



RUBY BRAND DIRECTION

Follow us on a little journey....

Imagine - We have a hub of really engaging content that captures women's attention. It's informative, educational, a tribe of likeminded women, a community. It delivers a great experience to women when they need it.

It's a place our customers and bankers can really get behind and use to drive financial confidence. It's fun, building connections and forming a financial marketplace for women.

Even better – it's *inspired* by Westpac.

ENTER RUBY

Whether you're starting your financial journey, part of an established family, actively investing, or winding down to retirement,

Ruby empowers you to take control of your financial confidence.

W
RUBY



PRIMARY / MONO

W
RUBY

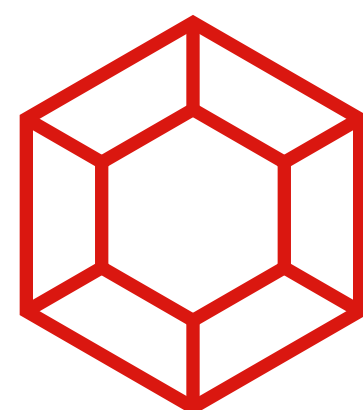
FULL COLOUR

W
RUBY

SECONDARY

W
RUBY

ICON (SOCIAL)



COLOUR PALETTE



RED



PINK



PURPLE



DARK RED



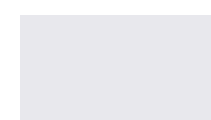
NAVY



PINK TINT



PURPLE TINT



GREY



CHARCOAL

FONTS

WESTPAC

Aa

GOTHAM

Bold
Medium
Book

Aa

PHOTOGRAPHY

SPEAKER

Guidelines user can follow to achieve consistency across brand (resolution, lighting, background etc)



STOCK

On brand stock imagery with a touch of Ruby brand/filter



PHOTOGRAPHY - STYLE



PHOTOGRAPHY - STYLE

Westpac Red



Pink Tint



Accent Purple



Purple Tint



Accent Pink



Neutral Grey



PHOTOGRAPHY - APPLICATION

high resolution



clean background

natural
expression



centrally
in focus













POSTER - APPLICATION



RUBY

HELPING INSPIRE ACTION

Ruby Connection helps to inspire, build financial confidence and connect women on International Women's Day and every day.

