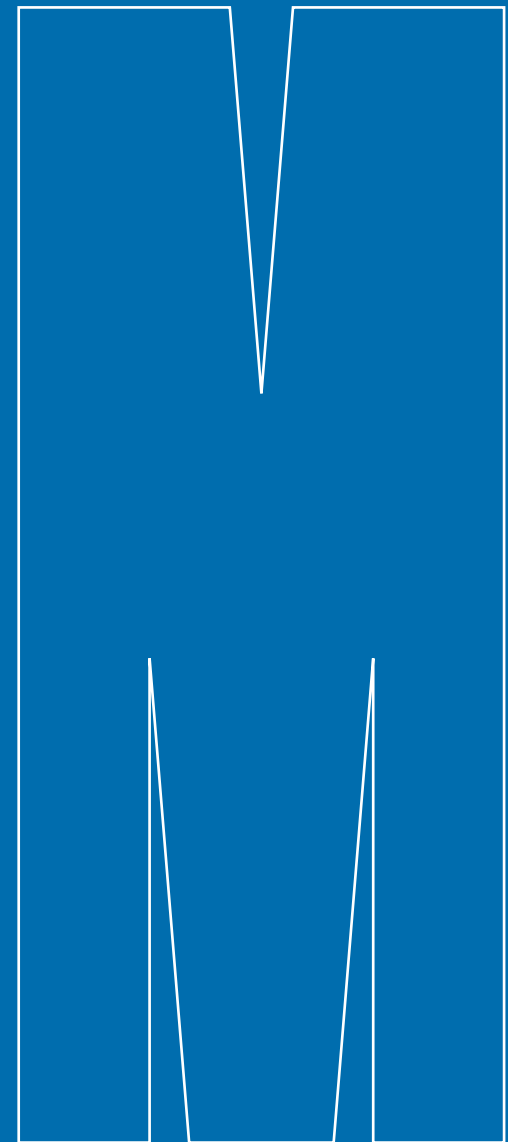




BRAND **FAST** **FACTS**

APRIL 2026



BRAND FAST FACTS

What we do

- We have a digital-first mindset.
- We develop designs that are contemporary and modern.
- We reflect our brand personality – authentic, ambitious and fiercely purposeful.
- We celebrate our diversity and are always inclusive.
- We highlight our actions to achieve sustainability goals and achievements.
- We flex our identity based on content, channel and audience
- We apply our core and flex elements in various combinations, to create communications that sit along a spectrum – ‘Subtle and sophisticated’ versus ‘Vibrant and energetic’.
- We use our voice to communicate our confidence.
- We use Monash blue to differentiate, emphasise and reinforce our identity. secondary and tertiary colours are used sparingly to allow our primary colour to dominate.
- We apply utility colours ONLY if additional colours are required for data visualisation and complex information graphics.
- We use photography that is unique to Monash.
- We apply the brand consistently, at times using templates.
- We’re focused on all of our audiences, and are 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 our audience wants, at the time that they want it, in the channel they choose.

Brand toolkit

Our toolkit is made up of Core and Flex elements.

