



# EMAIL GUIDELINES V1.1

October 2020

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## A QUICK WORD

If you're reading this, chances are you need to create an email for Westpac in the 2020 brand style. Email has become one of our most important communication channels at Westpac, and every email is an opportunity to connect with our customers, add value and build our brand.

We've created this guide to help outline a few do's and don'ts to keep you on track (and on brand).

We hope all your email-related questions will be answered in these pages – but if anything's missing, contact the brand team at [brand@westpac.com.au](mailto:brand@westpac.com.au)

**BEFORE YOU**



**START**

# A FEW BEST PRACTICE PRINCIPLES

Every brief will be different, but we always want to keep our customers' real needs front and centre. It's just another way **we put people first.**

## MAKE IT PERSONAL

By recognising our customers with thoughtful personalisation, we can build better relationships with every email we send. It starts with including the customer's first name, but it also includes a whole lot more.

Ask yourself:

- What do you know about this customer, not just in terms of demographics, but also mindset and behaviours?
- How can you weave that knowledge into your email in a way that feels meaningful and genuinely adds value, while still respecting their privacy?

## GET TO THE POINT

Don't overwhelm customers with information. Get straight to what matters and only ask them to do one thing.

## THINK MOBILE FIRST

More emails are opened on mobile devices than desktop.

- Use short subject lines and preheaders, as fewer characters show in the preview pane.
- Break down content into shorter paragraphs, icons, bullet points and numbered lists.
- Where possible, fit your entire hero banner (image & headline) and, if applicable, the CTA above the fold line.
- Aim for one to two scrolls when viewing on mobile - max three screens to view, not including the 'Things you should know' section.

## THINK BEYOND THE EMAIL

Consider the broader customer journey and how email can help connect the customer with the next stage.



# BRAND



# ELEMENTS

# TYPOGRAPHY

The Westpac Font and Arial are what we use for email communications.

The Westpac Font is our typeface for all headlines. It can only be used when text is part of an image, so dynamic text is not possible for our headers. Please note, the header image won't show when emails can't load images, so you'll need to provide alt tags.

Arial, a system font, is used for all sub headings, body copy, disclaimers and Terms and Conditions. It allows for dynamic text.

## TYPOGRAPHY CONSIDERATIONS:

- Headlines always use capitalisation, except for when using the Graphical Background Text Header Module, which is used when we're speaking in a more reserved tone.
- Do not use multiple font sizes within a headline.
- Headline type should be large and easily identifiable.
- Headlines should never be more than three lines long.
- No full stop at the end of headlines unless there is punctuation within the headline.
- Only highlight a maximum of two headline words with a coloured tint or type Micro-Interaction.
- Westpac Font to be used for featured rates, dollars and points as an image.
- Arial to be used for all dynamic text.

H1

**HEADLINE**

### WESTPAC FONT

Leading: 80% of type size  
Tracking: 0  
For bold and expressive tone

H1

**Headline**

### Westpac Font

Leading: 100% of type size  
Tracking: 0  
For conversational and reserved tone

H2

**Subhead.**

### Arial Bold

Font size: 20px  
Leading: 24px  
Colour: #1F1CAF

H3

**Subhead.**

### Arial Bold

Font size: 16px  
Leading: 20px  
Colour: #1F1CAF

B1

Body copy.

### Arial Regular

Font size: 14px  
Leading: 18px  
Colour: #181B25

B2

T&C fine print.

### Arial Regular

Font size: 11px  
Leading: 12px  
Colour: #181B25

# COLOUR

Colour is an essential part of our brand. Every email should include Westpac Red. It's a big part of our identity, recognisable and ownable to us. Our core colour keeps us looking distinctly Westpac, while our new expressive accent colours pack a big punch or a subtle touch when needed.

Where an email leads with one of our alternate colours, a Westpac Red expression bar should always be used.

We've built out rough colour ratios to help identify how many of our colours should be used in our emails.

## EMAIL COLOUR CONSIDERATIONS:

- Westpac Red should be the default background colour for the header module, but alternate colours are also available.
- White is the default background for the intro module.
- If the header module includes Westpac Red, look to use an accent or tertiary colour for any callout modules. The first preference should be to use Pink Tint.
- If the header module is a colour other than Westpac Red, ensure that you maintain 50% presence of our brand codes, for instance, by using the large W logo.
- When utilising a second callout module, choose an accent or tertiary colour.
- Charcoal is only to be used for copy, not as a background.
- Make sure all comms pass accessibility on digital platforms.
- See the bottom of page 14 for expression bar combinations.

### Primary Colour

#### WESTPAC RED

RGB: 218 23 16  
HEX: DA1710

### Accent Colours

#### PINK

RGB: 255 61 219  
HEX: FF3DDB

#### PURPLE

RGB: 152 25 215  
HEX: 991AD6

#### DARK RED

RGB: 153 0 0  
HEX: 990000

#### NAVY

RGB: 31 27 79  
HEX: 1F1C4F

### Tertiary Colours

#### PURPLE TINT

RGB: 244 186 242  
HEX: E0BAF2

#### PINK TINT

RGB: 255 217 247  
HEX: FFD9F7

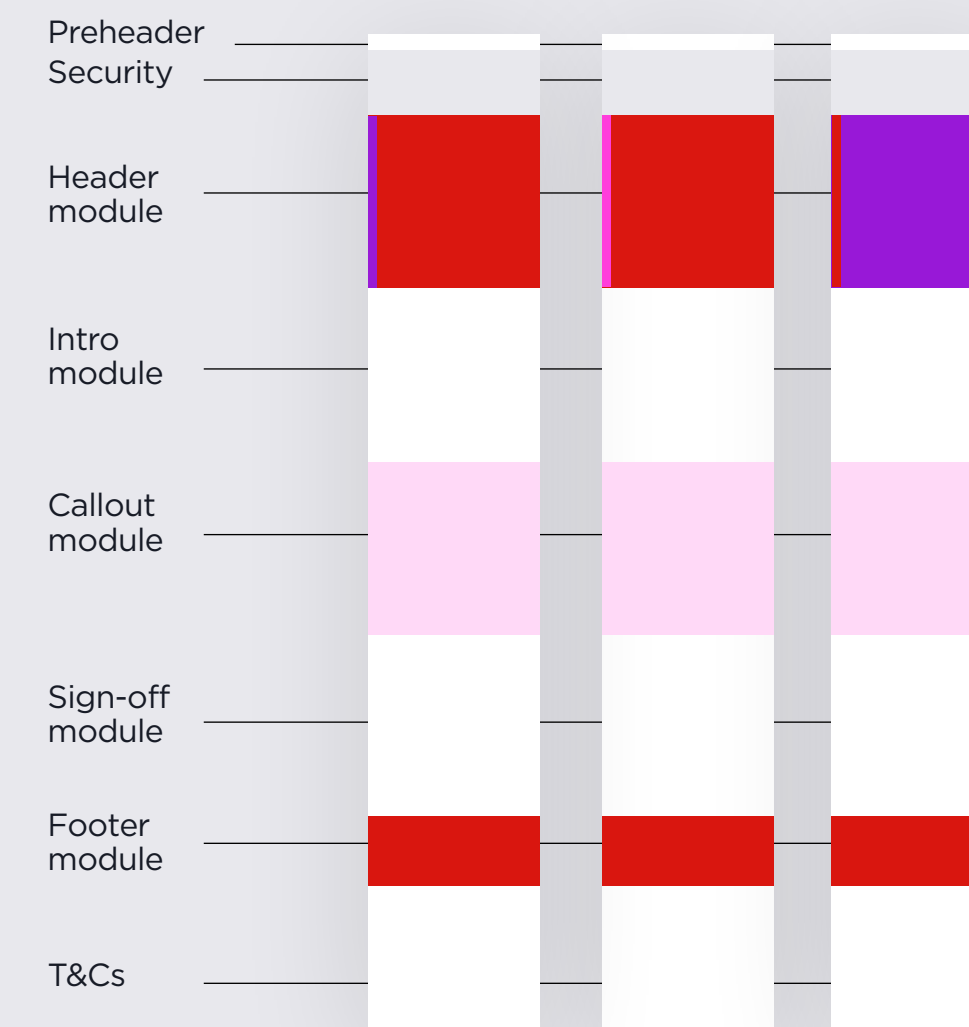
#### GREY

RGB: 232 232 237  
HEX: E8E8ED

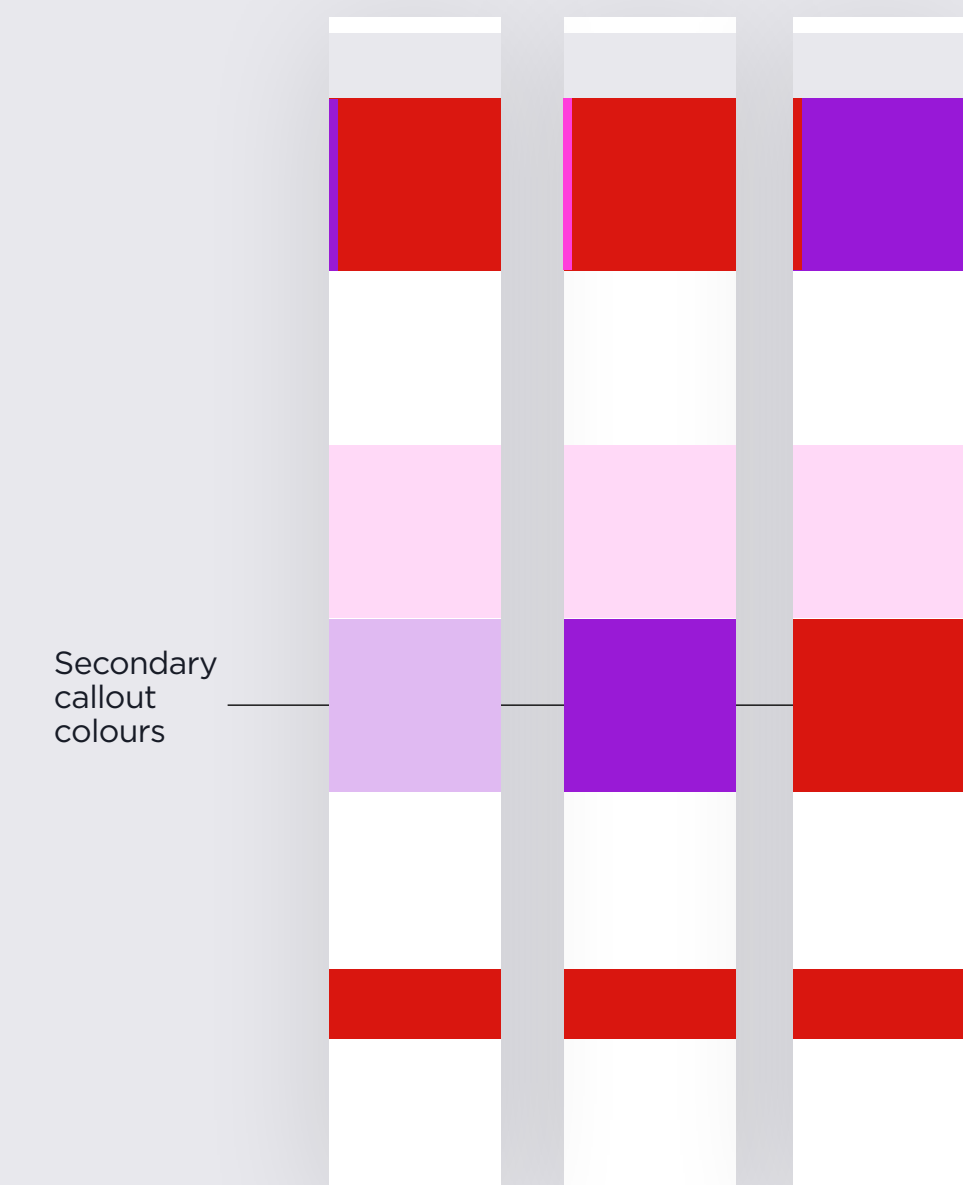
#### CHARCOAL

RGB: 24 27 37  
HEX: 181B25

### Shorter email colour breakdown



### Longer email colour breakdown





# GRAPHICAL BACKGROUND

Our graphical backgrounds are made up of cropped segments of the Westpac logo that create dynamic and flexible graphical elements.

In email communications, use graphical backgrounds in reserved colours when designing for messaging that is of a serious or less positive tone.

## GRAPHICAL BACKGROUND CONSIDERATIONS:

- Only applicable in a header email module.
- Only use it as a background and not as a logo placement.



# PHOTOGRAPHY

Photography plays a big role within our brand, capturing our customers' everyday lives. We do this by using two levels of photography - lifestyle and studio. Lifestyle images capture a high level of human expression and the dynamic inherent in everyday life moments, both big and small. Studio shots show individual expressions amongst our customers, or can show human interaction with products.

To keep our photography style on brand and consistent we have laid out a few overarching photography principles and a few tips and tricks.

See the Westpac Master Guidelines for more details.

## PHOTOGRAPHY CONSIDERATIONS:

### Expression

Stick to simple compositions - the focus is always on people and their high level expressions.

### Inject brand palette

Where possible, display the palette of brand and accent colours within the image.

### In the moment

Always reflect an activity or connection in the moment, capturing its dynamic tension. Never let your image feel static.

### Australian

Ensure imagery feels Australian in both diversity and environment.



# ILLUSTRATION

Illustration is a key outlet that can be utilised to inject energy, youth and vibrancy into the brand. Illustration is broken down into categories that facilitate different types of communications, from bespoke illustrations to giving stock imagery some flair.

**Bespoke Illustrations** - These are custom drawn illustrations that are unique to Westpac. Budget and time permitting, commissioning imagery is the recommended way to bring our illustration style to life.

**Stock Images** - Occasionally we may need to purchase stock imagery. This can be made more ownable by utilising our core toolkit and drawing from our considerations. By adding our logo, colours or by creating textures or shadows, we add a more 'realistic' look and feel to the illustration.

See the Westpac Master Guidelines for more details.

## ILLUSTRATION CONSIDERATIONS:

### **Westpac at the Heart**

Our Westpac 'W' should play a key role in our illustration where possible, whether that's embedded in the image or acting as a platform in the background.

### **In the Moment**

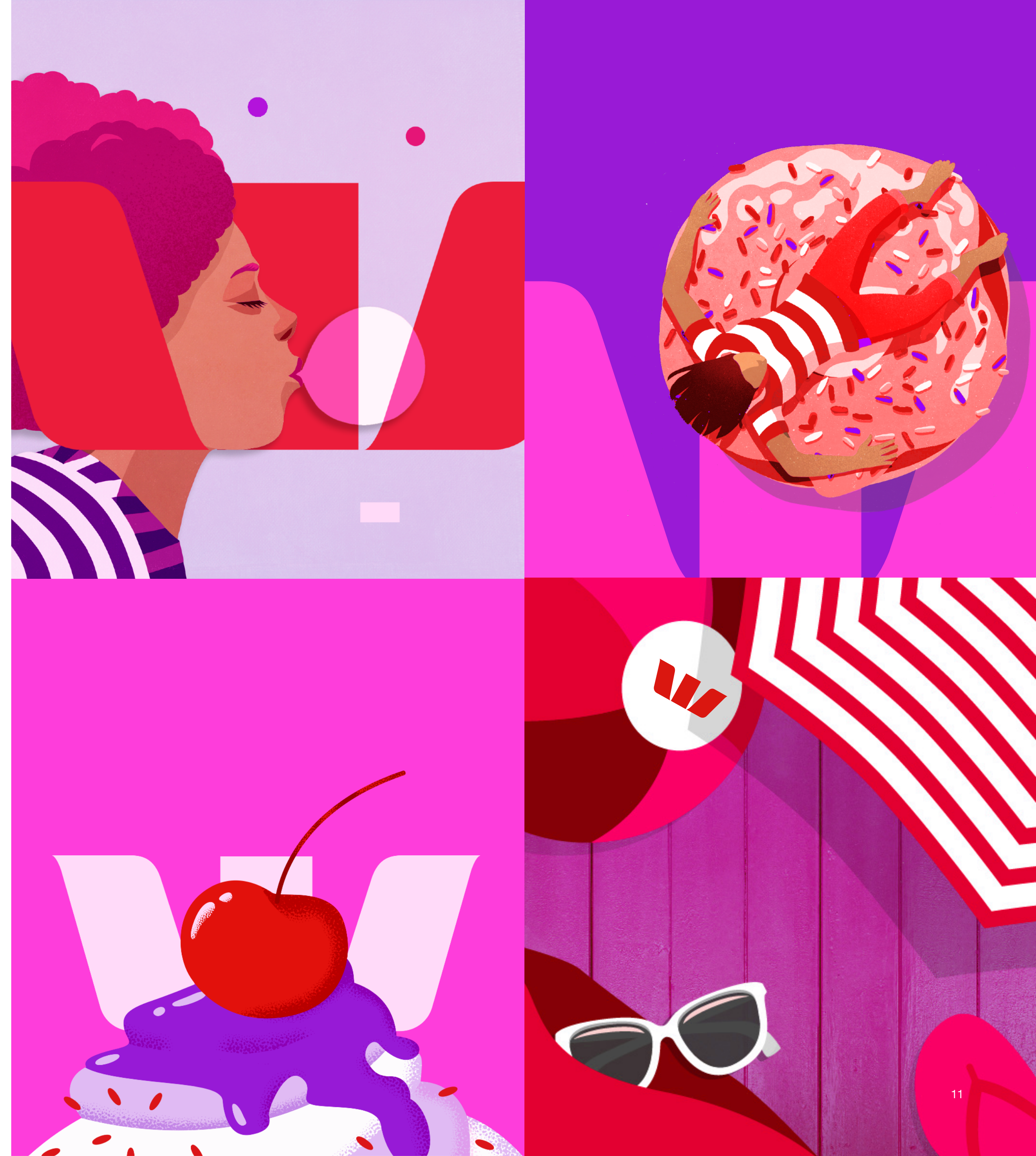
Inject energy, flair and personality. And, if possible, a sense of movement.

### **Authentic and Relatable**

Depict content that is relatable to the audience and which embraces the idiosyncrasies of life.

### **Relevant to Australia**

Represent the diversity of Australia's people, culture, and landscape.



# COVID-19

COVID-19 has changed how we live and interact, and our photography should reflect this.

When considering photography or illustration image searching, take into account the current guidance around social distancing and the wearing of masks.

## GENERAL CONSIDERATIONS:

- Avoid showing people too close together in any socialising scenes.
- Show people wearing masks if appropriate.
- Be especially considerate of pressures facing businesses.



# PICTOGRAMS & ICONS

For use in emails, four levels of pictograms and iconography are available.

## DECORATIVE PICTOGRAMS:

Decorative pictograms should be used to enhance brand presence on the screen, or celebrate a milestone or moment (so we are not dependent on text). Only use these pictograms in a module with a white, pink tint or purple tint background.

## INFORMATIVE PICTOGRAMS:

Use the informative pictogram set to accompany text to aid in communicating an idea, product feature, or function. Only use these pictograms in a module with a white or pink tint background. Infographics are created using informative pictograms - do not use decorative pictograms or GEL icons.

## GEL ICONS:

Our GEL icons are only to be used when showing the Westpac contact details.

## NUMBERED ICONS:

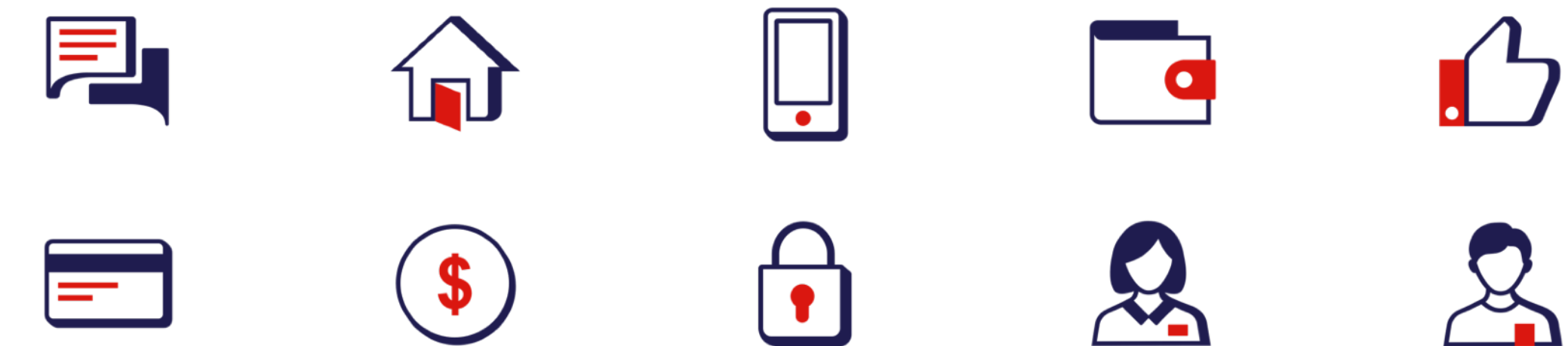
Use number icons when communicating steps in a process.

See the Westpac Master Brand Guidelines for more details.

### Decorative pictograms



### Informative pictograms



### GEL icons



### Numbered icons



# ACCESSIBILITY

## MAKING OUR EMAILS ACCESSIBLE TO EVERYONE

As part of our commitment to the [Web Content Accessibility Guidelines \(WCAG\)](#) AA standard, no email will be approved by the Brand team unless it meets our accessibility criteria.

To this end, key accessibility measures, including utilising system fonts and employing minimum copy sizes, have been incorporated into the available email modules.

Shown on this page are the available contrasting colour combinations that meet the AA accessibility criteria.