 Ruby Connection

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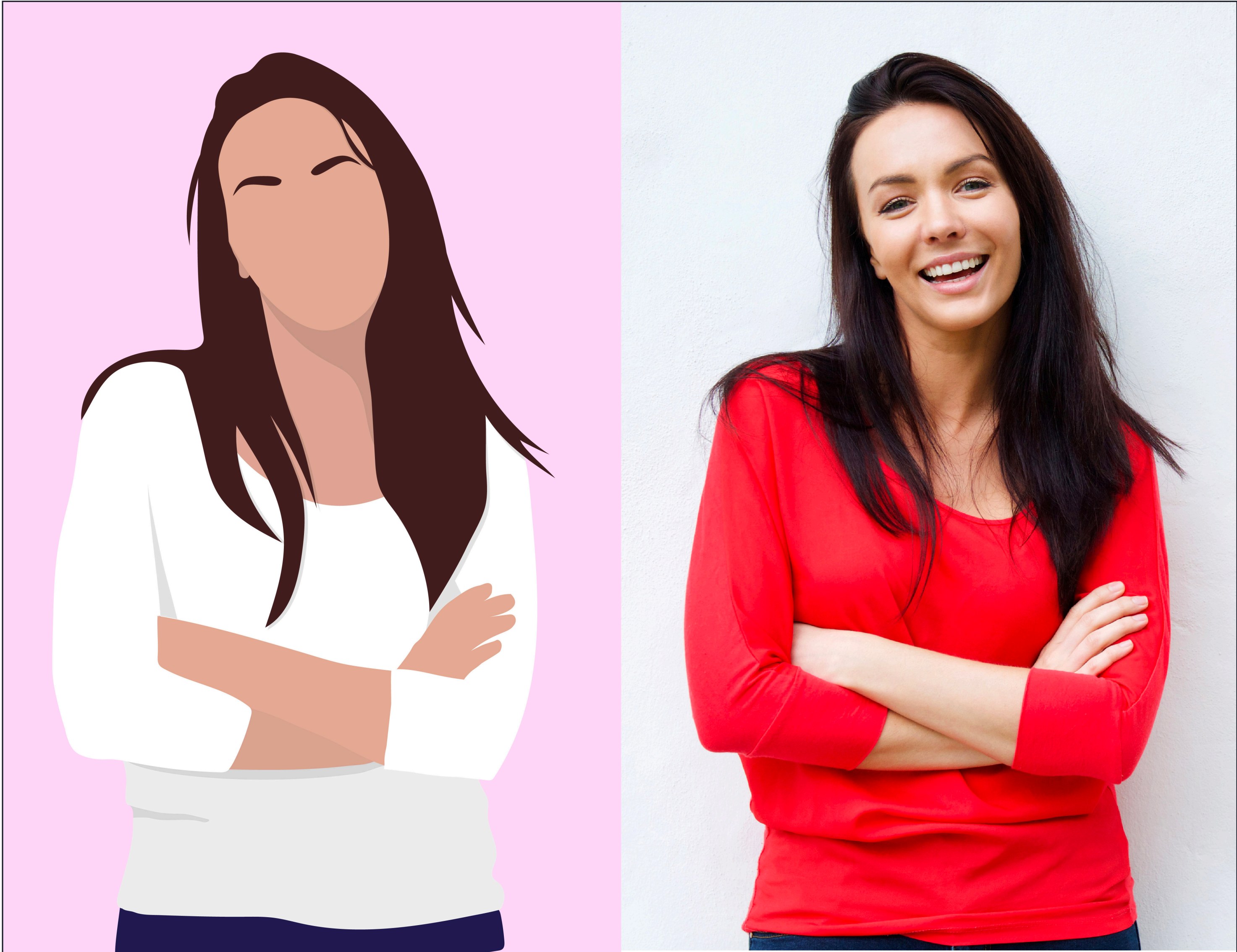
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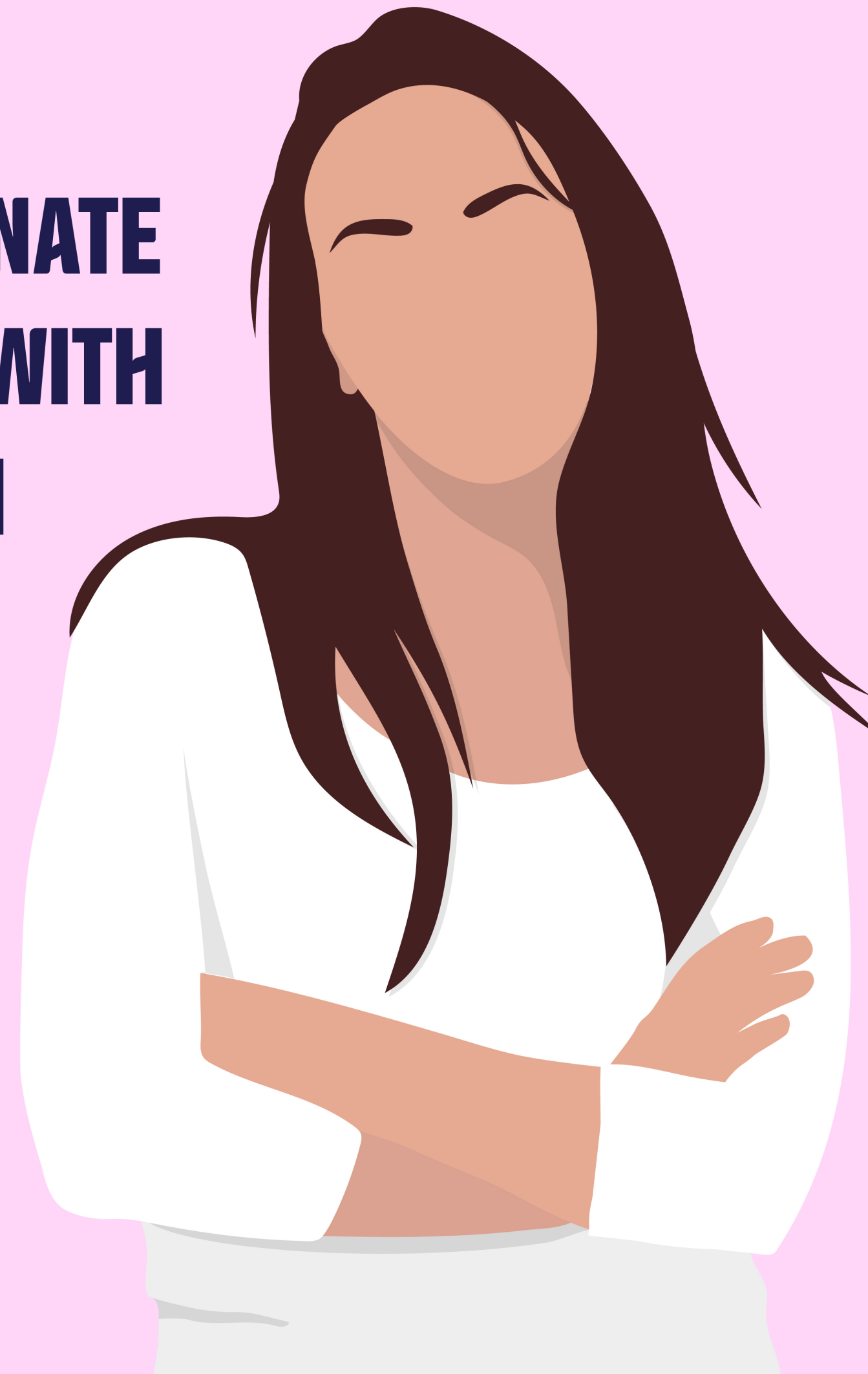
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ILLUSTRATION



