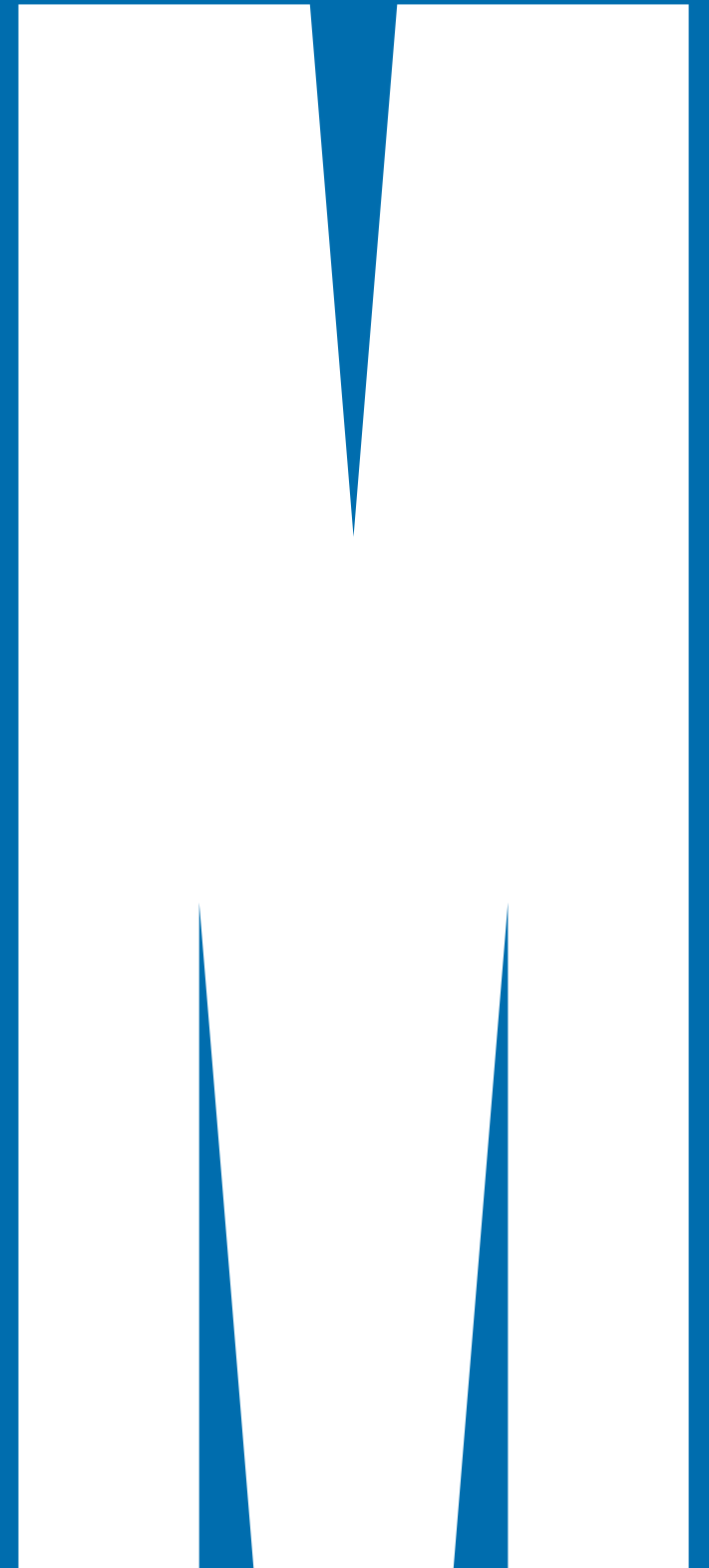


APPAREL GUIDELINES

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

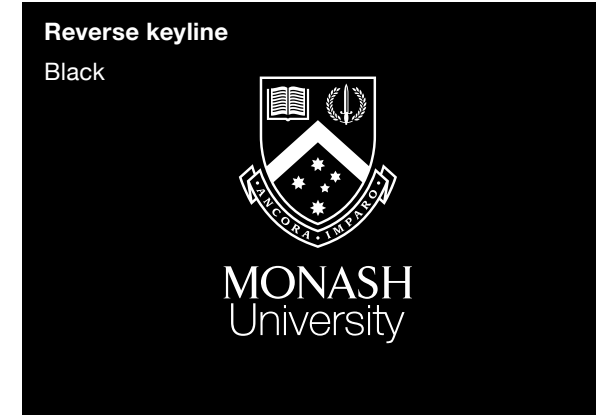
Full colour
White



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

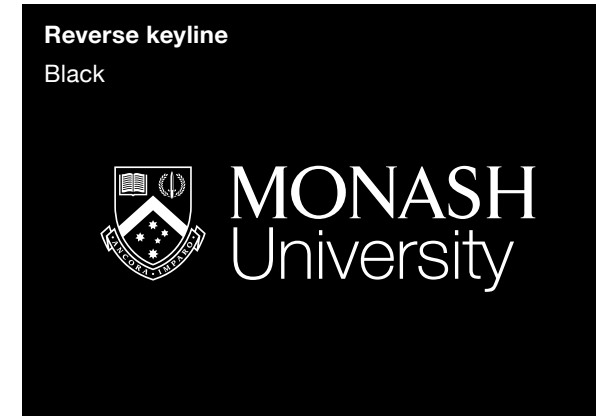
Full colour
White



Reverse keyline
Monash blue



Reverse keyline
Black



Full colour
Grey

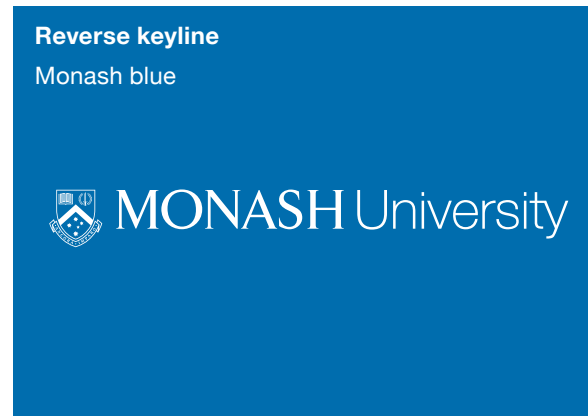


Horizontal format – Single line

Full colour
White



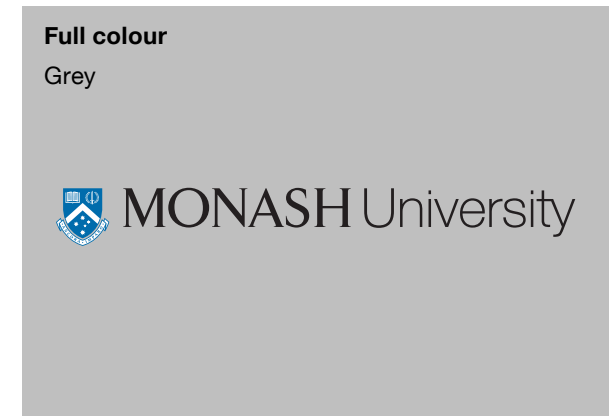
Reverse keyline
Monash blue



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.

CATEGORIES

There are six apparel categories. Each category adopts its own unique set of branded assets. These assets must not be mixed across any other category.

1. Everyday – Retail and apparel for external audiences (for example, gifts).

Casual fashion garments including bucket hats, caps, hoodies and t-shirts.

2. Heritage – Retail and apparel for external audiences (for example, gifts). Not for staff or student uniforms. Similar to 'Everyday' items, this range adopts a collegiate-inspired range of graphic elements.

3. Student uniforms – A range of apparel suited to Monash University events or faculty-specific requirements. Uniforms and apparel for Monash students when representing Monash.

4. Corporate/staff – Uniforms and apparel for Monash staff. Smart casual garments worn by staff, including outerwear in addition to shirts and polos.

5 Athleisure – Retail only

A bespoke range of sports garments that are available to all Monash University students and staff.

6. Lifestyle/luxe – Retail and corporate gifting only.

All items to be produced in this range must first be approved by the Monash brand team at UMAC.

A bespoke range of garments and merchandise created in collaboration with select partner brands.

Sport apparel – The two sport categories can be found in a separate sport apparel pdf.

1. Sport staff – Only for Monash University Sport staff. Managed by Monash Sport.

A range of formal sportswear worn by staff. Adopts bespoke graphics and elements attributed to Monash University sports teams.

2 Varsity sport – Only for official varsity teams.

Managed by Monash Sport.

Adopts bespoke graphics and visual elements attributed to Monash University varsity sports teams.

1. Everyday



2. Heritage



3. Student Uniforms



4. Corporate/Staff



5.1. Sport Staff



5.2 Varsity Sport



5.3 Athleisure



6. Lifestyle/Luxe



BASIC PRINCIPLES – GENERAL

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

Monash University logo position and sizing

- **The logo MUST be applied to all apparel.**
The ONLY exception is in the Heritage range when the two words MONASH UNIVERSITY and the crest are used as part of the Heritage toolkit (see next page).
- As a general rule, the Monash logo can be positioned high on either the right or left-hand side, or centred on a garment depending on the style or use. It can be placed on the front, back or sleeve.
- Size will always vary – but as a guide, approx 50mm width is recommended as a start point on tops. Suppliers can offer size recommendations.
- The logo (and its elements) must appear intact.

Toolkit elements

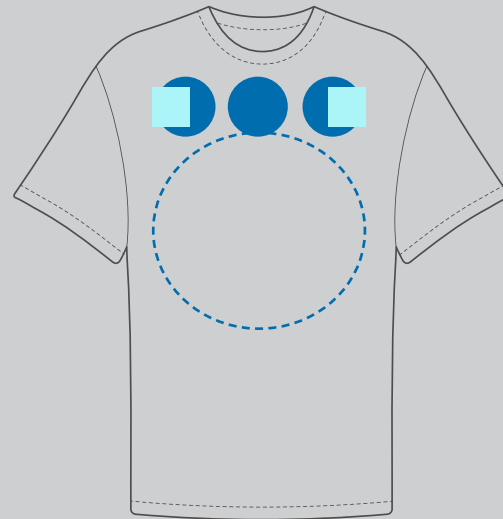
- Each apparel range has a selection of toolkit elements specific to that range, to be placed on apparel.
- Do not mix toolkit elements from different ranges.

