

Westpac Asia Website Guidelines

Updated Feb 2015

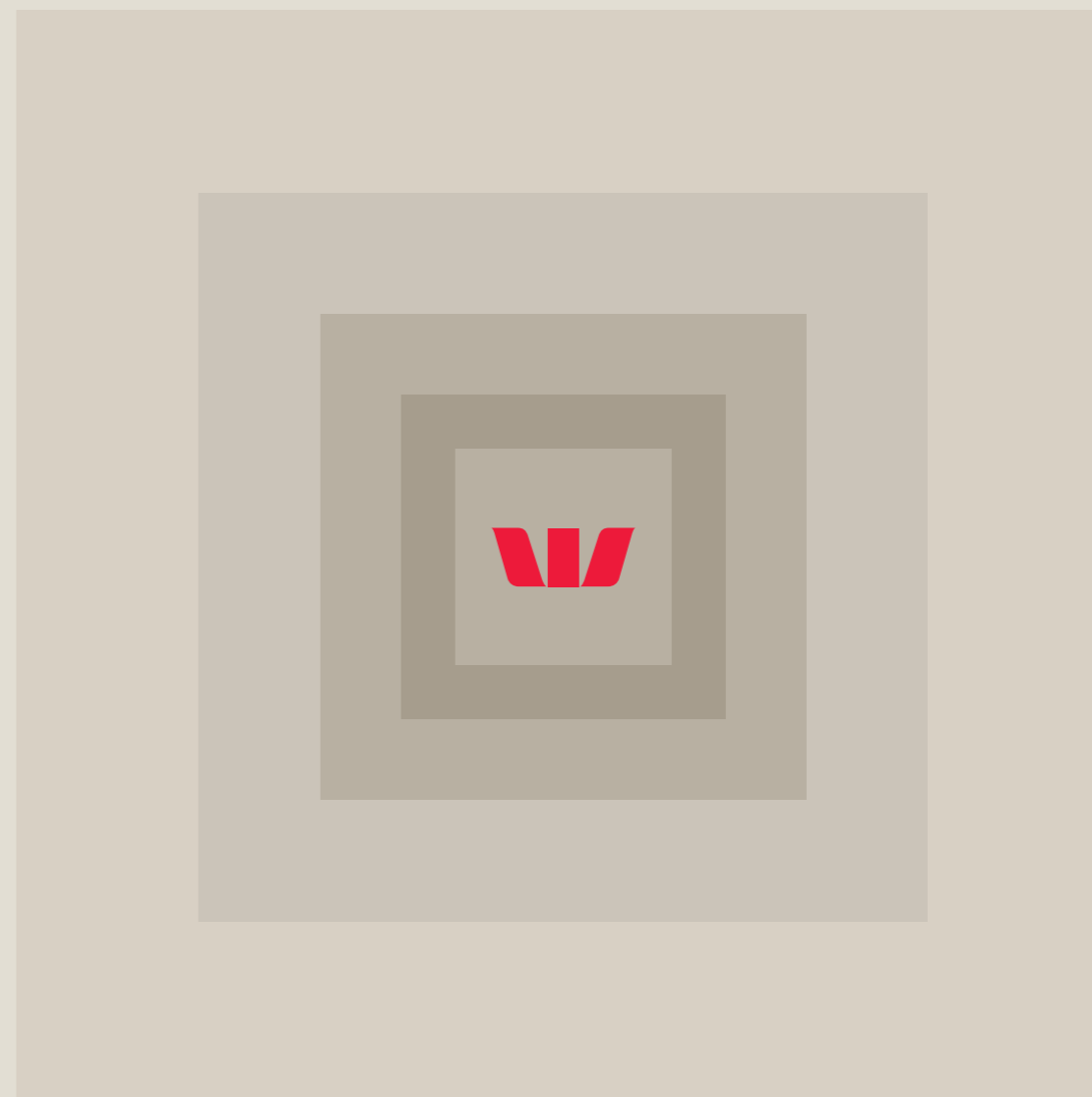


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Photography.

These are images that we selected across our Asia country websites. Each image has been selected for its relevance to the local market.

Before selecting an image think about:

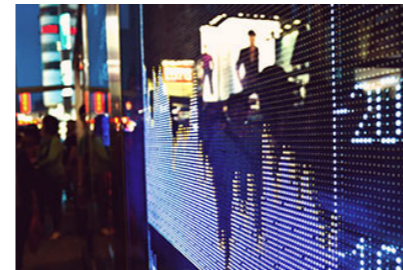
- The local market
- Any cultural sensitivities (check with the local team)
- Target audience for the product/ solution you are selling

What we look for:

Real people, real situations, real possibilities.