HOW TO
CROSS-POLLINATE
YOUR GOALS WITH
SARAH SMITH

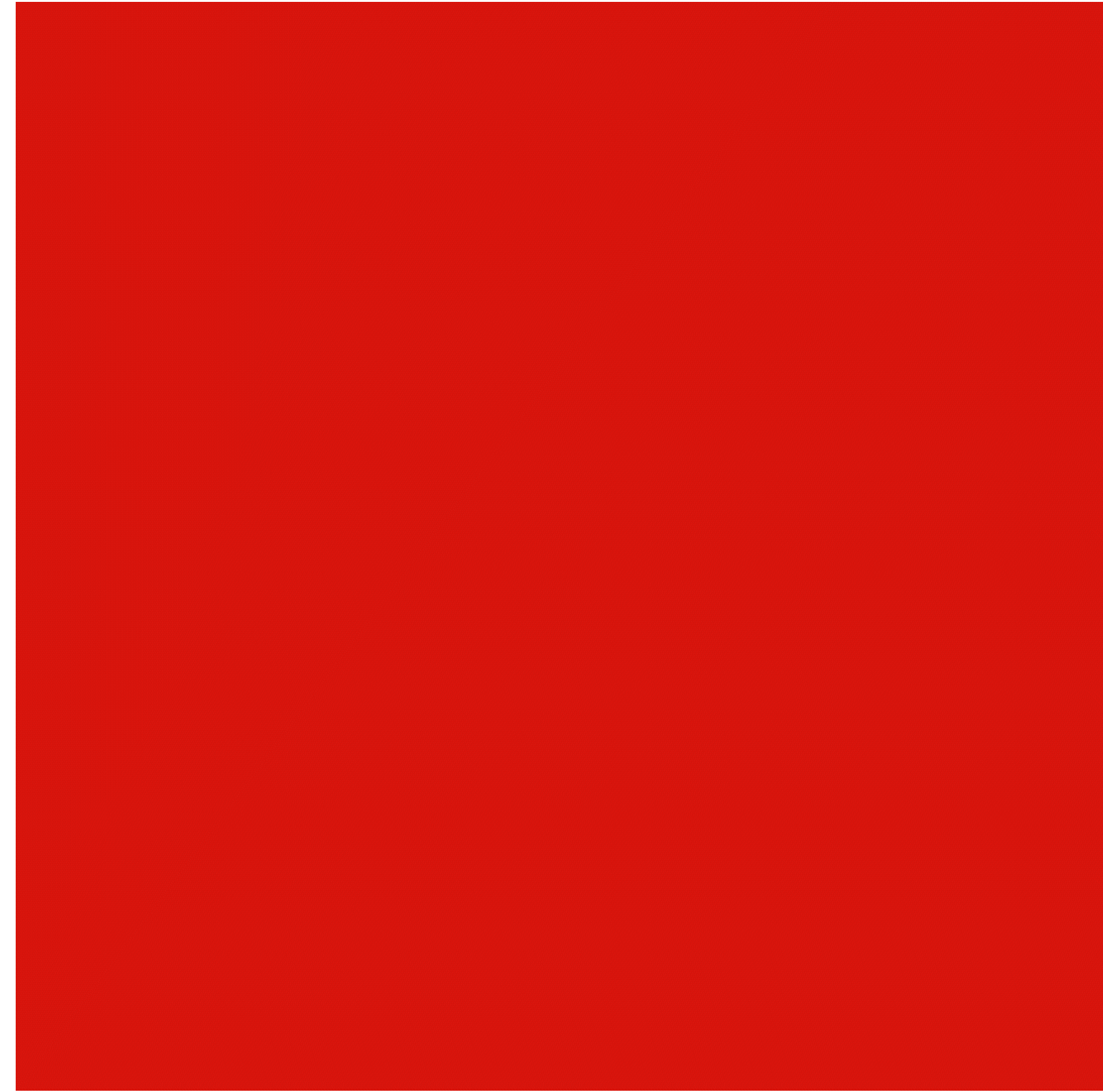
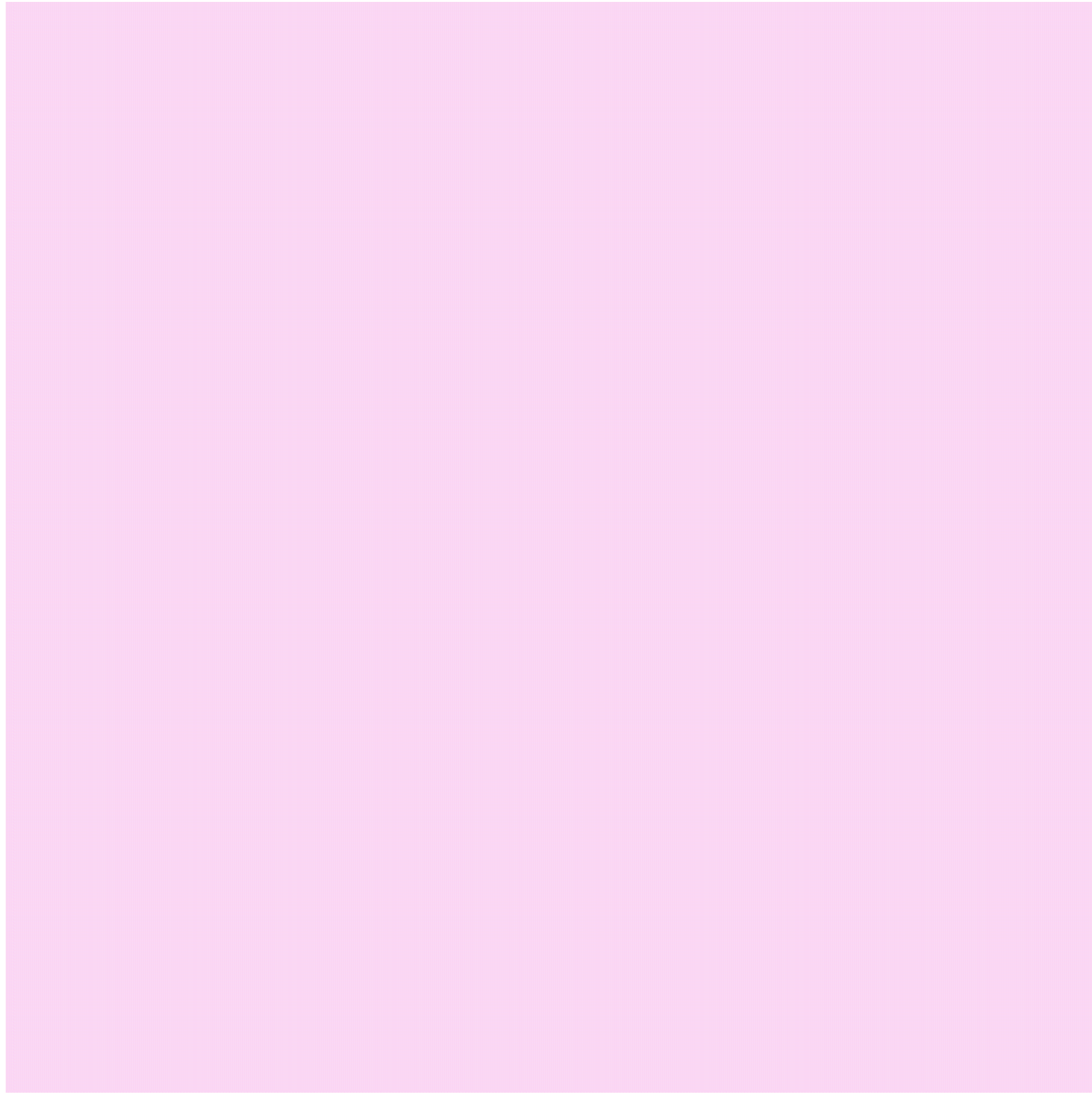



