

Web Guidelines

Online.

A diversity of online creative materials are produced for the Commonwealth Bank. This section provides examples of how Brand Guidelines should apply to various online communications.

It is important to note that some online formats have constraints. Rather than forcing the use of branded graphics in these instances, the intention is to apply the principles of common sense to finding alternatives. For example, where a media booking has restrictions based on file size or physical dimensions, we can utilise animation to employ alternative executions.

These examples illustrate techniques for applying the brand devices to brand, product and offer-based messages in web sites, media (internal and external) and interactive tools.

Three different versions of the CBA logo are used in online communications.

For the Brand Strip specifications please refer to page XX.

1. Logo

Version 1 (Default Version)

CommonwealthBank



Usage:
This version is the default layout of the Bank logo for the Internet.

Version 2



CommonwealthBank

Usage:
This version is primarily only ever used in the top left hand corner of the website, in the navigation area.

Version 3












CommonwealthBank

Usage:
This version is primarily only ever used in the vertical banners where there is not enough room for the standard horizontal logo.



2. CBA Web Colours

R	G	B	Hex	
	0	0	0	#000000
	102	102	153	#666699
	154	154	188	#9B9BBC
	204	204	204	#CCCCCC
	239	237	237	#EFEDED
	255	204	0	#FFCC00
	255	255	204	#FFFFCC
	255	255	255	#FFFFFF
	204	51	0	#CC3300

3. CBA Web Font

The website font is Verdana, this is used via CSS to format all website HTML text, including body text, navigation menus, search boxes, etc. The only time Arial is used, is used in the disclaimer copy across the bottom of a webpage.

Generally web banners, ad tiles and images would be created using the standard corporate font Helvetica Neue, see page XX for the use of Helvetica Neue.

4. Supplying files for the web

The filenames for items destined for the web can have letters and numbers in filename, but cannot have spaces, slashes, ampersands, fullstops or question marks. If you want to space words, please use a hyphen.

For example: this-file-goes-online.html

Also all images should be saved at 72dpi and be compressed for the web.