### WESTPAC RED

- ✔ **WHITE HEADLINE**
- ✔ **PINK TINT HEADLINE**
- ✔ **PURPLE TINT HEADLINE**

- ✔ White sub-heading & body copy only

### PURPLE

- ✔ **WHITE HEADLINE**
- ✔ **PINK TINT HEADLINE**
- ✔ **PURPLE TINT HEADLINE**

- ✔ White sub-heading & body copy only

### PINK TINT

- ✔ **WESTPAC RED HEADLINE**
- ✔ **PURPLE HEADLINE**
- ✔ **NAVY HEADLINE**

- ✔ Navy sub-heading & body copy only
- ✔ Charcoal long-form body copy only (over 3 sentences).

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut faucibus placerat orci, ut tempor eros dapibus eu. Ut quis urna tempor, sagittis odio a, pretium dolor. Etiam lorem lorem, dignissim at erat lacinia, rhoncus sagittis ex. Praesent quis orci vel nisl vestibulum suscipit. Pellentesque a augue ac lacus fermentum luctus.

### PURPLE TINT

- ✔ **WESTPAC RED HEADLINE**
- ✔ **PURPLE HEADLINE**
- ✔ **NAVY HEADLINE**

- ✔ Navy sub-heading & body copy only
- ✔ Charcoal long-form body copy only (over 3 sentences).

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut faucibus placerat orci, ut tempor eros dapibus eu. Ut quis urna tempor, sagittis odio a, pretium dolor. Etiam lorem lorem, dignissim at erat lacinia, rhoncus sagittis ex. Praesent quis orci vel nisl vestibulum suscipit. Pellentesque a augue ac lacus fermentum luctus.

### DARK RED

- ✔ **WHITE HEADLINE**
- ✔ **PINK TINT HEADLINE**
- ✔ **PURPLE TINT HEADLINE**

- ✔ White sub-heading & body copy only

### WHITE

- ✔ **WESTPAC RED HEADLINE**
- ✔ **PURPLE HEADLINE**
- ✔ **NAVY HEADLINE**

- ✔ Navy sub-heading & body copy only
- ✔ Charcoal long-form body copy only (over 3 sentences).

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut faucibus placerat orci, ut tempor eros dapibus eu. Ut quis urna tempor, sagittis odio a, pretium dolor. Etiam lorem lorem, dignissim at erat lacinia, rhoncus sagittis ex. Praesent quis orci vel nisl vestibulum suscipit. Pellentesque a augue ac lacus fermentum luctus.

**COPY**



**PRINCIPLES**

## A QUICK RECAP

# OUR VOICE PRINCIPLES

The following is a quick recap of the major tone of voice principles required to write a Westpac email. For further guidance, refer to the Westpac Master Guidelines.

## 1

### EVERYDAY RELEVANT

We know banking leads to better things—from tangible, straightforward benefits to experiences and new possibilities. What's relevant is what's important to our customers in their daily lives.

- Put yourself in their shoes
- Feature it in a fresh way
- Keep it grounded
- Friendly, not 'feisty'
- Don't say it, feel it

## 2

### SIMPLER IS SMARTER

Banking can be complex, but it doesn't have to feel that way. Because the best way to navigate something complex is one step at a time. So we work hard to ensure that information doesn't feel overwhelming.

- Highlight what's important
- Break it down
- Hero the call to action
- Balance the details
- Avoid the usual jargon

## 3

### PUT PEOPLE FIRST

Some brands tell. Great brands show. We understand that leadership is sometimes being ahead, and sometimes it's being behind people all the way—but that everything starts with our customers.

- Show the way
- Ask them
- The customer comes first
- Let them complete the story
- Legacy is a proof-point

## 4

### KEET IT REAL

Our customers are real people, dealing with real life. They have worries to address, dreams to achieve, and things to do. They know banking can be serious, but they have no interest in it being stuffy.

- Write like you speak
- Avoid \$20 words
- Share the realities
- Talk mindset, not age
- Use colloquialisms wisely



## PUTTING OUR CHARACTERS TO WORK

# SUBJECT LINES & PREHEADERS

## SUBJECT LINES

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They may be small, but subject lines are deceptively powerful. Their job: to cut through inbox clutter and inspire someone to click 'open' (keep in mind, if your email is never read, all the time you spent creating it will go to waste).

### Helpful tips:

- Try to include the recipient's first name or some form of personalisation (e.g. suburb, points balance).
- Aim for 35 characters or less (better for mobile), never more than 50 characters.
- Find a fresh way in to cut through the inbox clutter. Giving it a twist, asking a question, or tapping into a human insight are handy starting points.
- Make sure it's clear what you're communicating about.
- If time allows, include options for A/B testing, each with a different way in (e.g. offer led vs emotive led).
- Use sentence case with no full stop.

## PREHEADERS

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The humble Preheader is your subject line's hardworking sidekick. Its purpose is to add a little extra info, which can be seen even before someone opens up the email.

### Helpful tips:

- Keep preheaders to 50 characters max.
- Don't repeat what you've said in the subject line.
- Instead, enhance the subject line to deliver context or a 'straighter' part of the message.
- Consider using it as a call to action.
- Use sentence case with no full stop.

THEY BOTH HAVE AN IMPORTANT JOB TO DO

# HEADERS VS. SUBHEADS

Once you've opened a Westpac email, the header is usually the first thing you'll see, followed by the subhead - and they both have an important role to play.

## HEADERS

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Use your header like a 'signpost' to grab attention and give an idea of the content to follow.

### Helpful tips:

- Keep it short and sharp - four words or less.
- Needs to instantly give an idea of the nature of the email (marketing vs service, fun vs serious).
- It doesn't need to tell your whole message, just be intriguing and relevant enough to continue to the body.
- Use all caps, except on the Graphical Background Text Header Module, which is reserved for when we need to speak in a more reserved tone.
- No dynamic text in headers (since they're set as an image).
- No full stop unless there is other punctuation within the headline or the headline is multiple short sentences. Ideally, your headline will have no punctuation at all (since they're so short).

## SUBHEADS

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Use your subheader to support your header with more practical 'heavy lifting'.

### Helpful tips:

- Use it to deliver the straighter part of the message.
- Keep it short and sharp, one sentence, ideally under ten words.
- Personalise it if you can.
- Use sentence case with a full stop.

## MOVING TOWARDS HOW WE WRITE TODAY

# SALUTATIONS & SIGN-OFFS

The letter style of writing, which includes 'Dear Sir/Madam' and 'Kind Regards', feels old hat in today's digital world, so let's take a more modern approach.

## SALUTATIONS

---

- There is no need to include a salutation (Dear, Hi, Hello etc).
- Include the customer's first name to make it clear who we're addressing, but look for ways to do it in a much more seamless and modern way, for example:
  - Include it in the subhead
  - Put it at the start of the first sentence of copy
- When writing to SMEs, we should again look to include the business name in either the subhead or first line of copy.
- The only exception to this rule is when we're delivering a more serious piece of communication, where a more formal approach is required. In this case, 'Hi <First name>' should be used.

## SIGN-OFFS

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You don't need to include a sign-off message, but if you do, here's a guide on what it should say:

- Make sure your sign-off demonstrates our refreshed tone and reflects the main message of the communication. For example, 'Happy house hunting', 'Stay tuned', 'Have fun exploring'. 'Thank you for choosing us' is also available.
- Use 'Thanks for choosing us' for Operational emails.
- Use 'Regards' when delivering bad news.

Team vs Personal:

- From Westpac Bank as a whole, use 'The Westpac team'.
- From a specific Westpac division, use 'The Westpac <division> team'.
- From a personal banker, use  
<Banker's name>  
<Job title>  
<Division>

**A TEMPLATE FOR**



**EVERY MOMENT**

- 1** **MARKETING**
- 2** **SERVICE**
- 3** **OPERATIONAL**

# PREDEFINED TEMPLATES

## OUR 'OFF THE SHELF' SOLUTIONS

	Main purpose	Mindset outcome	Example comms	Tone	Available Brand Elements
Marketing	To encourage a customer to act, such as when we're selling a new product/service or talking to a brand/life moment.	My bank is telling me about a product or service that they feel is relevant and useful to me. I better check it out.	<ul style="list-style-type: none"> <li>Product/service offers and life/business moments that are relevant to the customer.</li> <li>Value-adds for existing customers.</li> <li>Part of an ATL campaign.</li> </ul>	Excited, persuasive	<ul style="list-style-type: none"> <li>Photography</li> <li>Illustration</li> <li>Micro-Interactions</li> <li>Pictograms &amp; Icons</li> </ul>
Service	To share factual, product-related information with customers (on a product they already hold). It's important that these communications do not try to sell or cross sell.	My bank wants to keep me informed about things related to my banking. I can act on it, but I don't have to. Either way, I feel reassured they have my best interests at heart.	<ul style="list-style-type: none"> <li>Product changes e.g. rate change, discontinuing or migrating products etc.</li> <li>Welcome to new &lt;product/service&gt;.</li> <li>Communications throughout a product application process.</li> </ul>	Optimistic, informative	<ul style="list-style-type: none"> <li>Photography</li> <li>Illustration</li> <li>Micro-Interactions</li> <li>Graphical Background</li> <li>Pictograms &amp; Icons</li> </ul>
Operational	To deliver mandatory alerts and notifications deemed critical and high risk if not sent to customers.	This is critical information that my bank needs me to be aware of and/or act on.	<ul style="list-style-type: none"> <li>eStatements available.</li> <li>Fraud detection or suspicion.</li> <li>Password resets.</li> <li>Remediations / Customer resolutions.</li> <li>Technical errors / Outages.</li> <li>Payments e.g. reminders, limit increases etc.</li> <li>Product Disclosure Statements / T&amp;Cs Guides.</li> </ul>	Informative, functional	As per existing template.

# MARKETING

## THREE HEADER OPTIONS

### 1. Image-led

Use photography when communicating:

- A big life moment (e.g. buying a home, starting a family, opening a business).
- An app or mobile-first product.
- A message that's targeted at a specific demographic (e.g. everyday banking account for students).

### 2. Illustration-led

Use illustration when communicating:

- An offer relating to a product they don't hold (e.g. a new home loan).
- A subject that is more abstract or general.
- A product that's unique to market.

### 3. Micro-interaction-led

Use Micro-Interactions at Brand's discretion when we want our headline to stand out.


### 1. Image-led

Example only

It all starts with our finance Recovery Hub

Westpac will never send you a link directly to our sign in page, or request your personal or financial information. Always type [westpac.com.au](#) into your browser or use the Westpac mobile banking app to securely sign in. More info - visit [westpac.com.au/securemail](#) View online

## YOU GOT THIS




**Andrew, it's time to take control of your finance.**

Money isn't always easy, which is why we've created an Online Recovery hub to help you through those moment where you're feeling the pinch.

It's loaded with practical tools, tips and resources, like our Managing Money Guide, Cost Cutting Checklist, budget planner and more.

[Take control](#)




**Make a date with an expert.**

Join our 20-minute online event, where you'll get loads of tools and tips to manage your money, like developing budgets, fostering healthy savings habits and creating savings goals.

[Register now](#)

**We're here to help.**

- Visit our [Recovery Hub](#)
- Contact us via the Westpac App



**Things you should know:**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at ante ac leo rutrum commodo eget non leo. Morbi sodales ex ut lectus facilisis dignissim. Cras accumsan tincidunt felis, ut blandit quam euismod non. In eu dictum est.

**Westpac Protect Security Reminder:**

Westpac sent this message to <Customer Name> <Customer ID ending in XXXXX> at <Customer Email Address>. These details are included to help provide assurance that this is a genuine email from Westpac.

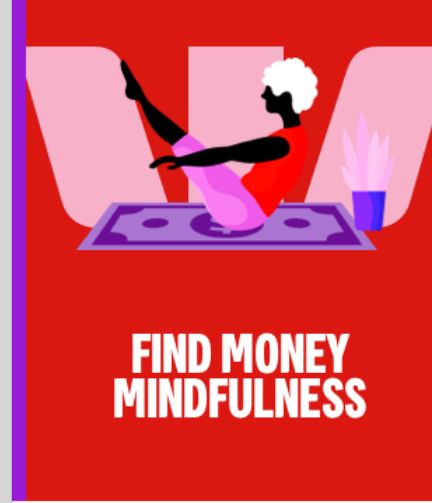
Westpac will never send you a link that directly opens our sign in page, or any links requesting your personal or financial information. Always type [westpac.com.au](#) into your browser or use the Westpac mobile banking app to securely access your banking. For more information visit

### 2. Illustration-led

Example only

Take control with our Recovery Hub

Westpac will never send you a link directly to our sign in page, or request your personal or financial information. Always type [westpac.com.au](#) into your browser or use the Westpac mobile banking app to securely sign in. More info - visit [westpac.com.au/securemail](#) View online



## FIND MONEY MINDFULNESS


**Andrew, it's time to take control of your finance.**

Money can be stressful, but it doesn't have to be.

Which is why we've created an Online Recovery hub to help you through those moment where you're feeling the pinch.

It's loaded with practical tools, tips and resources, like our Managing Money Guide, Cost Cutting Checklist, budget planner and more.

[Take control](#)




**Make a date with an expert.**

Join our 20-minute online event, where you'll get loads of tools and tips to manage your money, like developing budgets, fostering healthy savings habits and creating savings goals.

[Register now](#)

**We're here to help.**

- Visit our [Recovery Hub](#)
- Contact us via the Westpac App



**Things you should know:**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at ante ac leo rutrum commodo eget non leo. Morbi sodales ex ut lectus facilisis dignissim. Cras accumsan tincidunt felis, ut blandit quam euismod non. In eu dictum est.

**Westpac Protect Security Reminder:**

Westpac sent this message to <Customer Name> <Customer ID ending in XXXXX> at <Customer Email Address>. These details are included to help provide assurance that this is a genuine email from Westpac.


Westpac will never send you a link that directly opens our sign in page, or any links requesting your personal or financial information. Always type [westpac.com.au](#) into

### 3. Micro-Interaction-led

Example only

Here's a rewarding upgrade to think about

Westpac will never send you a link directly to our sign in page, or request your personal or financial information. Always type [westpac.com.au](#) into your browser or use the Westpac mobile banking app to securely sign in. More info - visit [westpac.com.au/securemail](#) View online



**Upgrade to more rewards with an Altitude Platinum card.**

[Tell me more](#)

Michelle, is it time you got more from your credit card? Upgrade your existing Westpac Life Card to an Altitude Platinum Card, and you'll be tapping your way to more great features in no time.

Here's a flavour of what to expect.

**Boost your points earning potential.**


- 2x Altitude Reward points.**  
Per \$1 spent on Uber, Uber Eats, Spotify Premium, Airbnb and overseas spend.
- 1x Altitude Reward points.**  
Earn 1 Altitude point per \$1 spent on all other eligible everyday purchases.

**\$99**  
annual fee for the first year\* (usually \$150).

**3.09% P.A.**  
interest rate on purchases for the first year when you apply by 30 June 2021. Quote promo code DOA30.

**Help is at hand.**

- Visit our [Credit Cards page](#)
- Contact us via the Westpac App



**Things you should know:**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at ante ac leo rutrum commodo eget non leo. Morbi sodales ex ut lectus facilisis dignissim. Cras accumsan tincidunt felis, ut blandit quam euismod non. In eu dictum est.

**Westpac Protect Security Reminder:**

# SERVICE

## FOUR HEADER OPTIONS

Our four header options give us the flexibility to adjust our tone according to the intent of the message. The first three allow us to be more optimistic and playful, while option 4 (Typography-led) is for when we need to speak in a more serious or reserved tone.

### 1. Image-led

Use photography when communicating:

- A big life moment (e.g. buying a home, opening a business).
- Serious or delicate matters, such as a moment of crisis (e.g. COVID-19, bushfires).
- An app or mobile-first product.
- A message that's targeted at a specific demographic (e.g. everyday banking account for students).

### 2. Illustration-led

Use illustration when:

- We want to add interest or flair to a product update or change.
- We're talking to a product that's unique to market (that the customer holds).

### 3. Micro-Interaction-led

Use Micro-Interactions at Brand's discretion when we want our headline to stand out.

### 4. Typography-led

Use the W graphic background when communicating a serious message where you don't want photography or illustration to get in the way, such as essential product updates.

#### 1. Image-led

Example only

Explore what's new

Westpac will never send you a link directly to our sign in page, or request your personal or financial information. Always type [westpac.com.au](#) into your browser or use the Westpac mobile banking app to securely sign in. More info: [westpac.com.au/securely](#) View online

**UPDATED APP. SIMPLER BANKING.**

Explore now

Here's what's new in your Westpac App.

Andrew, good news: the updated Westpac App is here. The updates are designed to make banking simpler and faster so you can stay in control.

**What's new:**

**Faster payments.**  
The people you've paid most recently are now at the top of your address book.

**A new way to search.**  
Use the new smart search feature to find what you need fast.

**Control under pressure.**  
Check funds fast and drag and drop money between your Westpac accounts.

See more

Sign in for a quick tour of what's new.

If your app hasn't updated automatically:

- 1 Visit the App Store on your iPhone.
- 2 Tap your profile icon.
- 3 Tap 'Update' next to the Westpac App.

*<Note: You'll need to be using iOS 13 or above >*

#### 2. Illustration-led

Example only

It's now easier to redeem your reward points

Westpac will never send you a link directly to our sign in page, or request your personal or financial information. Always type [westpac.com.au](#) into your browser or use the Westpac mobile banking app to securely sign in. More info: [westpac.com.au/securely](#) View online

**FEEL THE EARN**

Let's go

Andrew, discover a new way to use your 12,345 Altitude Reward points.

Everyone loves a little treat, which is why we've made it easier to redeem your Altitude Reward Points through a shiny new rewards website.

That means with your points tally of 12,345, you could be on the road to rewards sooner than you think.

Dive in

**Make it rain rewards.**

- 1 Sign in to Westpac Online Banking or the Westpac App
- 2 Select 'Rewards and offers'
- 3 Select 'Altitude Rewards Points' and follow the prompts

**Things you should know:**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at ante ac leo rutrum commodo eget non leo. Morbi sodales ex ut lectus facilis dignissim. Cras accumsan lincidunt felis, ut blandit quam euismod non. In eu dictum est.

**Westpac Protect Security Reminder:**  
Westpac sent this message to <Customer Name> <Customer ID ending in XXXXX> at <Customer Email Address>. These details are included to help provide assurance that this is a genuine email from Westpac.

Westpac will never send you a link that directly opens our sign in page, or any links requesting your personal or financial information. Always type [westpac.com.au](#) into your browser or use the Westpac mobile banking app to securely access your banking. For more information visit [westpac.com.au/securely](#). Before accessing emails or the Internet, always ensure your computer has up-to-date security software. Find tips to protect yourself and avoid scams and viruses at [westpac.com.au/securely](#).

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Privacy

#### 3. Micro-Interaction-led

Example only

See how it's now easier to redeem rewards

Westpac will never send you a link directly to our sign in page, or request your personal or financial information. Always type [westpac.com.au](#) into your browser or use the Westpac mobile banking app to securely sign in. More info: [westpac.com.au/securely](#) View online

**GET TO THE POINTS**

Andrew, everyone loves a little treat, which is why we've made it easier to redeem your Altitude Reward Points through a shiny new rewards website.

That means with your points tally of 12,345, you could be on the road to rewards sooner than you think.

Dive in

**What's new?**

**Better together.**  
With one sign in, you can access your points, pay bills, transfer funds between accounts and more.

**Go mobile.**  
Treat yourself on the go by accessing your reward account via the Westpac App.

**Fresh look.**  
The fresh makeover doesn't just look good, it makes it easier to scan rewards.

**Make it rain rewards.**

- 1 Sign in to Westpac Online Banking or the Westpac App
- 2 Select 'Rewards and offers'
- 3 Select 'Altitude Rewards Points' and follow the prompts

**Things you should know:**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at ante ac leo rutrum commodo eget non leo. Morbi sodales ex ut lectus facilis dignissim. Cras accumsan lincidunt felis, ut blandit quam euismod non. In eu dictum est.

**Westpac Protect Security Reminder:**  
Westpac sent this message to <Customer Name> <Customer ID ending in XXXXX> at <Customer Email Address>. These details are included to help provide assurance that this is a genuine email from Westpac.

Westpac will never send you a link that directly opens our sign in page, or any links requesting your personal or financial information. Always type [westpac.com.au](#) into your browser or use the Westpac mobile banking app to securely access your banking. For more information visit [westpac.com.au/securely](#). Before accessing emails or the Internet, always ensure your computer has up-to-date security software. Find tips to protect yourself and avoid scams and viruses at [westpac.com.au/securely](#).

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#### 4. Typography-led

Example only

Here's what you need to know

Westpac will never send you a link directly to our sign in page, or request your personal or financial information. Always type [westpac.com.au](#) into your browser or use the Westpac mobile banking app to securely sign in. More info: [westpac.com.au/securely](#) View online

**Card lock, locked in**

Samantha, you successfully locked your card ending 5678 on 28 August 2020. Here are a few things to keep in mind:

- Your card will automatically unlock after 15 days
- Any direct debits connected to the card may be declined
- By locking your card, you have also locked any additional cardholder's cards.

If you have already unlocked or permanently blocked your card, please disregard this email.

**Here's what you can do next.**

**Access your cash.**  
You can still access Cardless Cash from over 3,000 Westpac ATMs via the Westpac App while your card is locked.  
[Access cash](#)

**Unlock your card.**  
Found your card? We can unlock it for you now.  
[Unlock now](#)

**Permanently block your card.**  
If your card is still lost or has been stolen, you need to permanently block it and we'll order you a new one.  
[Block for good](#)

**Help is at hand.**  
[westpac.com.au/contact-us](#)  
[132 032](#)  
Visit your [nearest branch](#)

**Things you should know:**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at ante ac leo rutrum commodo eget non leo. Morbi sodales ex ut lectus facilis dignissim. Cras accumsan lincidunt felis, ut blandit quam euismod non. In eu dictum est.

**Westpac Protect Security Reminder:**  
Westpac sent this message to <Customer Name> <Customer ID ending in XXXXX> at <Customer Email Address>. These details are included to help provide assurance that this is a genuine email from Westpac.

