



## Introduction from Vice Chancellor

Murdoch University has long been renowned for its success in breaking new ground. The spirit of discovery is core to the character of our University.

Our new 'Discoverers Welcome' branding theme goes to the heart of Murdoch University – a personification of our passion for research, and our commitment to high quality teaching and learning through a combination of theory and practice. The launch of the Discoverers Welcome brand represents a major re-awakening of University's public profile.

To build a strong, dynamic brand identity we must have a consistent 'look and feel' across all our communications. This will help extend our effectiveness in promoting the University to prospective students, government, industry and the community and assist in expanding our capacity to attract additional research funding.

This Style Guide sets out the guidelines for applying the visual look and feel of the new brand. To be effective we will need strict adherence to the Guide in all communications.

Should you require assistance, Ms Helen Moorhead, Manager of Brand Marketing in the Office of Corporate Communications and Public Relations, is available to assist you implement the brand identity contained in the Style Guide.

I trust you will find the Guide a useful document in ensuring that together we bring Discoverers Welcome to life for the benefit of the entire University community.

A handwritten signature in black ink, appearing to read 'John Yovich', is written in a cursive style.

Professor John Yovich AM

Vice Chancellor

