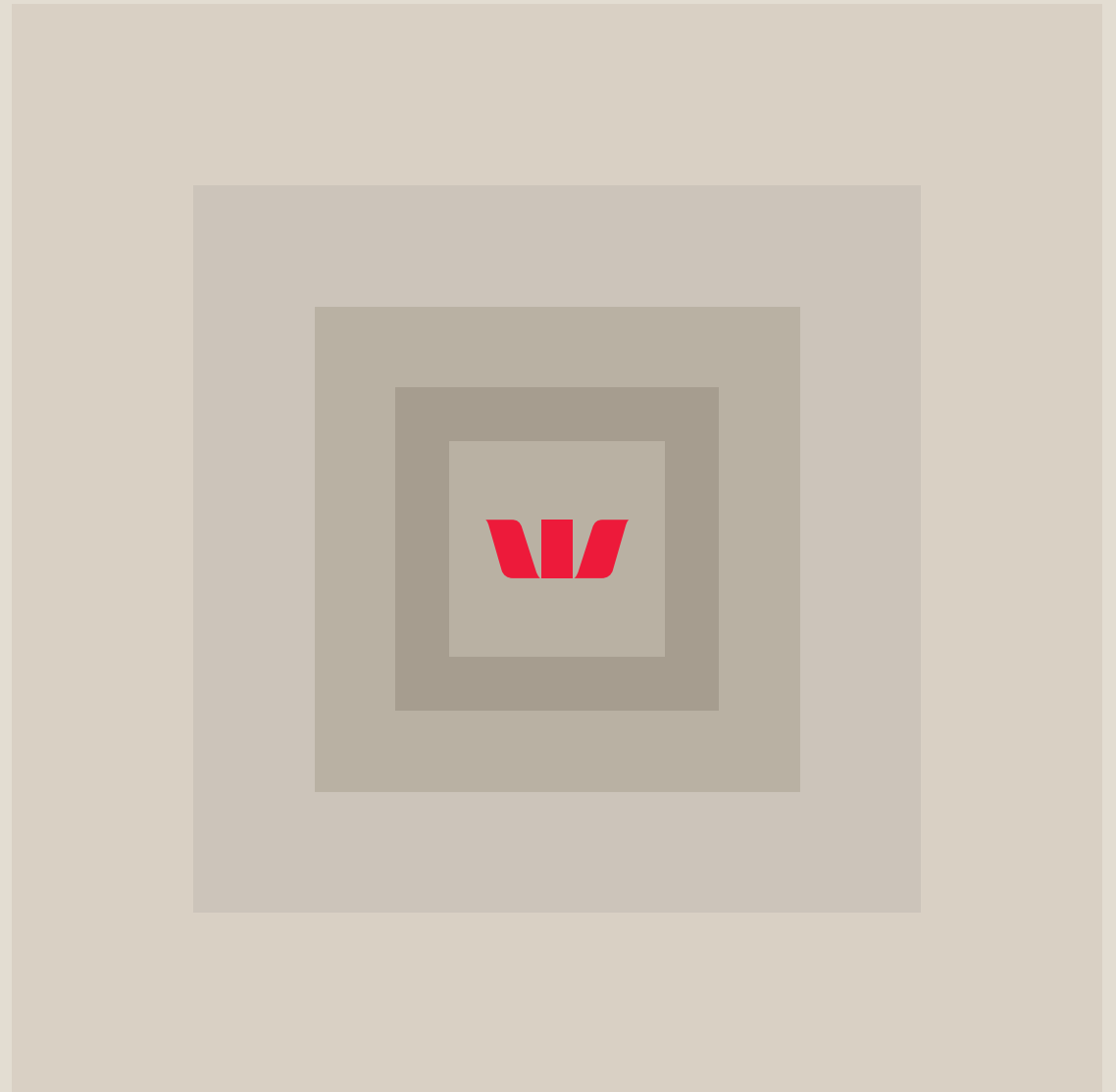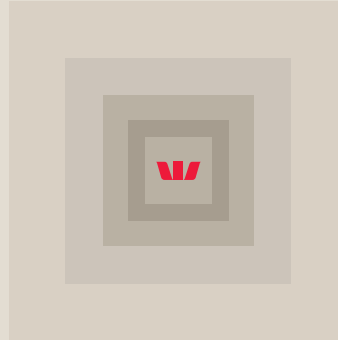# Westpac Asia
Brand Guidelines

Westpac
Australia's First Bank

Key messages.

