



BRAND BOOK

**OUR BRAND IS THE SUMMATION OF OUR IDENTITY,
BEHAVIOUR AND PERFORMANCE OUTCOMES –
IT'S OUR REPUTATION.**

monash.edu/brandbook

JUNE 2026



**MONASH UNIVERSITY RECOGNISES THAT ITS AUSTRALIAN CAMPUSES ARE
LOCATED ON THE UNCEDED LANDS OF THE PEOPLE OF THE KULIN NATIONS,
AND PAYS ITS RESPECTS TO THEIR ELDERS, PAST AND PRESENT.**

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**Have a question about
the Monash Brand?
Submit a brand request.**

ABOUT THE BRAND

Our brand is our reputation.

It differentiates us and cuts through the noise. Extending far beyond the visual, our brand tells people who we are, what we stand for, and guides our behaviour in everything we do.

Brand value proposition

Monash University – redefining what it means to be a university.

Our impact is clear. Our students – future, current and alumni, and our research outcomes and collaborations speak for themselves. We have a curious, restless and rebellious spirit. This is our history and informs our tradition of revolution.

Our challenge is set and obligation clear. In a world that is constantly changing, we champion for a better world for all. Through consistently delivering ground-breaking intensive research that changes the world and builds nations; a world-class education motivating students to get the jobs they want; and a global, masterful ecosystem of enterprise that no one can replicate – all connect to address the challenges of the age, Climate Change, Thriving Communities and Geopolitical Security. Through collaboration we will deliver real, positive economic, social and environment impact.

Needless to say, to do this we're always striving to create and foster excellence and innovation. We never accept things as they are. We're united and globally, nationally and locally focussed. We live in a world where future generations demand and deserve the greatest challenges of our times addressed – and our credentials and history shows that no one is better placed to do this than Monash University.

We are committed to academic freedom of expression. We don't hide behind our past success or fear debate. We are opinionated, thoughtful in our expression and confident in our knowledge. We speak up, we talk loud and are proud. Open and transparent in everything we do, our beliefs and values guide us. We have and will continue to work hard for everything we achieve. We're proud and confident, but never arrogant – we always look to the future.

We invite all to form part of our story – to study, partner and support us to change it. Working with others is the only way to impact the grand challenges of our times, we clearly demonstrate the return they get from being part of Monash University. We get them and they get us.

All differences and diverse personalities are celebrated. We value all of our community, their contributions, lived experience and expertise. The world doesn't stand still because we set the pace. We're self-aware and not afraid of ambiguity or risk. We're creating and embracing what's coming next and tackling it as One Monash.

We are eternally modern, never about the fads, we set the benchmark in experience and foster a community in person and online, beyond all expectations.

Monash University never stands still, but does stand tall – together we'll change it, for the betterment of our world.

OUR BRAND PERSONALITY

Authentic

Human insight and authenticity give our brand not only its depth, but its edge. We speak directly to our audiences in ways they hear and recognise. We are genuine and approachable.

Ambitious

We're thinking big and bravely – using our unique Monash platform to address the grand challenges of our age and beyond. It's how we transform our world for future humankind. We are optimistic and brave.

Fiercely purposeful

Together we face whatever's next with unwavering purpose. To make a profound, far-reaching impact in communities locally, nationally and globally. An unflinching force for change. We are driven and dynamic.

BRAND FAST FACTS

Monash University:

- has a **digital-first** mindset.
- develops designs that are **contemporary** and **modern**.
- reflects its brand positioning – **authentic, ambitious** and **fiercely purposeful**.
- **celebrate its diversity** and **inclusiveness**.
- highlights its actions to achieve **sustainability goals** and achievements.
- flexes its identity based on **content, channel** and **audience**.
- applies their **core and playground elements in various combinations**, to create communications that sit along a spectrum – at one end are communications that feel more 'Subtle and sophisticated' and at the other end are communications that feel more 'Vibrant and energetic'.
- uses its **voice** to communicate its **confidence**
- applies **Monash blue to differentiate, emphasise and reinforce Monash's identity**. Apply **secondary and tertiary colours** sparingly (always with purpose) to allow **Monash blue to dominate**.
- uses **photos and imagery** that are **unique to Monash**.
- **applies the brand consistently**, at times using templates.
- is **focused on all of their audiences**, and is **heading towards an automated and personalised future** where we can speak to everyone through our marketing as we would face-to-face, with the message their audience wants, at the time that they want it, in the channel they choose.

ACKNOWLEDGEMENT OF COUNTRY – MONASH UNIVERSITY APPROVED STATEMENTS

Print and digital materials

MONASH UNIVERSITY recognises that its Australian campuses are located on the unceded lands of the people of the Kulin Nations, and pays its respects to their Elders, past and present.

Digital

– where additional information is provided for Indigenous people

We acknowledge and pay respects to the Elders and Traditional Owners of the land on which our Australian campuses stand, as well as Indigenous peoples of other places where Monash has a campus or major presence.

[Information for Indigenous Australians](#)

Social media

**– limited characters
(for Monash University social media platforms)**

Located on the unceded lands of the Kulin Nation.

LEGAL REQUIREMENTS

CRICOS code

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

Monash University courses only:

CRICOS provider: Monash University 00008C

Where space is limited, the following shortened version can be applied:

CRICOS: 00008C

When using the shortened CRICOS code, the Monash University logo is to appear, and if/where possible should click through to monash.edu. Before using the shortened version, please submit to [brand requests](#) for approval. Use of the shortened code must be approved by Brand review before proceeding.

When displaying Monash College courses on marketing communications, please use the below line:

CRICOS provider: Monash University 00008C

CRICOS provider: Monash College Pty Ltd 01857JC

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 appears on every page of the Monash University website.

It is Monash's responsibility to ensure our collateral does not mislead audiences or misrepresent the University. Please contact the Monash University's Office of the General Counsel (OGC) for advice.

Imagery, video obligations

Copyright and other intellectual property

Still and moving images may only be used online in social media or other publications where Monash owns copyright in the photo/video, or has permission of the copyright owner to use it, whether as individual permission or under a relevant licence condition.

Where the use is for the purpose of teaching or research, other exceptions may apply. More information about copyright in teaching or research is on the copyright webpage.

Care should be taken to not use a trademark or other intellectual property rights without the permission of the rights' owner.

Privacy

Privacy laws require consent to be obtained when using the image of a person, where that person is named or someone could reasonably work out who the person is.

If the person's identity is obscured or blurred, or the image features a large group of people, you probably don't need permission. It is good practice to err on the side of caution and always ask for permission.

If you plan to capture your own still or moving images for use on social media, you should adopt one or more of the following measures:

1. For large gatherings where still or moving images will be randomly captured during the event/gathering, place prominent signage at each entry point to the venue stating the type of images that will be captured, the purpose of capturing the images, and what to do if a person does not want their image used. It should also be included on web-based promotional material and, if applicable, tickets.

LEGAL REQUIREMENTS – CONTINUED

* For example: Photographs will be taken during this event for use in Monash University promotional materials. To request your image not be used, contact [nominate person] during the event or [specify actively monitored email account] within 48 hours.

* For example, where more detailed notice is possible: Photographs will be taken during this event and may be used, published and broadcast by Monash University for promotional materials, including on social media. If you do not consent to your image being used for these purposes, please advise the event organiser [name] located [where] during the event (you will be asked to provide sufficient details in writing to implement your request) or email [actively monitored email address]. You may also email to request removal of content including your image.

2. For gatherings where a large number of still or moving images are captured during the event with the knowledge of the person (i.e. the person poses for a photograph to be taken), distribute a handout to the person with the information described for signage above.
3. For still and moving images taken involving individual contact, specific written consent should be obtained from the individual by having them complete the consent template or any approved adaptation of the template.
4. For situations where it may be difficult to meet these standards, contact the Office of the General Counsel for advice.

Additional guidelines

Do not post content that might be embarrassing to an individual, or that could be misleading, or could be construed as placing an individual in a negative light.

Do not post content that might cause someone to believe that his/her name, image, likeness or other identifying aspect of his/her identity is being used, without permission, for commercial purposes.

Special care must always be taken when dealing with images of vulnerable populations, e.g. children, patients or research subjects. Extra requirements will apply, such as for children, securing parental permission and for research subjects, closely following the HREC approval. Generally speaking, patient images should never be used for social media posting or distribution.

These same principles apply to all use of still and moving images, such as for use from, or in connection with, competitions, events, marketing and recruitment. Visit the [University Marketing and Communications intranet](#) for a copy of the [talent release form](#).

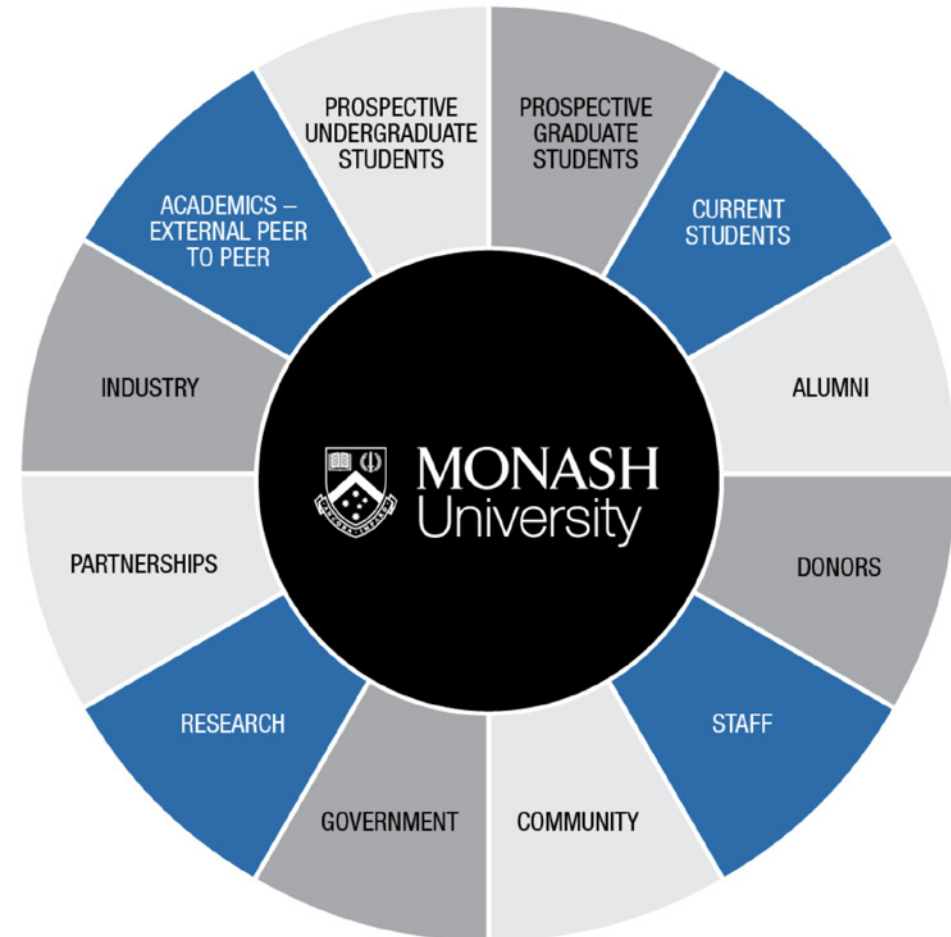
COMMUNICATIONS

One Monash

Monash University may be made up of numerous entities within our ecosystem, but its audiences need to clearly see, hear and experience a consistent and cohesive Monash University. This is the cornerstone of the brand – and the strength and return on this position is evident. One Monash applies to all areas of the University and there are very few exemptions.

Audiences

Monash University has a wide and varied audience, each with specific needs and considerations. Monash University audiences reflect its global footprint and consist of Australian and international markets. By developing consistent marketing and 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.



Some of the many audiences of Monash University.

CAMPAIGNS

Monash delivers major University-wide campaigns and events throughout the year. These campaigns are designed to build reputation, create conversions and inspire the communities we serve.

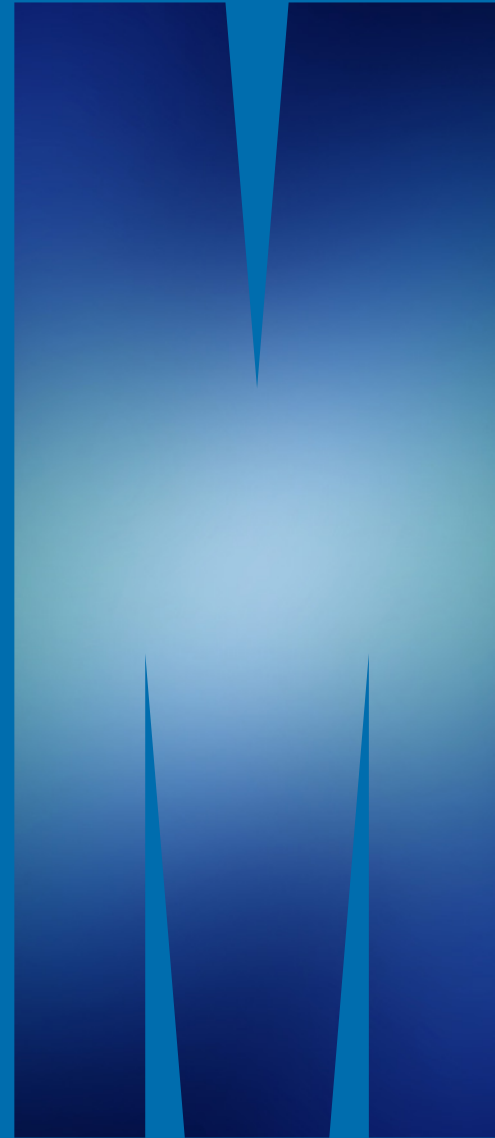
Our current brand campaign, *Momentum Now*, is our story – and one we are proud to tell. It is a story that unites us all at Monash and one we invite others to be part of.

At the core of *Momentum Now* is an urgent reminder that we can make change. The work we do now and into the future can prevent, repair and reform. This is why people study, work and collaborate with Monash. We are bold and committed to getting things done at pace and scale. Together, we can lead the way forward to a future we can all be proud of.



BRAND ELEMENTS

Some brand elements can be downloaded directly from the **brand elements** section of the Brand book.



BRAND TOOLKIT

The Monash University brand toolkit is made up of core and flex elements.

Core elements:

These are the consistent, ever present elements of the Monash University brand identity:

- Monash University logo
- M device
- Font
- Primary colour
- Tone of voice.

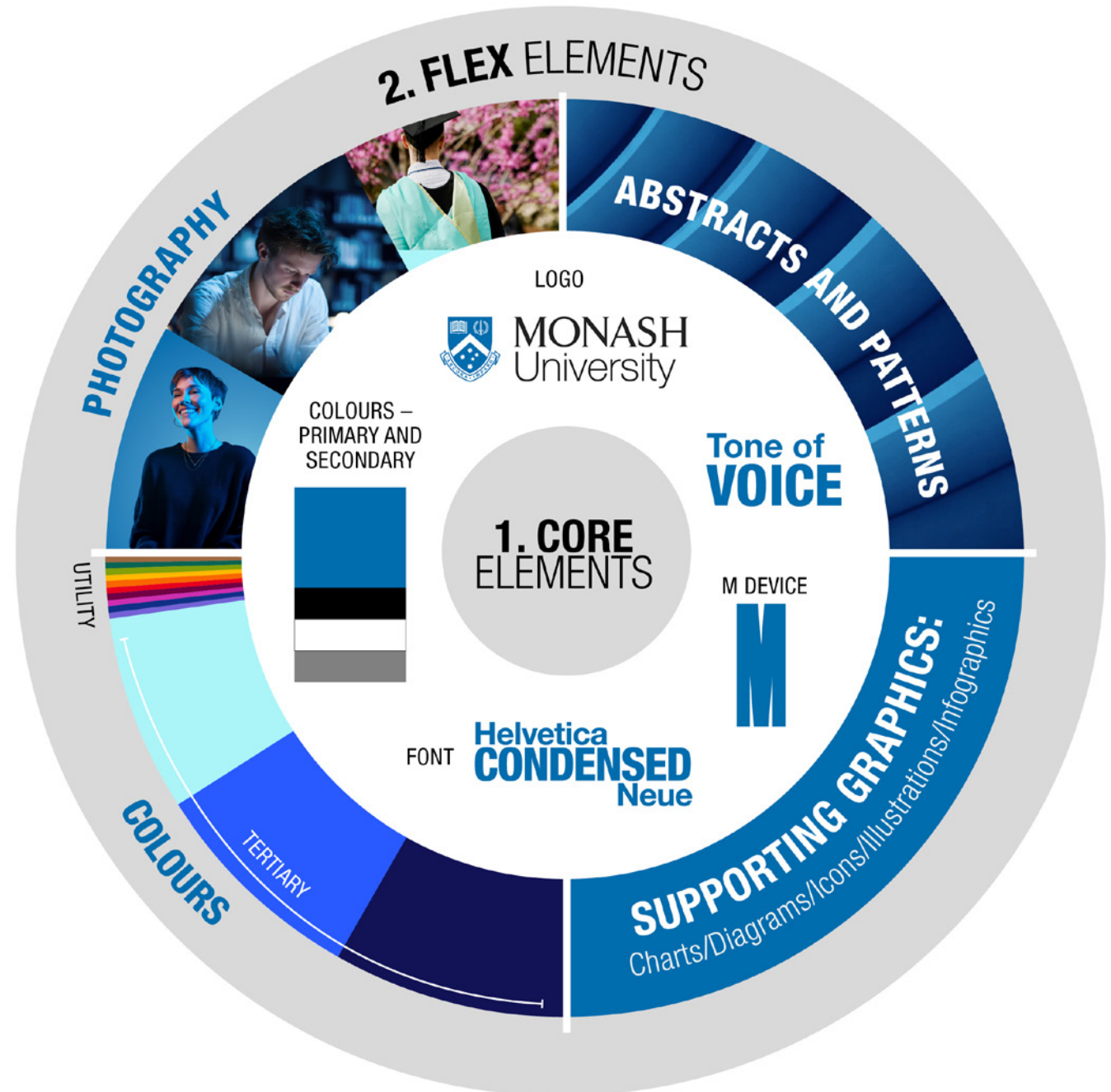
Flex elements:

These elements can be added to the core to stretch and flex for different audiences, content and campaigns:

- Photojournalistic imagery
- Abstract imagery
- Supporting graphics
- Secondary, tertiary and utility colours.