Verdana Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

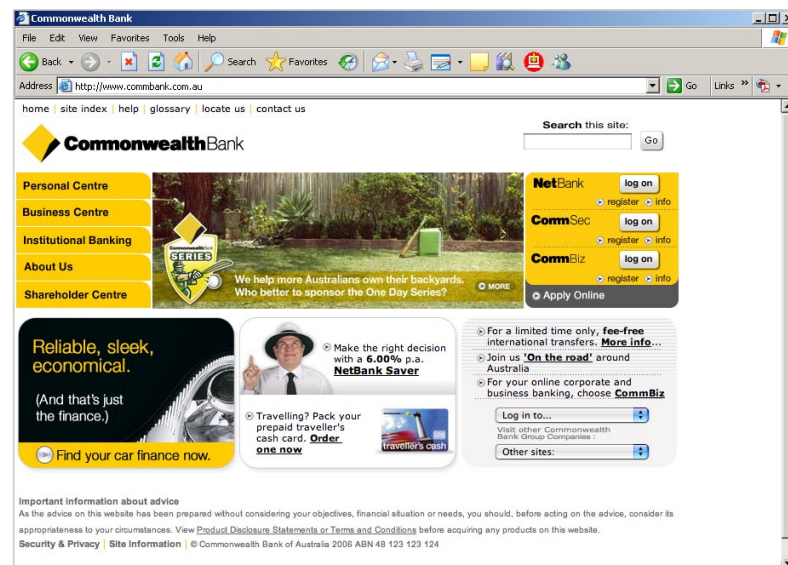
Helvetica Neue 45

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

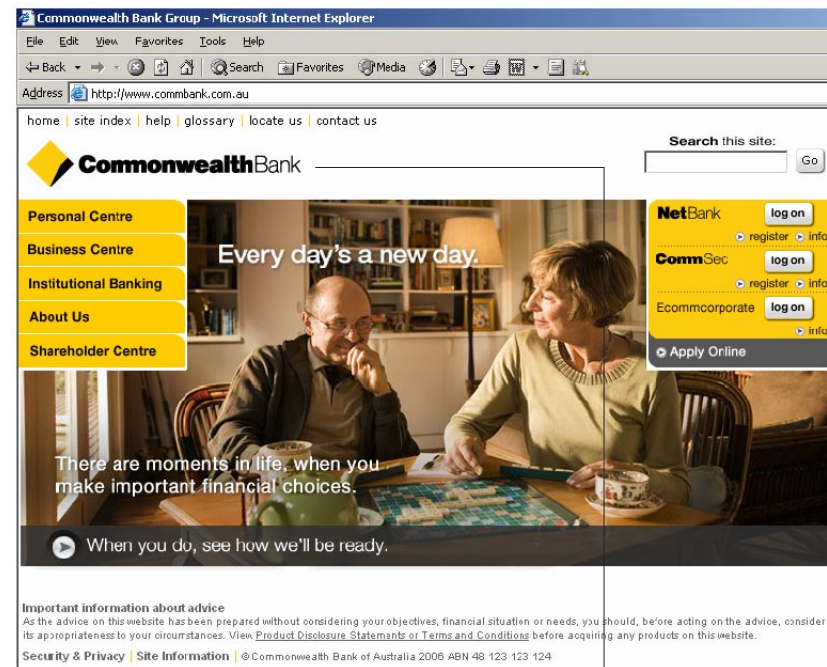
5. CBA Web Site Home Page

- The home page is designed for 800 x 600 resolution.
- The CBA logo (version 2) will appear at the top left of the page, in line with the global navigation. This appears on every Commonwealth Bank web page, except for micro sites that have a unique requirement for discreet branding (ie. the youth segment).
- The website standard font is Verdana.
- There will be occasions where the campaign material will take over the front page style. In this case the image will take over the image area as well as the adtiles area.

Home Page

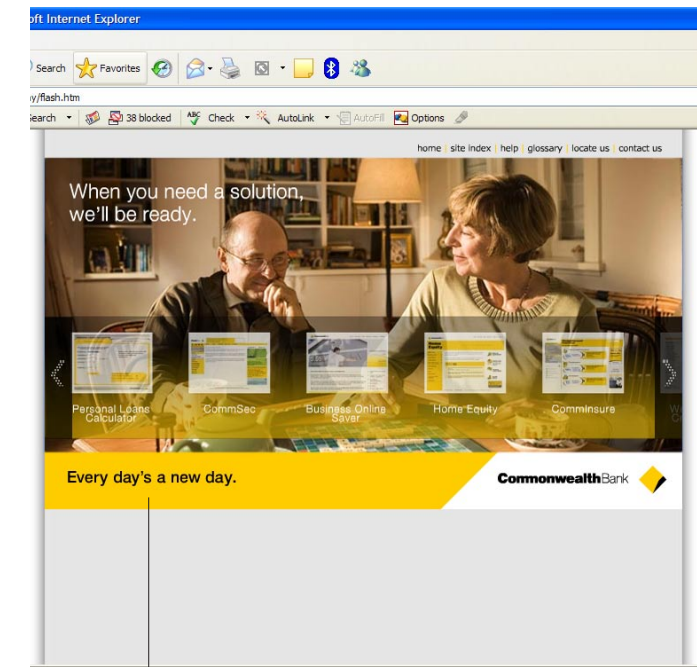


Commonwealth Bank home page takeover example



Rollover state and click-through page

Existing logo and brand line on CBA Home Page precludes use of more branding at the bottom of the page.



Upon click-through from Home Page to Splash Page, brand bar and logo are introduced. As shown in the above Micro Site example.

6. Micro Sites, Splash Pages and Interactive Tools

- Micro Sites are designed for 1024 x 768 resolution.
- The CBA logo (version 2) will appear at the top left of each page, in line with the global navigation. This appears on every Commonwealth Bank web page, except for micro sites that have a unique requirement for discreet branding (ie. the youth segment).
- The brand bar will be included at the bottom left of each landing page, above the fold, with the logo (version 1) to the bottom right. Please refer to page XX in regards to the use of the Branding Bar.

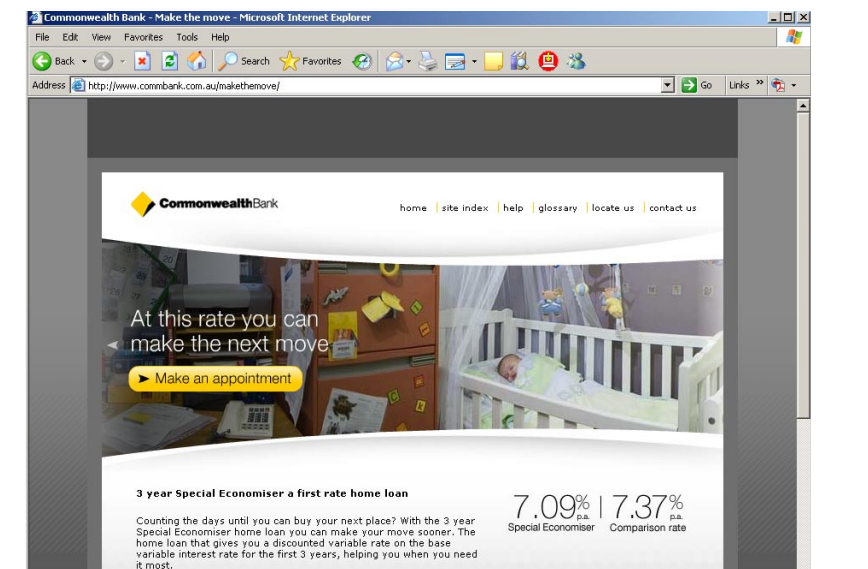
Know Your Money Micro Site



The fold (at 768).