RUBY

SOCIAL - INSTA STORY



MOTION



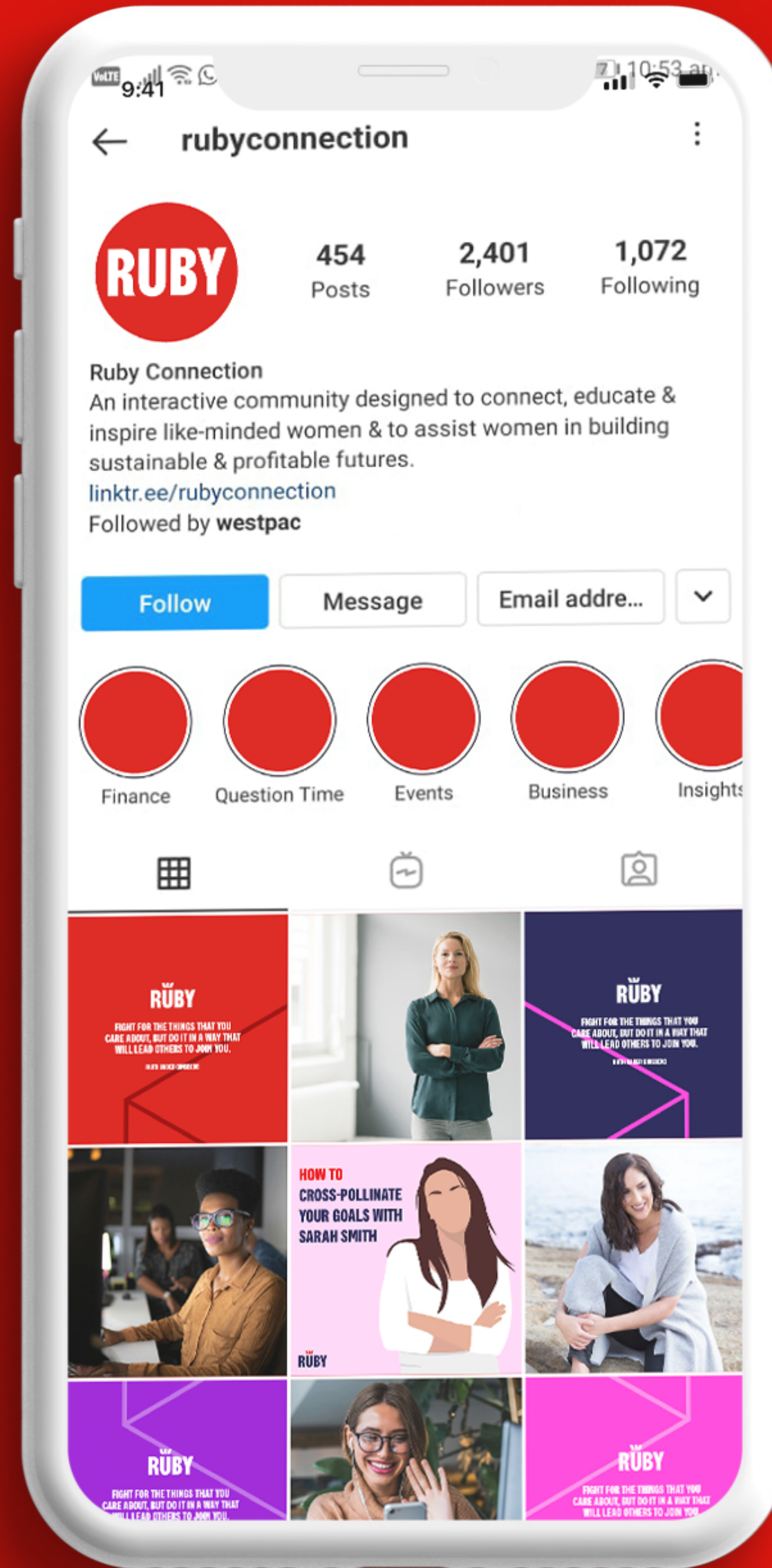
SOCIAL - EXAMPLE



RUBY

FIGHT FOR THE THINGS THAT YOU CARE ABOUT, BUT DO IT IN A WAY THAT WILL LEAD OTHERS TO JOIN YOU.

RUTH BADER GINSBERG



RUBY

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