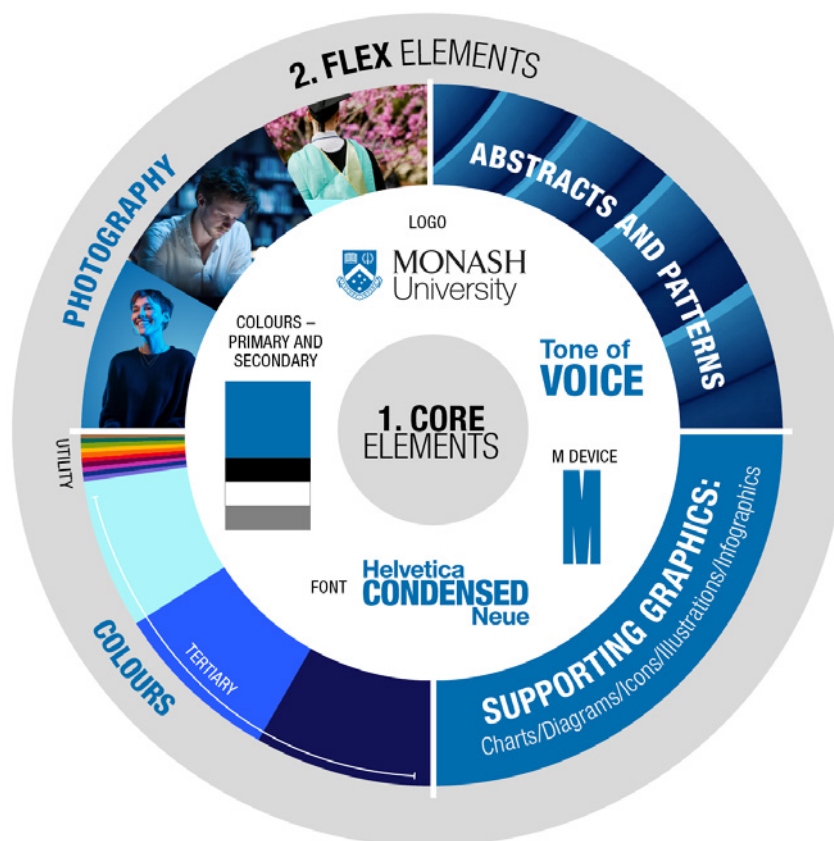
CORE elements:

These are the consistent, ever present elements of our brand identity.

FLEX elements:

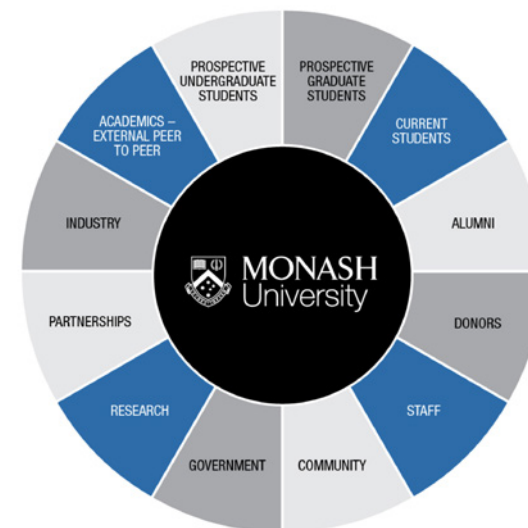
These elements can be added to the core to stretch and flex for different audiences, content and campaigns.

The brand toolkit can be used in different combinations to create communications that have the flexibility to appear either subtle and sophisticated or vibrant and energetic depending on the content and audience.



Our audiences

Monash University has a wide and varied audience, each with specific needs and considerations. These are just a few.



Legal responsibilities

As part of ESOS (Education Services for Overseas Students) compliance, all external communications and all Monash University website pages must display:

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

Privacy laws require consent to be obtained when using an image of a person, where that person is named or someone could reasonably work out who the person is. Please refer to the [Brand book](#) for our [Talent release forms](#).

Our collateral is not to mislead audiences nor misrepresent our University. We are to be GDPR compliant. For advice, please contact Monash University's Office of the General Counsel (OGC).

BRAND FAST FACTS

Logo

- ✓ Use the stacked logo unless space is an issue.
- ✗ Don't distort or alter the logo in any way.
- ✗ Don't use the crest or wordmark on its own.



Blue stacked version is used for all communications materials. It should appear on white/light backgrounds.

Reverse version of the logo, used on dark/colour backgrounds.

Other formats to suit limited space



One-line version



Vertical version. DO NOT USE with a typographic treatment.

Fonts

- ✓ Consistent use of Helvetica Neue Condensed as headline font (x3 weights ie light, bold, heavy).
- ✓ Helvetica Neue as body font.
- ✓ Alignment can be left, right or centred.
- ✓ Type can be outline, run vertical.
- ✓ Encourage creative typographic solutions.

