“Adopt as your fundamental creed that you will equip yourself not just for your own benefit but for the benefit of the entire community.”

Sir John Monash
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<td>21 Current design style – icons</td>
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<td>22 Style sheets – design specifications</td>
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<td>23 Digital</td>
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<td>24 Email</td>
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<tr>
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<tr>
<td>29 Stationery</td>
</tr>
</tbody>
</table>

**Appendix 1** – History of the Monash University logo  
**Appendix 2** – Monash University sub-brands  
**Appendix 3** – Monash University co-branding  
**Appendix 4** – Naming new entities  
**Appendix 5** – Creative portfolio
1 What is a brand? How to use this toolkit

"Your brand is what other people say about you when you’re not in the room"

Jeff Bezos, Founder, Amazon

Brand is an impression that resides in the customer’s mind, the sum of their observations and experiences with a particular organisation.

It is more than an organisation’s logo or slogan. It’s a reflection of everything the organisation says and does. Brand encompasses the whole kit and caboodle, from corporate colours to company culture. Think about Apple, or Woolworths, or Harvard University – each will conjure up a range of attributes, both positive and negative. That’s brand.

As such, we (Monash University staff) don’t determine our brand, but we can influence it. By developing consistent marketing communications we provide our audiences with a sense of who we are through what we say (our narrative) and how we show it (our visual identity). The aim is to grow awareness and build preference for our brand.

This toolkit outlines the guidelines that govern how our marketing communications (print and online) look and feel. These rules ensure we present ourselves consistently.

That way, when people encounter our work, they know exactly who we are and what we stand for.

How to use this toolkit

This toolkit will help you develop clearly identifiable, relevant marketing communications that consistently reflect the Monash University brand. It is designed to stimulate your creativity as well as outline the guidelines you need to adhere to.

This section, Part A, tells the Monash University brand story. You’ll find our brand elements in Part B, and their creative applications in Part C.

Use this toolkit in conjunction with other Monash resources, like:

- Monash Editorial Style Guide: monash.edu/about/editorialstyle
- Web Style Guide for SquizMatrix: webtoolkit.monash

Please contact Strategy, Brand and Marketing Services if you have any queries.
Email: brand@monash.edu

For more information please email brand@monash.edu

What is a brand? How to use this toolkit
2 What is the Monash University brand?

Our statement of purpose
Monash University seeks to improve the human condition by advancing knowledge and fostering creativity. It does so through research and education and a commitment to social justice, human rights and a sustainable environment.

Our promise
- Conscious impact
- A nurturing/supportive environment
- Progress
- Impact at global and grassroots levels
- Connectedness – being outward facing
- Big thinking – being visionary

Our values
- Optimistic
- Open and approachable
- Ambitious/driven
- Youthful
- Focused

Our personality
- The Monash education experience
- Our people
- Being embedded in our communities
- Our global footprint
- Research with impact

Our pillars

For more information please email brand@monash.edu
2 What is the Monash University brand?

Our brand spirit: Conscious impact

This represents the desire of Monash people to make a difference – to their lives, and to the communities they are part of. This sentiment is consistent with the statement made by our namesake Sir John Monash about the need for education:

“Adopt as your fundamental creed that you equip yourself not just for your own benefit but for the benefit of the entire community.”

Our values

Our innermost desires define our values. In order to help people make a conscious impact, what must we be prepared to never compromise on?

We value:
- a nurturing/supportive environment
- progress
- impact at global and grassroots levels
- connectedness – being outward facing
- big thinking – being visionary.

Our personality

Our values define our personality. How we speak, act and visually represent ourselves are tangible and emotional expressions of our values.

We are:
- optimistic
- open and approachable
- ambitious/driven
- youthful
- focused.

Our pillars

Our pillars are how we go about enacting our values. How do we help our people make a conscious impact?

- The Monash education experience
- Our people
- Being embedded in our communities
- Global footprint
- Research with impact

Important information

To provide Monash University with a consistent identity in the crowded global market place it is important all of our communications reflect our brand.
Part B
3 Introduction

Our brand elements are the visual cues for our brand. Apply them consistently across our marketing communications to reinforce our brand reputation and reassure audiences they’re reading an official Monash University communication.

These are our:

1 **Visual markers**
   - Logo
   - Typography
   - Monash University colour palette
   - Nick

2 **Supporting elements**
   - Global footprint
   - Group of Eight logo

3 **Legal requirements**
   - CRICOS provider code
   - Disclaimer

For more information please email brand@monash.edu
This table lists the brand elements that appear on specific marketing collateral. The positioning of brand elements is locked. Please see style sheets (22) for specifications.

<table>
<thead>
<tr>
<th>Application</th>
<th>Brand elements</th>
<th>Monash logo</th>
<th>Typography</th>
<th>Masterbrand colour palette</th>
<th>The nick</th>
<th>Global footprint</th>
<th>Group of eight</th>
<th>CRICOS provider name and code</th>
<th>Disclaimer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publications/brochures</td>
<td></td>
<td>■</td>
<td>■</td>
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<td>■</td>
<td>■</td>
<td>■</td>
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<td>Flyers</td>
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<tr>
<td>Postcards</td>
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<td>Posters</td>
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<tr>
<td>Banners</td>
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</tr>
<tr>
<td>Merchandise</td>
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<td>■</td>
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<td>■</td>
<td>■</td>
<td>■</td>
</tr>
<tr>
<td>Sponsorship</td>
<td></td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
</tr>
<tr>
<td>Invitations</td>
<td></td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
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<tr>
<td>Certificates</td>
<td></td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
</tr>
<tr>
<td>Powerpoint</td>
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<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
</tr>
<tr>
<td>Advertising</td>
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<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
</tr>
<tr>
<td>Stationery</td>
<td></td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
</tr>
<tr>
<td>Online</td>
<td></td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
</tr>
<tr>
<td>Social media</td>
<td></td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>■</td>
</tr>
</tbody>
</table>

- Visually define Monash
- Reinforce our brand positioning
- Validate our license
- Legal requirement

For more information please email brand@monash.edu
5 The Monash University logo

Monash University logo

Our logo is the most recognisable visual symbol of our brand. It embodies our brand promise and values: our heritage, who we are today and who we aspire to be.

While our logo may have developed over the years, its elements and who we are as a brand have not changed.

The Monash shield:

- The open book is commonly found in the shields of universities symbolising the pursuit of knowledge.
- The stars of the Southern Cross relate to the University’s geographical base.
- The sword and wreath are references to the shield granted to the University’s namesake Sir John Monash.
- The University’s motto ‘Ancora Imparo’ means ‘I am still learning’.