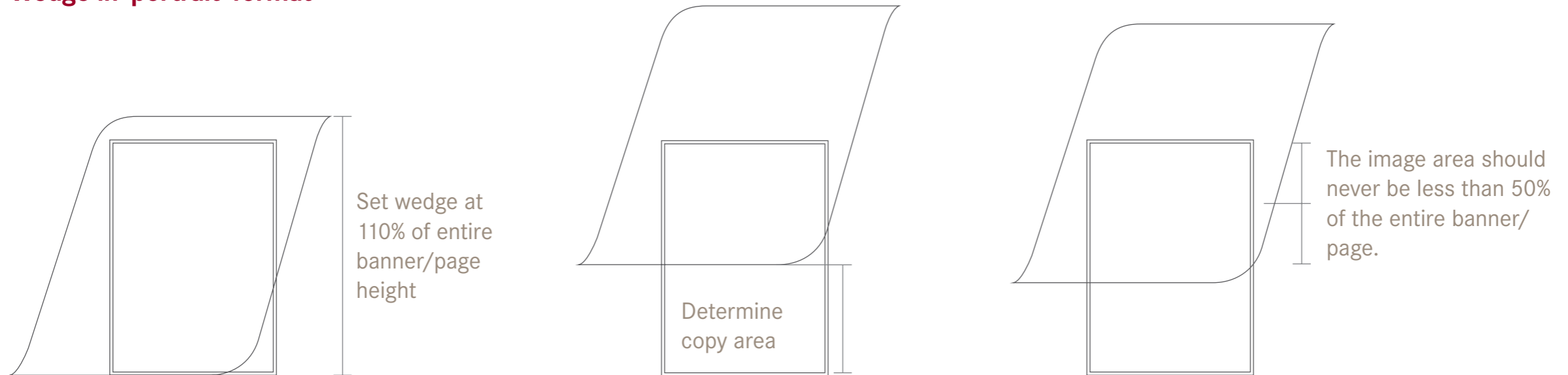
- Natural lighting
- Cinematic
- Soft 'noise'
- A slightly warmer 'left in the sun' look
- Subject is real life, but heroic
- Observed but considered
- Be natural 'in the moment' photography

When sourcing images, landscape images are preferred rather than portrait images.

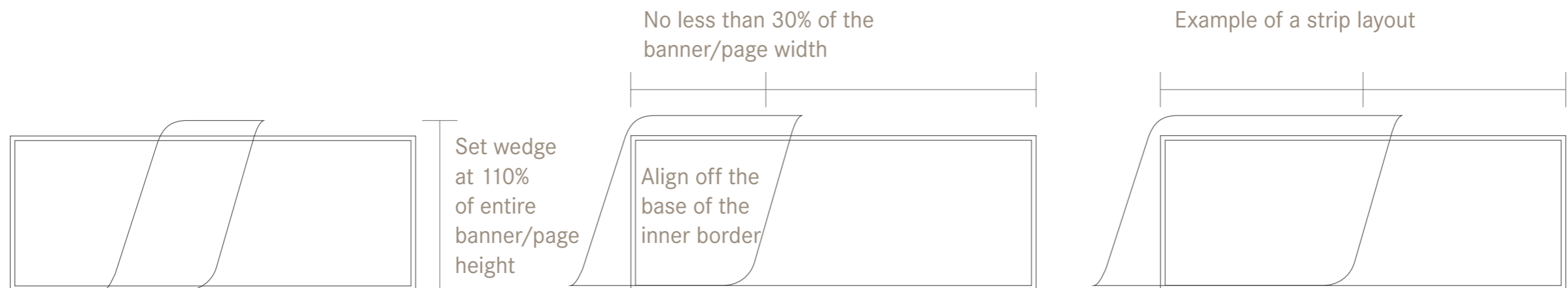


Working with the wedge.

Wedge in 'portrait' format



Wedge in 'landscape' format



Colour palette.

Our primary colour is Deep Red which is supported by our Stone series which allows us to complement Deep Red without fighting it. 1/4 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.

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, singlecolour printing).

Primary palette



Secondary palette



Typography.

English

Hero : Chronicle Display Black

Chronicle has been chosen to deliver key words and headlines. It is best used for headings, highlighting important information, and break out copy.

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

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.

Chronicle.

Chronicle Display Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789.

Available at <http://www.typography.com/fonts/chronicle-display/overview/>

Corporate Sans.

Corporate Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789.

Corporate Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789.

Available at <https://www.myfonts.com/fonts/urw/corporate-s/>

Typography.

Simplified Chinese

Hero : Song (宋体字)

When displaying content in Simplified Chinese, Song is the recommended font type. This is the closest font type to Chronicle and therefore compliments well.

Support : Heiti (黑体字)

The partner font for Song is Heiti. As Corporate Sans supports Chronicle, Heiti supports Song.

宋体字

Song

中文字体示范。

西太平洋银行机构银行部在全球环境下提供完善的贸易解决方案。

黑体字

Heiti

中文字体示范。

西太平洋银行机构银行部在全球环境下提供完善的贸易解决方案。

Colour usage for type.

Several colours are available from the Westpac Asia styleguide to allow for flexibility.

Headline

- deep red #9F0029
- stone #8C7D70
- grey #2D373E
- white #FFFFFF

Try to use deep red and stone or deep red and grey where possible.

Subhead

- deep red #9F0029
- stone #8C7D70
- grey #2D373E

Try to use a colour that helps differentiate from the headline.

Trade
transaction

Seamless domestic and cross border transactions.

AA- rated.

Westpac is recognised as one of the 20 Safest Banks
in the World by Global Finance Magazine.

移民
澳大利亚或新西兰

在您移民之前我们随时为您提供帮助。



Web banners.

