

The Telstra typeface is a suite of custom fonts, a universal asset that captures and amplifies the spirit of Telstra — Australia is why. While Telstra Text prioritising pragmatism and hyperfunctionality — spaced and manually-hinted for the most trying environments — Telstra Display takes a more geometric approach, to be seen as much as read.

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34/36 pt

Telstra Display Light
Telstra Display Light Italic
Telstra Display Regular
Telstra Display Regular Italic
Telstra Display Medium
Telstra Display Medium Italic
Telstra Display Bold
Telstra Display Bold Italic

15/18 pt

Telstra Text Light
Telstra Text Light Italic
Telstra Text Regular
Telstra Text Regular Italic
Telstra Text Medium
Telstra Text Medium Italic
Telstra Text Bold
Telstra Text Bold Italic

Display Light
420 pt

Aß

Display Light
123 pt

Worldwide

Display Regular
Italic 123 pt

Jedenácté

Display Medium
123 pt

Atampaya

Display Bold
Italic 123 pt

Zerreißen

Display Light,
Light Italic
70/65 pt

RETROGRADE
Supratemporal

Display Regular,
Regular Italic
70/65 pt

TRAGIKOMISK
Landområdets

Display Medium,
Medium Italic
70/65 pt

GROUPTHINK
Disassembled

Display Bold,
Bold Italic
70/65 pt

POZOROVALI
Nesmrtelnost'

Display Light,
Light Italic
42/43 pt

Pseudoparthenogenesis
INSTITUTIONALISATION
Theologicometaphysical

Display Regular,
Regular Italic
42/43 pt

Nonrepresentationalism
CARDIOACCELERATOR
Electrotelethermometer

Display Medium,
Medium Italic
42/43 pt

Verantwoordelijkheden
KLANTTEVREDENHEID
Stemmingsverandering

Display Bold,
Bold Italic
42/43 pt

Ochsenschwanzsuppe
AUSSENMINISTERIUM
Währungsumrechnung

Text Regular
15/18.5 pt

Telstra is Australia's leading telecommunications and technology company, offering a full range of communications services and competing in all telecommunications markets. In Australia we provide 18.8 million retail mobile services, 3.8 million retail fixed bundles and standalone data services and 960,000 retail fixed standalone voice services. We believe it's people who give purpose to our technology. That's why our purpose is to build a connected future so everyone can thrive. That's why we build technology and content solutions that are simple and easy to use, including Australia's largest and fastest national mobile network. That's why we strive to serve and know our customers better than anyone else — offering a choice of not just digital connection, but digital content as well. And that's why we have an international presence spanning over 20 countries. In the 21st Century, opportunity belongs to connected businesses, governments, communities and individuals. Telstra is proud to be helping our customers improve the ways in which they live and work through connection.

Text Regular
10.5/13 pt

5G NETWORKS ACROSS THE GLOBE are set to change the very nature of wireless connectivity, with predictions suggesting they could have the same impact as the introduction of mobile phones. As with most advancements in technology, 5G will shape the way businesses operate, so it's time to brush up on the latest information and potential implications of this revolutionary tech. For small and medium business owners, the arrival of 5G offers ultra-fast and ultra-reliable mobile networking over greater distances. For rural businesses, this means faster internet capabilities allowing for new and exciting improvements, and for businesses that rely on working remotely, the advancement in capabilities could be game-changing. Industries with employees who are frequently mobile or who work remotely will see vast improvements. 5G will allow team members to remain effortlessly connected in ways that have been previously unfeasible. Not only will this benefit already mobile businesses, but it will enable more companies to operate on-the-go.

Businesses in regional areas will greatly benefit from higher internet speeds, which could make these locations more appealing for small-to-medium businesses. Lower overheads may lead to higher demand for provincial offices if the differences between city and regional infrastructure become seamless. This, in turn, could revitalise rural communities as new commerce comes to town. There are also numerous benefits for urban businesses, with 5G becoming a serious competitor to broadband as a primary network. Congestion and connectivity aren't likely to be as much an issue as with 4G, and with an entirely

wireless network, local system maintenance on network infrastructure will be severely reduced. Disruptive technology can be a scary prospect for businesses, however, with appropriate planning, measures can be put in place to ensure you're not left behind. Something to be aware of – both as an opportunity and a precaution – is the increased automation potential that comes with 5G technology. The best example of this is the acceleration in effectiveness of automated cars that 5G is likely to bring. With mere millisecond reaction times, the technology could revolutionise the way we see transport. Self-driving vehicles will be able to communicate with each other to prevent accidents and will have a far greater capacity for keeping passengers and assets protected. This increase in automation will have implications far beyond the automotive industry, as the rate of data transfer that 5G will offer enables dynamic control of everything from robotic systems to large-scale infrastructure.

While this might spell huge changes in certain industries, it's an opportunity to react and stay ahead of the curve through reskilling and service expansion. We're currently at the tip of the 5G iceberg, especially in terms of realising the full potential of this incredible technology. There is an opportunity to carve a niche in the business landscape with the new capabilities on offer. Whether it's through innovation or bolstering the services you already offer, there is plenty to explore using 5G as a launching pad. Thought starters for developing your skills could be mobilisation, process optimisation, providing software as a service and scaling digital offerings.

