

The University of Melbourne

Centre for Indigenous Business Leadership Artworks

Concept Designs / Version 2

23 March 2021



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Centre for Indigenous Business Leadership

Visual identity

This concept represents the Centre for Indigenous Business Leadership, which visualises the convergence of the three work streams: Research, Programs and Community Engagement, that flow within the overarching Centre.

Three outer circular clusters symbolise each stream linking pathways with the main inner circular cluster, that symbolises a meeting place as the Centre for Indigenous Business Leadership.

The swirling dotted pathways also allude to a two way learning process, creating a rippled effect circulating around the Centre and its work streams.

- The proposed colourway palette is an amalgamation of the primary UoM blue, and MBS burgundy, interspersed with accents of silver.



Colourway	
■	UoM Blue
■	MBS Burgundy
■	MBS Silver



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studio@marcusleedesign.com.au

Client **The University of Melbourne**

Contact **Dr Michelle Evans**
Associate Professor of Leadership Program
Director MURRA Indigenous Business Master Class Program
Lan Hoang
Communications – MURRA Program

Project **Centre for Indigenous Business Leadership - Artworks**

Date **23 March 2021**

Status **V2 Concept design**

Centre for Indigenous Business Leadership

Visual identity

- For increased impact an alternate colourway version of the CIBL visual identity can be used to appear on the primary UoM blue background colour.

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Project	Centre for Indigenous Business Leadership - Artworks
Date	23 March 2021
Status	V2 Concept design
Page	3



Colourway

	UoM Blue
	MBS Burgundy
	MBS Silver

Centre for Indigenous Business Leadership

Visual identity

- For the design presentation purpose, MURRA MURRA has been used as an indication placeholder title, subject to replacement with the actual name.
- We have used the alternate colourway version of the CIBL visual identity, as it maximises the impact of the UoM blue.
- Shown here are some initial examples of the Centre's identity with additional watermark background effects.

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Date	23 March 2021
Status	V2 Concept design
Page	4



Application example

John Citizen | Marketing and Recruitment Manager | BA(Hons), GDipArts(Adv)
Wilin Centre for Indigenous Art and Cultural Development
Faculty of the Victorian College of the Arts and Melbourne Conservatorium of Music
Old Police Hospital, 234 St Kilda Road
Southbank, Victoria 3006 Australia
T: +61 3 8344 1069 M: +61 417 859 140 E: john.citizen@unimelb.edu.au
vca-mcm.unimelb.edu.au | facebook.com/thevictoriancollegeofhearts
facebook.com/melbourneconservatoriumofmusic | instagram/vca_mcm

We acknowledge the Traditional Owners of the land on which we work, and pay our respects to the Elders, past and present.