Westpac will never send you a link that directly opens our sign in page, or any links requesting your personal or financial information. Always type [westpac.com.au](#) into your browser or use the Westpac mobile banking app to securely access your banking. For more information visit [westpac.com.au/securely](#). Before accessing emails or the Internet, always ensure your computer has up-to-date security software. Find tips to protect yourself and avoid scams and viruses at [westpac.com.au/securely](#).

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# OPERATIONAL

The Operational template will continue to be used for comms related to mandatory alerts and notifications deemed critical and high-risk if not sent to the customer.

Examples:

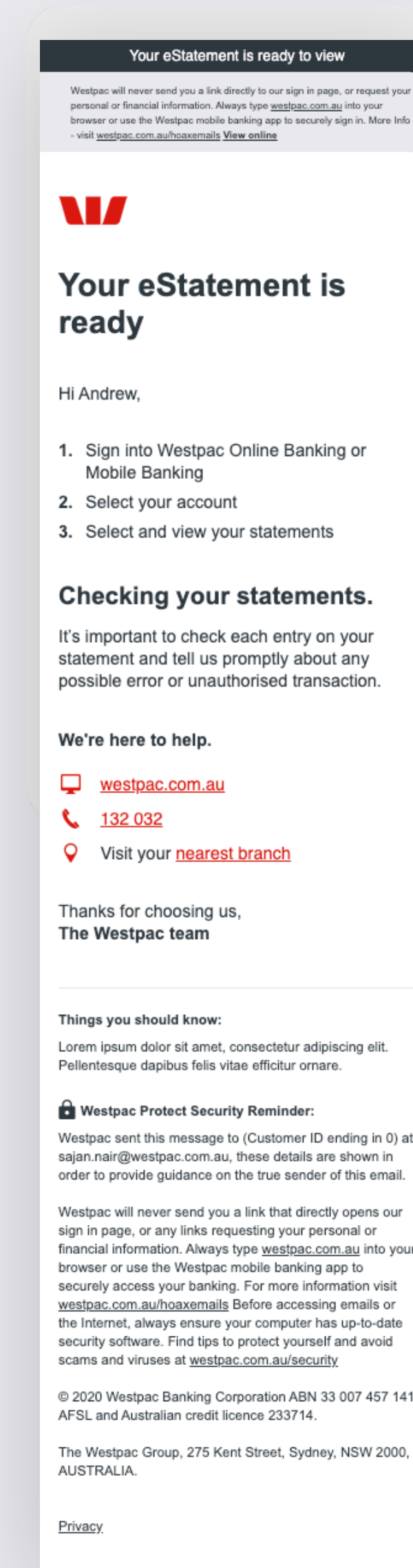
- eStatements available
- Fraud detection or suspicion
- Password resets
- Remediations / customer resolutions
- Technical errors / outages
- Payments e.g. limit increases
- Product Disclosure Statements / T&Cs

## A note on copy

Despite limited visual branding, copy must align with the brand's TOV and writing style, as set out in the Westpac Master Guidelines. These are comms with some of our highest open rates, so it's important that we continue to reflect our TOV principles. A few specific points to consider:

- Use the subject line to deliver the key information (e.g. 'Your daily payment limit has changed').
- Keep the headline short, applying the same rules as on the 'Headers vs Subheads' page.
- While we don't use a salutation for the Marketing and Service templates, we should use 'Hi <First name>' here.
- The first sentence should clearly communicate what information the customer needs to know or what action we need them to take.

Example only



# TEMPLATE



# MODULES

# LAYOUT

## STRUCTURE

### Preheader Bar

Offers additional context to the subject line. Displays in email for cases where recipients have the inbox preview turned off.

### Security Message

Helps customers identify fraudulent emails – don't remove or edit.

### Hero Module (Header Banner)

Captures attention and quickly gives an idea of the content to follow.

### Intro & Body Content

The intro is for your core message. Content modules allow you to add proof points and additional messaging.

Max. 3 content modules, including the intro.

### Contact

Directs people where to go if they need additional help.

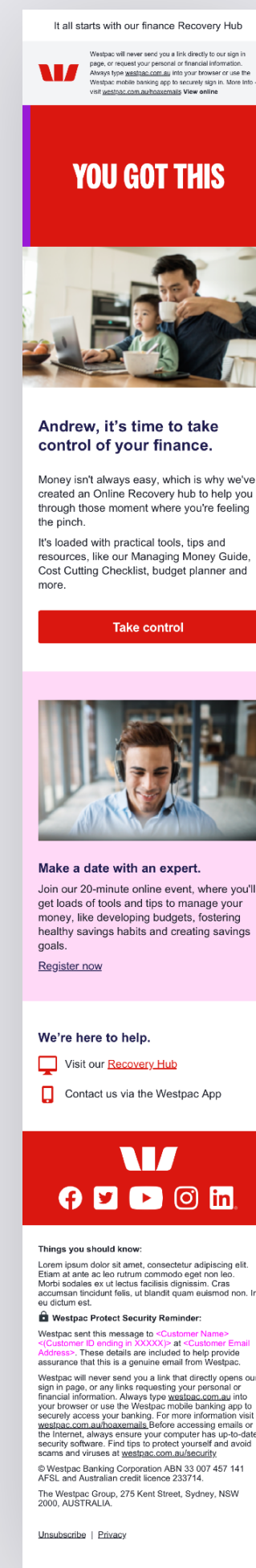
### Footer

Conclude with the Westpac logo. Can also scale up to include social icons, app store and co-brand logos if needed.

### Terms & Conditions

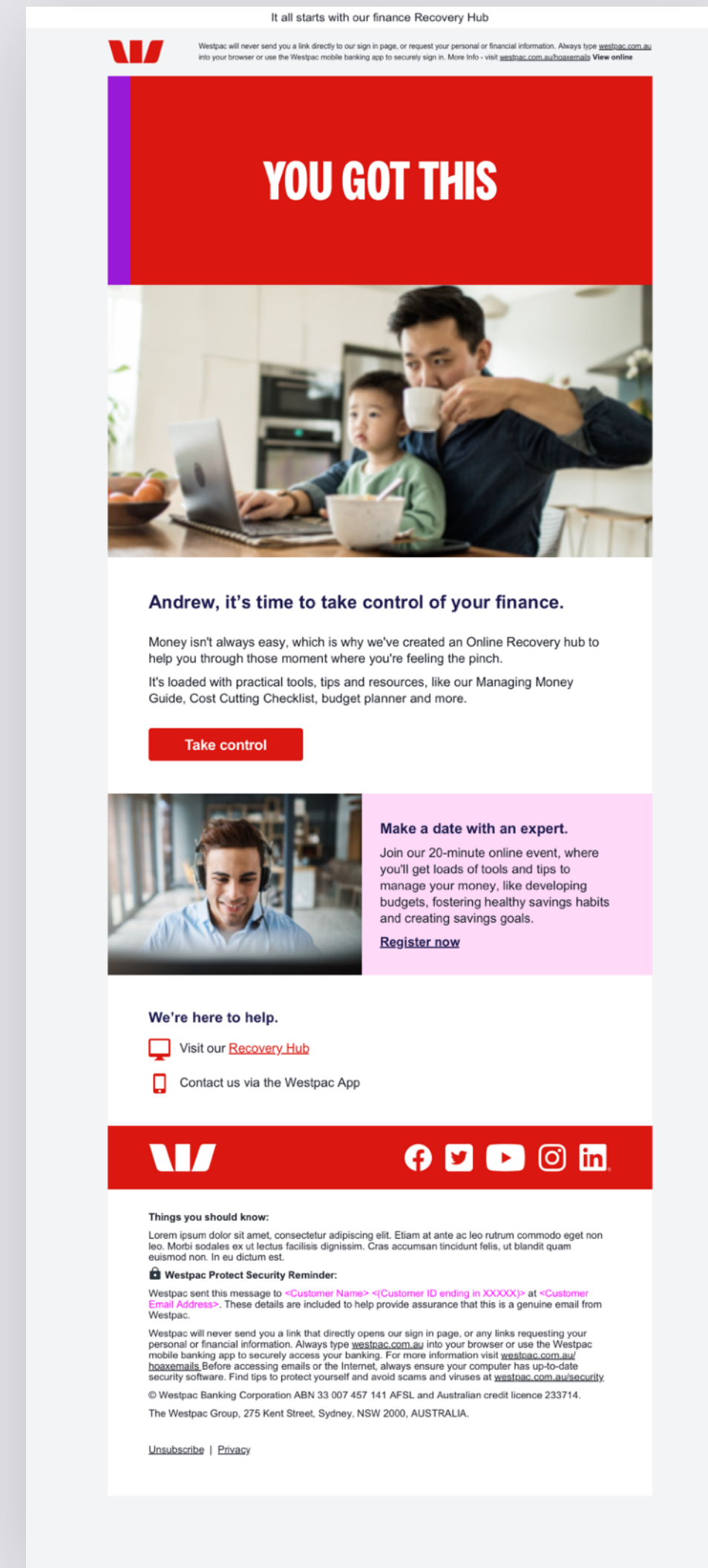
Terms & Conditions and standard security messaging.

## Mobile



Example only

## Desktop



Example only

Preheader  
Security Message

Hero Module (Header Banner)

Intro & Body Content

Contact

Footer

Terms & Conditions

# LAYOUT

## SPECS

### Mobile

Width: 320px

Content Padding: 20px

### Desktop

Width: 600px

Content Padding: 45px

### Modules

Padding: 36px top and bottom

### CTA

Padding: 24px top 36px bottom

### Mobile

20px 280px 20px

40px

80px

**YOU GOT THIS**



36px

**Andrew, it's time to take control of your finance.**

24px

Money isn't always easy, which is why we've created an Online Recovery hub to help you through those moments where you're feeling the pinch. It's loaded with practical tools, tips and resources, like our Managing Money Guide, Cost Cutting Checklist, budget planner and more.

24px

**Take control**

36px

36px



**Make a date with an expert.**

Join our 20-minute online event, where you'll get loads of tools and tips to manage your money, like developing budgets, fostering healthy savings habits and creating savings goals.

[Register now](#)

36px

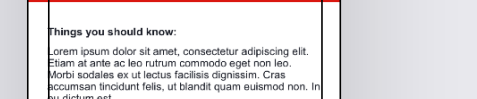
36px

**We're here to help.**

[Visit our Recovery Hub](#)

[Contact us via the Westpac App](#)

36px



**Things you should know:**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at ante ac leo rutrum commodo eget non leo. Morbi sodales ex ut lectus facilisis dignissim. Cras accumsan lacinia felis, ut blandit quam euismod non. In eu dicitum est.

**Westpac Protect Security Reminder:**  
Westpac sent this message to «Customer Name» «Customer ID ending in XXXXX» at «Customer Email Address». These details are included to help provide assurance that this is a genuine email from Westpac.

Westpac will never send you a link that directly opens our sign in page, or any links requesting your personal or financial information. Always type [westpac.com.au](#) into your browser or use the Westpac mobile banking app to securely access your banking. For more information visit [westpac.com.au/security](#).

Before accessing emails or the internet, always ensure your computer has up-to-date security software. Find tips to protect yourself and avoid scams and viruses at [westpac.com.au/security](#).  
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The Westpac Group, 275 Kent Street, Sydney, NSW 2000, AUSTRALIA.

[Unsubscribe](#) | [Privacy](#)

45px

320px

### Desktop

45px 45px

40px

80px

**YOU GOT THIS**



36px

**Andrew, it's time to take control of your finance.**

24px

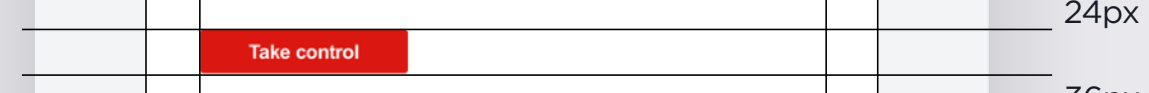
Money isn't always easy, which is why we've created an Online Recovery hub to help you through those moments where you're feeling the pinch. It's loaded with practical tools, tips and resources, like our Managing Money Guide, Cost Cutting Checklist, budget planner and more.

24px

**Take control**

36px

36px



**Make a date with an expert.**

Join our 20-minute online event, where you'll get loads of tools and tips to manage your money, like developing budgets, fostering healthy savings habits and creating savings goals.

[Register now](#)

36px

36px

**We're here to help.**

[Visit our Recovery Hub](#)

[Contact us via the Westpac App](#)

36px



**Things you should know:**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at ante ac leo rutrum commodo eget non leo. Morbi sodales ex ut lectus facilisis dignissim. Cras accumsan lacinia felis, ut blandit quam euismod non. In eu dicitum est.

**Westpac Protect Security Reminder:**  
Westpac sent this message to «Customer Name» «Customer ID ending in XXXXX» at «Customer Email Address». These details are included to help provide assurance that this is a genuine email from Westpac.

Westpac will never send you a link that directly opens our sign in page, or any links requesting your personal or financial information. Always type [westpac.com.au](#) into your browser or use the Westpac mobile banking app to securely access your banking. For more information visit [westpac.com.au/security](#).

Before accessing emails or the internet, always ensure your computer has up-to-date security software. Find tips to protect yourself and avoid scams and viruses at [westpac.com.au/security](#).  
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[Unsubscribe](#) | [Privacy](#)

45px

90px

600px

# PREHEADER & SECURITY

## Preheader

Characters: 50  
(See 'Subject Lines & Preheaders' on page 17 for details)

## Security Message

The security module must always be included and never altered in any way.

### Preheader - Mobile

Lorem ipsum dolor sit amet consectetur adipiscing elit

### Preheader - Desktop

Lorem ipsum dolor sit amet consectetur adipiscing elit

### Security Message - Mobile



Westpac will never send you a link directly to our sign in page, or request your personal or financial information. Always type [westpac.com.au](https://www.westpac.com.au) into your browser or use the Westpac mobile banking app to securely sign in. More Info - visit [westpac.com.au/hoaxemails](https://www.westpac.com.au/hoaxemails) **View online**



Westpac will never send you a link directly to our sign in page, or request your personal or financial information. Always type [westpac.com.au](https://www.westpac.com.au) into your browser or use the Westpac mobile banking app to securely sign in. More Info - visit [westpac.com.au/hoaxemails](https://www.westpac.com.au/hoaxemails) **View online**

# HEADER MODULES

## SMALL HEADER WITH IMAGERY & ILLUSTRATION

Use your header like a 'signpost' to grab attention and give an idea of the content to follow. See 'Headers vs Subheads' on page 18 for more details.

### General Rules

- Headers will need to be created for both mobile and desktop.
- Ensure you consider stacking and spacing.
- No dynamic text (as it is set as an image).
- Need to include an alt tag for accessibility.

### Headline

Recommended Characters: 20  
(Four words or less - see 'Headers vs Subheads' on page 18 for details).

Max Characters: 30

### Exporting for Retina Screens

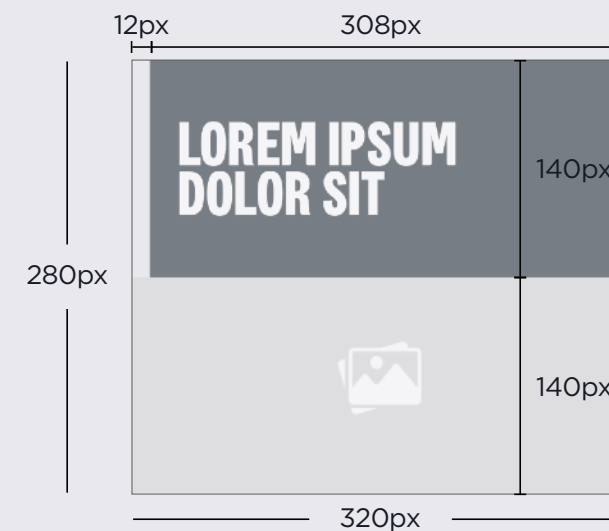
Export mobile headers at 2x size: 640px (w) 560px (h)

Export desktop headers at 2x size: 1200px (w) x 520px (h)

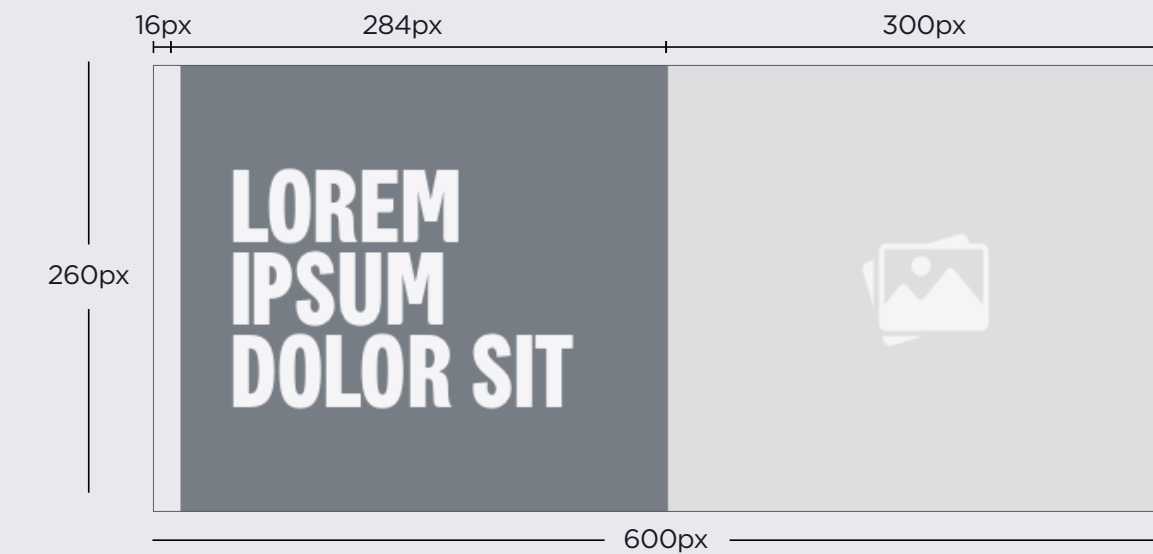
### Helpful tip:

- Once the background colour has been determined, the appropriate colours for the accent strip are shown on page 14.

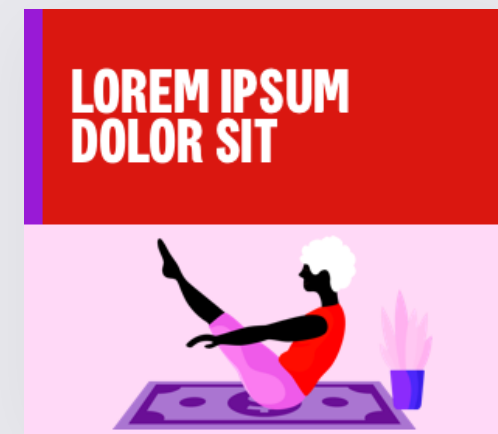
Small Header Banner (Template) - Mobile



Small Header Banner (Template) - Desktop



Small Header Banner (Illustration) - Mobile



Small Header Banner (Illustration) - Desktop



Small Header Banner (Photography) - Mobile



Small Header Banner (Photography) - Desktop



# HEADER MODULES

## SMALL HEADER WITH TYPOGRAPHY

### 1. Graphical Background Text

Use this option when communicating a serious message where you don't want photography or illustration to get in the way, such as important product updates. Use sentence case.

### 2. Micro-Interactions

Use this option at Brand's discretion when we want our headline to stand out.

Only highlight a maximum of two headline words with a coloured tint or type Micro-Interactions.

### Max File Size: 200KB

A backup image is also supplied for email clients that cannot support GIFs. This static image will need to be the first frame of any GIF. It is suggested to include this frame for 1/30th of a second so as to not distract from the hero Micro-Interaction.

### General Rules

- No dynamic text (as it is set as an image).
- Need to include an alt tag for accessibility.