We lead with relationships.

As a partner to our customers, we truly understand their business and their goals. We provide them with the insights, experience and exceptional service of our people, backed by the stability to support them in the long run.

We are committed to growth both for our customers and for our business across the region by building capability whilst remaining one of the world's great companies.

Key messages.

KEY MESSAGE Relationship Strength	KEY MESSAGE Financial Strength	KEY MESSAGE Asian Expertise/Insights
Deeper Relationships: partnering with customers to get in and under their business in order to unlock growth. Banking Partnership: Customers can rely on us to be there in the long run and to work together for success. Service Excellence: We are committed to delivering excellent service quality through flexibility, responsiveness and support for our customers	Our stability as a strong Australian bank gives us the ability to support our customers through good times and bad. We have the longevity to ensure your banking is safe and can be trusted.	Our customers have access to expertise from some of Asia's most well respected bankers, and economics and markets researchers. We provide our customers with the ability to see around corners.

Supporting our key messages with proof points such as our strong credit rating and award wins are important. For current proof points, please refer to your marketing team.

Wordmark.

Elements.

The Australia's First Bank wordmark is made up of several elements shown here.

The Westpac Asia wordmark consists of two elements. The Westpac wordmark and the 'Australia's First Bank' tagline.

The Westpac wordmark is used to endorse all our communication and is only ever used independently in exceptional circumstances to be approved by the Westpac Asia brand team.

The Westpac hero 'w' is the shorthand for our brand.
It is used to endorse a critical piece of information. It must not be used on its own in Asia.

The Australia's First Bank tagline is used in Asia to define our offer and identify the financial strength and longevity achieved from being a long-standing Australian bank.
It must not be used on its own.

Australia's First Bank

The Simplified Chinese translation of the tagline is to be used in Greater China only. It must not be used on its own.

澳大利亚西太平洋银行

Wordmark.

Clear space and sizing.

Minimum size
To ensure it is always legible the minimum size of the horizontal wordmark is 20mm wide. The minimum size of the vertical wordmark is 14mm wide. The measurement of the wordmark is always specified across its full horizontal width.

Clear space
The wordmark is always surrounded by a minimum clear space area which must remain free from other elements (type and graphics).

The minimum clear space area is equal to the height of the centre stroke of the W in the Westpac wordmark. The clear space area is proportional at all sizes of wordmark.

This clear space area is a minimum and should be increased wherever possible.

The Westpac wordmark is only ever used independently in exceptional circumstances, to be approved by the Westpac Asia brand team. In these instances the clear space and minimum size rules outlined above still apply.

Minimum size

6.2mm

20mm

Clear space – horizontal

x

x

x

x

x

Wordmark.

Preferred colour options.

The wordmark should be used in its full colour, either positive or reverse version whenever possible.

1 **Full colour**

2 spot colour		
Use when only spot colour print is available, e.g. stationery.	Vivid Red: PMS 485 Grey: PMS 432	

4-colour + 1 spot colour	
Use when 4-colour + 1 spot colour print is available, e.g. annual reports.	Vivid Red: PMS 485 Grey: C27 M0 Y0 K77

4-colour	
Use when only 4-colour print is available, e.g. press ad.	Vivid Red: C0 M100 Y80 K0 Grey: C27 M0 Y0 K77

2 **Full colour reverse**

1 spot colour	
Use when 4-colour + 1 spot colour print is available, e.g. annual reports.	Vivid Red: PMS 485

4-colour	
Use when only 4-colour print is available, e.g. press ad.	Vivid Red: C0 M100 Y80 K0

Alternative colour options.

When the wordmark can't be used in its full colour version then one of the alternative colour options can be used.

3 **Black & white positive**

This should exclusively be used when only B&W print is available, e.g. fax, memo and B&W newspaper ads.

4 **Black & white reverse**

Has very limited uses, e.g. B&W newspaper ads.

