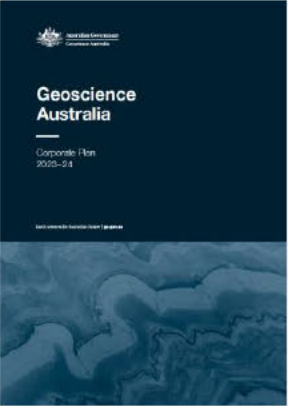
TO: ALL GA; VOLUNTEERS

CEO update

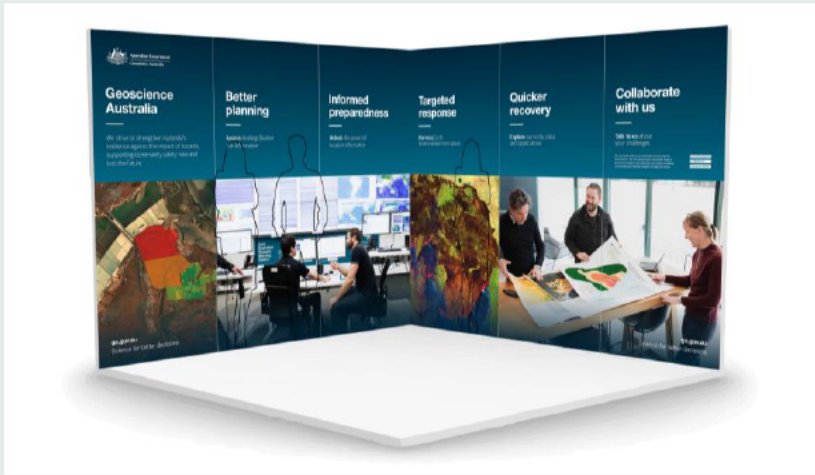
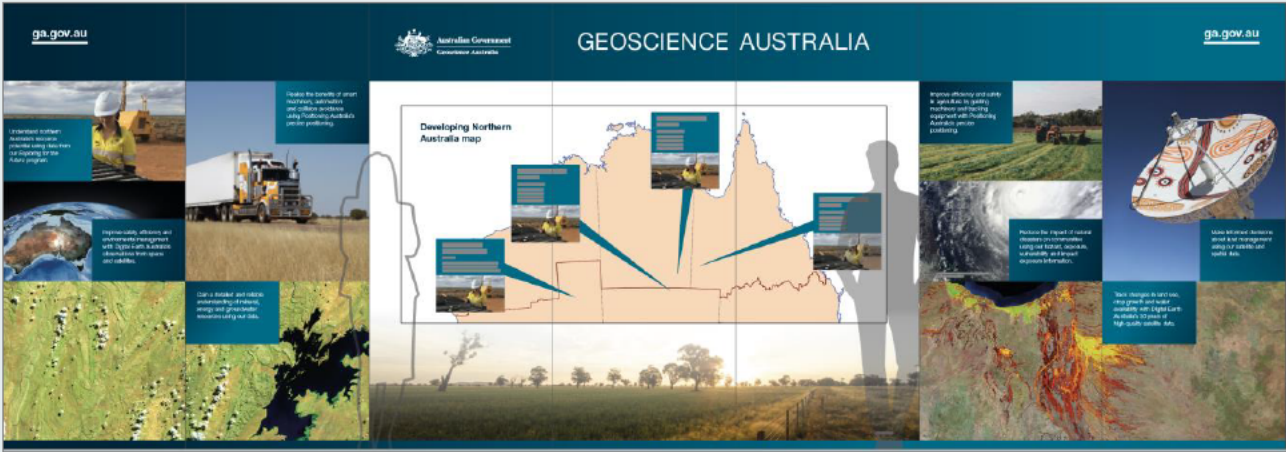
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Nulla vel ex mollis, sollicitudin ante sit amet, tristique quam. Cras accumsan dapibus ultrices. Praesent metus arcu, convallis id lectus et, aliquet semper odio. Ut sit amet dictum risus, in finibus diam. Praesent blandit feugiat nibh ut tincidunt. 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.