Identifying areas across the University

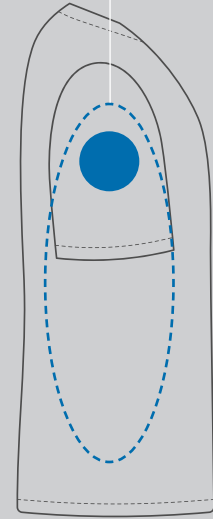
- University entities can be identified by the use of a **typographic treatment** as per the brand book **or** the area name can be written as regular text in Helvetica Neue Condensed. Text can be upper or sentence case, right/left or centred aligned. Text weights and size can vary according to available space.

Tshirt/Polo

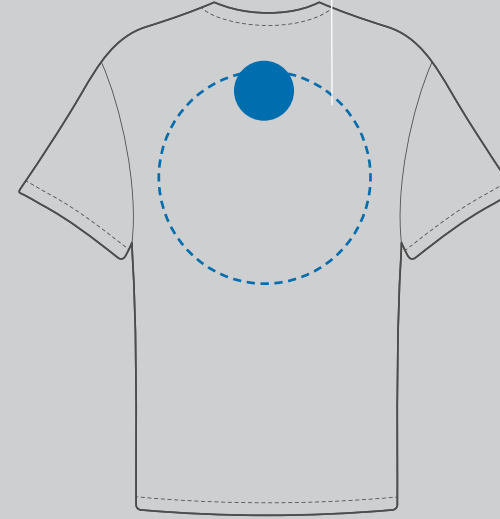
If logo and toolkit element both appear on front, clear space must be given to the logo. Typographic treatments must sit in opposite space to logo.



