




MONASH
University



MONASH
WARWICK
ALLIANCE

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.



Reverse version



Minimum clear space

■ = M

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.



Reverse version



Minimum clear space

■ = M

FONT

Headings (Monash font)

HELVETICA NEUE CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Substitute font headline

ARIAL NARROW

Body copy (Warwick font)

Avenir
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Substitute font body copy

Calibri

Alliance logo lockup

Supporting statement

MONASH University | WARWICK THE UNIVERSITY OF WARWICK

MONASH WARWICK ALLIANCE

Heading Title
Sub-Title

Header and Subhead font is Helvetica Neue Condensed

Oruptatem. Itae. Ut eum vel inis esto vel idis eatur, in coriaes ius elit pedio tectur?

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Oruptatem. Itae. Ut eum vel inis esto vel idis eatur, in coriaes ius elit pedio tectur?

SUB HEAD

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SUB HEAD

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IMAGE

HEADING 2

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monash.edu
warwick.ac.uk

Body text font is Avenir

SUPPORTING STATEMENT

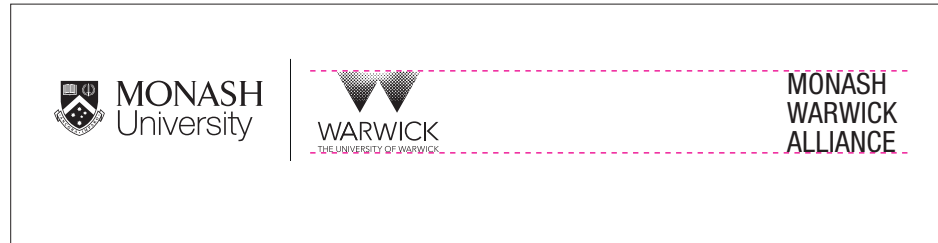
To reinforce our global alliance, a supporting statement is placed on the opposite side to the Alliance logo.

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.

MONASH WARWICK ALLIANCE



The supporting statement is always scaled to the same height as the Warwick component of the Alliance logo.

The same is applied when using the supported by version of the Alliance 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.

CRICOS provider: Monash University 00008C

COLOUR PALETTE

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

BLACK		C0 M0 Y0 K100	R0 G0 B0	HEX 000000
WHITE		C0 M0 Y0 K0	R255 G255 B255	HEX ffffff
AUBERGINE	PMS 2623C	C75 M100 Y8 K26	R81 G28 B108	HEX 511c6c
SKY BLUE	PMS 652C	C65 M30 Y0 K0	R86 G152 B210	HEX 5698d2
BRIGHT BURNT ORANGE	PMS 021C	C0 M65 Y100 K0	R244 G121 B32	HEX f47920
BURNT ORANGE	PMS 166C	C0 M76 Y100 K0	R242 G99 B34	HEX f26322
MONASH BLUE	PMS 2945C	C100 M50 Y5 K5	R0 G109 B174	HEX 006dae
LIGHT BLUE	PMS 299C	C75 M21 Y0 K0	R0 G159 B218	HEX 009fd9
ORANGE	PMS 1645C	C0 M76 Y88 K0	R252 G98 B46	HEX fc6228

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

HERO VISUAL

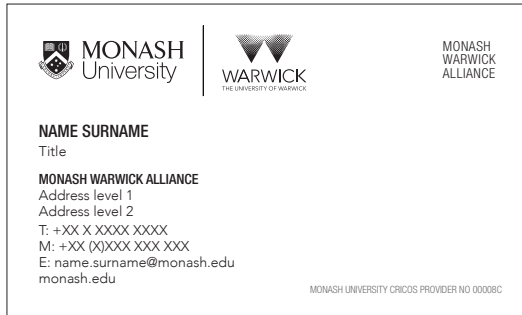
Monash Warwick Alliance marketing materials utilise a strong, dynamic geometric pattern made up of shards of colour from our colour palette. Sharp angles and bold use of colour reflect a collaborative and progressive relationship.

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.