Headings **HELVETICA NEUE CONDENSED – ALL CAPS**

Body copy Helvetica Neue Light

Online ROBOTO

Substitute fonts (when Helvetica Neue is not available)

Headings **ARIAL NARROW**

Body copy Arial

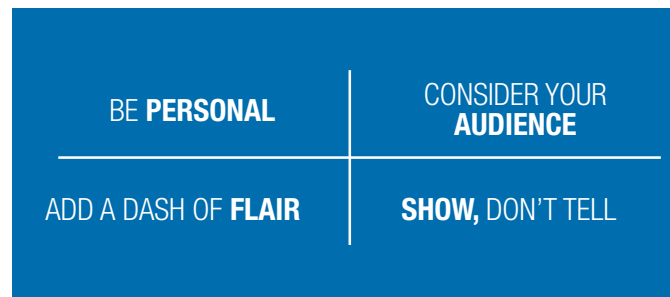
'M' device

- ✓ Keep the 'M' device ratio – 1:2:3.
- ✓ The M can:
 - contain imagery
 - be placed as a transparency over an image
 - contain text or sit behind text as a background
 - appear as a keyline
 - be used as a single element or used in multiples to create an M pattern
 - can become a physical or conceptual element, allowing it to assist in storytelling.
- ✓ The M device is a supporting device to our logo, not a replacement.
- ✓ The M device is to be present on ALL applications (except Instagram).



Tone of voice

- ✓ Be personal, consider your audience, add a dash of flair, show rather than tell.
- ✓ Our brand personality (authentic, ambitious, fiercely purposeful) should be dialled up or down according to audience, content and intention.



Multi-audience lockup device (MAL)

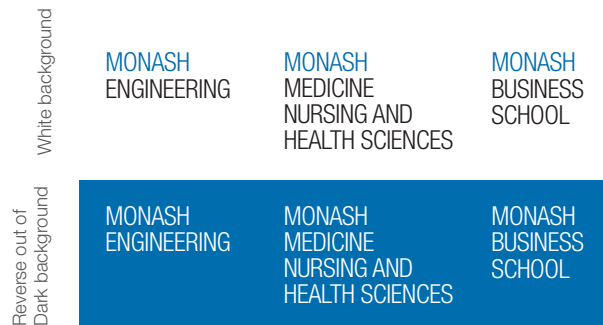
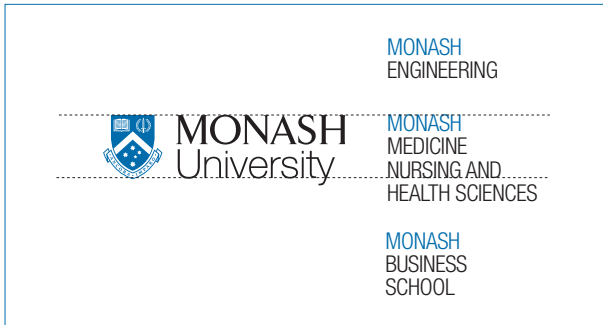
- ✓ Use the 5-stack version for messages relating to the University's brand campaign 'Change it'.
- ✓ Use the MAL device when the 'M' device adversely impacts design.
- ✗ Don't use the MAL device as a logo; it should never replace the Monash University logo.
- ✗ Don't change the wording of the MAL device.



BRAND FAST FACTS

Typographic treatment

- ✓ Create the typographic treatment using the correct font and formatting.
- ✓ Position the typographic treatment either stacked or on one line opposite to the Monash University logo.
- ✗ Don't include words such as 'faculty of' and 'school of' within the typographic treatments. You can refer to your entity in full within your content.
- ✗ Don't refer to, or distribute, the typographic treatment as a logo.



Colour

- ✓ Primary colour is always used first and must dominate.
- ✓ Secondary colours support the primary colour.
- ✓ Tertiary colours support both primary/secondary palette, mainly via gradients, accents in text, illustrations and photography only.
- ✓ Introduce utility colours only if additional colours are required for data visualisation and complex information graphics.
- ✓ Gradients are limited to two colours. Use Monash blue as the dominant proportion where applicable.
- ✓ Proportions vary depending on audience and content.
- ✗ Avoid tinting colour where possible.

