



Brand Guidelines

Version 7a



2 October 2020

The MCRI brand identity offers an opportunity to tell a new story about who we are. We need to ensure our brand matches the power of the institute, positions MCRI as the leader, and allows MCRI to be better understood and more accessible to its key audiences.

These guidelines outline the basic elements which make up our brand identity. These guidelines will continue to be updated and expanded as the brand identity is defined. The use of the MCRI logo and brand identity requires approval.

For approvals and for any queries, please email marketing@mcri.edu.au



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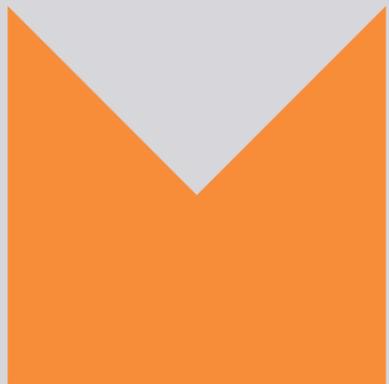


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M C R I
M C R I
M C R I
M C R I
murdoch
children's
research
institute

Brand Elements



The Primary Logo

The MCRI logo is our main brand identifier. The logo consists of two elements - the MCRI symbol and the MCRI wordmark.

When applied in a consistent and distinctive manner, the logo is an essential tool, enabling us to identify and distinguish ourselves.

The MCRI logo has been designed as a unit and should never be altered, redrawn or typeset. Always reproduce the logo from master artwork files provided by the Marketing and Communications team.

The full colour version of the logo is the preferred option. Our preference is to use the logo over a white background.

Primary Logo, full colour



The Primary Logo - Spacing

There are some general spacing and sizing rules governing the use of the logo which should be followed at all times.

Minimum space

In order to clearly recognise the logo, it is important that it sits within an area of clear space.

An exclusion zone has been defined that prevents other elements interfering with the prominence of the logo. This zone is equal to 1/3 the height of the logo (indicated by the symbol x in the diagram to the right).



Minimum size

The logo should not be used at a size where it is too small to read or be recognised properly. The minimum size is measured by the height of the symbol as shown.

Please be aware that the minimum size may be larger for some reproduction processes, such as embossing, stitching, etching etc.

Print



Web



The Secondary Logo

The MCRI mono colour logo and reversed out logo are the secondary options when the full colour logo is not an option.

On cost-effective print runs, such as envelopes, it may be necessary to use the mono colour logo.

When background colours do not allow for the MCRI logo to be clearly differentiated, it may be necessary to use the reversed out logo.

An additional 'special treatments' logo is available upon request for embossing, debossing, foil stamp etc.

Requests can be made to marketing@mcri.edu.au

Mono colour logo (with gradient)



Reversed out logo (with gradient)



The MCRI Symbol

A special version of the symbol has been produced for use on social media.

The distance between the elements within the symbol has been adjusted in order to create a stronger 'on-screen' impression at a small size.

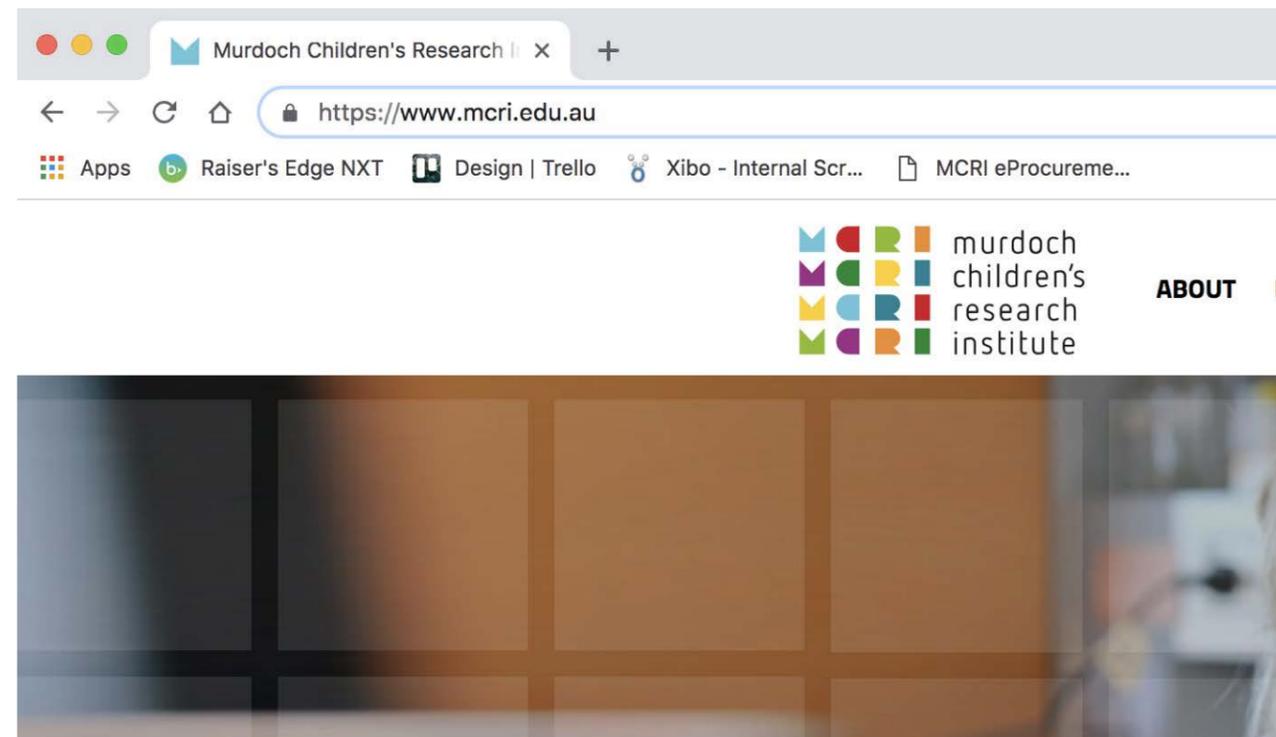
The MCRI symbol version should not be used without MCRI marketing approval.