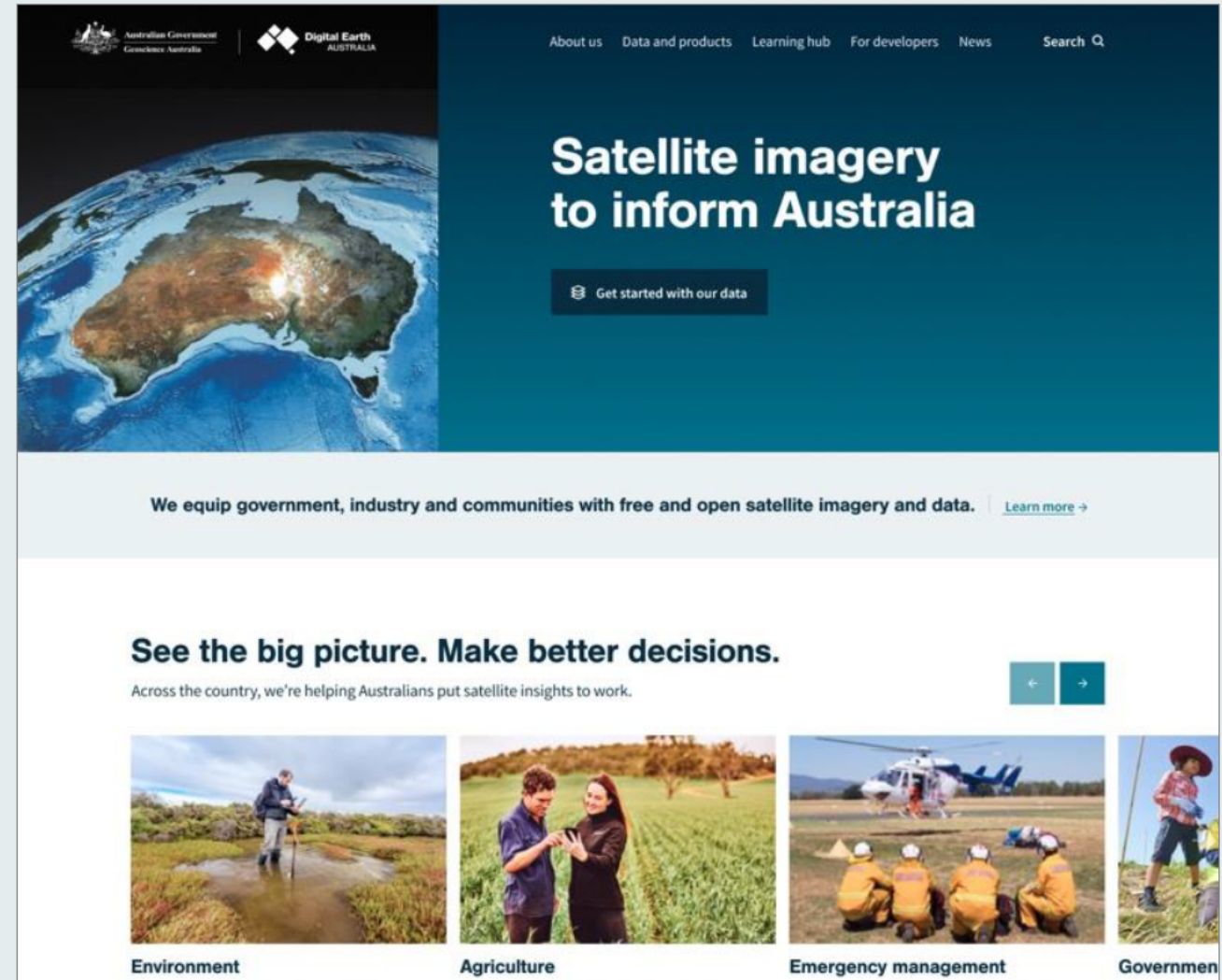
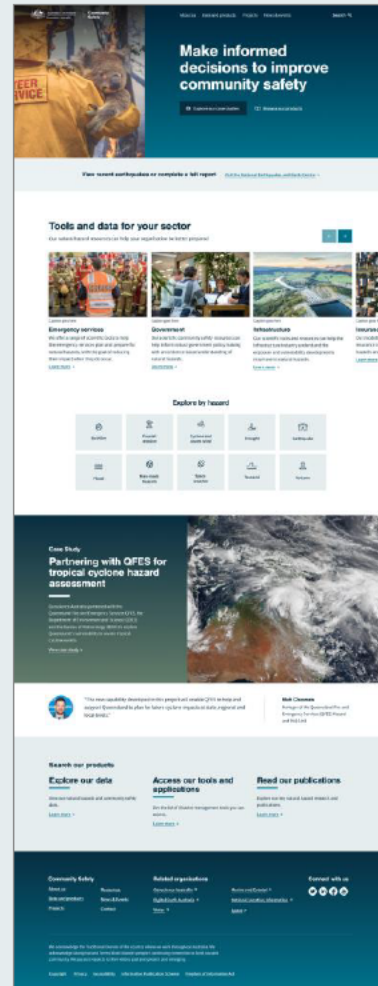
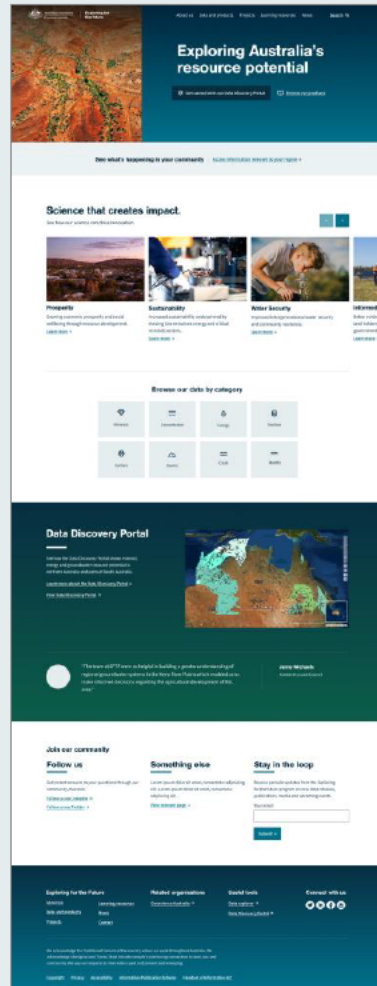
Nullam non blandit leo. Pellentesque rutrum orci in ligula rutrum vestibulum. Vestibulum non congue erat, eget consequat leo. Donec dictum est eu ultrices ultrices. Nam tincidunt suscipit laoreet. Vestibulum molestie mi sed nibh fermentum, quis auctor arcu commodo. Aliquam in purus nibh. Maecenas gravida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