Brand bar and logo to appear above the fold on micro site.

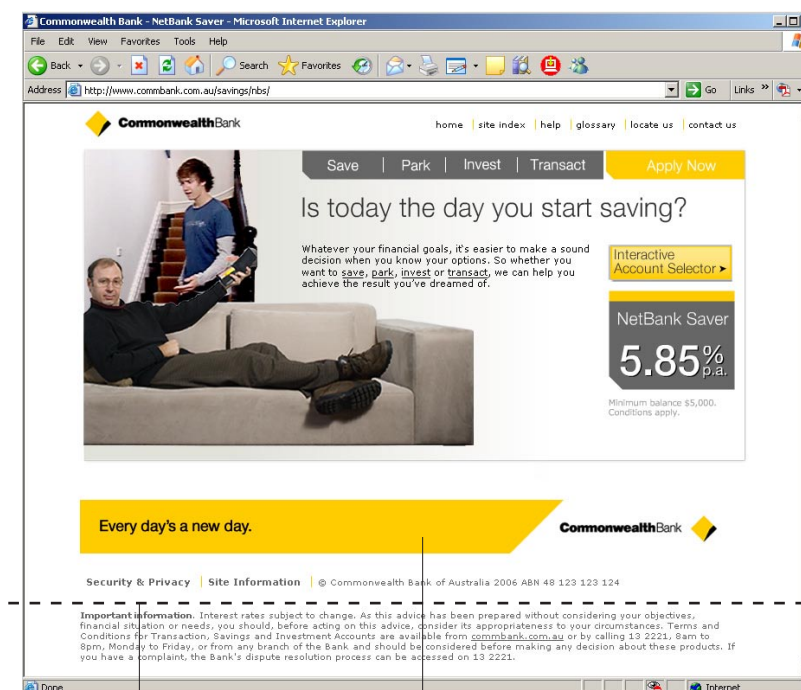
Home Loan Splash Pages



The fold (at 768).

The Brand bar and logo can appear below the fold. It will be visible when scrolling.

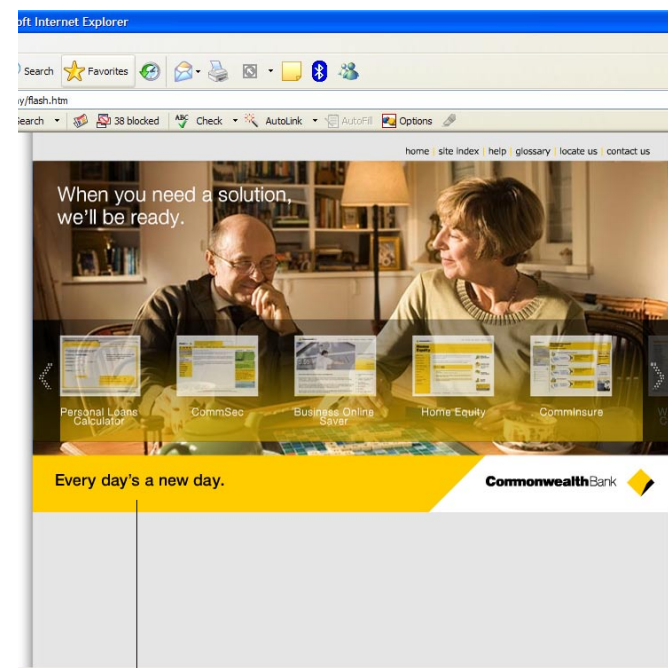
Savings Micro Site



The fold (at 768).

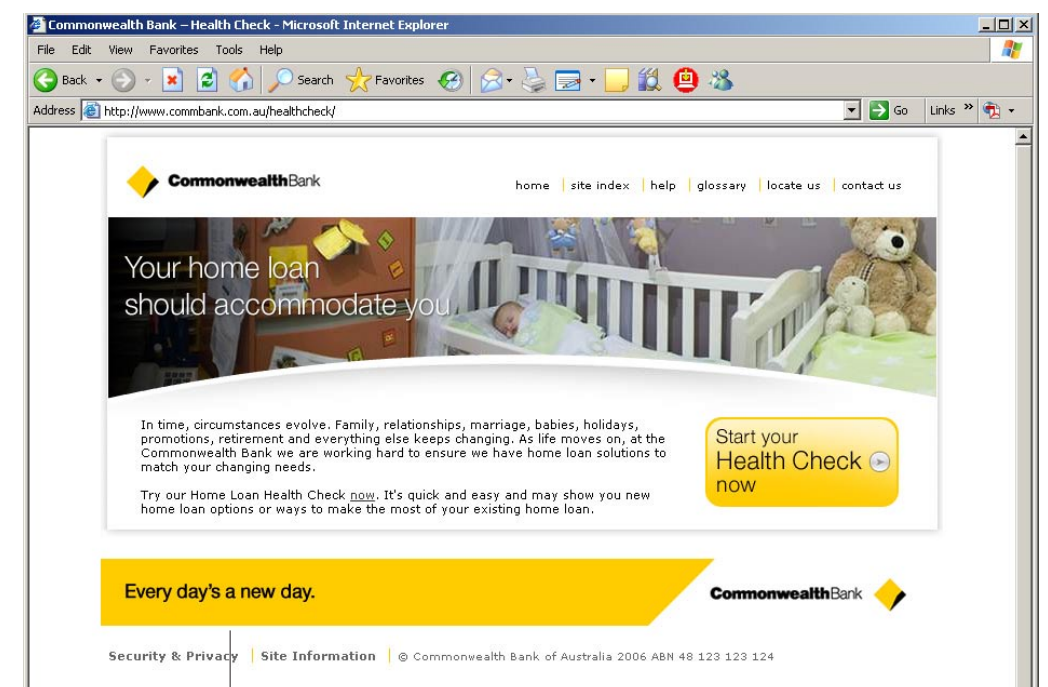
Brand bar and logo to appear above the fold on micro site.