Can run down sleeve if garment is long-sleeved

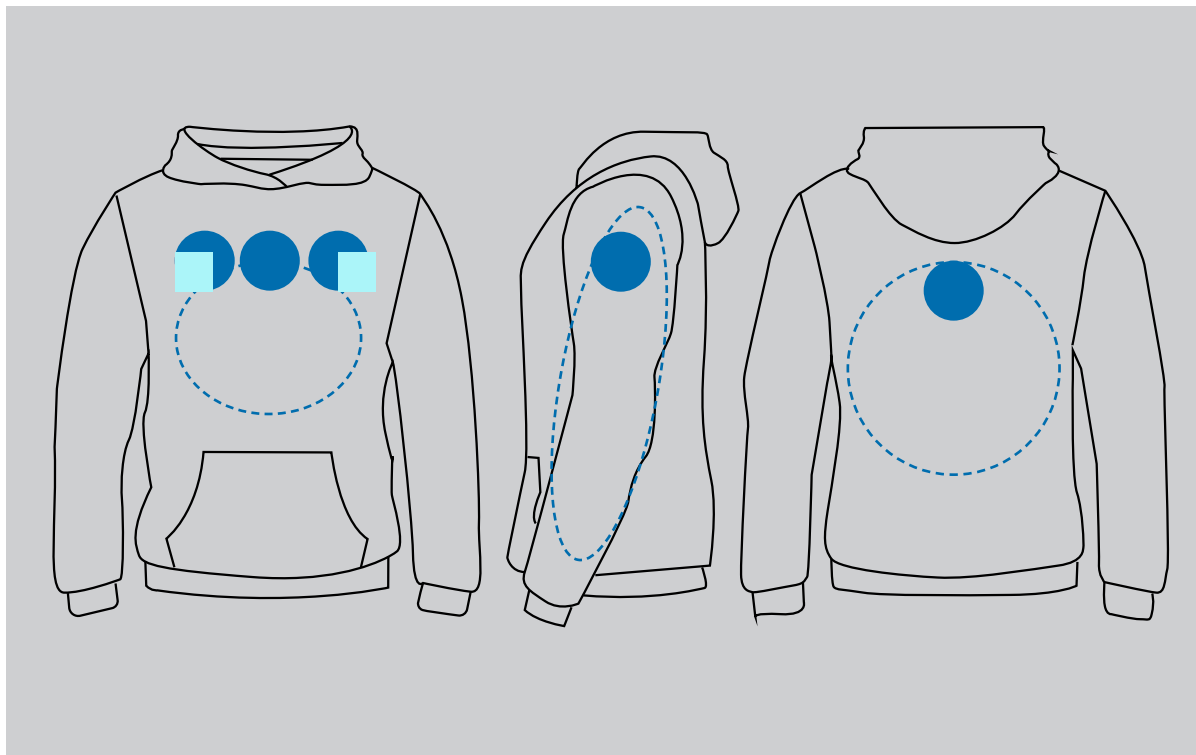


If logo is on sleeve or front, toolkit element can sit anywhere on back

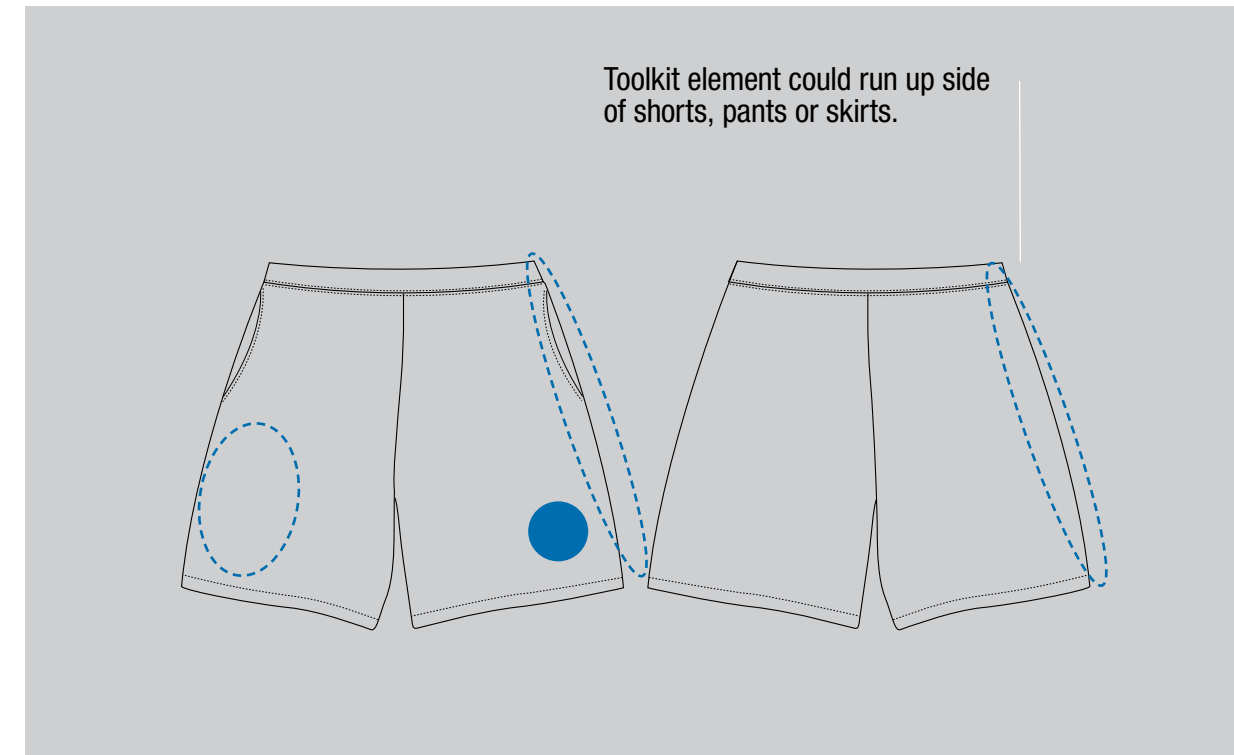


- Monash University logo
- Toolkit element
- Entity typographic treatment

Hoodie



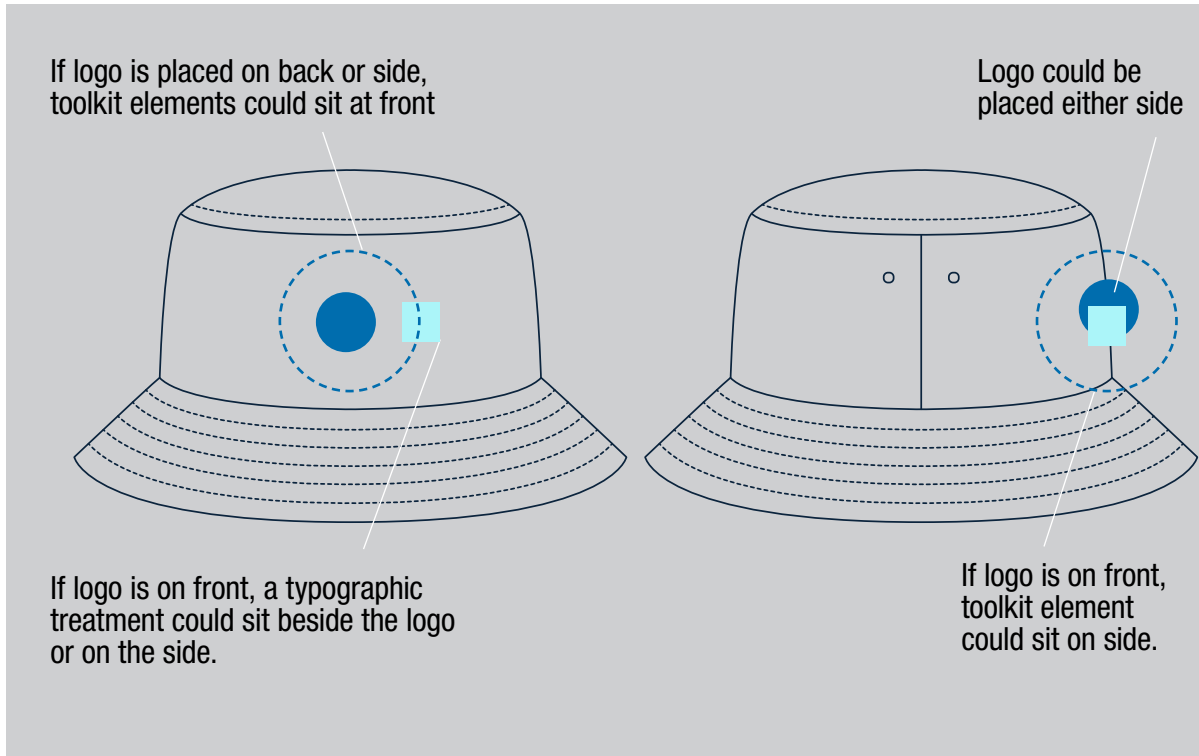
Shorts/pants/skirt



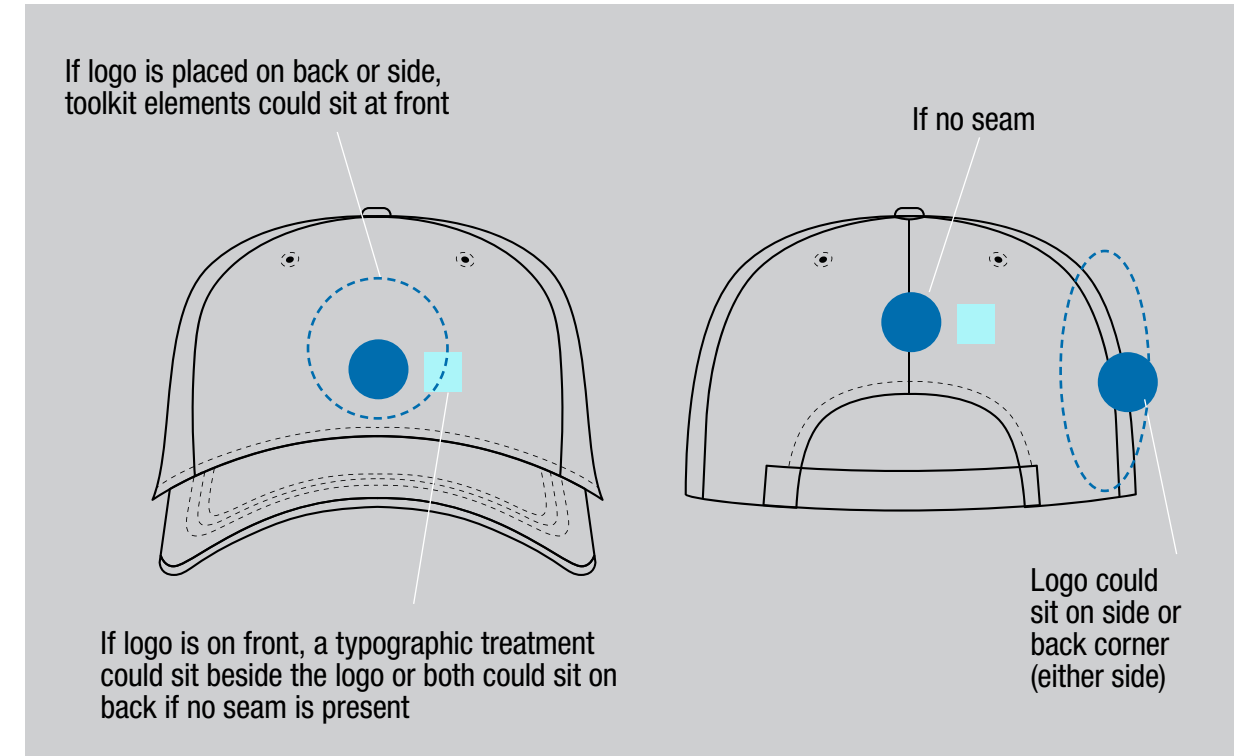
Toolkit element could run up side of shorts, pants or skirts.

BASIC PRINCIPLES – GENERAL continued

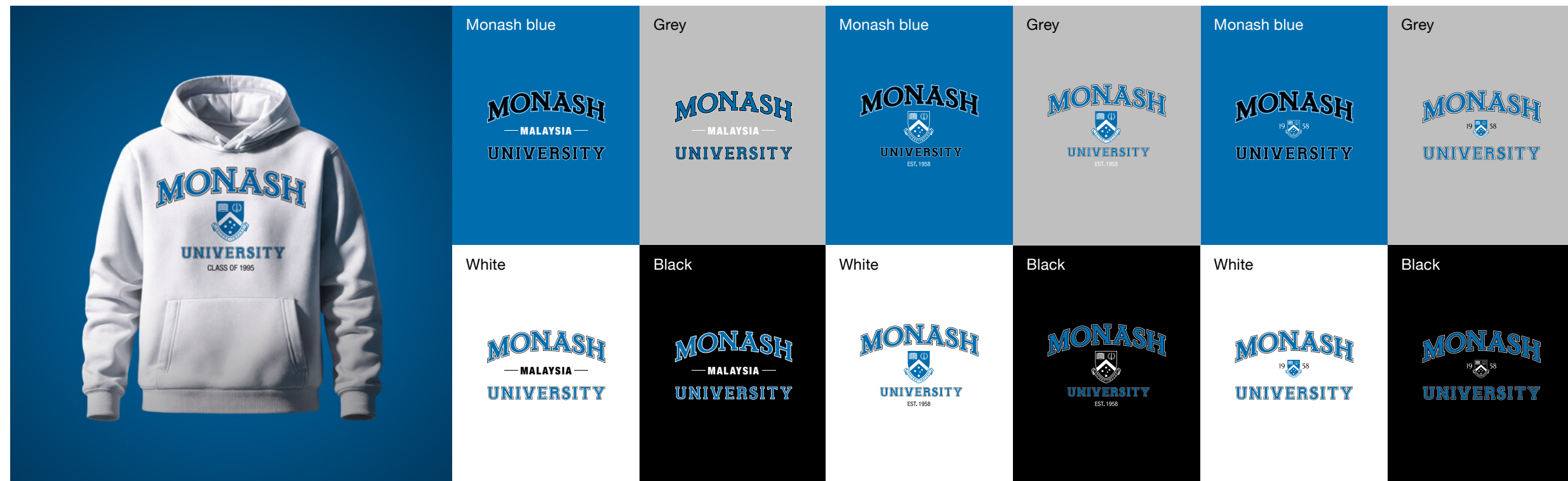
Bucket hat



Hat



The **logo** MUST be applied to all apparel. The ONLY exception is in the Heritage range when the two words MONASH UNIVERSITY and THE CREST are used as part of the Heritage toolkit (see left). The Monash logo in this case is optional.



BASIC PRINCIPLES – GENERAL continued

Our apparel range should authentically reflect Monash’s commitment to diversity by offering bespoke items designed with specific cultural sensitivities and communities in mind.

By creating tailored pieces for groups such as our Indigenous and LGBTQIA+ members, we ensure every individual feels seen and included. This inclusive approach allows our brand to honor the unique identities and traditions that enrich the broader Monash community.

Please contact the Monash brand team before creating new artworks.

Monash University logo position and sizing

- The logo MUST be applied to all apparel.
- 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. It can be placed on the front, back or sleeve.
- Size will always vary – but as a guide, approx 50mm width is recommended as a start point on tops. Suppliers can offer size recommendations.
- The logo (and its elements) must appear intact.

Important note

More work is to be carried out in this space. We will continue to collaborate with relevant stakeholders to further develop this piece so all members of the Monash community feel part of the Monash brand.

Bespoke artwork and colour

- Bespoke designs, Indigenous artworks and colours can be used to reflect cultural events, communities and moments of recognition, and also for everyday use.
- We encourage the use of Monash blue either as the garment colour and/or part of the artwork.
- Use patterns and custom M devices thoughtfully and respectfully.

Identifying areas across the University

- University entities can be identified by the use of a **typographic treatment** as per the brand book
- Bold text/wording (not a typographic treatment) can be appear in Helvetica Neue Condensed. Text can be upper or sentence case, right/left or centred aligned. Text weights and size can vary according to available space.

PRIDE t-shirt



FRONT

BACK

Indigenous sports



Apparel range

1. **Everyday**

APPAREL

EVERYDAY TOOLKIT

The Everyday 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 Everyday toolkit.
- Positioning includes the sleeve of a garment, chest or back – just below the neckline. The Monash logo can be placed on the left or right.

Creation of custom assets

- The Everyday toolkit is bespoke and must not be re-drawn or customised without permission from the Monash brand team.

Colour proportion

- While Monash blue is our primary colour, use of white, black or grey is also permissible as garment colours.
- Monash blue must always be present – either as the garment colour itself or incorporated into applied graphics.

Colour backgrounds

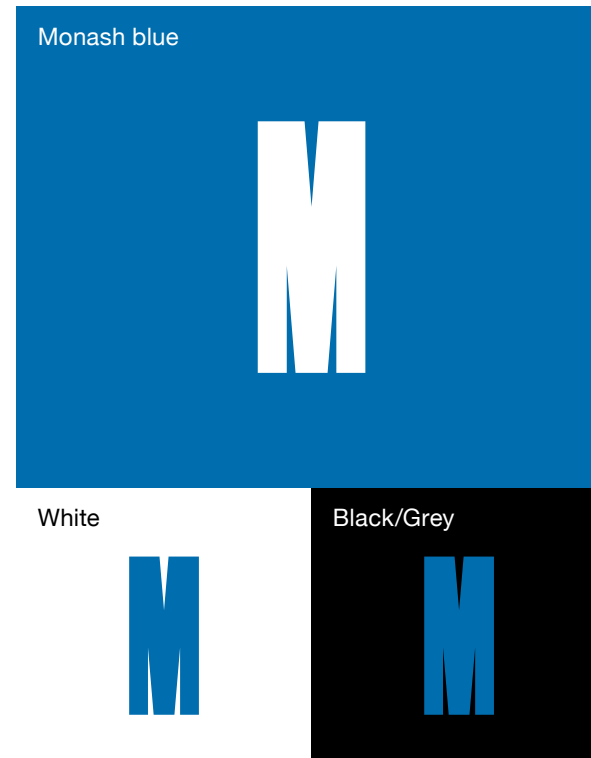
- Everyday assets can be used flexibly across Monash blue, white, black or grey as shown.

