Our new brand architecture is a confident and coherent representation of the Monash University brand.

Our horizontal logo hasn’t changed, but the way we use it has. We have increased the shield on the stacked version. And we’ll now use the black-and-white version for impact.

Importantly, we no longer use our logo as part of a sub-brand. We’ve removed words such as ‘faculty of’ and ‘school of’ from our marketing communications, because we know that disciplines and subjects are more important to our audiences.

Logos for in-house centres, institutes and laboratories, or for non-academic service divisions are no longer used. You’ll now identify your area with text, supported by the Monash University logo – our master brand.

We also have a clear hierarchy for how the Monash University logo is used for collaborative partnerships and joint ventures.

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**Monash University logo**

**Faculty typographic treatment**

**MONASH ENGINEERING**

**Institute/centre typographic treatment**

**MONASH SUSTAINABLE DEVELOPMENT INSTITUTE**

**Geography typographic treatment**

**MONASH PRATO ITALY**
For everyday use the Monash University logo is presented on its own, not with a faculty or institute name alongside it.

Whenever you do use the Monash University logo – whether it’s for a faculty, school, institute, centre, joint venture etc – make sure it always appears in full, for every communication.

Monash is a monolithic brand, meaning that it is the only logo used. All entities belonging to Monash or operating under the University are represented in text only. This highlights the relationship and maximises our ability to build a strong and international brand that will support all areas of the University.
The distinctiveness of a faculty, school or institute should be communicated in imagery, language or messaging, not with a logo.

‘Monash’ should be in blue when on a white background, and faculty names should be in uppercase.

Non-academic departments don’t have their own logos. They’re identified in type only, as shown.

Examples
- MONASH SOCIAL SCIENCES
- MONASH PRIMARY HEALTH CARE
- MONASH BIOMEDICAL SCIENCES
- MONASH BANKING AND FINANCE

For more information, please email smc-requests@monash.edu
INSTITUTES AND CENTRES

Institutes and centres have a typographical treatment applied to show the relationship between Monash and the entity.

Example

MONASH SUSTAINABLE DEVELOPMENT INSTITUTE

Scaling of typographic treatment with the Monash University logo.
COMMERCIAL ENTITIES

Commercial entities are businesses that are wholly owned by the University. When they have a relationship with our audience that goes beyond education and research, it may be considered that a separate logo is required.

If you need assistance please email smc-requests@monash.edu.

Example

MUMA
MONASH UNIVERSITY MUSEUM OF ART
Monash College is wholly owned by Monash University.

Monash College has its own logo, but adheres to the same rules as the parent company.

Like the Monash University logo there are two components to the Monash College logo: the shield and the wordmark. They must be presented together at all times.

The shield represents our heritage, while the wordmark uses a combination of two distinctive, clean and stylish fonts to define us as contemporary and modern.

It embodies our brand promise and values: our heritage, who we are today, and who we aspire to be.

There are set ways in which the logo must be applied in all creative applications.

There are two versions of the Monash College logo: stacked and horizontal.

The stacked logo is the primary option, and fits most spaces with impact.

Where space is an issue, revert to the single-line version.

The Monash College logo can be mono or blue. Blue is used for recruitment purposes only. All other applications use the black version.

Black-and-white logo version is the preferred choice:

Blue logo is used for student recruitment only.
We use different versions depending on the communication channel and space requirements.

The solid logo is used whenever the logo is placed on a light background. As a rule of thumb the elements in the shield must be clear and the details preserved. When in doubt, always check with Strategic Marketing and Communications via smc-requests@monash.edu.

The keyline logo is used whenever the logo is on a dark-colour background or shown at smaller sizes, to better preserve the details within the crest.

Where the Monash College logo appears on solid, dark-colour backgrounds, the keyline logo is reversed out in white. Blue is used for recruitment purposes only.

This is important for all applications including print, online and signage.

If you need to use the Monash College logo, please email: smc-requests@monash.edu.

**Solid on light background**

**Keyline on dark background**

**Clear space**

The minimum area surrounding the logo should be kept 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.

**Minimum size**

Do not reproduce the logo smaller than the minimum indicated sizes.

When the standard logo gets smaller, the details within the crest can get lost. At this point the keyline logo should be used to show the logo at smaller sizes.

