

Monarch Brand Guidelines



Monarch Brand Guidelines



Why?

You deserve to learn from a trustworthy trainer who supports you through your course so that you can achieve your career goals.

How?

We build industry-relevant, up to date courses that you can study online, at your pace.

What?

We offer nationally recognised accredited courses that lead to jobs.

Mission statement

Offer the best online nationally recognised accredited courses, with unparalleled trainer support, that get people jobs.



Monarch Brand Guidelines



Our students are

- 25–45 year olds
- Career changing
- Upskilling
- Returning to work
- Formalising their skills

Personality

Monarch is....

- Trustworthy
- Energetic
- Knowledgeable
- Professional

What makes us different?

- Learn skills that are relevant
- Australia's highest-rated private training institute
- Last year Monarch Institute trained more tax agents and bookkeepers than any other private institute
- Fast turnaround on assessments
- Support at times that you need it



Monarch Brand Guidelines



Tag Lines

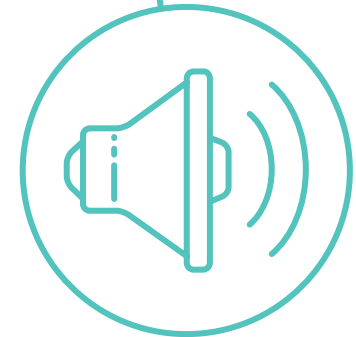
- Education for the real world
- Courses that make sense
- Education but not as you know it
- Discover education but not as you know it
- Education that has time for you

Brand voice

- Confident and bold
- Approachable
- Direct and to the point
- Conversational and colloquial

Tone

Empathetic, supportive and encouraging when speaking with potential and current students; fresh, witty and informed through content.



Monarch Logo



Primary logo

To be used as the main logo



Secondary logo

If primary logo is not suitable use secondary logo



Do not
skew logo



Do not
alter logo elements



MONARCH
INSTITUTE



Monarch Typeface



Primary font

To be used when possible

Post Grotesk

Web font

To be used where when
Post Grotesk can't be used

Microsoft Sans Serif

Post Grotesk · Bold

Bold

Post Grotesk · Medium

Medium

Post Grotesk · Book

Book

Post Grotesk · Light

Light

Post Grotesk · Italic

Bold

Post Grotesk · Italic

Medium Italic

Post Grotesk · Italic

Book Italic

Post Grotesk · Italic

Light Italic



Monarch Colours



Primary colours

1



Navy (Dark)

HEX #142945
CMYK 96 82 45 47
RGB 20 41 60

2



Navy (Light)

HEX #8a94a3
CMYK 49 36 27 1
RGB 138 148 163

3



Grey (Light)

HEX #ccccfd1
CMYK 19 13 13 0
RGB 204 207 209



Secondary colours

4



Green*

HEX #1bdbcc
CMYK 62 0 30 0
RGB 27 219 204

5



Blue (Dark)

HEX #5499cb
CMYK 66 29 4 0
RGB 85 153 203

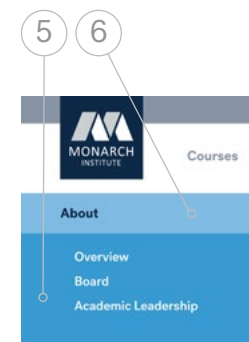
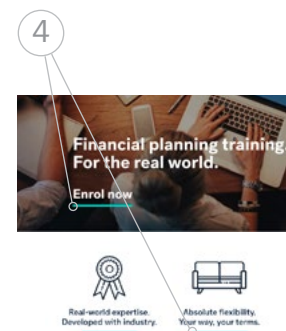
6



Blue (Light)

