

# Paper Monkey

– website design development



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REBRAND 100 Global Awards Winner

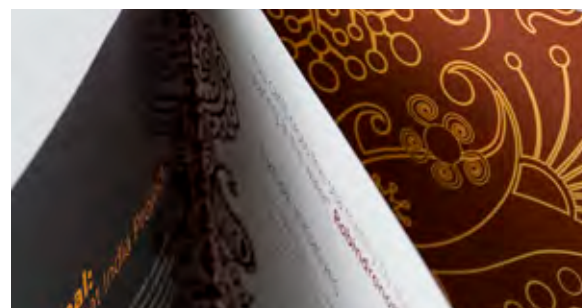
PAGE AWARDS Winner



Need to talk about **visual strategy & graphic design**?  
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# We are an internationally awarded and published studio specialising in higher education visual strategy and graphic design located in Canberra, Australia.

Before we even consider what things should look like, we execute a process of discovery and strategy, using our proprietary diagnostic methods. We discover the essence of your organisation and make educated strategic recommendations, from which we grow your brand.





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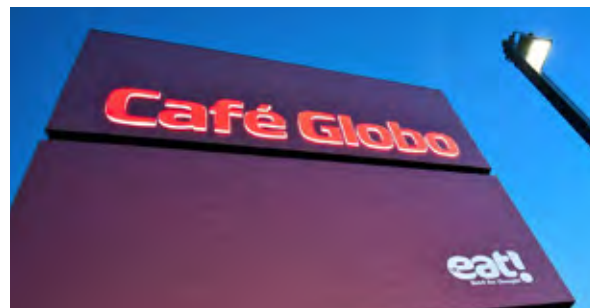
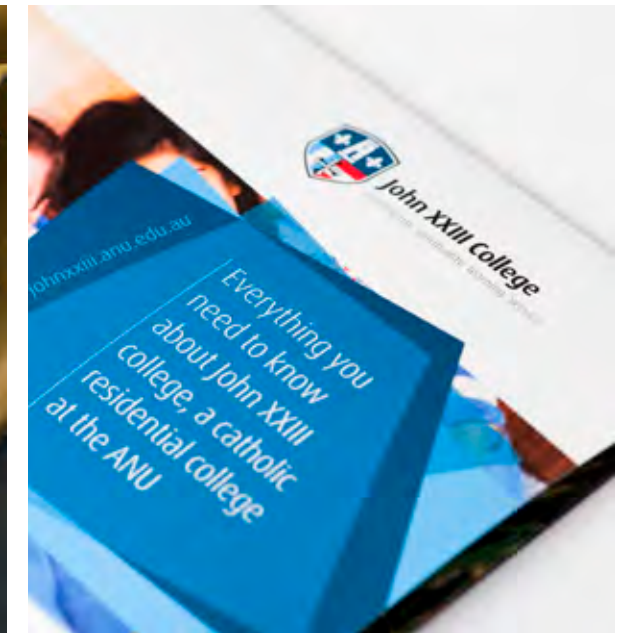


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# We are Australia's higher education rebrand specialists.

We develop visual strategies that help universities, residential colleges and schools increase enrolment and funding.

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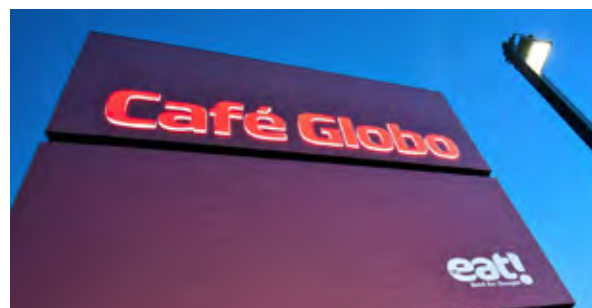


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## Macquarie University (Sydney)

One of Australia's leading universities with over 31,000 students and 2118 staff. Recognised for high-quality research and unique undergraduate and postgraduate courses. Aao reet doloon um my nibh euism od tin cidunt minim ven ia is nos tin cid unt ut.



