MONASH WARWICK ALLIANCE
BRAND GUIDELINES 2018
In 2012, Monash University and the University of Warwick joined forces in an agile and progressive global partnership to deliver world-leading research and teaching opportunities. Now in its second five-year term, the Monash Warwick Alliance has refined and developed this shared vision to challenge the traditional concepts of higher education.

Recognised as a leader in global education, the Alliance combines the exceptional teaching and research capabilities of two world-class universities to meet the challenges of the 21st century.

Collaborative, ambitious and innovative, the Alliance is truly global. It crosses geographic borders, but beyond that, it is global in its thinking, its aspirations and its opportunities.
ALLIANCE LOGO

The Alliance logo combines both Monash University and The University of Warwick logo’s. This logo appears in Black or White (reverse) only.

A ‘Supported by’ Alliance logo combines both University logo’s and is applied when the Alliance is supporting research activities or student led activities such as ICUR. This logo appears in Black or White (reverse) only.

Minimum clear space

[Diagram showing logo examples and minimum clear space]
A global university partnership

Supporting statement

monash.edu

warwick.ac.uk
SUPPORTING STATEMENT

To reinforce our global alliance, a supporting statement is placed on the opposite side to the Alliance logo.

The supporting statement must always be positioned on the opposite side to the alliance logo lock up. Please see example below.

The supporting statement always appears in caps. Font is Helvetica Neue Condensed (or Arial Narrow). Point size is the same as the leading size ie 15pt/15pt.

It is scaled to match the height of the Warwick logo.

RESTRICTED SPACES

At times the Alliance logo lock up and supporting statement may not fit if space is restricted (for example, in third party leaflets). In this instance the supporting statement is dropped and becomes a line centred above the logo lock-up. This logo is available to use in these situations only. Approval must be sought from the Monash and Warwick Communications Officers.

LEGAL REQUIREMENTS

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

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.
# COLOUR PALETTE

The Alliance colour palette is a combination of similar colours from both University colour palettes.

<table>
<thead>
<tr>
<th>Colour</th>
<th>PMS Code</th>
<th>CMYK</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLACK</td>
<td></td>
<td>C0 M0 Y0 K100</td>
<td>R0 G0 B0</td>
</tr>
<tr>
<td>WHITE</td>
<td></td>
<td>C0 M0 Y0 K0</td>
<td>R255 G255 B255</td>
</tr>
<tr>
<td>AUBERGINE</td>
<td>PMS 2623C</td>
<td>C75 M100 Y8 K26</td>
<td>R81 G28 B108</td>
</tr>
<tr>
<td>SKY BLUE</td>
<td>PMS 652C</td>
<td>C65 M30 Y0 K0</td>
<td>R86 G152 B210</td>
</tr>
<tr>
<td>BRIGHT BURNT ORANGE</td>
<td>PMS 021C</td>
<td>C0 M65 Y100 K0</td>
<td>R244 G121 B32</td>
</tr>
<tr>
<td>BURNT ORANGE</td>
<td>PMS 166C</td>
<td>C0 M76 Y100 K0</td>
<td>R242 G99 B34</td>
</tr>
<tr>
<td>MONASH BLUE</td>
<td>PMS 2945C</td>
<td>C100 M50 Y5 K5</td>
<td>R0 G109 B174</td>
</tr>
<tr>
<td>LIGHT BLUE</td>
<td>PMS 299C</td>
<td>C75 M21 Y0 K0</td>
<td>R0 G159 B218</td>
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<tr>
<td>ORANGE</td>
<td>PMS 1645C</td>
<td>C0 M76 Y88 K0</td>
<td>R252 G98 B46</td>
</tr>
</tbody>
</table>

This Orange and Burnt Orange are very close, can be either/or.
HERO VISUAL

Monash Warwick Alliance marketing materials utilise a strong, dynamic geometric pattern made up of shards of colour from our colour palette. Sharp angles and bold use of colour reflect a collaborative and progressive relationship.

This look becomes our ‘hero visual’ that (along with the logo, colour palettes and fonts) ties the Monash Warwick Alliance collateral together.

While the purple is the preferred option, other colour combinations from the palette can also be implemented into a design, showing the flexibility and versatility of this visual.
THE FUTURE OF EDUCATION LIES IN GLOBAL PARTNERSHIP

The Alliance harnesses the collective strength of two universities from opposite sides of the globe, creating international opportunities for all.

ACCESSING GREAT MINDS TO TACKLE REAL WORLD CHALLENGES

DRIVING CHANGE THROUGH CUTTING-EDGE RESEARCH

PREPARING STUDENTS FOR A GLOBAL FUTURE

TRANSFORMING THE STUDENT LEARNING EXPERIENCE

TWO UNIVERSITIES. INFINITE OPPORTUNITIES.

Web banners are to be designed using the Monash website "Roboto" font
COLLECTOR – Supported by

HEADING
Arial Narrow Bold 24pt

Introduction
Sub head

Word banner template
CONTACT INFORMATION

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W: monash.edu/international/monash-warwick

University of Warwick
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W: warwick.ac.uk/global/mwa