Flex elements can be dialled up or dialled down according to: **audience, channel, content and objective.**

The brand toolkit can be used in different combinations to create communications that flex between subtle/sophisticated and vibrant/energetic.



MONASH UNIVERSITY LOGO

COLOUR VARIATIONS AND USES

The Monash University logo is our primary visual anchor, representing our global impact and our academic and research excellence.

There are three approved logo formats – stacked, one-line, and vertical – providing flexibility across all formats and applications..

The stacked logo (below) is the preferred format delivering the greatest impact in most cases. The stacked logo is to be used when adding either a typographic treatment, the International Campus Network device or the Monash Online stamp.

Blue crest

Used for all Monash University communications..

Shield: Monash blue

Wordmark: 100% black



Reverse keyline

For use on dark colour backgrounds and/or dark images.

Shield (keyline): white

Wordmark: white



Black crest (mono)

Only to be used when printing black only.

Shield: 100% black

Wordmark: 100% black



Gradient

For use in video and animations only.

This version is embedded within our video outro.

Shield: Monash gradient

Wordmark: 100% black



ALTERNATIVE LOGO FORMATS AND USAGE

The stacked (two line) logo is the preferred version for all standard communications to ensure consistent brand recognition.

In instances where space is limited, use the one-line or vertical formats; these adaptations are designed to maintain high visual impact and legibility within constrained layouts.

Note: Both the one-line and vertical logo are **NOT** to be used when adding a typographic treatment, the International Campus Network device or the Monash Online stamp. The stacked logo must be used in these cases.



Blue crest stacked version



Blue crest single-line version.

The one-line logo can be used if there is not sufficient vertical space.



Blue crest vertical version

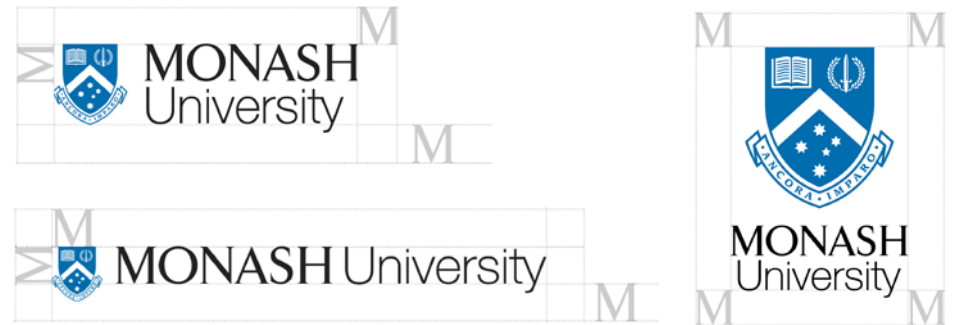
The vertical logo can be used if there is not sufficient horizontal space. It is also suitable for use on merchandise and apparel.

Clear space and positioning

Ideally, the Monash University logo should be placed top-left. However, there's the flexibility for it to sit in any corner depending on content and imagery.

To maintain clarity, legibility and brand integrity, the logo must always be surrounded by adequate clear space.

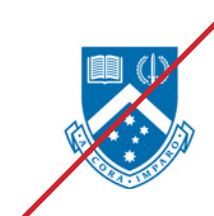
- The minimum clear space is defined by the height of the letter “M” in Monash.
- This measurement applies to all logo formats.
- No text, imagery, graphic elements or page edges may encroach within this exclusion zone.



Most common logo mistakes



Small crest, larger wordmark



Crest only, no wordmark



Incorrect logo. Shield should be a keyline not solid white.

BRAND ARCHITECTURE

Typographic treatment

Faculties, schools, departments, centres, institutes and locations are represented as type. We call this a **typographic treatment**. This is not a logo. Words such as ‘faculty of’ are removed from the typographic treatment, but can appear within content. Start with ‘Monash’ as the first word.

Monash is a two tier brand – one tier is always Monash University (represented by the Monash University logo), the other tier is a Monash entity represented as a typographic treatment.

Only one typographic treatment can be used at a time. If more than one entity, revert to the Monash University logo only.

The typographic treatment appears in Helvetica Neue Condensed (or Arial Narrow) and in capital letters with the wording stacked rather than running horizontally. The word ‘Monash’ appears in Monash blue when on a white background (see below). Line spacing/leading should be the same as the point size of the type.

Do not lock up the typographic treatment with Monash University except for partnership and/or sponsorship purposes. The typographic treatment is positioned either with plenty of clear space between it and the logo, or in an opposing corner.

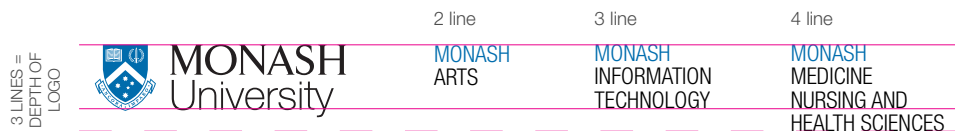
Along with the typographic treatment, the distinctiveness of a faculty, school or institute should be communicated in imagery, language or messaging, rather than a logo.

The single line or vertical logo is never used with the typographic treatment.

Examples

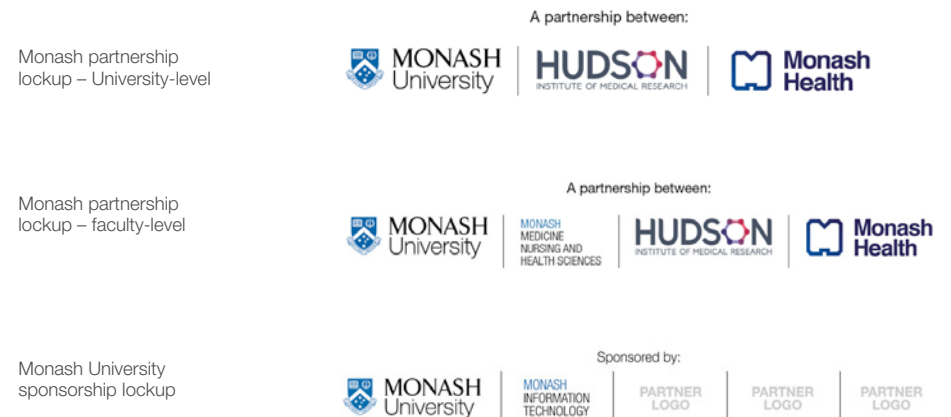


Scaling of typographic treatment



Multiple business partners and sponsorship

When presenting Monash University partnerships or Monash sponsors, the Monash University logo always appears before other logos. A simple text description which defines the relationship between Monash and the other entity is positioned centred above the logo lock-ups. The relationship line font is Helvetica Neue and appears in upper/lower case. Examples of wording could be ‘A partnership between:’, ‘A collaboration between:’ or ‘Sponsored by:’.



Group of Eight

The Group of Eight is highly regarded by our international market. It always appears smaller than the Monash University logo. The mono version is always applied and is to be placed in an opposite corner to the Monash University logo. The Group of Eight logo isn't to be used on co-branded material.



INTERNATIONAL CAMPUS NETWORK DEVICE

Monash University is made up of a campus network, anchored in the communities we serve and interconnected across the Indo-Pacific and beyond – including Malaysia, Indonesia, India, China and Italy. These sites form the Monash International Campus Network.

We've now introduced the International Campus Network device to highlight our global reach and connected campuses. The primary device is supported by location-specific versions that can be utilised when focusing on a particular campus.

Quick reference for element use

The International Campus Network device (and the location-specific versions) are not mandatory.

They are to be applied when highlighting our position as a globally connected organisation. It is an endorsed extension of our logo, to be used when the message or context directly relates to our international presence or when it is important to connect a single campus location to the broader Monash campus network.

| Monash University logo | International Campus Network Device | Entity typographical treatment | M device |
|------------------------|--|--------------------------------|-----------|
| Mandatory | Optional ↓ Two options Primary OR Location-specific | Optional | Mandatory |

International Campus Network – primary device



- The International Campus Network primary device can be applied to ALL communication assets except social media, social media advertising, testamurs, University stationery, Monash Online or where clear space on assets is not available.
- The words 'International Campus Network' are always displayed vertically as shown – similar to a [typographic treatment](#). The word 'International' should be bold for emphasis, and the three words align to the height of the Monash University logo.
- The Monash logo must appear wherever 'International Campus Network' appears. Always apply Monash University [logo guidelines](#) to the Monash logo.
- The primary International Campus Network device cannot appear on an asset without the Monash University logo present.

- The primary International Campus Network device cannot replace the Monash University logo or the M-device.
- The primary International Campus Network device cannot appear on co-branded collateral.
- The vertical logo is not to be used with the International Campus Network device.

Size and clear space

- The Monash logo and the International Campus Network device require the minimum clear space between both elements as shown below.
- No vertical line should appear between the two elements.
- The size of the International Campus Network device depends on the size of the Monash logo. The device should always be the same depth as the logo as shown below.



Colour

- The International Campus Network device utilises either the blue crest logo for light/white backgrounds or the reverse white logo for dark backgrounds.
- Monash blue is applied to the word 'International' when the device appears on a white/light background. 'Campus' and 'Network' appear in black. The reversed logo version (white only, no Monash blue) is applied on dark backgrounds and when more contrast with the background is required. 'Campus' and 'Network' appear in white also.
- Refer to Monash [logo guidelines](#) for the correct choice of Monash University logo.



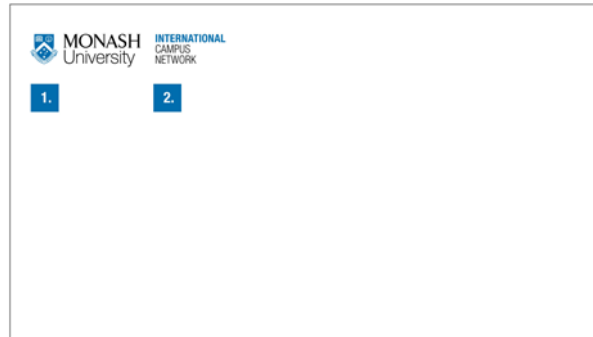
White/light background



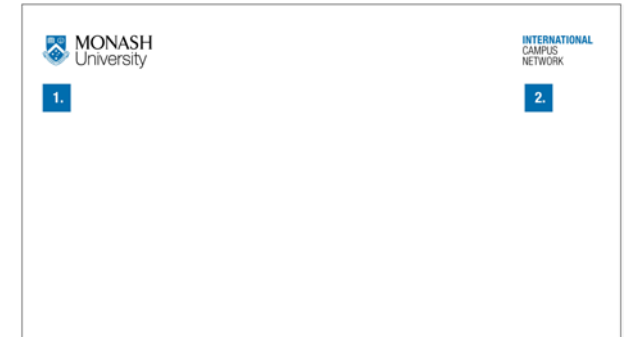
Dark background

Application and examples

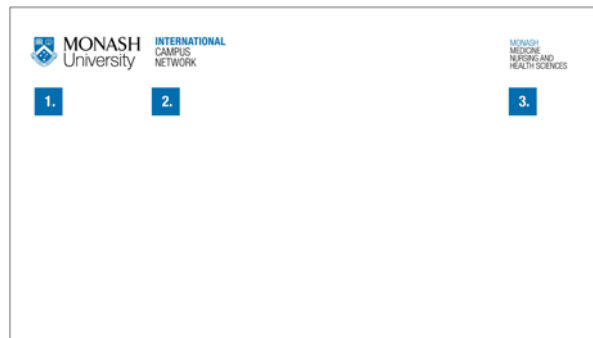
- The Monash logo and the International Campus Network device can be placed close together with the required minimum space between both elements as shown above.
- The Monash logo and the International Campus Network device can also be placed in opposing corners, or with larger amounts of space between the two as shown below. However, it is preferred that the International Campus Network device remains beside the Monash logo or in the top right-hand corner, with the logo placed in the top left.
- When a University entity (such as a faculty or centre) requires their own typographic treatment to be present, the International Campus Network device should move into a 'supporting role' to allow the Monash logo and the entity name to take visual priority. Place the International Campus Network device lower on the asset, away from the Monash logo and the entity's typographic treatment.
- No vertical line should appear between the two elements.
- When reducing the size of the International Campus Network device and/or the Monash logo, ensure all elements are kept intact and legible.



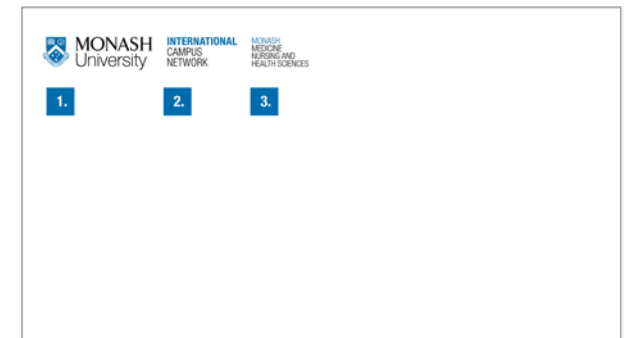
Monash logo (1) and the device (2) placed in the primary location top left.



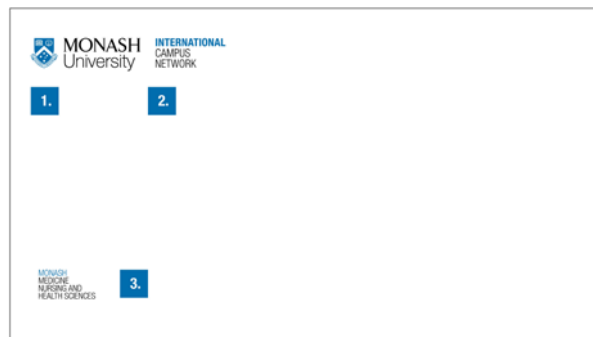
Monash logo (1) top left and the device (2) placed in primary location but placed with large amount of space and in opposing corners.



Monash logo (1) and the device (2) placed in primary location top left, entity name placed with large amount of space and in opposite corner.



All three elements locked up and placed in the primary location i.e. top left.

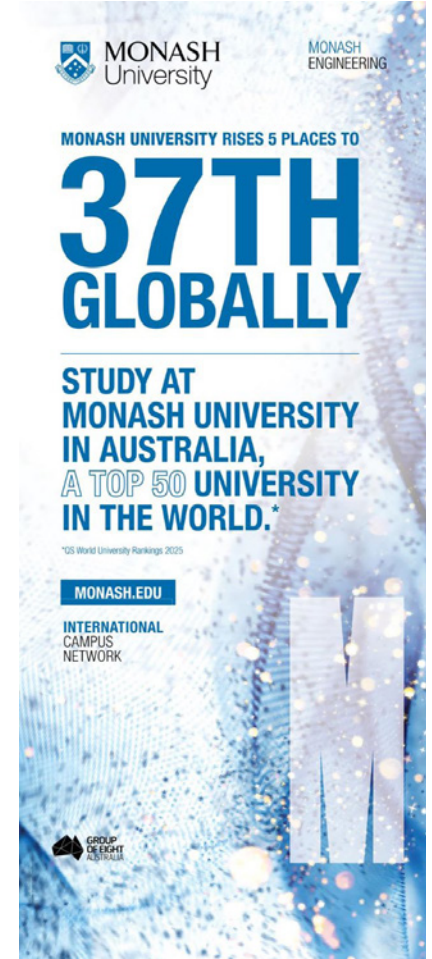
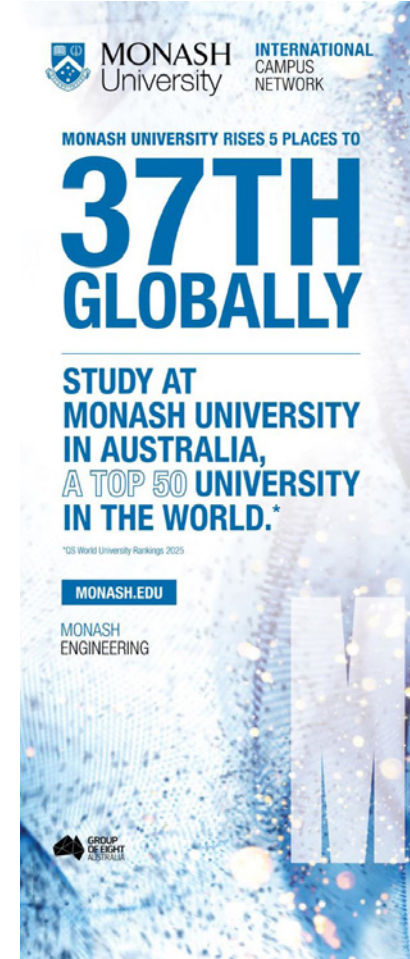
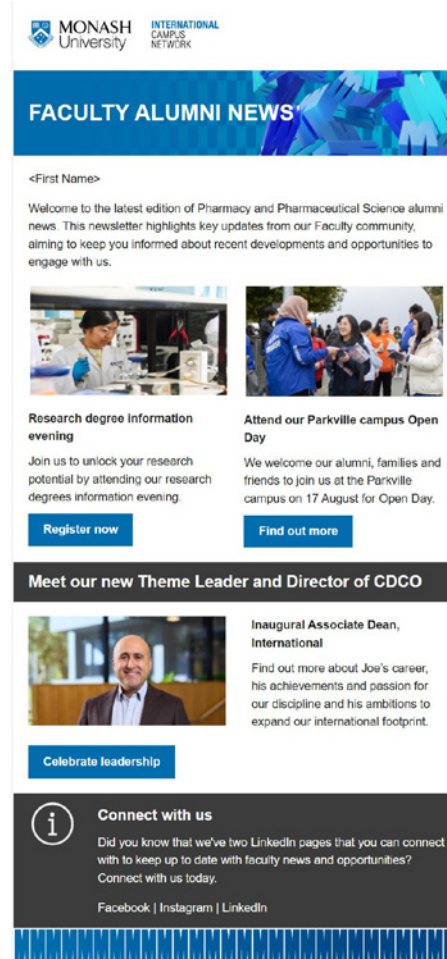


Monash logo (1) and the device (2) placed in the primary location top left, with the entity (3) in a supporting role, placed lower on the asset.