### Headline

Recommended Characters: 20  
(Four words or less - see 'Headers vs Subheads' on page 18 for details)

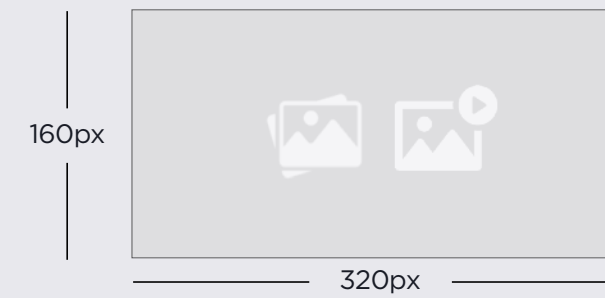
Max Characters: 30

### Exporting for Retina Screens

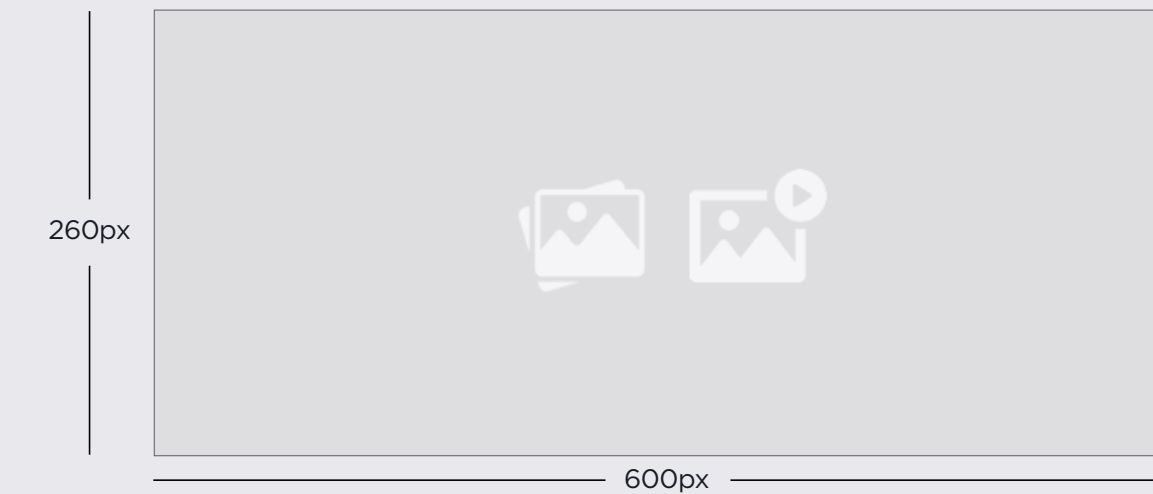
Export mobile headers at 2x size: 640px (w) x 320px (h)

Export desktop headers at 2x size: 1200px (w) x 520px (h)

Small Header Banner (Template) - Mobile



Small Header Banner (Template) - Desktop



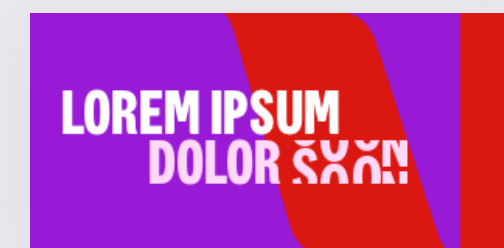
Small Header Banner (Typography-Led) - Mobile



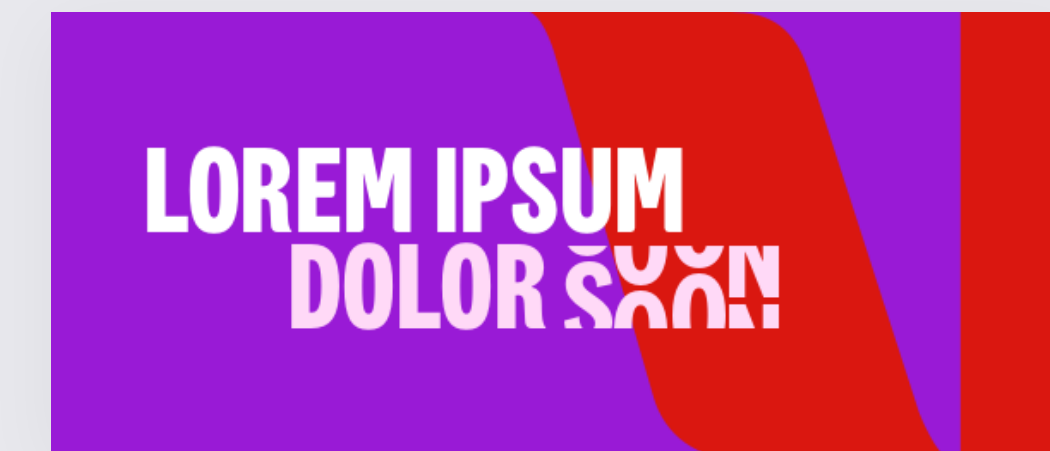
Small Header Banner (Typography-Led) - Desktop



Small Header Banner (Micro-Interactions) - Mobile



Small Header Banner (Micro-Interactions) - Desktop



# HEADER MODULES

## LARGE HEADER WITH TOP IMAGERY

Use your header like a 'signpost' to grab attention and give an idea of the content to follow.

### General Rules

- \* No dynamic text (as it is set as an image).
- \* Need to include an alt tag for accessibility.

### Headline

Recommended Characters: 20  
(Four words or less - see 'Headers vs Subheads' on page 18 for details).

Max Characters: 30

### CTA

Recommended Characters: 10

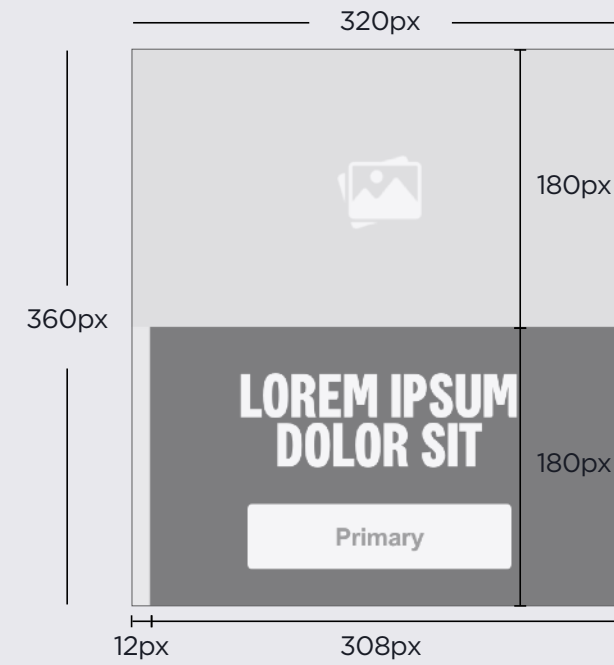
Max Characters: 15

### Exporting for Retina Screens

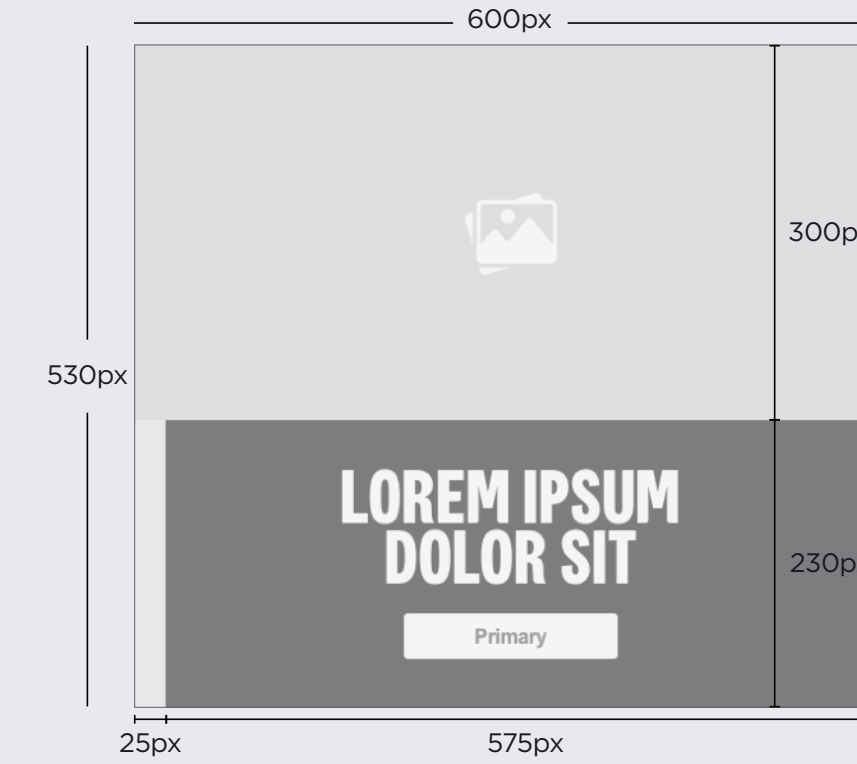
Export mobile headers at 2x size: 640px (w) x 720px (h)

Export desktop headers at 2x size: 1200px(w) x 1060px (h)

Large Header Banner (Template) - Mobile



Large Header Banner (Template) - Desktop



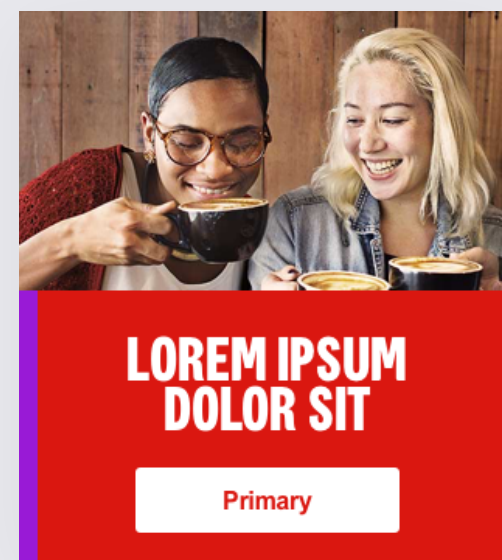
Large Header Banner (Image-Top) - Mobile



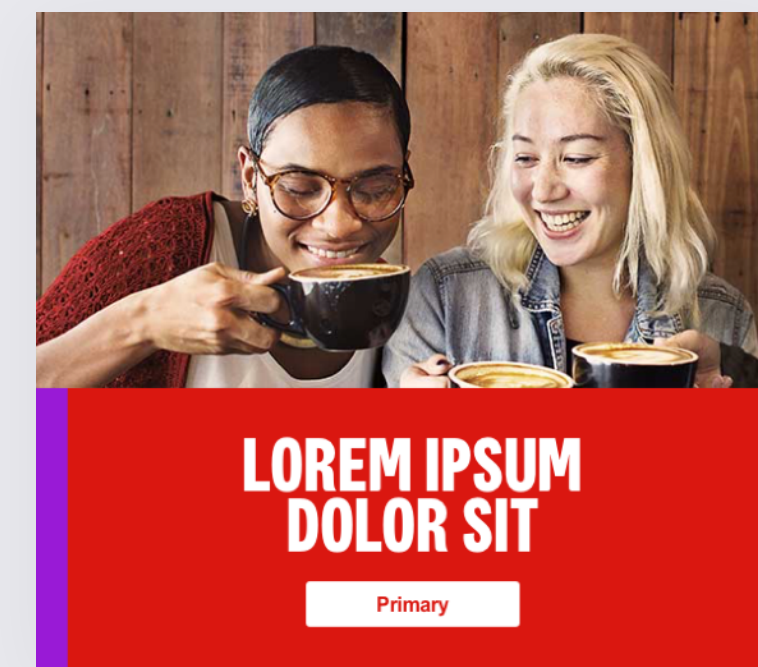
Large Header Banner (Image-Top) - Desktop



Large Header Banner (Image-Top-CTA) - Mobile



Large Header Banner (Image-Top-CTA) - Desktop





# HEADER MODULES

## LARGE HEADER WITH BOTTOM IMAGERY

Use your header like a 'signpost' to grab attention and give an idea of the content to follow.

### General Rules

- \* No dynamic text (as it is set as an image).
- \* Need to include an alt tag for accessibility.

### Headline

Recommended Characters: 20  
(Four words or less - see 'Headers vs Subheads' on page 18 for details).

Max Characters: 30

### CTA

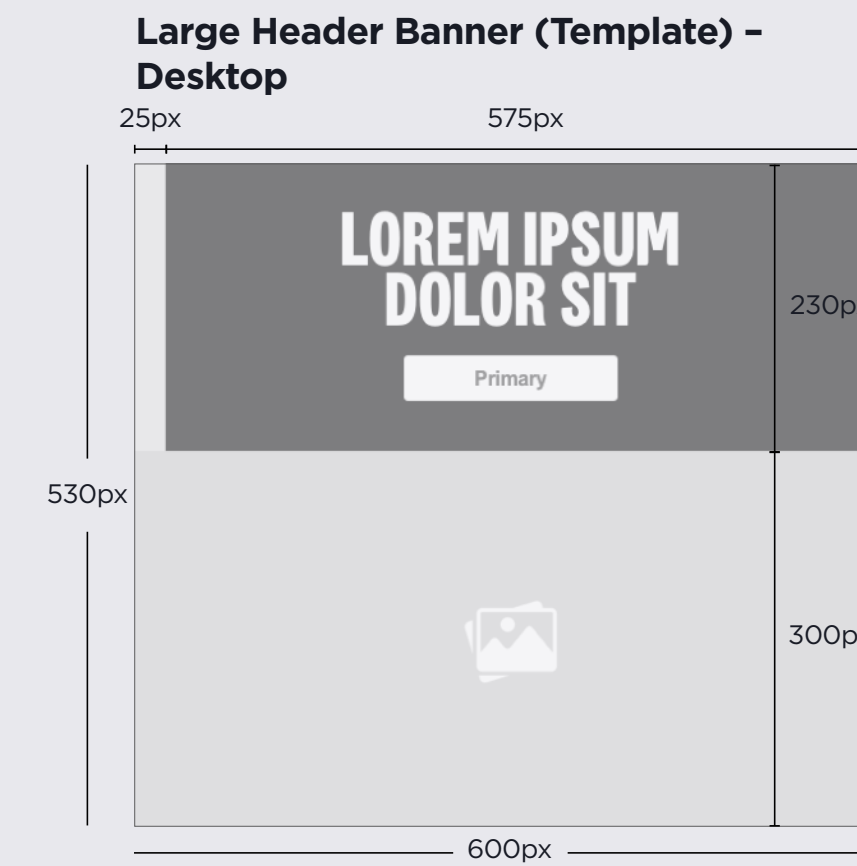
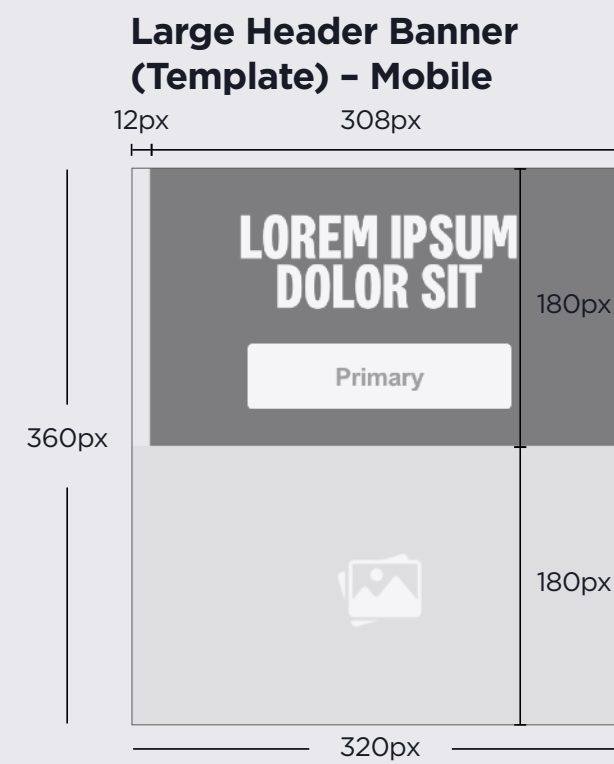
Recommended Characters: 10

Max Characters: 15

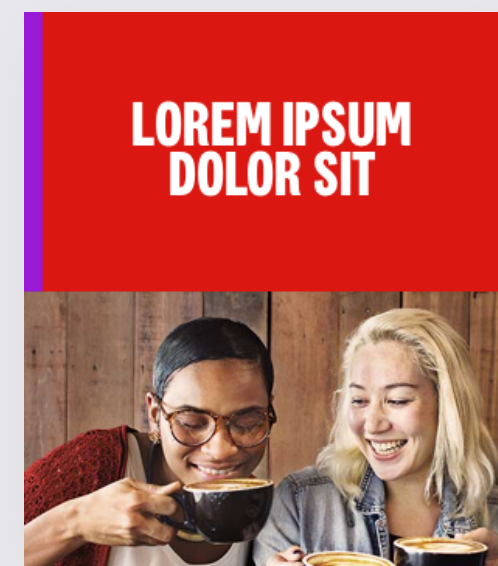
### Exporting for Retina Screens

Export mobile headers at 2x size: 640px (w) x 720px (h)

Export desktop headers at 2x size: 1200px(w) x 1060px (h)



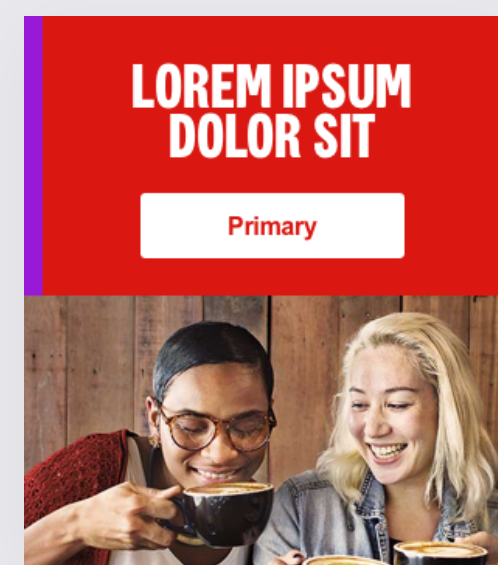
**Large Header Banner (Image-Bottom) - Mobile**



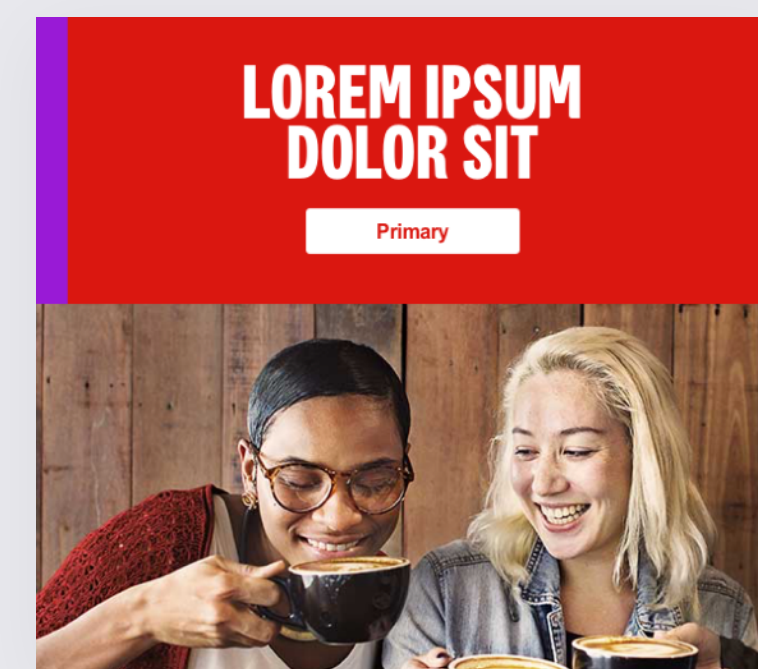
**Large Header Banner (Image-Bottom) - Desktop**



**Large Header Banner (Image-Bottom-CTA) - Mobile**



**Large Header Banner (Image-Bottom-CTA) - Desktop**



# HEADER MODULES

## LARGE HEADER WITH TOP ILLUSTRATION

Use your header like a 'signpost' to grab attention and give an idea of the content to follow.

### General Rules

- \* No dynamic text (as it is set as an image).
- \* Need to include an alt tag for accessibility.

### Headline

Recommended Characters: 20  
(Four words or less - see 'Headers vs Subheads' on page 18 for details).

Max Characters: 30

### CTA

Recommended Characters: 10

Max Characters: 15

### Expression Bar

The Expression Bar must run the full length, from top to bottom.

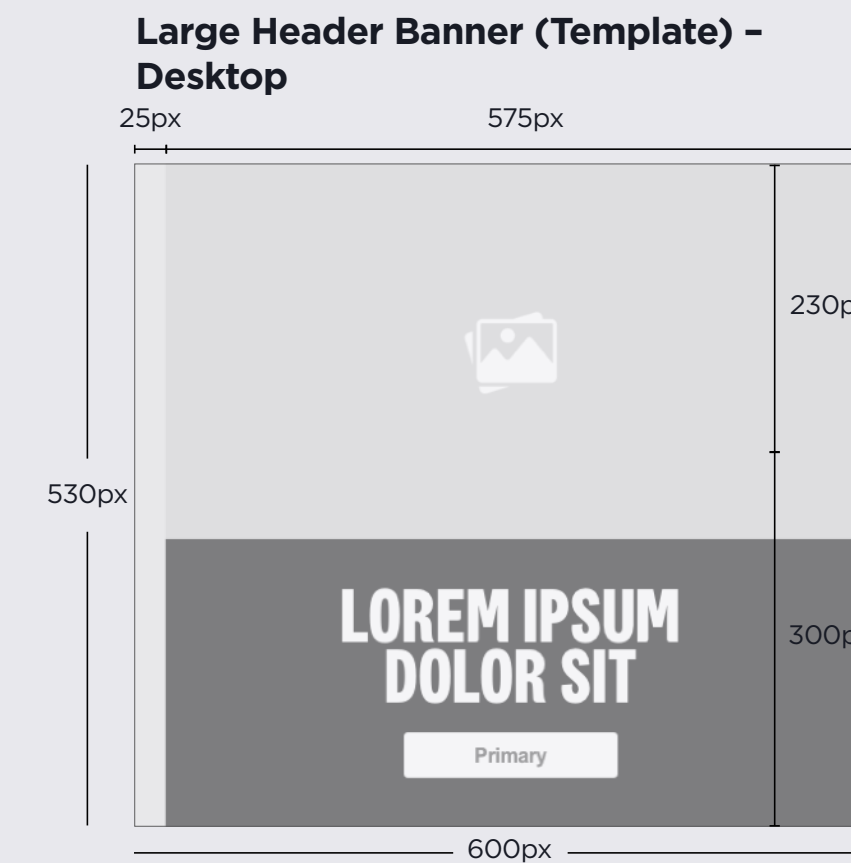
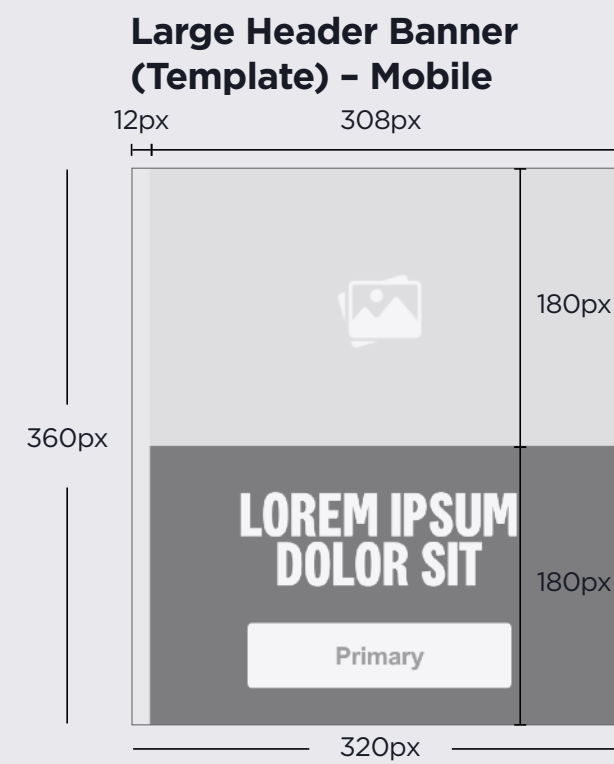
### Illustration

The background colour of the illustration must match the background behind the headline.