Homepage carousel banner

Desktop

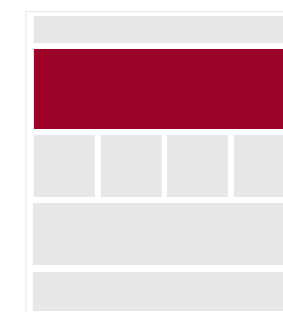
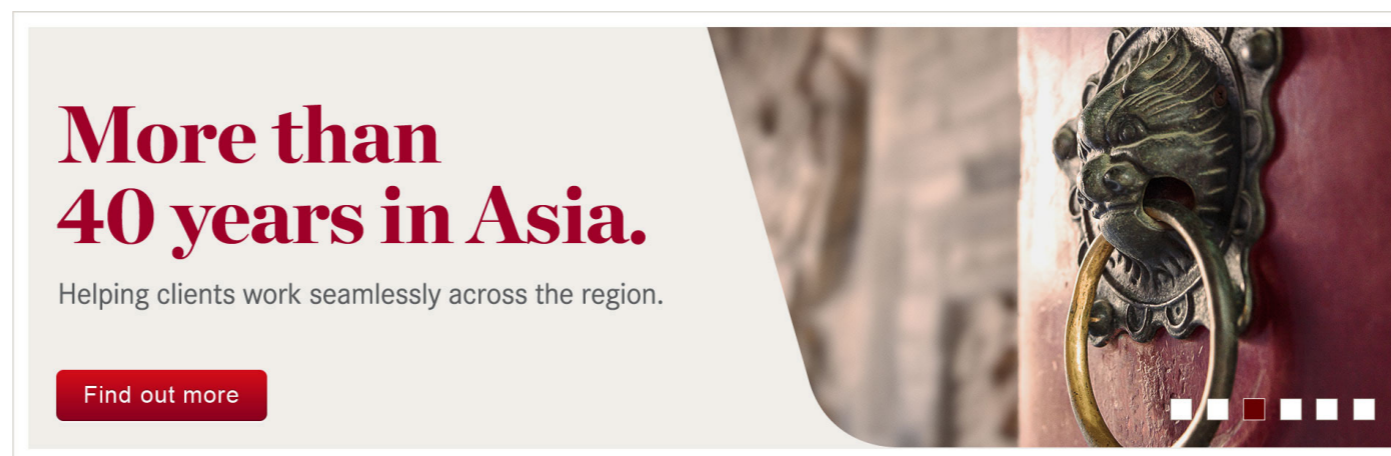
Dimensions: 1920 x 620

Name: hpc_campaign_name_960x310@2X

Size: <140Kb

Location: Homepage

Headline/ Fine Print minimum: 48pt / 35pt



Homepage
See p.14

Mobile

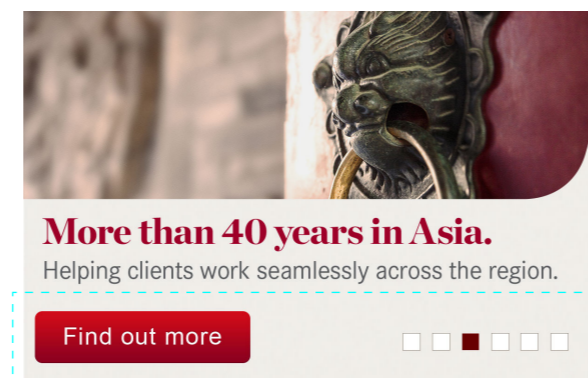
Dimensions: 1240 x 606

Name: hpc_m_campaign_name_620x303@2x

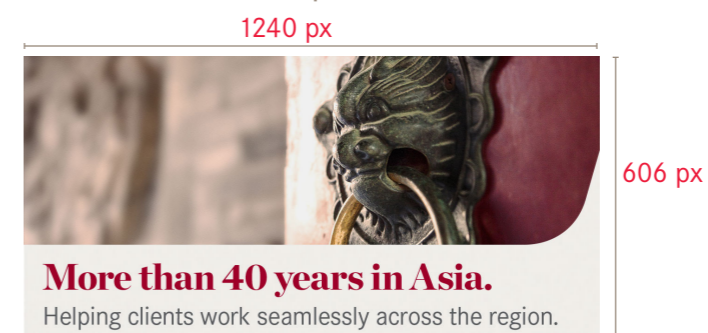
Size: <140Kb

Location: Homepage

Headline/ Fine Print minimum: 50pt / 38pt



Final artwork example



Important information for this tile

1. The CTA button and carousel seen in this tile is for position reference only, please don't include in final PNG/JPEG artwork.
2. If a desktop carousel banner is created, an accompanying mobile tile must also be created.

Key notes

- > Use the Colour Contrast Analyser tool to ensure the contrast of text against the background colour passes level 2 (AA+) accessibility standards.
- > For all tiles, ensure text is legible when tile size is 40%.

- > Please maintain the button size, position and padding set for each individual banner
- > Always use the design templates (psd. files) provided
- > Please provide PSDs, PNGs/JPEG files (photographic images) of approved creatives

Web banners.