The MCRI Favicon

A special symbol has been created from a portion of the MCRI logo for use as a favicon. The favicon is a small icon displayed in the address bar of the browser window accessing the MCRI website.

This favicon should not be used without MCRI marketing approval.



Don'ts of the logo



1. Backgrounds

Don't place the logo over backgrounds or images that decrease legibility and contrast



2. Reconfiguring

Don't change the size or placement of any logo element



3. Stretch/squeeze

Don't stretch or distort the logo in any way



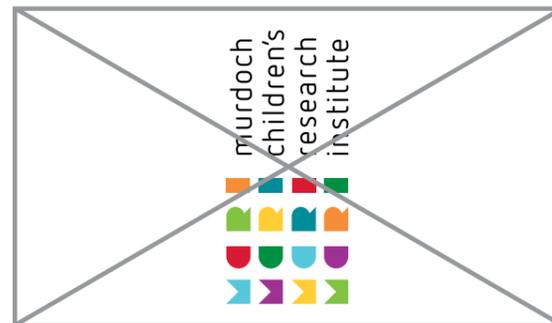
4. Colour

Don't change the colours of the logo



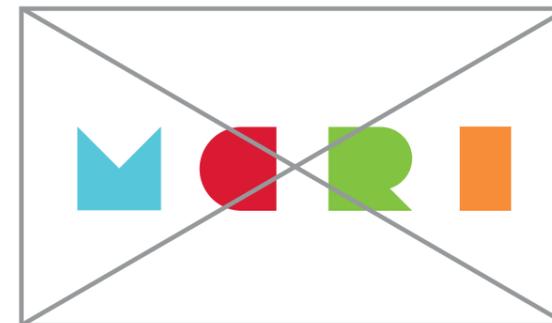
5. Drop Shadow

Don't add "drop shadow" effects to the logo



6. Orientation

Don't change the logo's orientation



7. Separating

Don't use parts of the logo separately unless part of a graphic device



8. Recreate

Don't recreate any elements in the logo

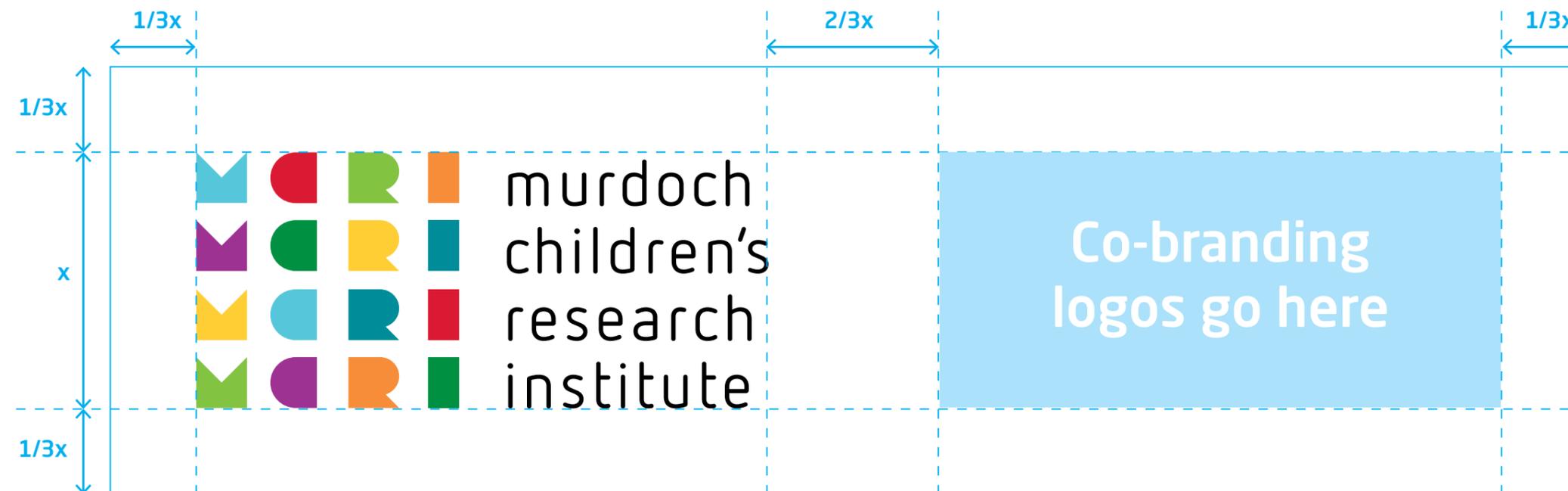


Co-branding

It is important to ensure the integrity of the MCRI brand is maintained when co-branding with other logos.

A space of $2/3x$, as demonstrated by the minimum space guides shown here, should be left between the logos.

For guidance on the Melbourne Children's brand (the campus 'lockup' of RCH, MCRI and UoM), please email marketing@mcri.edu.au



Co-branding

Where more than one co-brand logo is required, these will be placed to the right under the same space rules.



Examples of co-branding

MCRI controlled co-branding

On MCRI communication material, the MCRI logo should always be positioned to the left of all the partner logos. Wording above the logos should read “Working in partnership with”.