Uppercase,
lowercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz

Ligatures

fb ff fh fi fj fl ffb ffh ffi !ffj

Standard
punctuation

i!?.,:;...::'"/""“”” „_---()[]{}|/\@<>«»*+
ao^~●●●&\$¶|©®™°

Circled figures & miscellaneous glyphs

①②③④⑤⑥⑦⑧⑨⑩ ①②③④⑤⑥⑦⑧⑨⑩ ●

○←↑→↓↖↗↘↙<>✓✕◆!/?Ⓖℹ✕▲!★☆☆✓

All capital
punctuation

iǃ:-—·()[]{}/|:\@<>«»

Figures, currencies & math

0123456789 ¤ \$ £ ¥ ¢ ₣ ₧ € ¤ ¤ ₹ ¯ ¸ º ß f ¢
 < ≤ + - ÷ × = ≈ ≠ ± ≥ > # %

Tabular figures

0123456789<≤+−÷×=≈≠±≥>%.:
 ₪\$£¥¢£₩₩€¢₹₺₪ƒ¢

Prebuilt
fractions

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{7}$ $\frac{1}{9}$ $\frac{1}{10}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{5}$ $\frac{2}{5}$ $\frac{3}{5}$ $\frac{4}{5}$
 $\frac{1}{6}$ $\frac{5}{6}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

Numerators,
denominators,
superscript &
subscript

H¹²³⁴⁵⁶⁷⁸⁹⁰/₁₂₃₄₅₆₇₈₉₀ H¹²³⁴⁵⁶⁷⁸⁹⁰H₁₂₃₄₅₆₇₈₉₀

Uppercase
accents

À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß à á â ã ä å æ ç è é ê ë ì í î ï ñ ò ó ô õ ö ø ù ú û ü ý þ ß

Lowercase
accents

à á â ã ä å æ ç è é ê ë ì í î ï ñ ò ó ô õ ö ø ù ú û ü ý þ ß

Feature	Default	Activated
Ligatures	Offbeat reflexes	Offbeat reflexes
Tabular figures	฿45 £21 4×5≈9%	฿45 £21 4×5≈9%
All capitals	«Time»–(5:45)	«TIME»–(5:45)
Fractions	40/182 & 15/07/21	⁴⁰ / ₁₈₂ & 15/07/21
Superscript/ Superior	x ²³ + y ⁷¹ = b ⁴⁸⁵	x ²³ + y ⁷¹ = b ⁴⁸⁵
Subscript/ Inferior	x ₂₃ + y ₇₁ = b ₄₈₅	x ₂₃ + y ₇₁ = b ₄₈₅
Denominator	12345 67890	12345 ₆₇₈₉₀
Numerator	12345 67890	12345 ⁶⁷⁸⁹⁰
Stylistic Set 1 <i>Medium bullet</i>	• Unordered list	• Unordered list
Stylistic Set 2 <i>Large bullet</i>	• Unordered list	• Unordered list
Stylistic Set 3 <i>Circled figures</i>	123456789	①②③④⑤⑥⑦⑧⑨
Stylistic Set 4 <i>Negative circled figures</i>	123456789	➊➋➌➍➎➏➐➑➒

CSS	<pre> @font-face { font-family: "Telstra Text Variable"; src: url("/fonts/TelstraTextVariable.woff2") format("woff2-variations"), url("/fonts/TelstraTextVariable.ttf") format("truetype-variations"); } .TelstraText-Light { font-family: "Telstra Text Variable"; font-variation-settings: "wght" 300, "slnt" 0; } .TelstraText-Regular { font-family: "Telstra Text Variable"; font-variation-settings: "wght" 400, "slnt" 0; } .TelstraText-Medium { font-family: "Telstra Text Variable"; font-variation-settings: "wght" 500, "slnt" 0; } .TelstraText-Bold { font-family: "Telstra Text Variable"; font-variation-settings: "wght" 700, "slnt" 0; } .TelstraText-LightItalic { font-family: "Telstra Text Variable"; font-variation-settings: "wght" 300, "slnt" 12; } .TelstraText-RegularItalic { font-family: "Telstra Text Variable"; font-variation-settings: "wght" 400, "slnt" 12; } .TelstraText-MediumItalic { font-family: "Telstra Text Variable"; font-variation-settings: "wght" 500, "slnt" 12; } .TelstraText-BoldItalic { font-family: "Telstra Text Variable"; font-variation-settings: "wght" 700, "slnt" 12; } </pre>		
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Summary	Font	"wght"	"slnt"
	Telstra Text Light	300	0
	Telstra Text Light Italic	300	12
	Telstra Text Regular	400	0
	Telstra Text Regular Italic	400	12
	Telstra Text Medium	500	0
	Telstra Text Medium Italic	500	12
	Telstra Text Bold	700	0
	Telstra Text Bold Italic	700	12

MATTER OF SORTS**U702 / 37 Swanston St, Melbourne VIC 3000****M +614 11 571 247 ABN 5734 8145 074****matterofsorts.com @matterofsorts****October 2022**

Matter of Sorts honours the Traditional Custodians of the land upon which our practice is situated — the Wurundjeri people of the Kulin Nation. We pay our respects to Elders, past, present and future and recognise their enduring connection to Country.