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3

Email signature examples

Centre for Indigenous Business Leadership

Visual identity

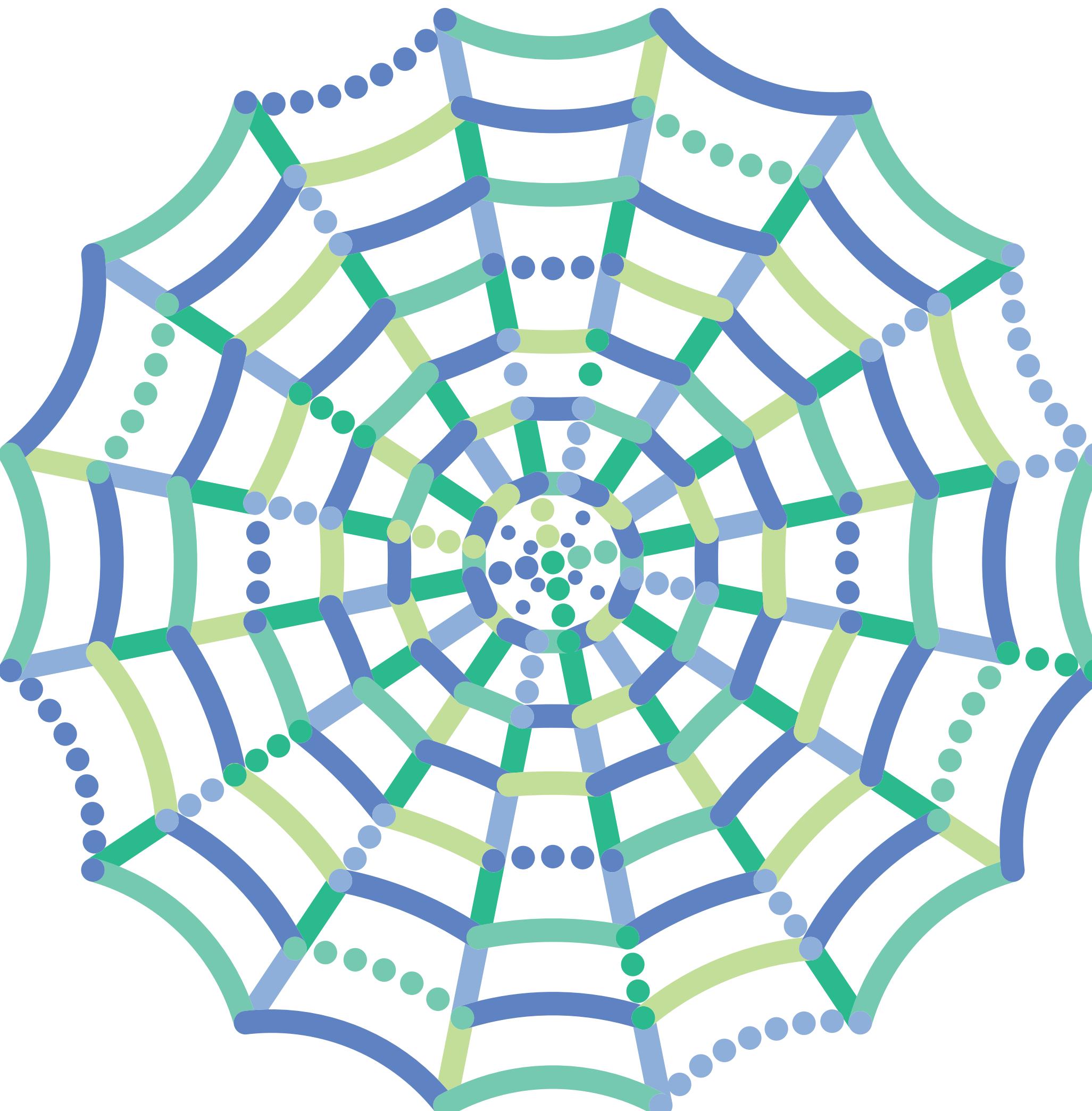
Research Stream

This concept for the Research stream visual identity is based on spider web imagery that symbolises (capturing a moment in time), and gathering of information on Indigenous business and leadership.

The connections of each spider strand symbolises the interconnection of networking and information that lead to the creation of programs tailored to suit Indigenous businesses and entrepreneurs.

The spider web image also evokes the process of 'building' where research is built through networking, research excellence and thought leadership.

- The proposed colourway palette is an amalgamation of the UoM purples, emeralds, and green.