5 **White reverse**

Used when we want to get a lot of Deep Red onto an application, e.g. merchandise like pens, umbrellas, banners and for 1-colour print or screen printing.
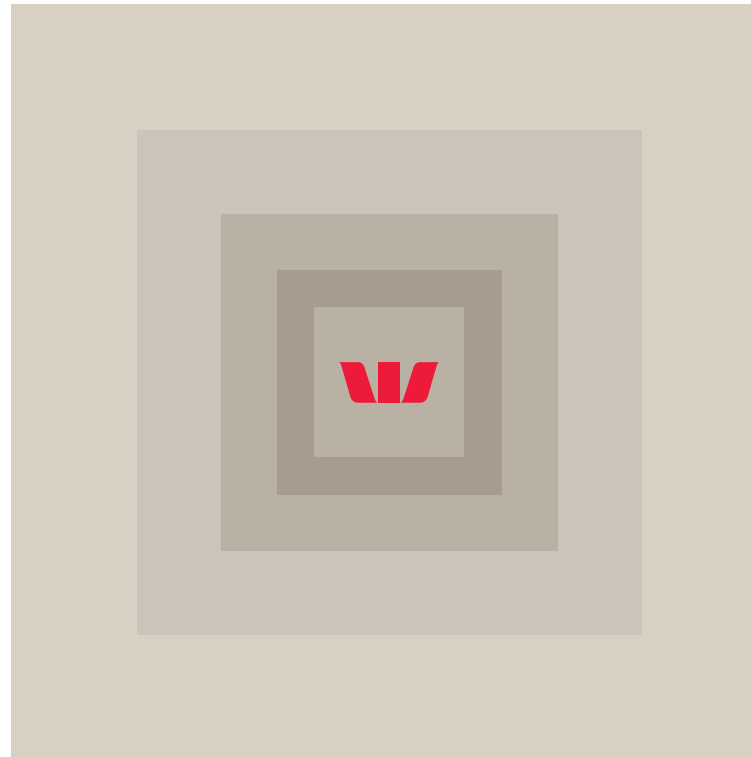
Brand device.

Depth of thinking.

Relationship strength is a key message of Westpac globally and is represented visually through the use of the brand device.

This simple graphic devise represents depth of relationship and the deep understanding we have of our customer's businesses using layers of colour to signify layers of insight.

The device is not to be used on its own in Asia and must be accompanied with a Westpac wordmark and the Australia's First Bank tagline.

Brand device.

Colour versions.

The brand device is represented in two
different ways;
a) on Brand colours
b) on photography.

Westpac Asia brand colours
Values of the device have been created
for best results. The individual values
must not be changed.

Photography.

In the instance of dark or heavily
detailed photography a secondary
transparent device (A) with 80% opacity
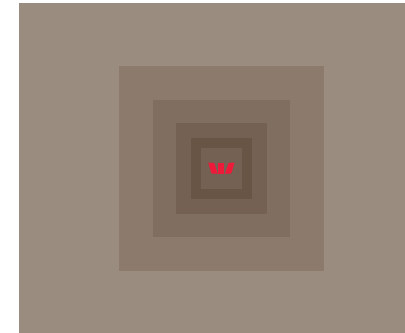white has been created to allow
definition.