Campaign Micro Site



Upon click-through from Home Page to Splash Page, brand bar and logo are introduced.

Interactive Tools



Interactive tools (and games) can include splash pages to help manage user expectations. Where these are used, the brand devices should be included at the bottom of the page.

7. Online Media

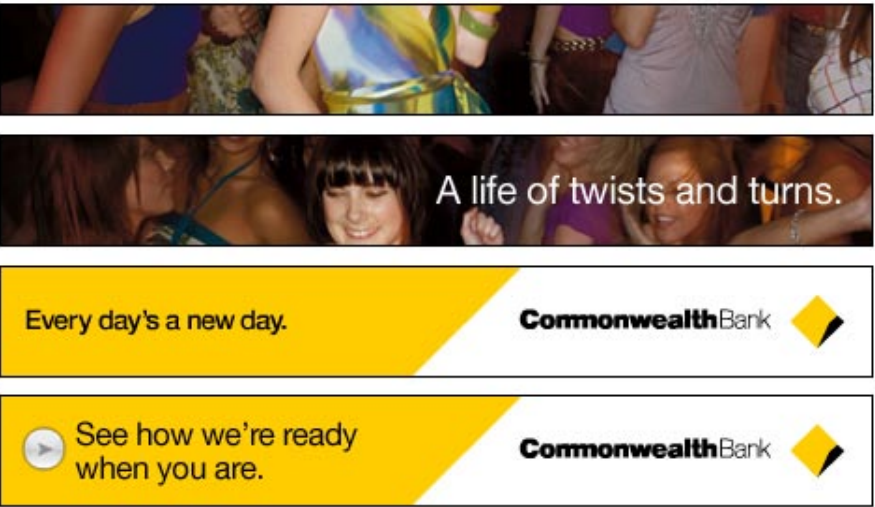
7A. External Banners (Google, Yahoo! SMH)

- External banners will be tagged with a call to action followed by the brand bar and logo.
- The preferred logo for use in banners is Version 1 (logo set to right).
- Where horizontal width is an issue, we can use Version 3 of the logo (stacked).
- The brand bar can be represented either as an end-frame, or as an animation. Both are acceptable. Please refer to page XX for branding bar guidelines.
- The font is normally Helvetica Neue in light roman and black.
- Size will be determined by each websites specifications.

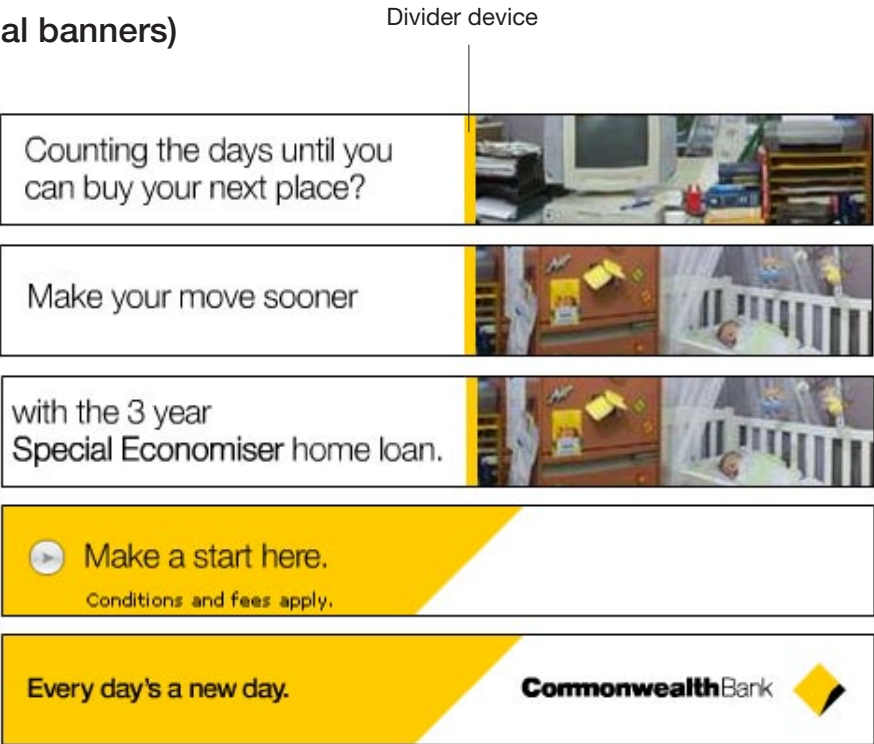
7A.1 Internal Banners (Commonwealth Bank Home Page, Personal Centre etc.)

