



Integrated **Marine**
Observing System

Identity and Style Guidelines

Primary Font

Helvetica Neue - light

ABCDEFGH
abcdefgh
1234567890

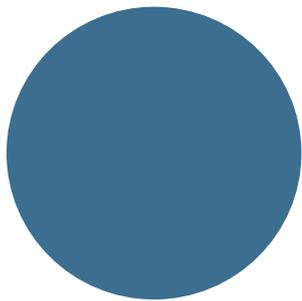
Helvetica Neue - Bold

ABCDEFGH
abcdefgh
1234567890

Typeface rules

Helvetica Neue - light is used for body copy in print. **Bold** is used to **highlight** where appropriate.

Primary Colour Palette

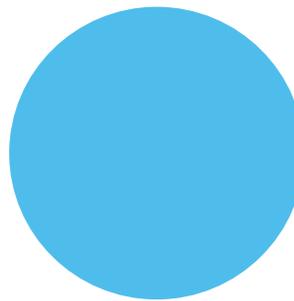


IMOS Deep Blue

C M Y K
58 17 0 46

R G B
59 110 143

Hex#: 3b6e8f



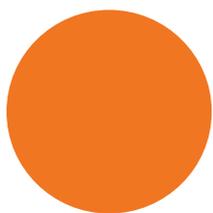
IMOS Sea Blue

C M Y K
59 7 0 0

R G B
84 188 235

Hex#: 54bceb

Secondary Colour Palette

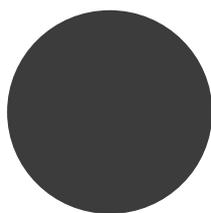


IMOS Accent Orange

C M Y K
0 66 100 7

R G B
227 111 30

Hex#: f07520

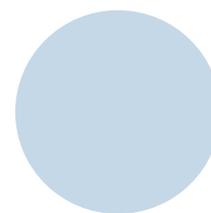


IMOS Mid Grey

C M Y K
68 62 60 50

R G B
60 60 60

Hex#: 3c3c3c



IMOS Light Blue

C M Y K
21 8 4 0

R G B
197 216 231

Hex#: c5d8e7

IMOS Logo Use

The IMOS logo has both stacked and wide variations, which should be selected based on the size and layout requirements. The full-colour logo is the preferred choice for print and digital collateral. However, the reversed (white) version should be used when placed on coloured backgrounds that compromise the logo's legibility.

Stacked

Wide



Clear Space



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 material.

If you require this logo cloud for your collateral, please email imos@utas.edu.au.



Australia's Integrated Marine Observing System 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.

PRINCIPAL PARTICIPANTS



SIMS is a partnership involving four universities

ASSOCIATE PARTICIPANTS



IMOS thanks the many other organisations who partner with IMOS, providing co-investment, funding and operational support, including investment from the Tasmanian and Western Australian Governments.

Traditional Owners Statement

IMOS acknowledges the Traditional Custodians and Elders of the land and sea on which we work and observe, and recognise them as Australia's first marine scientists and carers of Sea Country.

We pay our respects to Aboriginal and Torres Strait Islander peoples past and present.