Campaign page banner

Desktop

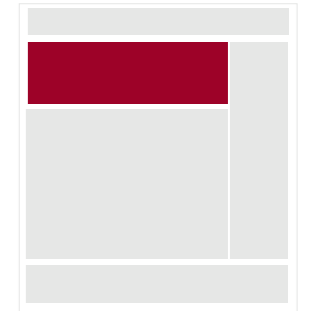
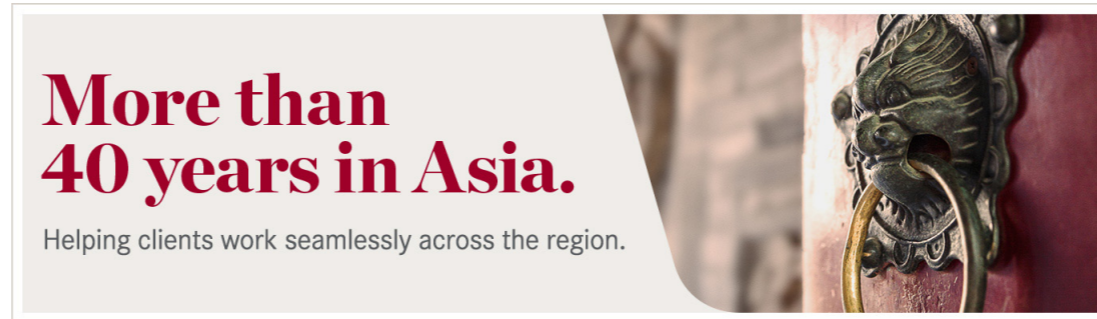
Dimensions: 1380 x 400

Name: of_campaign_name_690x200@2X

Size: <140Kb

Location: Offer landing page

Headline/ Fine Print minimum: 48pt / 35pt



Campaign page
See p.15

Mobile

Dimensions: 880 x 358

Name: of_m_campaign_name_440x179@2x

Size: <140Kb

Location: Offer landing page

Headline/ Fine Print minimum: 50pt / 38pt



Important information for this tile

If a desktop carousel banner is created, an accompanying mobile tile must also be created.

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- > Please provide PSDs, PNGs/JEPG files (photographic images) of approved creatives

Web banners.

Type page banner

Desktop

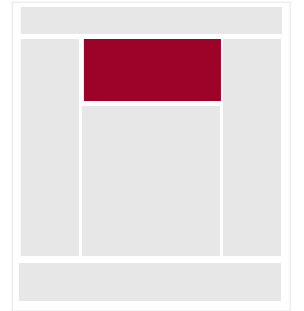
Dimensions: 880 x 256

Name: tb_campaign_name_440x128@2X

Size: <140Kb

Location: Type page

Headline/ Fine Print minimum: 48pt / 35pt



Type page
See p.16

Mobile

Dimensions: 880 x 358

Name: tb_m_campaign_name_440x179@2x

Size: <140Kb

Location: Type page

Headline/ Fine Print minimum: 50pt / 38pt



Important information for this tile

If a desktop carousel banner is created, an accompanying mobile tile must also be created.

Key notes

- > Use the Colour Contrast Analyser tool to ensure the contrast of text against the background colour passes level 2 (AA+) accessibility standards.
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- > Please provide PSDs, PNGs/JEPG files (photographic images) of approved creatives

Web banners.

Homepage featured tile

Desktop/Mobile

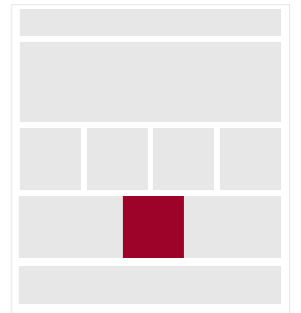
Dimensions: 548 x 374

Name: wp_campaign_name_274x187@2X

Size: <85Kb

Location: Homepage

Headline/ Fine Print minimum: 48pt / 28pt



Homepage
See p.14

Right-hand side tile

Desktop/Mobile

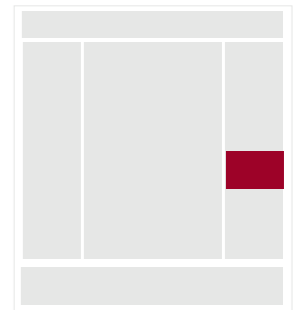
Dimensions: 380 x 214

Name: rhs_campaign_name_190x107@2X

Size: <45Kb

Location: Type page

Headline/ Fine Print minimum: 40pt / 28pt



Type & Campaign page
See pp.15-18

Key notes

- > Use the Colour Contrast Analyser tool to ensure the contrast of text against the background colour passes level 2 (AA+) accessibility standards.
- > For all tiles, ensure text is legible when tile size is 40%.

- > Please maintain the button size, position and padding set for each individual banner
- > Always use the design templates (psd. files) provided
- > Please provide PSDs, PNGs/JEPG files (photographic images) of approved creatives

Website images.