- Internal banners employ the same principles as external banners, except that they usually sit on branded pages and do not need overt branding.
- Where necessary, the preferred logo is Version 1 (logo set to right).
- Where necessary, if width is an issue, we can use Version 3 (stacked).
- Where necessary, the brand bar can be represented either as an end-frame, or as an animation. Both are acceptable. Please refer to page XX for branding bar guidelines.
- The font is normally Helvetica Neue in light roman and black.
- Size will be determined by each websites specifications.

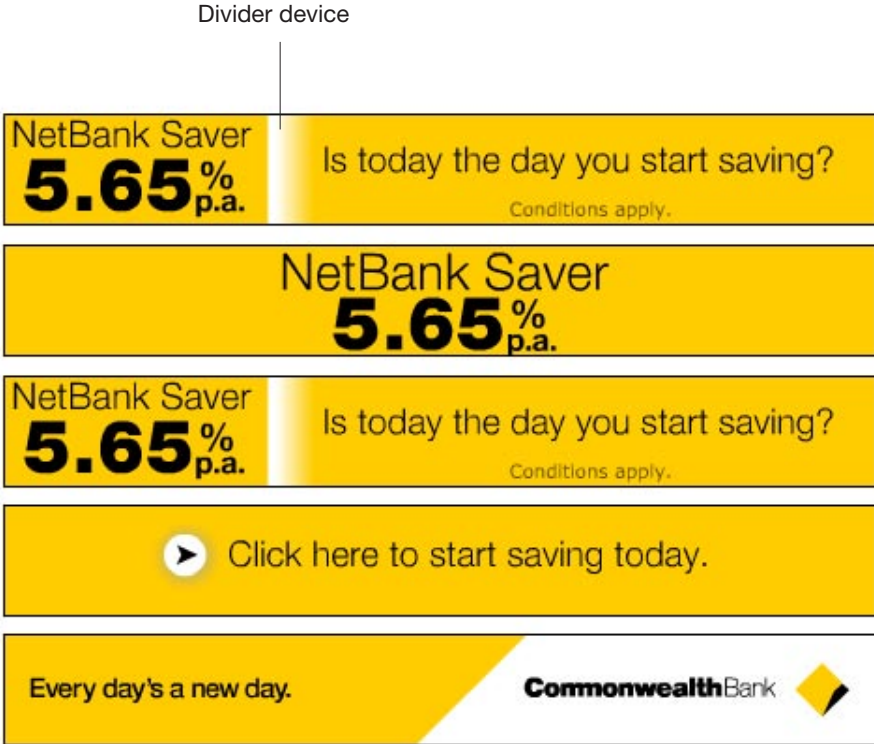
Horizontal format examples (Leader boards and conventional banners)



Brand campaign banner



Product campaign banner (Home Loans)



Offer-driven banner (Savings)

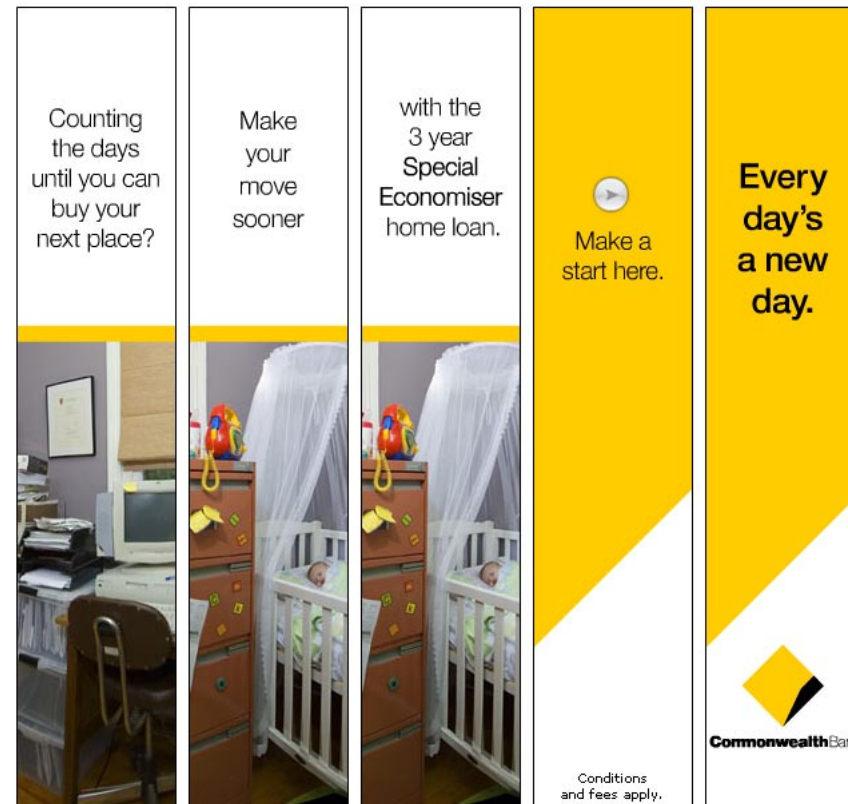
7A.2 Internal Banners (Commonwealth Bank Home Page, Personal Centre etc.)