For more information please see:

- Appendix 1: History of the Monash University logo
- Appendix 2: Monash University sub-brands
- Appendix 3: Monash University co-brands
- Appendix 4: Naming new entities

Contact us

If you require the Monash University logo, please email brand@monash.edu
There are two versions of the Monash University logo: single line (1) and stacked (2). The logo can be colour (1, 2, 3), mono (4, 5) or reversed out (6, 7, 8). We use different versions depending on the communication channel and space requirements.

1 Single line colour
Use the single line version on most applications.

2 Two line/stacked colour
This version is suitable when space and format restrict suitable scale application of the one-line version.

3 Online
Use the RGB version for online applications.

4 and 5 mono
Use mono version in one-colour applications such as press advertising.
The mono version only ever appears in black.

To maintain brand integrity, the Monash University logo must not be redrawn, typeset or altered in any way.

Size
The size and positioning of the shield in relationship to the typography remains fixed and locked to the logo.

Please email brand@monash.edu if you require a logo.
6 The Monash University logo – versions

Where the Monash University logo appears on solid colour backgrounds (other than white), it is reversed out in white, or black when the background colour is light.

The keyline logo (outline version 6, 7, 8) is used whenever the logo is not on a white background.

6 Preferred background colour: 100% PMS 2945

7 Preferred background colour: 100% black

8 For any light background colour, use the keyline logo
7 The Monash University logo – usage

Minimum size and clear space specifications ensure the Monash University logo remains legible in all applications.

Minimum size
- Do not reproduce the logo smaller than the minimum indicated sizes.

<table>
<thead>
<tr>
<th>Output</th>
<th>Minimum logo width</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print/web</td>
<td>40mm</td>
</tr>
<tr>
<td>Newsprint</td>
<td>75mm</td>
</tr>
</tbody>
</table>

Clear space
- The minimum area surrounding the logo is to remain free of any other graphic element or text.
- The clear space area is defined by the cap height of the letter ‘M’.
- Minimum clear space must be observed in all applications.

For more information please email brand@monash.edu
The Monash University logo and its applications are locked.

To preserve the integrity of our logo we do not:

- alter colours
- separate the elements of the logo
- rotate the logo
- reproduce the logo on illustrative or photographic backgrounds
- reproduce the logo without the shield
- alter the size or relationship of the elements of the Monash University logo
- compress, extend or distort the logo in any way
- reproduce the full colour logo on a coloured background
- reproduce the logo in another typeface
- reproduce the shield on its own without the Monash University logo
- create sub brands without the approval of the Strategy, Brand and Marketing Services.

Please see Appendix 2 or email: brand@monash.edu.
Typography is another important element of the Monash University look and feel. Consistent typography is an easy way to align our visual identity.

<table>
<thead>
<tr>
<th>Font</th>
<th>Application</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary font</strong></td>
<td></td>
</tr>
<tr>
<td>Heveltica Neue</td>
<td>Preferred font for all collateral content</td>
</tr>
<tr>
<td></td>
<td>Tables</td>
</tr>
<tr>
<td></td>
<td>Captions</td>
</tr>
<tr>
<td></td>
<td>Headlines</td>
</tr>
<tr>
<td></td>
<td>Highlight boxes</td>
</tr>
<tr>
<td>Zapf Dingbats</td>
<td>Square bullet points only</td>
</tr>
<tr>
<td>Arial</td>
<td>Online</td>
</tr>
<tr>
<td></td>
<td>Used when Helvetica Neue is not available.</td>
</tr>
<tr>
<td><strong>Secondary font</strong></td>
<td></td>
</tr>
<tr>
<td>New Century Schoolbook Italics</td>
<td>Used to highlight/emphasise key words in main headline and/or key content.</td>
</tr>
<tr>
<td>Schoolbook Italics</td>
<td>Online</td>
</tr>
<tr>
<td></td>
<td>Used when New Century Schoolbook Italics is not available.</td>
</tr>
</tbody>
</table>
# Typography

## 1 Primary font

Helvetica Neue is the primary font used in our marketing communications. It is a clean, legible font, enabling our audiences to focus on our content.

As a sans serif font, Helvetica’s sleek lines reflect Monash’s youthful, progressive outlook.

![Important information]

- Tracking is -20 for large headlines

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helvetica Neue 45 Light</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>Helvetica Neue 46 Light Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>Helvetica Neue 55 Roman</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>Helvetica Neue 56 Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>Helvetica Neue 65 Medium</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>Helvetica Neue 66 Medium Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>Helvetica Neue 75 Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>Helvetica Neue 76 Bold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>

For more information please email brand@monash.edu
8 Typography

1 Primary font continued

Only use Helvetica Neue Condensed in tables.

<table>
<thead>
<tr>
<th>Helvetica Neue 47 Light Condensed</th>
<th>Helvetica Neue 47 Light Condensed Oblique</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Helvetica Neue 57 Condensed</th>
<th>Helvetica Neue 57 Condensed Oblique</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Helvetica Neue 77 Bold Condensed</th>
<th>Helvetica Neue 77 Bold Condensed Oblique</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>

Zapf Dingbats is for square bullet points only.

Zapf Dingbats

<table>
<thead>
<tr>
<th>Zapf Dingbats</th>
<th>Zapf Dingbats</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>

Arial is our alternative font family. Use it online and when Helvetica Neue is not available.

Arial
8 Typography

2 Secondary font
Our secondary font is New Century Schoolbook Italic. As a highlight font, it gives our audiences a shortcut to understanding our messages.

Century Schoolbook Italic is our alternative font. Use it online and when New Century Schoolbook Italic is not available.

Notes for use
- Use the secondary font in conjunction with Helvetica Bold to create emphasis in headlines and in key messages.
- The italicised words should have impact when read in isolation.
- The secondary font must align to the same x-height as the primary font.
- Used sparingly for maximum impact.
- Tracking is -30.
- Punctuation is in Helvetica Neue.
9 Colour palette

Consistent use of colour encourages visual cohesion across our communications and supports our brand.

We have two colour palettes designed to appeal to distinct audiences while staying true to the Monash University brand.