Homepage sectional image

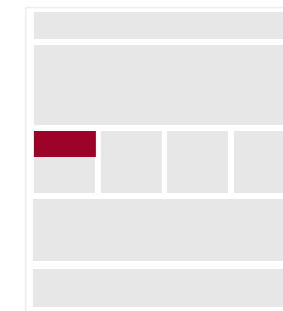
Desktop/Mobile

Dimensions: 450 x 224

Name: sec_name_225x112@2X

Size: <35Kb

Location: Homepage



Homepage
See p.14

Type page thumbnail

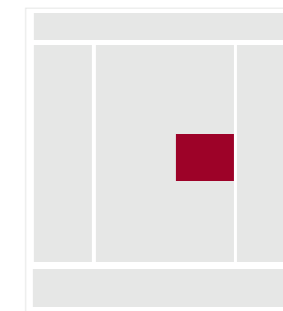
Desktop/Mobile

Dimensions: 420 x 270

Name: tbi_name_210x135@2X

Size: <35Kb

Location: Type page



Type page
See p.16

Type page landing page image

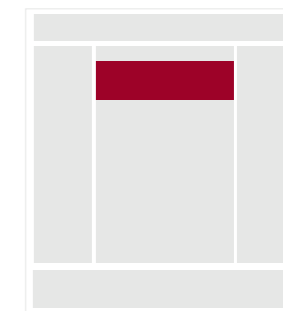
Desktop/Mobile

Dimensions: 880 x 256

Name: tlp_name_440x128@2X

Size: <135Kb

Location: Type page



Type page
See p.17

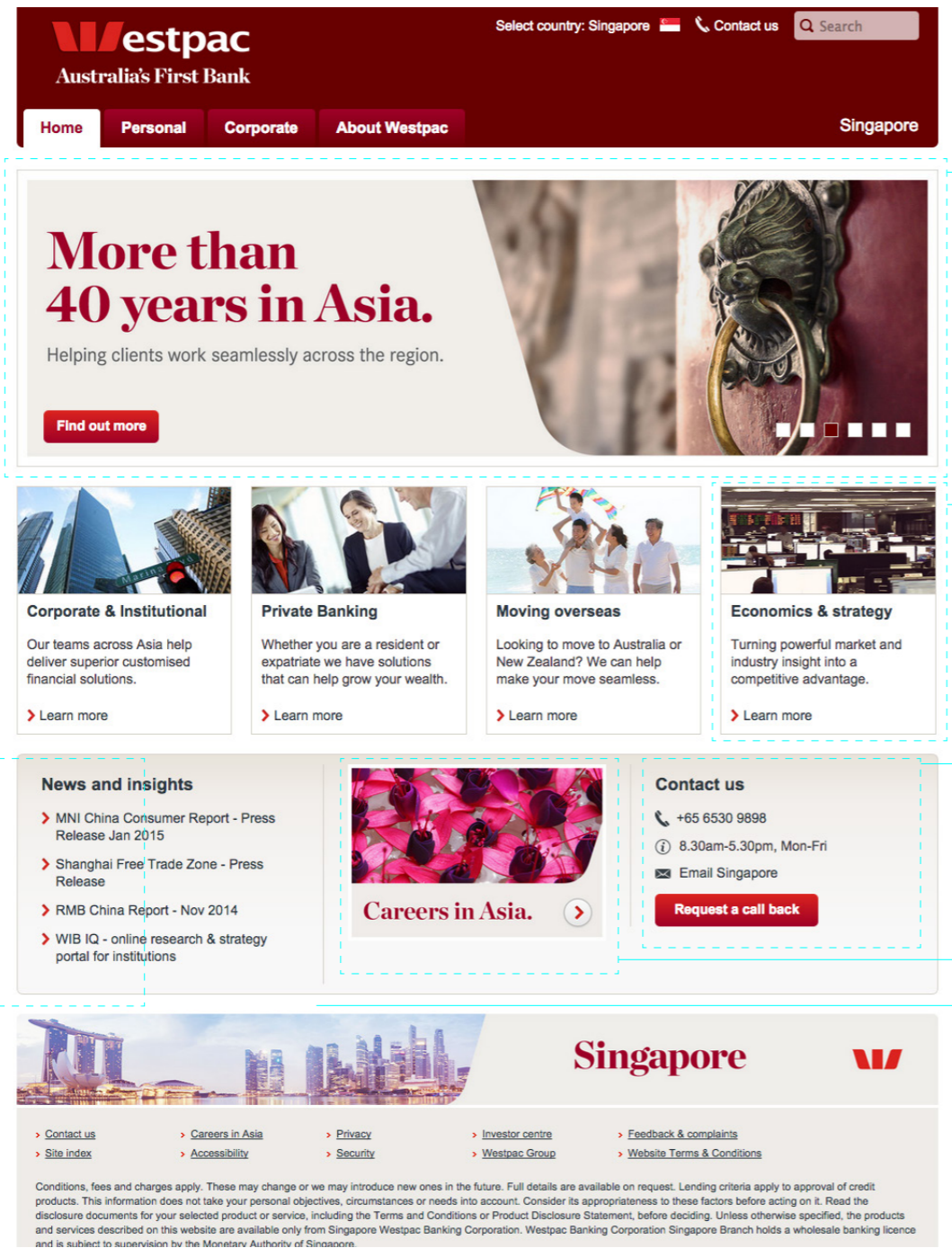
Key notes

- > Use the Colour Contrast Analyser tool to ensure the contrast of text against the background colour passes level 2 (AA+) accessibility standards.
- > For all tiles, ensure text is legible when tile size is 40%.

- > Please maintain the button size, position and padding set for each individual banner
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Working with our templates.

