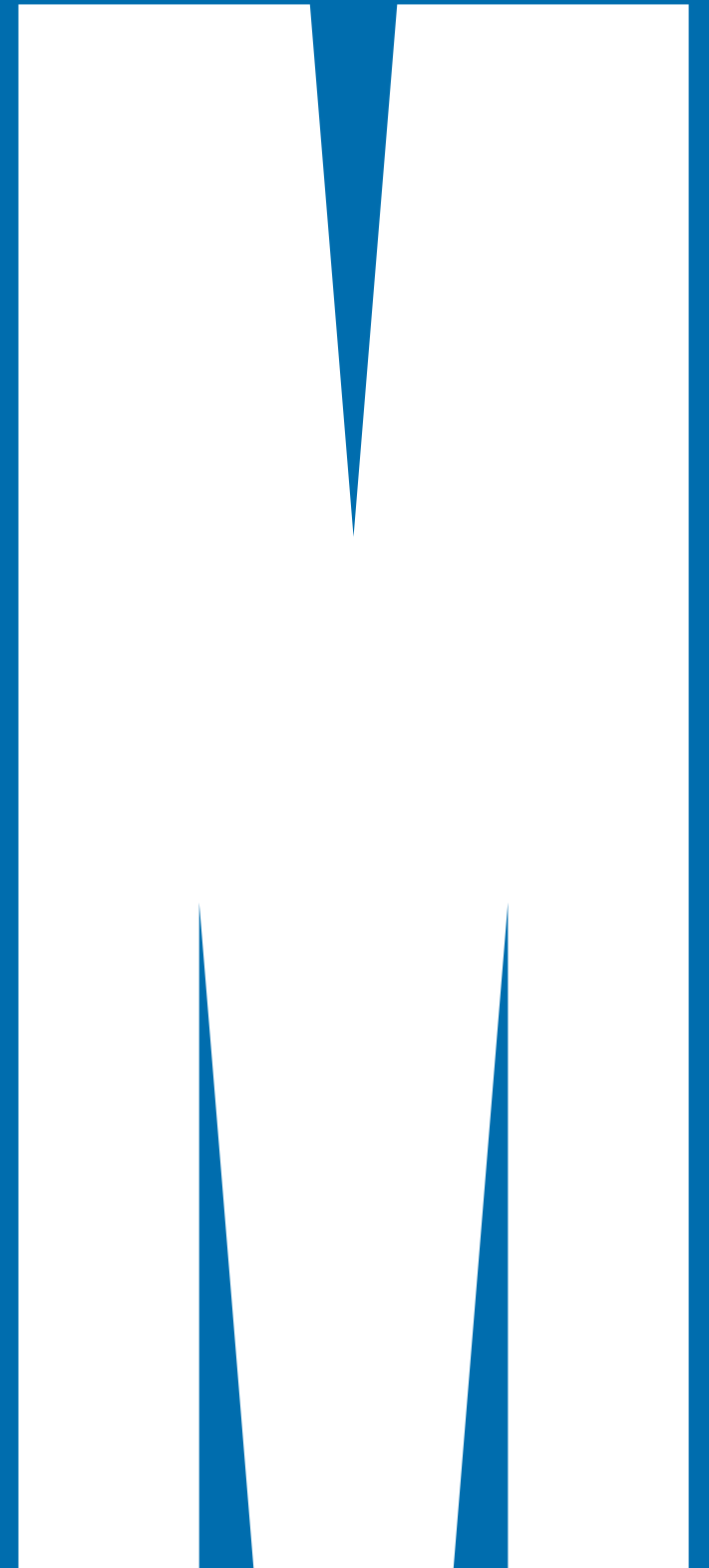


SPORT APPAREL GUIDELINES

APRIL 2026

NOTE: Some images in this document have been created using AI



APPAREL

MONASH UNIVERSITY LOGO

The Monash University logo is available in three formats as shown.

Formats

The vertical format is the preferred version to be used across all apparel ranges. If vertical space is limited on a garment, either use the two-line or single-line horizontal formats.

NOTE: When applying typographic treatments for entities to staff uniforms, apply the horizontal format logo only. The vertical logo is NOT to be used.

Colour

The blue crest logo is to appear on white/light backgrounds, and the reverse keyline is to appear on dark backgrounds.

Garment colours are Monash blue, black, white or grey. The correct logo (colour or reverse keyline) must be used on the correct garment colour for legibility and contrast.

The logo must be used across all apparel categories.

Important note

The Monash University logo MUST be visible on all apparel.

Important note

If the Monash University logo needs to be applied to alternative background or garment colours, where possible use the full-colour version, or choose the version that gives the most visual contrast.

Vertical format

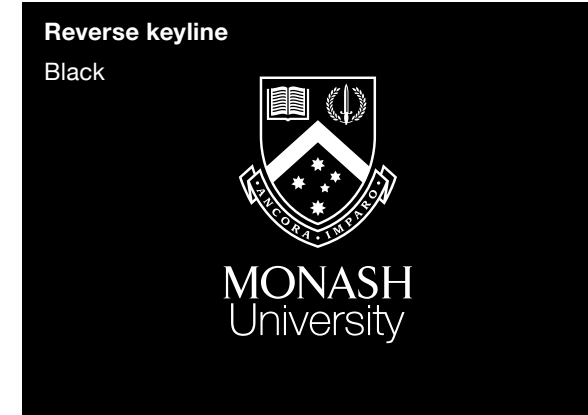
Full colour
White



Reverse keyline
Monash blue



Reverse keyline
Black



Full colour
Grey



NOT to be applied when displaying a typographic treatment for an entity, use the horizontal two-line version.