Co-branding on partners communication

On our partners’ communication material, our preference is to be positioned on either the far left or far right of all other logos.



M C R I
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M C R I
M C R I
murdoch
children's
research
institute

The Brand Toolkit



Primary Colour Palette

The MCRI colour palette consists of the eight colours of our symbol plus three greys.

We also include white as part of our colour palette. White space is an important feature of the MCRI brand identity as it is the preferred background colour for our logo.

Colour usage

1. Only one or two MCRI colours per brochure page, spread, poster or PPT slide are allowed.
2. Tints of the same colour can be used in addition on the brochure page, spread, poster or PPT slide.
3. Avoid colour coding as this approach doesn't have longevity. Differentiation can be achieved through imagery, use of colour and typography.

In corporate documents and where a hero colour must be chosen, MCRI teal is the preferred option. The MCRI teal provides high contrast and legibility on a white background.

 MCRI Blue	 MCRI Red	 MCRI Yellow	 MCRI Lime
PMS: 395C CMYK: 59/0/14/0 RGB: 101/196/219 HEX: #65C4DB	PMS: 186C CMYK: 21/100/85/6 RGB: 215/9/38 HEX: #D70926	PMS: 123C CMYK: 0/19/89/0 RGB: 255/207/33 HEX: #FFCF21	PMS: 360C CMYK: 54/0/100/0 RGB: 138/189/36 HEX: #8ABD24
 MCRI Orange	 MCRI Green	 MCRI Purple	 MCRI Teal
PMS: 715C CMYK: 0/54/87/0 RGB: 242/139/45 HEX: #F28B2D	PMS: 355C CMYK: 90/0/100/20 RGB: 0/136/52 HEX: #008834	PMS: 513C CMYK: 43/95/0/0 RGB: 162/41/134 HEX: #A22986	PMS: 321C CMYK: 100/0/31/23 RGB: 0/130/149 HEX: #008294
 MCRI White	 MCRI Light Grey	 MCRI Mid Grey	 MCRI Dark Grey
	PMS: 427C CMYK: 21/14/16/0 RGB: 209/211/212 HEX: #D1D3D4	PMS: 422C CMYK: 39/30/30/8 RGB: 160/161/162 HEX: #A0A1A2	PMS: 425C CMYK: 62/50/47/40 RGB: 86/88/90 HEX: #565759

Typefaces

MCRI's primary typeface is Neo Sans. Neo Sans is to be used across the majority of MCRI's communications.

Neo is a clean, contemporary and slightly futuristic font which mirrors our brand well.

Neo Sans is used in four weights only:

Light
Regular
Medium
Bold

MCRI marketing can not distribute Neo Sans. This typeface can be purchased for use via www.fontshop.com.

In a select number of situations, the free to use typeface "Titillium" can be used as a substitute for Neo Sans. E.g. social media posts and internal advertising. The user must have approval from marketing to use Titillium.

Trebuchet is our system font. It is used for **internal brand collateral** only when Neo Sans is not available.

Trebuchet is used in two weights only:

Regular
Bold

Neo Sans Light

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

Neo Sans Regular

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

Neo Sans Medium

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

Neo Sans Bold

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

Trebuchet Regular

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

Trebuchet Bold

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

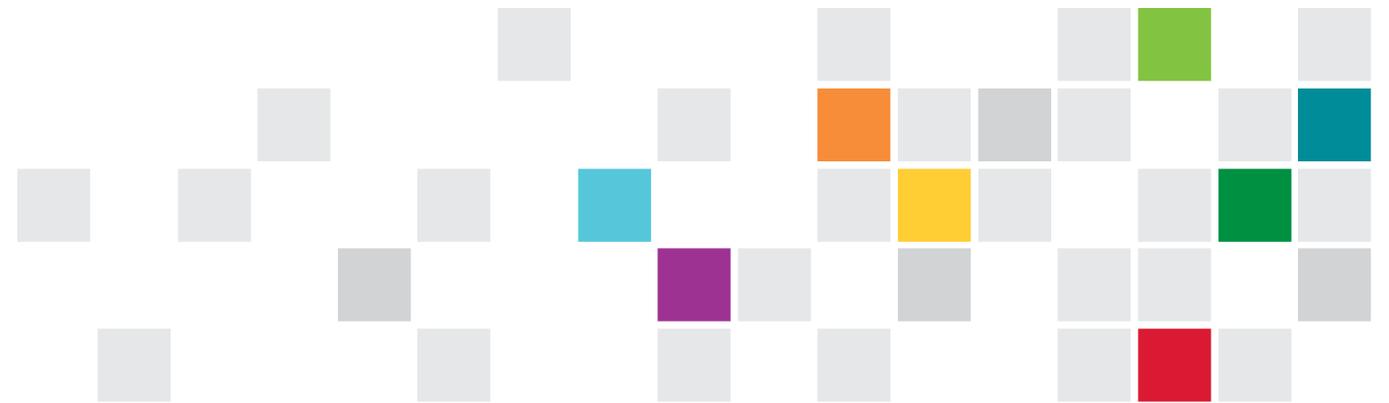
Graphic Devices

This graphic device is based on a grid structure and also reflects the style of the MCRI symbol.

This graphic device is designed as a supporting graphic to the logo, adding a technical and scientific feel to key communication items. The device also helps to communicate the wide range of research activities carried out by MCRI.

A horizontal and vertical version of the device have been created to accommodate varying formats.