Typography

- Bold text/wording can be applied using Helvetica Neue Condensed.
- NOTE: The wreath and sword element is to replace the letter 'O' only.

NOTE: Mixing of toolkit elements is not permitted.

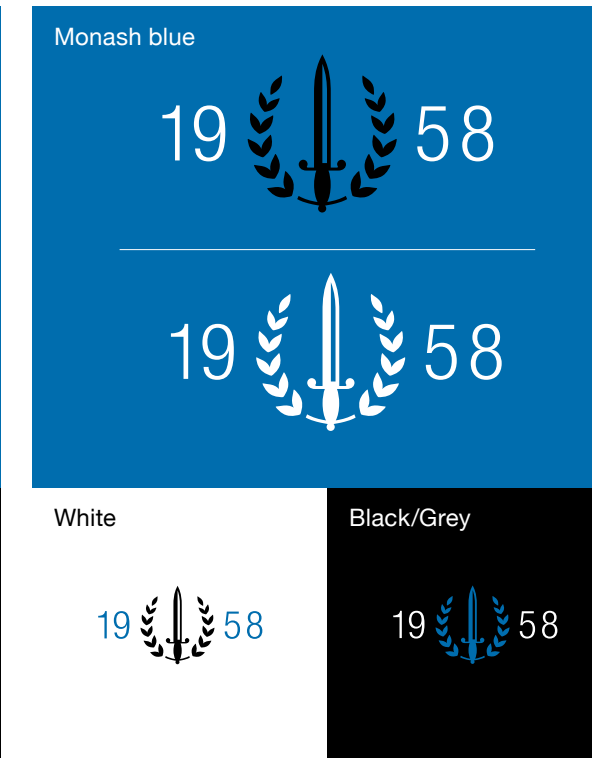
M device



Sword / wreath / shield



Est / sword / wreath



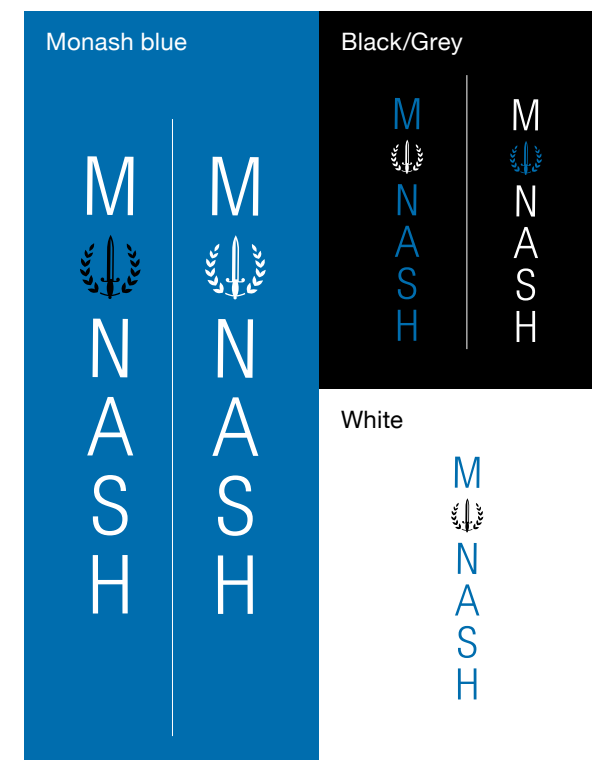
Monash / wreath (Horizontal)



Monash / wreath stacked



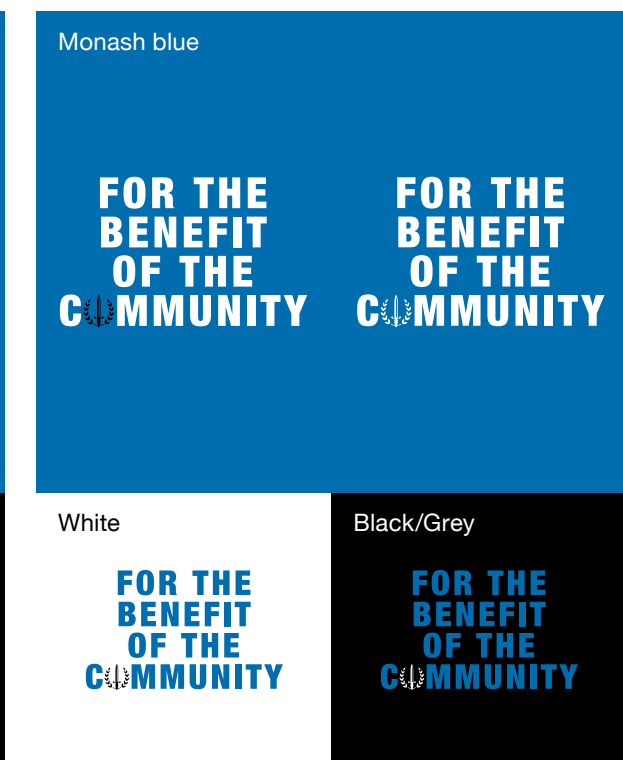
Monash / wreath (vertical)



Ancora Imparo



Text / copy / quotes etc. (example wording only)



APPAREL

EVERYDAY EXAMPLES

The following examples show a range of ways that the Everyday toolkit can be applied to t-shirts, hoodies and hats.

Everyday toolkit artwork

To access a comprehensive Everyday toolkit and apparel artworks, please contact the Monash brand team.

Grey t-shirt and Monash blue t-shirt with Monash with wreath wordmark on front chest. Monash University logo on sleeve or back.



Monash blue bucket hat with M device. Black hoodie with Monash with wreath wordmark in white and Monash blue. Reverse keyline Monash logo appears on left sleeve.



White t-shirt with the Monash University logo placed on front and text positioned centrally on the back.



White hoodie with Ancora Imparo in Monash blue and black positioned centrally on front chest. Monash University logo on sleeve or back.



Apparel range

2. Heritage

HERITAGE TOOLKIT

The Heritage 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 Heritage toolkit. The ONLY exception is in the Heritage range when the two words MONASH UNIVERSITY and the crest are used as part of the Heritage toolkit.
- Positioning includes the sleeve of a garment, chest or back – just below the neckline.

Creation of custom assets

- The Heritage toolkit is bespoke and must not be re-drawn or customised without permission from the Monash brand team.

Personalising locations

- Both the Monash / Location and Monash Uni / Location graphic assets are available with, 'Australia', 'Indonesia', 'Malaysia' and 'Italy'.
- The Monash / Location graphic asset is available with the 'Est.1958' descriptor and 'Class of XXXX' descriptor.

Colour backgrounds

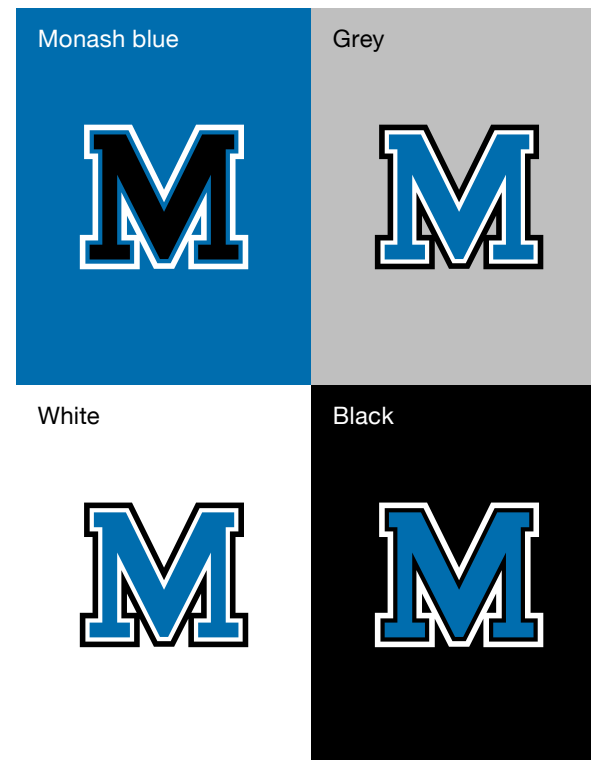
- Heritage assets can be used flexibly across Monash blue, white, black or grey as shown.

Important note

The Heritage toolkit is to be used on apparel only. Do not use these assets across branded communications or for staff/student uniforms.

NOTE: Mixing of toolkit elements is not permitted.