When there’s a partner venture, we lock up the Monash College logo with the partner’s logo, keeping the Monash College always on the right. When a stacked version is required the Monash logo would be on the top line with the partner below.

**Clear space**

**Minimum sizes using standard logo**

- 23mm

**Partnering logo example:**
When noting different locations, the location is shown in type, with the name given prominence, similar to a faculty.

For international locations that are also joint ventures, we observe the specific agreements we have with our joint venture partner.

In these instances, the legal name is written in full in the address block (e.g. Monash University Malaysia).

Example
JOINT VENTURES – LOGO LOCKUP

Joint ventures take different forms, so they need to be approached on a case-by-case basis.

International joint ventures
Joint ventures are displayed as a lockup of the two logos, with a simple text description of the relationship.
The partner is either positioned to the left or above the Monash University logo. Where possible, we use the horizontal version of the lockup.

When promoting Monash University and our Monash Malaysia offering, we use the Monash University logo only.

When it’s a Jeffrey Cheah Foundation communication, originating from Malaysia, we use the joint venture lockup.
The brief supplied by our Malaysia marketing team will determine which version is required.

Clear space
We maintain the required clear space (x) around the joint venture lockup so that the logo is always consistently presented and the integrity of the relationship preserved.
JOINT VENTURES – MALAYSIA

Our presence in Malaysia is a joint venture and so has special rules.
When we use the Monash University logo, we position the location (Monash University Malaysia) in the top right-hand corner as shown.
We also show our business relationship with the Jeffrey Cheah Foundation as a lockup, shown here in the bottom right-hand corner.
We use the conventional Monash University identification system to represent joint ventures with government departments and other universities.

Where the joint venture partner agrees, the entity name is positioned in type only, and the joint venture partner is identified in small type at the bottom of the page.

Example

**MONASH NEW NAME**

A joint venture between Monash University and New Name
Alliances with other universities bolster our international reputation. When we reference our alliance with another university, the logo lock up has a supporting line of text. We refer to it in text only. For example, ‘Monash Warwick Alliance’. 

Alliance lock up

Monash Warwick Alliance

Collaborative partnership

A partnership between:

Monash Warwick Alliance

SOUTHEAST UNIVERSITY – MONASH UNIVERSITY JOINT GRADUATE SCHOOL (SUZHOU)

In 2012, China’s Southeast University and Australia’s Monash University partnered to create the Joint Graduate School Suzhou (JGS). That same year, it was approved by the Chinese Ministry of Education.

MONASH WARWICK ALLIANCE

The Monash Warwick Alliance offers a new model for research-led institutions to meet the global challenges of the 21st century.
MULTIPLE BUSINESS PARTNERS

Sometimes institutes or centres have multiple business partners, e.g. sponsors or joint venture partners from other universities.

In this case, we acknowledge all participating parties at the bottom of a letterhead, or on the front of marketing collateral.

Where logos are used, the Monash University logo will be positioned first in the lockup.

The Group of Eight logo should not appear on collateral with multiple business partners.

Example 1

A partnership between:

MONASH UNIVERSITY

HUDSON INSTITUTE OF MEDICAL RESEARCH

Monash Health

Example 2

A partnership between:

MONASH UNIVERSITY

MEDICINE, NURSING AND HEALTH SCIENCES

Monash Health

Placement

MONASH UNIVERSITY

HEADLINE

HEADLINE 2017

MONASH FACULTY

web address

CELEBRATING

50 YEARS OF

MEDICINE AT

MONASH

Leading the way in translational research.
SPONSORSHIP

We show sponsorship relationships the same way we do a joint venture – only with different wording.

When we want to highlight that Monash University and an institute/centre are sponsors of an event, we show them both as shown.

Example

Sponsored by:

MONASH UNIVERSITY
MONASH INFORMATION TECHNOLOGY
PARTNER LOGO
PARTNER LOGO
PARTNER LOGO

Placement
GROUP OF EIGHT

We’re a proud member of the Group of Eight (Go8) group of universities. We display the Go8 logo on a wide range of our communications – on our website, prospectuses, international student collateral, alumni communications and at open days.

We always use the mono version of the Go8 logo, in the bottom left corner whenever possible.

When both the Monash University logo and the Go8 logo are used in the same communication, the Monash University logo should be larger.

The Group of Eight logo appears on Monash University collateral only. It is not used on sub-branded or co-branded collateral.