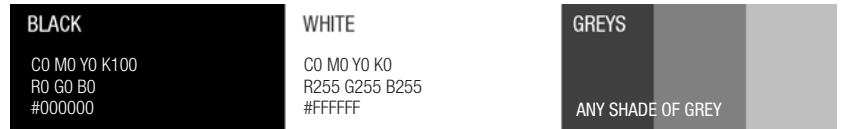
Photography

- ✓ Find ways to insert action into otherwise static shots.
- ✓ We use a photojournalistic style of imagery.
- ✓ Images should reflect our brand personality (authentic, ambitious, fiercely purposeful).
- ✓ Blue abstract imagery which reflects colour/movement is welcomed when photography is not possible or available.
- ✓ Campuses should be active with a human presence.
- ✓ Inject Monash blue wherever possible.
- ✗ Don't use obviously staged, cliché images.

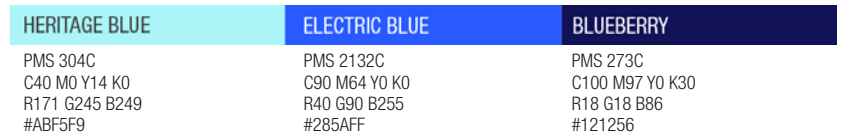
1. Primary – to be used across all applications



2. Secondary – to support the primary colour



3. Tertiary – to support the primary colour



4. Utility – limited to wayfinding, tables/charts/graphs only (see brand book for values)

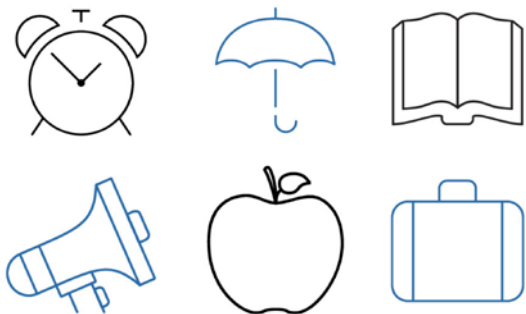


BRAND FAST FACTS

NOTE: NEW BOLD MODERN ICONS AND FRESH ILLUSTRATION GUIDELINES ARE COMING SOON

Icons

- ✓ Icons should communicate your message quickly and effectively.
- ✓ Simple, clean linework only.
- ✓ Icons are not used as logos or images.
- ✓ Less is more – overuse dilutes their effectiveness.
- ✓ Source icons from our library first (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.



Illustrations

- ✓ **Photography is our first go-to for imagery.** Illustration is to be used only when photography is not available, and it must demonstrate/communicate content only.
- ✓ Illustrations are contemporary, clean and stylised.

There are two illustration styles.

1. Icon style: Simple, flat-line – similar to our icon style. No shading. Primary colour palette is always dominant; one or two secondary colours can be applied sparingly to highlight or add interest.



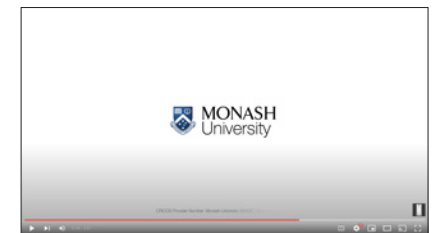
2. Detailed style: More detailed, contemporary and stylised. Illustrations are kept simple, but allow for more detail and storytelling. Backgrounds are toned back. Both the secondary and primary colour palettes can be applied. Monash blue should appear somewhere on all frames.



- ✓ Celebrate the diversity and inclusivity of our people. Consider varying skin tones, hair colour, age (suitable to the audience) and clothing.
- ✓ Characters are to be stylised and can appear without facial features to focus on the situation/environment. Simplistic features and facial expressions can be drawn, using minimal line work only when emotion is required. Steer away from 'cutesy' characters.

Video outro

- ✓ The Monash outro is applied at the end of all Monash University videos. Various files can be found in the Brand book.
- ✓ Jump straight into content, i.e context should be provided in the copy of the social post, email, website, or event where the video is displayed.
- ✓ Apply our fonts and colours to videos
- ✓ Music selected should relate to audience.



Video outro