Monash logo (1) and the entity (2) placed in the primary location at top, with the device (3) in a supporting role, placed lower on the asset.

Examples



Location-specific versions of the International Campus Network device

To complement the primary International Campus Network device, there are location-specific options for use in content which focuses on a particular campus or geographical location.

For example a communication with the local community that specifically relates to one campus – ie Peninsula – using the Peninsula campus device can highlight the importance of the location.

The location-specific versions can be applied to ALL communication assets except social media, social media advertising, testamurs, University stationery, Monash Online or where clear space on assets is not available.

While the same International Campus Network device guidelines apply to the location-specific versions, there are some additions:

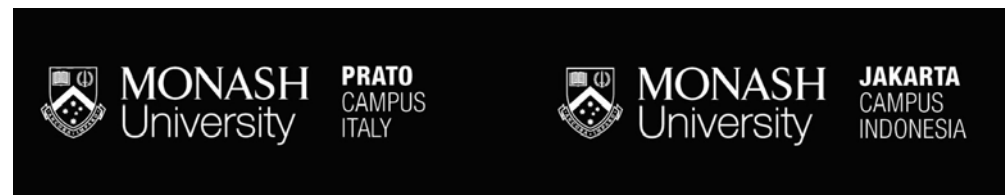
- A location-specific version and the primary International Campus Network version **should never appear together** on a single asset.
- As stated in the regular entity [typographic treatment](#) guidelines, only one location should be highlighted using this device at any one time. Monash is a two-tier brand meaning the Monash logo must always appear and serve as one tier, and the remaining tier is to be one other entity or location.
- When highlighting more than one location in content, utilise the body copy to highlight the specific location and apply the primary International Campus Network device only.

All wording is final and no iterations may be developed without the approval of the Chief Marketing and Communications Officer and Vice-President and the Monash University brand team.

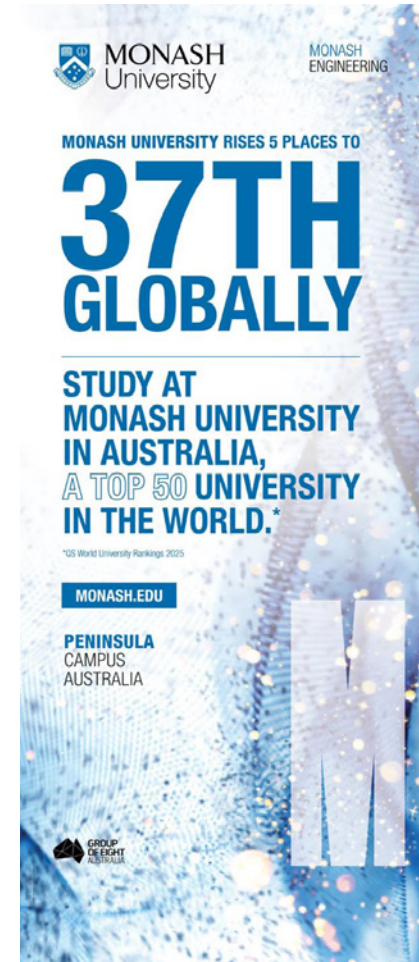
Location specific versions



Reverse versions. Location to appear in all white



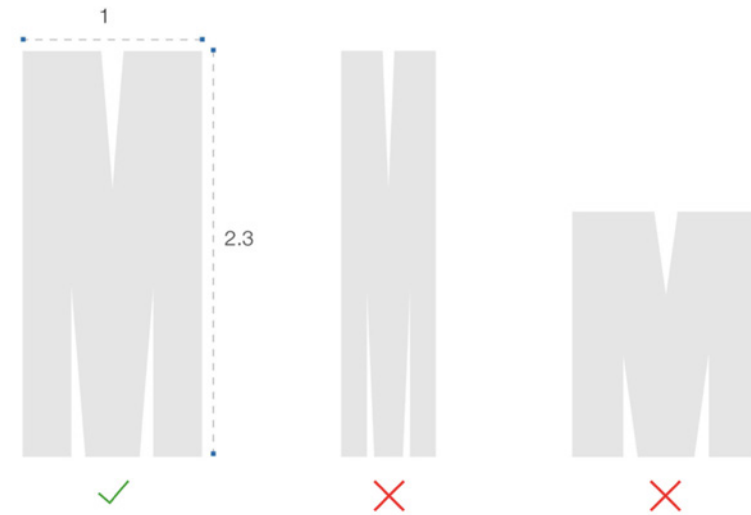
Location-specific examples



M DEVICE

The 'M' device serves as a window into Monash, anchoring our marketing communications with a unified and easily identifiable aesthetic. By creating this visual consistency, it ensures that every touchpoint is immediately identifiable as Monash University.

There's one shape and ratio to this device – 1:2.3. The ratios must never be altered or distorted in any way.

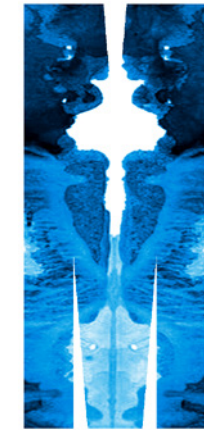
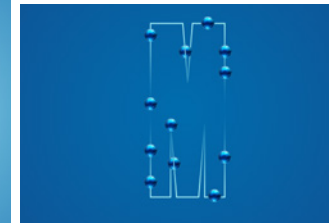
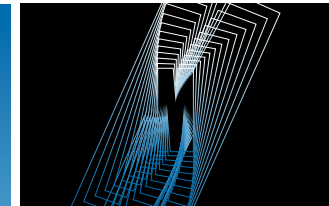
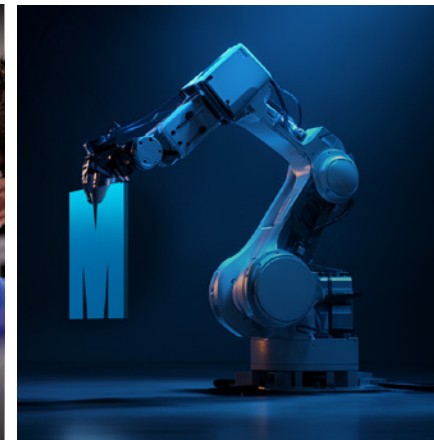


The M device is to be present on ALL applications (except organic Instagram posts). It can be used in a variety of ways to create dynamic and interesting designs.

BRAND ELEMENTS – M DEVICE

The M device can:

- be used as a single stand-alone element
- be used successfully across different channels, allowing space for content, creative design and other toolkit elements
- interact with imagery when we want to draw attention to an image.
- be placed behind type
- be used in a subtle way, but the integrity of the M is to remain. You should be able to recognise that it is an M
- be used across different audiences and when we require more dynamism and energy.
- be used as multiple M's to create pattern
- Applied as a keyline
- be “activated” by transforming it into a physical or conceptual element that is fully integrated into a scene's composition. This versatile storytelling tool uses perspective and texture to bring various narratives to life.



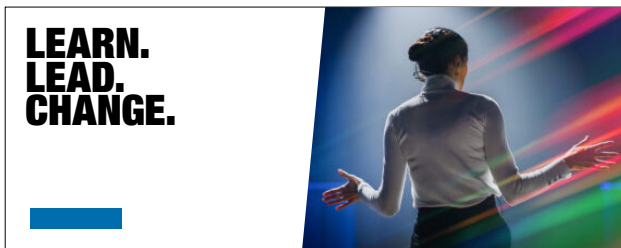
People and M device

People and real settings can be used within the 'M', but not all shots will be suitable. The positioning of the 'M' shards must be considered when placing faces inside the M, as faces aren't to be compromised.



M angle

The use of a consistent angle that has been derived from the M device has been and can continue to be used as a design option. It can be used across our communications, but for consistency – it must always appear at 94 degrees.



Reserved M treatments

There are some M treatments that are reserved for particular entities, and (on very rare occurrences), products or programs of the university. The treatments below are not to be used for any other purposes other than those listed below.

| | |
|---|--|
| <p>Vice-Chancellor</p> | |
| <p>IMPACT 2030 The IMPACT 2030 M treatment can be used for any Monash communications if they are aligned, however the particular images used in IMPACT 2030 combined with the M treatment are reserved for the strategic plan only and needs to be approved by UMAC.</p> | |
| <p>MPASS The below M treatment and colors are reserved for the digital identification card and the communications that support it.</p> | |
| <p>Monash HR</p> | |
| <p>Monash Research Platforms This use of multiple tessellated M's that fade to the side is reserved for Monash Research Platforms only.</p> | |
| <p>Generic visual This treatment is used by the UMAC communications team, in any channels, for anything without a visual identity.</p> | |

MULTI-AUDIENCE LOCKUP DEVICE (MAL)

The multi-audience lockup device (MAL) serves as a call to action and works best when content is king. It incorporates a version of the M device at a reduced size. It acts as a sign-off, sitting at the bottom of the asset. **The MAL doesn't replace the Monash University logo. It also shouldn't be applied when the 'M' device is used.**



Sizing



Consider using the multi-audience lockup for

- Videos – the MAL is already incorporated into the closing graphic/outro.
- Large format outdoor signage – keep the Monash University logo on one side and the MAL on the opposite corner.



Billboard

Colour and transparency

Only black or white may be used. The MAL can be 100% opacity (solid) or contain transparency so long as it remains legible and the transparency is applied evenly throughout.

Do's and Don'ts when using the MAL



Do

- apply when the 'M' device adversely impacts the overall design
- use when you aren't already using the 'M' device
- use when your communication speaks to multiple audiences
- apply when your communication is absent of a call to action.



Don't

- replace the Monash University logo
- apply alongside partner logos – always follow the existing brand hierarchy
- use as a logo
- break it apart or change the words
- use when the Group of Eight Logo is applied

When to apply the logo, M device, multi-audience lockup (MAL) or video outro

| CHANNEL | LOGO, M DEVICE, MULTI-AUDIENCE LOCKUP (MAL) OR VIDEO OUTRO |
|---|--|
| External paid advertising (not including social media) | <p>Use the Monash logo and Either the M device or the MAL. Alternatively, if it's a video or animation, use the outro clip only, as the clip includes the M device and the Monash University logo.</p> |
| External social media paid advertising | <p>Facebook Use either the M device or the MAL. Alternatively, if it's a video or animation, use the outro clip only, as the clip includes the M device and the Monash University logo.</p> <p>Instagram Use either the M device or the MAL. Alternatively, if it's a video or animation, use the outro clip only, as the clip includes the M device and the Monash University logo.</p> <p>TikTok Use only an outro clip.</p> <p>LinkedIn Use either the M device or the MAL. Alternatively, if it's a video or animation, use the outro clip only, as the clip includes the M device and the Monash University logo.</p> |
| Organic social media | <p>This also includes University campaigns and events such as Open Day and Change of Preference.</p> <p>Facebook Use the M device as the profile pic. For images and posts use the M device; for videos and animation use an outro clip.</p> <p>Twitter Use the M device as the profile pic. For images and posts use the M device; for videos and animation use an outro clip.</p> <p>Instagram Use the M device as the profile pic. For videos and animation use an outro clip.</p> <p>TikTok Use the M device as the profile pic. For videos and animation use an outro clip.</p> <p>LinkedIn Use the M device as the profile pic. For images and posts use the M device; for videos and animation use an outro clip.</p> <p>Social page banners The M device is optional.</p> |

When to apply the logo, M device, multi-audience lockup (MAL) or video outro (continued)

| CHANNEL | LOGO, M DEVICE, MULTI AUDIENCE LOCK UP (MAL), OR OUTRO |
|--|--|
| Gifs and carousels | The Monash logo must appear in at least one frame and the M device must appear in at least one frame. Additionally, if it's a video or animation, add an outro clip. |
| Video and animation | Apply the outro clip only, as the clip includes the M device and the Monash University logo. |
| Podcast | <p>Tile (cover image) Apply the podcast M device. Please contact brand requests if you are creating a podcast</p> <p>Podcast Communications Use the Monash logo and the M device. Alternatively, if it's a video or animation, use the outro clip only, as the clip includes the M device and the Monash University logo.</p> |
| Web pages | The Monash logo is built into the navigation template. The M device is built into the banner template. |
| Email | The Monash logo is built into the header template. The multi-audience lockup device is built into the footer template. |
| Bus loop | Apply the Monash logo and the M device. |
| Advertising feature box and promo box | Apply the M device only. |
| On-campus plasma screens | Use the Monash logo and the M device. If it's a video or animation, use the outro clip only, as the clip includes the M device and the Monash University logo. |
| Print | <p>For publications, pull-up banners, invitations, flyers and posters: Apply both the Monash logo and the M device.</p> <p>For outdoor signage such as billboards: Use the Monash logo and Either the M device or the MAL.</p> |

FONTS AND TYPOGRAPHY

Monash University typefaces should never be replaced by any other fonts. Care should be taken to change default fonts before finalising your work, presentation or communication.

- The university's go-to font is Helvetica Neue and our web font is Roboto.
- Substitute fonts are available for use in situations where the primary fonts are not available.
- Variation in font weights can be used to achieve emphasis.
- Tracking is to be no more than 20 when using Adobe's Creative Cloud
- Notes, captions and footnotes for print should be a tint of your body copy colour, in a smaller point size.

Please ensure that you adhere to licensing requirements. Monash University can be subject to fines if there is misuse. Fonts should not be shared or distributed without checking licence agreements.

BRAND-APPROVED FONTS

Helvetica Neue family

1. Headlines

- Main headlines are to be Helvetica Neue Condensed.
- There are three weights to choose from.
- Headlines are to be all capital letters.
- Subheads can also follow these styles.

2. Body copy and subheads

- Body copy and subheads are to appear in Helvetica Neue (not condensed unless space is an issue eg tables, charts, diagrams etc).
- They are to be sentence case and the various weights (right) can be applied.

3. Web fonts

- Web font is Roboto Condensed regular. The Monash website is responsive and follows a strict template.

4. Substitute or System fonts

- Arial (and Arial Narrow) are our system typefaces. They're used for internal documents such as letters, memos and PowerPoint presentations. It's our substitute font when Helvetica Neue is not available.

1. Headline (primary font)
3x weight options

2. Copy (secondary font)
3x weight options

3. Web fonts

4. Substitute or system fonts

HELVETICA NEUE CONDENSED

LIGHT CONDENSED

BOLD CONDENSED

EXTRA BLACK CONDENSED

Helvetica Neue

Helvetica Neue Light

Helvetica Neue Regular

Helvetica Neue Bold

Roboto Condensed and Roboto

Arial Narrow and Arial

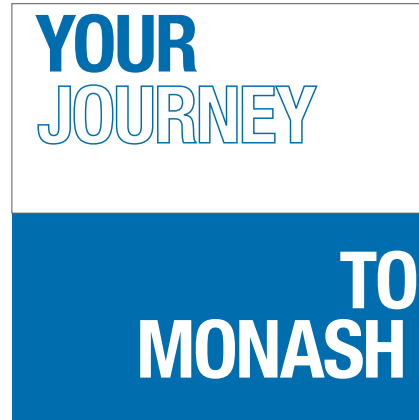
TYPOGRAPHY

Energy and personality can be injected into communications by applying type in a dynamic/interesting ways.

- Different type treatments give flexibility and enhance the idea of being open to possibilities.
- Consistent use of font weights and colour palette act as an anchor to unify assets.
- Different type treatments help create interest, impact and a point of difference. This prevents everything looking exactly the same.
- Play with type to create looks that suit the many different target audiences that Monash needs to communicate with.

Application

- Alignment is flexible.
- Type can be applied as a keyline to add emphasis to key words/statements.
- Layering of text can add interest.
- Variation in weights, size, rotation, colour and placement.
- Type can be butted up to edges of images and/or borders.
- Images can be placed into large headlines.



STEP INTO EPIC

CONNECT WITH **MONASH ALUMNI**

COLOURS

The Monash colour palette is divided into a three-level hierarchy: **primary**, **secondary** and **tertiary** colours. There are clear guidelines as to how each colour palette is to be applied. Colours are to be applied in the correct ratio proportions to ensure brand alignment and consistency, see below.

