



Integrated **Marine**
Observing System

Identity and Style
Guidelines

Primary Font

Helvetica Neue - light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ abcdefghijklmnopqrst
vwxyz 1234567890

Helvetica Neue - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ abcdefghijklmnopq
rstuvwxyz 1234567890

Typeface rules

Helvetica Neue - light is used for body copy in print. **Regular** is used to **highlight** where appropriate. **Bold** or **condensed black** can be used, however only when absolutely necessary and very sparingly within documents.

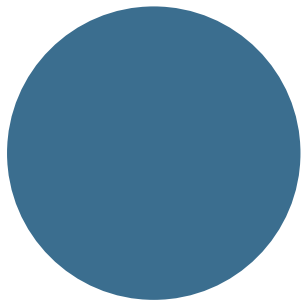
Secondary Font

Arial - Regular

Arial - Bold

Secondary fonts are to only be used when Helvetica Neue is unavailable.

Primary Colour Palette

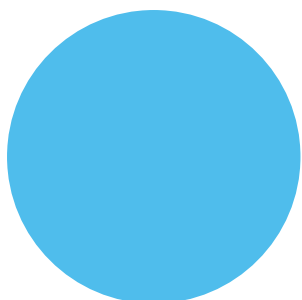


IMOS Deep Blue

C M Y K
58 17 0 46

R G B
59 110 143

Hex#: 3b6e8f



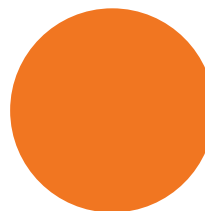
IMOS Sea Blue

C M Y K
59 7 0 0

R G B
84 188 235

Hex#: 54bceb

Secondary Colour Palette

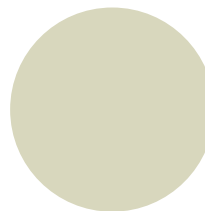


IMOS Accent Orange

C M Y K
0 66 100 7

R G B
227 111 30

Hex#: f07520

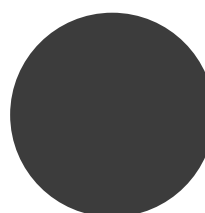


IMOS Sand

C M Y K
15 10 27 0

R G B
217 215 189

Hex#: d9d7bd



IMOS Mid Grey

C M Y K
68 62 60 50

R G B
60 60 60

Hex#: 3c3c3c

IMOS Logo Use

The IMOS logo includes a stacked and wide alternative and should be used according to the size and structure. Only these 2 logo variants are to be used and the “waves and IMOS” graphic component are **never to be used** without the supporting “Integrated Marine Observing System” text. The colour logo is the preferred logo to be used on documents and presentation material, however the mono version is to be used when overlaid upon coloured backgrounds that cause illegibility of the logo in its entirety.



Integrated **Marine**
Observing System



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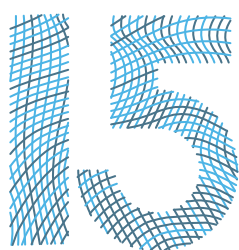


Clear Space



IMOS Anniversary Logo

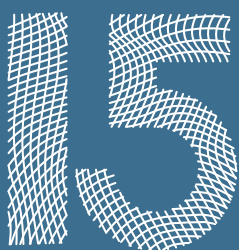
The IMOS 15th anniversary logo is preferably used in digital media (e.g. email signatures, presentations), see below for examples of use. The 15th anniversary logo should only be used in print (formal documents etc) when the expected lifetime is less than 12 months. Other rules of use of for the 15th anniversary logo follow those provided for the standard IMOS logo provided above.



YEARS
of IMOS



Integrated **Marine**
Observing System



YEARS
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IMOS Anniversary Logo

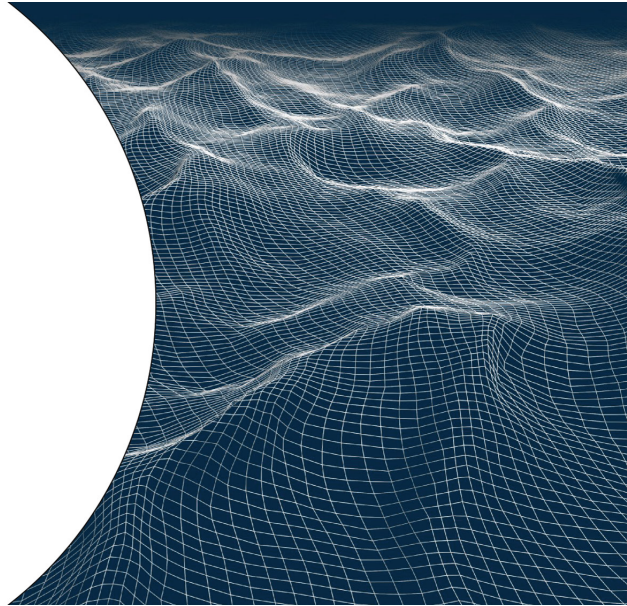
[Title]

[Subtitle]

[Presenters]



IMOS acknowledges the Traditional Custodians and Elders of the land and sea on which we work and observe and recognise their unique connection to land and sea. We pay our respects to Aboriginal and Torres Strait Islander peoples past, present and future.



New Message



Recipient

Subject

Institutional Email Signature



Send



IMOS Logo Cloud

The IMOS logo cloud provides the most up-to-date and accurate list of the Principle and Associate Participants of IMOS. The logo cloud is to be used on official IMOS related materials including but not limited to:

- The IMOS website
- Promotional banners
- Public communications (annual Highlights document)

Given the nature of the involvement of IMOS with institutes and organisations around Australia, the logo cloud is an evolving list, which is updated when needed. A 'current' version can be found on the IMOS R drive. If you cannot access or find the most up-to-date version of the IMOS logo cloud, please contact the IMOS communications team.



Australia's Integrated Marine Observing System (IMOS) is enabled by the National Collaborative Research Infrastructure Strategy (NCRIS). It is operated by a consortium of institutions as an unincorporated joint venture, with the University of Tasmania as Lead Agent. www.imos.org.au

PRINCIPAL PARTICIPANTS



SIMS is a partnership involving four universities.

ASSOCIATE PARTICIPANTS



Traditional Owners Statement

IMOS acknowledges the Traditional Custodians and Elders of the land and sea on which we work and observe and recognise their unique connection to land and sea. We pay our respects to Aboriginal and Torres Strait Islander peoples past, present and future.