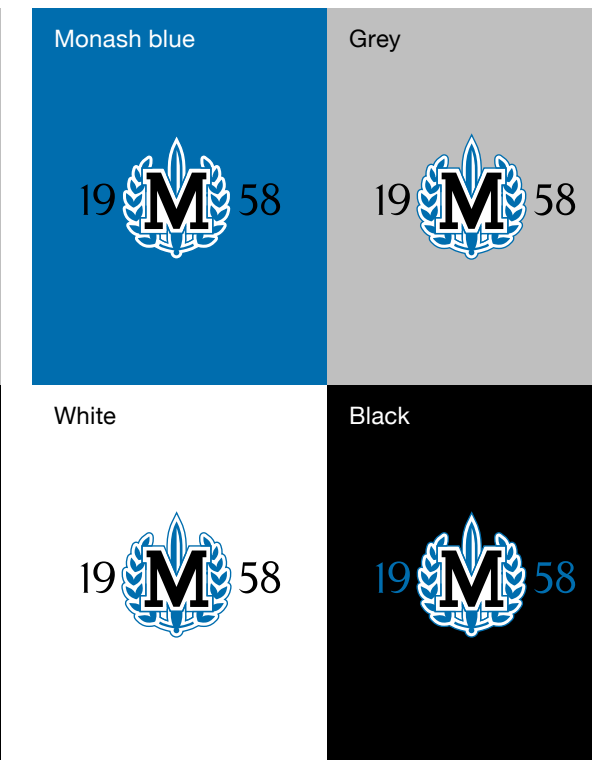
Collegiate M



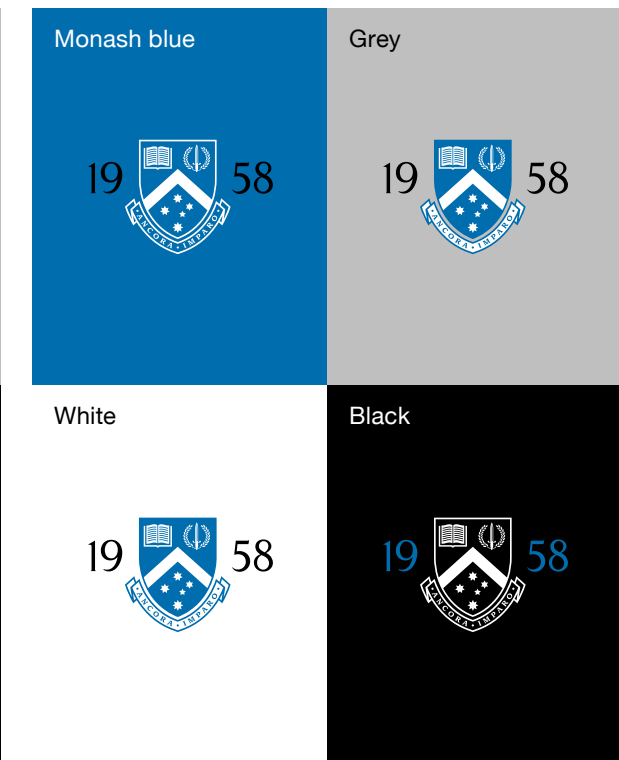
Collegiate M / wreath



Est / Collegiate M



Est / Crest



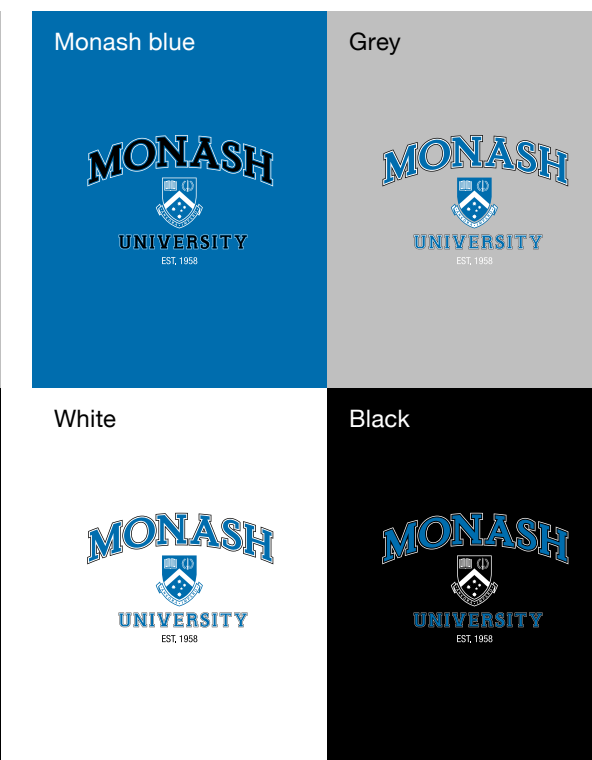
Monash / location



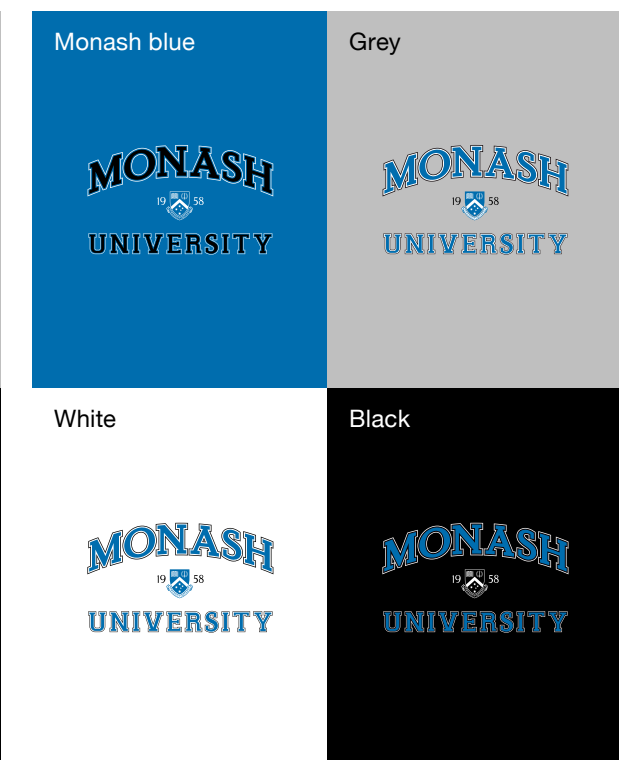
Monash University / location



Est/Brandmark / Monash University Logo not required with this element



Est/Brandmark/Monash University (alt) Logo not required with this element



APPAREL

HERITAGE EXAMPLES

The following examples show a range of ways that the Heritage toolkit can be applied to caps, hoodies and t-shirts.

Heritage toolkit artwork

No variations to application of colour or style of these elements are permitted.

To access a comprehensive Heritage toolkit and apparel artworks, please contact the Monash brand team.

Important note

The collegiate M does NOT replace the M device, and is ONLY used for apparel application in the Heritage and Varsity apparel ranges. It's not to be used on regular communications or in other apparel ranges.

Baseball cap in Monash blue with collegiate M and reverse keyline logo on side.



Monash blue t-shirt with collegiate M / wreath design positioned on left chest. The Monash University logo can be placed on left sleeve or back.



White hoodie with Est / Brandmark / Monash University design positioned centrally on front chest. **When using the Monash University wordmark and crest, the logo is not required. This is the only exception.**



Apparel range

3. Student Uniforms

STUDENT UNIFORM TOOLKIT

The Student Uniforms toolkit consists of a range of styles that can be used flexibly across relevant garments.

Monash University logo inclusion

- The Monash University logo must always be used in conjunction with the Student Uniforms' toolkit. Apart from the logo, toolkit items are not mandatory on placement apparel.
- Positioning includes the sleeve of a garment, chest or back – just below the neckline. The Monash logo can be placed on the left or right.

Student placement or OHS requirements

- Students may be required to wear certain apparel items for safety and/or faculty/University identification when on student placement. Functionality may dictate the design on bespoke items.

Creation of custom assets

- The Student Uniforms toolkit is bespoke and must not be re-drawn or customised without permission from the Monash brand team.

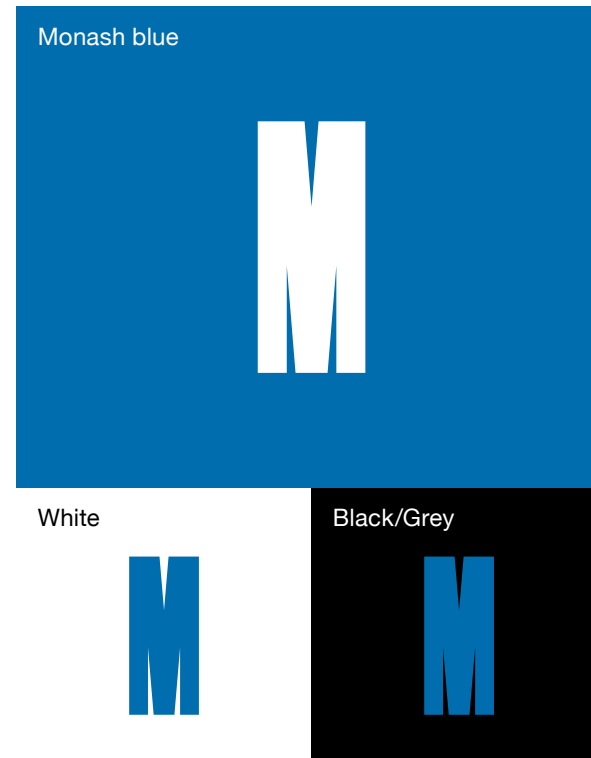
Colour proportion

- While Monash blue is our primary colour, use of white, black or grey is also permissible as garment colours.
- Monash blue must be present – either as the garment colour itself or incorporated into applied graphics.

Typography

- Typographic treatments used for entities must be consistent as per the brand book.
- Helvetica Neue Condensed is used in these situations, with 'Optical' kerning and '0' tracking applied. Leading is set between 90 and 100% of the type size.
- Typographic treatments are sized in proportion to the Monash logo.
- Bold text/wording (not a typographic treatment) using the Helvetica Neue font can also be applied.
- NOTE: The wreath/sword element is to replace the letter 'O' only.