<table>
<thead>
<tr>
<th>Colour palette</th>
<th>Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>All print and digital marketing communications</td>
</tr>
<tr>
<td>Design style</td>
<td>Supports primary colour palette</td>
</tr>
</tbody>
</table>
9 Colour palette – primary

Primary colour palette

- Our most identifiable colour is the Monash University blue. This is our legacy colour. It is a vibrant blue which conveys youthfulness, possibility and openness.

- The Monash University blue is our second primary colour, used to convey prestige, timelessness and sophistication.

- White space in design conveys the brand personality of being open and youthful.

- Our primary colours are supported by a palette of blues and greys which provide flexibility to the design while remaining true to the Monash look and feel.

- Use the primary colour palette across the University for all outward facing marketing communications.

- The Monash University blue should be the dominant colour in all marketing collateral.

- We use black for body copy.

Primary colour palette

Monash University blue

| Pantone 2945C | C 100 M 50 Y 5 K 5 R 0 G 109 B 174 |
| Supporting blues and greys |
| Pantone 299C | C 86 M 8 Y 0 K 0 R 0 G 149 B 231 |
| Pantone 637C | C 62 M 0 Y 8 K 0 R 78 G 187 B 220 |
| Pantone 629C | C 36 M 0 Y 9 K 0 R 191 G 228 B 236 |

Black

| Pantone Black 7 | C 38 M 35 Y 33 K 72 R 65 G 63 B 64 |
| 50% Black | C 0 M 0 Y 0 K 50 R 147 G 149 B 151 |
| 20% Black | C 0 M 0 Y 0 K 20 R 227 G 229 B 229 |

For more information please email brand@monash.edu
Web developers should use these HEX colours. They support accessibility.

### Primary colour palette

**Monash University blue**

- #006CAB White 5.6

**Black**

- #231F20 White 16.3

### Supporting blues and greys

- #00FD8 White at 18+ 3.0
- #43C5E4 Black 10.3
- #9DDAE5 Black 13.6

- #23F40 White 10.4
- #666768
- #939598 White at 18+ 3.0
- #D1D4D4 Black 14.0
- #EEF1F2

---

**Accessibility**

- White denotes WCAG 2.0 AA compliance between foreground and background colours (min contrast ratio of 4.5)
- Black denotes WCAG 2.0 AA compliance between foreground and background colours (min contrast ratio of 4.5)
- at 18+ denotes WCAG 2.0 AA compliance between foreground and background colours (min contrast ratio of 3.0 with font size of 18+ (24px+) or 14pt (18px+) Bold)
- Adjusted denotes that the original colour supplied has been adjusted to pass WCAG 2.0 compliance.

---

For more information please email brand@monash.edu
### 10 Formatting

We use a simple and clean formatting style across our marketing communications. This ensures readability and reinforces the Monash look and feel. It reflects our sense of youthfulness and our approachability.

- **Alignment:** Left align all content.
- **Bullet points:** Use square points in Zapf Dingbats font. Ensure the x-height aligns with the text.
- **Highlight boxes:** Pull out important information for emphasis. Use the nick and a colour box.
- **Tables:** Use Helvetica Neue Condensed fonts if space is an issue.
- **Social media icons:** Insert these if they’re relevant to the marketing and campaign message. Please refer to individual platform guidelines for their use.

**Helvetica Neue is our Primary font:**

Bullet points should be square and the x-height of the corresponding text

An example of how text can be highlighted by using a coloured text box and the nick to direct the audience.

An example of a possible highlight box

For more information please email brand@monash.edu
11 The nick

The nick demonstrates progress, movement, action and connection. It evolved from the point of the Monash shield and the middle of the ‘M’ in Monash.

It acts as a pointer, drawing attention to elements of the communication.

Positioning of nick with logo at top of page

Positioning of nick with logo at bottom of page

Notes for use

External pages

- When our logo is at top of page the nick should be reversed out of the image/design area. Where the logo is at the bottom of the communication the nick should lead to the logo.
- The size of the nick is the inner width of the ‘M’ from the Monash University logo.
- Please see style sheets (22).

Notes for use

Internal pages

- The nick becomes a navigation tool. It can draw attention to headers and sub-headers.
- The size of the nick is flexible based on the design layout, but should be consistent throughout a piece of collateral.

For more information please email brand@monash.edu
Global footprint

Our global footprint is a supporting brand element used to reinforce our positioning as a truly global university.

The global footprint line is used on printed marketing collateral.

Rules around how the global footprint is visually represented are fixed.

Notes for use

- Use Helvetica Neue 55 Roman, upper case, to print black with triangle nicks as bullets at 70% black.
- Double space between the bullets and typ.
- Use only in conjunction with the Monash University logo. Do not use it with sub-brand logos.
- Marketing course collateral should clearly indicate where courses/areas of study are to take place, so we don’t mislead our students.
- Please see style sheets (22) for sizing and placement on specific collateral.
- To maintain brand integrity the global footprint must not be redrawn, typeset or altered in any way.
12 Group of Eight logo

Group of Eight
Monash is a member of Australia’s leading Group of Eight (Go8) universities, known for the high standard of education and research they undertake. It reinforces our University’s prestige in education and research outcomes.

Use the Go8 logo on all printed marketing collateral.

Rules around how the Go8 logo are fixed.

Use the mono logo version.

The Go8 logo should not be used with sub-brand logos.

As a supporting logo, the Go8 logo should always be smaller than the Monash University logo.

To maintain brand integrity the Go8 logo must not be redrawn, typeset or altered in any way.

Please see style sheets (22).
13 Legal requirements

CRICOS code
As part of ESOS (Education Services for Overseas Students) compliance, all external communications must display the CRICOS provider name and provider number:

CRICOS provider: Monash University 00008C
CRICOS provider: Monash College Pty Ltd 01857J (used only when promoting Monash College courses)

Notes for use
- Use Helvetica Neue 45 Light.
- Use black (100%) unless printed on a dark background when white is acceptable.
- Use minimum font size 7pt for marketing collateral and 6pt for advertising material.
- Place the CRICOS code on the front of any single page documents. When there is more than one page it should be placed on the back cover.
- The CRICOS code should appear on every page on our website.

For more information on our requirements under ESOS please visit: www.monash.edu/international/eso/compliance

Important information
As marketers it is our responsibility to ensure our collateral does not mislead audiences or misrepresent our University. Please contact the Monash University’s Office of the General Counsel (OGC) www.monash.edu.au/legal for advice.
13 Legal requirements

Disclaimers
All communication promoting or including specific course information must carry a disclaimer.

Disclaimer – print
“All information contained in this document is current at the time of publication. Monash University reserves the right to alter this information at any time (should the need arise). Please check the Monash University website for updates: www.monash.edu Published <insert month and year>.”