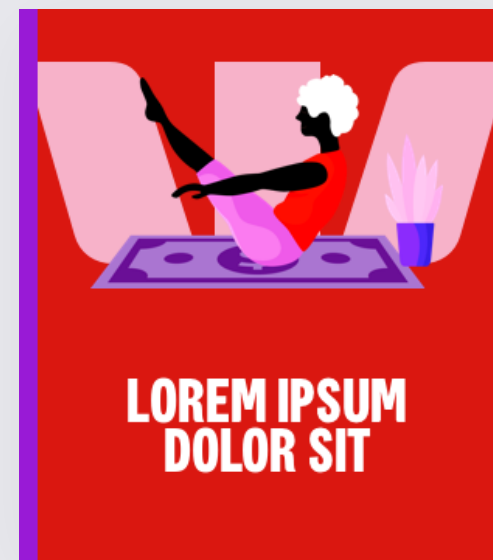
### Exporting for Retina Screens

Export mobile headers at 2x size: 640px (w) x 720px (h)

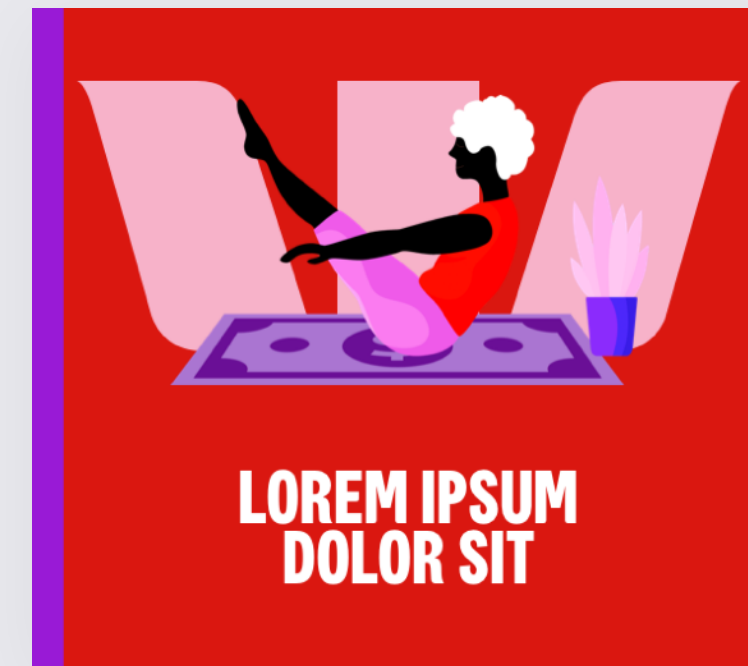
Export desktop headers at 2x size: 1200px(w) x 1060px (h)



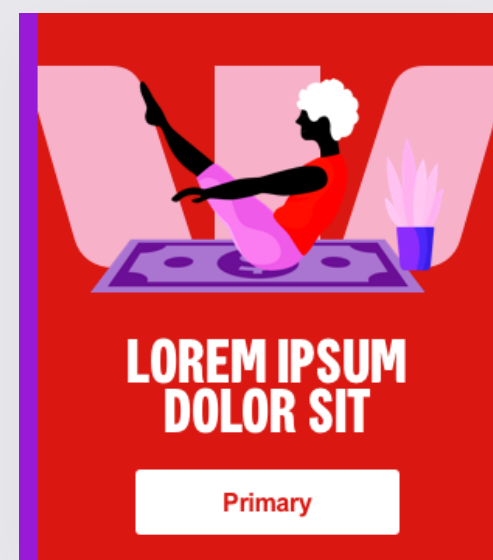
**Large Header Banner (Illustration-Top) - Mobile**



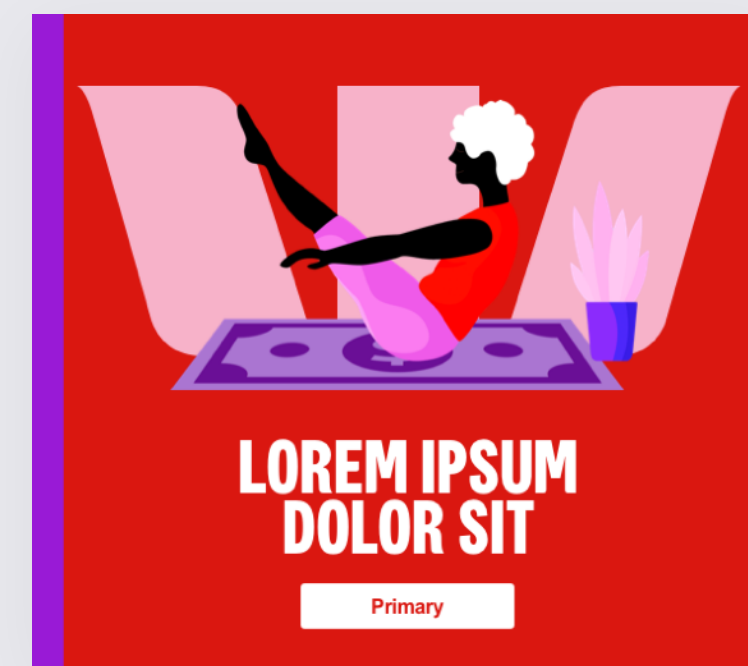
**Large Header Banner (Illustration-Top) - Desktop**



**Large Header Banner (Illustration-Top-CTA) - Mobile**



**Large Header Banner (Illustration-Top-CTA) - Desktop**



# HEADER MODULES

## LARGE HEADER WITH BOTTOM ILLUSTRATION

Use your header like a 'signpost' to grab attention and give an idea of the content to follow.

### General Rules

- \* No dynamic text (as it is set as an image).
- \* Need to include an alt tag for accessibility.

### Headline

Recommended Characters: 20  
(Four words or less - see 'Headers vs Subheads' on page 18 for details).

Max Characters: 30

### CTA

Recommended Characters: 10

Max Characters: 15

### Expression Bar

The Expression Bar must run the full length, from top to bottom.

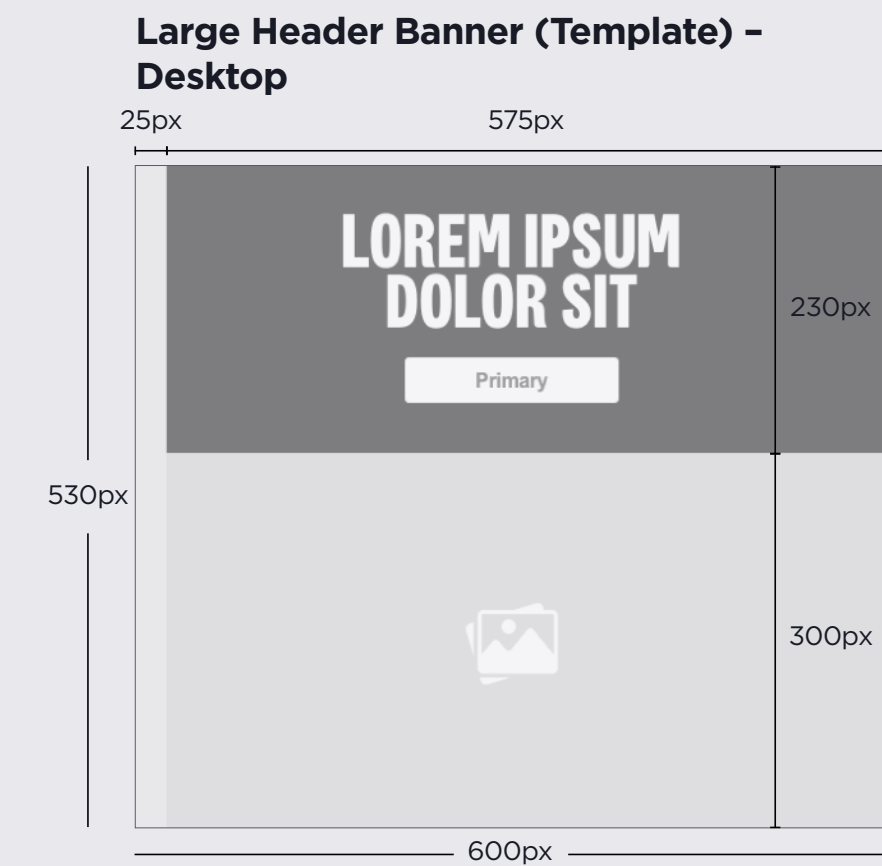
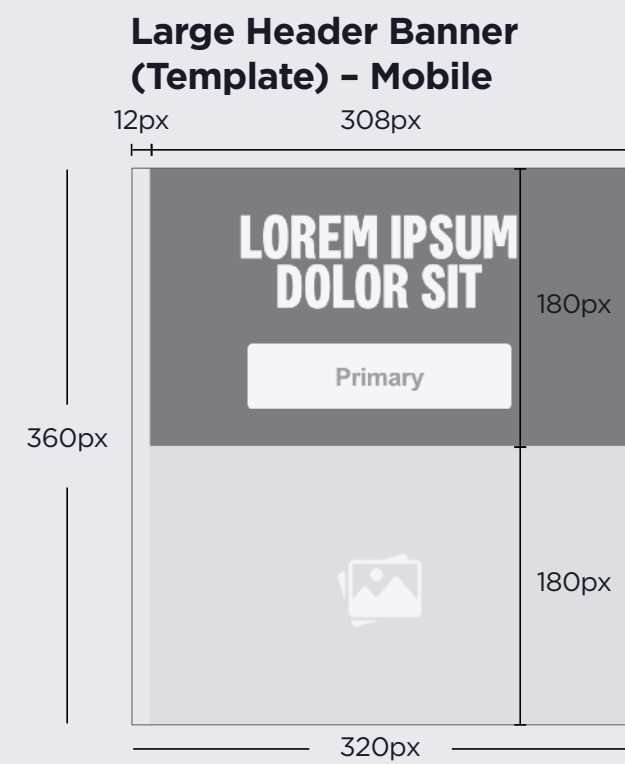
### Illustration

The background colour of the illustration must match the background behind the headline.

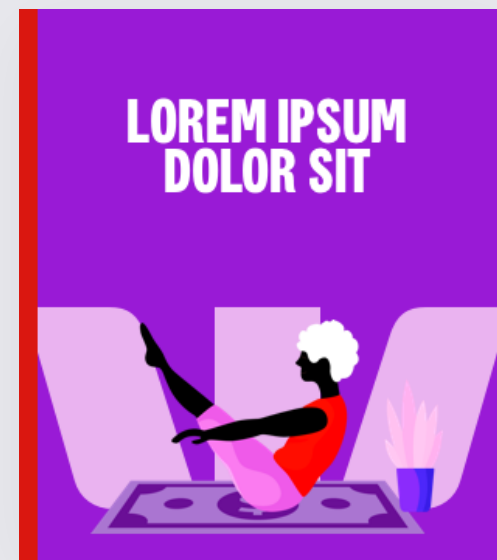
### Exporting for Retina Screens

Export mobile headers at 2x size: 640px (w) x 720px (h)

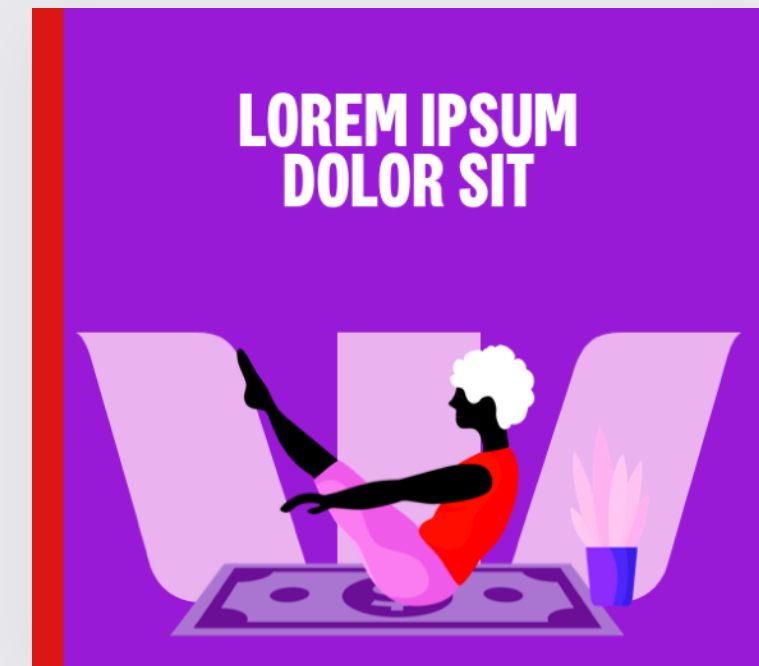
Export desktop headers at 2x size: 1200px(w) x 1060px (h)



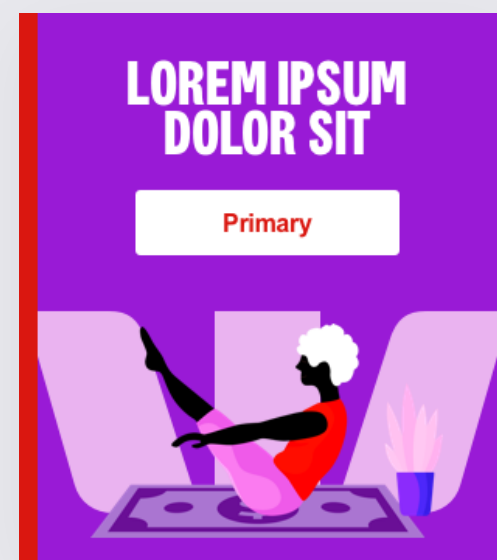
**Large Header Banner (Illustration-Bottom) - Mobile**



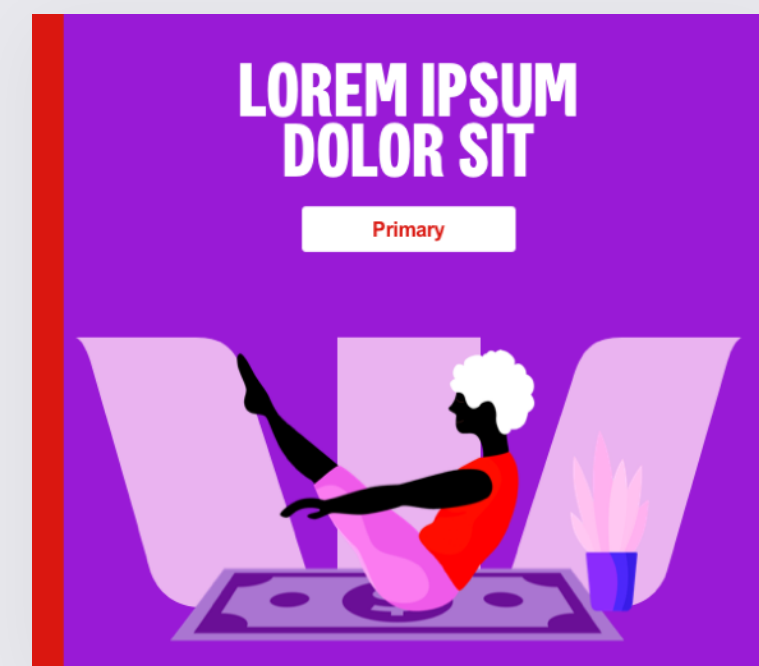
**Large Header Banner (Illustration-Bottom) - Desktop**



**Large Header Banner (Illustration-Bottom-CTA) - Mobile**



**Large Header Banner (Illustration-Bottom-CTA) - Desktop**



# HEADER MODULES

## LARGE HEADER WITH ANIMATION

Use your header like a 'signpost' to grab attention and give an idea of the content to follow.

**Max File Size:** 500KB

A backup image is also supplied for email clients that cannot support GIFs. This static image will need to be the first frame of any GIF. It is suggested to include this frame for 1/30th of a second so as to not distract from the hero Micro-Interaction.

### General Rules

- \* No dynamic text (as it is set as an image).
- \* Need to include an alt tag for accessibility.

### Headline

Recommended Characters: 20 (Four words or less - see 'Headers vs Subheads' on page 18 for details).

Max Characters: 30

### CTA

Recommended Characters: 10

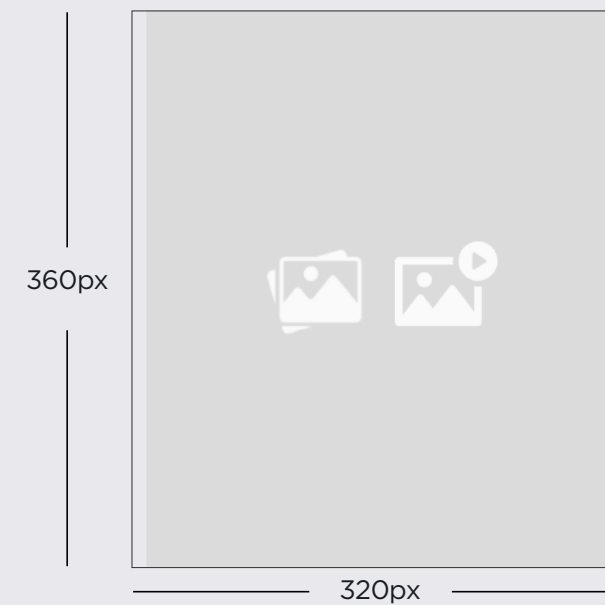
Max Characters: 15

### Exporting for Retina Screens

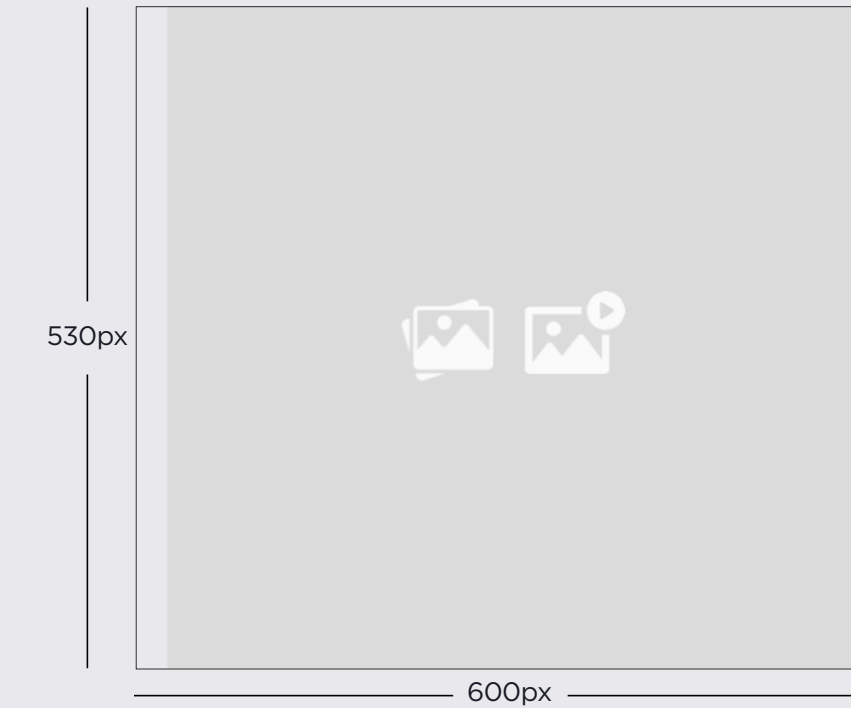
Export mobile headers at 2x size: 640px (w) x 720px (h)

Export desktop headers at 2x size: 1200px(w) x 1060px (h)

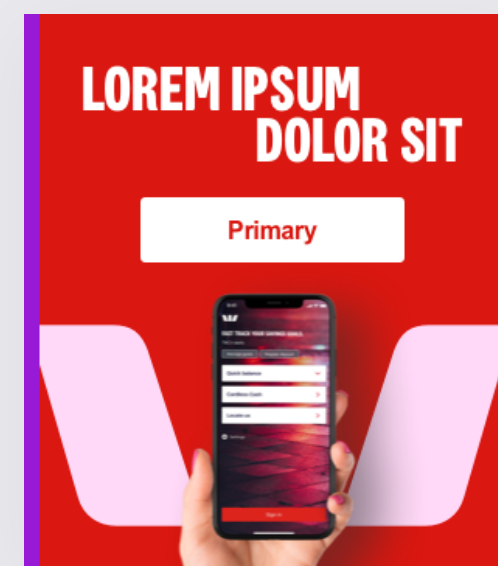
**Large Header Banner (Template) - Mobile**



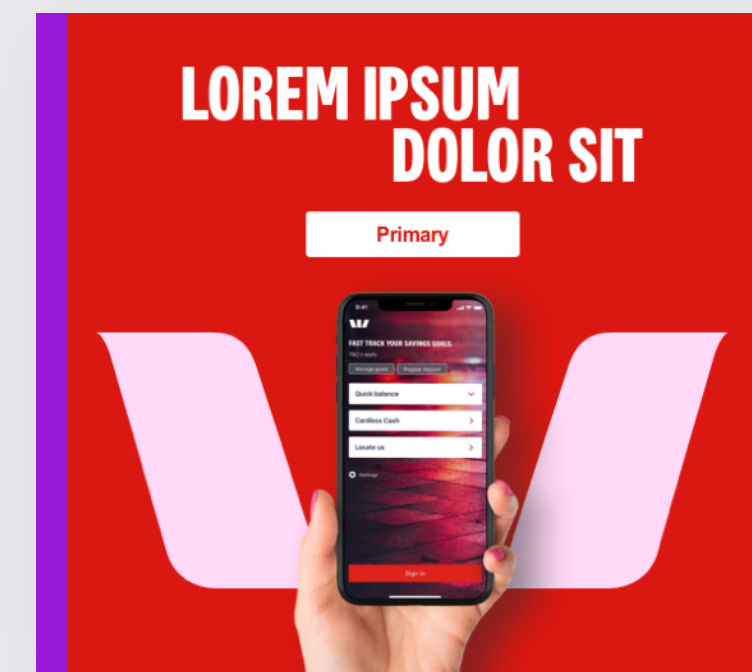
**Large Header Banner (Template) - Desktop**



**Large Header Banner (Animation) - Mobile**



**Large Header Banner (Animation) - Desktop**



# INTRO & COPY MODULES

## FLEXIBLE COPY MODULES

To construct an intro section, choose a subheading module and pair it with a copy module and CTA module.