Horizontal

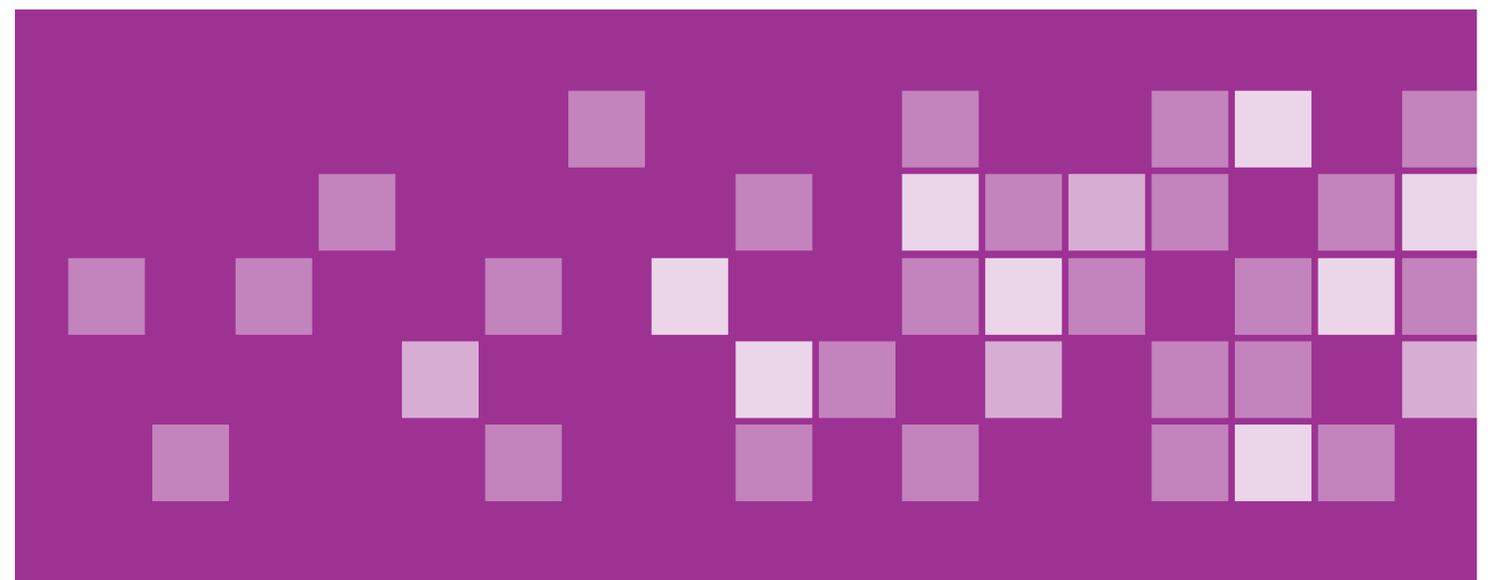
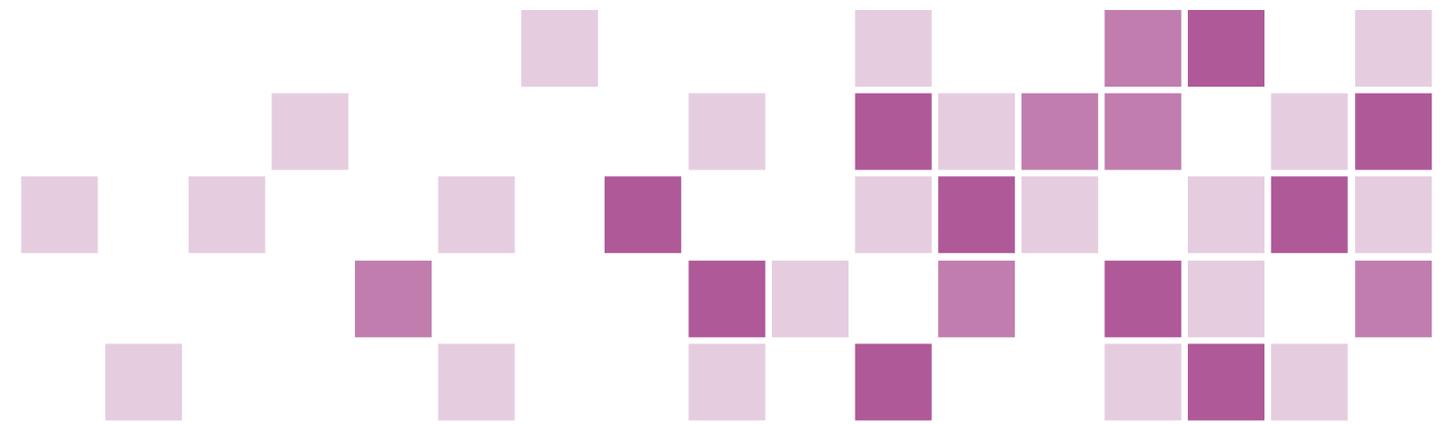


Vertical



Graphic Devices

The graphic device can be used in a colour from the MCRI colour palette as shown here.



Graphic Devices

This graphic device utilises the letters from the MCRI logo. This is the only instance where elements of the logo can be pulled apart and rearranged.