Accessibility

Monash University aims to be compliant in accordance with the [Web Content Accessibility Guide \(WCAG\) AA standards](#). All colours have been tested and can be used on all digital platforms. For maximum legibility, our colours were tested using the WCAG contrast ratio formula, ensuring a ratio of at least 3:1 for large text (24px) and 4.5:1 for normal text (16px).

BRAND ELEMENTS – COLOURS

Primary colour

Monash blue is our only primary colour.

It's our core colour and is to be applied to ALL communications and design.

By applying our primary colour consistently, we will increase brand attribution and equity. **Monash blue is our first colour consideration and is to be highly visible on all communications.**

Monash Blue

PMS 2945C R0 G109 B174
C100 M50 Y5 K5 #006DAE

Secondary colours

White, black and tones of grey are used in support of Monash blue as secondary colours across all communications. Proportions will vary depending on audience and communication needed.

White

PMS N/A R255 G255 B255
C0 M0 Y0 K0 #FFFFFF

Black

PMS Process Black C R0 G0 B0
K100 #000000

Grey 1

PMS CG 3C R191 G191 B191
K20 #BFBFBF

Grey 2

PMS CG 7C R128 G128 B128
K50 #808080

Grey 3

PMS CG 11C R64 G64 B64
K75 #404040

Tertiary colours

Heritage blue, Electric blue and Blueberry are used to support both the primary and secondary colours in applications to add vibrancy. They are to be used sparingly and should never visually overshadow the primary and secondary colours.

Heritage Blue

PMS 304C R171 G245 B249
C40 Y14 #ABF5F9

Electric Blue

PMS 2132C R40 G90 B255
C90 M64 #285AFF

Blueberry

PMS 273C R18 G18 B86
C100 M97 K30 #121256

| | | |
|---|---|---|
| <p>Monash blue</p> <p>AA Normal Text 16px AA Large Text 24px</p> <p>White Heritage blue</p> <p>Black White Grey 1 Heritage blue Blueberry</p> | <p>Grey 1</p> <p>AA Normal Text 16px AA Large Text 24px</p> <p>Black White Grey 3 Blueberry</p> <p>Monash blue Black White Grey 3 Blueberry</p> | <p>Heritage Blue</p> <p>AA Normal Text 16px AA Large Text 24px</p> <p>Monash blue Black Grey 3 Blueberry</p> <p>Monash blue Black Grey 2 Grey 3 Electric blue Blueberry</p> |
| <p>White</p> <p>AA Normal Text 16px AA Large Text 24px</p> <p>Monash blue Black Grey 3 Electric blue Blueberry</p> <p>Monash blue Black Grey 2 Grey 3 Electric blue Blueberry</p> | <p>Grey 2</p> <p>AA Normal Text 16px Large Text 24px</p> <p>Black White</p> <p>Black White Heritage blue Blueberry</p> | <p>Electric blue</p> <p>AA Normal Text 16px AA Large Text 24px</p> <p>White</p> <p>Black White Heritage blue</p> |
| <p>Black</p> <p>AA Normal Text 16px AA Large Text 24px</p> <p>White Grey 1 Grey 2 Heritage blue</p> <p>Monash blue White Grey 1 Grey 2 Heritage blue Electric blue</p> | <p>Grey 3</p> <p>AA Normal Text 16px AA Large Text 24px</p> <p>White Grey 1 Heritage blue</p> <p>White Grey 1 Heritage blue</p> | <p>Blueberry</p> <p>AA Normal Text 16px AA Large Text 24px</p> <p>White Grey 1 Heritage blue</p> <p>Monash blue White Grey 1 Grey 2 Heritage blue Electric blue</p> |

Utility colours

Utility colours (previously our secondary colour palette) are used ONLY to extend the palette when additional distinction is required in data visualisation and complex information graphics eg. charts, diagrams and infographics where multiple data points need clear differentiation and the primary, secondary and tertiary colours have been exhausted.

- Do not use utility colours in place of the primary, secondary or tertiary palette.
- Maintain consistent colour mapping across related visuals.

| | | | | |
|---|---|---|---|--|
| NAVY | PURPLE | RUBY | MAROON | RED |
| C100 M67 Y0 K30 PMS: 294 R16 G47 B134 HEX: #102F86 | C65 M61 Y0 K0 PMS: 2095 R116 G99 B215 HEX: #7463D7 | C30 M85 Y0 K0 PMS: 241 R205 G47 B176 HEX: #CD2FB0 | C23 M100 Y0 K45 PMS: 683 R113 G0 B68 HEX: #710044 | C0 M100 Y86 K0 PMS: 199 R234 G0 B31 HEX: #EA001F |
| ORANGE | YELLOW | GREEN | FOREST | BROWN |
| C0 M64 Y94 K0 PMS: 2026 R248 G103 B0 HEX: #F86700 | C0 M31 Y88 K0 PMS: 130 R255 G186 B0 HEX: #FFBA00 | C56 M16 Y100 K0 PMS: 2276 R131 G160 B10 HEX: #83A00A | C83 M0 Y58 K49 PMS: 3298 R11 G101 B84 HEX: #0B6554 | C0 M41 Y63 K42 PMS: 4261 R157 G106 B67 HEX: #9D6A43 |

Colour order

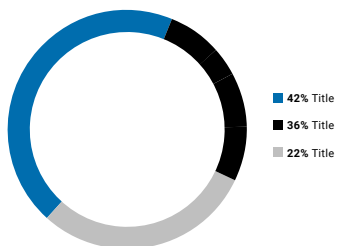
Always apply colours in a defined sequence to maintain brand consistency and clarity:

- Use primary colour first
- Then secondary colours
- Then tertiary colours
- Introduce utility colours only if additional colours are required.

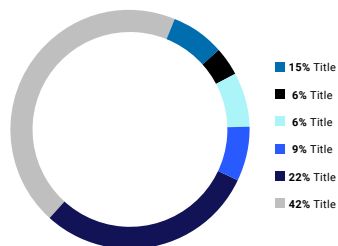


Pie charts

Primary and secondary colours



Primary and secondary and tertiary colours



Tables

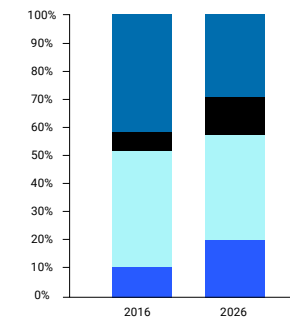
Primary and secondary colours

| Table Title | Title Q1 | Title Q2 | Title Q3 | Title Q4 |
|-------------|----------|----------|----------|----------|
| Cell Title | 0.00% | 0.00% | 0.00% | 0.00% |
| Cell Title | 0.00% | 0.00% | 0.00% | 0.00% |
| Cell Title | 0.00% | 0.00% | 0.00% | 0.00% |

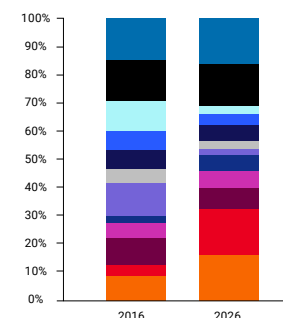
| Table Title | Title Q1 | Title Q2 | Title Q3 | Title Q4 |
|-------------|----------|----------|----------|----------|
| Cell Title | 0.00% | 0.00% | 0.00% | 0.00% |
| Cell Title | 0.00% | 0.00% | 0.00% | 0.00% |
| Cell Title | 0.00% | 0.00% | 0.00% | 0.00% |

Primary and secondary and tertiary colours

Bar charts



Primary and secondary and tertiary colours



Primary and secondary and tertiary and utility colours

Proportions

Colour use is proportioned slightly differently depending on audience type to reflect tone, purpose and level of formality. This guidance supports differentiation across communications and should be applied with consideration. The colour proportions shown are not mandated, but provide a helpful framework to apply colour correctly.

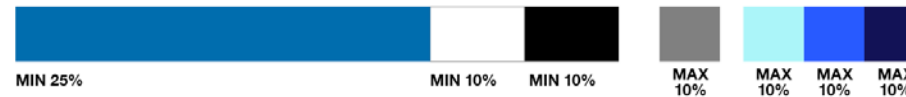
A minimum of 25% Monash blue must be present across all audiences. It's the consistent anchor in every communication. There is a lot of creative flexibility – providing numerous colour options for designs.

Examples only. Note: Imagery is conceptual content – generated using AI and reference to style only.

Applying colour to our audiences

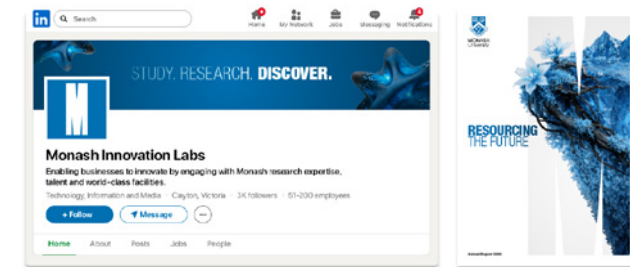
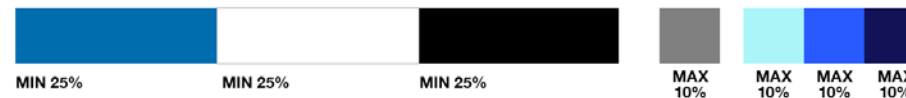
1. Prospective and current students

This audience is predominantly Monash blue and is supported by the secondary palette. Tertiary blues are used sparingly in gradients, colour panels, text (see accessibility), illustrations and photography accents.



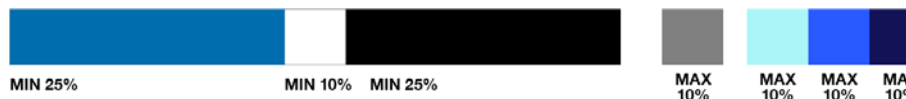
2. Corporate, industry, research, government and staff

White or black can be increased to help differentiation. The overall appearance should lean toward black and/or white, while Monash blue is still used boldly for key design elements. Designs could also appear equal parts Monash blue, black and white.



3. Graduations and alumni

Black can be increased to help differentiate formal or ceremonial communications. Overall appearance is Monash blue and black, possibly even more black than Monash blue, but Monash blue is used boldly for key design elements.

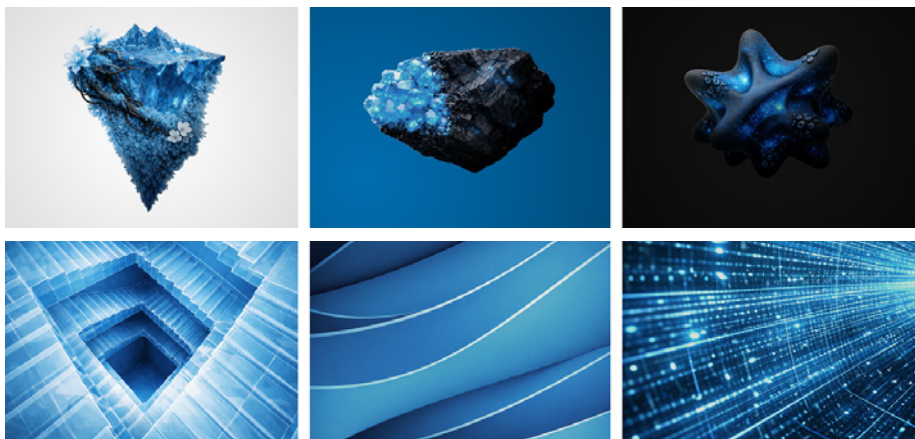


Ways to add more Monash blue

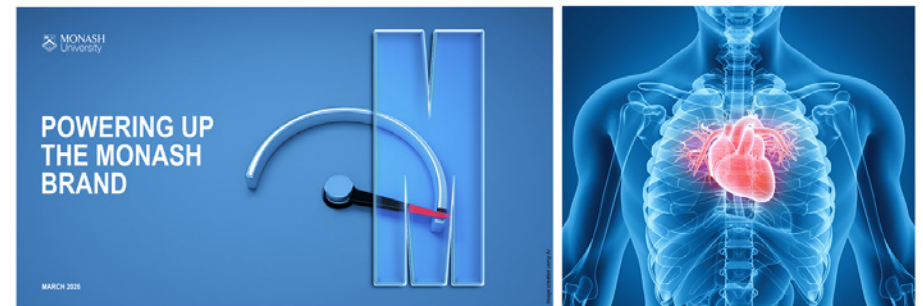
It's important that Monash blue is highlighted as it's our signature colour, representing youthfulness, possibility, and openness. It is a core element in our designs. Beyond text and large areas of flat colour, it can be incorporated into various treatments – such as call-to-action buttons, graphics, image overlays, props and styling.



With abstract imagery, Monash blue serves as the dominant base tone.



Tertiary blues can be applied to imagery and illustration – influencing colour accents, image environments, overall tone, lighting and propping. Tertiary colours can be used to highlight and add emphasis to key copy, but should never dominate a design.



Very minor inclusion (appx 5%) of another colour may be introduced to aid visual communication.



Real images (excluding abstracts) can appear in either full colour for everyday use, or a blue gradient or a blue wash/treatment can be added. Beyond these simple methods of adding Monash blue, more detailed photoshop work and/or blue lighting and styling would be required to infuse blue into the everyday real image.

Gradients

Gradients are used to add depth and visual interest while staying true to our brand. Gradients add depth and interest but should be used thoughtfully.

- Three categories: light, mid, dark.
- Use Monash blue as the dominant proportion where applicable.
- Avoid overuse across communications.

Tints

Avoid tinting colour where possible. When using applications such as Microsoft® PowerPoint, colours will be tinted automatically by the software.

The role of silver

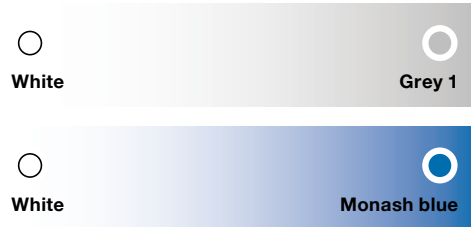
Silver is reserved for special-case scenarios at the discretion of the Vice Chancellor. This can be in the form of a metallic ink (e.g. Pantone) or a special finish or embellishment (e.g. metallic foil). Please contact [brand requests](#) to discuss.

External campaigns

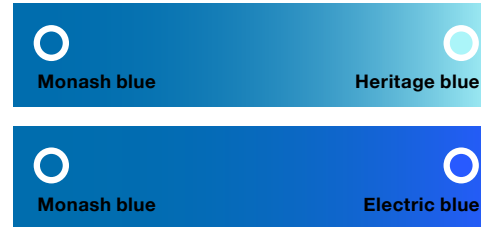
National and international campaigns will have their own unique colour palettes to identify their cause. There are occasions with specific campaigns where we want to show our support and alignment, so we will absorb these colours into our communications, e.g. *Respect. Now Always.* and *R U OK? Day*, and other key campaigns.

These campaigns are to only occur with UMAC oversight. Please contact [brand requests](#) to discuss.

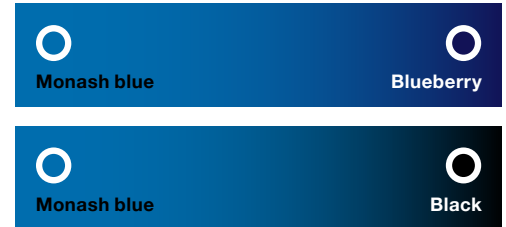
Light



Mid



Dark



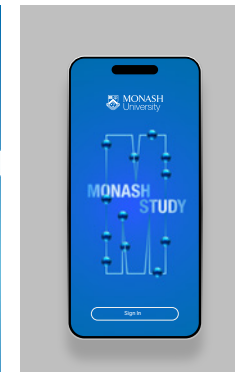
Annual Report



Corporate Publications



O Week



Monash Study

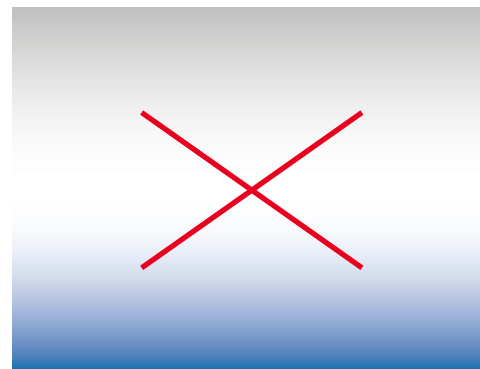


Awards

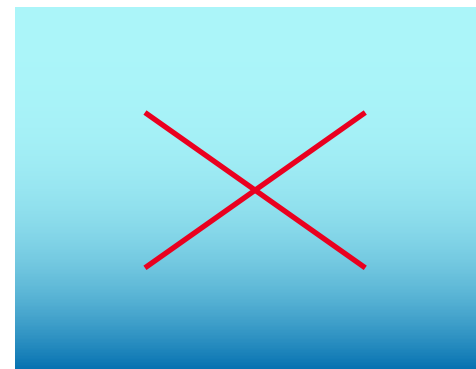


Ceremony

Do not...



Create gradients with more than two colours



Allow other colours to dominate Monash Blue



Create gradients that feel overly dark

Culture and diversity colour applications

While Monash has its distinctive colour palettes that are to be used consistently, we do offer the flexibility to incorporate broader palettes to authentically represent diverse cultures and communities. This approach allows for creative colour applications for specific cultural sensitivities, cultural events and moments of recognition while maintaining overall brand consistency. By blending additional colours with Monash colours, we ensure our communications are both inclusive and also align with our core identity.