M device



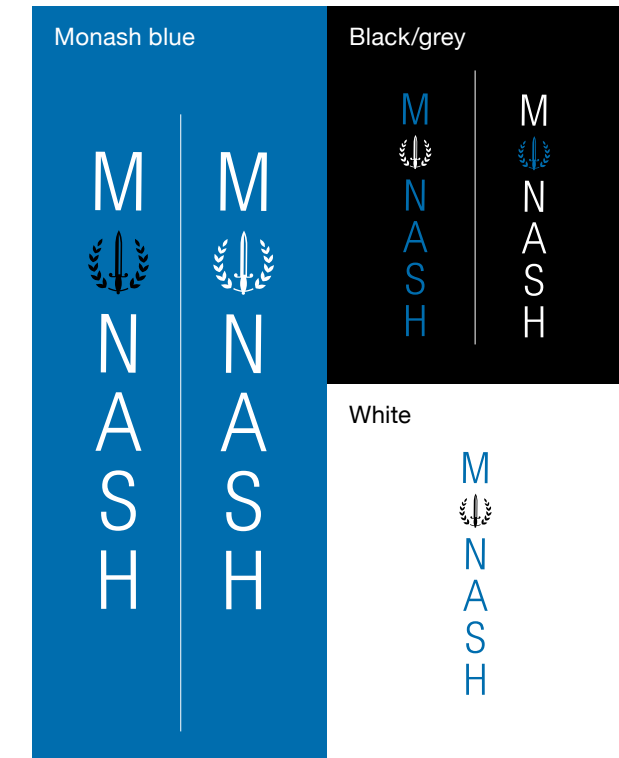
Monash / wreath (horizontal)



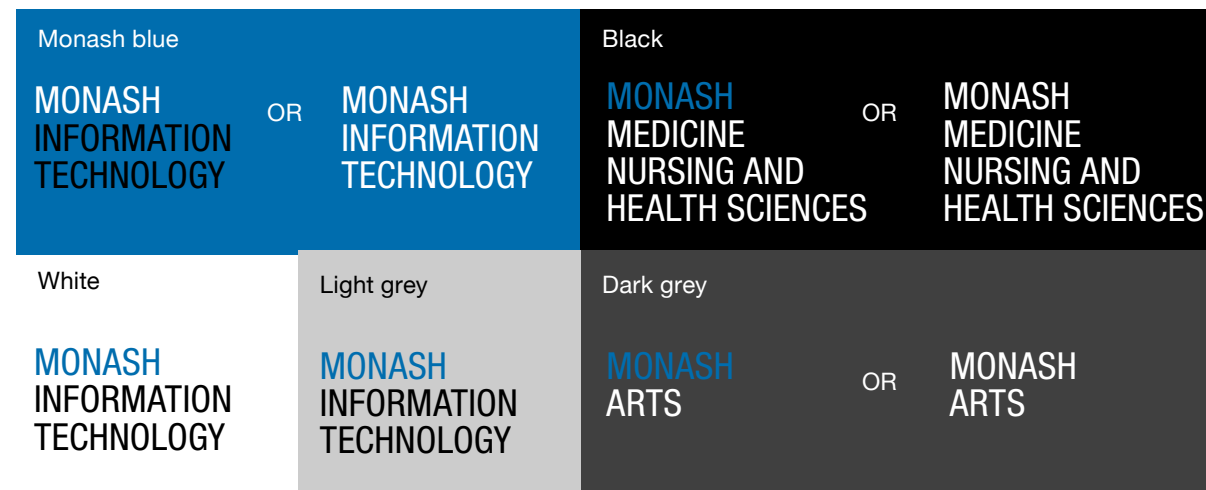
Monash / wreath (stacked)



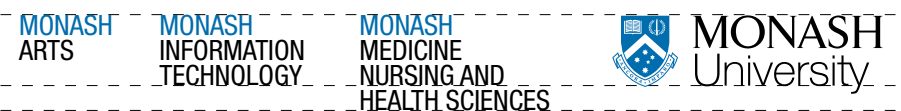
Monash / wreath (vertical)



Typographic treatment



Positioning with the Monash University two-line logo.



NOTE: Do not apply the single-line or vertical logo with a typographic treatment.

Ancora Imparo



Text / copy / quotes etc. (example wording only)



APPAREL

STUDENT UNIFORM EXAMPLES

The following examples show a range of ways that the Student Uniforms toolkit can be applied to garments such as scrubs, t-shirts, hoodies and lab coats.

Student Uniform toolkit artwork

To access a comprehensive Student Uniforms toolkit and apparel artworks, please contact the Monash brand team.



Apparel range

4. Corporate/Staff

CORPORATE/STAFF TOOLKIT

The Corporate/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 Corporate/Staff toolkit.
- Positioning includes the sleeve of a garment, chest or back – just below the neckline. The Monash logo can be placed on the left or right.

Creation of custom assets

- The Corporate/Staff toolkit is bespoke and must not be re-drawn or customised without permission from the Monash brand team.

Colour proportion

- While Monash blue is our primary colour, use of white, black or grey is also permissible as garment colours.
- Monash blue must always be present – as the garment colour itself or incorporated into applied graphics.

Colour backgrounds

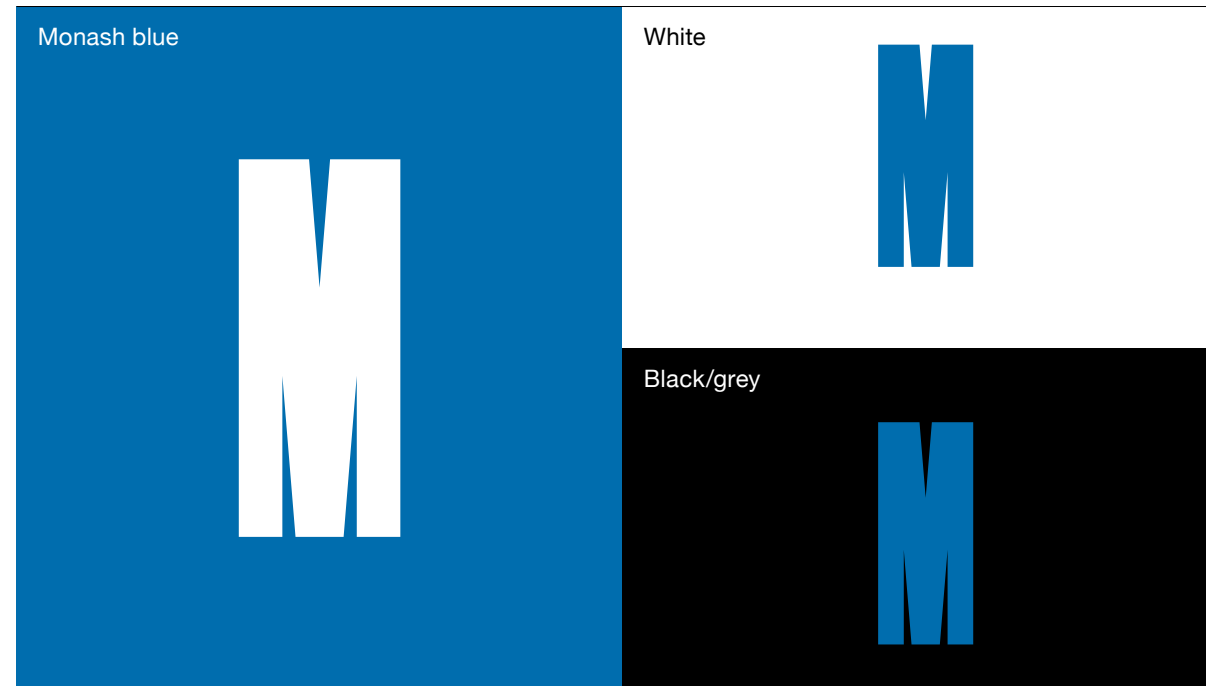
- Corporate/Staff assets can be used flexibly across Monash blue, white, black or grey as shown.

Typography

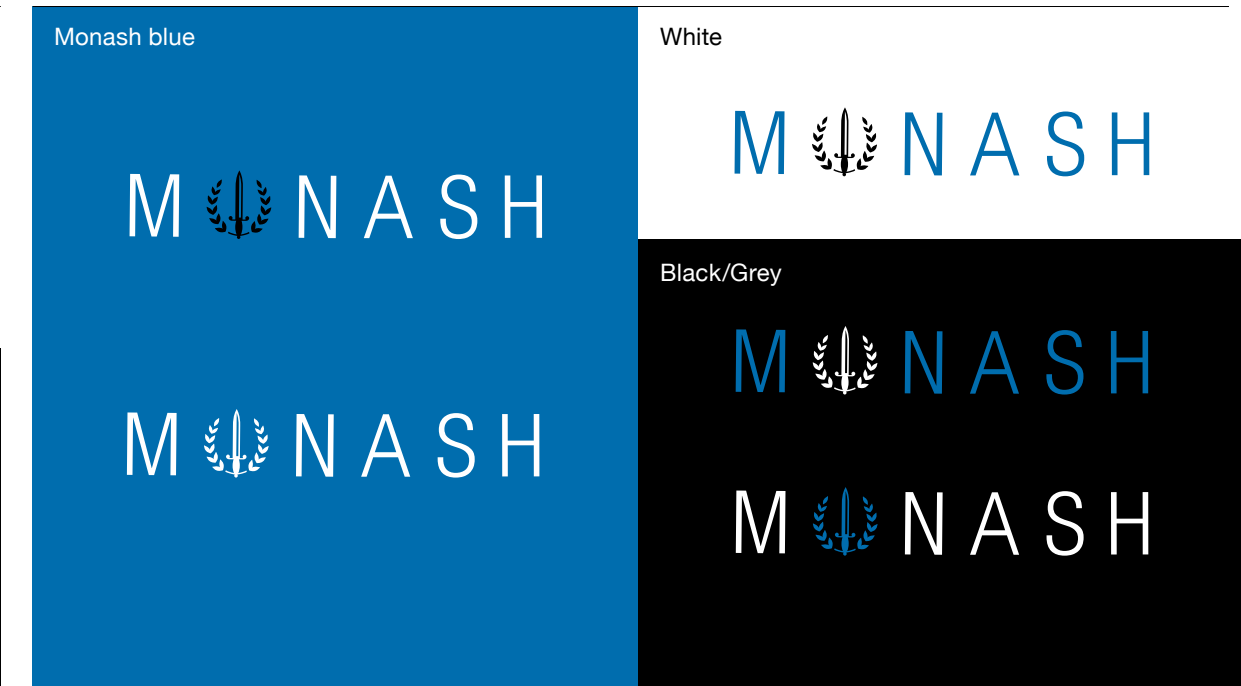
- Typographic treatments used for entities must be consistent as per the brand book.
- Helvetica Neue Condensed is used in these situations, with 'Optical' kerning and '0' tracking applied. Leading is set between 90 and 100% of the type size.
- Typographic treatments are sized in proportion to the Monash logo.
- Bold text/wording (not a typographic treatment) can also be applied. Helvetica Neue Condensed is to be used.

NOTE: Mixing of toolkit elements is not permitted.