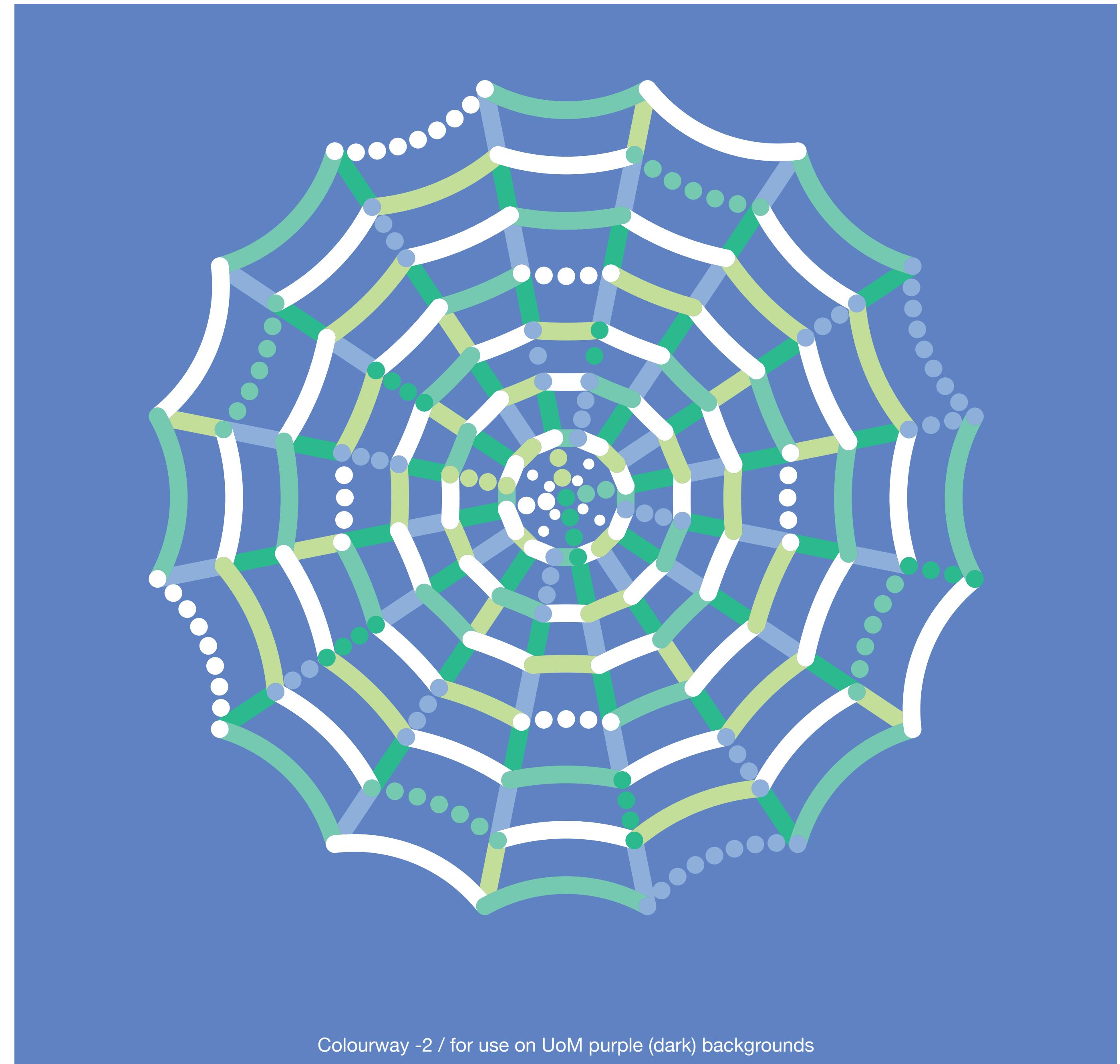
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Project Centre for Indigenous Business Leadership - Artworks
Date 23 March 2021
Status V2 Concept design
Page 5

Colourway -1 / for use on light toned (white) backgrounds

Centre for Indigenous
Business Leadership
Visual identity
Research Stream

- For increased impact an alternate colourway version of the Research Stream visual identity can be used to appear on the UoM purple (dark) background colour.

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Date 23 March 2021
Status V2 Concept design
Page 6



Centre for Indigenous Business Leadership Visual identity Program Stream

This concept for the Program stream visual identity represents a fish net in water.