The use of bespoke colours is subject to a strict approval process. Please submit colour requests via the [brand requests](#) form.



TONE OF VOICE

The way we talk and write expresses the personality of Monash University. It's important that we all speak, write and communicate on behalf of the brand using the same voice.

Written tone of voice is simply the “personality” of a brand as expressed through the written word. Tone of voice governs what you say in writing – and how you say it – the content and style of textual communications, in any setting and in any medium.

The power of brand voice

An established voice provides a sense of solidity, trustworthiness and honesty.

A brand voice is like a distinctive logo or colour palette. It helps a brand stand apart and stay consistent. When our tone of voice is consistent, the audience will hear the same person speaking whenever and however they deal with us. This consistent voice shows customers that the Monash brand is reliable.

Monash University's distinct voice sets it apart from its competitors, and helps to better influence and persuade. **Monash doesn't use taglines.**

Our brand personality

Personality traits can be dialled up and down according to the message and the audience.

Monash University has three brand personality traits, they are:

Authentic

Human insight and authenticity give our brand not only its depth, but its edge. As people talking to people, we speak directly to our audiences in ways they hear and recognise. We are genuine and approachable.

Ambitious

We're thinking big and bravely using our unique Monash platform to address the grand challenges of our age and beyond. It's how we transform our world for future humankind. We are optimistic and brave.

Fiercely purposeful

Together we face whatever's next with unwavering purpose. To make a profound, far-reaching impact in communities locally, nationally and globally. An unflinching force for change. We are driven and dynamic.

Tone of Voice

> Be personal

University is a personal experience, so let's use language that connects, rather than creates distance. Resist the temptation to use acronyms and buzzwords, and instead use language that's clear, warm and accessible.

> Consider your audience

Before you start writing, picture the person you're talking to, and adapt your message with them in mind.

> Add a dash of flair

Even routine pieces can benefit from a hint of personality. Always look for ways to inject interest and ideas into your writing.

> Show, don't tell

A lot of universities tell us they're 'state-of-the-art' or 'world class'. We have an opportunity to stand out by explaining why. Paint a picture of how we're different with a specific example or a hint of extra detail.

Monash's latest campaign – Momentum Now

Faculties are welcome to leverage the tone and messaging of *Momentum Now* across marketing and communications activities including key student recruitment campaigns held throughout the year, which include Change of Preference, Graduate Expo and Open Day.

The [language guide](#) gives you practical guidance to understand and apply the tone and messaging from Monash University's latest brand campaign, *Momentum Now*, clearly and consistently for any audience.

PHOTOGRAPHY

Monash University's photography has a **photojournalistic style** that visualises its brand personality: authentic, ambitious and fiercely purposeful. Imagery should feel raw, authentic and show the humanness of the brand.

By defining a clear style with a bold creative direction we differentiate ourselves from other universities and brands.

The university always **apply a photography-first approach** rather than illustration. Our images are to reflect our Monash values: Excellence, International, Enterprising, and Inclusive.

Where possible, choose imagery that showcases the University's commitment to sustainable practices, for example, an image of students holding reusable rather than single-use coffee cups.

Monash celebrates its diversity and our imagery should reflect this. It's important that everyone can see themselves in our brand.

Monash blue must dominate all of our communications. There are a number of ways Monash blue can be incorporated into our photography/imagery.

It can be:

- Blends or washes over or behind image subjects
- Included in the lighting, styling of a shot or as a prop e.g. the subject could be wearing a blue shirt or sitting in a blue chair
- Used as a base in blue abstract imagery

More examples as to how blue can be incorporated into our imagery can be found on the '**Colours**' page of the brand book.

Photographic style

The photojournalistic style creates consistency between our everyday brand and campaign. Images are to be candid, they need to depict real-life scenes and tell a story.

Our people

Our people are authentic, diverse, active, ambitious, fiercely purposeful, engaged in their surroundings, genuine and friendly, optimistic, collaborative and focused. Our **everyday** people imagery is to be raw, authentic and should capture a single moment. Move away from conventional, generic student imagery of happy smiley faces staring directly at the camera for everyday shots.

More formal portraiture shots are used to feature our people and highlight human stories for application in *Monash Life*, campus life and testimonials.

Campus life and architecture

People actively engaged in their environment make for great shots. Monash University campuses are vibrant, full of life and energy. The architecture is unique, modern, dynamic, cutting-edge, innovative and bold. Always consider looking at things from a different perspective, and investigate new dynamic angles.

High-level campaign shots

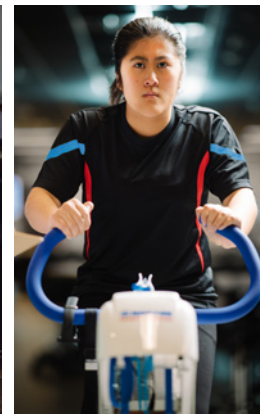
Heavily saturated blue images are reserved for high-level campaign materials to create a strong, recognisable Monash visual presence. This approach is created using a controlled studio environment to produce a clean, striking, well lit contemporary images.

Sourcing university images

[Bynder](#) is Monash University's Digital Asset Management (DAM) system and is available to all Monash staff.

Organising a photo shoot?

The [photography guide](#) offers great tips to ensure your photo shoot runs smoothly and your final images are in line with the Monash University photographic style. Contact [brand requests](#) for guidance if you need.



Application

1. Abstracts

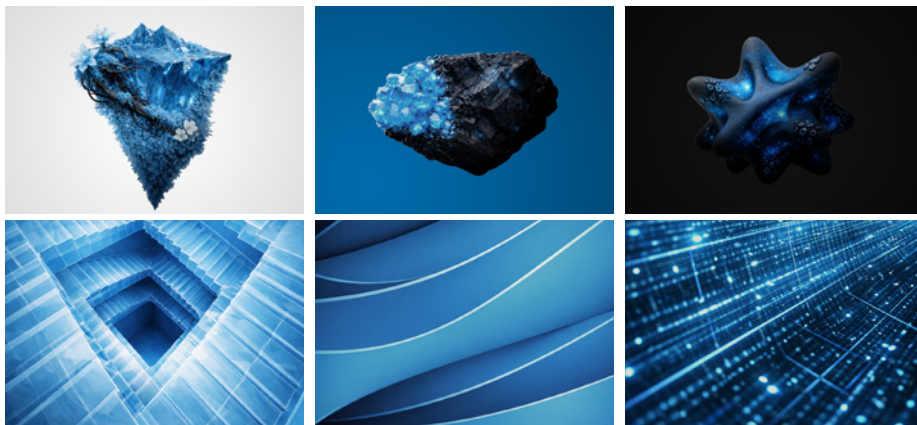
Abstract imagery such as blue colour tones, objects, patterns and textures work really well in banners and with the M device. Abstract imagery also delivers visual impact and offers a more conceptual and expressive way to communicate ideas across Monash.

Apply abstract textures and scenes that feel modern and contemporary. They are to show a sense of movement – speaks to progression. This approach focuses on materials, forms, surfaces and details to represent themes in an abstract or symbolic way. It can support storytelling, without relying on people as the primary subject.

It can include:

- Close up textures, materials and environmental details.
- AI generated imagery/patterns/textures/lighting effects where appropriate.
- A more abstract interpretation of subject matter.
- 3D objects and renders used to bring themes to life in a thoughtful, dynamic and abstract way.

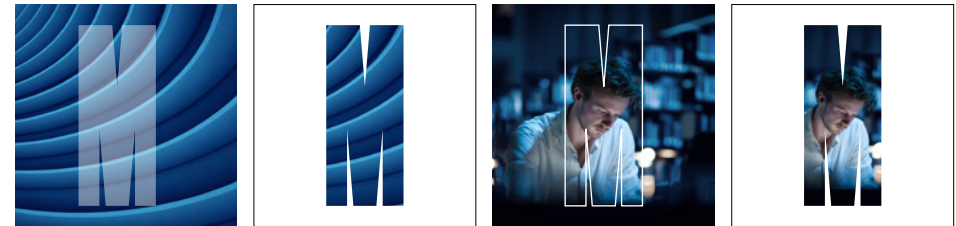
Abstract images are to be blue and Monash blue must be present. Blue tones are permitted, but Monash blue must be highly visible.



2. M device

When selecting suitable imagery to use with the M device, ensure that the image can be contained within the M or used creatively with the M.

People and real settings can be used within the M, but not all shots will be suitable. The positioning of the 'M' shards must be considered as we don't want faces being compromised. Ensure there's enough contrast between the M and the background.



3. Stock imagery

Stock imagery should not be used to represent Monash staff, students or facilities. Only use original photography. Stock photography may be used for abstract imagery for example on banners, or as a last resort.

When looking for a stock image, please use the below checklist:

- Does the image feel genuine?
- Is there a feeling of positivity?
- Is the image telling or contributing to the story?

Other recommendations

- Ideally, all images should be 300dpi for print and 72dpi for web to ensure the highest quality output.
- Images should always be shot in colour.
- For higher-level, more formal publications, headshots may be changed to black and white to convey prestige.
- Ensure you've reviewed the legal requirements and responsibilities for imagery including copyright and consent in the brand book.

ILLUSTRATION

Photography remains the university's first go to for imagery. Illustration is to be used only when photography is not available, and must demonstrate/communicate content only.

There are two Monash University illustration styles: icon-style and detailed style. Both are contemporary, clean and stylised. The main difference is the level of detail.

Monash illustrations are quite flat with a bold use of colour, allowing for easier download and adaptation to animation, and greater impact on social media.

Illustration style

1. Icon style

The first style is simple flat line work that links to our icon style. There's no need for shading, and the primary colour palette is always dominant. One or two secondary colours can be applied sparingly to highlight or add interest. This style can easily be applied to animation, icons and infographics. This style is preferred when communicating a simple, short message.



2. Detailed style

The second style is more detailed, contemporary and stylised. Illustrations are kept simple, but allow for more detail and storytelling. Backgrounds are toned back so the main focus in the foreground stands out. Both the secondary and primary colour palettes can be applied. Monash blue should appear somewhere on all frames. This style would be applied when communicating more complex and in-depth messaging.



People/characters

Ensure illustrations are reflective of who Monash University is, by celebrating the diversity and inclusivity of our people. Please consider varying skin tones, hair colour, age (suitable to the audience) and clothing. Characters should be stylised and can appear without facial features to focus on the situation/environment rather than the emotion. However, if the communication would benefit by displaying emotion, simplistic features and facial expressions can be drawn, using minimal line work only. Steer away from “cutesy, big-eyed” characters that aren't reflective of the Monash audiences. People/characters need to be created in correct proportions.

Illustration for animation

Both illustration styles can be applied to an animation. Animation speed and accompanying audio need to be considered when talking to your audience.

Any wording or CTAs that accompany the illustration are to appear in our font and the primary colour palette only. Ensure Monash website URLs start with monash.edu (not www.), and corners are squared off in CTA boxes as per our website.

More information on animation can be found in our video guidelines (see page 58).

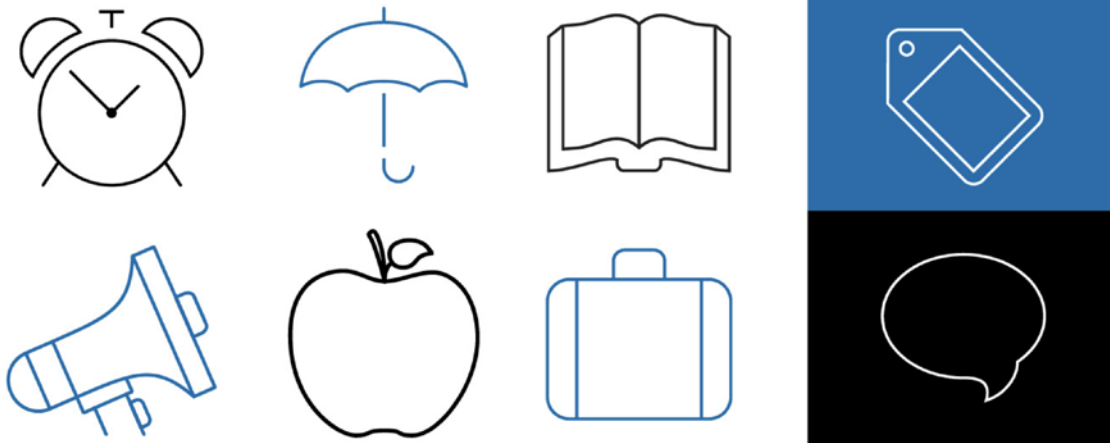
Illustration as a hero visual

If illustration is required as a hero visual to represent a particular area of the University or an event, it must become part of an abstract/pattern/texture, etc. Don't apply single illustrations in web banners or header banners.

ICONS

Icons replace words, so they need to be based on things people immediately recognise. They should communicate your message quickly and effectively.

Please source icons from the university icon library first. If you do not have access, please ask your Monash University contact to source from the University icon library for you. If bespoke icons are required, please use the library as a starting point. If you do create new icons, please follow the same simple linework style and submit them to brand review for approval and we can add these to our library.



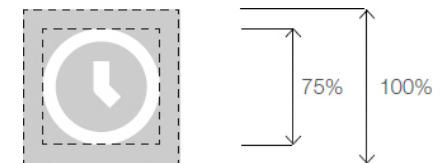
The iconography style uses clean and simple line work. In most situations our icons will work best in the Monash primary colours (blue, black and white). Line weight can be increased if needed, especially for digital channels.

Work on the principle that:

- icons are not used as logos or images
- less is more – overuse dilutes their effectiveness
- use the existing icons provided (if an external supplier, please request from your Monash contact as they will have access to the icon library)
- don't use an icon and then explain it with words
- clip art is not an icon.

Clear space

Icons are to sit comfortably within the allocated space. Icons should make up 75% of the designated area.



Emojis

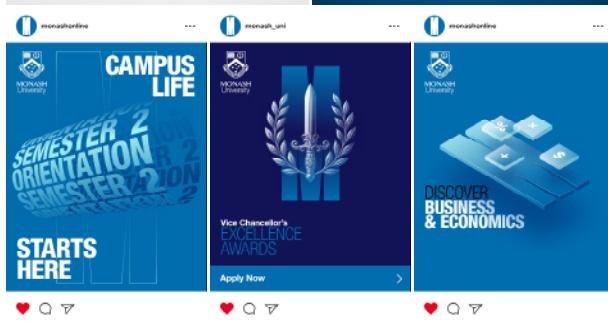
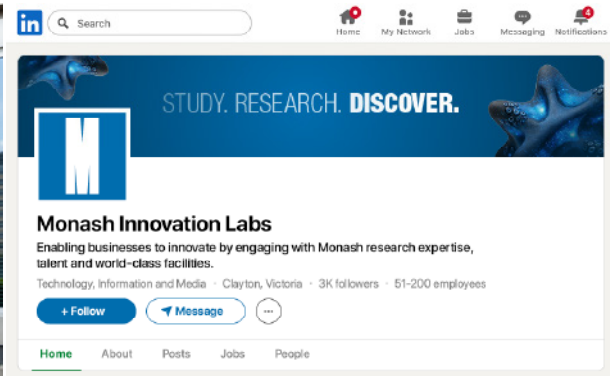
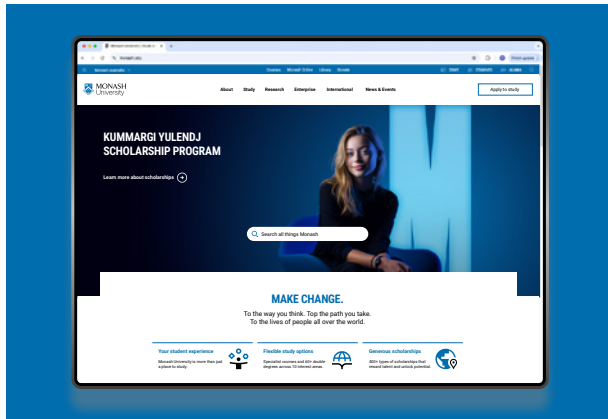
Before using an emoji consider your audience, keeping in mind cultural differences and the possibility of misinterpretation which may detract from the message you're trying to convey. Emojis may display differently, or not at all, depending on the device or platform.

SUMMARY

EXAMPLES



SUMMARY – EXAMPLES



CHANNELS



Web

We empower web managers and content authors of all skill levels to create, maintain and manage high-quality websites.

There are several web templates available for Monash sites. The appropriate template is determined by the purpose, audience and location of the site.

1. **Main website templates:** used for all external facing, permanent Monash websites.
2. **Intranet templates:** used for all [intranet.monash](https://intranet.monash.edu) sites targeted to Monash staff.

In addition to using standard templates, all Monash sites must use approved web components. These are documented in the digital toolkit which is an internal site.

Monash University logo

The Monash University stacked blue crest logo should be used on all approved Monash websites and link through to monash.edu. No other URL is permitted.

M device

The M device is the hero element on our main website and should feature on all banner images as a stand out graphic (this does not include micro-banners).