The intro portion of your email should always contain a CTA module, unless a CTA is in the header module.

### Helpful tips:

- Use the Intro Module to quickly communicate what you want your audience to know, think and do.
- Nail the first four lines of body copy. If the opening paragraph doesn't give customers an overview of everything they need to know and, importantly, what you want them to do, you're taking too long.
- If action is required, lead with that.

### Introduction (Copy-Only) – Mobile

<Firstname>, lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at ante ac leo rutrum commodo eget non leo. Morbi sodales ex ut lectus facilisis dignissim. Cras accumsan tincidunt felis, ut blandit quam euismod non. In eu dictum est.

### Introduction (Copy-Only) – Desktop

<Firstname>, lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at ante ac leo rutrum commodo eget non leo. Morbi sodales ex ut lectus facilisis dignissim. Cras accumsan tincidunt felis, ut blandit quam euismod non. In eu dictum est.

### Introduction (Copy-CTA-Card) – Mobile

<Firstname>, intro copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at ante ac leo rutrum commodo eget non leo. Morbi sodales ex ut lectus facilisis dignissim. Cras accumsan tincidunt felis, ut blandit quam euismod non. In eu dictum est.

Primary



### Introduction (Copy-CTA-Card) – Desktop

<Firstname>, intro copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at ante ac leo rutrum commodo eget non leo. Morbi sodales ex ut lectus facilisis dignissim. Cras accumsan tincidunt felis, ut blandit quam euismod non. In eu dictum est.

Primary



### Subhead (No-CTA) – Mobile

Lorem ipsum dolor sit amet

### Subhead (No-CTA) – Desktop

Lorem ipsum dolor sit amet consectetur

### Subhead (CTA-1Line) – Mobile

Lorem ipsum dolor sit amet

Primary

### Subhead (CTA-1Line) – Desktop

Lorem ipsum dolor sit amet

Primary

### Subhead (CTA-2Lines) – Mobile

Lorem ipsum dolor sit amet  
consectetur

Primary

### Subhead (CTA-2Lines) – Desktop

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit

Primary

Modules are available in this colour combination:

**White**

Subhead: #1F1C4F

Copy: #181B25

# INTRO & COPY MODULES

## FLEXIBLE COPY MODULES

To construct an intro section, choose a subheading module and pair it with a copy module and CTA module.

The intro portion of your email should always contain a CTA module, unless a CTA is in the header module.

### Helpful tips:

- Use the Intro Module to quickly communicate what you want your audience to know, think and do.
- Nail the first four lines of body copy. If the opening paragraph doesn't give customers an overview of everything they need to know and, importantly, what you want them to do, you're taking too long.
- If action is required, lead with that.

### Paragraph – Mobile

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat.

### Paragraph-Subhead – Mobile

**Lorem ipsum dolor sit amet**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat.

### Bullet-List – Mobile

- Bulleted list lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Bulleted list lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Bulleted list lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Bulleted list lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Bulleted list lorem ipsum dolor sit amet, consectetur adipiscing elit.

### Numbered-List – Mobile

- 1 Bulleted list lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 2 Bulleted list lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 3 Bulleted list lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 4 Bulleted list lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 5 Bulleted list lorem ipsum dolor sit amet, consectetur adipiscing elit.

### App-Icons – Mobile



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

### Paragraph – Desktop

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat.

### Paragraph-Subhead – Desktop

**Lorem ipsum dolor sit amet**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat.

### Bullet-List – Desktop

- Bulleted list lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Bulleted list lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Bulleted list lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Bulleted list lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Bulleted list lorem ipsum dolor sit amet, consectetur adipiscing elit.

### Numbered-List – Desktop

- 1 Bulleted list lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 2 Bulleted list lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 3 Bulleted list lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 4 Bulleted list lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 5 Bulleted list lorem ipsum dolor sit amet, consectetur adipiscing elit.

### App-Icons – Desktop



Lorem ipsum dolor sit amet, consectetur.

Modules are available in these colour combinations:

#### White

Subhead: #1F1C4F

Copy: #181B25

Bullet pts.: #DA1710

#### Pink Tint

Subhead: #1F1C4F

Copy: #2D373E

Bullet pts.: #DA1710

#### Purple Tint

Subhead: #1F1C4F

Copy: #2D373E

Bullet pts.: #DA1710

# CONTENT MODULES

## RATE & NUMERALS WITHOUT CTA

Use it to hero key information like an interest rates, fees or rewards points.

### Subhead

Recommended Characters: 20

Max Characters: 25

### Text

Recommended Characters: 60

Max Characters: 80

### Expression Bar Dimensions

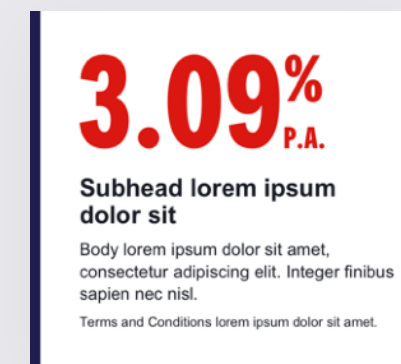
Desktop: 12px (w)

Mobile: 8px (w)

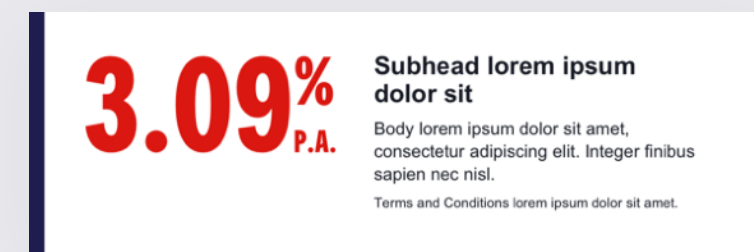
### Helpful tips:

- Let the number be the hero, don't bury it in details.
- Keep T&Cs to a minimum.
- As the number is set as an image, include an alt tag for accessibility.

Rate & Numerals (Single) - Mobile



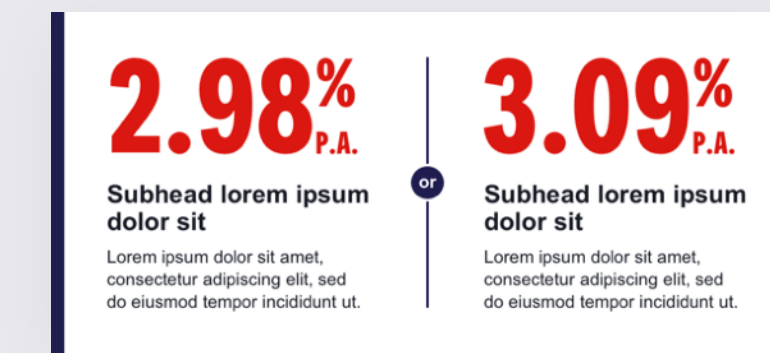
Rate & Numerals (Single) - Desktop



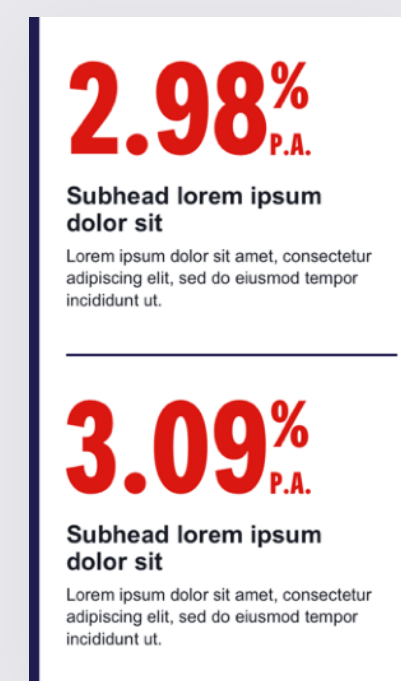
Rate & Numerals (Double-OR) - Mobile



Rate & Numerals (Double-OR) - Desktop



Rate & Numerals (Double) - Mobile



Rate & Numerals (Double) - Desktop



Rate & Numerals (Double-PLUS) - Mobile



Rate & Numerals (Double-PLUS) - Desktop



Modules are available in these colour combinations:

### White

Numerals: #DA1710

Subhead: #1F1C4F

Copy: #181B25

Divider: #1F1C4F

### Pink Tint

Numerals: #1F1CAF

Subhead: #1F1C4F

Copy: #181B25

Divider: #DA1710

### Purple Tint

Numerals: #1F1C4F

Subhead: #1F1C4F

Copy: #181B25

Divider: #991AD6

### Red

Numerals: #FFFFFF

Subhead: #FFFFFF

Copy: #FFFFFF

Divider: #FFFFFF

### Purple

Numerals: #FFFFFF

Subhead: #FFFFFF

Copy: #FFFFFF

Divider: #FFFFFF

# CONTENT MODULES

## RATE & NUMERALS WITH CTA

Use it to hero key information like an interest rates, fees or rewards points.

### Subhead

Recommended Characters: 20

Max Characters: 25

### Text

Recommended Characters: 60

Max Characters: 80

### CTA

Recommended Characters: 10

Max Characters: 15

### Expression Bar Dimensions

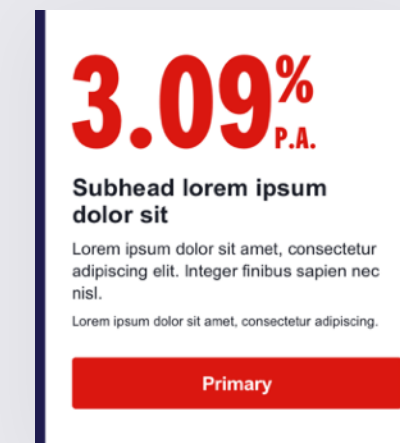
Desktop: 12px (w)

Mobile: 8px (w)

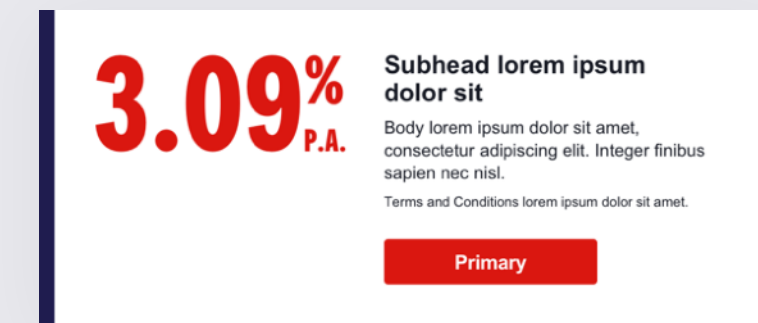
### Helpful tips:

- Let the number be the hero, don't bury it in details.
- Keep T&Cs to a minimum.
- As the number is set as an image, include an alt tag for accessibility.

Rate & Numerals (Single-CTA) - Mobile



Rate & Numerals (Single-CTA) - Desktop



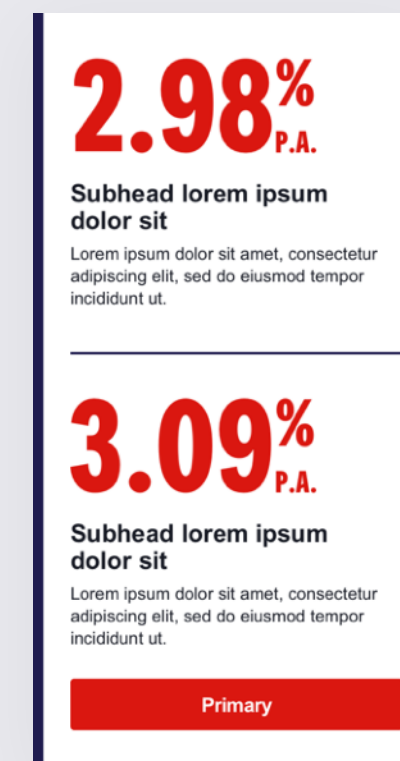
Rate & Numerals (Double-OR-CTA) - Mobile



Rate & Numerals (Double-OR-CTA) - Desktop



Rate & Numerals (Double-CTA) - Mobile



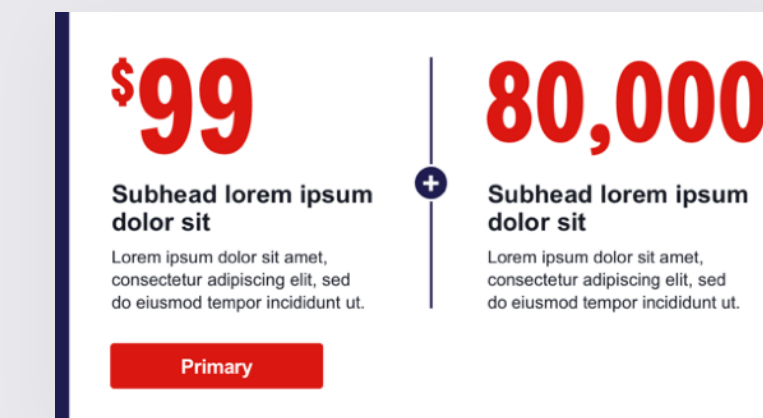
Rate & Numerals (Double-CTA) - Desktop



Rate & Numerals (Double-PLUS-CTA) - Mobile



Rate & Numerals (Double-PLUS-CTA) - Desktop



Modules are available in these colour combinations:

### White

Numerals: #DA1710

Subhead: #1F1C4F

Copy: #181B25

Divider: #1F1C4F

CTA: Primary

### Pink Tint

Numerals: #1F1CAF

Subhead: #1F1C4F

Copy: #181B25

Divider: #DA1710

CTA: Primary

### Purple Tint

Numerals: #1F1C4F

Subhead: #1F1C4F

Copy: #181B25

Divider: #991AD6

CTA: Primary

### Red

Numerals: #FFFFFF

Subhead: #FFFFFF

Copy: #FFFFFF

Divider: #FFFFFF

CTA: Primary Soft

### Purple

Numerals: #FFFFFF

Subhead: #FFFFFF

Copy: #FFFFFF

Divider: #FFFFFF

CTA: Primary Soft



# CONTENT MODULES

## VIDEO

### General Rules

- Make sure the play icon sits over the image.
- Image to be uploaded with play button positioned in centre. This module can be used for both image or video option.

Note: Video always hosted at other source, not within email.

### Descriptive Text

Try to make the first frame of your video descriptive by showing a title.

If not possible, pair with a Subhead module/ Body Copy module if needed.

### Subhead Text

Recommended Characters: 35

Max Characters: 50

### Body Text

Recommended Characters: 100

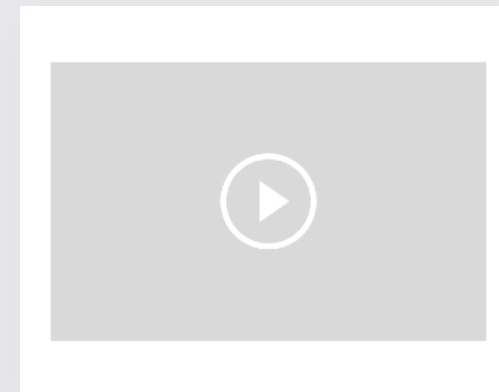
Max Characters: 200

### CTA

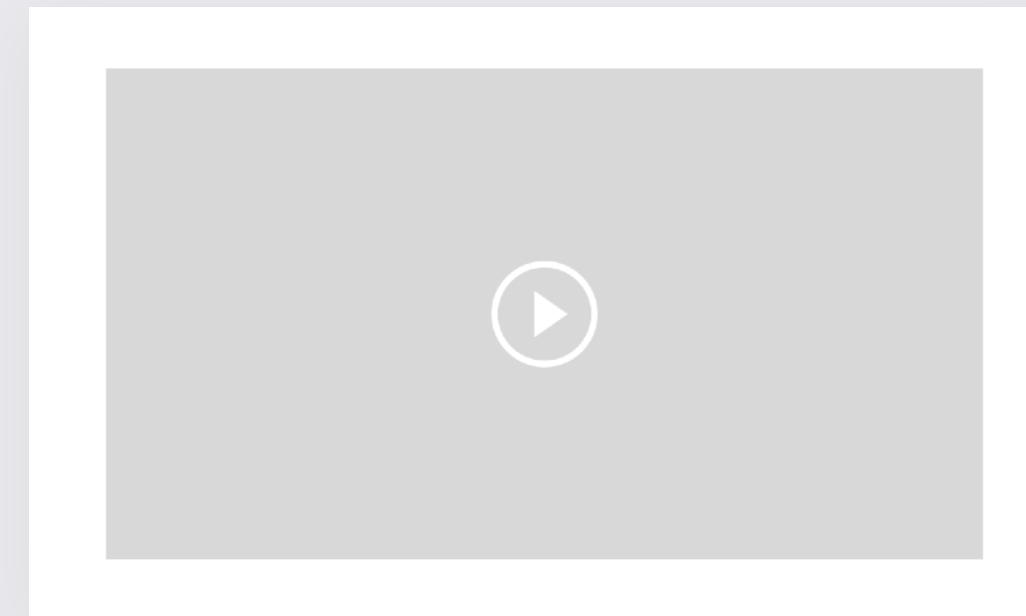
Recommended Characters: 10

Max Characters: 15

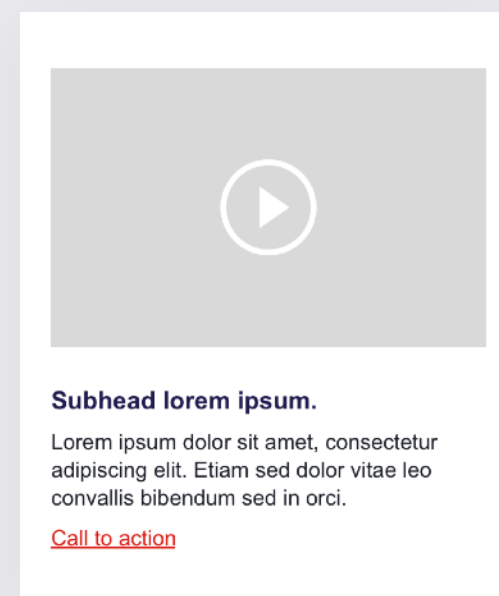
Video (Feature) - Mobile



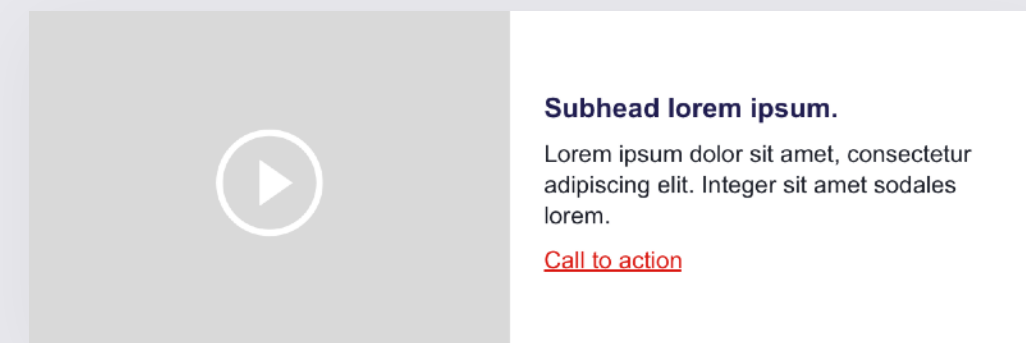
Video (Feature) - Desktop



Video (One-Column) - Mobile



Video (One-Column) - Desktop



Modules are available in these colour combinations:

#### White

Subhead: #1F1C4F

Copy: #181B25

CTA: #DA1710

#### Pink Tint

Subhead: #1F1C4F

Copy: #181B25

CTA: #1F1C4F

#### Purple Tint

Subhead: #1F1C4F

Copy: #181B25

CTA: #1F1C4F

#### Red

Subhead: #FFFFFF

Copy: #FFFFFF

CTA: #FFFFFF

#### Purple

Subhead: #FFFFFF

Copy: #FFFFFF

CTA: #FFFFFF

# CONTENT MODULES

## FEATURE ARTICLE

### General Rules

- Should not be used with any other article modules.
- Use the copy to entice the reader into the article, not cover what's in it. The copy should answer 'Why should I read this article?'

### Headline Text

Recommended Characters: 35

Max Characters: 45

### Body Text

Recommended Characters: 200

Max Characters: 300

### CTA

Recommended Characters: 10

Max Characters: 15

### Article (Feature) – Mobile



Lorem ipsum dolor sit amet  
consectetur.

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Duis feugiat aliquet purus in  
viverra. Nulla enim ex, ornare sit amet  
accumsan vel, efficitur sed augue.  
Vestibulum vel sem sed ex aliquam sagittis.

[Call to action](#)

### Article (Feature) – Desktop



Lorem ipsum dolor sit amet consectetur.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis feugiat aliquet purus in viverra. Nulla enim ex, ornare sit amet accumsan vel, efficitur sed augue. Vestibulum vel sem sed ex aliquam sagittis.