Horizontal format – Two line

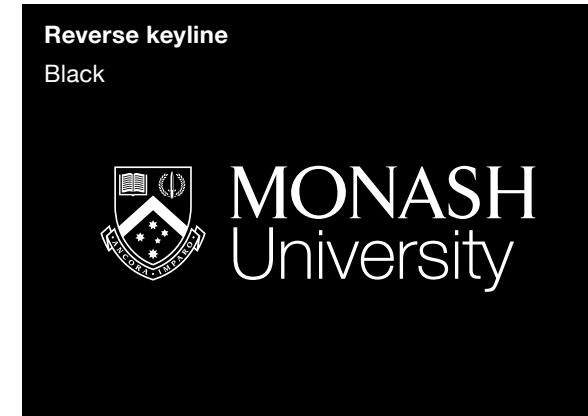
Full colour
White



Reverse keyline
Monash blue



Reverse keyline
Black



Full colour
Grey

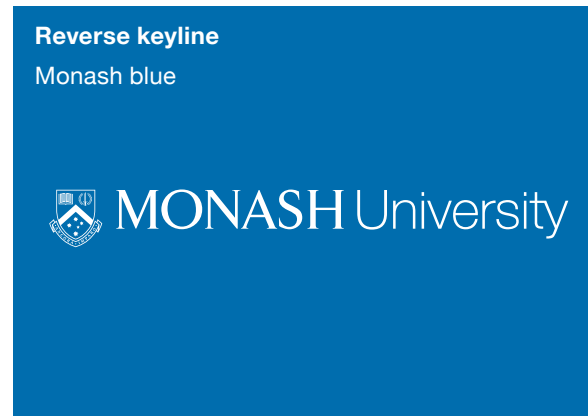


Horizontal format – Single line

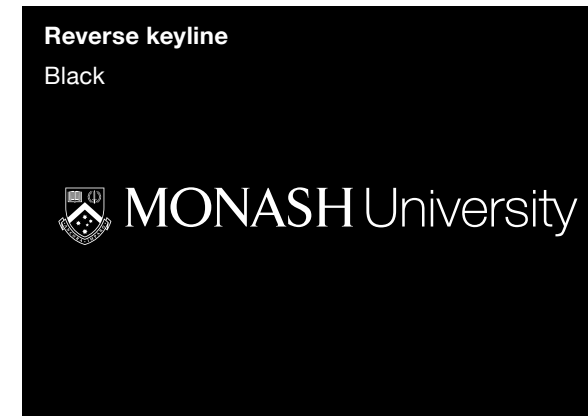
Full colour
White



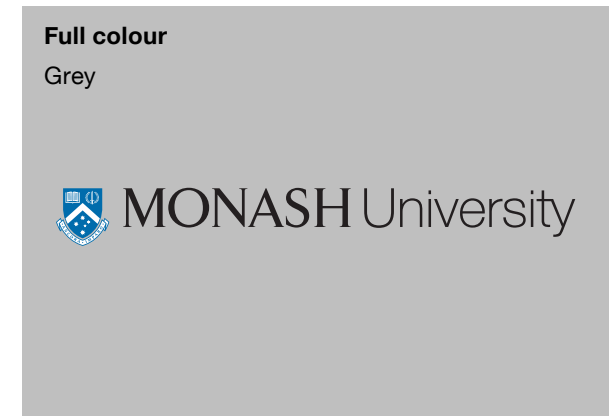
Reverse keyline
Monash blue



Reverse keyline
Black



Full colour
Grey



NOT to be applied when displaying a typographic treatment for an entity, use the horizontal two-line version.

COLOUR

When creating apparel garments, the **colours permitted for use are as shown ie Monash blue, black, white or grey (any shade of grey). These colours must be applied across all apparel categories.**

Primary colour

Monash blue is our hero colour and is used predominantly across all garments in graphics and interchangeable background or garment colours across the apparel range.

Secondary colours

White, black and grey (any shade of grey) are used in support of Monash blue in graphics and interchangeable background or garment colours across the apparel range. Proportions will vary depending on the type of garment and audience.

Garment colour

Monash blue must always be present – either as the garment colour itself or incorporated into applied graphics. Garments are to be either Monash blue, black, white or grey (any shade of grey) only. Please use the Pantone® specifications provided to select garment or fabric colours.

If/when Monash blue is not available, please select the closest colour version. NOTE: Navy is NOT a Monash colour. Feel free to contact the brand team if unsure of colour matching.

Primary colour

Monash blue

PMS 2945C
C100 M50 Y5 K5

Secondary colours

White

PMS N/A
C0 M0 Y0 K0

Black

PMS Process Black C
K100

Grey

PMS Cool Grey 3C
K20

Important note

When creating apparel artwork, only use the CMYK and Pantone® specifications shown.

BASIC PRINCIPLES – MONASH SPORT

The following basic principles will help guide the creation of Monash sport apparel. A comprehensive library of artworks is already in use. Please contact the Monash brand team before creating new artworks.

Monash University logo position and sizing

- As a general rule, the Monash logo can be positioned on either the right or left-hand side or centred on a garment depending on the style or use. Size will always vary – but as a guide, approx 50mm width is recommended as a start point on tops. The logo (and its elements) must appear intact.

Sponsors and partner logos

- Sponsor and partner logos must never be locked up with the Monash University logo. Position away from the brandmark with plenty of clear space. Sponsor or partner logos must never dominate an application.