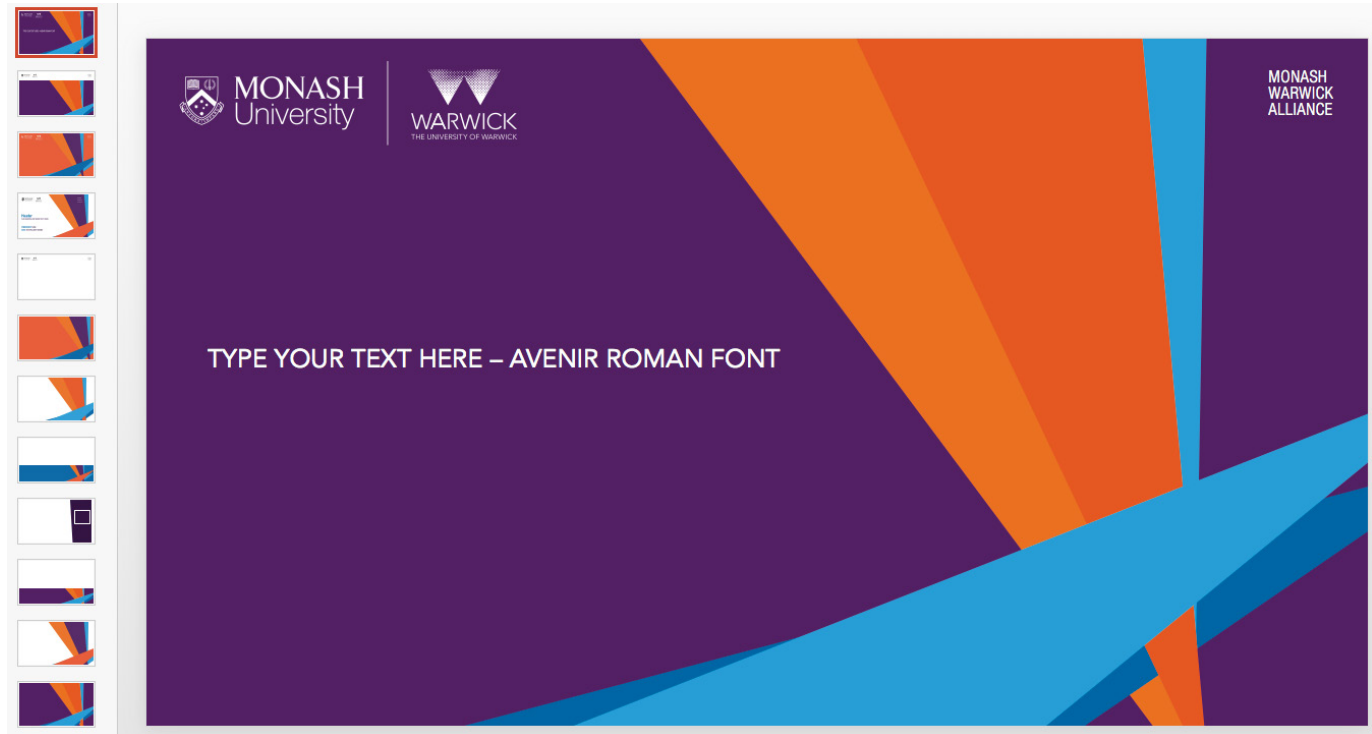
COLLATERAL



Business card – Front



Back

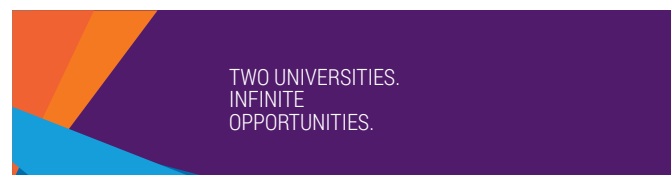


PowerPoint master pages

COLLATERAL



Folder cover



Web banners are to be designed using the Monash website 'Roboto' font



EDM header

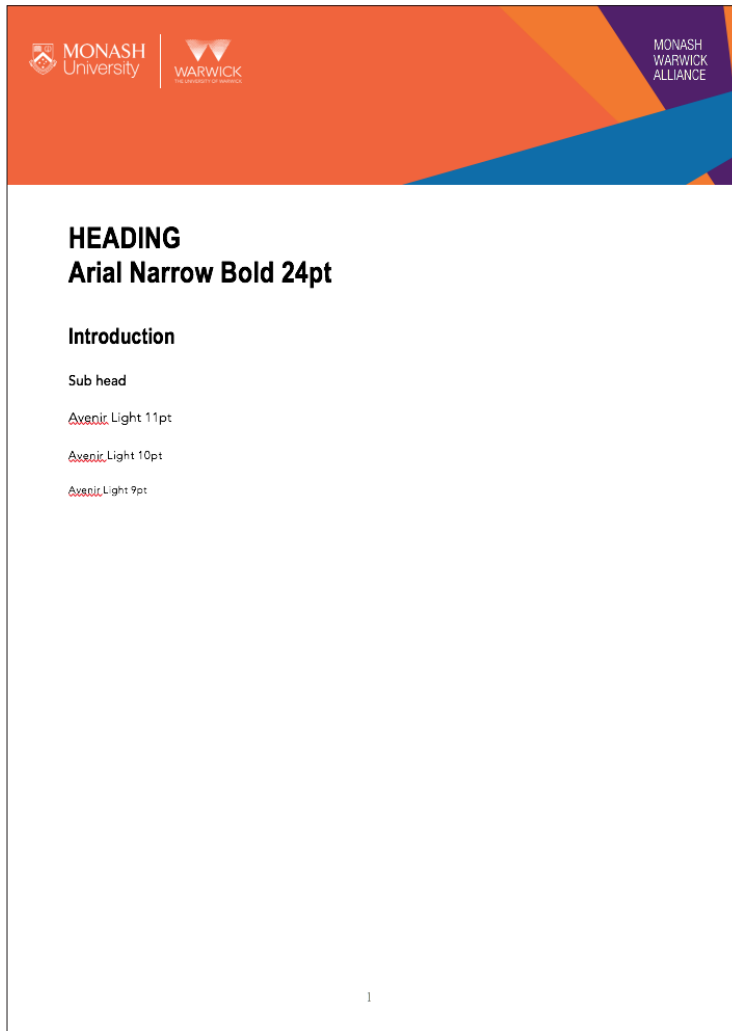
COLLATERAL



Social media – Facebook and LinkedIn banner and profile pic

Social media – Twitter banner and profile pic

COLLATERAL



The banner template features a header with the Monash University and Warwick logos on the left and the text 'MONASH WARWICK ALLIANCE' on the right. Below the header, the main content area contains the following text:

HEADING