Where there are areas of clear space a
transparent device is used (B).
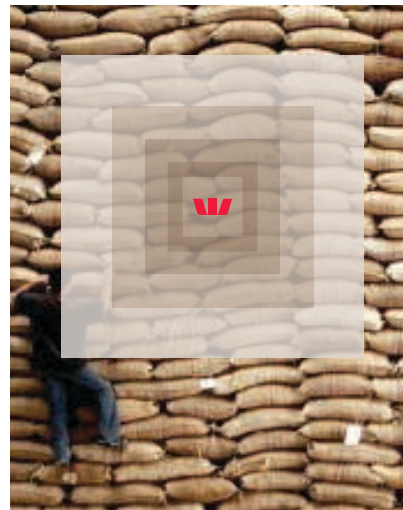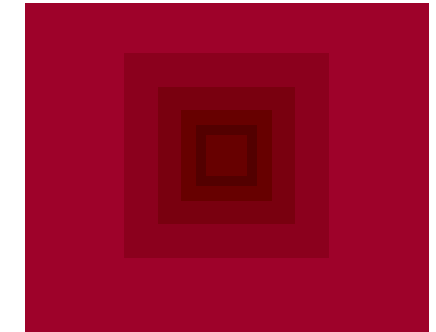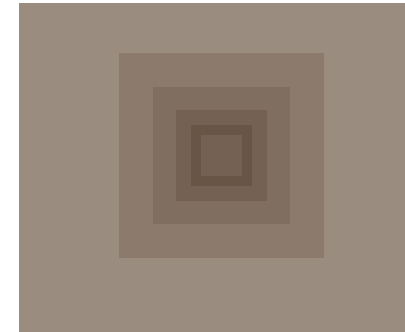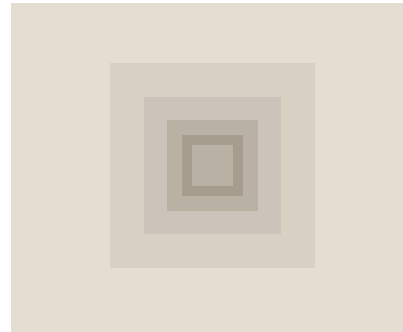
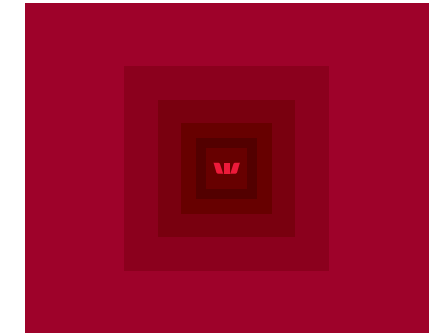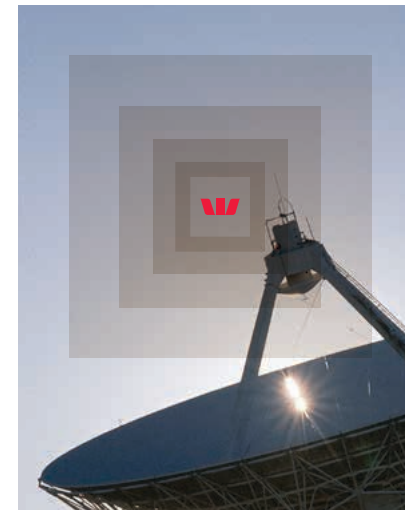Do not recreate these versions.

Quarter Stone
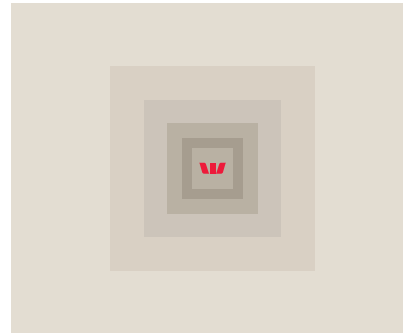
Stone

Deep Red
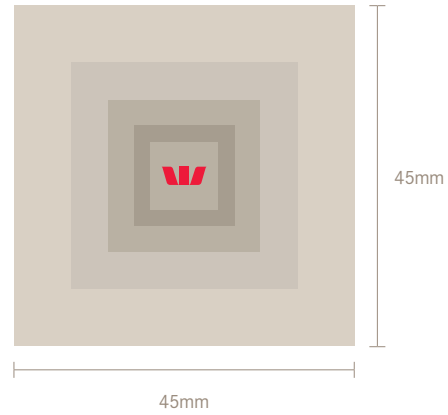(printed on COATED paper only)

A

B

Brand device.

Minimum size.

To ensure the W is always legible the minimum size of the brand device is 45mm wide. If using the brand device at smaller sizes then use the version without the W.
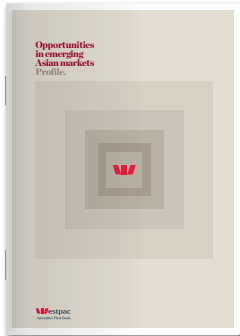
Minimum size – hero W

45mm

45mm

Brand device.

When to use the hero W.

Covers or single-sided applications always appear with the hero W.

Report cover
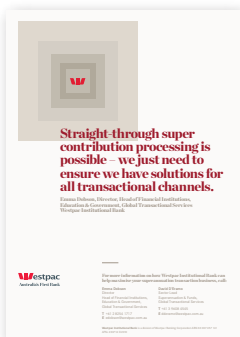
Press ad

Place card

On inside pages it always appears with the hero W if;

it appears on the top of an image, highlighting a point of interest;

or highlights a piece of content (eg quote).

On inside pages it will appear without the hero W if;

it is used as a background graphic element bleeding off the edges;

or as a graphic element with other elements (eg type) overlapping it.