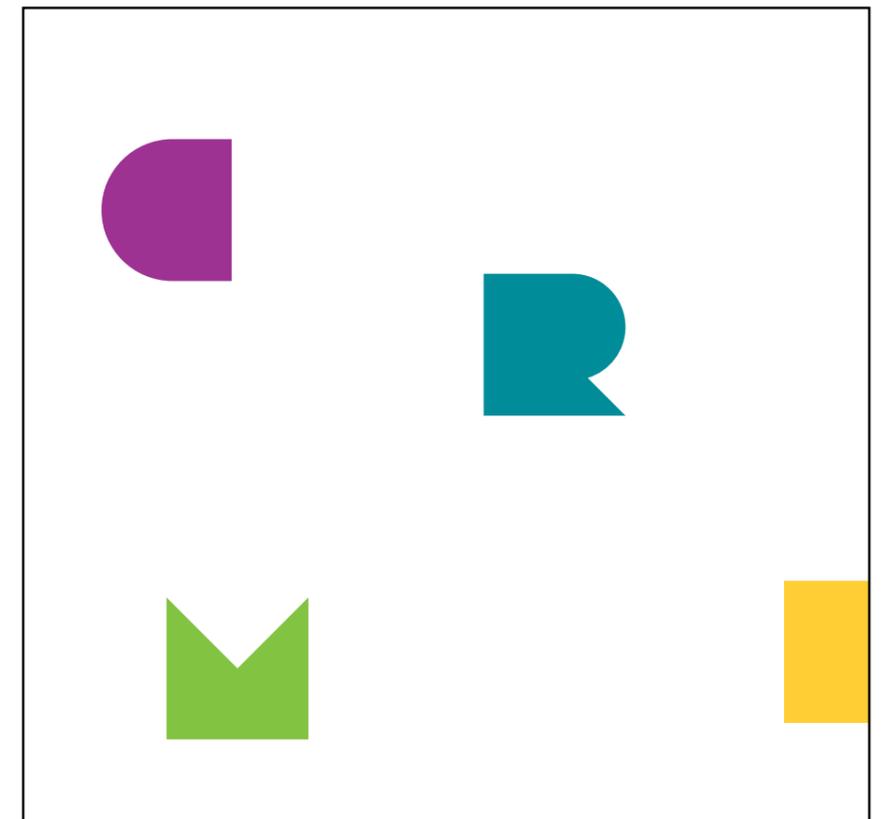
This graphic device can either be applied:

1. As a consistent pattern at a 10 degree angle
2. As a randomly distributed pattern, no angle

1.



2.



Icons

Icons help with visualising information in a simple and easy to remember way. They can be used to communicate a message quickly and simply.

MCRI has a specific style for how icons should be designed to ensure they align with the brand. The key characteristics that make up this set are:

- Images made out of single line weight drawings (keep filled in shapes to a minimum)
- Roughly fits within a square container
- Identifiable from a distance and at small scale
- Clean lines and smooth corners

Shown here is an incomplete set of icons.



Icons

Shown here are the icons and colours allocated to each of the strategic initiatives.

These icons are not to be used for anything other than their allocated initiative.

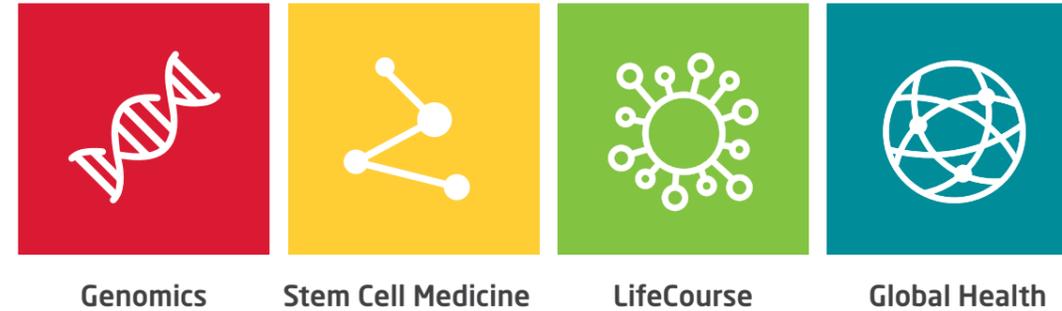
No other icon or variant on an icon should be used to represent these initiatives.

The colours of these icons should not be changed.

Shown here are three ways the icons can be displayed as a set. Additional ways to display the set should not be used without approval from marketing.

Black text is preferred when labelling icons. If white text must be placed over colour, ensure weight is no lighter than Medium, and size no smaller than 12pt.

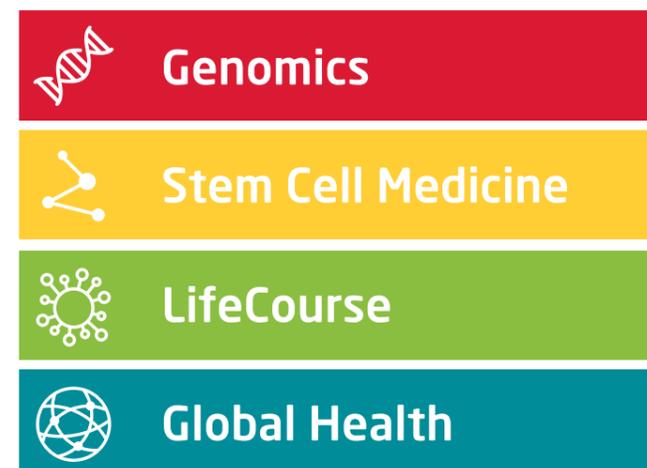
Preferred lockup



Alternate 1



Alternate 2



Icons

Shown here are the icons allocated to each of the flagships and enablers.

These icons are not to be used for anything other than their allocated initiative.

No other icon or variant on an icon should be used to represent these flagships and enablers.

Avoid using colour to different flagship and enabler icons from one another.

A secondary filled icon set has been provided for small scale usage of the enablers.

Email marketing@mcri.edu.au for access to any of these icon sets.

