



**A VERY HELPFUL
LITTLE BOOK ON
BRAND**

Why a book about brand?

IT'S FOR THE NEXT 200 YEARS



Our brand is how people experience us as a whole. Whether they pick up the phone, collect a letter from their mailbox, tap on the app, or pay us a visit—each one of these moments can make a lasting impression.

It's who we are on our best day. And this book is here to help us do that every day, as **Australia's most helpful bank.**





What does it mean to be

AUSTRALIA'S MOST HELPFUL BANK?

We've been helping Australians through life's ups and downs since 1817—a proud history as the country's first and oldest bank.

And that's what we continue to do every day:

Help in all the moments that matter, big and small.

Why? Because our customers want to feel prepared and ready for what's next. To do that, they need to know how their money will help them in their day-to-day, through big life changes, and everywhere in between.



HELPING AUSTRALIANS SUCCEED



**That's our purpose in the world:
To make sure what we offer fits with
the lives of all Australians, so we
can help them succeed.**

Whether they're saving for their first big road trip or they've turned a side-hustle into a full-time gig. Whether they're starting a family, or downsizing so they can start a new adventure.

No matter what our customers need right now, or what they're looking forward to—we're here to help.



WE LET OUR PERSONALITY SHOW

Our personality makes us who we are. So, let's make it shine.

We are friendly
and **warm.**

We're upbeat
and **optimistic.**

We're down-
to-earth and
approachable.

We're **confident**
we can help.



WE SHOW OUR PERSONALITY WHEN WE SPEAK

Whether we're telling a big story, or explaining the specifics of an account, how we talk—and write—helps set us apart.



So when we speak...

We lead with what's most important to our customers, the big and small.

We're clear about what people get, or what they need to do next.

We put our customer first. Everything we do, and everything we say, is for them.

With good news or bad, in a tweet or a letter, we write for real life situations. So we write like we speak.



AND WE SHOW IT THROUGH WHAT PEOPLE SEE



LOGO

We've been using our 'W' for over 50 years—people immediately recognise us when they see it. And it's going to play an ever bigger role as we move forward.

COLOUR

Westpac has always been red—that isn't changing. But we've added a few more vibrant and complimentary colours into the mix. We like to think of it as room to play.



CHOPPER

With over 80,000 life-saving rescue missions, the Westpac chopper is synonymous with help. We're very proud to have been supporting the service since 1973.





**YES.
WE'RE
ABOUT
BANKING**



**BUT WE HELP
IN SO MANY
OTHER WAYS**



TO THE RESCUE

Westpac Rescue

Help is something many people don't think they need, until they do.

In partnership with Surf Life Saving Australia, Westpac has been a proud supporter of the Westpac Lifesaver Rescue Helicopter Service since 1973. Since then, no one has ever paid to be rescued.

Against the forces of nature, through bushfires, floods, and stormy seas—they're helping on the front lines, every day.



BACKING THE FUTURE OF BUSINESS

Business of Tomorrow

Across the country there are businesses brimming with thinkers, doers, and innovators. And every year, Westpac awards 200 of the most forward thinking.

The Business of Tomorrow Awards backs organisations actively helping to change the road ahead for industries, customers and the community as a whole.





A BETTER, FAIRER, MORE INCLUSIVE AUSTRALIA

What could the world look like if some of the brightest minds were given the chance to change it? In 2017 Westpac created a unique \$100 million scholarship fund to give a new generation of brilliant young Australians the opportunity to challenge, explore and set new benchmarks in innovation, research, and social change.



BUILDING A STRONG FOUNDATION

The building blocks of communities are in the ways we help each other. With a goal to change 100,000 lives by 2030, the Westpac Foundation creates jobs and opportunities for those who need it the most.

It exists to fund and support social enterprises, build partnerships and give new opportunities to community organisations right across Australia.





Ruby

WOMEN HELPING WOMEN

When women support each other, we know that incredible things can happen. Ruby Connection is an online hub for women and girls to lift each other up.

We provide an opportunity for women to learn from each other and grow to their full potential—inspiring, educating and connecting women no matter what they do or where they're from.



MOONLIGHT, CAMERA, ACTION!

Westpac OpenAir

The big screen experience just got better.

Because one of the world's most beautiful cinema experiences—with the iconic Sydney Harbour as its waterfront background—belongs to Westpac OpenAir. Complete with fine-dining restaurants, bars, and of course the biggest blockbusters of the season, it makes for a night to remember.



We're excited to see how you'll take our brand into the world. And as you do remember:



Everything we are, and everything we do, every single day is what makes us...

Australia's most helpful bank.

Make sure it's true in both big and small moments—and every moment in between.



We, our brand, and our products and services are here to help real people in the real world, so...

Always put people first.

In everything you do and offer, and say or write—do it all with them in mind.



We're warm, approachable people who care about what our customers can do in life, so...

Let our personality shine.

Be confident that our expertise can truly help—and optimistic and ready for what's next.





HOW ARE YOU GOING TO BE HELPFUL TODAY?



What you see in this little book is a quick introduction to our brand. But we have many more tools to help you help others.

To find out more:

If you want to chat in person.
Reach out to the
brand team on:
brand@westpac.com.au

If you prefer to read something
in your own time.
Find our guidelines
on the intranet.