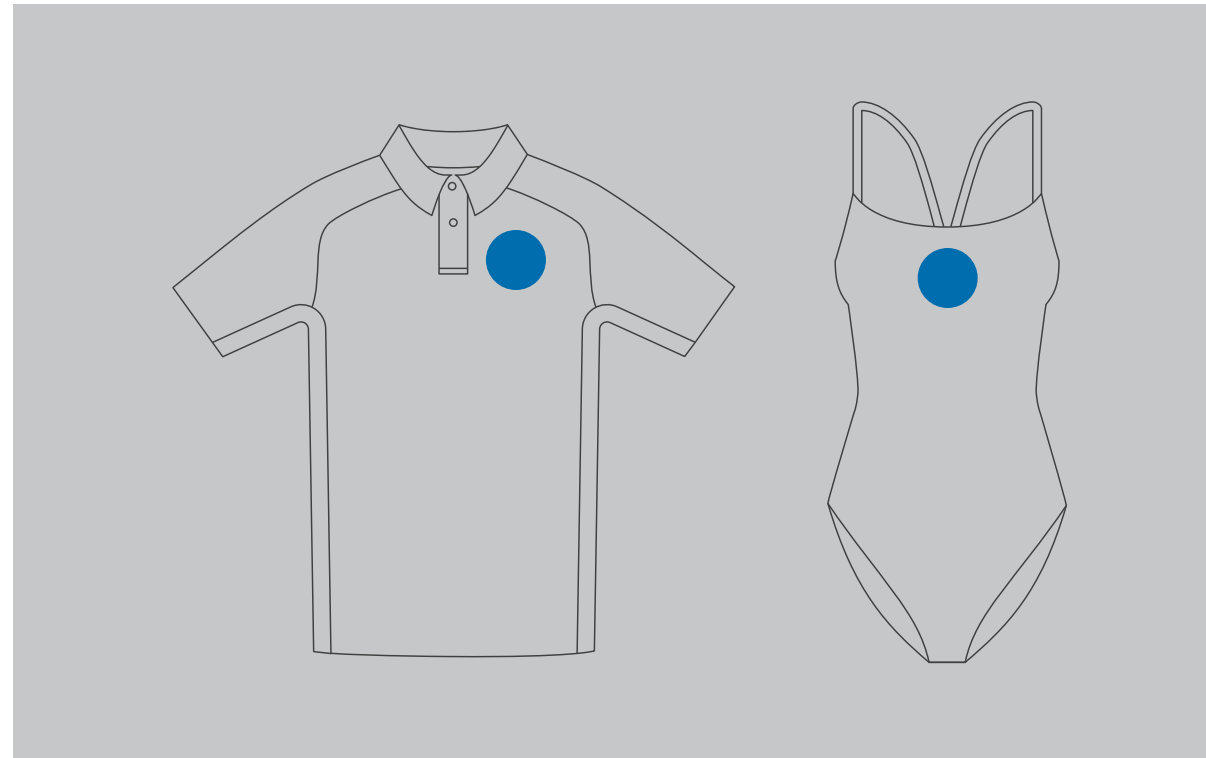
Using chevrons

- Chevrons can be used to help split colour combinations across garments such as jerseys, vests and jackets, or be used as subtle details on garments such as shorts or socks.

Clash colours

- Certain teams have ‘clash’ kits available for situations where there is insufficient contrast with an opposing team. These kits adopt the same artworks that are available, except colour proportions have been altered.

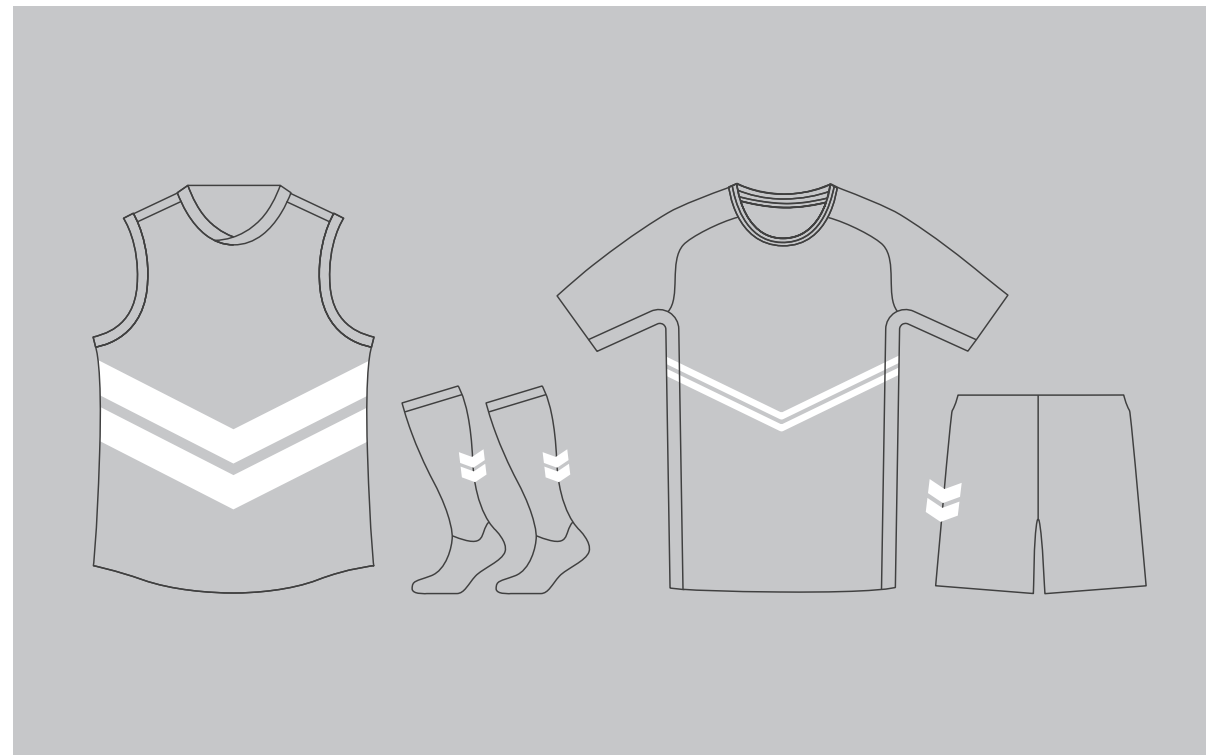
Monash University logo position and sizing



Sponsors and partner logos



Using chevrons



Clash colours



Apparel range

1. Sport Staff

APPAREL

SPORT STAFF TOOLKIT

The Sport Staff toolkit consists of a range of styles as shown that can be used flexibly across relevant garments.

Monash University logo inclusion

- The Monash University logo must always be used in conjunction with the Sport Staff toolkit.
- Positioning includes the sleeve of a garment, chest or back – just below the neckline.

Creation of custom assets

- The Sport Staff toolkit is bespoke and must not be re-drawn or customised without permission from Monash Sport.