- Internal banners employ the same principles as external banners, except that they usually sit on branded pages and do not need overt branding.
- Where necessary, the preferred logo is Version 1 (logo set to right).
- Where necessary, if width is an issue, we can use Version 3 (stacked) as per samples below.
- Where necessary, the brand bar can be represented either as an end-frame, or as an animation. Both are acceptable. Please refer to page XX for branding bar guidelines.
- The font is normally Helvetica Neue in light roman and black.
- Size will be determined by each websites specifications.

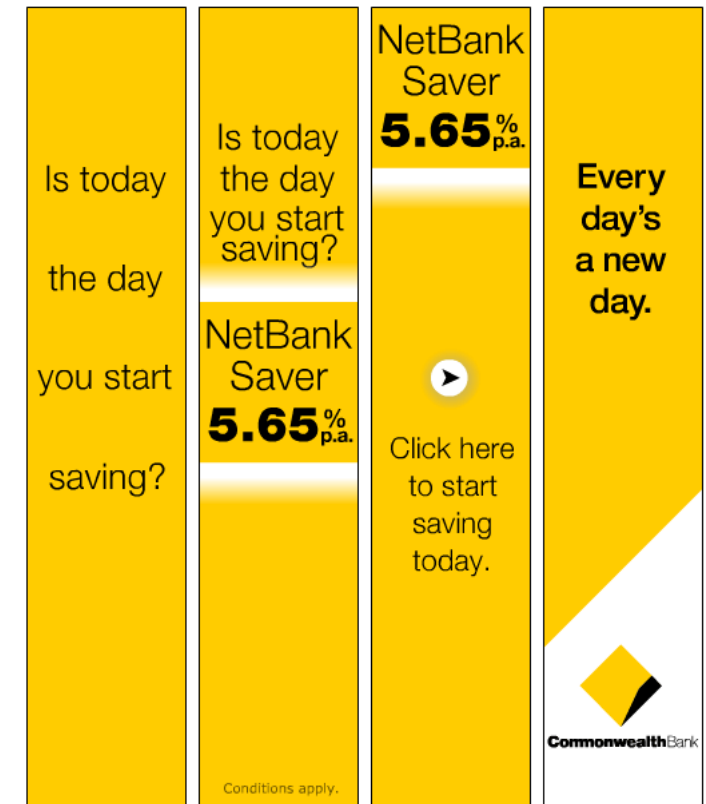
Vertical format examples (Towers and Skyscrapers)



Brand campaign banner



Product campaign banner (Home Loans)



Offer-driven banner (Savings)

7A.3 Square format examples (Islands and Monster Islands)

Square format banners present a unique challenge in the execution of the brand bar because the brand bar is not ideally suited to square banners. Thus, the solution is to animate the brand bar as a wipe (as shown below), and allow the end frame to be a solid block of yellow.

Size will be determined by each websites specifications.

Brand campaign banner



Product campaign banner (Home Loans)



Offer-driven banner (Savings)

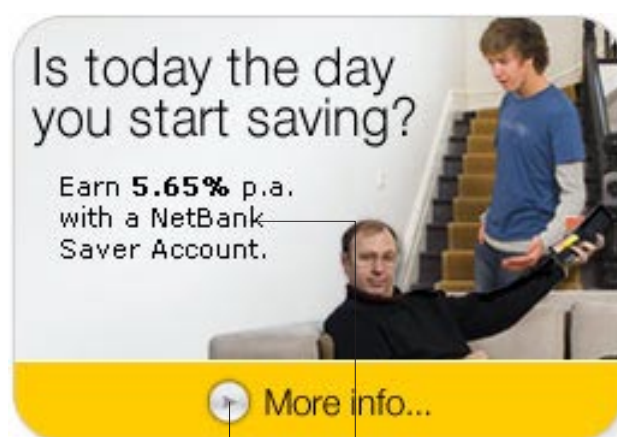


7. Online Media

7B. Internal Banners (Commonwealth Bank Home Page, Personal Centre etc.)