Arial Narrow Bold 24pt

Introduction

Sub head

Avenir Light 11pt

Avenir Light 10pt

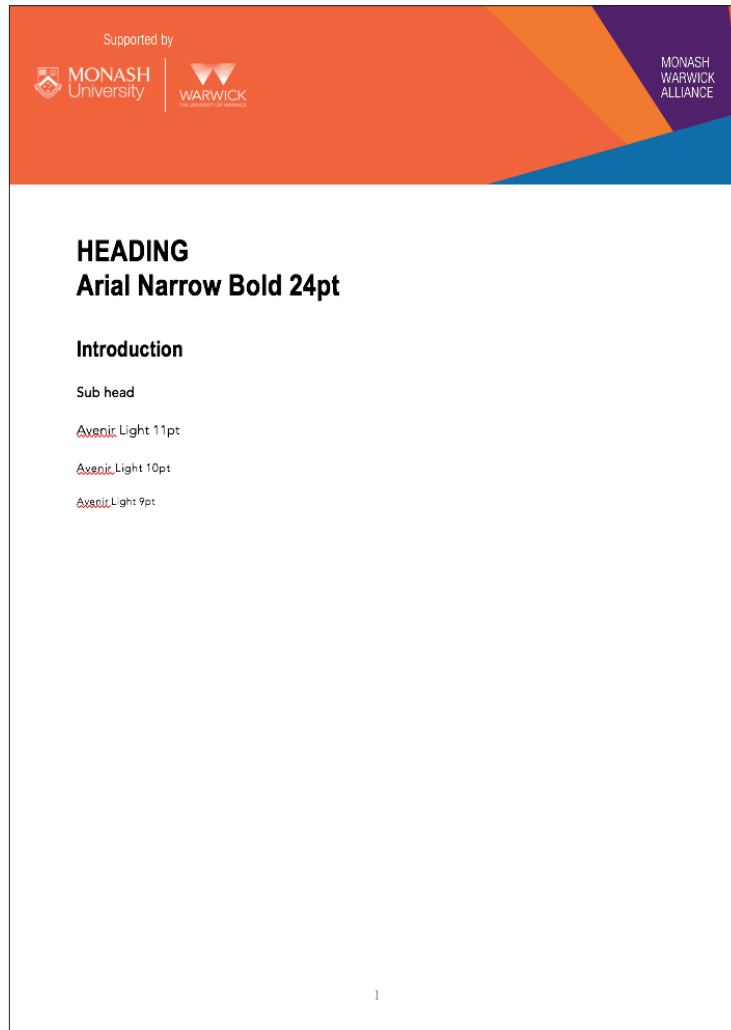
Avenir Light 9pt

1



Word banner template

COLLATERAL – Supported by



Supported by

MONASH University | WARWICK THE UNIVERSITY OF WARWICK

MONASH WARWICK ALLIANCE

HEADING
Arial Narrow Bold 24pt

Introduction

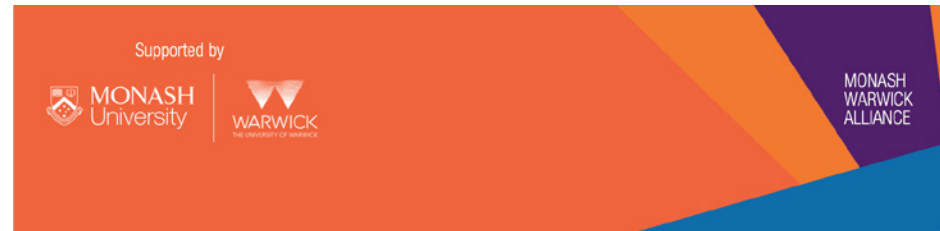
Sub head

Avenir Light 11pt

Avenir Light 10pt

Avenir Light 9pt

1



Word banner template



MONASH
WARWICK
ALLIANCE

CONTACT INFORMATION

Monash University

E: mw-alliance@monash.edu

W: monash.edu/international/monash-warwick

University of Warwick

E: mw-alliance@warwick.ac.uk

W: warwick.ac.uk/global/mwa