Paper Monkey immediately understood the University's positioning and came up with a new visual identity that reflected our values, our defining characteristics and our voice. I have never worked with a team who gets it so quickly and consistently produces such excellent results. Lorem ipsum dolor sit amet, conse ct et uer adipi scing elit, sed diam nonum my nibh eu ism od tin cidunt ut lao reet dolo re magna aliqua m er at volu tpat. Ut wisi enim ad minim ven iam, quis

Kathy Vozella  
**Director of Marketing**  
Macquarie University

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**staff uniform**  
style guide



### Project summery

Macquarie University commissioned Paper Monkey to undertake its major rebrand project One Voice One Image. It encompassed all facets of visual identity from signage and publications, to website and clothing. The project was recognised in the 2010 Rebrand 100® Global Awards, alongside other international rebrands such as Nike and Walmart.



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**main college entry sign**  
 signage

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## Indeed, the burning question!

We are visual strategists, graphic designers, patient listeners, considered thinkers, inspired workers, dedicated experts, niche specialists, committed individuals and award winners. Aao reet doloon um my nibh euism od tiis nos tin cid unt ut.



### Ben López

Educated and raised in Canberra, Australia, Ben is the founder of Paper Monkey. With a strong background in typography, University and educational marketing design, Ben likes to spot poorly kerned text in movie credits. Ben has spent many years as a touring musician. He enjoys subjecting his colleagues to music they don't play on the radio.

### Jono Willis

Born and bred in southern Africa, seven year old Jono followed his family to Australia (he had no choice!). After adapting to a new way of life, and learning quickly that his pale skin couldn't stand the hot Australian sun, Jono spent a lot of time drawing — indoors. This inevitably fuelled his passion for creating meaningful, beautiful things — indoors. Like Ben, he spent several years as a musician — but are drummers even considered musicians?

### Lester Bunnell

Originating from a small island in the Northern Hemisphere, Lester has only been in Canberra since early 2010. But he is well on his way to fitting into Australian life as he sleeps with a surf board next to his bed! A degree in Typography has steered him towards only liking good design — bad design makes him break out in a rash. Much like his work colleagues, Lester's musical potential has also been evident having 4 piano lessons aged 9 and gaining Grade 1 in violin at the age of 10!

### Toni-Lee López

Hailing from the Riverina (wine country), Toni can spot the difference between a Cab Sav and a Merlot while blindfolded. Toni was trained in the days before we used computers for design. She has an eye for detail that can only come from cutting-and-pasting layouts of bromides and boiling hot wax. In her downtime (of which she has none) Toni enjoys the simple things in life: food, family and friends — the order of which is subject to change according to her mood.



January 2012  
 9/1/2012 3.28pm

 Print page

**Previous articles**

## Why is rebranding considered such a leap of faith?



Imagine living a life where nothing ever changes — same job, same car, same conversations, maybe even the same weather every day of the year. Doesn't sound much of a life does it? But what if a designer offered you a way out of this drab world by suggesting "what about a rebrand?". Would you grab the opportunity with both hands or would you consider it a step too far? Many of us don't like to wander out of our comfort zone so might shy away from the offer, but if it meant reaching luscious pastures on the other side why wouldn't you bound over the fence?

Whether you like it or not, 'image' is high on everyone's agenda these days and if your brand or product or service isn't attractive enough it can be ruthlessly dumped! It is one of the worst feelings in the world and unfortunately in life it's happened to most people — whether it's on a personal or professional level. For some the first step to recovering from rejection is to go shopping or get a new haircut or do something that makes you feel better about yourself. In essence, you've rebranded yourself.

So why is this tried and tested practice still considered such a leap of faith in the business world? Just mentioning the word 'rebrand' to some clients can cause instant dismay, visible jitters and even desperate outbursts of "but our customers really like how we look!" Is that why they've started deserting you then? The reality is there are brands out there that are so neglected and run-down they should be classed as a health and safety issue!

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