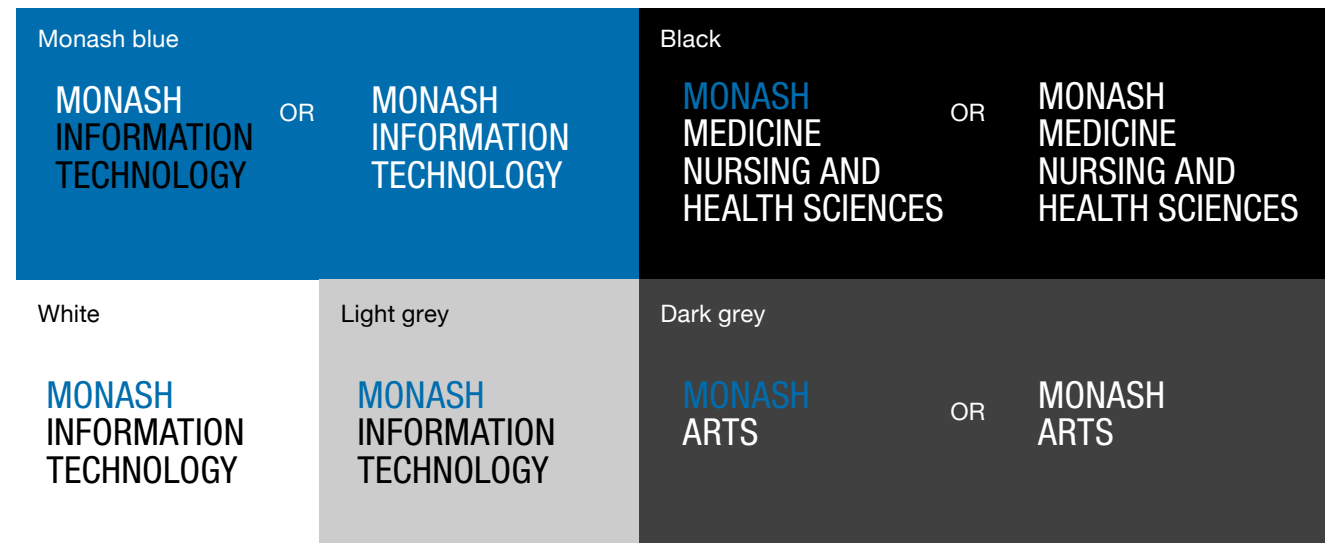
M device



Monash / wreath (horizontal)



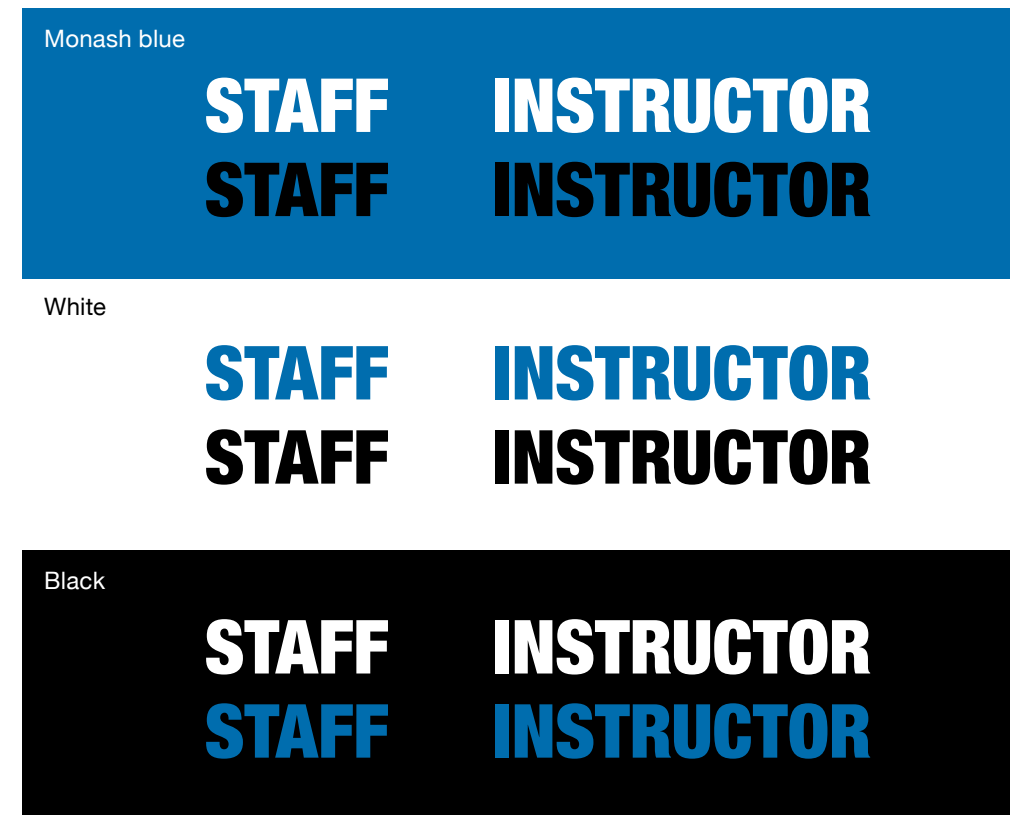
Typographic treatment



Positioning with the Monash University two-line logo.



Typography



APPAREL

CORPORATE/STAFF EXAMPLES

The following examples show a range of ways that the Corporate/Staff toolkit can be applied to garments such as puffer vests, wet-weather jackets, t-shirts and polos.

Corporate/Staff toolkit artwork

To access a comprehensive Corporate/Staff toolkit and apparel artworks, please contact the Monash brand team.

Monash blue and black puffer vest with reverse keyline Monash University logo positioned on left chest. Monash wordmark applied centrally to reverse in white and Monash blue.



Monash blue t-shirt with reverse keyline horizontal Monash logo positioned on front left chest. Entity typographic treatment applied to opposite side.



Monash blue polo and horizontal Monash University logo positioned on front left chest. Entity typographic treatment applied to opposite side.



Monash blue wet-weather jacket with reverse keyline Monash University logo positioned on left chest. Monash wordmark applied centrally to reverse in white and black.



Apparel range

5. **Athleisure**

ATHLEISURE TOOLKIT

The Athleisure toolkit works in a similar way to Varsity Sport, consisting of a range of styles as shown that can be used flexibly across relevant garments. It also uses the Monash / wreath asset, as shared with Everyday and Corporate/Staff toolkits.

Monash University logo inclusion

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

M device

- The M device can be used as a repeatable pattern across garments where applicable.

Creation of custom assets

- The Athleisure toolkit is bespoke and must not be re-drawn or customised without permission from the Monash brand team.

Colour proportion

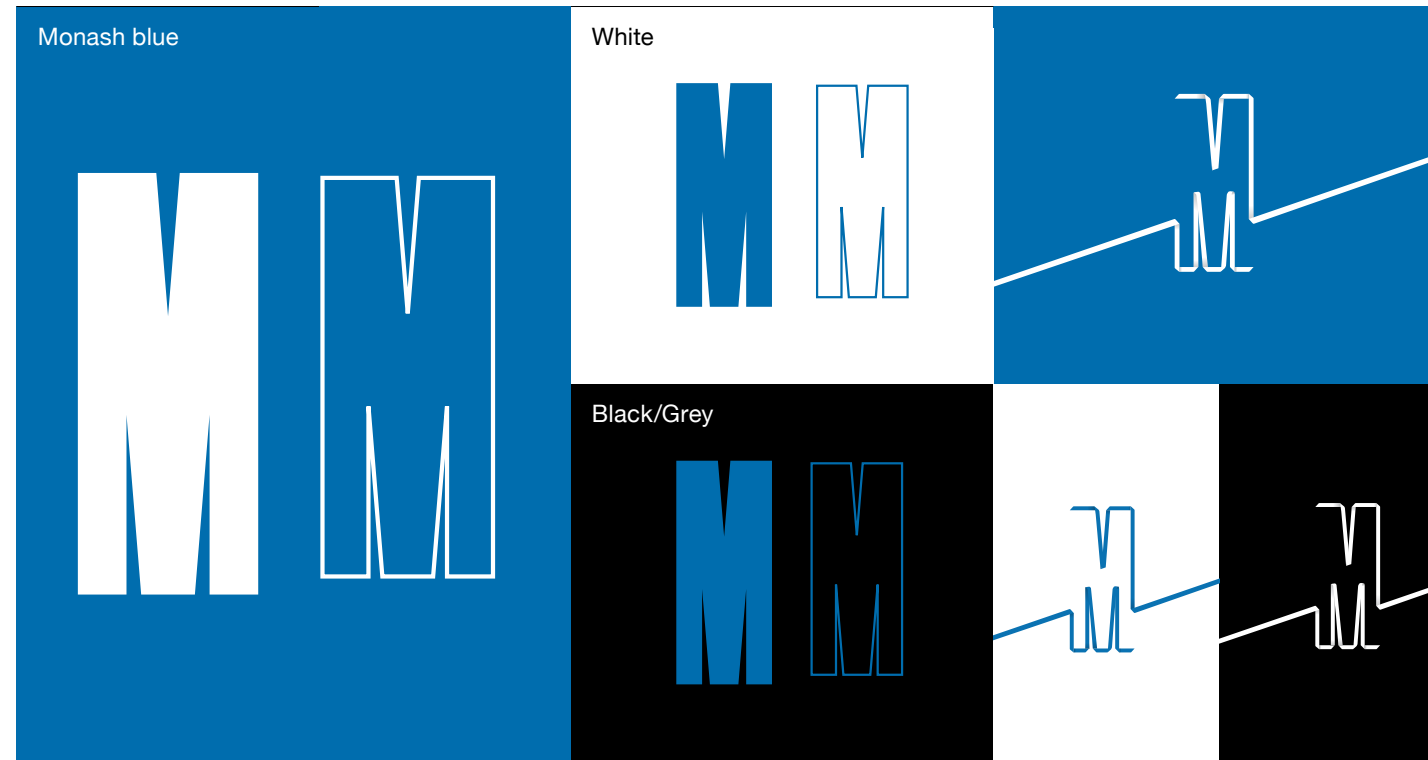
- While Monash blue is our primary colour, use of white, black or grey is also permissible as garment colours.
- Monash blue must always be present – either as the garment colour itself or incorporated into applied graphics.

