



Making public .au domain-layer trust signals visible, consistent and explainable.

OFFICIAL IDENTITY

OFFICIAL NAME

.au Domain Observatory

SHORT FORM

.auDO

FIRST REFERENCE

.au Domain Observatory (.auDO)

CANONICAL SITE

domainobservatory.au

CONTACT

contact@domainobservatory.au

APPROVED IDENTITY FORMS

PRIMARY FORM

.au DOMAIN OBSERVATORY

.auDO

WORDMARK

.auDO

HORIZONTAL

.auDO
.au Domain Observatory

COMPACT MARK



CORE COLOUR SYSTEM

OBSERVATORY NAVY

#07111F

ELEVATED NAVY

#0D1828

OFF-WHITE

#F3F5F7

OBSERVATORY OCHRE

#F0B24D

Supporting teal #46B8D8 is reserved for charts, diagrams, links and interface use. It is not a logo colour.

Using the .auDO identity

Use supplied assets, preserve the approved spelling and keep attribution transparent.

TYPOGRAPHY

Poppins ExtraBold

Master wordmark

Poppins SemiBold

Formal descriptor and labels

Poppins Medium

Major headings

Poppins Regular

Body copy

System monospace

Evidence and technical values

CLEAR SPACE AND MINIMUM SIZE



Clear space

Lock-ups: 2x

Compact mark: 1x

Primary 180 px / 45 mm

Horizontal 150 px / 38 mm

Wordmark 80 px / 20 mm – Mark 16 px / 5 mm

CORRECT USE

- + Preserve proportions
- + Use supplied vector assets
- + Choose the correct background version
- + Keep the leading dot in .auDO

APPROVED LANGUAGE

25-word description

.au Domain Observatory (.auDO) independently observes and explains public .au domain-layer trust signals over time, preserving evidence to support transparency, resilience and better governance.

Scope

.auDO observes public DNS, registration, mail, DNSSEC and infrastructure signals across a fixed panel of .au domains. Repeated observation preserves visible change and persistence over time.

Limitations

.auDO is not a registry authority, regulator, vulnerability scanner, compliance service, risk-rating system or real-time whole-namespaces monitor.

DO NOT

- x Alter spelling or capitalisation
- x Use .au alone as the identity
- x Stretch, rotate or rearrange assets
- x Recolour individual characters
- x Add unapproved effects
- x Imply affiliation or endorsement