Homepage



1. Primary promotion
Homepage carousel banner
(specs refer to p.9)

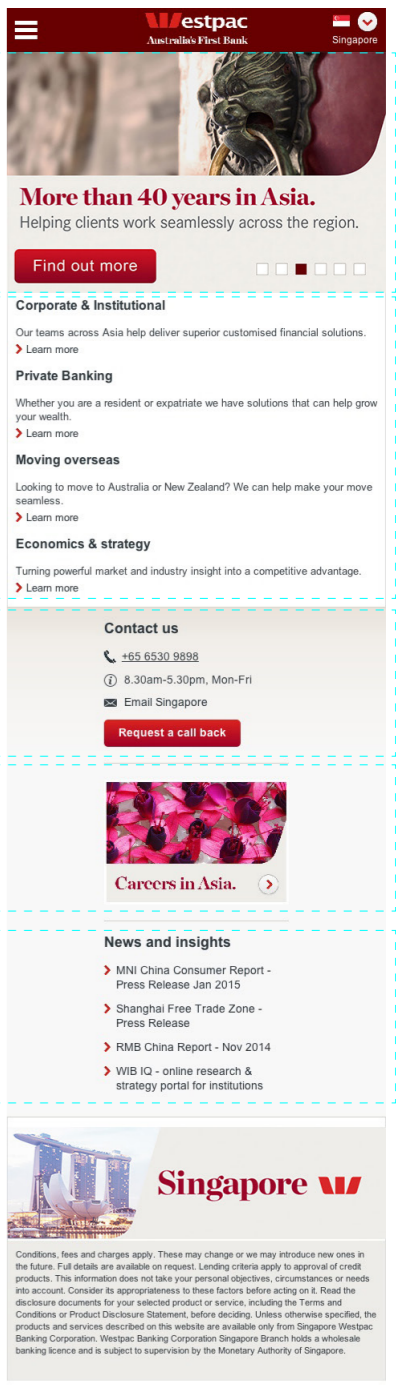
Maximun 5 carousel tiles
are allocated in this primary
promotional space.

2. Homepage sectional image
(specs refer to p.13)

3. Call to actions

4. A promotional space -
Homepage featured tile
(specs refer to p.12)

5. News and insights links



Working with our templates.

Template A (campaign page)

This is the landing page which links from a promo banner from the homepage.

These can be called “**Campaign pages**” and are used to sell the product or solution.

They are dedicated to the promo banner and typically have:

1. Breadcrumb navigation
2. Page title
3. Campaign banner (specs refer to p.10)
4. Body content
5. Call to actions
6. News and Insights links;
7. A promotional space to showcase a related campaign message or career/sustainability/community message (specs refer to p.12 right-hand side tile).

The image shows a screenshot of the Westpac website's campaign page for 'More than 40 years in Asia'. The page is annotated with seven numbered callouts pointing to specific elements:

- 1. Breadcrumb: Home > About Westpac > More than 40 years in Asia
- 2. Page title: More than 40 years in Asia
- 3. Campaign banner: A large banner with the text 'More than 40 years in Asia. Helping clients work seamlessly across the region.' and an image of a lion's head.
- 4. Body content: A text block starting with 'We're proud of our rich history of nearly 200 years of banking, including more than 40 years in Asia.' followed by a list of services offered from the Singapore office.
- 5. Call to actions: A red button labeled 'Request a call back' in the 'Contact us' section.
- 6. News and insights links: A list of links under the 'News and insights' section, including 'MNI China Consumer Report - Press Release Jan 2015', 'Shanghai Free Trade Zone - Press Release', 'RMB China Report - Nov 2014', and 'WIB IQ - online research & strategy portal for institutions'.
- 7. Promotional space RHS tile: A small promotional tile titled 'Careers in Asia' with an image of pink flowers and a right-pointing arrow.

The page also features a dark red header with the Westpac logo, navigation tabs (Home, Personal, Corporate, About Westpac), and a search bar. The footer includes a city-specific banner for Singapore, a list of links (Contact us, Site index, Careers in Asia, Accessibility, Privacy, Security, Investor centre, Westpac Group, Feedback & complaints, Website Terms & Conditions), and a disclaimer.

Working with our templates.

Template B (Type page)

This is the product page template and is used to hold the key information over each product area.

There are two levels to this page, one for advertising all products in one page and a secondary page which goes into more detail (see p.17).

Type page

1. Page title
2. Left navigation
3. Introduction paragraph
4. Type page banner (specs refer to p.11)
5. Products
 - 5.1 Title
 - 5.2 Blurb
 - 5.3 Image (spect refer to p.13)
6. Call to actions
7. News and insights links
8. RHS tile (specs refer to p.12)

The screenshot shows the Westpac website for Corporate and Institutional Banking in Singapore. The page layout includes a dark red header with the Westpac logo, navigation tabs (Home, Personal, Corporate, About Westpac), and a search bar. The main content area is divided into several sections:

- Left Navigation (2):** A vertical list of product categories: Stronger relationships, Transactional banking, International trade, Foreign exchange, Debt markets, and Commodities, Carbon and Energy.
- Page Title (1):** "Corporate and Institutional Banking".
- Introduction (3):** A paragraph describing the team's specialization in helping corporate and institutional customers across Asia, Australia, and New Zealand.
- Type Page Banner (4):** A large banner featuring the "AA-rated" badge and a "Find out more" button.
- Product Sections (5.1, 5.2):** Three product tiles: "Stronger relationships" (with a photo of two men), "Transactional banking" (with a photo of a man at a desk), and "International trade" (with a photo of a port). Each tile includes a title, a short blurb, and a "More about" link.
- Call to Actions (6):** A "Request a call back" button in the Contact us section.
- News and Insights Links (7):** A list of recent news items, including "MNI China Consumer Report - Press Release Jan 2015" and "Shanghai Free Trade Zone - Press Release".
- RHS Tile (8):** A "Careers in Asia" tile with a pink background and a play button icon.
- Product Image (5.3):** A small image of a man in a suit, likely related to the "Stronger relationships" product.

Working with our templates.