CTA buttons

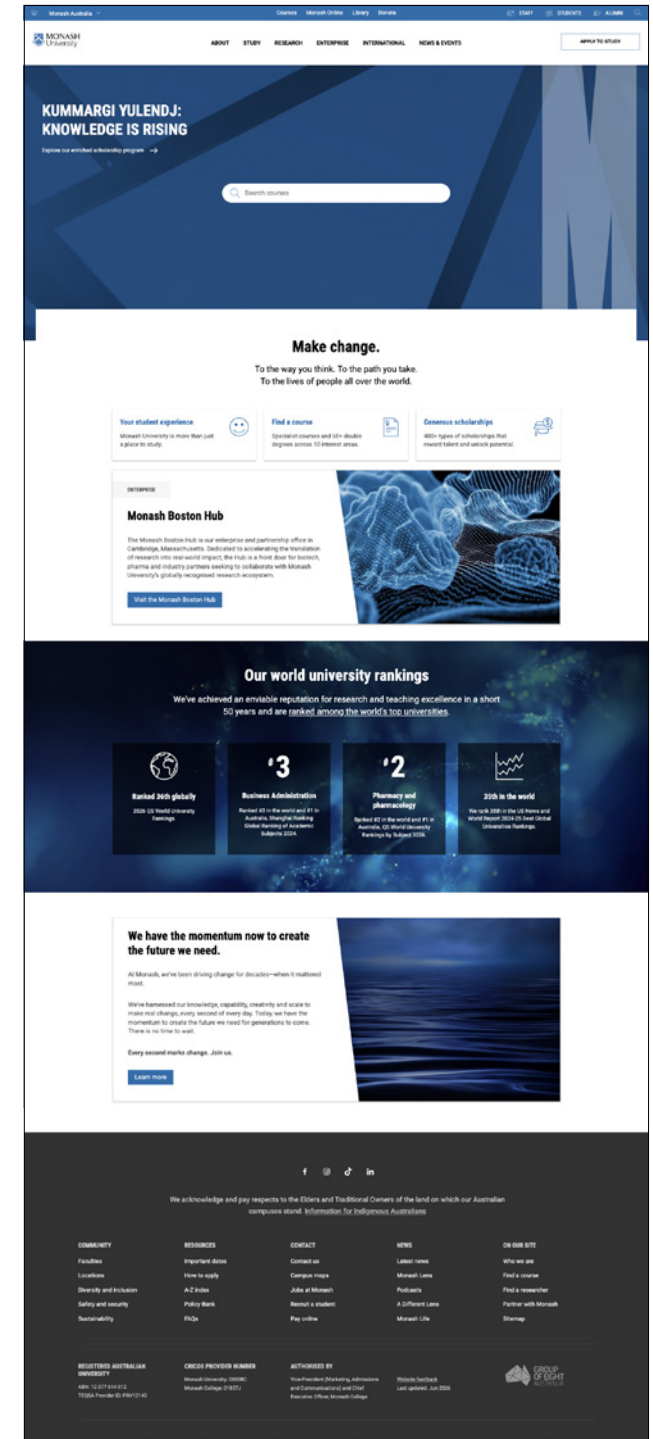
Monash web buttons need to be Monash blue and have squared off corners.

Banners

Abstract images work best in the banner spaces of our pages as they adapt well to being responsive, and are unaffected by having the M device and text run over them. All abstract banner images are to be Monash blue tones.

Digital toolkit

For brand-approved digital assets and guidelines on how to update a main website, please submit a [brand request](#).

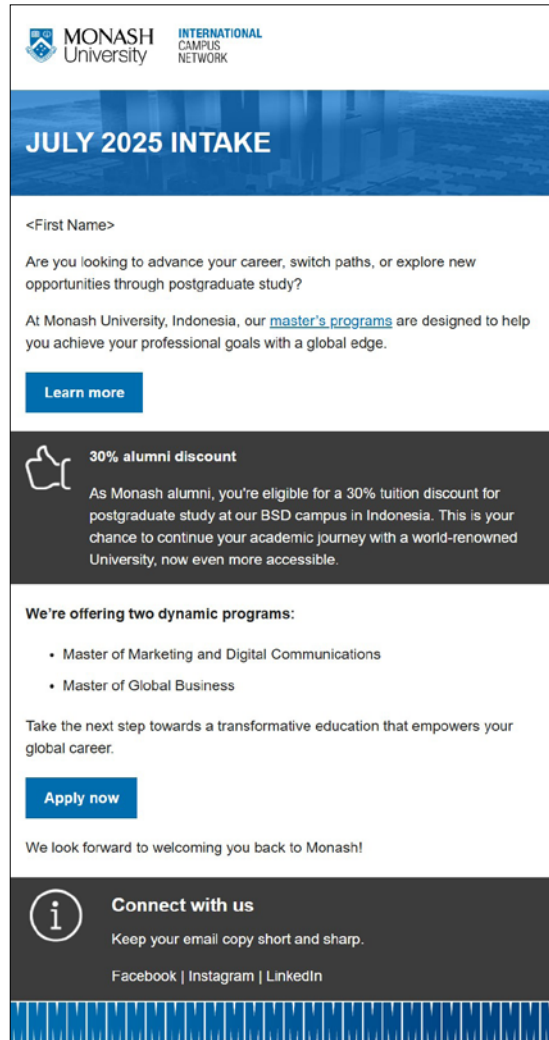


monash.edu navigation

Emails

Monash University's [email guidelines](#) help ensure all emails are well-structured, consistent, and engaging. They outline key elements – such as branding, tone of voice, content, and calls to action – that must be included in every email. Consistency across communications is essential to reflect Monash's brand and values.

Our emails are to be designed to work seamlessly across all devices and all email platforms. These guidelines must be followed when planning or creating emails to ensure every message aligns with Monash's standards and communicates clearly with our audiences.



MONASH UNIVERSITY INTERNATIONAL CAMPUS NETWORK

JULY 2025 INTAKE

<First Name>

Are you looking to advance your career, switch paths, or explore new opportunities through postgraduate study?

At Monash University, Indonesia, our [master's programs](#) are designed to help you achieve your professional goals with a global edge.

[Learn more](#)

30% alumni discount

As Monash alumni, you're eligible for a 30% tuition discount for postgraduate study at our BSD campus in Indonesia. This is your chance to continue your academic journey with a world-renowned University, now even more accessible.

We're offering two dynamic programs:

- Master of Marketing and Digital Communications
- Master of Global Business

Take the next step towards a transformative education that empowers your global career.

[Apply now](#)

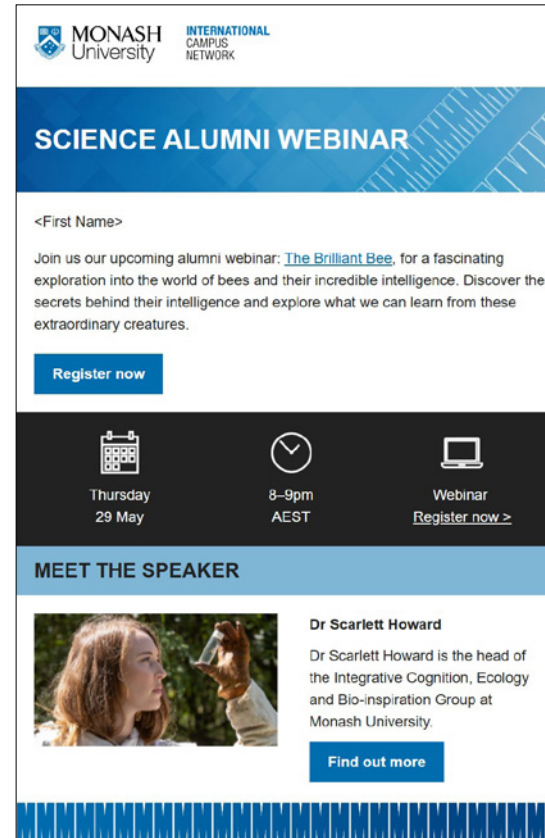
We look forward to welcoming you back to Monash!

Connect with us

Keep your email copy short and sharp.

Facebook | Instagram | LinkedIn

General



MONASH UNIVERSITY INTERNATIONAL CAMPUS NETWORK

SCIENCE ALUMNI WEBINAR

<First Name>

Join us our upcoming alumni webinar: [The Brilliant Bee](#), for a fascinating exploration into the world of bees and their incredible intelligence. Discover the secrets behind their intelligence and explore what we can learn from these extraordinary creatures.


[Register now](#)

Thursday 29 May

8–9pm AEST

Webinar [Register now >](#)

MEET THE SPEAKER

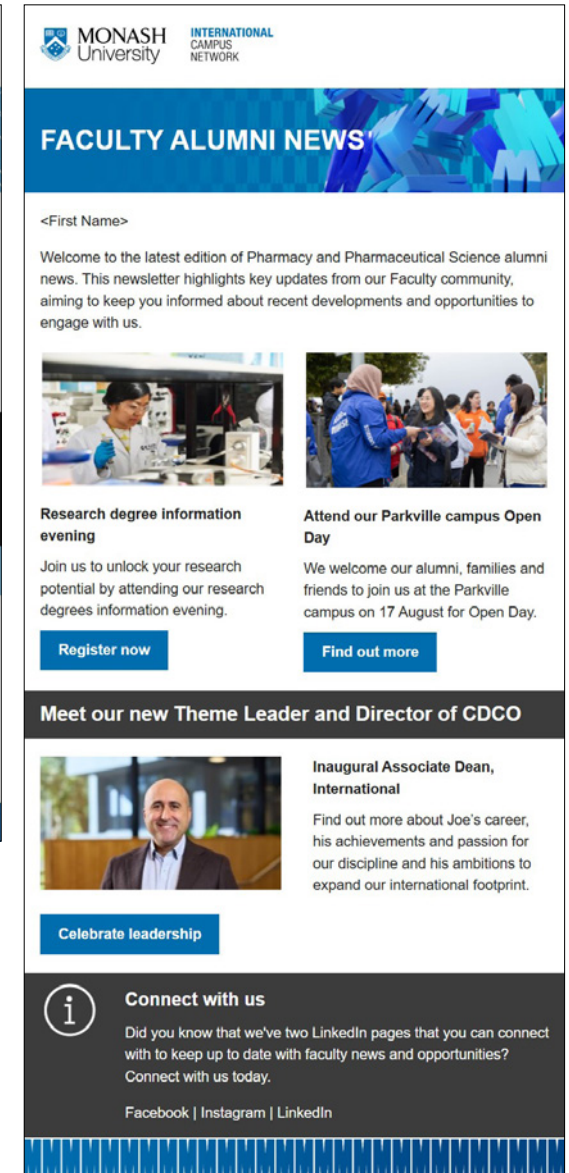


Dr Scarlett Howard

Dr Scarlett Howard is the head of the Integrative Cognition, Ecology and Bio-inspiration Group at Monash University.

[Find out more](#)

Events





MONASH UNIVERSITY INTERNATIONAL CAMPUS NETWORK

FACULTY ALUMNI NEWS

<First Name>

Welcome to the latest edition of Pharmacy and Pharmaceutical Science alumni news. This newsletter highlights key updates from our Faculty community, aiming to keep you informed about recent developments and opportunities to engage with us.

Research degree information evening

Join us to unlock your research potential by attending our research degrees information evening.


[Register now](#)

Attend our Parkville campus Open Day

We welcome our alumni, families and friends to join us at the Parkville campus on 17 August for Open Day.

[Find out more](#)

Meet our new Theme Leader and Director of CDCO



Inaugural Associate Dean, International

Find out more about Joe's career, his achievements and passion for our discipline and his ambitions to expand our international footprint.

[Celebrate leadership](#)

Connect with us

Did you know that we've two LinkedIn pages that you can connect with to keep up to date with faculty news and opportunities? Connect with us today.

Facebook | Instagram | LinkedIn

Newsletter

Email best practice

Every email we send is a reflection of Monash — its professionalism, clarity, and credibility. Best practice isn't just about aesthetics; it's about making sure our messages land with purpose. From the sender name to the subject line, each element plays a role in building trust, driving engagement, and reinforcing our brand. When done well, email becomes more than a message, it becomes a meaningful connection with our audience.

Sender profile

A sender profile is the name you see the email coming from when it lands in your inbox.

- Bulk emails should not be sent from an individual's email address. It is best to use a monitored role account and organisation/unit/faculty name.
- Our sender's names need to follow our Monash naming convention of starting the name with Monash and should be linked to a role account and not an individual account.
- Example: Monash Law or Monash Media

Subject line

First impressions count. You have seconds to connect with the audience and motivate them to open an email.

- Be bold, creative, short, sharp and place key information at the start (8 words max).
- Most people will view the email on their phone, so you have limited space and only a few seconds to grab their attention.

Pre header

Think of it as a snapshot of what's in your email – keep it short, and make sure it complements your subject line.

Email content

- Avoid using long paragraphs of text, emails should add value to the audience, drive engagement and be concise with a primary focus.

- Your email content should be scannable.
- Emails should be made up of core elements and no more than six playground content blocks, use the Monash Tone of Voice and follow the Monash editorial style guide.
- If an email is too long, email providers may cut off its display in the inbox. Keep key information at the top and reduce overall length to ensure it's seen. If using photography, make sure they are high quality, the right dimensions and meet brand guidelines.

Personalisation

- Where possible, and there is accurate data, personalisation should be used in your email content
- It can also be used in your subject line and with dynamic content where appropriate
- If you do not have accurate data please refrain from using personalisation

Salutation

We use 'Hi' to address our audience in emails. Why? We don't always have people's first names on record, so 'Dear' doesn't work. We also avoid generic nouns like 'colleagues' or 'subscribers'.

Email footer elements

Monash mandatory footer elements

All Monash email footers must include specific elements that meet brand, data protection, and privacy standards. While the sections below outline what's required, it's important to consult the relevant teams to ensure each element is correctly implemented for your area.

Below the row of M's the following elements should be included:

- Monash University's top-tier social media channels
- Indigenous acknowledgement
- Data protection and privacy information (including unsubscribe)
- Monash University Business details

Please contact UMAC's governance team to advise the best suited footer information.

Email brand toolkit

RGE Studio (previously Bee free) template style elements can be found in the [Brand book](#).

All other email platforms should follow these template designs as per the examples shown on page 52.

Contact your dedicated email specialist for support.

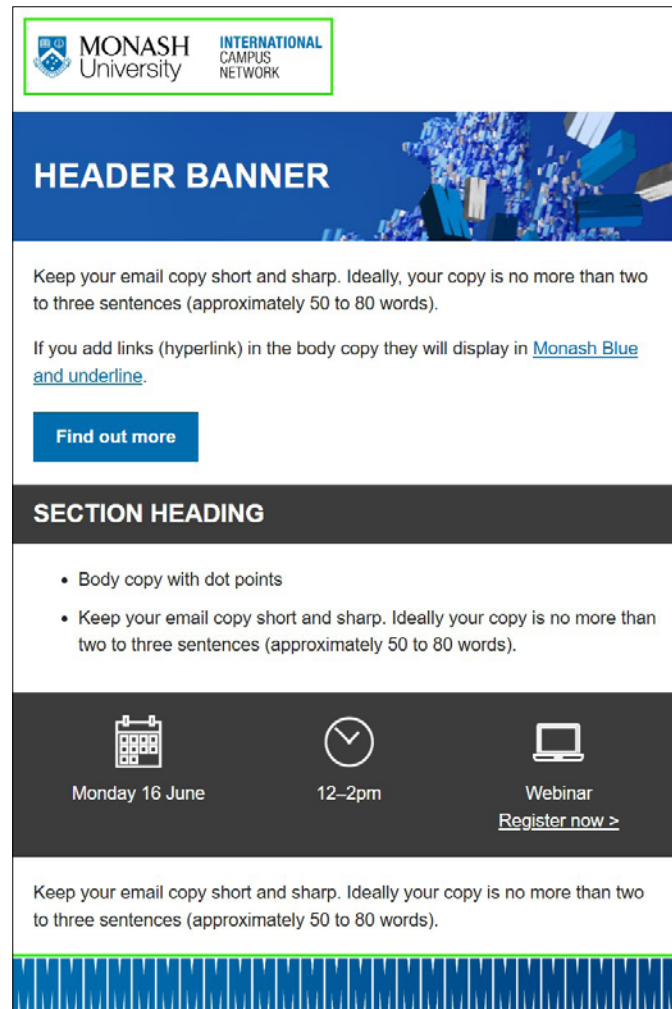
Mandatory elements

- Monash logo and international campus device
- Accessibility
- Typography
- Tone of voice
- Primary and secondary colours
- Top-tier socials
- Subject line
- Pre header
- Compliance

Optional elements

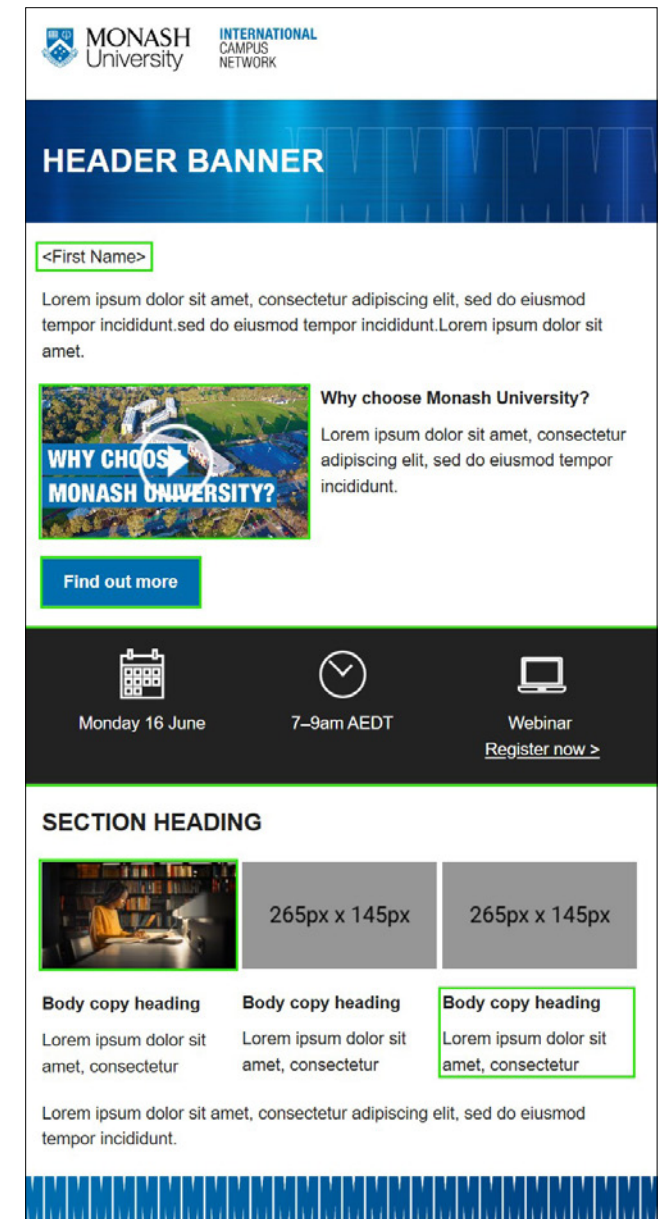
- Event details
- Latest news
- Urgent/breaking news
- Take action (CTA buttons, text links)
- Supporting assets
- Highlight boxes
- Images
- Videos
- Icons and emojis
- Section headings
- Text copy boxes
- Personalisation

Mandatory elements



Highlight boxes: Monash logo and international campus device (top), M Footer (bottom)

Optional elements



Highlight boxes (top-bottom): personalisation, video, take action (CTA button), event details, images, text copy boxes

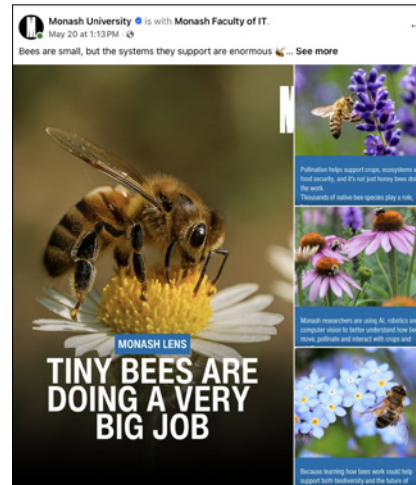
Social media

It's important Monash's social media accounts represent, support and enhance the Monash brand.