- Internal banners employ the same principles as external banners, except that they usually sit on branded pages and do not need overt branding.
- The font is normally Helvetica Neue in light roman and black.
- Size will be determined by each websites specifications.

Commonwealth Bank home page ad titles examples



Product ad tile

Call to action
Use arrowhead as graphic prompt,
NOT underline or bold.

Text can either be written into
the graphic file, or written next to the
graphic file in HTML.



Offer-based ad tile

Personal Centre ad tiles examples



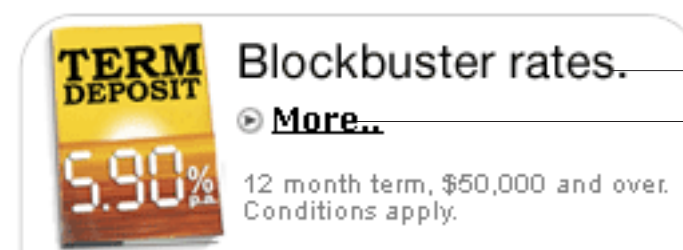
Single frame (small) ad tiles such
as this demand simple messages
and images supplied as a flattened
graphic file.



As text-only execution, this requires
black text on white, yellow or grey
background.

Call to action to be separate with
arrowhead graphic.

NetBank ad tiles examples



Text can either be written into
the graphic file, or written next
to the graphic file in HTML.

Call-to-action to be supplied
separately to the message in the
body copy and accompanied
by an arrowhead graphic.



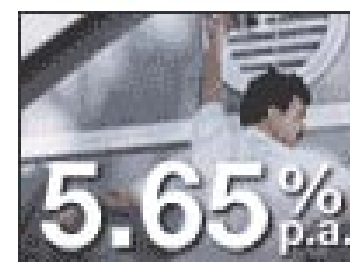
Artwork can be supplied with a
white space allowing for HTML
text to be inserted.



Business Centre ad tiles examples



In very small ad tiles with 2 x frames
of animation, it is enough to feature
the image AND message without the
call to action.

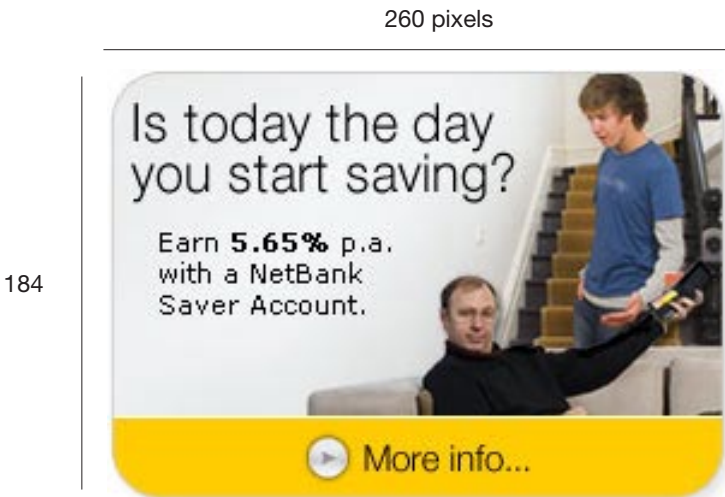


7B. Internal Banners Ad Tile Specifications

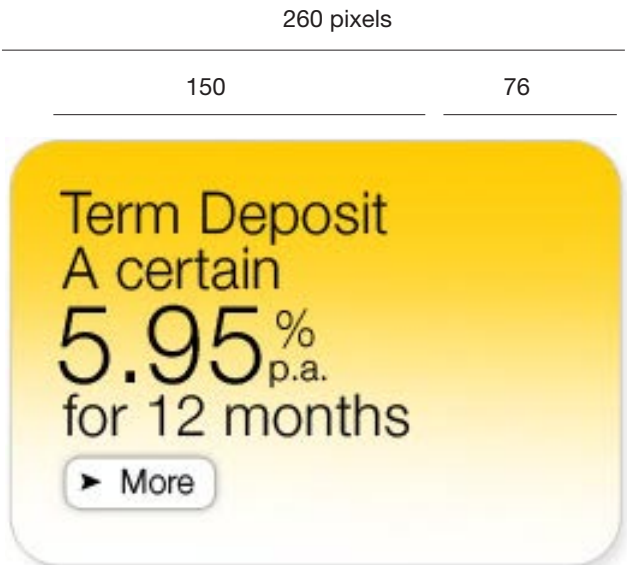
Commonwealth Bank home page ad tiles Specifications