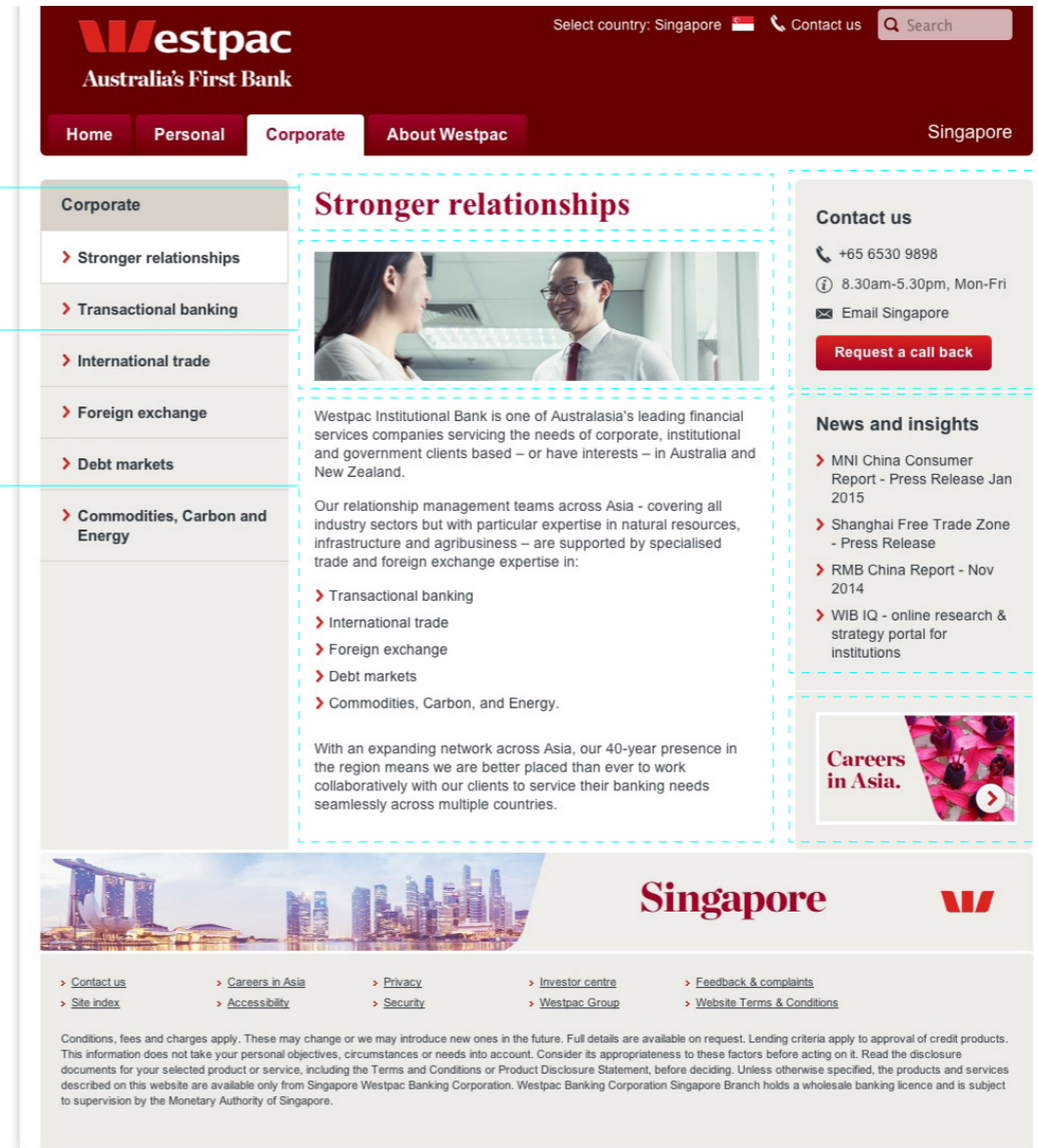
Template B (Product details page)

Product details page

1. Page title
2. Type page landing page image (specs refer to p.13)
3. Body content
4. Call to actions
5. News and insights links
6. Promotional space - RHS tile (specs refer to p.12)

1. Page title
2. Landing page image
3. Body content

4. Call to actions
5. News and insights links
6. RHS tile



Working with our templates.

Template C (Private Banking homepage)

This is the dedicated homepage for Private Banking and has been customised for this target segment.