[Call to action](#)

Modules are available in these colour combinations:

#### White

Subhead: #1F1C4F

Copy: #181B25

CTA: #DA1710

#### Pink Tint

Subhead: #1F1C4F

Copy: #181B25

CTA: #1F1C4F

#### Purple Tint

Subhead: #1F1C4F

Copy: #181B25

CTA: #1F1C4F

#### Red

Subhead: #FFFFFF

Copy: #FFFFFF

CTA: #FFFFFF

#### Purple

Subhead: #FFFFFF

Copy: #FFFFFF

CTA: #FFFFFF

# CONTENT MODULES

## ONE, TWO & THREE-COLUMN ARTICLES

### General Rules

- It is recommended that no more than three articles be used per email, due to the length it creates on mobile.
- Use the copy to entice the reader into the article, not cover what's in it. The copy should answer 'Why should I read this article?'

### Headline Text

Recommended Characters: 20

Max Characters: 30

### Body Text

Recommended Characters: 100

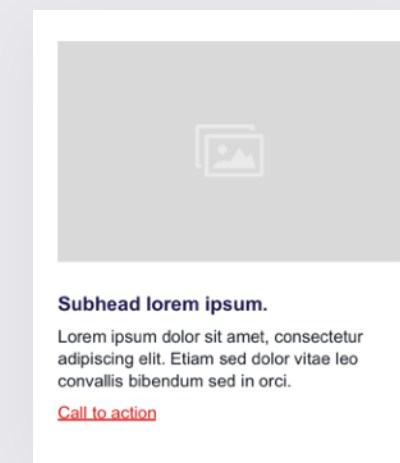
Max Characters: 200

### CTA

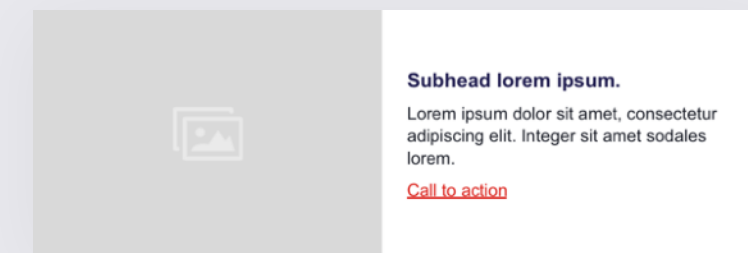
Recommended Characters: 10

Max Characters: 15

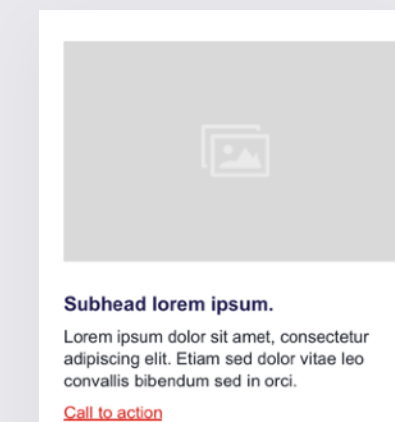
### Article (One-Column) - Mobile



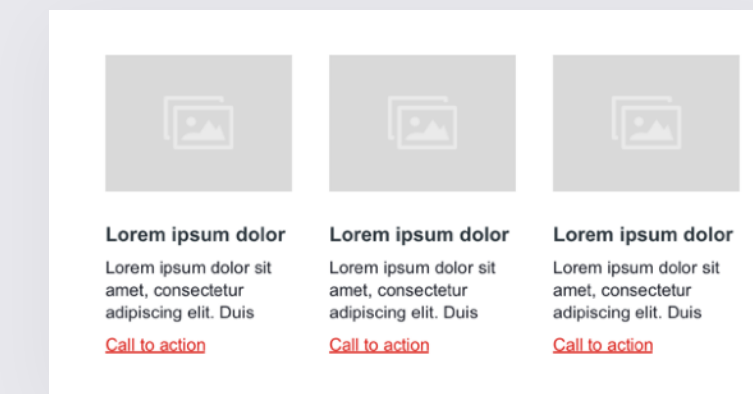
### Article (One-Column) - Desktop



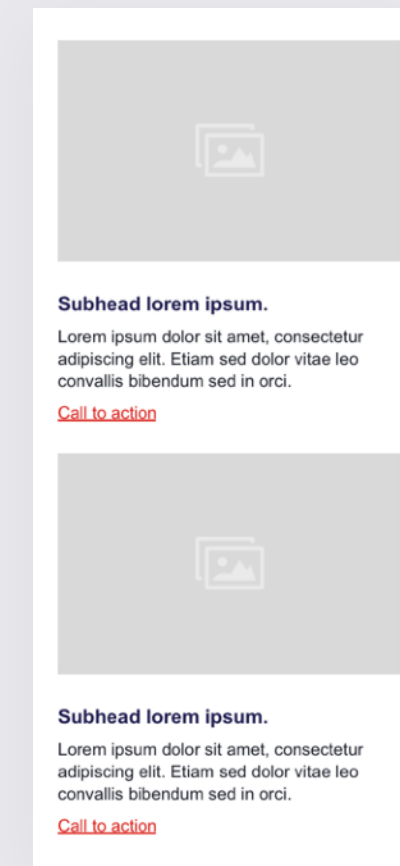
### Article (Three-Column) - Mobile



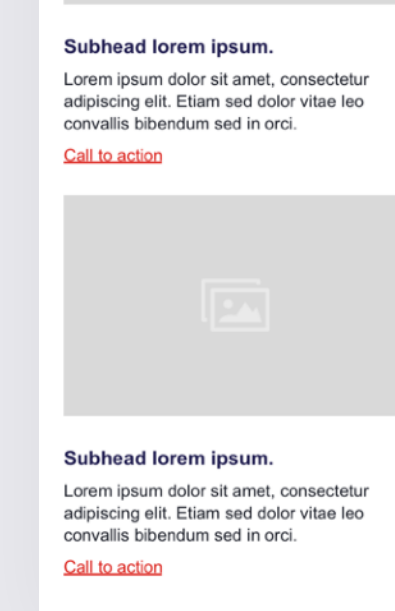
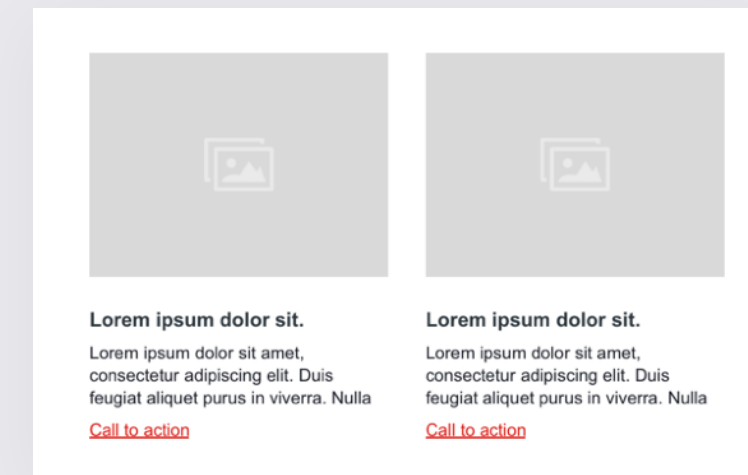
### Article (Three-Column) - Desktop



### Article (Two-Column) - Mobile



### Article (Two-Column) - Desktop



Modules are available in these colour combinations:

#### White

Subhead: #1F1C4F

Copy: #181B25

CTA: #DA1710

#### Pink Tint

Subhead: #1F1C4F

Copy: #181B25

CTA: #1F1C4F

#### Purple Tint

Subhead: #1F1C4F

Copy: #181B25

CTA: #1F1C4F

#### Red

Subhead: #FFFFFF

Copy: #FFFFFF

CTA: #FFFFFF

#### Purple

Subhead: #FFFFFF

Copy: #FFFFFF

CTA: #FFFFFF

# CONTENT MODULES

## LEFT-ALIGNED INFORMATIVE PICTOGRAMS

### General Rules

- Maximum THREE icons to be included if using this format (i.e. use the module once).
- If you have more than this, please use the Bullet/List Module.

### Pictogram Dimensions

64px (w) x 64px (h)

### Headline Text

Recommended Characters: 40

Max Characters: 50

### Pictogram Subhead

Recommended Characters: 20

Max Characters: 30

### Body Text

Recommended Characters: 100

Max Characters: 200

### CTA

If a Primary CTA is desired, use a Left aligned CTA module only (see 'Buttons' on page 54 for details).

### Pictograms (Left-Aligned) - Mobile

**Lorem ipsum dolor sit amet concectetur:**


 **Lorem ipsum dolor**  
Etiam at ante ac leo rutrum commodo eget non leo.


 **Lorem ipsum dolor**  
Etiam at ante ac leo rutrum commodo eget non leo.


 **Lorem ipsum dolor**  
Etiam at ante ac leo rutrum commodo eget non leo.

### Pictograms (Left-Aligned) - Desktop

**Lorem ipsum dolor sit amet concectetur:**

 **Lorem ipsum dolor**  
Etiam at ante ac leo rutrum commodo eget non leo.

 **Lorem ipsum dolor**  
Etiam at ante ac leo rutrum commodo eget non leo.

 **Lorem ipsum dolor**  
Etiam at ante ac leo rutrum commodo eget non leo.

### Pictograms (Left-Aligned-Body) - Mobile

**Lorem ipsum dolor sit amet concectetur:**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sed dolor vitae leo convallis bibendum sed in orci. Integer finibus sapien nec nisi elementum ornare.

 **Lorem ipsum dolor**  
Etiam at ante ac leo rutrum commodo eget non leo.


 **Lorem ipsum dolor**  
Etiam at ante ac leo rutrum commodo eget non leo.


 **Lorem ipsum dolor**  
Etiam at ante ac leo rutrum commodo eget non leo.


### Pictograms (Left-Aligned-Body) - Desktop

**Lorem ipsum dolor sit amet concectetur:**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sed dolor vitae leo convallis bibendum sed in orci. Integer finibus sapien nec nisi elementum ornare.

 **Lorem ipsum dolor**  
Etiam at ante ac leo rutrum commodo eget non leo.

 **Lorem ipsum dolor**  
Etiam at ante ac leo rutrum commodo eget non leo.

 **Lorem ipsum dolor**  
Etiam at ante ac leo rutrum commodo eget non leo.

Modules are available in these colour combinations:

#### White

Subhead: #1F1C4F

Copy: #181B25

#### Pink Tint

Subhead: #1F1C4F

Copy: #181B25

# CONTENT MODULES

## TWO & THREE CENTRED INFORMATIVE PICTOGRAMS

### General Rules

- Maximum THREE icons to be included if using these formats (i.e. use the module once).
- If you have more than this, please use the Bullet/List Module.

### Pictogram Dimensions

64px (w) x 64px (h)

### Module Headline

Recommended Characters: 40

Max Characters: 50

### Pictogram Subhead

Recommended Characters: 20

Max Characters: 30

### Body Text

Recommended Characters: 100

Max Characters: 200

### CTA

Hyperlinks can be included within body copy. If a Primary CTA is desired, use a Centred CTA module only (see 'Buttons' on page 54 for details).

### Pictograms (Centred-2x) – Mobile



### Pictograms (Centred-2x) – Desktop



### Pictograms (Centred- 3x) – Mobile



### Pictograms (Centred- 3x) – Desktop



### Pictograms (Centred-Body- 2x) – Mobile



### Pictograms (Centred-Body-2x) – Desktop



### Pictograms (Centred-Body- 3x) – Mobile



### Pictograms (Centred-Body-3x) – Desktop



Modules are available in these colour combinations:

### White

Subhead: #1F1C4F

Copy: #181B25

CTA: #DA1710

### Pink Tint

Subhead: #1F1C4F

Copy: #181B25

CTA: #1F1C4F

# CONTENT MODULES

## BULLET LIST INFORMATIVE PICTOGRAM

### General Rules

- Use bullets/lists to deliver a top line overview of key features or thoughts.
- No more than SIX bullet points in a list. If more than six points are needed, include the most important ones, then direct the reader to a landing page or elsewhere for further information.
- Each point to be one sentence only.

### Pictogram Dimensions

32px (w) x 32px (h)

### Headline Text

Recommended Characters: 30

Max Characters: 40

### Body Text

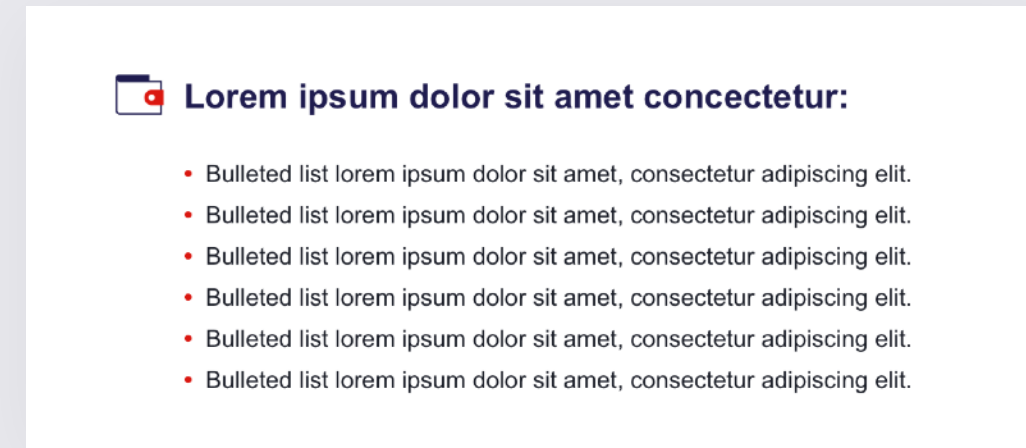
Recommended Characters: 50 per line item

Max Characters: 80 per line item

### Pictograms (Bullet-List) – Mobile



### Pictograms (Bullet-List) – Desktop



Modules are available in these colour combinations:

#### White

Subhead: #1F1C4F

Copy: #181B25

#### Pink Tint

Subhead: #1F1C4F

Copy: #181B25

# CONTENT MODULES

## ONE-COLUMN DECORATIVE PICTOGRAM

### General Rules

- Decorative pictograms should be used to enhance brand presence on the screen, or celebrate a milestone or moment.

### Decorative Pictogram

Desktop dimensions: 240px (w) x 200px (h)

Mobile dimensions: 280px (w) x 180px (h)

Can be used as an animated gif only when using one in the email

### Headline Text

Recommended Characters: 30

Max Characters: 40

### Body Text

Recommended Characters: 200

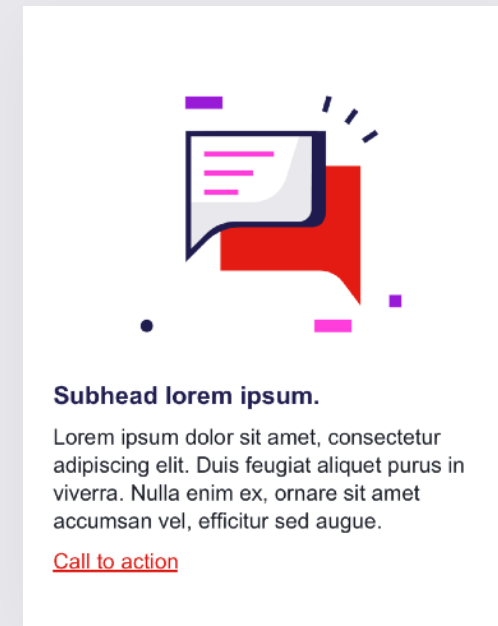
Max Characters: 300

### CTA

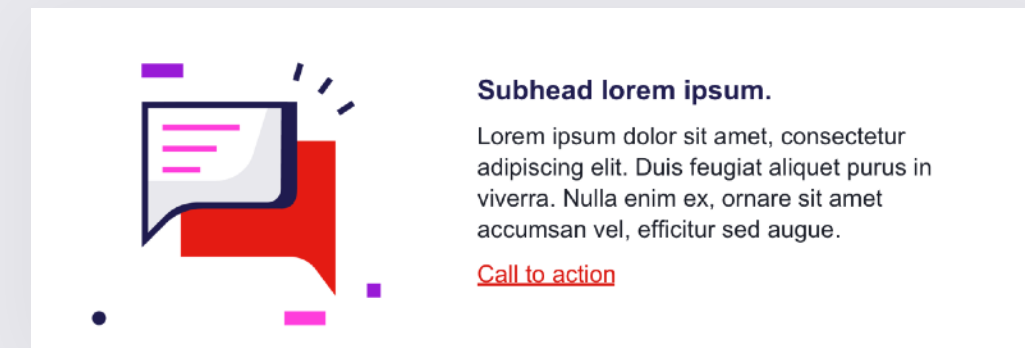
Recommended Characters: 10

Max Characters: 15

### Decorative Pictograms (One-Column) – Mobile



### Decorative Pictograms (One-Column) – Desktop



Modules are available in these colour combinations:

#### White

Subhead: #1F1C4F

Copy: #181B25

CTA: #DA1710

#### Pink Tint

Subhead: #1F1C4F

Copy: #181B25

CTA: #1F1C4F

#### Purple Tint

Subhead: #1F1C4F

Copy: #181B25

CTA: #1F1C4F

# CONTENT MODULES

## LEFT-ALIGNED STEPS

### General Rules

- Maximum THREE steps to be included if using this format (i.e. use the module once).
- If you have more than this, please use the Bullet/List Module.

### Pictogram Dimensions

48px (w) x 48px (h)

### Headline Text

Recommended Characters: 40

Max Characters: 50

### Body Text

Recommended Characters: 50 per line item

Max Characters: 80 per line item

### CTA

If a Primary CTA is desired, use a Left aligned CTA module only (see 'Buttons' on page 54 for details).

### Steps (Left-Aligned) – Mobile

**Lorem ipsum dolor sit amet concecetur**

- 1 Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 2 Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 3 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

### Steps (Left-Aligned) – Desktop

**Lorem ipsum dolor sit amet concecetur**

- 1 Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 2 Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 3 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

### Steps (Left-Aligned-Body) – Mobile

**Lorem ipsum dolor sit amet concecetur**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sed dolor vitae leo convallis bibendum sed in orci. Integer finibus sapien nec nisl elementum ornare.

- 1 Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 2 Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 3 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

### Steps (Left-Aligned-Body) – Desktop

**Lorem ipsum dolor sit amet concecetur**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sed dolor vitae leo convallis bibendum sed in orci. Integer finibus sapien nec nisl elementum ornare.

- 1 Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 2 Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 3 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Modules are available in these colour combinations:

#### White

Subhead: #1F1C4F

Copy: #181B25

Icon-Circle: #DA1710

CTA: #DA1710

#### Pink Tint

Subhead: #1F1C4F

Copy: #181B25

Icon-Circle: #991AD6

CTA: #1F1C4F

#### Purple Tint

Subhead: #1F1C4F

Copy: #181B25

Icon-Circle: #991AD6

CTA: #1F1C4F

#### Red

Subhead: #FFFFFF

Copy: #FFFFFF

Icon-Circle: #FFD9F7

CTA: #FFFFFF

#### Purple

Subhead: #FFFFFF

Copy: #FFFFFF

Icon-Circle: #FFD9F7

CTA: #FFFFFF



# CONTENT MODULES

## CENTRED STEPS

### General Rules

- Maximum THREE steps to be included if using this format (i.e. use the module once).
- If you have more than this, please use the Bullet/List Module.

### Pictogram Dimensions

48px (w) x 48px (h)

### Headline Text

Recommended Characters: 40

Max Characters: 50

### Body Text

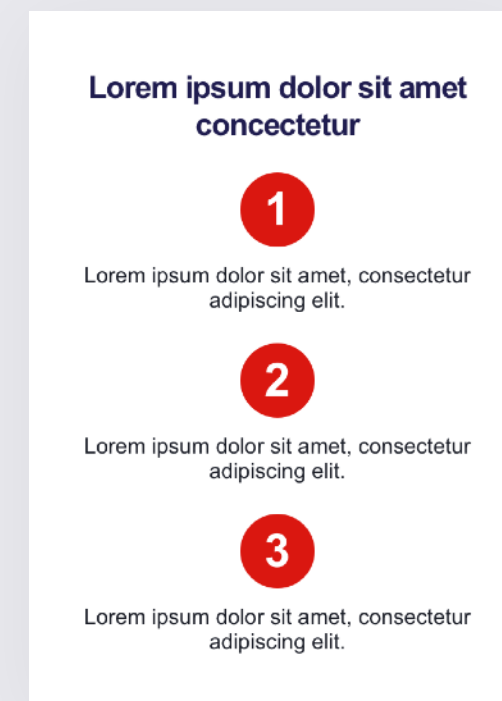
Recommended Characters: 80

Max Characters: 150

### CTA

Hyperlinks can be included within body copy. If a Primary CTA is desired, use a Centred CTA module only (see 'Buttons' on page 54 for details).