## Notes for use
- Use Helvetica Neue 45 Light.
- Use black (100%) unless printed on a dark background when white is acceptable.
- Use minimum font size of 7pt for marketing collateral and 6pt for advertising material.
- Place on the back cover (or front if only one page).

Disclaimer – online
Authorised by: Director, Office of Marketing and Communications.
Copyright © year Monash University. ABN 12 377 614 012 Accessibility – Disclaimer and copyright – Privacy. Monash University CRICOS Provider Number: 00008C, Monash College CRICOS Provider Number: 01857J
We acknowledge and pay respects to the Elders and Traditional Owners of the land on which our five Australian campuses stand. Information for Indigenous Australians.

Important information
As marketers it is our responsibility to ensure our collateral does not mislead audiences or misrepresent our University. Please contact the Monash University’s Office of the General Counsel (OGC) www.monash.edu.au/legal for advice.
Creative application

Part C
This section provides the creative tools to help you deliver key messages to your audience/s effectively. Consistent use of **design and content** provides our audiences with the reassurance they are engaging with Monash University at every touch point. (Please see 2 for the Monash University brand story)

### A framework for design and content

<table>
<thead>
<tr>
<th>Brand personality trait</th>
<th>Visual design</th>
<th>Content and tone</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Open and approachable</strong></td>
<td>Clean and clear design</td>
<td>Personal – use of “you” and “we”</td>
</tr>
<tr>
<td></td>
<td>Use of white space</td>
<td>Conversational but not informal</td>
</tr>
<tr>
<td></td>
<td>Imagery is real/natural not contrived</td>
<td>Helpful</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Empathetic</td>
</tr>
<tr>
<td><strong>Optimistic</strong></td>
<td>Use of positive imagery</td>
<td>Helpful – we make things easy</td>
</tr>
<tr>
<td></td>
<td>Use patterns to reflect forward and upward movement</td>
<td>Positive stories to reinforce attributes/benefits</td>
</tr>
<tr>
<td><strong>Youthful</strong></td>
<td>Use of pop colours and design elements as per guidelines</td>
<td>Avoid jargon not relevant to the target audience</td>
</tr>
<tr>
<td></td>
<td>Imagery is modern, active and bright</td>
<td>Empowers the audience</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Use plain English: Content is natural when read aloud</td>
</tr>
<tr>
<td><strong>Focused</strong></td>
<td>Use of visual cues (e.g. icons and elements) to focus reader’s attention</td>
<td>From the audience’s perspective. It’s about them not about us</td>
</tr>
<tr>
<td></td>
<td>Patterns used to direct information flow</td>
<td>Content is straight to the point</td>
</tr>
<tr>
<td></td>
<td>Imagery – people focused on their activity</td>
<td>Avoid unnecessary repetition</td>
</tr>
<tr>
<td></td>
<td>Clear content hierarchy established through design</td>
<td>Clearly structured – cascading tiers of complexity</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Use simple urls where applicable</td>
</tr>
<tr>
<td><strong>Ambitious</strong></td>
<td>Imagery reflects positive outcomes</td>
<td>Active language (not passive)</td>
</tr>
<tr>
<td></td>
<td>Design enables the reader to take the next steps</td>
<td>Our conversation is more “can” and “will” than “might” and “maybe”</td>
</tr>
<tr>
<td></td>
<td>Design to encourage a journey with us, directional and instructional</td>
<td>We understand what can be and show the way there</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Use of inspiring stories/profiles</td>
</tr>
</tbody>
</table>
15 Define your audience

It's important we produce collateral that ‘speaks’ to our intended audience.

Like people, the Monash University brand personality doesn’t change overall. However, different personality traits are dialled up and down dependent on the audience and the response we are seeking from them.

Audience/personality considerations

<table>
<thead>
<tr>
<th>Audience</th>
<th>Dial up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>Youthful</td>
</tr>
<tr>
<td></td>
<td>Optimistic</td>
</tr>
<tr>
<td></td>
<td>Colourful</td>
</tr>
<tr>
<td></td>
<td>Engaging</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>Mature</td>
</tr>
<tr>
<td></td>
<td>Focused</td>
</tr>
<tr>
<td></td>
<td>Refined</td>
</tr>
<tr>
<td></td>
<td>Engaging</td>
</tr>
<tr>
<td>Corporate</td>
<td>Professional</td>
</tr>
<tr>
<td></td>
<td>Sleek</td>
</tr>
<tr>
<td></td>
<td>Serious</td>
</tr>
<tr>
<td></td>
<td>Prestigious</td>
</tr>
</tbody>
</table>

The team at Strategy Brand and Marketing Services can assist in determining your audience and most effective design applications for communications with a long shelf-life and high impact. Email brand@monash.edu

For more information please email brand@monash.edu

Define your audience 15
16 Message development

As the voice of the University, content should reflect our brand personality.
This provides brand consistency and the reassurance that people are reading a Monash communication. Content should be interesting, easy to read, confident and natural.
We achieve this through:
- what we say
- how we say it
- where we say it
- why we say it.

What we say
(Our key messages)
Content should reflect our brand pillars. It is the proof that we help people make a conscious impact.
- The Monash education experience
- Our people
- Being embedded in our communities
- Our global footprint
- Research with impact

Content examples:
- Research outcomes
- Student/staff achievements
- Advertising messages
- Internal communications: student/staff information
- Course information
- Events
- News about the University
- Social media posts
- Video
- Imagery
- Presentations

It’s important we provide true, specific stories that demonstrate how Monash people make a difference to:
- back up what we say about Monash
- establish an emotional connection to personalise the message and put a face to our achievements.

How we say it
(Our tone of voice)
How we say something is as important as what we say.
Like our visual style, our tone of voice should reflect the University’s purpose and values. Our brand personality traits are particularly relevant when writing for any communication. We are:
- youthful
- optimistic
- focused
- ambitious
- open and approachable.

Helpful hints
- Write for your audience, not at them.
- Be focused and engaging.
- Be natural.
- Read your content aloud. It should sound natural and authentic.
- Get a second opinion.
- When writing consider: audience age, whether it’s a formal or informal communication, whether it’s the communication is being used internationally.
- For writing advice, see the Monash Editorial Style Guide. www.monash.edu/about/editorialstyle

For more information please email brand@monash.edu
16 Message development

Where we say it
(Our channels)
There are numerous channels open to marketers including:
- advertising – print and online
- print collateral such as publications, posters, postcards, flyers
- direct mail – digital and print
- events
- social media
- website
- merchandise
- sponsorship.