Through this technology, Indigenous businesses and entrepreneurs can be captured and educated within the various programs provided by the Centre for Indigenous Business Leadership.

- The top half of the design features warm colours to form a fish net (or basket) submerging into the flowing stream below.
- The bottom half features cool colours representing flowing streams where the Indigenous businesses and entrepreneurs can be captured.
- The proposed colourway palette is an amalgamation of the UoM blues, teals, orange and yellows.



Colourway	
	UoM Blue / dark
	UoM Blue / light
	UoM Teal / dark
	UoM Teal / light
	UoM Orange / dark
	UoM Orange / light
	UoM Yellow / dark
	UoM Yellow / light

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Date	23 March 2021
Status	V2 Concept design
Page	7

Colourway -1 / for use on light toned (white) backgrounds

Centre for Indigenous
Business Leadership
Visual identity
Program Stream

- For increased impact an alternate colourway version of the Research Stream visual identity can be used to appear on the UoM blue (dark) background colour.

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Status	V2 Concept design
Page	8



- Colourway
- UoM Blue / dark
 - UoM Blue / light
 - UoM Teal / dark
 - UoM Teal / light
 - UoM Orange / dark
 - UoM Orange / light
 - UoM Yellow / dark
 - UoM Yellow / light

Centre for Indigenous
Business Leadership
Visual identity
**Community Engagement
Stream**

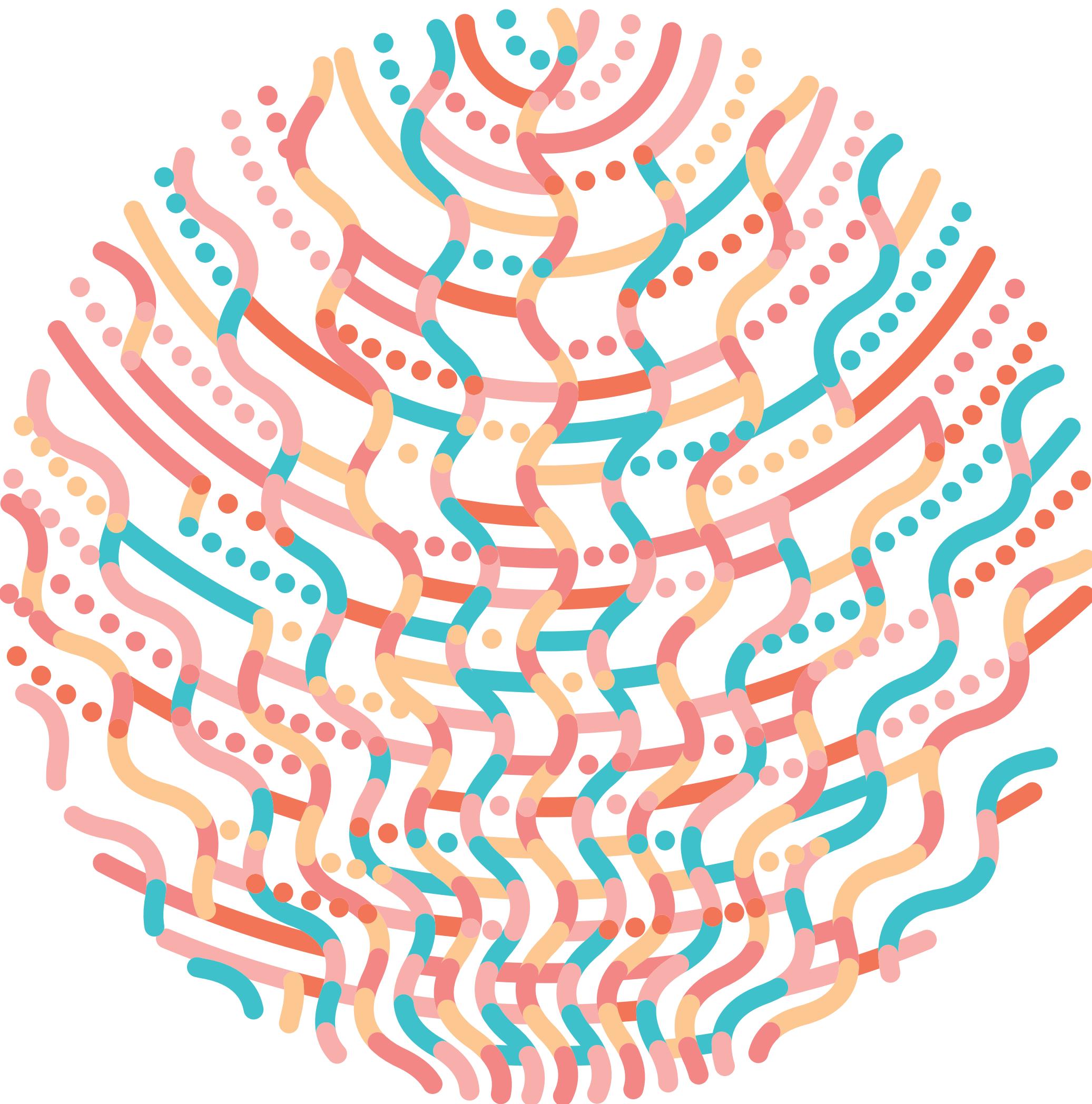
This concept for the Community Engagement stream represents coral reef imagery.