Colour proportion

- While Monash blue is our primary colour, use of white and black is also permissible as garment colours. Grey is not used.
- Monash blue must always be present – either as the garment colour itself or incorporated into applied graphics.

Colour backgrounds

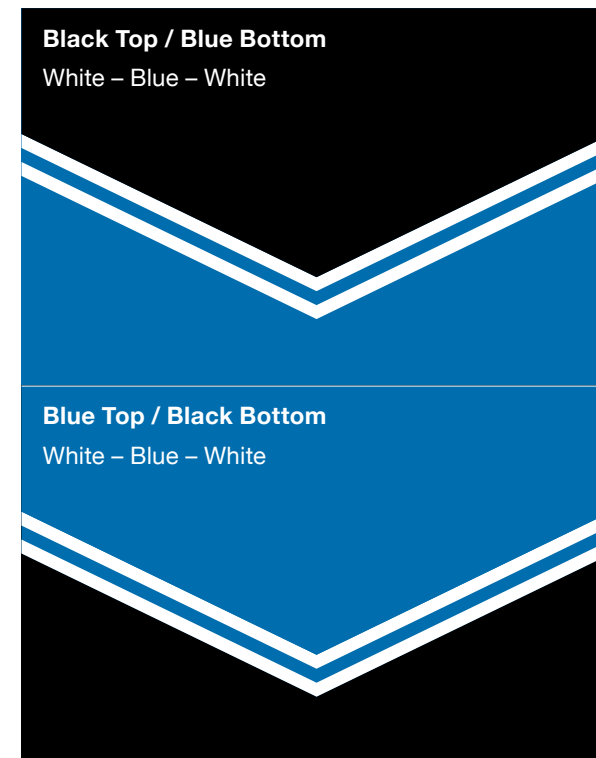
- Sport Staff assets can be used flexibly across Monash blue, white or black.

Typography

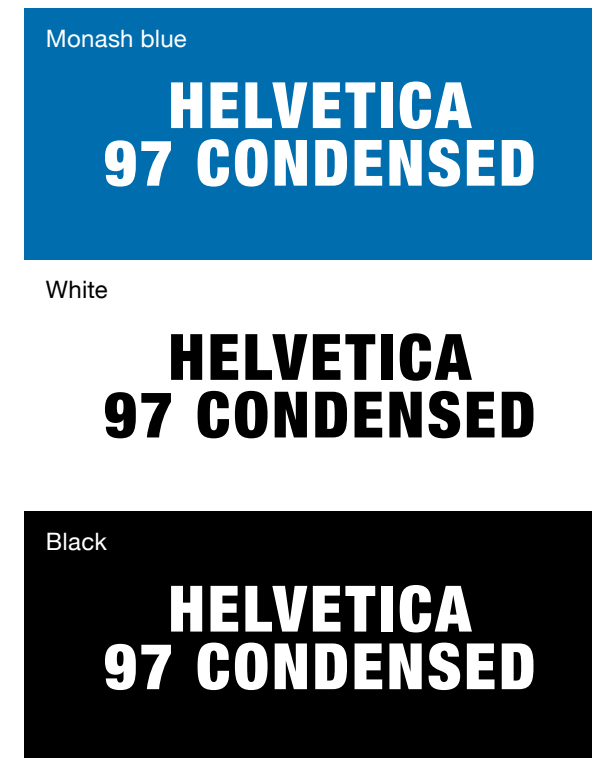
- Typographic treatments for descriptors such as 'Staff' or 'Instructor' must be consistent.
- Helvetica Neue 97 Black Condensed is used in these situations, with 'Optical' kerning and '50' tracking applied.

NOTE: Mixing of toolkit elements is not permitted.

