



Murdoch
UNIVERSITY

Murdoch brand typography

Typography

A *typeface* is a visual element that forms an important part of an organisation's corporate brand. The following typefaces have been introduced to support the Murdoch brand identity.

If you do not have access to these typefaces, you can use Verdana as the replacement typeface (see page 23).

Corporate typefaces

General headings •

Barmeno

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

General body copy •
Captions •

Shannon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

"Discoverers Welcome" positioning line •
Headings on marketing material •

DISCOVERERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%^&*()

Stationary •
Signage •
Non thematic occasions •

Praxis Expert

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Typography

When you do not have access to the corporate fonts, you should use Verdana.

It can be used in all forms of printed material, the body copy for letters and electronic communications such as email.

The 'regular' weight is for normal use, 'bold' for headings and 'italic' for special emphasis within text.

Replacement typeface

- Internal documents such as reports, letters and emails •
- This is a standard font and is available on PCs and Macs •

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()