Conferences and events



Vision – consistency across programs...



... 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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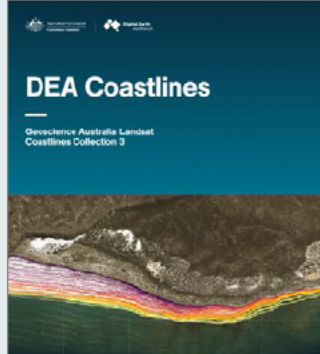
Emergency management

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Government

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DEA Coastlines

Geoscience Australia Landset Coastlines Collection 3

DEA Coastlines

Version: 1.0.0

Project: Digital Earth Australia

Collection: Geoscience Australia Landset Coastlines Collection 3

Release date: 2024-01-01



DEA Coastlines

Digital Earth Australia Landset Coastlines Collection 3

Background

Geoscience Australia has a highly dynamic coastline of over 30,000 km, with over 80% of its population living within 50 km of the coast. This coastline is subject to a wide range of pressures, including climate change and coastal erosion, which are impacting the coastal environment. Understanding how the coastline responds to these pressures is critical to managing the region, from social, environmental and economic perspectives.

What this product offers

Digital Earth Australia Coastlines is a continuous dataset that includes annual shoreline and rates of coastal change along the entire Australian coastline from 1980 to the present.

The product combines satellite data from Geoscience Australia's Digital Earth Australia program with high resolution satellite imagery to map the typical location of the coastline at any time in the past. The product enables users to monitor erosion and growth in the coastal environment and to monitor the impact of coastal change on the coastal environment. The product is designed to be used by a wide range of users, from local government and industry to national government and international organisations.

The ability to map shoreline positions for each year provides valuable insights into coastal change in the coastal environment. The product is designed to be used by a wide range of users, from local government and industry to national government and international organisations.

Applications

- Monitoring and mapping rates of coastal erosion along the Australian coastline
- Providing and evaluating the impact of local and regional coastal management based on historical coastline change
- Monitoring coastal erosion and growth in the coastal environment and to monitor the impact of coastal change on the coastal environment
- Supporting government and industry to plan and manage coastal change in the coastal environment



DEA Coastlines

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- Supporting government and industry to plan and manage coastal change in the coastal environment



Australian Government
Geoscience Australia

Thank you

Further information

s22

Communication | Corporate Division

s47E(d)@ga.gov.au