Colour backgrounds

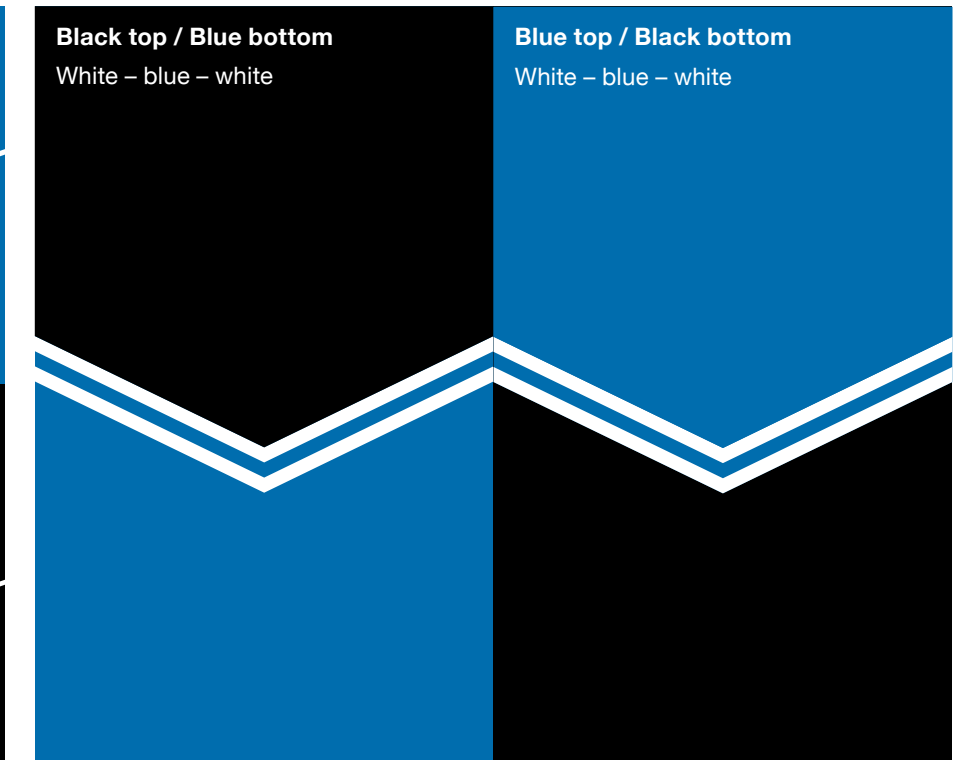
- Athleisure assets can be used flexibly across Monash blue, white, black or grey as shown.

NOTE: Mixing of toolkit elements is not permitted.

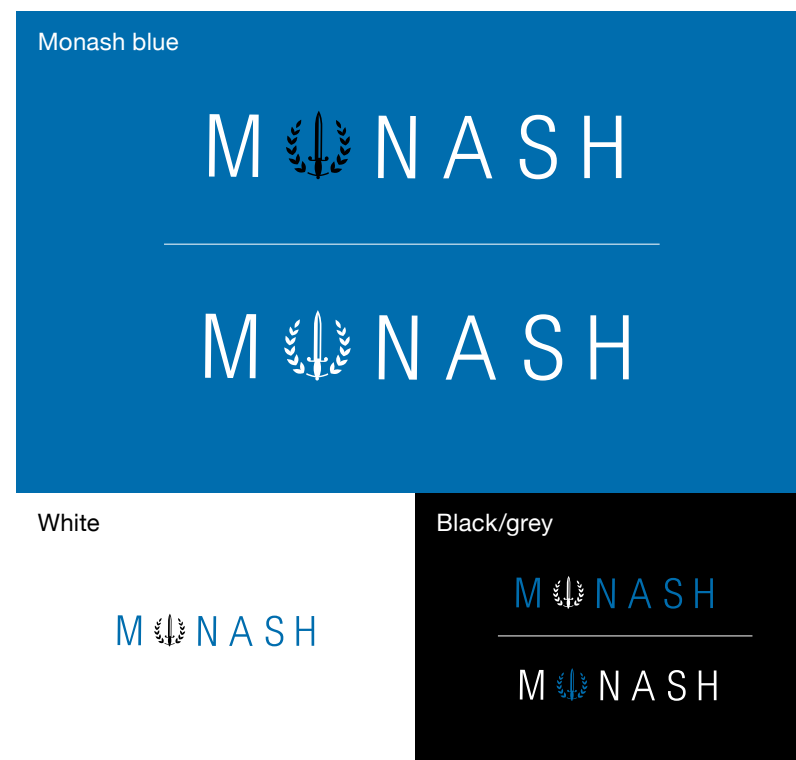
M device



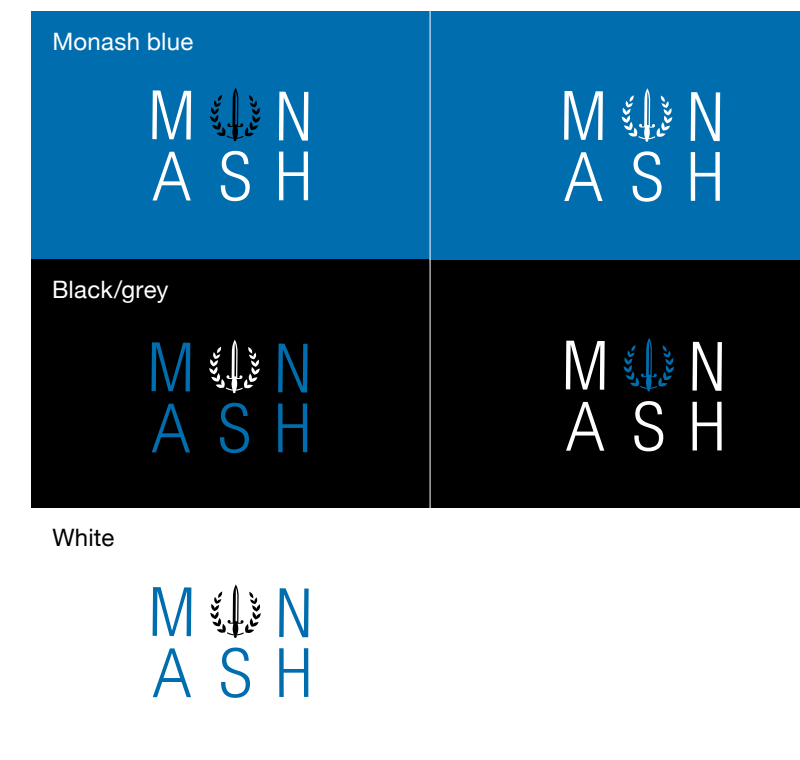
Chevron – Double strip



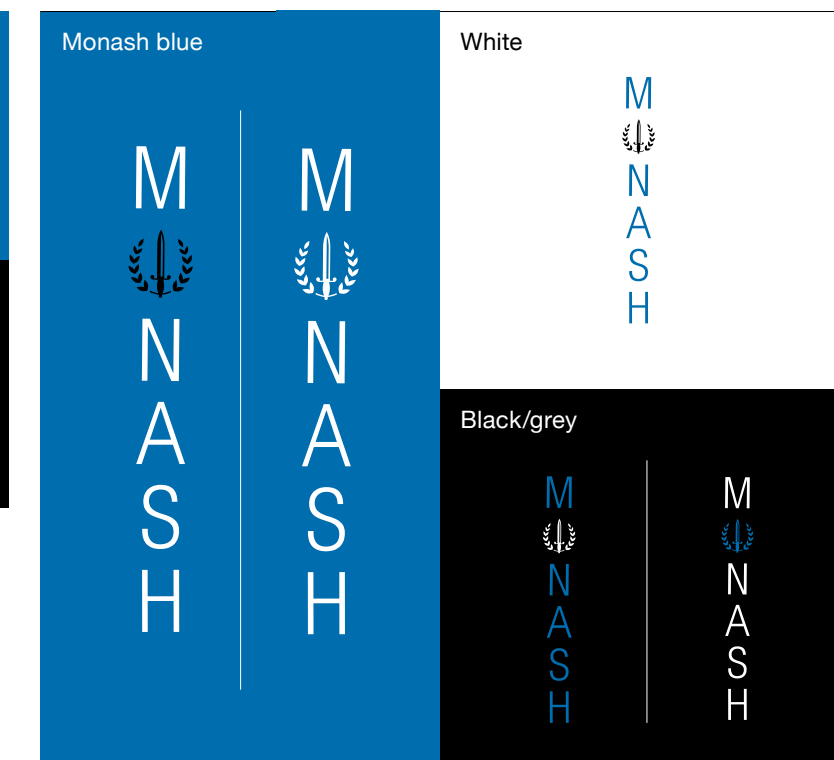
Monash / wreath (horizontal)



Monash / wreath (stacked)



Monash / wreath (vertical)



APPAREL

ATHLEISURE EXAMPLES

The following examples show a range of ways the Athleisure toolkit can be applied to team garments such as active wear and running gear.

Athleisure toolkit artwork

To access a comprehensive Athleisure toolkit and apparel artworks, please contact the Monash brand team.

Black crop top and running leggings with Monash / wreath wordmark applied to leg and chest.



White running singlet and black shorts with Monash blue M device applied to chest and shorts. Logo on back.



White running singlet and black shorts with Monash blue M device applied. Logo on back.



Black leggings with Monash blue M device applied. Logo on back of a matching top.

Apparel range

6. Lifestyle/Luxe

LIFESTYLE/LUXE EXAMPLES

The following examples show a range of ways that the Lifestyle/Luxe garments such as fleeces and hooded crop jackets can be created.

Lifestyle/Luxe inclusions

When creating Lifestyle/Luxe garments, consider the following brand inclusions:

- The Monash University logo must always be used in conjunction with a choice between Heritage, Everyday or Athleisure graphics.
- Consider adding accents of Monash blue to garment detailing or features where applicable.
- Product brand names can be included provided they are positioned away from the Monash University logo.

Lifestyle/Luxe toolkit artwork

To access a comprehensive Lifestyle/Luxe toolkit and apparel artworks, please contact the Monash brand team.

Coming soon

Coming soon



For further information, contact:

Monash University brand team: Via our brand requests form

Monash Shop: clayton.bookstore@monash.edu or shop for new apparel online

monash.edu/brandbook