To determine the appropriate communication channel for your message it is important to:
1. identify the people you want to communicate with
2. research how they obtain information
3. consider the complexity of the message you want to communicate
4. calculate the cost of communicating and decide whether you want the communication to be interactive
5. consider how the communication channel reflects our brand values and personality.

Why we say it
Before developing any communication it is important we assess the reason behind our communication:
- What are we trying to achieve?
- What does our audience want to know?
- What would we like them to do once we read our communication?
- How can we measure whether we have been successful?

Helpful hints
Our content and punctuation should reflect our brand personality.
- Less is more – impact.
- Keep headings and content tight – focused.
- Include a call to action – ambitious/driver.
- Use minimal (but correct) punctuation – youthful/open and approachable.
## Design style

We use design style in conjunction with our brand elements across marketing collateral. The current style reflects the approachability and ambition of the Monash University brand. Design evolves over time as trends change. We review our design elements every year, in order to maintain the youthfulness of our collateral.

<table>
<thead>
<tr>
<th>Application of design style*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Design style elements</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Life span</strong></td>
</tr>
<tr>
<td><strong>Used as required on:</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Not used for Monash University templated applications:</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Positioning</strong></td>
</tr>
</tbody>
</table>

### Audience considerations

Design has a large impact on how an audience receives and responds to our messaging. Identify the primary audience for the communication and which creative elements might resonate best with them.

*The application of the design style elements is optional. Elements are not used if they do not add value to the message.*

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For more information please email brand@monash.edu

---

**Helpful hint**

**Audience considerations**
Design has a large impact on how an audience receives and responds to our messaging. Identify the primary audience for the communication and which creative elements might resonate best with them.

---

**Contact us**

The Monash University Strategy Brand Services team is experienced in the development of relevant, high quality on-brand communications. Please email brand@monash.edu with your communication queries.
18  Current design style – pop colours

The current pop colour palette introduces warmth and vibrancy to our communications reflecting our youthful, approachable personality traits.

Use of pop colours to support the primary colour palette.

**Pop colour palette**

- Pantone 5265C
  
  | C 74 | M 68 | Y 7 | K 31 |
  | R 70 | G 55 | B 110 |

- Pantone 227C
  
  | C 7 | M 100 | Y 10 | K 21 |
  | R 175 | G 0 | B 98 |

- Pantone 375C
  
  | C 46 | M 0 | Y 90 | K 0 |
  | R 150 | G 198 | B 59 |

- Pantone 130C
  
  | C 0 | M 32 | Y 100 | K 0 |
  | R 249 | G 172 | B 16 |

- Pantone Warm Red C
  
  | C 0 | M 83 | Y 80 | K 0 |
  | R 233 | G 69 | B 52 |

- Pantone 328C
  
  | C 81 | M 0 | Y 39 | K 0 |
  | R 0 | G 171 | B 163 |

**Helpful hint**

White space brings ‘pause’ to our layouts ensuring they remain light and optimistic and don’t become too heavy.

**Notes for use**

- The Monash blue (C100 M50 Y5 K5) is the dominant colour (minimum 60%).
- Aim for a balance of 80% blues/greys, 20% pop colour.
- You may use pop colours as text highlight boxes but do not exceed the 20% pop colour usage for the page.
- Only use one pop colour on a single page (invitation, one-page flyer, banner, poster). Maximum two pop colours in a spread or throughout a publication.
- The use of a pop colour is optional – if it doesn’t add value, it doesn’t get used.

For more information please email brand@monash.edu
Web developers can use the following HEX colours. The colours comply with our accessibility.

**Pop colour palette**

- #44477A White 8.6
- #B6006A White 6.5
- #6AA324
- #FDB515 Black 11.8
- #DD341E White 4.5
- #008480 White 4.6

Accessibility:
- White denotes WCAG 2.0 AA compliance between foreground and background colours (min contrast ratio of 4.5).
- Black denotes WCAG 2.0 AA compliance between foreground and background colours (min contrast ratio of 4.5).
- At 18+ denotes WCAG 2.0 AA compliance between foreground and background colours (min contrast ratio of 3.0 with font size of 18+ (24px+) or 14pt (18px+) Bold).
- Adjusted denotes that the original colour supplied has been adjusted to pass WCAG 2.0 compliance.

For more information please email brand@monash.edu
Imagery

A good image grabs attention and is the opening of your story. Good photography creates an emotional connection. It inspires a reader to find out more before anything is said.

Our images should:

- be natural
  People shouldn’t be overly-styled or posed. We don’t treat images with special filters. We are real and approachable.

- be uncluttered
  There should be one focal point. We are focused.

- provide negative space
  Allow room for text overlay – in both horizontal and portrait design applications. Space also draws attention to the main focal point of the image. We are open, focused and ambitious.

- be light
  Opt for light-filled images – ideally with natural lighting. We are natural and optimistic.

- be consistent with our colour palette
  Incorporate Monash University blue whether it be sky, clothing, background etc when possible. We are youthful, ambitious and open.

- contain a pop of colour
  Use a highlight colour to draw attention to your focal point. For example, a pop of red in a chair or a book. We are youthful, approachable and optimistic.

- reflect the essence of Monash University
  We make an impact.

Audience considerations

When selecting your image consider how it will appeal to your audience.

<table>
<thead>
<tr>
<th>Audience</th>
<th>Imagery considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>Friendly, youthful, approachable. They might be engaging with other students or lecturers.</td>
</tr>
<tr>
<td>Postgraduate/research</td>
<td>Focused, open, ambitious, making a difference, mature. People focused on their work or task at hand.</td>
</tr>
<tr>
<td>Academic/industry</td>
<td>Approachable, open, focused, aspirational, mature. People focused on their work or task at hand.</td>
</tr>
<tr>
<td>International</td>
<td>Take into account the meaning of specific colours across different cultures.</td>
</tr>
</tbody>
</table>

Contact us

Sourcing a good image requires careful planning, execution and selection. Please contact us at brand@monash.edu

Useful links

- preferred photographers
- video guidelines
Our people are our heroes

The Monash community (students, staff and alumni) are central to the Monash story. Where possible, the subject should be in a setting that supports the message.

The person in example one is:

■ real
■ open
■ accessible
■ engaging.

Other elements in the composition are simple. This helps focus our attention on the person – she is the hero in this composition.