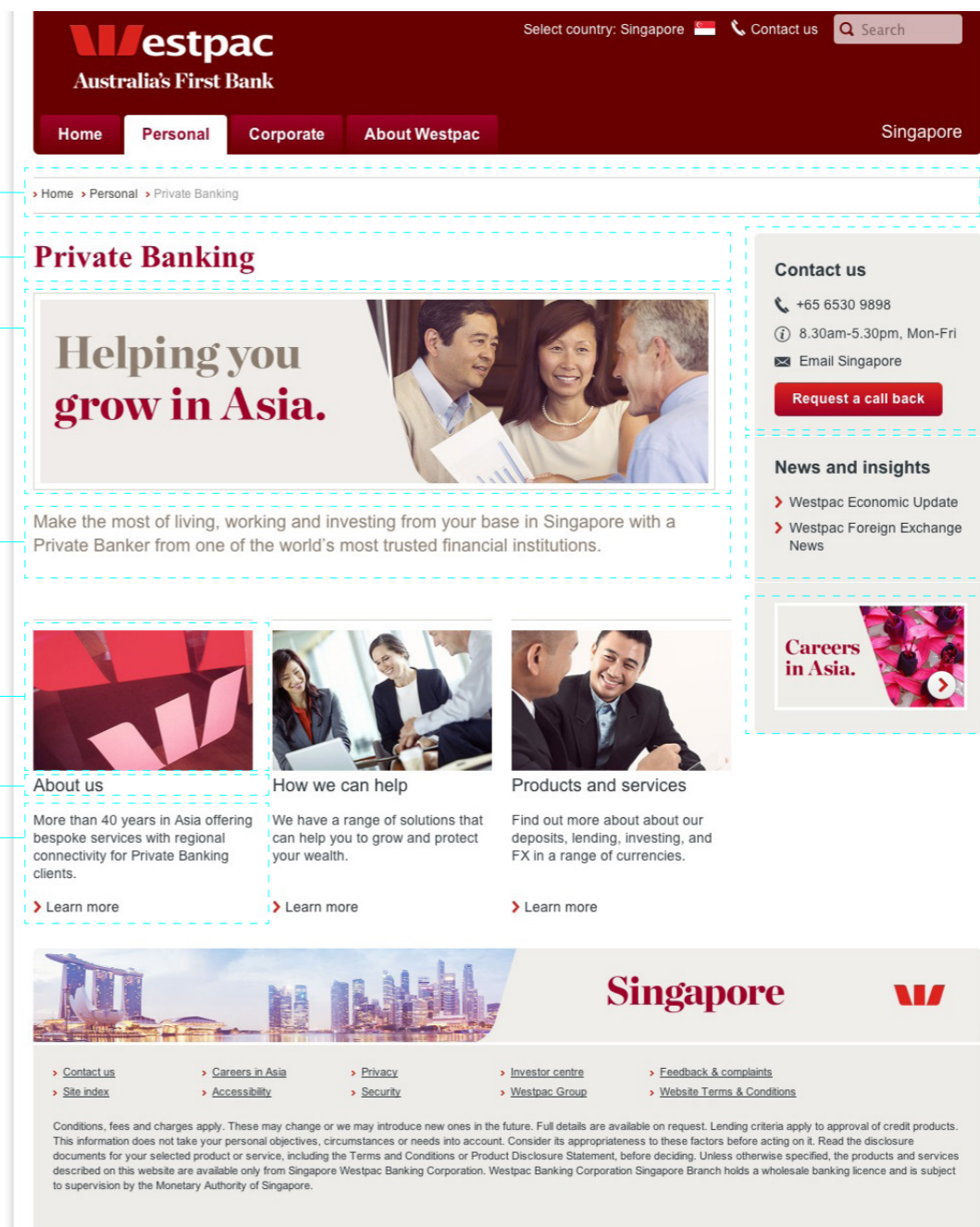
It allows for personalisation and the ability to run direct campaigns using the banner space at the top.

Each page that links from this PB homepage then goes to a Template B (Type page) style page.

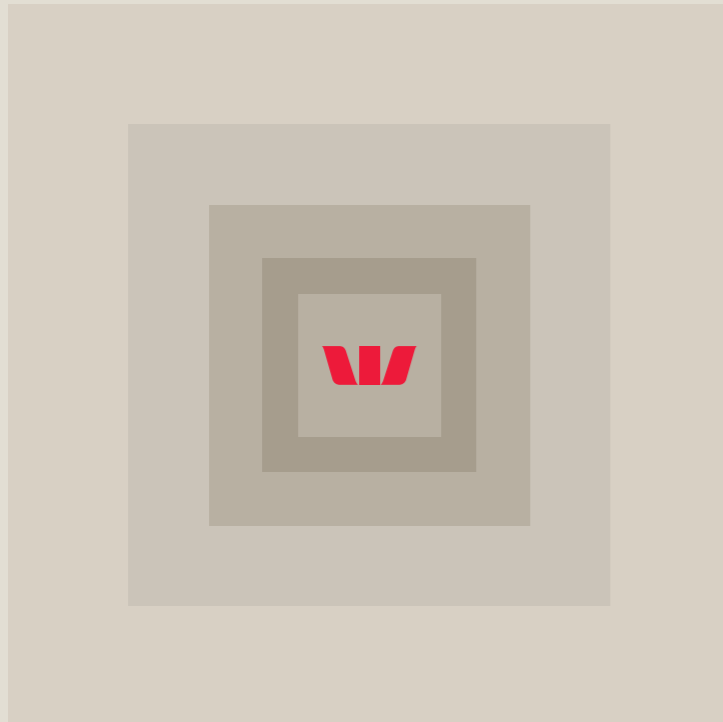
Private Banking homepage

1. Breadcrumb navigation
2. Page title
3. A campaign promotional space - campaign landing page banner (specs refer to p.10)
4. Introduction paragraph
5. 3 columns layout
 - 5.1 Product image (specs refer to p.13)
 - 5.2 Product title
 - 5.3 Blurb
6. Call to actions
7. News and insights links
8. Promotional space - RHS tile (specs refer to p.12)

1. Breadcrumb
2. Private Banking
3. Campaign landing page banner
4. Introduction paragraph
- 5.1 Product image
- 5.2 Product title
- 5.1 Product blurb



6. Call to actions
7. News and insights links
8. Promotional space RHS tile



For more information

All of the assets and tools specified in this document are available for download from the Digital Governance website.

All use of Westpac Asia assets must be sent for approval to: awahlen@westpac.com.au

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