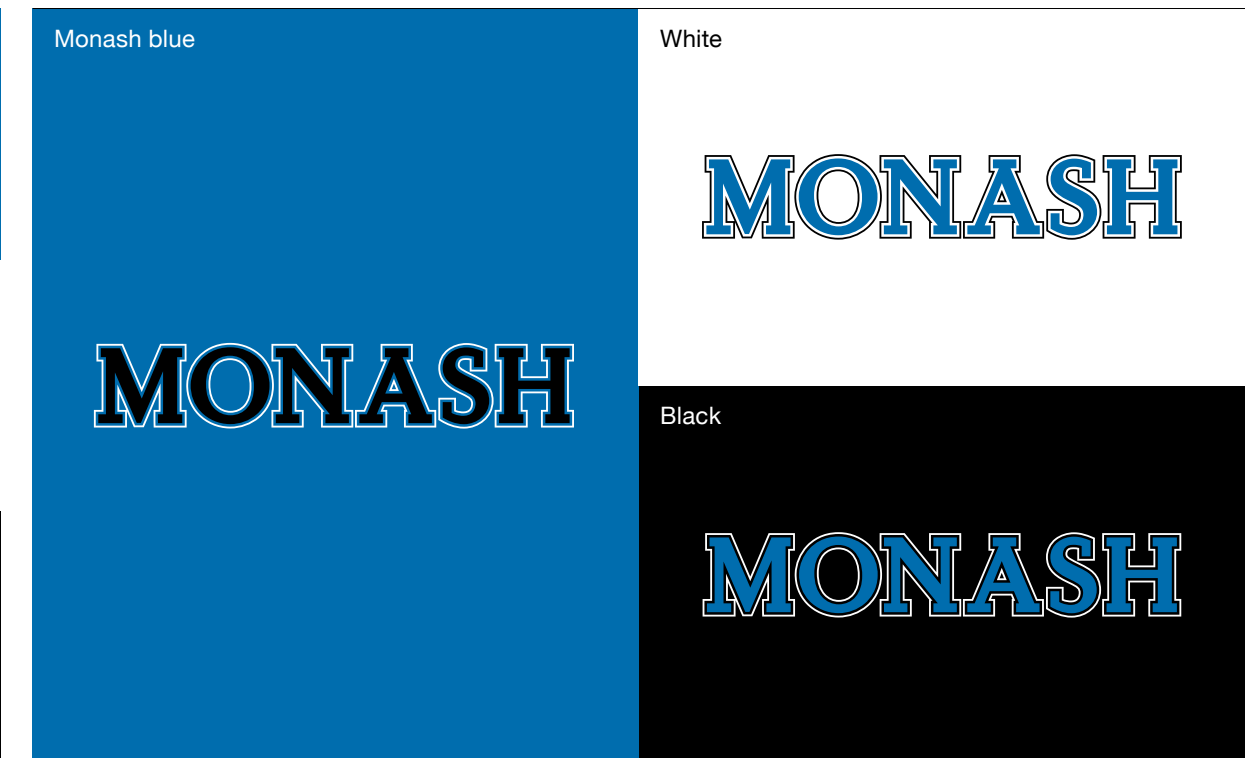
Chevron – colour divide



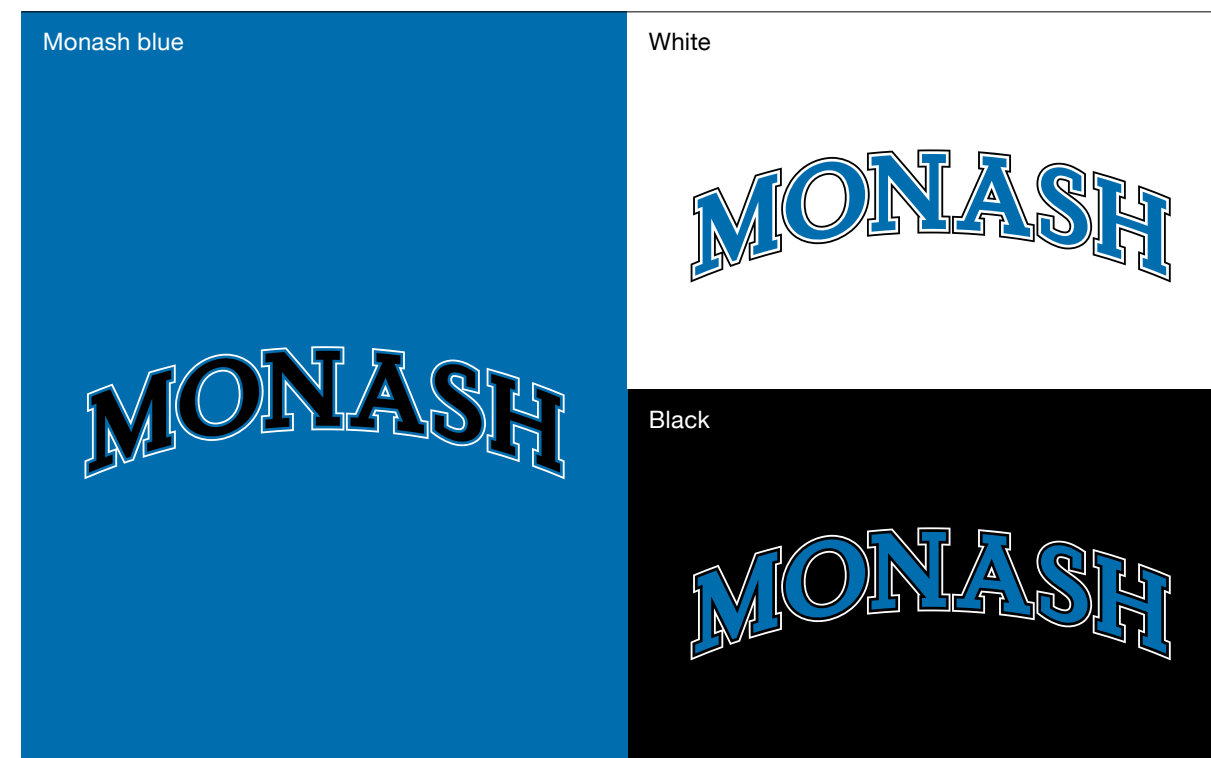
Typography



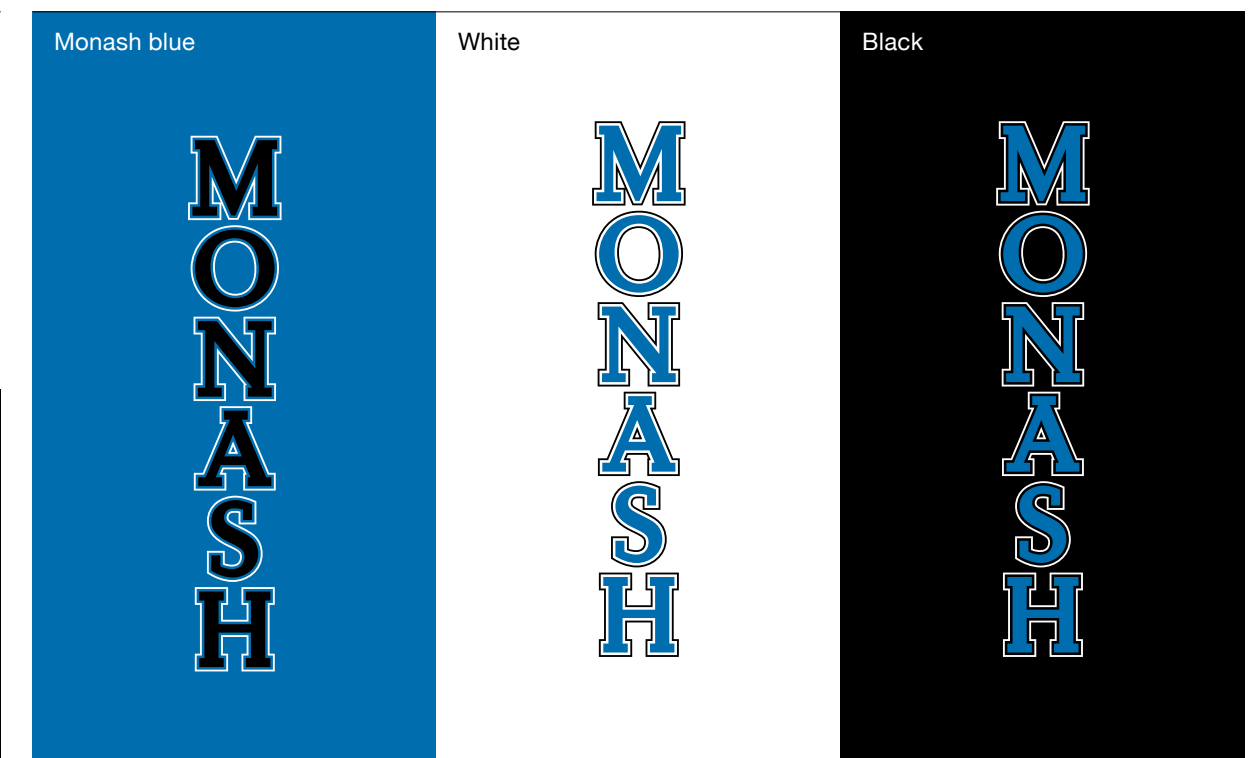
Monash wordmark (horizontal)