Images of this type can:

■ highlight someone of prominence
■ suggest the type of student that comes to Monash
■ create an emotional connection with those who want to engage and belong.

How to photograph our heroes

■ 1/3 hero: 2/3 background
■ Simple background enables focus on person
■ Natural and open pose devoid of arrogance
■ Real and believable even though subject is looking directly at camera
■ Linked to Monash through the dominant use of blue.

Helpful hint

Punchy captions tell a story. This reinforces authenticity.

Important information

Ensure identifiable people sign a Monash University Talent Release form permitting their use across multiple channels and projects. Visit: monash.edu/talent-release-form
19 Current design style – imagery – people

We are active not passive

Our students are active, characterised by the things and people they engage with.

Our images should reflect this activity – students caught in the moment, the spontaneity of engaging with each other, the quality of the experience, and the exuberance derived from simply being involved.

Example two expresses the essence of the brand – our youthfulness, passion, energy and engagement.

Helpful hints

Capture the story
- People and emotions tell a story of success.
- A central figure provides a focal point.
- Low camera angles reinforce achievement.
- Static sky contrasts with the action.
- Complementary colours enhance dynamism.
19 Current design style – imagery – people examples

- **Undergraduate**: friendly, youthful, approachable. They might be engaging with other students or lecturers.

- **Postgraduate/research**: focused, open, ambitious, making a difference, mature. People focused on their work or task at hand.

- **Academic/alumni**: approachable, open, focused, aspirational, mature. People focused on their work or task at hand.

For more information please email brand@monash.edu
Our places reinforce our offer
The University’s campuses and facilities provide an opportunity to highlight the link between where and how you learn. They showcase the student experience. Imagery can promote interest and reinforce our brand promise of being a nurturing environment, a modern institution, active and focussed in our endeavours.

In example three the colour, light and strong angles suggest progress, differentiating us from the sandstone buildings characteristic of traditional universities.

Helpful hints

Identify the right places
- Find colours that are contemporary and easy to view.
- Dramatic angles create movement (action).
- Use the camera angle to lead eye through space (focus).
- People provide a sense of scale and context.
- Lighting, texture and contrast creates interest.
- The space should focus on illustrating a nurturing, inviting environment.
19 Current design style – imagery – places examples

- Consider both internal and external imagery to provide a sense of place.
- Blue skies (outdoor) or blown out white light (indoor) provide a sense of optimism.
- Open spaces provide a sense of openness and possibility.
- Consider the dynamic structure of buildings – clean lines, strong angles (extreme close ups as well as extreme wide shots) to create strong focal points.
- Include people where relevant to the message.

For more information please email brand@monash.edu
Illustration can convey Monash’s spirit and work as a visual guide to support the text and engage the user.

A beautiful illustration can grab the attention of your audience just as well as a photograph. They are often necessary to illustrate a point in:

- graphs
- charts
- maps
- process diagrams
- infographics.

The Monash University illustrative style uses clean, open, simple lines. This reflects our brand personality of being approachable, focused and youthful.

However, as with language, illustrations are developed to appeal to a specific target audience. The following examples were developed for the undergraduate market.

For more information please email brand@monash.edu
Icons provide a common visual language. They're instantly recognisable and remove open interpretation when used consistently on print and offline marketing communications.

Icons can enhance a communication’s aesthetic appeal, but, more importantly, the reader’s experience by:

- guiding them through content
- providing visual short cuts.

The Monash University iconographic style uses clean, open, simple lines. This reflects our brand personality of being approachable, focused and youthful.

**Examples**

[Icon examples are shown here.]

**Helpful hints**

- Less is more. Overuse of icons dilutes their effectiveness.
- Icons are not used as logos or images.

**Contact us**

We have an icon library which is constantly evolving. Please email brand@monash.edu if you would like access to our icons.
21 Current design style – icons – notes

Colours: Standard icon background colours

<table>
<thead>
<tr>
<th>Full colour</th>
<th>One colour positive</th>
<th>One colour reversed</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>4 years full time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus</td>
<td>Caulfield, Clayton</td>
</tr>
<tr>
<td>Intake</td>
<td>Throughout the year</td>
</tr>
</tbody>
</table>

Table icons

- 4.5mm square minimum
- 1mm padding
- 4.5mm
- 3.5mm

Feature icons

- 45mm square maximum
- 10mm padding
- 45mm
- 35mm

Real-size example

Monash University is a member of Australia’s Group of Eight universities. The group’s members produce more than 70 per cent of all basic research conducted at all of Australia’s public universities.

Feature icons with a background should have padding as indicated on the left. (Ratio of 4:3)

Size feature icons without a background to suit the composition of the page layout and accompanied elements.

For more information please email brand@monash.edu
The following style sheets (22-23) can be used as a reference for developing your marketing collateral. They specify the size and placement of our required brand elements as well as the design area.

**Print:**
- Publication/brochure covers – A4 and DL
- Flyer
- Postcard
- Posters – A4, A3, A2 and A1
- Banner
- Invitation

**Digital:**
- PowerPoint
- EDM

---

**Important information**

The global footprint and Group of Eight logo appear on Monash University collateral only. They are not used on sub-branded or co-branded collateral.
A4 publication/brochure covers

1. Monash University logo
2. Group of eight logo
3. Subhead (Level 2)
4. Optional subhead (Level 3)
5. Global footprint
6. Web address
7. The nick
8. Heading (Level 1)
9. Italic font to emphasise key words
10. Content/Creative area
11. CRICOS code
   (to appear on back page, if more than one page)
A4 flyers

1. Monash University logo
2. Group of eight logo
3. Subhead (Level 2)
4. Optional subhead (Level 3)
5. Global footprint
6. Web address
7. The nick
8. Heading (Level 1)
9. Italic font to emphasise key words
10. Content/Creative area
11. CRICOS code
   (to appear on back page, if more than one page)
22 Style sheets – design specifications – DL

DL publication/brochure covers

1. Monash University logo
2. Group of eight logo
3. Subhead (Level 2)
4. Optional subhead (Level 1)
5. Global footprint
6. Web address
7. The nick
8. Heading (Level 1)
9. Italic font to emphasise key words
10. Content/Creative area
11. CRICOS code
   (to appear on back page, if more than one page)
22 Style sheets – design specifications – postcard

Postcards (100mm x 150mm)