The coral design symbolises community and the engagement of the Centre with Indigenous businesses and entrepreneurs across Australia.

Coral reefs also provide shelter for a myriad of species reflecting the Pop-Up Hubs as a meeting place for the Centres awareness being released out into communities to grow and prosper.

Tints of UoM pink and orange form the coral shape.

- The proposed colourway palette is an amalgamation of the UoM teal, orange, pinks and yellow.



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Visual identity
**Community Engagement
Stream**

- For increased impact an alternate colourway version of the Community Engagement Stream can be used to appear on the UoM teal (light) background colour.



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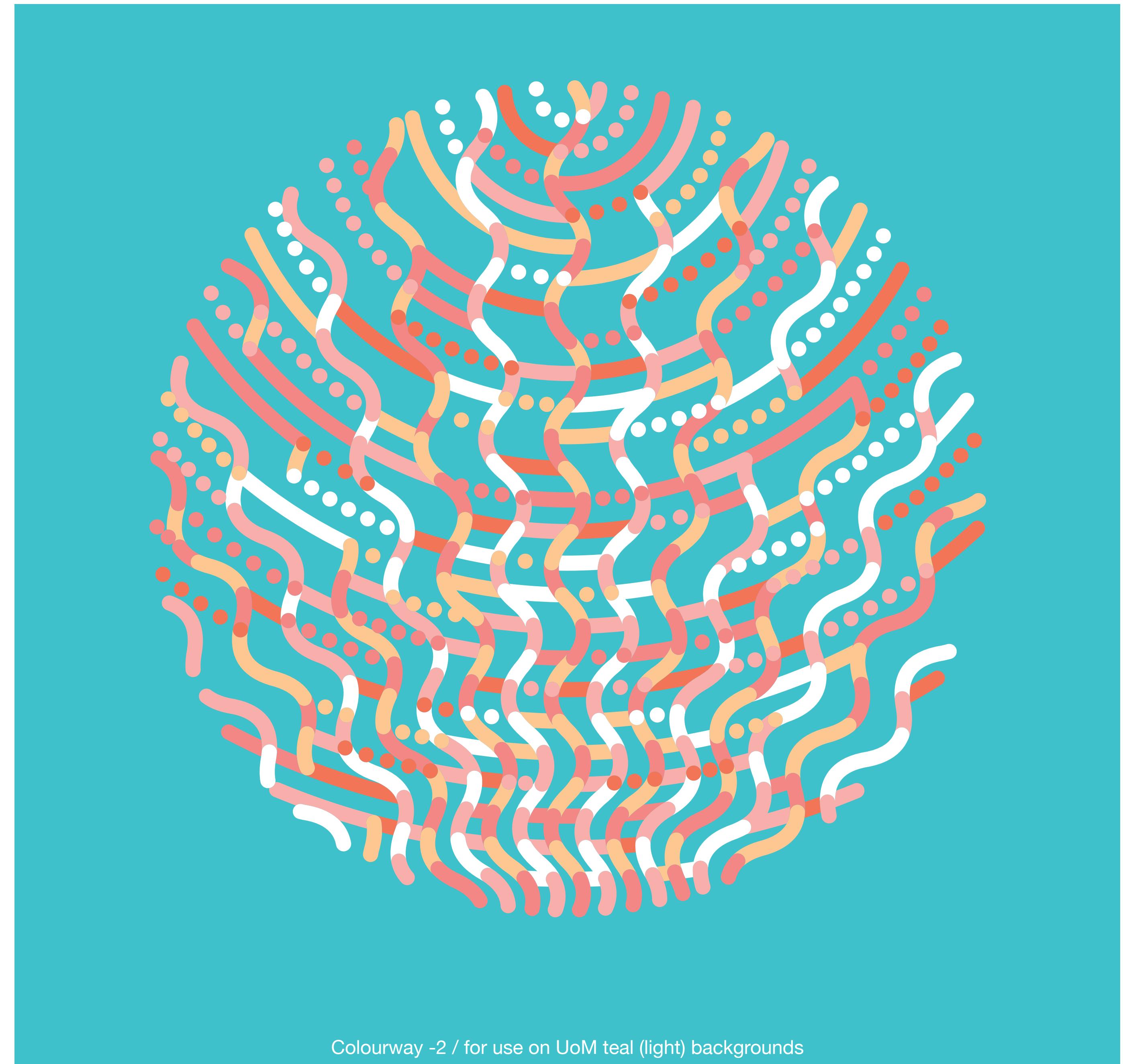
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Page **10**



- Colourway
- UoM Teal / light
 - UoM Orange / dark
 - UoM Pink / dark
 - UoM Pink / light
 - UoM Yellow / light

Centre for Indigenous Business Leadership

Visual identity

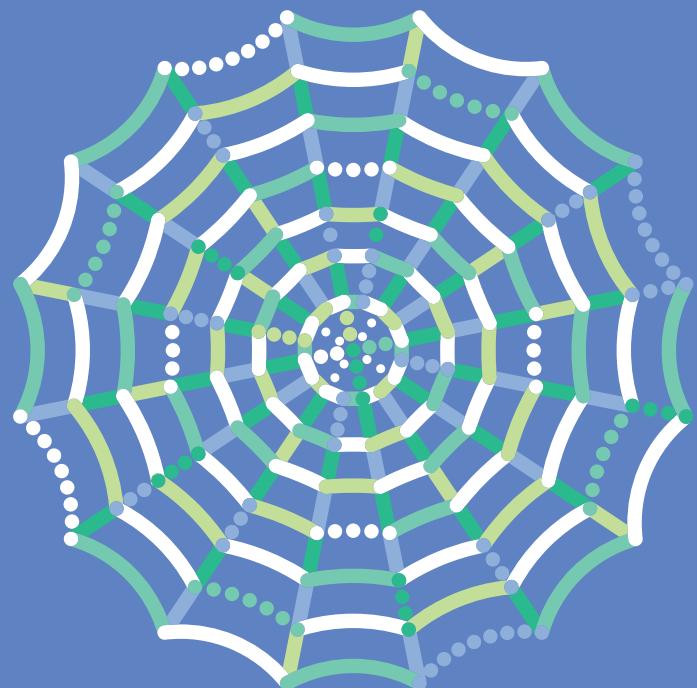
Design system

The main visual identity system accompanied with its three work streams are shown here together as a family unit.