Monash wordmark (arc)



Monash wordmark (vertical)



APPAREL

SPORT STAFF EXAMPLES

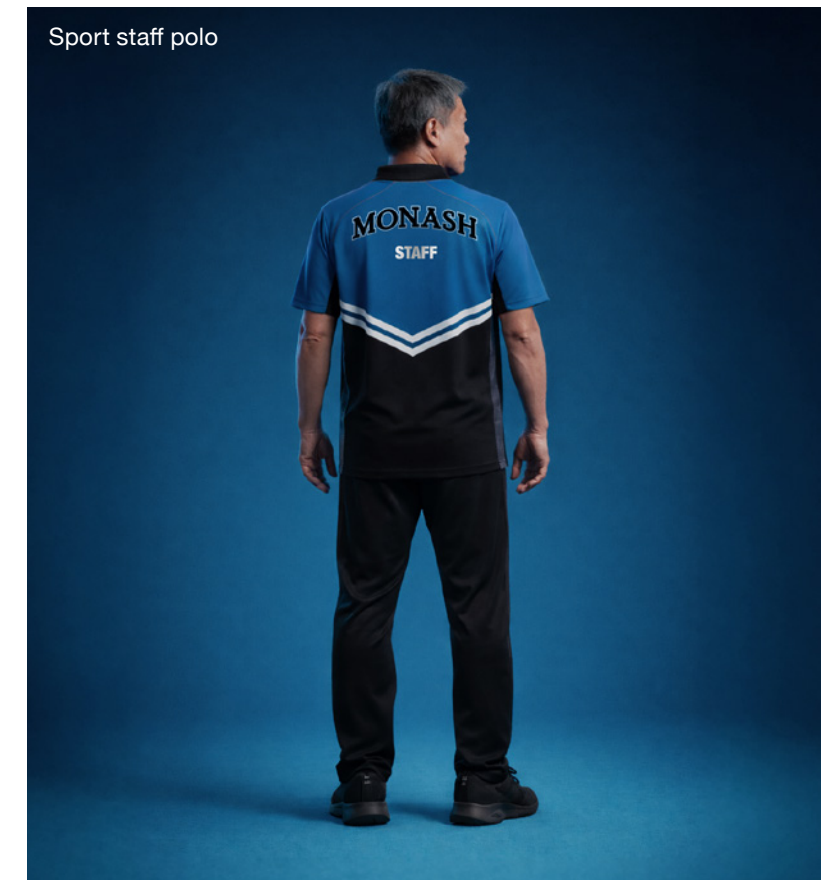
The following examples show a range of ways that the Sport Staff toolkit can be applied to garments such as puffer jackets, staff polo shirts, track pants, vests, wet-weather jackets and rash vests.

Sport Staff toolkit artwork

To access a comprehensive Sport Staff toolkit and apparel artworks, please contact Monash Sport for permissions to use.

Important note

When using the Monash wordmarks across garments, the Monash University logo must also be used in addition.



Apparel range

2. **Varsity Sport**

APPAREL

VARSITY SPORT TOOLKIT

The Varsity Sport toolkit is similar to the Sport Staff toolkit, consisting of a range of styles as shown that can be used flexibly across relevant team kits.

Monash University logo inclusion

- The Monash logo must always be used in conjunction with the Varsity Sport toolkit.
- Positioning includes the sleeve of a garment, chest or back – just below the neckline.

Creation of custom assets

- The Varsity Sport toolkit must not be re-drawn or customised without permission from Monash Sport.

Colour backgrounds

- Varsity Sport assets can be used flexibly across Monash blue, white or black.

Colour proportion

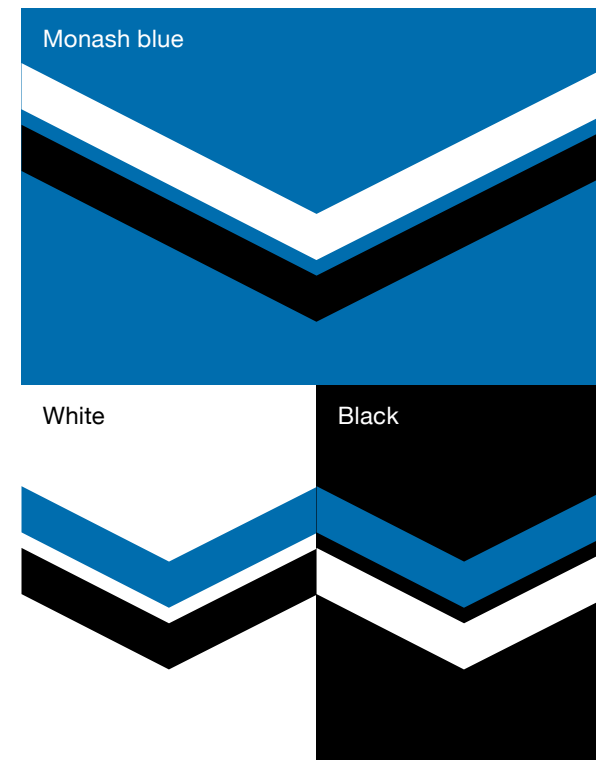
- While Monash blue is our primary colour, use of white and black is also permissible as garment colours. Grey is not used.
- Monash blue must always be present – either as the garment colour itself or incorporated into applied graphics.