University Marketing and Communications (UMAC) manages the University's top-level social media accounts, which includes (but aren't limited to) [LinkedIn](#), [Facebook](#), [X](#), [Instagram](#), [YouTube](#) as well as the student-facing [TikTok](#) and [Instagram](#) accounts.. These accounts are used to engage with Monash's various audiences, including future students, current students, alumni, external stakeholders, and the wider community.

Best practice and guidelines for all Monash socials

- Produce mobile-first content
- Prioritise portrait 4:5 and 9:16
- Prioritise strong photos and videos, limit using Canva graphics and large bolded text
- Create a unique Tone of Voice – remember 'social' media is where you play with your brand. Ask yourself, if my Faculty/Department was a person, who would it be? And apply that personality to your tone of voice.
- Keep copy simple and use active language — avoid words such as thrilled, proud, excited, delighted, we're honoured, we've been awarded etc
- Keep captions short and simple. Don't use fluffy or corporate jargon – write for an 8 year old! learn more about tone of voice
- Don't write in all caps
- Keep it casual and light hearted
- Keep the colour scheme clean and consistent. Learn more about brand colours
- Make it actionable. What action do you want your audience to take? E.g. 'Read Story'
- If not actionable, make it engaging.
- Include recognisable images and avoid stock images that do not represent Monash
- Use high-quality images. Do not post blurry photos or low resolution videos
- When posting on your own approved channels, the Monash University logo isn't required
- Avoid using creatives that don't accurately reflect our brand or message
- Do not put QR codes on your visuals. Users cannot scan the code from the mobile device they are viewing it on.



Social Media content

The content we produce and share across our hero channels is varied, yet platform and audience appropriate. All Monash content falls under our social pillars below.

When creating content for social, always consider [accessibility](#) and your audience ensuring any posts are on-brand in terms of tone of voice, font, colours, etc, see [brand elements](#) in the brand book. When posting on our own approved channels, the Monash University logo isn't required. If space allows, images can include the use of the M device with correct specifications applied. You can see an up-to-date image specification guide [here](#).

To have your content* amplified on the University's hero channels, please complete the request [form](#) here.

*Note; due to the strategic nature of the University's hero channels the social media team has final approval on all content deployed across the Brand and Student channels. Please speak to the team before having your content created so it aligns with their approach. The team will not accept visual assets with QR codes, overuse of text on assets — no more than 20% text and stock images that do not represent or reflect the Monash brand.

Monash University Brand content pillars

| Announcements | Thought leadership | Events | Inspire | Community support |
|-------------------------|--------------------|-----------------------|----------------------|-------------------|
| Partnerships | LENS | Undergraduate | Graduations | Wellbeing |
| Research funding | A Different Lens | Graduate | Student celebrations | Campus Safety |
| Leadership appointments | What Happens Next? | Arts | Monash achievements | Community Safety |
| Critical updates | | Cultural celebrations | Alumni stories | Themed 'weeks' |
| | | | Student UGC | Support services |
| | | | Brand Campaigns | |

Monash University Student content pillars

| Inform | Events | Inspire | Community support |
|-----------------|-----------------------|-------------------|-------------------|
| Student notices | Campus | Student Vox Pops | Wellbeing |
| Semester dates | Industry | Student UGC | How to's |
| Safety updates | Arts | Behind the scenes | Campus safety |
| Mentoring | Cultural celebrations | Research snippets | Community Safety |
| Discounts | | Alumni | Theme 'weeks' |
| | | | Support services |

Refer to the [Social Media brand guidelines](#) for more detail on posting and artwork creation for each platform.

Advertising

All advertising must be developed in partnership with University Marketing, Admissions and Communications (UMAC), with the exception of events and announcements.

Advertising can be divided into three categories:

1. Brand campaign advertising

This level of messaging is managed solely by UMAC and is the execution of the *Momentum Now* campaign.

2. Tactical advertising

Discover Monash

All campaigns targeting the undergraduate audience are compiled under Discover Monash. This helps us represent ourselves as One Monash to our Undergraduate audience.

Graduate Expos

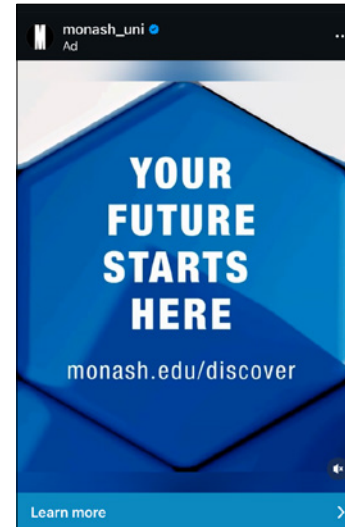
Graduate advertising promotes three major graduate study events throughout the year – Jan Graduate Expo, May Graduate Expo and October Graduate Expo.

Some tips

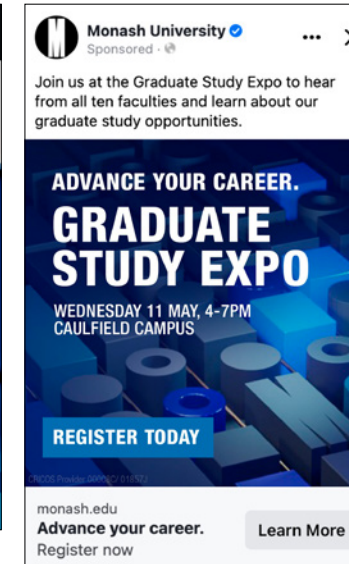
- Develop tight headlines (aim for four to five words).
- Focus on a single message.
- Include a strong call to action.
- Keep all copy in the Monash Tone of Voice.
- Include the web address only if it's relevant to the advertising message.
- Less is more in terms of visual and copy.

3. Course advertising

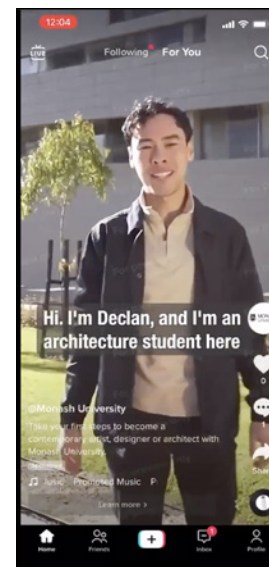
This level of messaging is to promote Monash's course offering to its audiences.



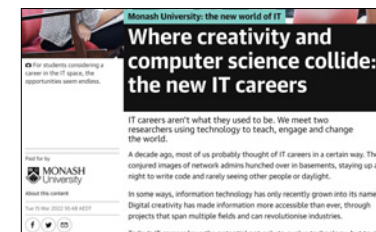
Discover Monash



Graduate Expos



TikTok



The Guardian advertorial



ATAR Notes advertorial

Video

Our videos should be engaging and reflective of our brand personality: authentic, ambitious and fiercely purposeful.

Intro slide

Context for the video should be provided in the copy of the social post, email, website, or event where the video is displayed, and that's why we don't use intro slides. Our goal is to engage the viewer with the story as quickly as possible.

Identifying our people

Lower thirds are used to identify people in a video. They include the subject's name and their job title.

I.e. Professor Sharon Pickering
Vice-Chancellor and President

The subject's honourific should be spelled out in full. e.g. 'Professor', not 'Prof' or 'Doctor' not Dr'.



We don't include Monash University in the title unless the video also includes people external to Monash, in which case all organisations should be listed.

Lower thirds are traditionally placed on the bottom third of the frame; however, they should be positioned to ensure legibility and not obstruct faces.

Fonts: Name: **Helvetica Neue LT Pro – 75 Bold**
Title: **Helvetica Neue LT Pro – 45 Light**

If you don't have access to the Helvetica Neue LT Pro font family, please use **Arial Bold** for the name and **Arial Regular** for the title.

Lower thirds should be text only. Please don't add panels of colour behind the text or position logos beside the lower third. Text colour should be chosen from the primary or secondary colour palette, and ensure there's enough contrast between the text and footage – see examples.

Text drop shadows should not be used but you can darken/lighten the area behind the text to increase legibility.

Monash lower-third templates for Photoshop can be downloaded [here](#).

Please refer to our [clothing guidelines](#) when filming.

Talent release form

It's a requirement that any featured talent in the video sign a consent form. You can access the new talent release form [here](#).

Delivery formats

Dimensions:

Wide: 16:9 (1920 x 1080 pixels [HD] or 3840 x 2160 pixels [4K])

Vertical: 9:16 (1080 x 1920 pixels)

Portrait: 4:5 (864 x 1080 pixels)

Delivery format: mp4 file / H.264 codec / Min. 25Mbps bitrate / AAC 320kbps audio

For larger productions where b-roll has been filmed specifically for the video, please provide a video split. This is a version of the video that includes only the interview footage, b-roll and dialogue, with all graphics, titles, music and sound effects removed.

Social media delivery formats: the most effective delivery formats for each channel are:

| | | |
|---|-----------------------|--------------------------|
| Instagram: Vertical – for videos and posts | LinkedIn: Portrait | YouTube Shorts: Vertical |
| TikTok: Vertical | Twitter (X): Portrait | M-Space: Wide |
| Facebook: Portrait | YouTube: Wide | |

For Instagram, we are no longer creating carousels. Instead we are using slideshow videos

- Winter Village event [example](#)
- Monash connect [example](#)

Captions

SRT files are caption files that contain timecoded, written text of the speaker’s dialogue.

We’re committed to improving the user experience and ensuring our videos are accessible, so all web and online videos with spoken dialogue are to include captions.

Ordering captions

Caption (.srt) files can be ordered from [Rev](#). Captions cost USD \$1.99/minute. Turnaround time may vary depending on the length of the video. Typically, they take a couple of hours to a day.

Subtitles (foreign languages)

Foreign-language subtitles can be ordered from Rev at a cost of between USD \$6.49 to \$15.99/minute. We advise double-checking the subtitles with a local speaker where possible.

Editing captions

If you need to change the captions, you can edit them in the Rev caption editor, or directly using a text editor. For this we recommend Text Edit for Mac users, and Notepad for PC users.

Note: Only edit the written text dialogue. Don’t edit the timecodes or an error may occur in the SRT file.

By default, the following caption styles should be used for each channel:

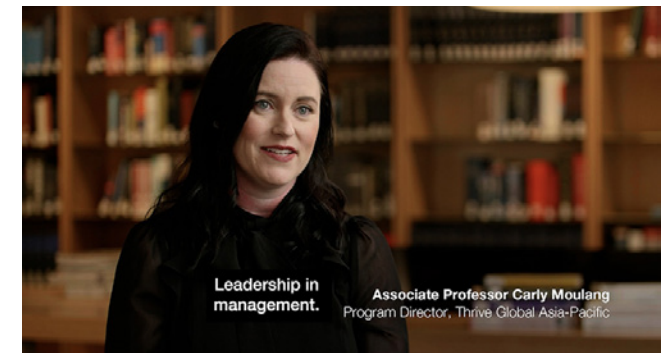
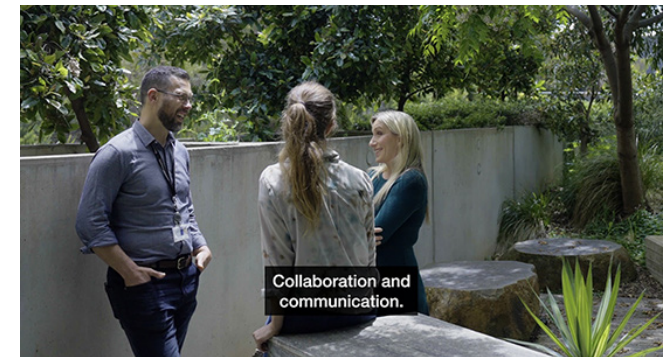
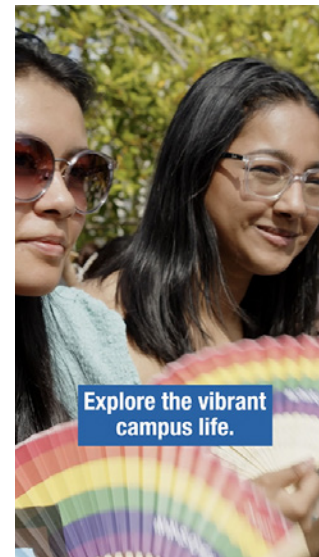
| White text on black | White text on blue | White text on grey |
|--|--|---|
| <ul style="list-style-type: none"> • YouTube • Workplace • Campus Screens | <ul style="list-style-type: none"> • Instagram • TikTok • Facebook • LinkedIn • YouTube Shorts • X (Twitter) | <ul style="list-style-type: none"> • Instagram (Student Info) • Facebook (Student Info) |

The easiest way to apply these styles is to use these [Premiere text styles presets](#).

Fonts:

- Helvetica Neue LT Pro - 65 Medium – White text on black
- Helvetica Neue LT Pro - 77 Bold Condensed – White text on blue/grey

If you don’t have access to the Helvetica Neue LT Pro font family, please use Arial Regular and Arial Narrow Bold instead.



Colours

Colours for video overlays, animations and motion graphics should be aligned with the Monash colour palette. (see page 31)

Fonts

For all in-video text, use Monash’s brand font, Helvetica Neue. If you don’t have this font installed, use Arial as an alternative. (see page 28)

Overlay

Overlay, or ‘B-roll’, should be captured during production to ensure the story can be communicated visually with footage that’s current and specific to the narrative. Requests for existing video should be made via photography@monash.edu before filming to ensure availability and relevance.

Video pace

Pacing is when the editor varies the length of the shots, therefore guiding the viewers in their emotional response to the scene.

Be mindful to match the pacing with the context of the video. Long-form documentary-style videos are slower-paced in order to educate viewers about a complex topic. Short-form social videos are fast-paced in order to grab their attention quickly and communicate a single message.

Your audience type should also be considered when looking at the pace of your video. This is a guide only.

| Slow pace | Medium pace | Fast pace |
|--|--|---|
| Suitable for long-form over five minutes | Suitable for mid to long-form over two minutes | Suitable for short-form under one minute |
| <ul style="list-style-type: none"> • Industry | <ul style="list-style-type: none"> • Students | <ul style="list-style-type: none"> • Students |
| <ul style="list-style-type: none"> • Alumni | <ul style="list-style-type: none"> • Internal comms | <ul style="list-style-type: none"> • New audiences |
| <ul style="list-style-type: none"> • Government | <ul style="list-style-type: none"> • Alumni | |
| | <ul style="list-style-type: none"> • Research | |

Seizures and fast-paced content

When creating fast-paced content, please ensure transitions and animated graphics adhere to the Web Content Accessibility Guidelines (WCAG) 2.0 on [Seizures and Physical Reactions](#). This includes avoiding elements that flash more than three times in any one-second period.

Music

Music should be selected to suit the audience, the content of the video, and our brand personality: authentic, ambitious and fiercely purposeful.

Music needs to have royalty-free licensing and authorisation for use. We don’t give credit in our videos. Please source music that doesn’t require a credit for use.

Animation

There are two Monash University animation styles. Please refer to the illustration guidelines for more information during the planning and design process of your animation.