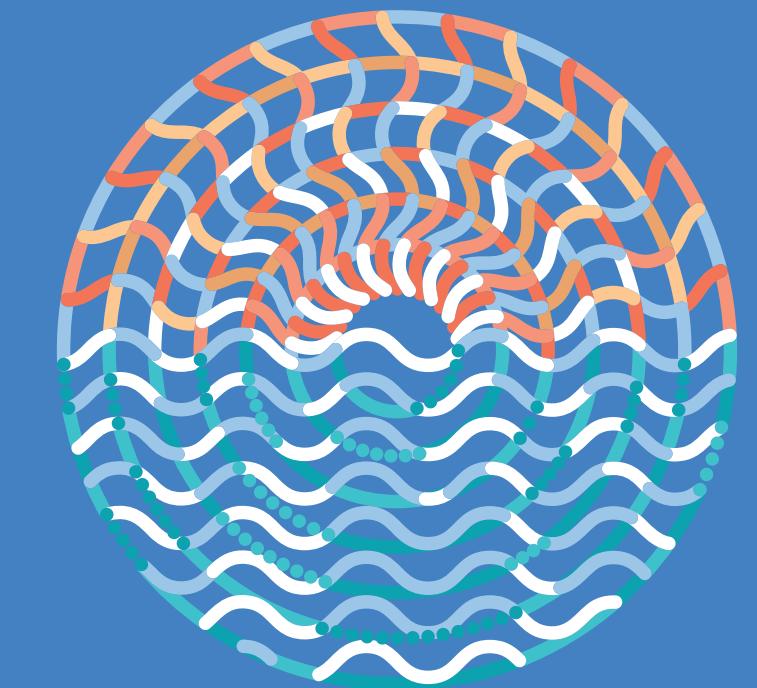
CENTRE FOR INDIGENOUS BUSINESS LEADERSHIP

Research, Programs and Community Engagement.



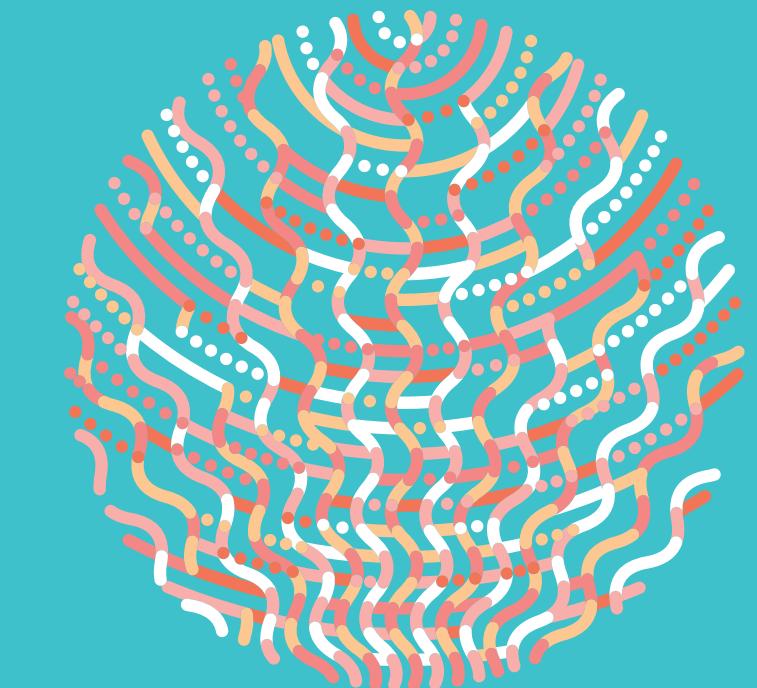
RESEARCH

Research excellence and thought leadership.



PROGRAMS

Deliver world-class programs for the Indigenous business sector and its customers.