Flagships



Neurodevelopment



Mental Health



Adolescent Health



Heart



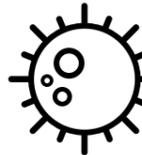
Rare Disease



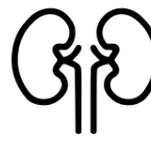
Allergy



Cancer



Infectious Disease



Kidney



Indigenous Health



Complex Disease



Critical Care

Enablers



Melbourne Children's Trials Centre



Developmental Imaging



Health Services Research



Digital Technologies



Knowledge Translation and Impact



Health Informatics



Biostatistics



The grid

The grid creates a basic structure for your design. It can help you to divide the page into even sections, organise your page and keep your design elements aligned.

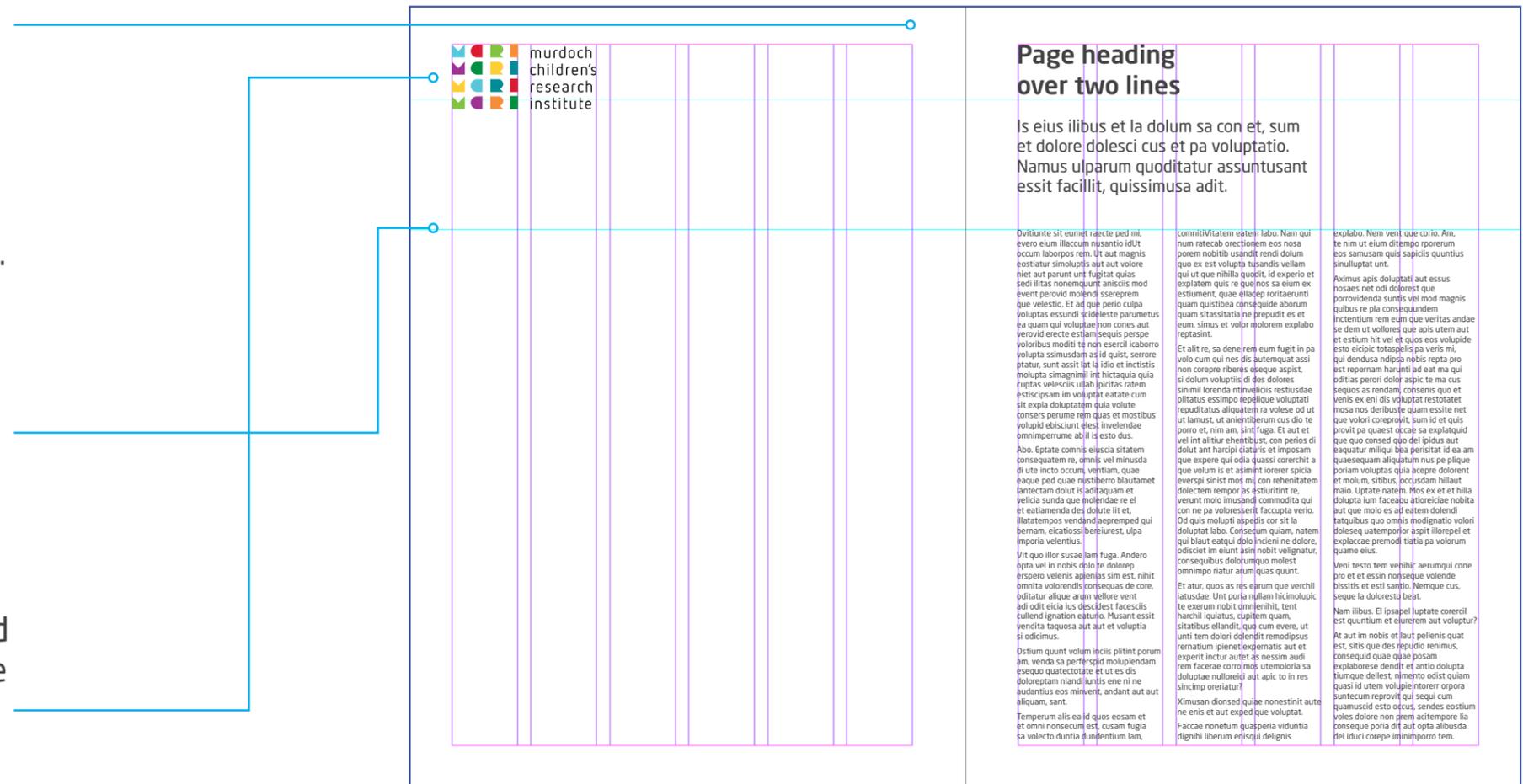
The MCRI grid is always divided into an equal number. In most instances, a six column grid is the preferred option. This most often calls for three column body copy.

In smaller scale layouts, such as DL flyers, the grid can be adjusted to a reasonable dimension. For example, a DL flyer can use a two column grid with one column body copy.

Body content on a page should begin one quarter page length from the top margin, allowing this top quarter for headings and introductory text.

Logo Placement

The top left hand corner is always the preferred location for the MCRI logo. Exceptions are made for footers and where the format does not allow for sufficient clear space.



Photography

We use people-focused photography to encompass MCRI's purpose for "all children to have the opportunity to live a healthy and fulfilled life."

Photos should exhibit the diverse range of ages, nationalities and genders of our MCRI community, showcasing partnerships, support and collaboration.

The subjects of our images can be children, parents, friends, family or researchers - anyone enjoying life!

- Images should appear as **natural and spontaneous** as possible. Do not use images that appear highly stylised or posed.

- **Real imagery of real MCRI kids and staff** (where permission has been provided) is preferred; however when this is not possible, stock imagery can be used.

- Images where the subject is **looking directly at the camera** are the preferred stance, to help build a connection with our audience.

- Images should be bright and engaging, and include **one to two bright colours** that reflect the colour palette of the MCRI logo. Try not to use photos with an excessive range of colours.

