

# BankSA Brand System

16 March 2017

## BankSA – our purpose

Backing South Australia: we support the growth of the state to ensure a future for all South Australians.

### Brand insight

A real bank for South Australians.

We champion and celebrate South Australia's future.

Small enough to make a difference, and too large to be ignored.

### Our vision

To be a most loved brand, top of mind destination for home loans and funest place to work.

### Customer insight

South Australians want their own bank.

I love my state and my lifestyle, but the future is uncertain.

### Our strategy

Drive future opportunity through innovation.

Create economic prosperity through leadership.

Build sustainability through practical help.

### Our personality

Energetic and real.

Individual, bold and progressive.

### Brand idea

Fired up locals.

Home-grown spark.

# Existing brand elements

# BankSA quick guide

TO BE USED AT ALL TIMES.

## Primary logo - Fixed Signage

To be used on a white background only.



## Primary logo with tagline - Advertising Campaigns



## Reversed logos



### Colour reversed.

On coloured backgrounds, the word 'bank' is reversed in white only. This reverse colour logo is never used on a red background, as the state shape disappears. Where it is necessary to place the logo on a red background, the mono (reverse) logo must be used.

### Mono logo - reversed.

On coloured backgrounds, the mono logo is reversed in white font only. No keyline or box is to be placed around the logo.

## Secondary stacked logos



## One colour logo

When used on a white background, this logo appears in black only. No other colour is to be used.



## Logo minimum clear space



Use the 'S' from SA to determine the minimum clear space needed around the logo.

|   |   |  |   |  |
|---|---|--|---|--|
| <b>Ocean</b><br>PMS 294 c<br>C100 M69 Y7 K35<br>R0 G47 B108<br>HTML 002F6C<br>LT ST | <b>Desert</b><br>PMS 1795 c<br>C0 M100 Y93 K2<br>R233 G27 B43<br>HTML E71A29<br>LT ST | <b>Bight</b><br>PMS 7467 c<br>C97 M0 Y30 K0<br>R0 G173 B189<br>HTML 00ADBDB<br>HTML 00A4B3<br>HTML 00838F<br>B LT ST | <b>Penguin</b><br>PMS 7687 c<br>C100 M75 Y0 K18<br>R48 G59 B128<br>HTML 303B80<br>LT ST | <b>Deep</b><br>PMS 655 c<br>C100 M79 Y12 K59<br>R0 G32 B79<br>HTML 00204f<br>LT ST |
|---|---|--|---|--|

Secondary colour palette Only to be used with permission from BankSA Brand and Marketing.

|   |  |  |  |  |
|---|--|--|--|--|
| <b>Gum</b><br>PMS 361 c<br>C77 M0 Y100 K0<br>R67 G176 B42<br>HTML 5CBB3E<br>HTML 40A828<br>HTML 338720<br>B LT ST | <b>Grape</b><br>PMS 7648 c<br>C22 M100 Y0 K16<br>R162 G34 B105<br>HTML A22269<br>LT ST | <b>Shark</b><br>PMS Cool Grey 11c<br>C0 M0 Y0 K80<br>R89 G89 B91<br>HTML 58595B<br>LT ST | <b>Sky</b><br>PMS 2975 c<br>C34 M0 Y5 K0<br>R171 G226 B236<br>HTML ABE2EC<br>B | <b>Outback</b><br>PMS 144 c<br>C0 M51 Y100 K0<br>R247 G146 B30<br>HTML F7921E<br>HTML EB7127<br>HTML B55E16<br>B LT ST |
|---|--|--|--|--|

Use the **Primary colour palette** for main brand expression, use Ocean and Bight the most and Desert sparingly – the state shape in the logo is often enough.

The **Secondary colour palette** adds colour and interest when you need a more distinctive feel aside from the main brand expression.

## Online W3G Level AA accessibility

- B** With Ocean Blue
- LT** Large text - colour/white
- ST** Small text - colour/white

GUIDE ONLY, TEST BEFORE IMPLEMENTING

## Brand fonts

### Aller Bold

Use for headings and important copy. Set tracking at -30.

### Aller Light

Use for bodycopy or when you need contrast to Aller Bold. Set tracking at -30.

### Trebuchet Reg Trebuchet Bold

Use as an alternative for Aller in documents you share with the wider world e.g. MS Word documents, emails.

## Tagline

# Let's do this.

When setting the tagline make sure you use a proper apostrophe and keep the tracking at -30. Lookout for the kerning as well and remember it should always have a full stop.