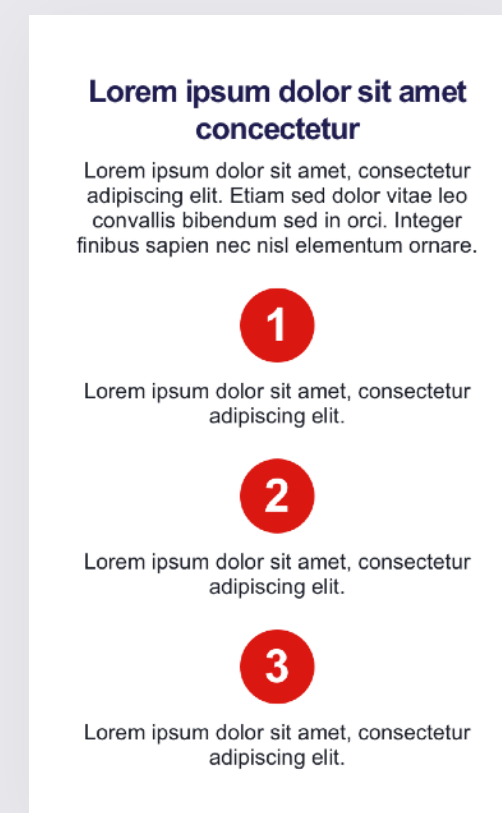
### Steps (Centred) - Mobile



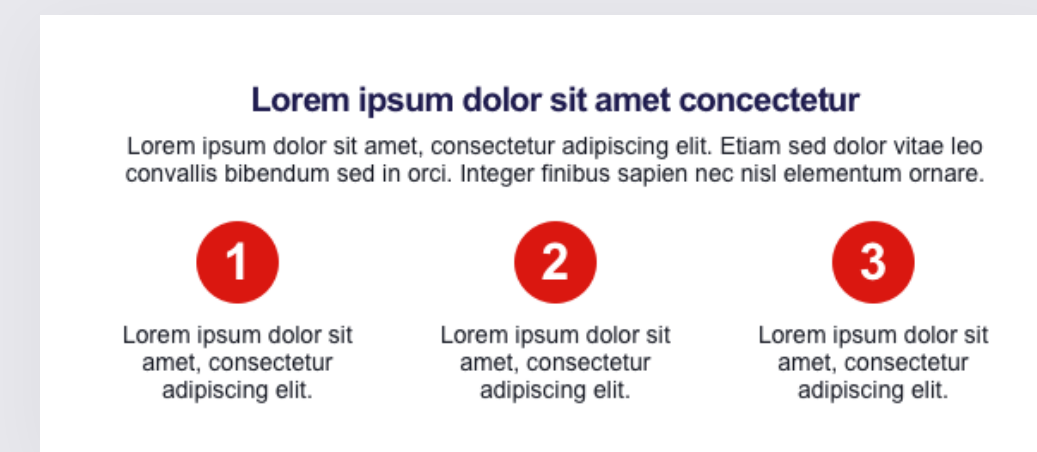
### Steps (Centred) - Desktop



### Steps (Centred-Body) - Mobile



### Steps (Centred-Body) - Desktop



Modules are available in these colour combinations:

#### White

Subhead: #1F1C4F

Copy: #181B25

Icon-Circle: #DA1710

CTA: #DA1710

#### Pink Tint

Subhead: #1F1C4F

Copy: #181B25

Icon-Circle: #991AD6

CTA: #1F1C4F

#### Purple Tint

Subhead: #1F1C4F

Copy: #181B25

Icon-Circle: #991AD6

CTA: #1F1C4F

#### Red

Subhead: #FFFFFF

Copy: #FFFFFF

Icon-Circle: #FFD9F7

CTA: #FFFFFF

#### Purple

Subhead: #FFFFFF

Copy: #FFFFFF

Icon-Circle: #FFD9F7

CTA: #FFFFFF

# CONTENT MODULES

## TABLE

### General Rules

- The width of the table should span the width of the email, and the width of each column should be equal.
- The height of the cell is variable depending on the amount of content.
- Always a white background.

**Max Columns: 3**

**Max Rows: 6**

**Table – Mobile**

Column 1	Column 2	Column 3
Cell 1	Cell 7	Cell 13
Cell 2	Cell 8	Cell 14
Cell 3	Cell 9	Cell 15
Cell 4	Cell 10	Cell 16
Cell 5	Cell 11	Cell 17
Cell 6	Cell 12	Cell 18

**Table – Desktop**

Column 1	Column 2	Column 3
Cell 1	Cell 7	Cell 13
Cell 2	Cell 8	Cell 14
Cell 3	Cell 9	Cell 15
Cell 4	Cell 10	Cell 16
Cell 5	Cell 11	Cell 17
Cell 6	Cell 12	Cell 18

Modules are available in this colour combination:

**White**  
Subhead: #1F1C4F  
Copy: #181B25

# CONTENT MODULES

## CONTACT & SIGN-OFF

### Contact

Use the contact module to direct people where to go if they need additional help. Only include details if you have a specific place to send them.

### General rules

- Presented as a list with accompanying GEL icons.
- Should drive customers to a specific place, i.e. avoid sending them to the Westpac home page or general contact phone line.
- While 'We're here to help' remains the default, there is flex to adjust this line according to the tone and intent of the message.
- Hyperlinks to be underlined for accessibility.

### GEL Icon

20px (w) x 20px (h)

### Sign-Off

Sign-offs are not mandatory, but if you choose to include one, refer to 'Salutations & Sign-Offs' on page 19 for what they should say.




### Contacts (Subhead) - Mobile

<We're here to help.>




### Contacts (Subhead) - Desktop

<We're here to help.>

### Contact Details - Mobile

 [westpac.com.au/life](http://westpac.com.au/life)  
 Call [132 032](tel:132032)  
 Visit your [nearest branch](#)

### Contact Details - Desktop

 [westpac.com.au/life](http://westpac.com.au/life)  
 Call [132 032](tel:132032)  
 Visit your [nearest branch](#)

### Sign-Off (2-Lines) - Mobile

<Help is at hand>.  
<John Smith Home Loan Specialist>

### Sign-Off (2-lines) - Desktop

<Help is at hand>.  
<John Smith Home Loan Specialist>

Modules are available in this colour combination:

#### White

Subhead: #1F1C4F

Copy: #181B25

CTA: #DA1710

# CONTENT MODULES

## BUTTONS & HYPERLINKS

Use buttons and hyperlinks to drive the customer's next action.

### General Rules

- Must be clear and concise
- Max 15 characters
- Our communications should be single-minded so keep to ONE CTA button.
- If using a CTA button in the Header Module, try to repeat the same CTA button lower down in the email.
- CTA buttons are always left-aligned (exception applies when used for centred Pictogram and Step modules).

### Buttons

Font: Arial Bold, 16px

Clear padding from other modules: always 24px above, 36px below.

### Hyperlinks

Hyperlinks must always be underlined.

Ensure correct hyperlink colour is used on each background colour (for accessibility purposes).

**Recommended Characters:** 10

**Max Characters:** 15

Desktop – 170px (w) x 36px (h)



Hyperlink (White-Background)



Mobile – 280px (w) x 42px (h)



Hyperlink (Tinted-Background)



Mobile (Rates & Numerals) – 270px (w) x 42px (h)



Hyperlink (Coloured-Background)



Guide below to choose the correct colour based on background:

#### White bkg

Button: Primary  
Hyperlink: [#DA1710](#)

#### Pink Tint bkg

Button: Primary  
Hyperlink: [#1F1C4F](#)

#### Purple Tint bkg

Button: Primary  
Hyperlink: [#1F1C4F](#)

#### Red bkg

Button: Primary Soft  
Hyperlink: [#FFFFFF](#)

#### Purple bkg

Button: Primary Soft  
Hyperlink: [#FFFFFF](#)

# CONTENT MODULES

## DIVIDERS

Use dividers to break up content.

Clear padding from other modules: always 36px top and bottom.

### Keyline Divider

The keyline can be used to break up similar content, making it more digestible.

Desktop: 510px (w) x 1px (h)

Mobile: 280px (w) x 1px (h)

Colour: #A3A4A8

### Full-Width Divider

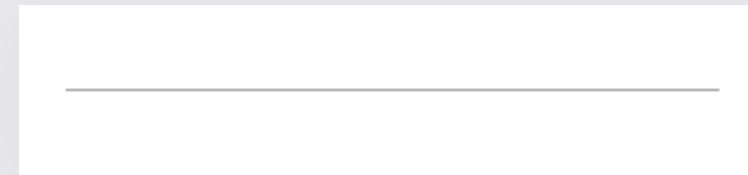
The full-width divider is for when you need two consecutive modules to stand apart.

Desktop: 600px (w) x 6px (h)

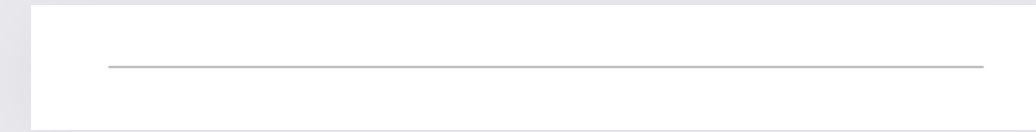
Mobile: 320px (w) x 6px (h)

Colour: #F3F4F6

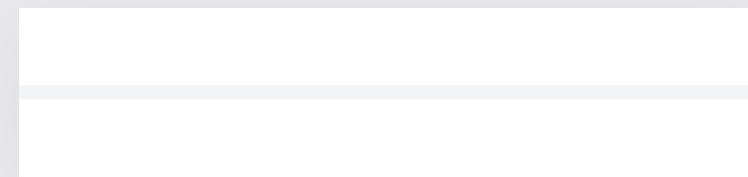
Divider (Keyline) – Mobile



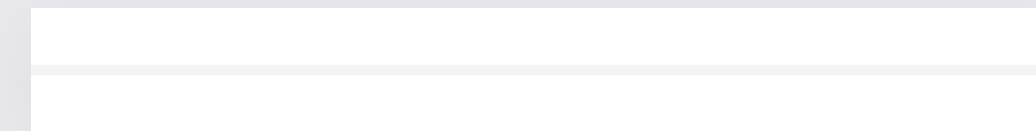
Divider (Keyline) – Desktop



Divider (Full-width) – Mobile



Divider (Full-width) – Desktop



# FOOTERS

## OPT-IN

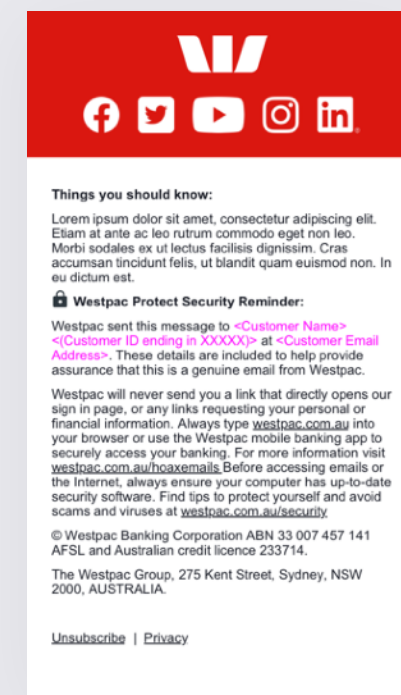
### Opt-In Audience

Use the footers containing the social media icons and ensure there is an unsubscribe link.

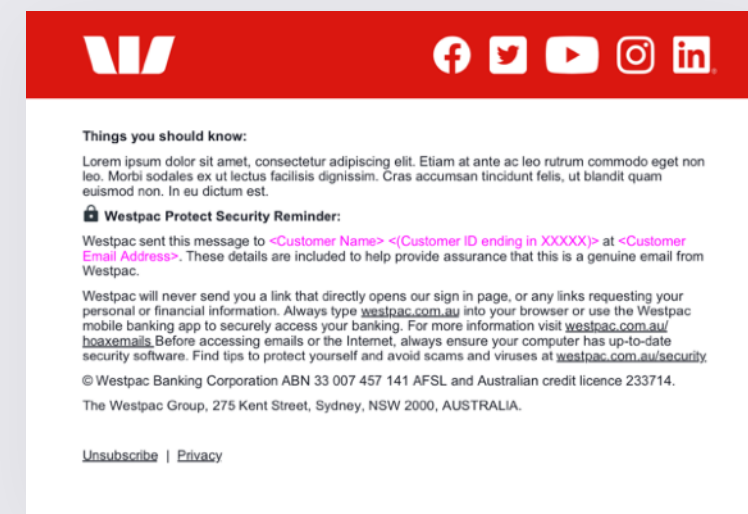
### Footer with Co-Branding

Use this footer when co-branding is required (refer to Master Brand Guidelines for lockup guidance).

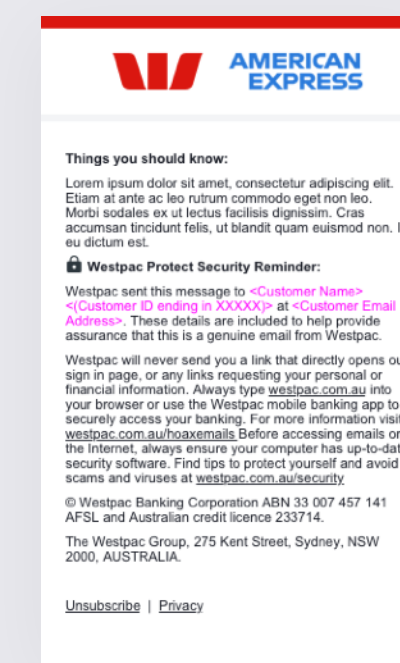
### Opted-In Footer (Socials) – Mobile



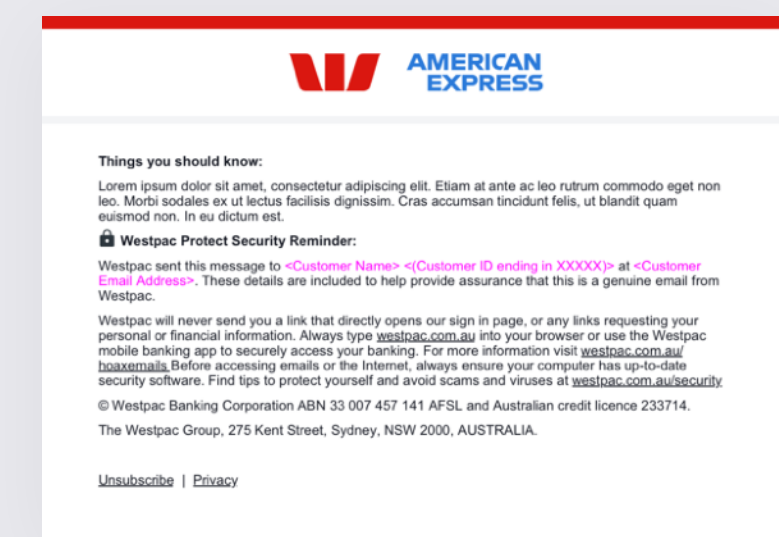
### Opted-In Footer (Socials) – Desktop



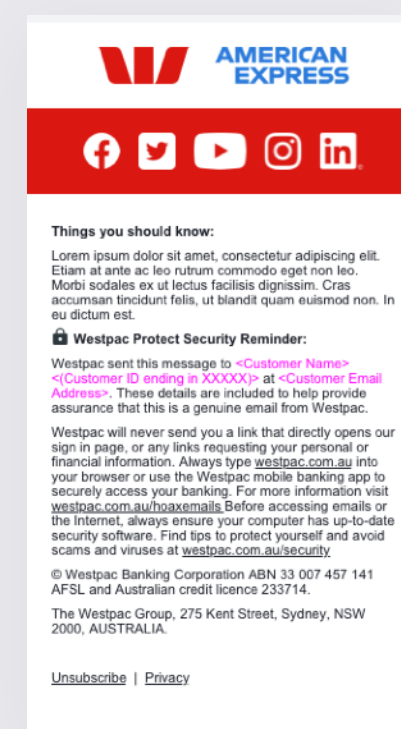
### Opted-In Footer (Co-Branding) – Mobile



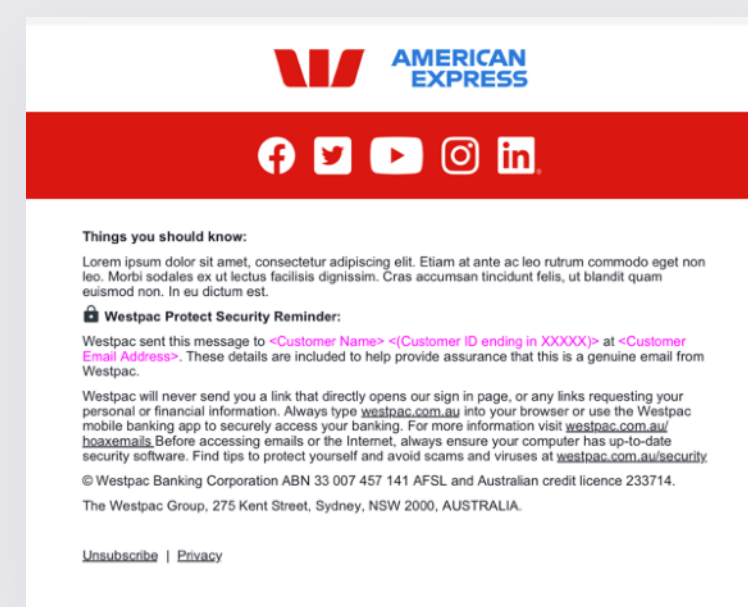
### Opted-In Footer (Co-Branding) – Desktop



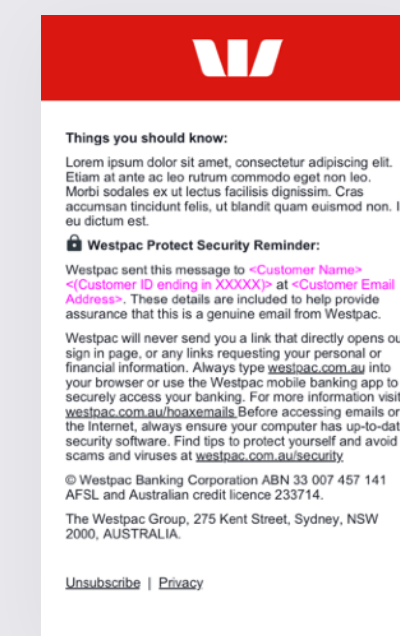
### Opted-In Footer (Socials -Co-Branding) – Mobile



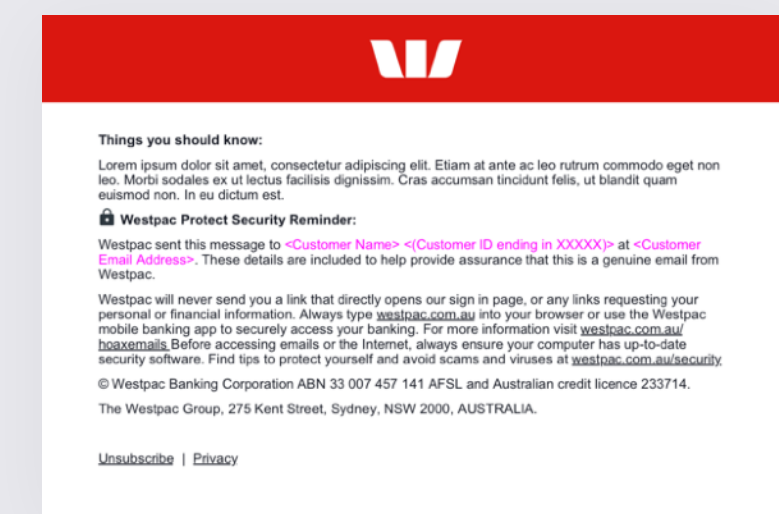
### Opted-In Footer (Socials-Co-Branding) – Desktop



### Opted-In Footer (No-Socials) – Mobile



### Opted-In Footer (No-Socials) – Desktop



# FOOTERS

## OPT-OUT

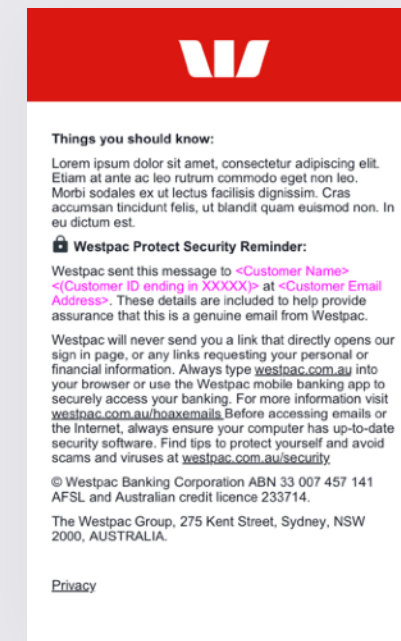
### Opt-Out Audience

Use the footer that does not contain the social media icons or unsubscribe link.

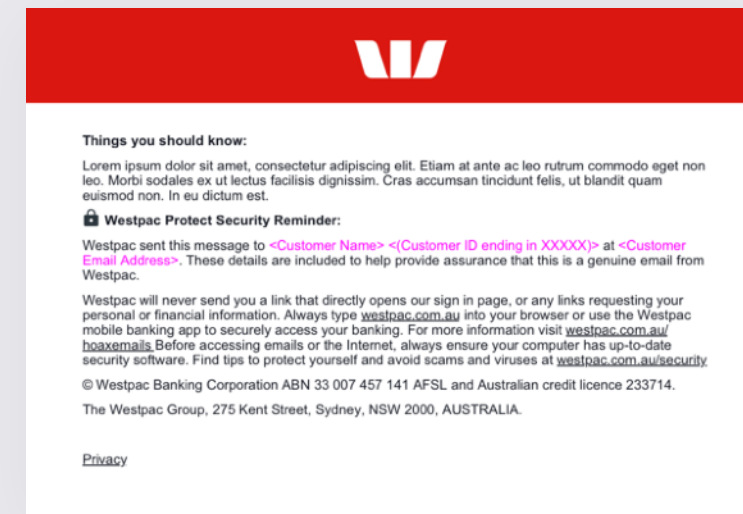
### Footer with Co-Branding

Use this footer when co-branding is required (refer to Master Brand Guidelines for lockup guidance).

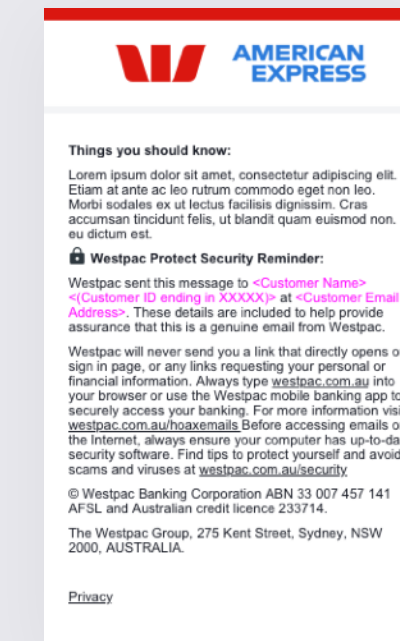
### Opted-Out Footer – Mobile



### Opted-Out Footer – Desktop



### Opted-Out Footer (Co-Branding) – Mobile



### Opted-Out Footer (Co-Branding) – Desktop