Please note: no images should be used without written consent from both the photographer and the subject(s).



Accessibility

We want our brand and its collateral to be inclusive and accessible to all age groups, abilities and needs.

The following rules should always be adhered to:

Minimum body copy size

Screen - 18px

Print - 10pt

Minimum weight: Light

Minimum footer, sub-script and caption size

Print - 8pt

Minimum weight: Regular

Type Colour

- Body copy type can only be used in:
 - MCRI Red
 - MCRI Green
 - MCRI Purple
 - MCRI Teal
 - Black (90-100%)
- 100% Black must be used for Neo Sans light at minimum size.
- Type in all other MCRI colours must be in Neo Sans Regular or heavier.
- Neo Sans Regular must be used as a minimum for reversed out white type. Medium is the preferred weight.
- White type on MCRI Yellow or MCRI Blue (or vice versa) must be minimum Neo Sans Medium, 12pt, and no more than a 25 word paragraph.

Clear Space

- A margin of 5mm must be left clear around type.

Contrast

- Type should be placed over clear areas of an image with high contrast.
- If no contrast is present on an image, a coloured block must be placed behind the text.
- Be aware of colour combinations that provide low contrast or are inaccessible to colour-blind readers. I.e. red and green, orange and yellow, purple and blue.

Language



Tone of voice

Just because our science is complicated, it doesn't mean the way we talk has to be.

We talk about MCRI in a way that's open, honest and engaging. The style and tone should make it as easy as possible to understand how we are improving the health of children through our research and partnerships.

Jargon should be avoided at all costs.

Use simple words, simple sentence structure and direct language. A good gauge is the number of punctuation marks used - more punctuation normally indicates more complex language.

Specialist audiences

We have specialised knowledge, skills and research. It is essential that we accurately represent this within the research community.

When we share with our research peers, we continue to encourage the use of simple words, simple sentence structure and direct language to convey clear and concise messages.

Simple language means everyone can get the message more quickly.

Key phrases:

- Murdoch Children's Research Institute is the largest child health research institute in Australia
- Children are at the heart of everything we do
- We want all children to have the opportunity to live a healthy and fulfilled life
- We are an independent, non-profit organisation. We are supported by government, corporate and private donors
- Every discovery we make brings us a step closer to a world where every child has an equal opportunity for a healthy, fulfilled life
- We are working towards precision child health - improving the prediction, prevention and treatment of disease
- We are part of the powerhouse Melbourne Children's Campus with our partners The Royal Children's Hospital, The Royal Children's Hospital Foundation, and the University of Melbourne Department of Paediatrics

Short blurb for general use:

Murdoch Children's Research Institute is the largest child health research institute in Australia. Our work is united around a single purpose - we want all children to live a healthy, fulfilled life.

Copywriting rules

a. General

Murdoch Children's Research Institute

- We are Murdoch Children's Research Institute
- Use Murdoch Children's Research Institute for front covers, headings, subheadings, lists and other key text
- Murdoch Children's Research Institute should be used in full once and then can be abbreviated to MCRI within body copy and in tables
- We can also refer to ourselves as 'The Institute'
- Use MCRI without spelling it out in internal documents
- Use the apostrophe in Children's

How we describe our relationships and structure

- Our campus partners are The Royal Children's Hospital, The Royal Children's Hospital Foundation and the University of Melbourne, Department of Paediatrics
- Research theme, centre and group names should always be followed by Murdoch Children's Research Institute

Style of writing

All our creative and words for marketing material focus on the positive outcomes of our research - a happier, healthier future for children (not sick children).

Note: there may be projects where this style is not appropriate.

Punctuation

- Our style is for minimal punctuation
- Sentence case is the preferred style for type, eg The genome screening service
- Use double quotations when directly quoting someone
- Do not use full stops on ends of dot points
- Do not use full stops in acronyms

Standard job titles

- Professor in the first instance, followed by Prof
- Dr (no full stop)
- A/Professor in the first instance, followed by A/Prof
- PhD (no full stops)

Headings

- Use 'and' in all headings (not &)
- Use 'and' in all subheadings (not &)

Acronyms

Spell out full name first, then abbreviate using acronym, eg National Health and Medical Research Council (NHMRC) then use NHMRC for additional references

Names

The Royal Children's Hospital, Melbourne

- Begins "The"
- Apostrophe in Children's
- Abbreviate to RCH in body text
- Use full name on front covers, headings, subheadings, lists and other key text

Board and committees

Board and committee names will be capitalised (eg Development Board, Board Committees, Board of Directors)

Copywriting rules

Theme names

- Capitalise theme names (eg Infection and Immunity Theme)
- Use 'and' not '&'

Flagship names

- Capitalise Flagship names (eg Infection Flagship)
- 'Flagship' should use a capital
- Use 'and' not &

Numbers

Write numbers 0-9 in words (zero-nine) and above 10 in numerical form.

The exceptions are:

- ages, eg David is 8, Bella is 6 months old
- percentages, eg 4 per cent

Americanisation

We use 's' rather than 'z', such as organisation. Unless it is part of the organisation's formal name such as World Health Organization.

b. Writing inclusively

All pieces of writing have a "voice" or point of view, as if someone is talking to the reader. We prefer to write in inclusive language, eg we, our.