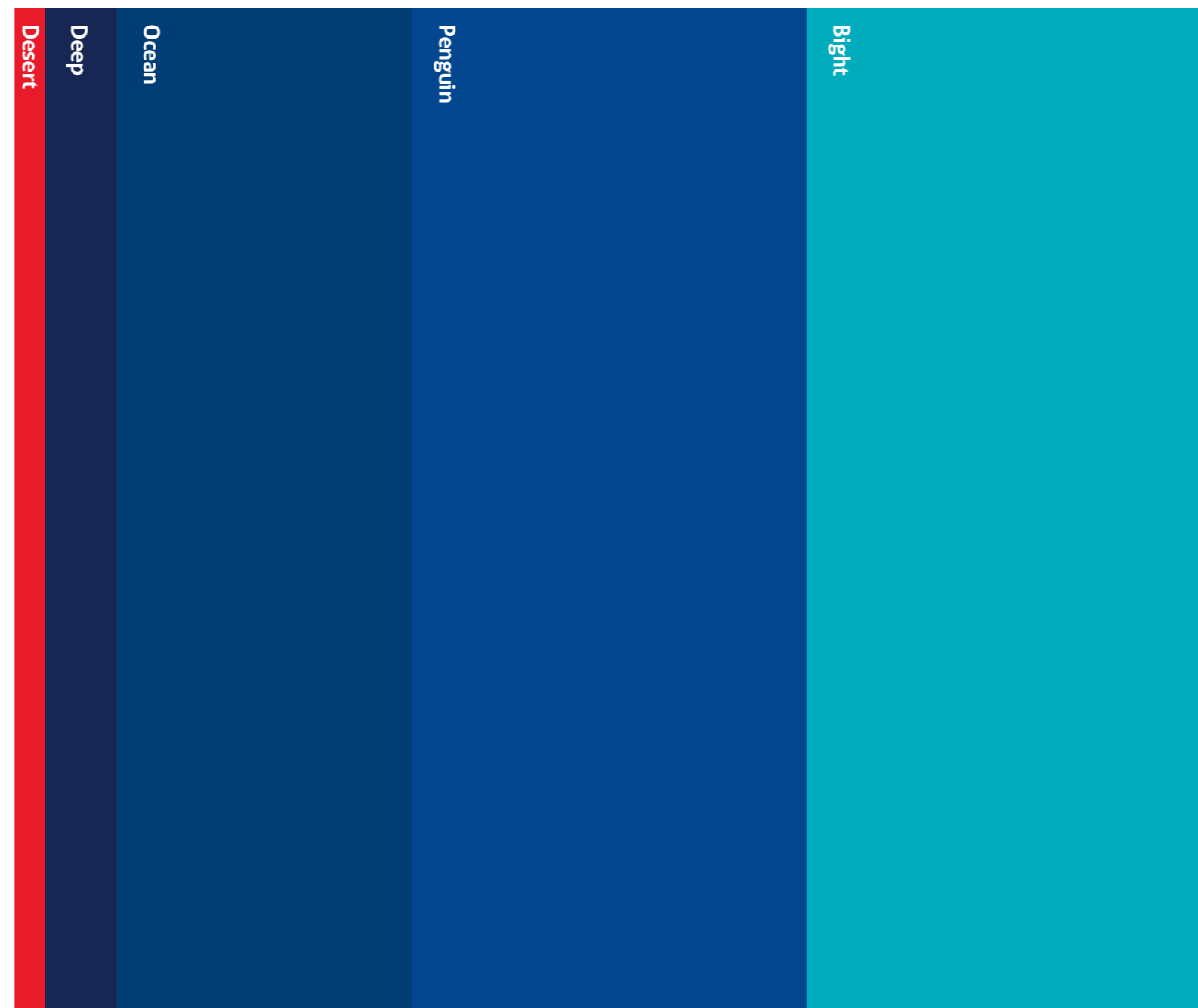
# Using brand colour

## Dark Blue and Teal are our brand hero colours.

Apart from when you need a breakout effect a mix of Ocean, Penguin and Bight should be dominant.

- **Desert**/red in the logo heros the state shape and should only be used very sparingly elsewhere.
- **Bight**/teal is used to freshen and lighten the palette and keep it from being too serious.
- **Penguin**/cobalt has been moved to this Primary palette to add more energy and vitality to the dark blue which grounds the brand.
- **Deep**/dark blue (taken from the darkest part of the current pea pattern) has been added to be used almost exclusively for brand signoffs.

Primary palette



# Using type.

We use a mix of **Bold and light fonts** within our titles to **highlight the subject.**

Where titles are too small for a mix of weights use **Aller Bold.**

Pull out headings or sub-headings in Bight and keep other main information in Ocean.

Body copy should be set in Shark/dark grey.

# Extending the **brand elements**

# Signing off

- We've updated the logo lockup to be less 'sharp' and more friendly. We like to call it a smile.
- The smile comes with just the logo or logo and tagline – with and without 3mm bleed.
- Lockup preferable is at the top, on exceptional occasions may be used on the bottom, but always on the right.
- Call to action is locked up in a ribbon in the new Deep colour. This provides good contrast, but without adding more colour. There are standard, social media or in branch options. They can run from the left or right depending on what works best for your design.





# Graphic elements

We start with our current **Blue Pea pattern** – mix up which one you use, rotate or flip it too – add a brand gradient.



## The transition pea

Using the original transition pea we add the gradient to create more impact and reduce 'pea overload'.



## The simple pea

We can add the **Simple Pea** graphic to the plain gradients, when a quieter brand effect is required.



## The dot pea

Or we can add a new dot pea graphic.



# Adding photography

# Non-campaign imagery

What to **look** for?

