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Discoverers Welcome positioning line

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The positioning line Discoverers Welcome has been created to express the new Murdoch branding. It expresses the University's core values of resourcefulness, free-thinking and being a place where discovery is encouraged and enabled.

A typeface – Discoverers - has been created especially for the line, and it can be shown as text or within a brush stroke and in various combinations with the other elements of the brand identity.

On the following pages are guidelines for use of the Discoverers Welcome positioning line.



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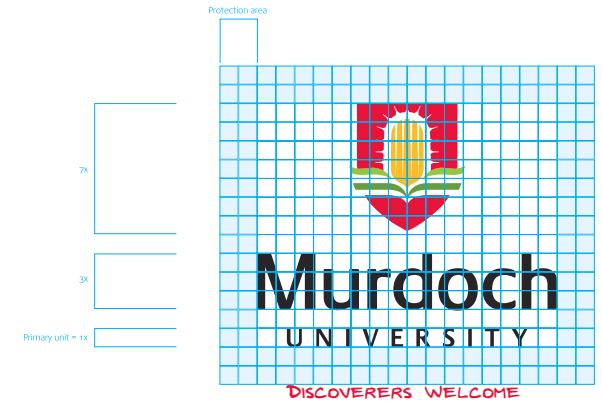
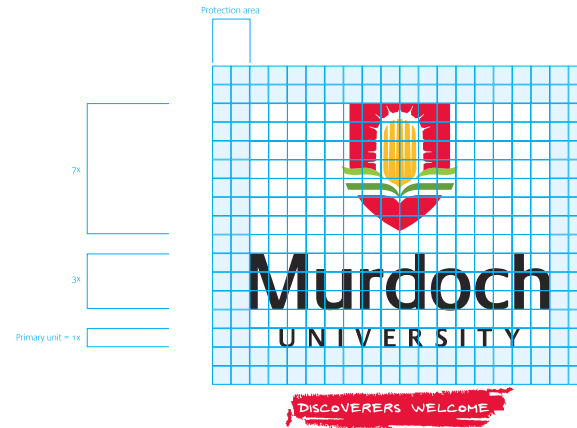
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Discoverers Welcome positioning line

The Discoverers Welcome positioning line can be applied as text or within a brush stroke.

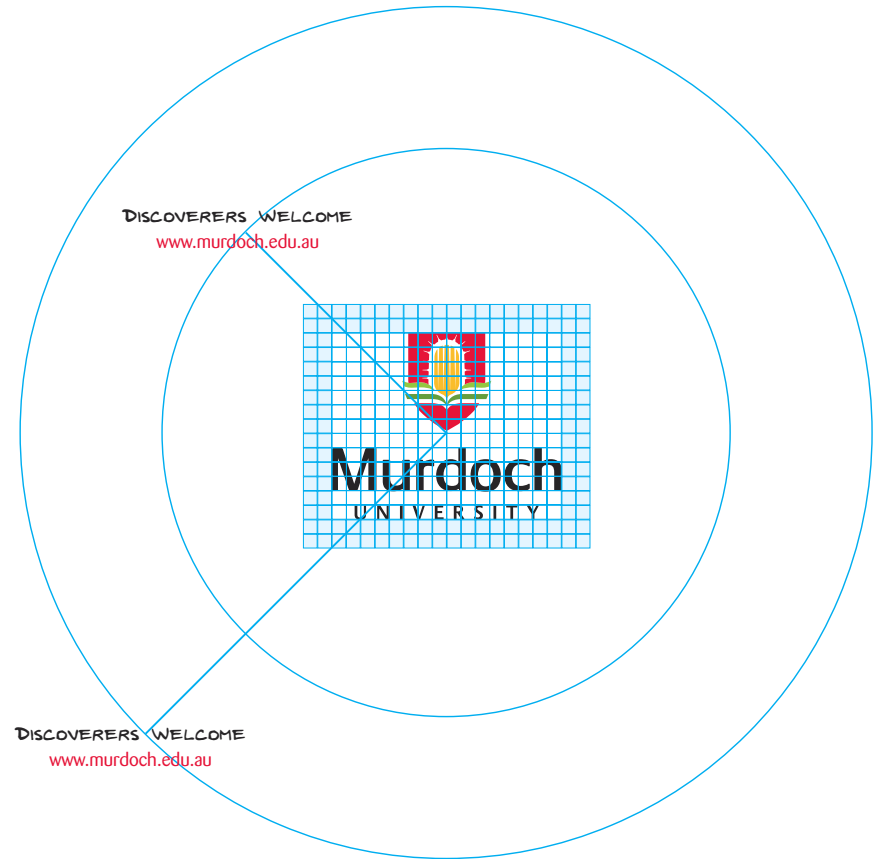
These applications show how the positioning line is applied to the portrait logo.



Application of positioning line and web address with logo

When the positioning line and web address are used with the logo (either version), they should be applied as shown.

Minimum radius 10x from logo



The three elements must always appear together



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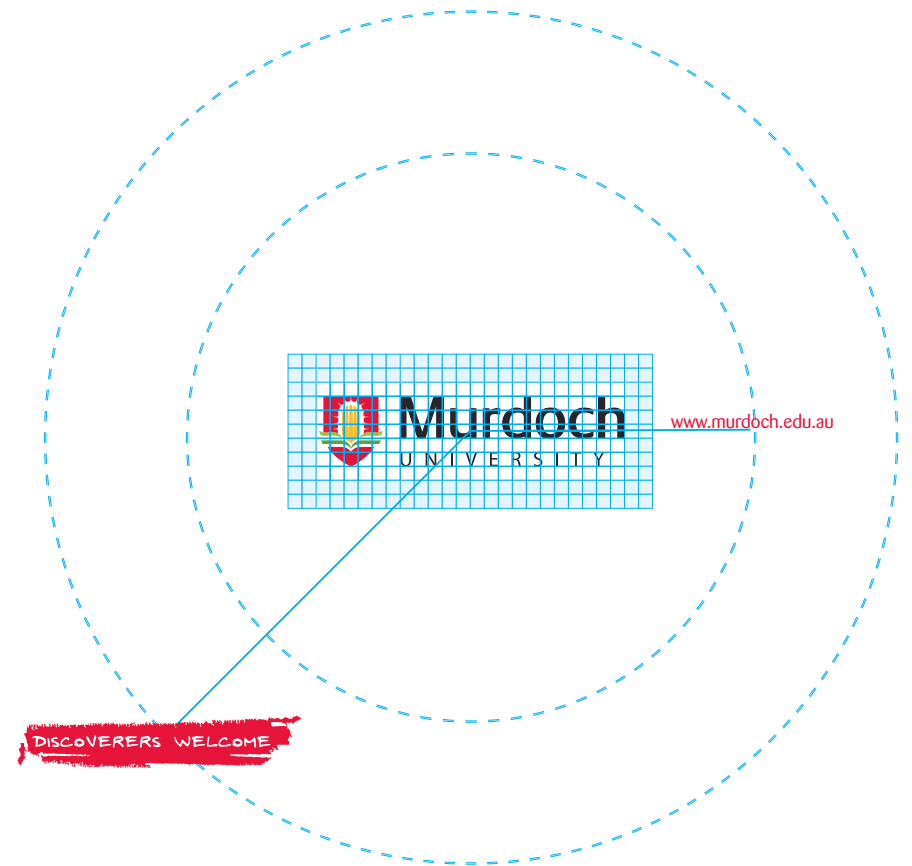
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Application of positioning line and web address with logo

The positioning line and web address can appear as shown



Example:

