

Knowledge *meets* impact: Menzies unveils new brand in 40th year

4 March 2025

Today, Menzies School of Health Research (Menzies) is proud to launch its new brand, celebrating the organisation's impact, over its 40 years of research. The new brand identity reaffirms Menzies' ongoing commitment to improving health outcomes through genuine partnerships and community-centred research excellence.

This commitment is depicted in the logo: the circle in the centre represents community, who are at the core of Menzies work. The circle is surrounded by intersecting lines that show the importance of collaboration to weave together diverse perspectives and knowledge. The lines ripple outwards, symbolising positive change. The logo represents genuine reciprocity and partnership, in which community wisdom and research expertise flow together.

Menzies is deeply invested in its partnerships with communities where it works across the Northern Territory and Timor-Leste. The new brand colours represent the soil, sky and seas of the lands Menzies calls home, where it is uniquely positioned to make an impact.

As part of the new brand, in consultation with its Aboriginal and Torres Strait Islander Brand Advisory Group, Menzies is proud to have developed a First Nations brand overlay. Launching in May, the overlay will be featured across the Menzies brand during National Reconciliation Week, NAIDOC Week, and on National Close the Gap Day.

The overlay will feature elements from an artwork by local Aboriginal artist and Menzies scientist, Jayde Hopkins. The artwork, created by Jayde, symbolises Menzies journey through time, how its research has played a role in shaping the landscape, and how Menzies moves toward the future, embracing new discoveries.

This overlay provides a visual representation of Menzies' commitment to respect, cultural inclusivity, and working together to achieve maximal impact in Closing the Gap. It keeps with the tradition of translating health and science to art and sharing knowledge from an Aboriginal and Torres Strait Islander perspective.

As Menzies approaches the 6th anniversary of the Menzies Timor-Leste Program, this branding signals its continued commitment to facilitating high quality research, providing evidenced based recommendations and delivering capacity strengthening in-country programs in partnership with community, partners and government agencies.

Learn more about the new brand on the Menzies website:

https://www.menzies.edu.au/page/About_Us/menzies-rebrand/

Quotes attributable to Menzies Director, [Professor Alan Cass AO](#):

"Menzies new brand identity has been shaped by our people. It honours our 40-year history of research and impact. It speaks to our vision for the future - to find lasting solutions to health problems that matter.

"Our brand colours represent our commitment to driving meaningful change in our region, with our community partners.

"Listening to Aboriginal and Torres Strait Islander people has been central to our rebrand process, and we are proud to see our new brand include a First Nations overlay."

Quotes attributable to Menzies Deputy Director First Nations Leadership, Mark Mayo:

"Menzies new brand is reflective of our 40-year journey in Health and Medical Research which continues into the future.

"Through genuine collaboration with Aboriginal and Torres Strait Islander peoples, Menzies has developed a new brand identity that makes an honest statement about our ongoing commitment to working in genuine partnership in Closing the Gap."

Quotes attributable to Menzies Timor-Leste Program Co-Lead, Associate Professor Jennifer Yan:

"It's a privilege to learn from each other, and the change in the logo is one example of listening to and learning from First Nations colleagues, and their perspectives on how we present ourselves.

"The Menzies logo has changed, but our commitment to meaningful partnerships in Timor-Leste remains the same, and the Menzies Timor-Leste team is looking forward to continuing to work together to support Timorese leadership in health system strengthening and locally relevant health research."

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About Menzies School of Health Research

Menzies is at the forefront of health and medical research dedicated to improving the lives of peoples across the Northern Territory, Asia Pacific and beyond. By joining scientific knowledge with community wisdom, Menzies strives to Close the Gap, and shape a healthier, more equitable future where communities can thrive.



Celebrate with us: Menzies 40th Anniversary

Throughout 2025, Menzies will be hosting a range of events to celebrate its 40th Anniversary. Collaborators, researchers and Friends of Menzies are encouraged to visit our events calendar for ways to get involved in celebrating our 40 years of research and impact. We hope to see you at one of our anniversary celebrations - sign up to our mailing list to stay in-the-know: <https://www.menzies.edu.au/>