HEX #8cbadd
CMYK 43 15 2 0
RGB 140 186 222

*Used as a way to highlight
calls to action or specials
NOT to be used for text



Monarch Colours



Course colours



Accounting & Bookkeeping

HEX #1b75bb
CMYK 85 50 0 0
RGB 27 117 188



Financial Planning

HEX #27a9e1
CMYK 70 15 0 0
RGB 39 170 225



Business Management

HEX #f5851f
CMYK 0 58 100 0
RGB 245 133 31



Logistics

HEX #00967e
CMYK 83 18 61 2
RGB 0 150 126



Finance & Mortgage Broking

HEX #8cc740
CMYK 50 0 98 0
RGB 140 199 64



Project Management

HEX #ffcb04
CMYK 0 20 100 0
RGB 255 203 5



Marketing

HEX #ff7aab
CMYK 1 58 47 0
RGB 255 122 171



Governance

HEX #ee2f48
CMYK 0 95 69 0
RGB 238 47 72



Short courses

HEX #7d64aa
CMYK 58 68 1 0
RGB 125 100 170

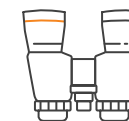
Course icons



Accounting



Financial Planning



Business Management



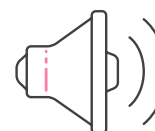
Logistics



Finance and Mortgage broking



Project Management



Marketing



Governance



Short courses



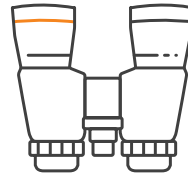
Monarch Course Icons



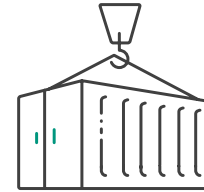
Accounting



**Financial
Planning**



**Business
Management**



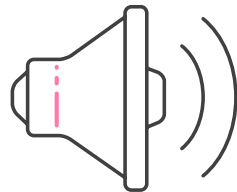
Logistics



**Finance and
Mortgage broking**



**Project
Management**



Marketing



Governance



Short courses

Monarch Iconography



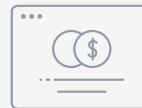
Brand UVP icons



Key course 'call to action' icons



Enrolment/payment (Steps 1-3) icons



Monarch Photography

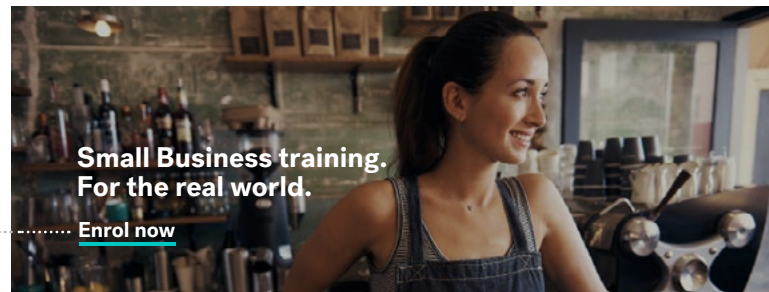
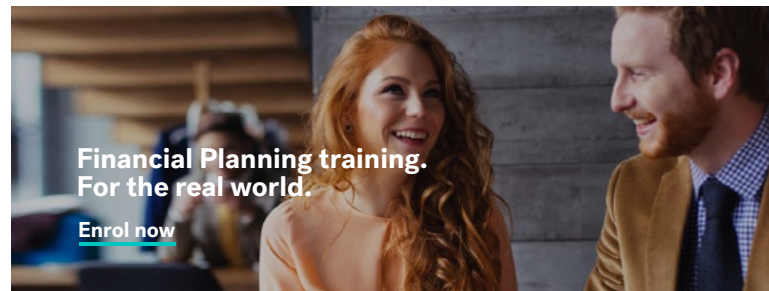
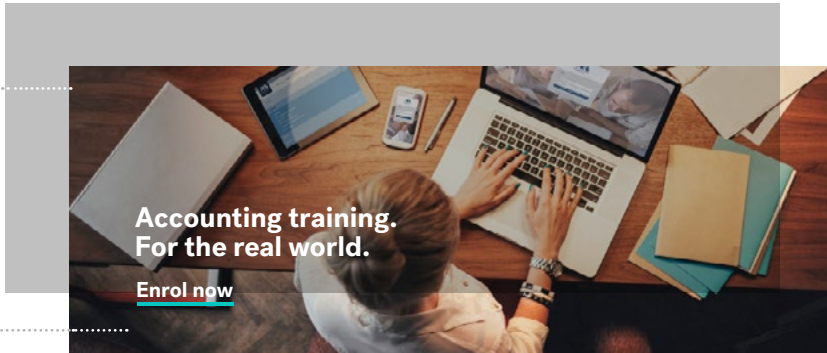


Overlay

Transparency overlay across entire image at 25% black*

*Depending on the image, this percentage can vary to make the overlay work over the image.

Image without overlay



Call to action

Green underline to be used to highlight call to action (CTA).