- **Energy.** People featured are actively engaged.
- **Perspective.** South Australia is all about big landscapes. The aim is to use long perspectives that show expanse or close depth of field for interest.



# Non-campaign imagery

**Grading the images** – we want to add spark and warmth to the images.

## Grading Instructions

Download Alien Skin Exposure 7 from <http://www.alienskin.com/exposure/> and install into Photoshop.

Place the supplied 'BankSA\_BankSA Final.f1s' file in the following folder trail: **Hard drive / Library / Application Support / Alien Skin / Exposure 7 / Exposure**

Once the plugin is installed you'll find it under the Photoshop 'Filter' pulldown menu.

1. Open an image in Photoshop you want to apply the grade to.
2. Under the 'Filter' pulldown menu, click on 'Alien Skin' then 'Exposure 7'.
3. The Exposure 7 screen will open above your Photoshop screen.
4. On the left hand side is a menu of all available grades. Find the 'BankSA' folder and click on 'BankSA Final'.
5. The grade will apply to the image.
6. To avoid the images looking the same you should choose an overlay within the grade that suits the image best.
7. Go to the right hand column and click on the arrow next to 'Overlay' to open the menu – this may already be open.
8. In the 'Light Effect' section click on the visual example to bring up the full set of effects. Make your selection from **Corner, Side or Sun Flare** – side, top, bottom or corner are best. Don't use the white or blue options within Sun Flare. Use the arrows next to the example to flip the effect horizontally or vertically.
9. The image in the centre should change as you explore your options.
10. Click 'Apply' to create your final file.
11. The Exposure 7 screen will close and the graded layer will appear above the original photoshop image in your layer palette.
12. Save as required.



Before grade

After grade

## Imagery and the pea

Once we start using photography the existing **White Pea Overlay** can be used.



# Putting it all together – with alternate social media options

At **4.54%** p.a. comparison rate\*

there's really **nothing to it!**

For new **Basic Home Variable Loans** of over **\$150,000**

- > Flexible repayments
- > No monthly fees (other fees apply)
- > For a limited time only. Offer may be withdrawn at any time.

Call 13 13 76 | banksa.com.au

Things you should know: Things you should know: Information and advertisement are current as at 2 March 2017. Interest rates are subject to change. Credit criteria, conditions and fees apply for loans of over \$150,000. An establishment fee will apply and the comparison rate will only change if there are changes to the comparison rate. Things you should know: Information and advertisement are current as at 2 March 2017. Interest rates are subject to change. Credit criteria, conditions and fees apply for loans of over \$150,000. An establishment fee will apply and the comparison rate will only change if there are changes to the comparison rate. Things you should know: Information and advertisement are current as at 2 March 2017. Interest rates are subject to change. Credit criteria, conditions and fees apply for loans of over \$150,000. An establishment fee will apply and the comparison rate will only change if there are changes to the comparison rate. Things you should know: Information and advertisement are current as at 2 March 2017. Interest rates are subject to change. Credit criteria, conditions and fees apply for loans of over \$150,000. An establishment fee will apply and the comparison rate will only change if there are changes to the comparison rate.

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Let's **lock it in** for 3 years.

**4.49%** p.a. Interest rate

**5.26%** p.a. Comparison rate

Find out how >

Let's **lock it in** for 3 years.

**4.49%** p.a. Interest rate | **5.26%** p.a. Comparison rate

On new Advantage Package home loans above \$150K. Annual fee \$395. Credit criteria and conditions apply.

Find out how >



# Putting it all together

## Let's do this South Australia.

bankSA

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Business Beat bankSA

### Talent, technology, and time management.

Hello Gareth,

Heres' the latest news from Business Beat. In this Edition you can save time with **technology for small businesses**, plan for the future by **measuring your success**, **recruiting star talent**, and get the latest tips for **Working Parents** from Fiona Bendall. Take a minute and enjoy.

In this edition:

- > Working parents
- > Measuring success
- > Recruiting talent
- > App Banking

#### Spotlight on working parents: Balancing family and business

Juggling family and a small business can be tough. Try these great tips from CEO of Bendalls Group and mum of three, Fiona Bendall:

**Confidence is key:** Ensure you're confident in your business and finances.

**Don't be afraid to delegate:** Don't be afraid to ask for help from your professional network; your children and family.

**Work and play:** Balance out stress by sharing quality time with your children.

**Get tech savvy:** Maximise your time with smart technology.

For more tips on combining business and a family, visit [banksa.com/au/WorkingParents](#) >

#### Measuring success

Plan for a positive future by seeing how far you've come with planning and analysis. To help you make this easier, we've teamed up with BCSG to offer **MyBusinessConnect**. It provides access to online tools that have been hand-picked by experts to help you manage, and grow, your business.

[Find out more >](#)

#### BankSA Business App

The BankSA Business App is a one stop shop for your everyday needs. Available on both iPhone and Android smartphones, it offers great tools and solutions to help your business:

- Easy access** – to Mobile Banking and Business Banking Mobile
- Open an account** – open a new business account or apply for a business credit card
- Contact us** – Live Chat with a business expert, or connect directly with your banker
- Foreign exchange calculator** – use our foreign exchange calculator for the latest rates

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# Thanks!