Brand device.

Working with imagery.

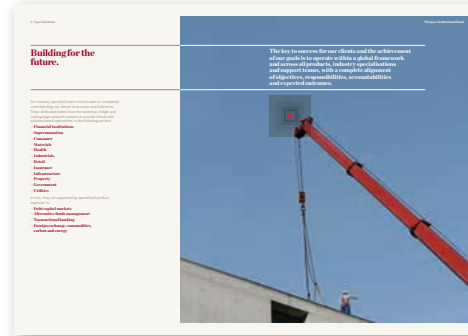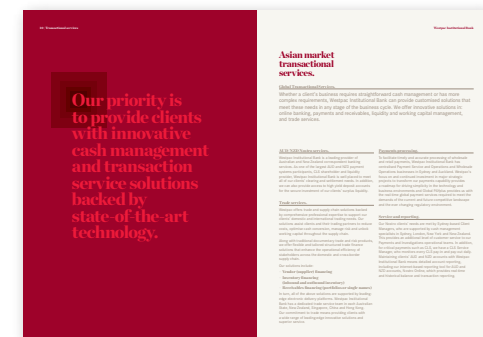When using the brand device it can be used in two different ways. It can either appear on solid background colours or multiply with an image.

Three solid colour versions are available for Quarter Stone, Stone and Deep Red. These versions give the appearance of multiplying over the background colour, but are made up of solid shapes that knock out the background.

When the 'multiply' image version of the device is used, the image will show through the tints of the device. The hero W will always remain Vivid Red, it will never multiply.

Two versions of the multiply device are available, one for simple images with a clear space and another for dark or heavily detailed images.

When the multiply device is placed over images it will change colour depending on the underlaying colour.

Always use the multiply device that is supplied which has a built-in multiply effect. Never use the flat version with the 'multiply' effect applied in software. This will incorrectly darken both the Vivid Red of the hero W and the subtle tints of the device.
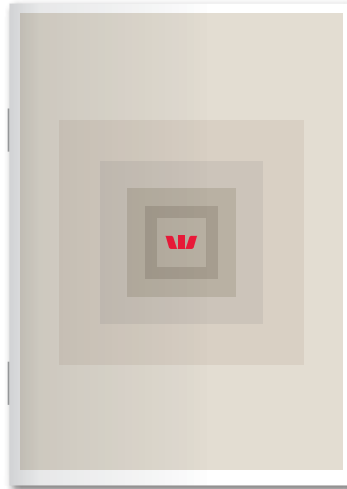
Flat brand device with Quarter Stone background
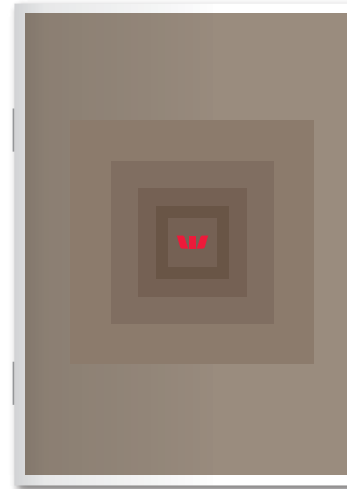
Flat brand device with Stone background
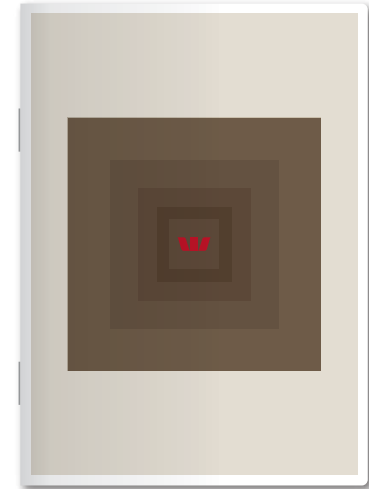
❌ DON'T use the specific colour device on other colour backgrounds

Brand device multiplying with background image

❌ DON'T use the 'multiply' effect in software as it incorrectly darkens device

❌ DON'T use solid colour device over images

Palette.

Colour specifications

Our primary colour is Deep Red which is supported by our Stone series which allows us to complement Deep Red without fighting it. ¼ Stone is used for backgrounds and solid Stone for type and other elements. When type is on a white or light background it is always in solid Stone. Black type is only for documents created in Word or PowerPoint.