Typography

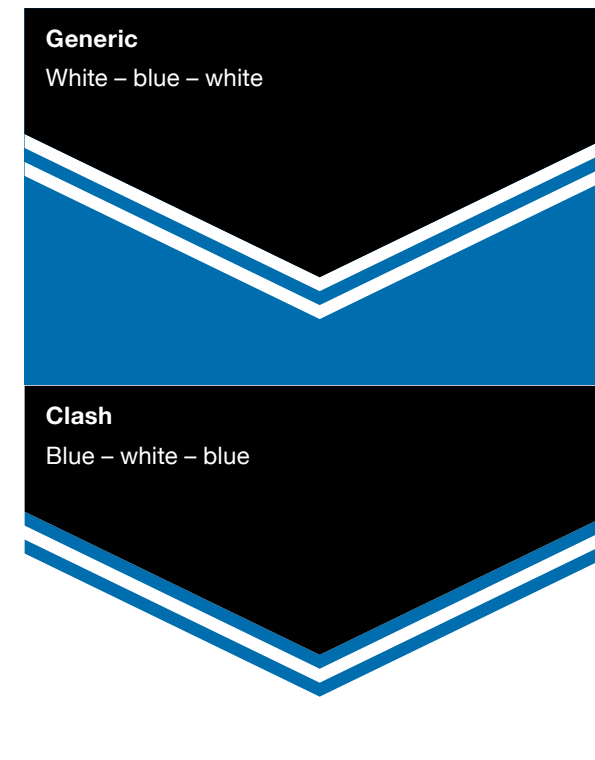
- Typography for elements such as names or numbers must be consistent.
- Helvetica Neue 77 Bold Condensed and 97 Black Condensed are used for team numbers and names, respectively. 'Optical' kerning and '50' tracking is applied.

NOTE: Mixing of toolkit elements is not permitted.

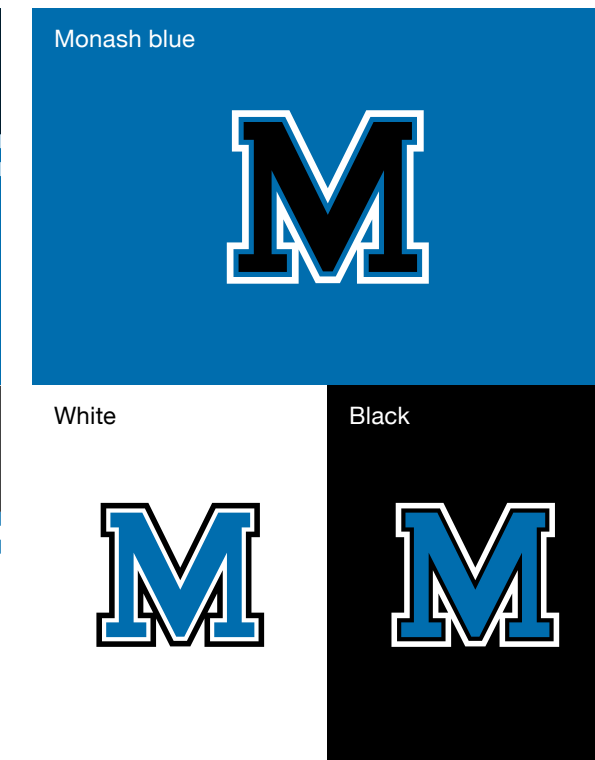
Chevron – double strip



Chevron – colour divide



Collegiate M



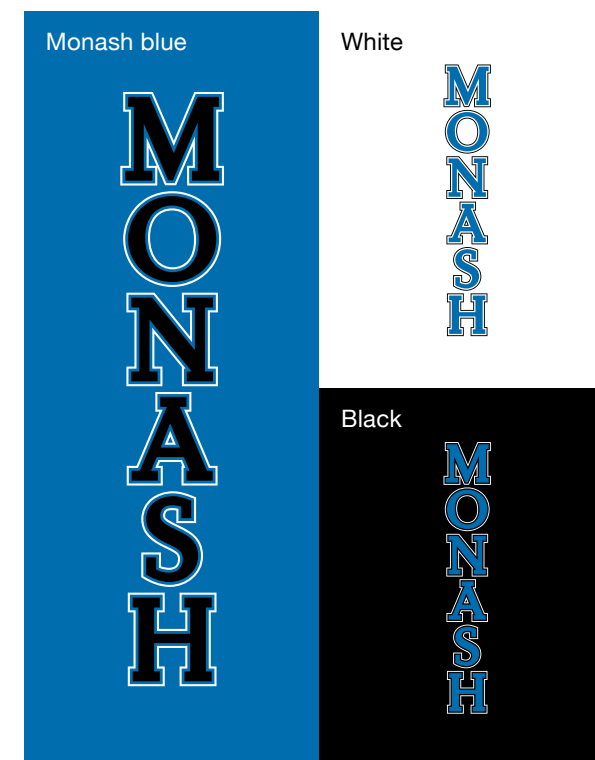
Monash wordmark (horizontal)



