Web Guidelines
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

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

Version 2

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

Version 3

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

<table>
<thead>
<tr>
<th>R</th>
<th>G</th>
<th>B</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
<td>#000000</td>
</tr>
<tr>
<td>102</td>
<td>102</td>
<td>153</td>
<td>#666699</td>
</tr>
<tr>
<td>154</td>
<td>154</td>
<td>188</td>
<td>#9B9BBC</td>
</tr>
<tr>
<td>204</td>
<td>204</td>
<td>204</td>
<td>#CCCCCC</td>
</tr>
<tr>
<td>239</td>
<td>237</td>
<td>237</td>
<td>#EFEDED</td>
</tr>
<tr>
<td>255</td>
<td>204</td>
<td>0</td>
<td>#FFCC00</td>
</tr>
<tr>
<td>255</td>
<td>255</td>
<td>204</td>
<td>#FFFFCC</td>
</tr>
<tr>
<td>255</td>
<td>255</td>
<td>255</td>
<td>#FFFFF</td>
</tr>
<tr>
<td>204</td>
<td>51</td>
<td>0</td>
<td>#CC3300</td>
</tr>
</tbody>
</table>

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.
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 (i.e., 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.

**Savings Micro Site**

The fold (at 768).

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

**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.

**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.

**Campaign Micro Site**

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

- Counting the days until you can buy your next place?
- Make your move sooner
- with the 3 year Special Economiser home loan.
- Make a start here. Conditions and fees apply.
- Click here to start saving today.

Is today the day you start saving?

NetBank Saver 5.65% p.a.  Conditions apply.

NetBank Saver 5.65% p.a.  Conditions apply.

Every day’s a new day. Commonwealth Bank

Every day’s a new day. Commonwealth Bank

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](image1)

![Product campaign banner (Home Loans)](image2)

![Offer-driven banner (Savings)](image3)
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)*

Brand bar to animate left to right until out-of-view.
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 website's specifications.

Commonwealth Bank home page ad titles examples

Is today the day you start saving?
Earn 5.65% p.a. with a NetBank Saver Account.
Product ad tile

Term Deposit
A certain 5.95% p.a.
for 12 months
Call to action
Use arrowhead as graphic prompt, NOT underline or bold.
Offer-based ad tile

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.

Personal Centre ad tiles examples

Plan for living.
Term Deposit
A certain 5.95% p.a.
for 12 months
As text-only execution, this requires black text on white, yellow or grey background.
Call to action to be separate with arrowhead graphic.
Single frame (small) ad tiles such as this demand simple messages and images supplied as a flattened graphic file.

Business Centre ad tiles examples

Every day's a new day.
Term Deposit
A certain 5.95% p.a.
for 12 months
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

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.

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

Term Deposit
A certain
5.95% p.a.
for 12 months
More into...

NetBank
Blockbuster rates
More...

12 month term, $50,000 and over.
Conditions apply.

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 300 pixels wide x 70 pixels high.
External Communication (HTML Emails)

For security reasons emails are not issued by the Bank.

- Emails are designed for scalability, but can be fixed in width to suit 800 x 600 resolution.
- The CBA logo (version 1) will appear at the top left of the email.
- The basic grey and yellow colour palette should be used.
- The text should be based on the standard web specifications. Font to be Verdana to match the website style.

If there is a requirement to develop an email for the Bank, please refer to Person Name in the Brand department, they are available on phone number (02) XXXX XXXX.

Special Notes about Email Communication

For compatibility purposes all emails should be accompanied by a plain text version.

There should be no direct URL links within the email. Do NOT prefix any web addresses with http:// or www as these can be rendered as links in Outlook by default.

There MUST be an opt out option on the email.

Plain text sample

[Template]

Dear [Name],

[Body of email]

Yours sincerely,

[Name]

[Title]

[End]

This is where the opt out should go.