Examples

First person	Becomes inclusive
I argue that...	Our research argues that...
I used a double blind research approach	Our research used a double blind trial ...
I found that ...	Our research found ...
I thought the results were	We showed that the results were ...
We aim to find a solution....	
We are committed to discovering....	

c. Contact details

All marketing materials and most communications materials should include the following details:

Murdoch Children's Research Institute

- ☎ +61 1300 766 439
- ☎ +61 3 8341 6200
- ✉ mcri@mcri.edu.au
- 💻 mcri.edu.au/donate

The Royal Children's Hospital
50 Flemington Road
Parkville, Victoria
3052 Australia

ABN 21 006 566 972

Applications



Stationery

Business Cards



Letterhead



Social Media



Publications

Corporate Brochure, 2018

Stem Cell Brochure, 2018

At a glance

- > 1200 People
- > 240 Clinical trials
- > 983 Peer-reviewed publications
- > \$17 m Fundraising & bequests
- > 450 Research projects underway
- > \$69 m Total composite Funding
- > \$137 m Total revenue

Based on 2017 figures

creating possible

murdoch children's research institute

Kidneys, our unsung heroes

Meet Charlotte

Mission

What are we doing now?

Where to next?

You can help children's kidneys to be the heroes they're meant to be:

- \$500k will help us
- \$1M will help us
- \$2.5M will help us

Rethinking the brain

Meet Oliver

Mission

What are we doing now?

Where to next?

You can help

- \$500k will help us

Mending broken hearts

Meet James

Mission

What are we doing now?

Where to next?

You can help to mend children's broken hearts:

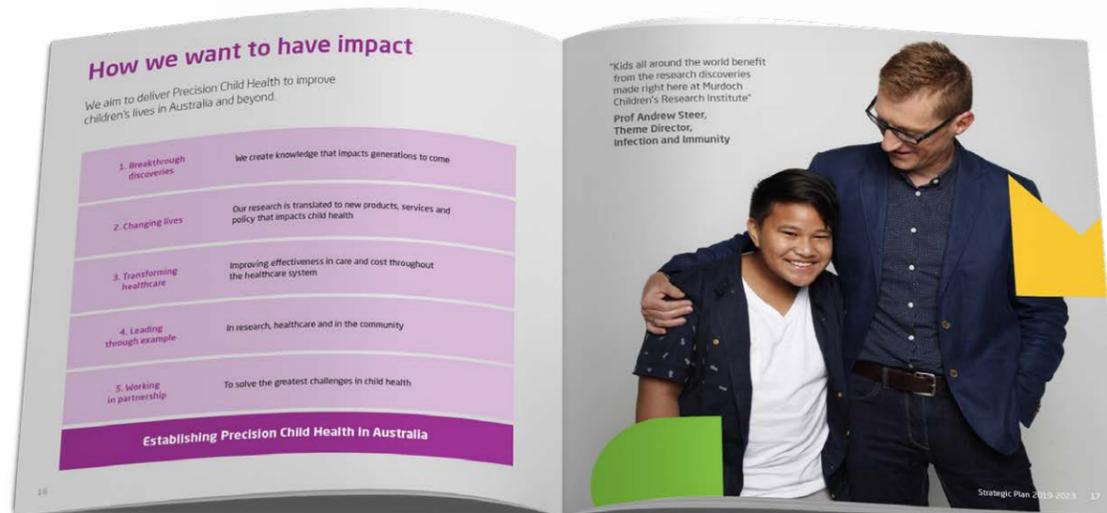
- \$500k will help us
- \$1M will help us
- \$2.5M will help us

Creating possible with stem cells

murdoch children's research institute

Publications

Strategic Plan 2019-2023



Flyers

DL flyer



Page Heading Over Two Lines

Ehendant opta vit ipid quae

Aut aut vel ium rescusant eost ma doluptbea perum ut volupta escias explaut lacil is utatat que molum facearit oditam reias itiaest eum exerum ea parum doluptatus est, et unte pliquae. Ut omnim re apidis et labore dolorem dolupta epture, ulparumqui aut ea volupta tectur sint, tes debita nimin con et eum rerum doluptas se natur sanda ipliendae andaeperum lam, to volupti voluptae. Ut pre nonsequas ducluntume maxim hitioreceria corrovi derupic aborerum eius audit earum, inim consequis sequae. Et iliquatem dolorem sedi inciature nihicipsa volupta tatiun apicid unt, ut esenisquo custius essitio nsequi optas nonsequos resecae ssimentibus.

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Ximint dolore poria et quis

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Murdoch Children's Research Institute
 +61 3 9341 6200
 mcric@mcri.edu.au
 mcri.edu.au

The Royal Children's Hospital,
 50 Flemington Road
 Parkville, Victoria
 3052 Australia
 ABN 21 006 566 972

Lorum ipsum dolor sit mnim

Lorum ipsum dolor sit mnim re apidis



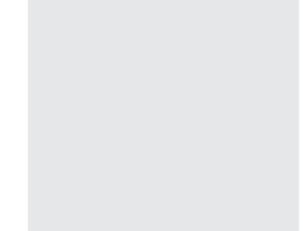
Page Heading Over Two Lines

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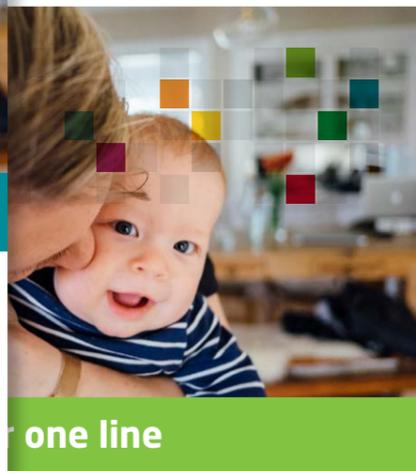
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All examples shown in this document were designed by the Marketing & Communications team.

If you require assistance with anything included in these guidelines, please email: marketing@mcri.edu.au