COMMUNITIES

Engage with Indigenous business and communities across the country to improve inclusion and support wider Indigenous economic independence.

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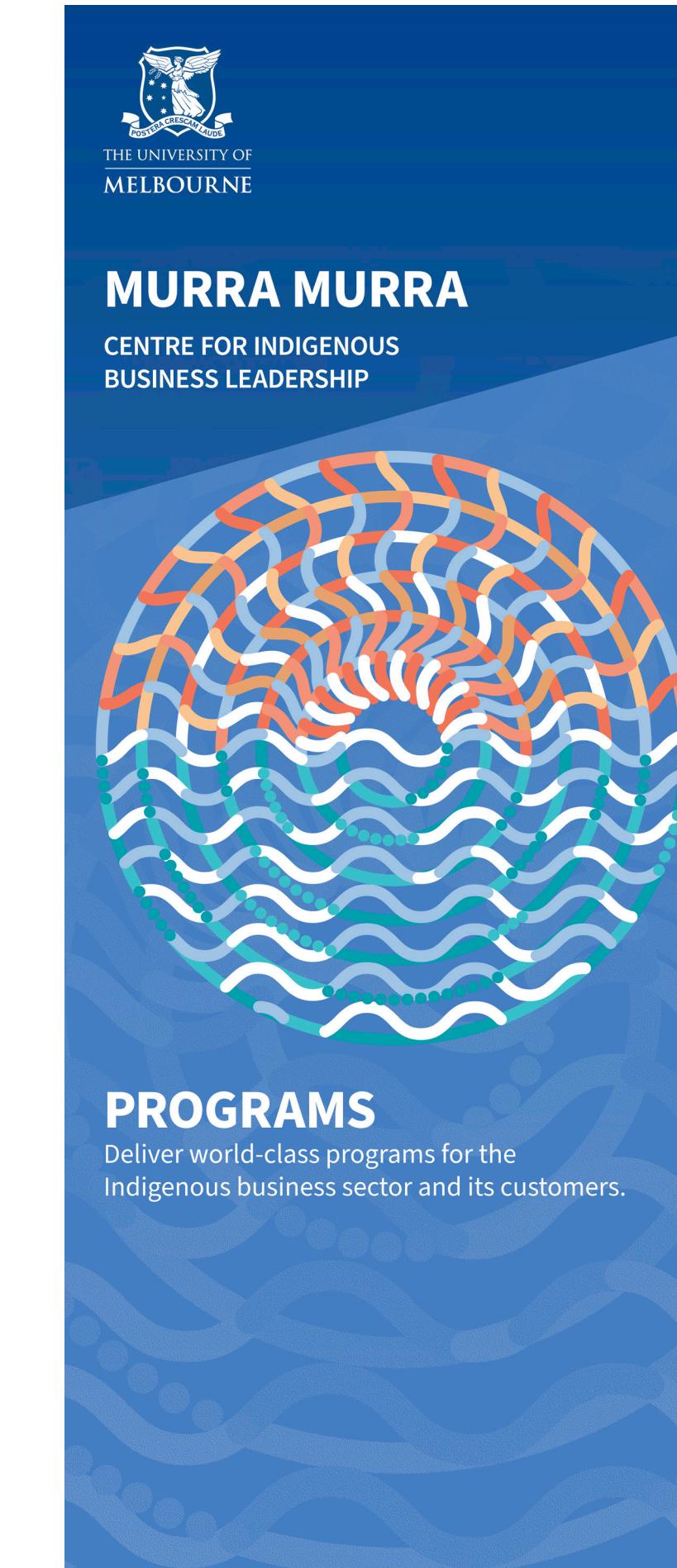
Centre for Indigenous Business Leadership

Visual identity

Design system

The visual identity system accompanied with its three work streams are shown here together adapting to the UoM brand guideline style.

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Page 12



Thank you



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