1. Monash University logo
2. Group of eight logo
3. Subhead (Level 2)
4. Optional subhead (Level 3)
5. Global footprint
6. Web address
7. The nick
8. Heading (Level 1)
9. Italic font to emphasise key words
10. Content/Creative area
11. CRICOS code
   (to appear on back page, if more than one page)
Posters (A4)

1. Monash University logo
2. Group of eight logo
3. Subhead (Level 2)
4. Optional subhead (Level 3)
5. Global footprint
6. Web address
7. The nick
8. Heading (Level 1)
9. Italic font to emphasise key words
10. Content/Creative area
11. CRICOS code

---

Style sheets – Design specifications – poster A4
22 Style sheets – design specifications – poster A3

Posters (A3)
1 Monash University logo
2 Group of eight logo
3 Subhead (Level 2)
4 Optional subhead (Level 3)
5 Global footprint
6 Web address
7 The nick
8 Heading (Level 1)
9 Italic font to emphasise key words
10 Content/Creative area
11 CRICOS code

Style sheets – Design specifications 23
22 Style sheets – design specifications – poster A2

Posters (A2)
1 Monash University logo
2 Group of eight logo
3 Subhead (Level 2)
4 Optional subhead (Level 3)
5 Global footprint
6 Web address
7 The nick
8 Heading (Level 1)
9 Italic font to emphasise key words
10 Content/Creative area
11 CRICOS code

Logo at top

Logo at bottom
22 Style sheets – design specifications – poster A1

**Posters (A1)**

1. Monash University logo
2. Group of eight logo
3. Subhead (Level 2)
4. Optional subhead (Level 3)
5. Global footprint
6. Web address
7. The nick
8. Heading (Level 1)
9. Italic font to emphasise key words
10. Content/Creative area
11. CRICOS code
22  Style sheets – design specifications – banner

Banner

1  Monash University logo
2  Group of eight logo
3  Subhead (Level 2)
4  Optional subhead (Level 3)
5  Global footprint
6  Web address
7  The nick
8  Heading (Level 1)
9  Italic font to emphasise key words
10 Content/creative area
11 CRICOS code
22 Style sheets – design specifications – invitations (DL)

Invitations (DL)

1 Monash University logo
2 Group of eight logo
3 Subhead (Level 2)
4 Optional subhead (Level 3)
5 Global footprint
6 Web address
7 The nick
8 Heading (Level 1)
9 Italic font to emphasise key words
10 Content/creative area
11 CRICOS code
   (to appear on back page, if more than one page)
23 Digital

Some of our most widely used and visible communication channels are online. To provide consistency across integrated marketing campaigns and reinforce our brand positioning, it is essential we align all online and print communications.

**PowerPoint**
You have something important to say. Harness the power of Monash University's visual identity in our PowerPoint presentation template. In keeping with our visual identity, our template is clean, simple, and bold.

- **Notes for use**
The Monash University template is used across all areas of the University. Customise it through headings, messaging and imagery.
  - Keep your slides simple.
  - Use our primary colour palette. (Please see 9)
  - Use Arial (the University’s alternative font).
  - Minimise text and number of bullet points.
  - A picture speaks a thousand words. Use image slides and simple graphics to replace text.
  - Include the CRICOS code when applicable. (Please see 13)

**eDMs, e-Newsletters and blogs**
Our design team can develop templates for electronic direct mail, newsletters and blogs. The style is reflective of the Monash University brand – youthful and open.
Please see Appendix 5 – Creative Portfolio for examples.

**Contact us**
The Strategy, Brand and Marketing Services team can assist you at the outset of your campaign to help determine your most relevant communication channels. Please email brand@monash.edu.

To download the Monash University PowerPoint template visit: [www.monash.edu/powerpoint-template](http://www.monash.edu/powerpoint-template)

For more information please email brand@monash.edu
Powerpoint

For these and more PowerPoint templates, please visit monash.edu/powerpoint-template to download.

Title page examples

Break page examples

Title page with image example

Content page example

For more information please email brand@monash.edu
23 Style sheets – design specifications – EDM

eDM

1. Monash University logo
2. Group of eight logo
3. Subhead (Level 2)
4. Optional subhead (Level 3)
5. Global footprint
6. Web address
7. The nick
8. Heading (Level 1)
9. Italic font to emphasise key words
10. Content/creative area
11. CRICOS code
**24 Email**

**Email**
Email is our most common form of day-to-day communication and therefore one of the most visible ways we communicate with our external audiences and each other.

**Email signature**
Clear, consistent email identification strengthens the Monash University brand

Sample email signature:

John Smith  
Manager  
Office of Marketing and Student Communications  
Monash University  
Room 16, Level 1, Building H  
900 Dandenong Road  
Caulfield East VIC 3145  
Email: john.smith@monash.edu  
TelephoneNumber: +61 3 9903 1234  
Mobile: 0435 123 456  
monash.edu  
(In office: Tuesday, Wednesday and Friday [Insert if working non-standard working hours])

**Promotional banners**
Promotional banners can be inserted at the bottom of email signatures as part of an integrated marketing communications campaigns.

**Notes for use**
- You must develop your creative in line with the Monash University visual brand identity.
- Only use a banner for a defined period only and take down at the end of the campaign.

**Contact us**
Please email brand@monash.edu if you would like to discuss how digital communication channels can be integrated into your campaign or project.
25 Advertising

Whether you want to place a one-off ad or are embarking on a comprehensive campaign, the Strategy, Brand and Marketing Services team are here to help.

There are many possibilities for reaching your audience, including digital, print, social, outdoor or radio. We’ll help you decide on what approach and strategy will work best, along with design, message review and scheduling.

We manage all Monash University advertising. This ensures you get the most impact from your advertising spend and that we achieve brand consistency in our messaging and visual representation.

![Important information]

**Design/layout**
- All advertising uses the Monash University templates, Monash University logo and colour palette.
- Faculty logos are not used. Faculties are identified by their content and contact details.
- Approved entities can use their sub-brand logo.
- In the case of dual Monash University branding, the masterbrand is used.
- All advertising should include the relevant CRICOS code. (Please see 13)

![Helpful hints]

**Content development**
- Develop tight headings (maximum four words).
- Focus on a single message.
- Include a strong call to action.
- Keep copy text light.
- Develop copy and channel relevant to the audience and reflect the Monash University brand. (Please see 16)
- Include web address only if relevant to the ad.

![Contact us]

**Contact us**

Please email: advertising@monash.edu

For more information please email brand@monash.edu
Paper stock, finishes and print quality all reinforce the prestige of the Monash University brand.