Like our illustrations, both animation styles are minimal and modern, and feature the Monash brand colours. Monash blue should be the dominant colour, with pops of secondary colours. Use neutral background colours to help draw attention to the key animation.

Character, object and text animations should be suitable for your audience, including other elements such as sound, music, voiceover and pacing. For example, an animation for students could include more brand colours, have quick, exaggerated animations, a fun and upbeat music track, and a youthful voiceover to fit the demographic. An alumni or government animation could feature a mature voiceover, a music track suited to industry, and subtle yet sophisticated animated motions.

People/characters should reflect who we are and should celebrate our diversity and inclusiveness.

Examples:

- <https://youtu.be/Zcv9uu5pQyo>
- <https://youtu.be/3Zyc4hKEr5A>
- <https://youtu.be/h17kWrEMzVU>

Transitions

A straight cut is preferred over the use of transition devices. This helps communicate an evergreen look and feel throughout our video content.

Over-elaborate or showy transitions (such as the age-old star wipe) can distract audiences from your key messaging. Heavy or extreme effects should be avoided.

Framing

In an interview setting, it's important to frame your subject so the viewer can easily see their eyes. When filming an interview subject, position them on the left-third or right-third of the frame. Ensure the subject's eyeline is level with the camera.

Alternatively, if the subject is speaking directly to the viewer, they can be placed in the middle of the frame, looking at the camera.

With most videos being produced for social media, it's recommended that you frame your interview subject a little wider to allow for vertical cropping when exporting vertical or portrait deliverables.

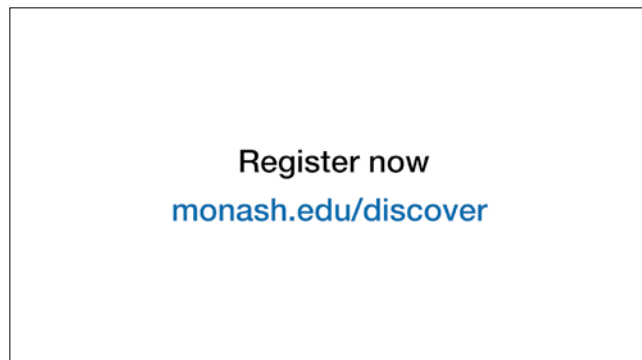
Call to action frame

If a call-to-action is required using text, it should be placed on a separate frame directly before the outro. Your video may prompt your audience to visit your website, register for an event, or seek more information. The call-to-action frame typically includes a URL, on-screen text, voiceover, hashtags, or a combination of these elements.

When using URLs, keep them simple and as short as possible. Remove the 'www' from the start of Monash University URLs.

Third-party credits

Credits for production companies, crew or music aren't permitted in promotional/marketing videos.



Monash outro

Monash-branded outro clips are to appear at the end of all Monash University videos/animations. They're available for landscape, vertical and square videos. The clips include the Monash University logo, the multi-audience lockup device, and the Monash University CRICOS code. Text overlay or alterations to the outro or the CRICOS code aren't permitted.

Please ensure you use the correct outro. There are various versions:

- Standard outros
- Social outros.

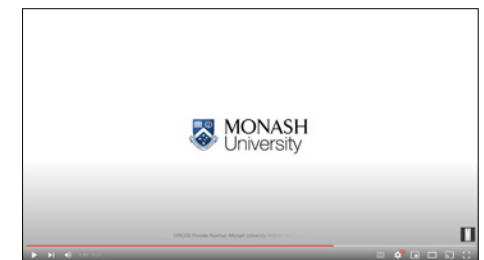
For social outros, please use the guidelines below:

- Anything less than 15 seconds = one-second outro
- Anything 29 seconds or less = three-second outro
- Anything longer than 30 seconds = eight-second outro

Please submit a [brand request](#) or contact your faculty for outro files.

The Monash outro is to be used on all videos posted on the brand channels, except approved brand vox pops

The three student channels, Instagram (Student Info), Facebook (Student Info) and TikTok are exempt. The CRICOS code is displayed on the profile page of these three channels.



Podcasts

The following information provides guidelines for Monash University-affiliated podcast cover images, as well as advice for using podcast directories and finding the right hosting platform.

The importance of the podcast cover image

Just as we're drawn to well-designed book covers, podcast audiences are drawn to show covers that stand out and reflect the subject matter.

Example of the Monash podcast template showing the 'M' and text placement options.



The **Monash University logo is not used** with this template and the branding is more subtle. This is due to:

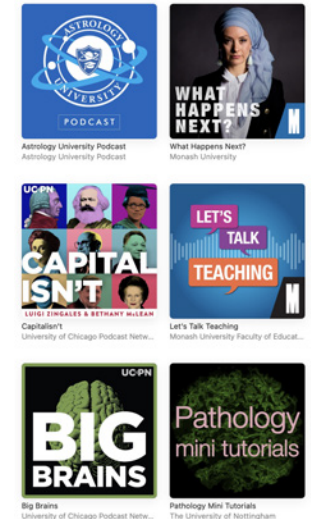
- The restrictive amount of space within a podcast cover, especially when viewed at its smallest size on a mobile device
- Podcasts are content-driven, aligned with the Monash University brand, values and reputation
- This follows general podcast cover design trends

The podcast cover template uses the specially designed, for-purpose '**podcast M**' element which:

- Ties the podcast back to Monash
- Provides more space for creative/flexibility
- Ensures your podcast cover is readable at 55 x 55 pixels
- Is available to use in Monash blue, black, grey or white



Colour options for the podcast M.



How the tile can look in the Apple podcasting app.

COMING SOON – Monash template in Canva

Using the canva template, you can insert your background and text into the template and select the 'podcast M' that works best for your design (e.g. Monash blue, black, grey or white). Speak with your marketing manager for guidance.

Best practices for podcast artwork

Here are a few tips to get your artwork working across multiple podcast directories:

- Use imagery that reflects the subject matter and stands out
- Use high-quality imagery that fits with the Monash brand. Brand imagery guidelines may be found [here](#)
- Design your podcast cover artwork to be a minimum of 1400 x 1400 pixels and a maximum of 3000 x 3000 pixels
- Ensure your podcast cover artwork still looks good when reduced to 55 x 55 pixels
- Limit the number of words used on your cover to three or four.

Hosting platforms

The easiest way to push your podcast's RSS feed to multiple directories is through an online podcast hosting provider, which also stores your .mp3 files. Some platforms even offer additional services such as AI promotional tools and distribution to social media channels.

Advantages:

- Often generous hosting and bandwidth
- Optimisation of your audio file
- Helps you get listed in multiple podcast directories
- RSS feed is automatically generated and submitted to directories
- Website created for your podcasts
- Analytics on your podcast performance
- Migrate any existing podcasts across

Some popular podcast hosting providers:

- [Spotify for Podcasters](#) (free)
- [Omny studio](#) (monthly/annual fee, used by UMAC)
- [Libsyn](#) (annual fee)
- [Podbean](#) (annual fee)

We do not recommend using SoundCloud due to the instability of the platform.

Your hosting provider must comply with the University's IT policies and procedures. Please contact eSolutions for more information.

Best practices for content

Podcast show description

A podcast show description is what people will read after the title of your show has caught their interest. The description is likely to 'make or break' things for listeners deciding whether they want to listen to your show.

A well-written podcast description answers:

- Is this show for me?
- What value will I get from it?

An example structure for your podcast description:

- First sentence – write a sentence that engages your user by striking an emotional chord or piquing their curiosity. Most potential audience members will only see the first 10 words of your description, so make them count
- Second sentence – Tell listeners more about the podcast, e.g. the host and guest/s, who has produced it and the frequency of the show
- Third sentence – Describe briefly what's in it for them and why they should listen

Other real examples

NASA's curious universe

Our universe is a wild and wonderful place. Join NASA astronauts, scientists and engineers on a new adventure each week — all you need is your curiosity. Visit the Amazon rainforest, explore faraway galaxies and dive into our astronaut training pool. First-time space explorers welcome.

What Happens Next?

Fictional dystopias have never seemed so close to becoming reality. Is it too late to change our course? Monash University's *What Happens Next?* explores the biggest challenges facing the world today. Join academic and commentator Dr Susan Carland to learn from experts, listen to the people making a difference and discover how you can help drive change.

Podcast episode intros

- The start of each podcast episode should follow a consistent format:
- Introduce the name of the podcast and who it's by (Monash University...)
- Introduce the host/s.
- Mention who the podcast is for and briefly explain what the overall show or theme is about.
- Ensure guests also introduce themselves and, if applicable, mention they are from Monash

Example:

Hello and welcome to Monash University's ___ podcast by _____. This is the show for ___, all about ___. Have you ever struggled with ___? I'm _____, your host, and that's exactly what we're going to help you with in today's episode. We'll be speaking to _____ from Monash's Faculty of _____.

Help listeners find your podcasts

It's important to ensure you include the correct tags in your RSS feed and write a good show description using keywords to help listeners find your podcast in search engines and podcast directories such as Apple Podcasts and Spotify.

Most hosting platforms will provide tag fields for you to populate as part of the process of creating your podcast's RSS feed.

Author name

The 'show author' most often refers to the parent company of a podcast.

Set your podcast author name to '**Monash University**'

For example:

```
<itunes:author>Monash University</itunes:author>
```

Or you can include the related area after 'Monash University':

```
<itunes:author>Monash University, SensiLab</itunes:author>
```

```
<itunes:author>Monash University, Engineering</itunes:author>
```

Author information is especially useful if a company or organisation publishes multiple podcasts. Providing this information will allow listeners to search and see all shows created by the same entity.

Where to distribute your show

For the best reach for your podcast, you'll want to make it available in as many podcast directories as possible. There are four major podcast directories to consider first:

Apple Podcasts has a wide reach and huge listener base. Apple's approval process can take a bit longer than other platforms, so consider this when planning your show's launch. If you only add your podcast to one directory, make it this one – many other apps pull data from Apple Podcasts.

Spotify is one of the best options for Android users who don't use Apple Podcasts. Spotify's popularity is growing among podcast listeners, and it collects a lot of data about its users that can tell you more about your listening audience.

Amazon Music has an app and a web service and is used by the company's smart speakers.

Add My Podcast is a service that aims to simplify adding your podcast to many directories at once.

Next steps

Once your Monash branded podcast has been published and distributed, please email podcasts@monash.edu.

Podcasting advice and help

Always check in with your faculty marketing team for advice as a starting point.

The School of Media, Film and Journalism (MFJ) provide a wealth of information and podcasting expertise, training and facilities to get you going. Get in touch for help with producing a high-quality, professional podcast.

Contact [MFJ](#) for podcast support

UMAC does not provide podcast production or editing services but can recommend external providers with the skillsets required for starting and maintaining a podcast.

For more information about podcasting at Monash University, please email podcasts@monash.edu. Appearing on a podcast or considering starting your own? Watch UMAC's 10-minute '[Podcasting for Thought Leaders](#)' training online now.

Print collateral

Publications/brochures

WAYS INTO MONASH

ENTRY SCHEMES

Entry schemes
You can enter any of Monash's 100+ undergraduate courses through various entry schemes. These include:

- Monash College:** A residential campus for international students, offering a pathway to Monash University.
- Diploma Pathway:** A two-year program that includes the first year of a Monash undergraduate course.
- Internal Transfer:** A pathway for students who have completed a diploma or certificate elsewhere.
- TAFE/VCE:** Pathways for students who have completed a TAFE diploma or VCE certificate.
- Indigenous Pathway:** A pathway for Indigenous students, offering support and scholarships.
- University Transfer:** A pathway for students who have completed a degree at another university.

SCHOLARSHIPS

A scholarship will help you make the most of your time at university. There are many types of scholarships available, including:

- Academic scholarships:** Based on your academic achievements.
- Leadership scholarships:** For students who have demonstrated leadership skills.
- Research scholarships:** For students who are interested in research.
- International scholarships:** For international students.
- Indigenous scholarships:** For Indigenous students.
- Merit scholarships:** For students who have achieved high academic results.

SEE HOW
Go to www.monash.edu.au for more information.

Medicine, Nursing and Health Sciences

Medicine, Nursing and Health Sciences

Medicine
The Bachelor of Medical Science and Bachelor of Medicine (MBBS) program is a 6-year program that prepares students for a career in medicine. It includes a clinical placement year in the final year of the program.

Nursing
The Bachelor of Nursing program is a 3-year program that prepares students for a career in nursing. It includes a clinical placement year in the final year of the program.

Health Sciences
The Bachelor of Health Sciences program is a 3-year program that prepares students for a career in health sciences. It includes a clinical placement year in the final year of the program.

Entry Schemes

- Monash College:** A residential campus for international students, offering a pathway to Monash University.
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- Indigenous scholarships:** For Indigenous students.
- Merit scholarships:** For students who have achieved high academic results.

SEE HOW
Go to www.monash.edu.au for more information.

ACADEMIC PREREQUISITE LEVELS

All Monash undergraduate courses require you to have previously studied and achieved required standards in certain specified subjects.

| Level | Subjects | Monash | Other |
|---------|-------------------------------------|-------------------------------------|-------------------------------------|
| Level 1 | Mathematics 1, English 1, Science 1 | Mathematics 1, English 1, Science 1 | Mathematics 1, English 1, Science 1 |
| Level 2 | Mathematics 2, English 2, Science 2 | Mathematics 2, English 2, Science 2 | Mathematics 2, English 2, Science 2 |
| Level 3 | Mathematics 3, English 3, Science 3 | Mathematics 3, English 3, Science 3 | Mathematics 3, English 3, Science 3 |

APPLICATIONS AND FEES

HOW TO APPLY

For most courses, you'll need to apply for an undergraduate course. You can apply online through the www.monash.edu.au website.

FEES

Commonwealth Supported Places
Commonwealth Supported Places (CSP) are places that are funded by the Australian Government. They are available to Australian citizens and permanent residents. CSP places are subject to a selection process and are limited in number.

International Fees
International students are required to pay tuition fees and other costs. The total cost of a degree at Monash University is approximately \$20,000 per year. International students should also consider the cost of living in Melbourne.

SEE HOW
Go to www.monash.edu.au for more information.

HOW TO BUILD YOUR COURSE

Whether you have a clear study path in mind or are still weighing your options, you can design a course that best suits you.

COURSE TYPES

- Undergraduate:** A 3-year program that prepares students for a career in their field.
- Postgraduate:** A program that allows students to specialize in their field of study.
- Research:** A program that allows students to conduct research in their field of study.
- Professional:** A program that prepares students for a specific profession.

DOUBLE DEGREES

Double degrees allow you to earn two degrees in two years. This is a great option for students who are interested in two related fields of study. Double degrees are available in a range of disciplines, including:

- Law and Business:** A double degree that prepares students for a career in law and business.
- Engineering and Science:** A double degree that prepares students for a career in engineering and science.
- Medicine and Health Sciences:** A double degree that prepares students for a career in medicine and health sciences.

SEE HOW
Go to www.monash.edu.au for more information.

Apparel and merchandise

Apparel and merchandise are powerful marketing tools that transform the Monash brand into a tangible, lived experience. High-quality, branded items act as mobile billboards, fostering a sense of pride and belonging while turning our community into global brand ambassadors. Strict adherence to our guidelines is vital to maintaining impact and consistency.

- The Monash logo is to appear on all merchandise and apparel (except some designs in the heritage apparel range that use the full 'Monash University' wordmark and crest).
- Use the Monash blue crest logo on light backgrounds, or the white reverse logo on dark backgrounds.
- Products and garments colours should be either Monash blue, black, white or grey.
- Monash blue should ideally be the colour of the product or Monash blue can be added via the blue crest and/or the M device and panels of Monash blue. (Apparel ranges have specific graphic elements that can be applied to assist in adding the blue).
- If/when entities of the university need to be displayed, if space allows use a typographic treatment, or, use bold Helvetica Neue Condensed type – but don't replicate a typographic treatment using this font.

For our full clothing range – including staff, student, sports, and varsity uniforms—please view the [apparel and merchandise](#) section in the brand book or visit [The Monash Shop](#) on campus (or online) to browse available merchandise. For custom-designed items, simply submit a [brand requests](#).

Note: In alignment with the University's commitment to sustainability and ethics, please assess the environmental impact and modern slavery policies of all suppliers (including packaging) during your selection process.



Business cards, stationery

Business cards and letterheads can be ordered **via Monash Print Services only**. Please email mps@monash.edu if you have any queries regarding your business card details.

Certificates

Simple certificate templates can be downloaded from the Brand book [template page](#) and/or there are certificate templates set up in Canva, ready to be used.

Print production

Paper stock, finishes and print quality should all reinforce the prestige of the Monash University brand. Paper stock should also take into account the University's sustainability initiatives.

Paper stock

- Use bright-white paper stock* (our preferred stock is Magno Plus Silk). This reflects openness and modernity. Don't use off-white, flecked or other colours.
- Stock weight can range from 140-400gsm.
- Finishes should be smooth and can use coated or uncoated stock. Coated stock should be a matte or satin finish to retain the ability to be marked with a ballpoint pen.

Where possible, Monash requires the use of manufactured paper stock using low environmental impact FSC® certified pulps sourced from well-managed forests, in a facility that is ISO14001 and ISO50001 accredited. It must also be produced Elemental Chlorine Free (ECF) and be 100% recyclable.

Finishes

- A matte plasticote 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 primary message or provide a point of interest.

Colour

- Ensure that all Monash colours are produced using the CMYK colour breakdowns, (see page 31).
- Use PMS colours where relevant; don't use the default PMS to CMYK conversion.



**For further information
submit a brand request**

CRICOS provider: Monash University 00008C
26DES-4799