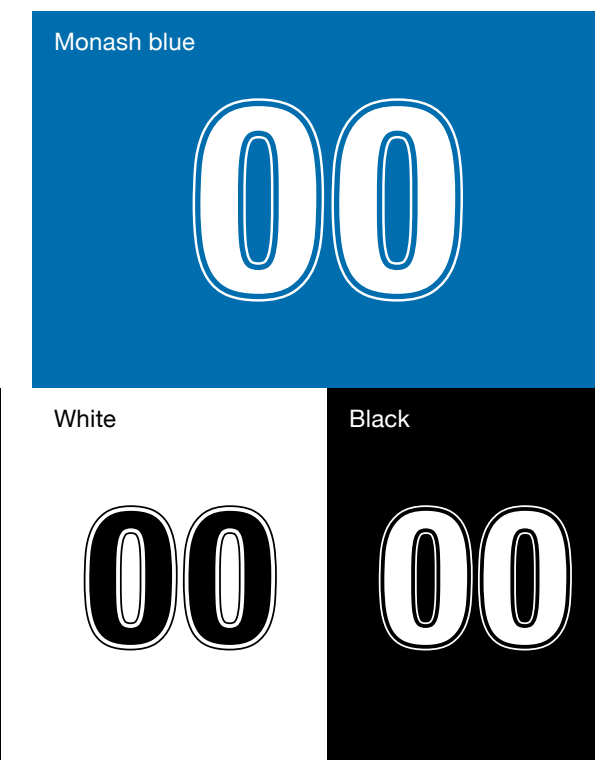
Monash wordmark (arc)



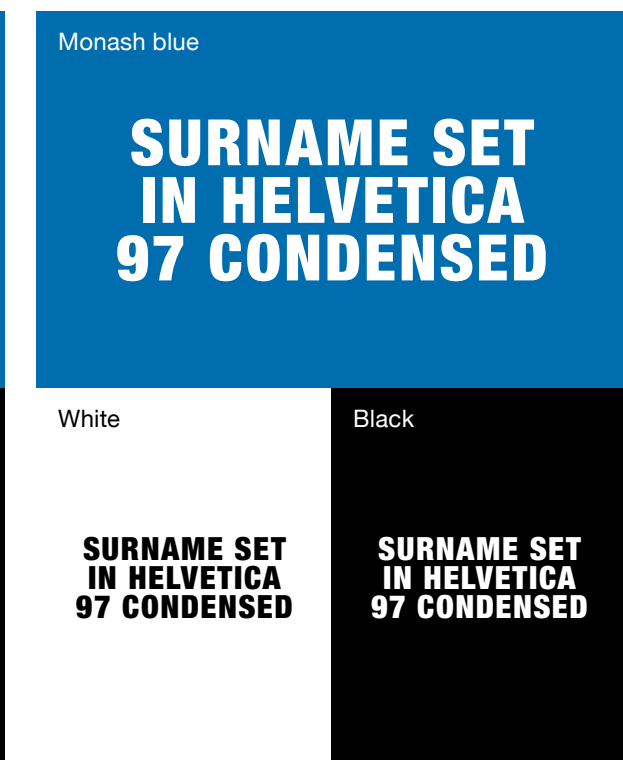
Monash wordmark (vertical)



Team numbers



Team names



APPAREL

VARSITY SPORT EXAMPLES

The following examples show a range of ways the Varsity Sport toolkit can be applied to team-specific kits such as AFL, basketball, cricket, soccer, swimming, and cheer and dance.

Clash colours

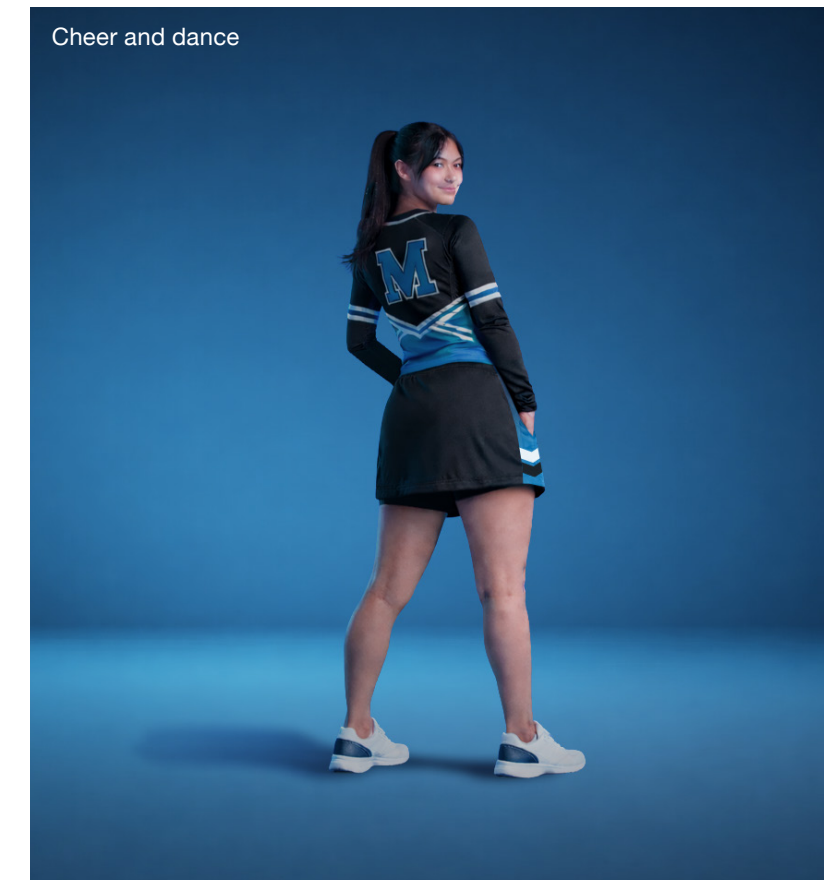
- Certain teams have 'clash' kits available for situations where there is insufficient contrast with an opposing team. These kits adopt the same artworks that are available, except colour proportions have been altered.

Varsity Sport toolkit artwork

To access a comprehensive Varsity Sport toolkit and apparel artworks, please contact Monash Sport. For more detailed apparel advice, contact the Monash brand team.

Important note

When using the Monash wordmarks across garments, the Monash University logo must also be applied.





For further information, contact:

Monash University brand team: Via our brand requests form

Monash Sport: monash.edu/sport/about/contact-us

monash.edu/brandbook