26 Production of collateral

Notes for use

**Paper stock**
- Use bright white paper stock. This reflects openness and modernity. Do not use off-white, flecked or other colours.
- Stock weight can range from 70-400gsm.
- Finishes should be smooth and can be either on a coated or uncoated stock. Coated stock should be matte or satin finish to retain the ability to write on with a ball point pen.

**Finishes**
- A matte plasticoate laminate can be applied to front and back covers.
- A spot gloss (maximum 20-30% coverage) may be used on front and back covers to highlight the main message or provide a point of interest.

**Colour**
- Ensure the reproduction of all Monash University colours according to the process colour breakdowns.
- Default conversion of PMS colours to process colour is not acceptable.

Helpful hints

For important projects, request paper stock samples and print proofs to review.

Contact us

The Strategy, Brand and Marketing Services team can advise on the most relevant stock for your project and arrange production for material designed in-house. Please email: design@monash.edu

For more information please email brand@monash.edu
Merchandise can effectively reinforce our brand. Use it as one part of your integrated communications campaign rather than in isolation to carry your message.

Keep design simple. Remember the Monash University logo is what will make someone hold onto a pen or t-shirt.

**Notes for use**

- Follow the Monash University logo guidelines and colour palette. (Please see 6-9)
- Where space is restricted use the two line version of the Monash University logo.
- Merchandise is not dual branded. Where there are two or more sub-brands, use the Monash University logo.
- The type of merchandise should support our brand, reflect our personality and be relevant to the audience. It should be of high quality and value. Examples include:
  - apparel
  - bags
  - mugs
  - umbrellas
  - USB keys
  - mouse mats
  - calendars

**Contact us**

Our team can provide brand guidance and review merchandise. Please email brand@monash.edu.

For assistance ordering Monash University branded merchandise please visit: www.monash.edu/marketing-merchandise

For more information please email brand@monash.edu
The brand story does not start and end with our marketing campaigns. It is important all of our internal and external communications reflect the prestige of the Monash University brand. This way our audiences have a consistent experience.

Our Word templates are available in A4 and A3. Use them for internal communications.

**Notes for use**

- Use Arial if Helvetica Neue is not available.
- Left align.
- Keep content clear and clean.
- Use square bullet points.
- Use black scale.

For more information please email brand@monash.edu
Consistent stationery reinforces brand integrity and provides the reassurance of an official Monash communication.

**Hardcopy**
Monash University stationery (including business cards) is only available from Print Services. Find information about selecting and ordering stationery at monash.edu/print-services.

**Softcopy**
Download official electronic stationery templates at monash.edu/stationery-templates. These include:
- e-letterhead
- memo
- agenda
- minutes
- fax.

**Important information**
External printers are not authorised to produce official stationery.

For more information please email brand@monash.edu
Monash University was founded in 1958. The original brand identity, a formal serif logotype and university shield, was typical of the brand.

In the early 1990s, the University developed a new logo, deriving meaning from the chevron found within the Monash shield and the Southern Cross. In addition a new brand vision, ‘Australia’s International University’, was adopted.

Changes to the structure and vision of the University saw a new logo in August 2000. This identity featured a simple logotype, giving prominence to the Monash name. The Southern Cross was removed because it was not considered appropriate to the brand’s expression internationally.

Our current logo has been representing Monash University since 2002.
One of the main goals of branding is to create a unique, singular identity that emotionally resonates with your target audience/s. That’s what great brands do.

The Monash University brand has a strong, long-standing global reputation. With our logo comes great respect and prestige, and a level of trust and expectation.

One of the most common mistakes businesses make is relying on sub-brands to introduce new products or services. Limited marketing strategy and resources fail to create a market and position for the new sub-brand and the master brand becomes diluted.

Where possible, we prefer to use the Monash University logo along with targeted messaging and images to distinguish key areas within the University.

In some instances you may need to create a sub-brand:
- for legal reasons
- to minimise business risk
- where there is a competitive advantage to be gained or conflict to be resolved.

Contact us

The Strategy Brand and Marketing Services team can assist in the early stages of your project with: messaging, images, channel selection and relevance of sub-brand. Please email: brand@monash.edu

For more information please email brand@monash.edu
Appendix 2 – Monash University sub-brands

Sub-brand logos:
- are single line only
- do not use the Group of Eight logo or Global footprint
- follow the same guidelines as the Masterbrand logo in terms of minimum size and clear space (Please see 7-8)
- follow the masterbrand visual style and templates in these guidelines
- are approved and developed by Strategy, Brand and Marketing Services. Please email: brand@monash.edu.

Important information
Where two sub-brands support the same collateral, use the Monash University logo.

For more information please email brand@monash.edu
As a collaborative university, there is often a need to use the Monash University logo on a short term project or for an ongoing partnership.

**Short term projects:**
- When Monash University is the lead organisation in the collaboration, the partner logo (A) or logos (B) should not exceed the size of the Monash logo and should be right aligned.

**Ongoing partnerships:**
- When the partnership is a formal ongoing one, the Monash University logo is separated from the partner logo/s by a .5 pt black keyline (C).

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**Important information**

Where Monash is not the lead partner, the brand guidelines of the lead organisation should be followed complying with the Monash University logo usage requirements.
Unless otherwise agreed, the words ‘Monash University’ are to always precede all entities that live under the Monash University brand. For example: Monash University Accident Research Centre.

Avoid acronyms and abbreviations with the Monash University brand. They do not clearly express the relationship to, and prestige of, the Monash University brand.

### Important information

To ensure consistency and strengthen brand awareness, the ‘Monash University’ name should be used in its entirety when naming a new entity. This will also help avoid confusion with external ‘Monash’ entities such as the Monash Freeway and the City of Monash.

### Contact us

If you require assistance naming a new entity, please email: brand@monash.edu
Appendix 5 – Creative portfolio

Why choose Monash?

Create the world in which you wish to live.

A law degree offers the chance to work in a field where you can make a difference in the world.

Why do you want to study law? What do you hope to do with your degree? Develop a clear idea of how to take your investment forward in your career.

For more information please email brand@monash.edu
Appendix 5 – Creative portfolio
Peace of mind

Monash Residential Services (MRS) provides secure living that safeguards the health, safety and welfare of all members of the residential community.

Internal, laundry, electricity, water and the cleaning of common rooms are all inclusive.

For more information please email brand@monash.edu
Appendix 5 – Creative portfolio

For more information please email brand@monash.edu