- Rounded edge radius is 20 pixels
- Drop shadow (PS effect setting)
 - Colour: #000000
 - Opacity: 15%
 - Distance: 3 pixels
 - Spread: 3%
 - Size: 4 pixels
- Stroke (PS effect setting)
 - Stroke Size: 1 pixel
 - Position: Outside
 - Opacity: 100%
 - Colour: #DFDEDE

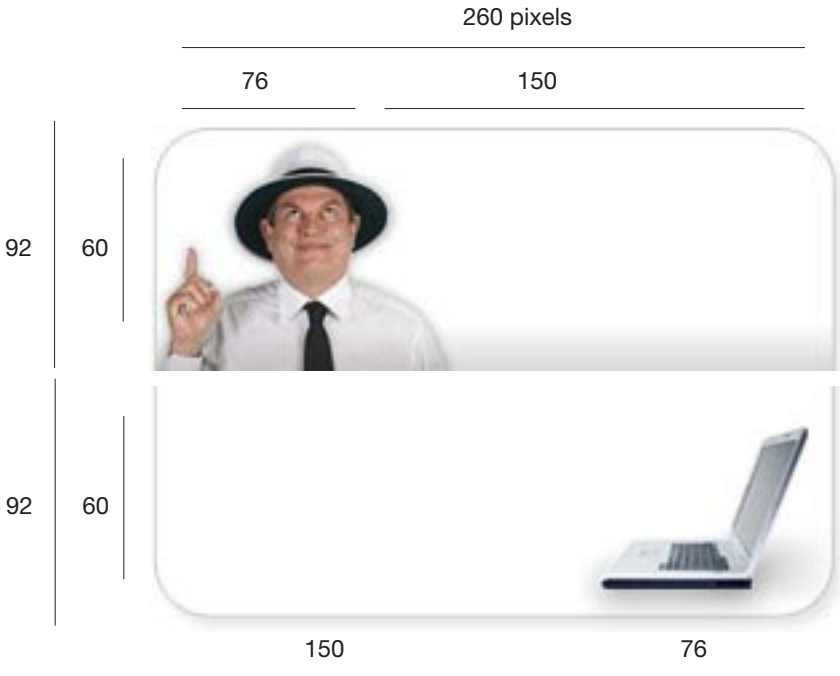
Commonwealth Bank home page ad tiles



Full ad tile.
Dimensions: 260 x 184
Graphic Font: Helvetica Neue 45, 55
HTML Font: Verdana 11pt
Arrow device is 10 pixels x 10 pixels with 2 pixels spacer

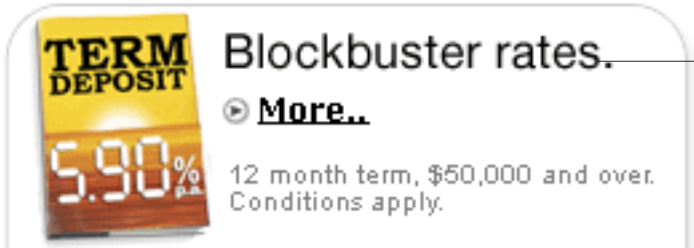


NetBank ad tiles



Half Tile
Dimensions: 260 x 92 pixels
Html text table dimensions: 150 x 60 pixels
Graphic: 76 x 92 pixels deep etched wherever possible

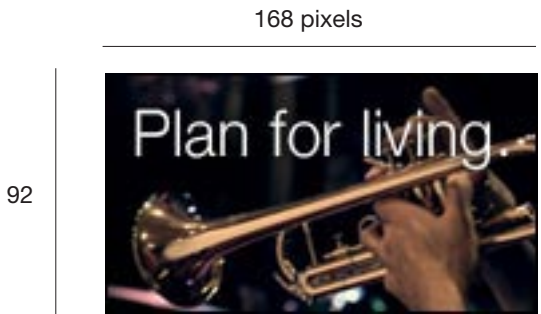
Top Panel: Must have gradation running up from the bottom of the panel to act as a divider against the bottom panel tiles.



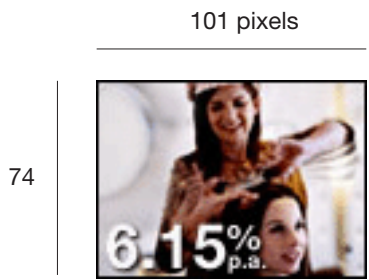
Text can either be written into the graphic file, or written next to the graphic file in HTML.

Heading Text Style:
Verdana Bold 12pt #000000
Content Text:
Verdana 11pt #000000

Personal Centre ad tiles



Business Centre ad tiles



Ad tiles to have a 1 pixel #000000 border

7B. NetBank Targeted Messaging (NTM) Banner

- The NTM banners sit inside Netbank and are limited to 15k in filesize (animated gifs).
- They should always end on a call to action. Branding is not necessary as due to the fact that these can only be seen from inside NetBank (which is heavily CBA branded)
- The font is normally Helvetica Neue in light roman and black.
- They are built as 300pixels wide x 70 pixels high.