Our secondary palette is used sparingly. Our Westpac W is only ever in Vivid Red and grey for the Westpac wordmark.
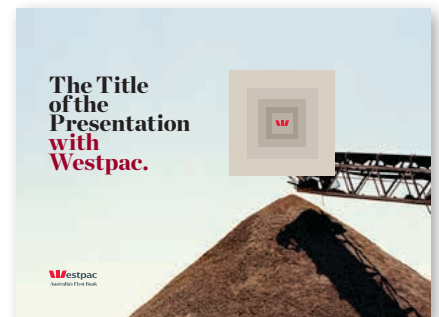
Use of tints

Tints are used for our brand device and can also be used for graphs and charts where colours are limited (eg, single-colour printing).

Primary palette

deep red W 7427	stone W WarmGrey9	¼ stone W WarmGrey2
PANTONE 7427	**PANTONE WARM GREY 9**	**PANTONE WARM GREY 2**
C0 : M100 : Y70 : K40	C0 : M11 : Y20 : K47	C0 : M2 : Y8 : K12
R159 : G0 : B41	R140 : G125 : B112	R233 : G227 : B219
#9F0029	#8C7D70	#E9E3DB

Secondary palette

vivid red W 485	burnt red W 1817	grey W 432	black W Black5	aubergine W 511
PANTONE 485	**PANTONE 1817**	**PANTONE 432**	**PANTONE BLACK 5**	**PANTONE 511**
C0 : M100 : Y80 : K0	C0 : M100 : Y83 : K70	C27 : M0 : Y0 : K77	C0 : M40 : Y22 : K87	C60 : M100 : Y45 : K30
R220 : G36 : B31	R104 : G0 : B0	R73 : G87 : B97	R71 : G42 : B43	R98 : G26 : B75
#DC241F	#680000	#2D373E	#472A2B	#621A4B

Typography.

Type specifications

Our primary display font is Chronicle which is supported by Corporate Sans.

Hero : Chronicle Display Black

A classic serif font, Chronicle has been chosen to deliver key words and headlines. It is best used for headings, highlighting important information, and break out copy. It is preferred that upper and lowercase characters be used.

We only ever use Chronicle Display in the Black weight. Other weights of Chronicle Display are not approved styles and should not be used.

Support : Corporate Sans

The partner font for Chronicle is Corporate Sans. It is clean, simple, no nonsense and professional.

For body copy and general text content, Corporate Sans Regular should be used. Subheads may be specified in Corporate Sans Bold.

Other weights of Corporate Sans are not approved styles and should not be used*.

Colour

When type is on a white or light background it is always in solid Stone. To highlight text use Deep Red or tints of Stone on dark backgrounds. Black type is only for documents created in Word or PowerPoint.

* The primary Chinese display font to be used is Song(宋体字)

Chronicle.

Chronicle Display Black

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvwxyz 0123456789.
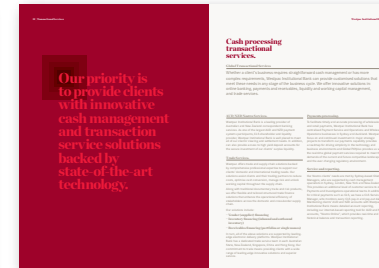
Corporate Sans Regular

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvwxyz 0123456789.

Corporate Sans Bold

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvwxyz 0123456789.

Bullet points highlighted with Deep Red.

Vivid Red type on Deep Red background.

Quarter Stone type on solid Stone background.

Typography.

Digital options

Online : Times
When Chronicle is unavailable, Times can be used for on-screen headings.

It is best used for headings, highlighting important information, and break out copy. It is preferred that upper and lowercase characters be used.

We only ever use Times in the Bold weight. Other weights of Times are not approved styles and should not be used.

Online : Arial
Arial is the preferred generic typeface for online, on-screen and internal presentations.

For body copy and general text content, Arial Regular should be used. Subheads may be specified in Arial Bold.

Other weights of Arial are not approved styles and should not be used.

Colour
Whenever possible type is in solid Stone when on a light or white background. The exception is for documents created in Word or PowerPoint, in these instances, black can be used for type to ensure adequate legibility.

Times.

Times Bold
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvwxyz 0123456789.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvwxyz 0123456789.

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvwxyz 0123456789.