



**WESTPAC DIGITAL DISPLAY GUIDELINES V1.0**

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# THE DIGITAL LANDSCAPE: INTRODUCTION

Digital display advertising is an ever-changing space. We can now target customers with messaging so relevant that it can seem tailored to each individual. With this in mind, it's worth taking stock of the current trends in user behaviour to understand where the value in display advertising lies.

## Introduction to the digital landscape

Today's digital media landscape is more complex than ever before. The continuous and rapid introduction of new platforms, tools, data sources, and media consumption devices (such as mobile devices and tablets), have led to an evolution in the way we reach customers through digital advertising.

Over 50% of display ad impressions aren't viewable because they display outside of the browser viewport or the user scrolls past them in less than half a second.

### It's not about clicks

As click-through rates are only 0.03-0.05% of total impressions served, banners are an awareness/consideration tool, and we should not expect click to buy behaviour.

### Brevity is best for digital

Tracking data shows that people generally spend 1-2 seconds on a banner, so the first frame is critical and less frames is better. Max 4 frames, regardless of creative or category.

### The financial services sector

Research shows\* that display advertising in the financial services sector becomes more noticeable to customers with the inclusion of certain elements. Notably credit card artwork, animation, and a strong background colour (such as red).

### IAB standards

Westpac display banners conform to the [Interactive Advertising Bureau \(IAB\)](#) standards. This currently means they are limited to 15 seconds in length and an 150kb file weight for standard placements.

### No time to loop

It's extremely rare that messaging is short enough to loop and be shown twice in 15 seconds. The number of frames will vary depending on content. Frames should be allocated reasonable reading time, but the final frame must be reached by the 15 second mark.

### The importance of the summary frame

As most standard banners pause on the summary frame, there's a good chance the summary frame will be read in isolation. This is a very important copy writing consideration.

\* THE DEFINITIVE GUIDE TO CREATIVE OPTIMIZATION by RocketFuel, [tinyurl.com/y5es7mae](https://tinyurl.com/y5es7mae)



## DISPLAY TEMPLATES: OVERVIEW

The following six pages describe layouts for the core Westpac display banner sizes. Each template size is presented as a quick-look single page to cross-reference with work. Here are some broader rules you should know first.

### Flexibility

The Westpac display templates have been designed to be flexible while maintaining brand consistency. Where possible typography and spacing are defined within guidance ranges rather than being fixed.

We want to tie our creative work down with as hard few rules as possible, but there are still things that should be adhered to.

### Condensing frames

Tracking data shows that display banners are given minimal attention by the average user. Get to the point fast. Just because it takes three frames to say something with an MREC, doesn't mean all the banners in the same suite should follow suit. Condense your messaging in to as few frames as possible.

### Colour use

The examples shown on the following pages are not intended to dictate colour use. We've used a limited set of consistent colours here to make the examples easier to compare and digest. The colours of the text, backgrounds, expression bars and logos are flexible. Just remember that more than 50% of every comm should be Westpac Red (#da1710). Always use Westpac Red for the summary frame background.

Refer to section 3.3 of the master guidelines for a full exploration of Westpac's brand colours.



### Image frames

The templates on the following pages each show two modes for image frames: activation and brand.

- **Activation banners** may use illustration or photography, but each are used as cutouts - integrated in to the layout.
- **Brand banners** use full bleed photography. The logo is integrated in to the image with a parallax animation effect.

In the interests of brevity, imagery should be combined with messaging, Message/image combination frames should devote no more than 50% of the layout real estate to the image.

In situations when there is a definite creative benefit, an entire frame may be devoted to an image or animation.

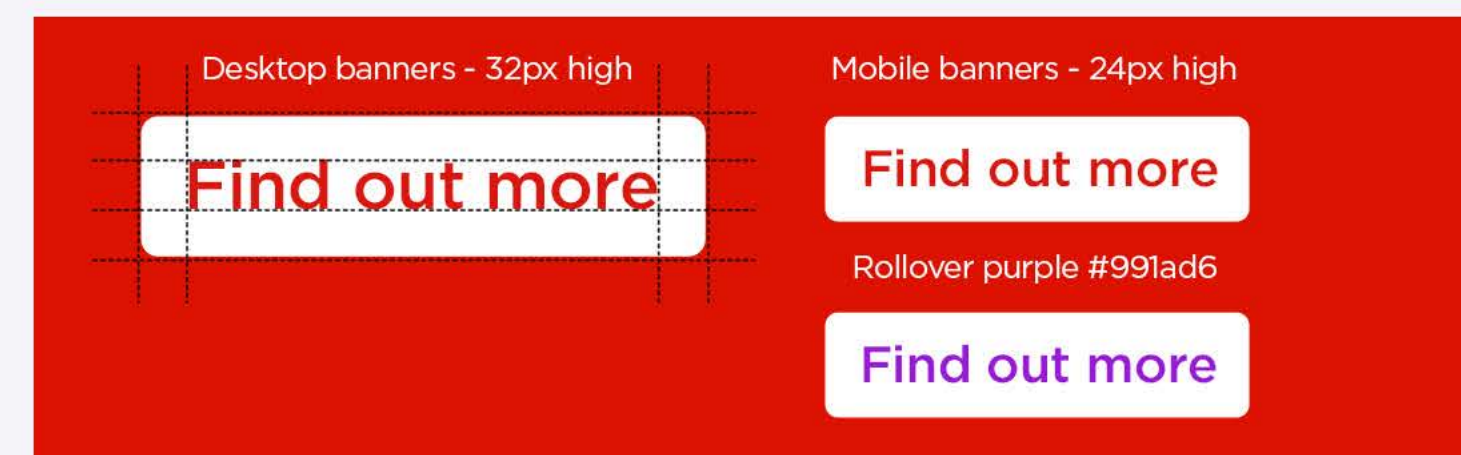
Refer to chapter three for more guidance on the use of animation.



### The call to action button (CTA)

Display banner buttons are always white and appear on red, which is the non-negotiable background colour of the final summary frame in which they appear.

Button width is dictated by the text it contains. Cap height of the text should be set as the clearspace around the text. Corners should be rounded to 5px.



### Co-branding

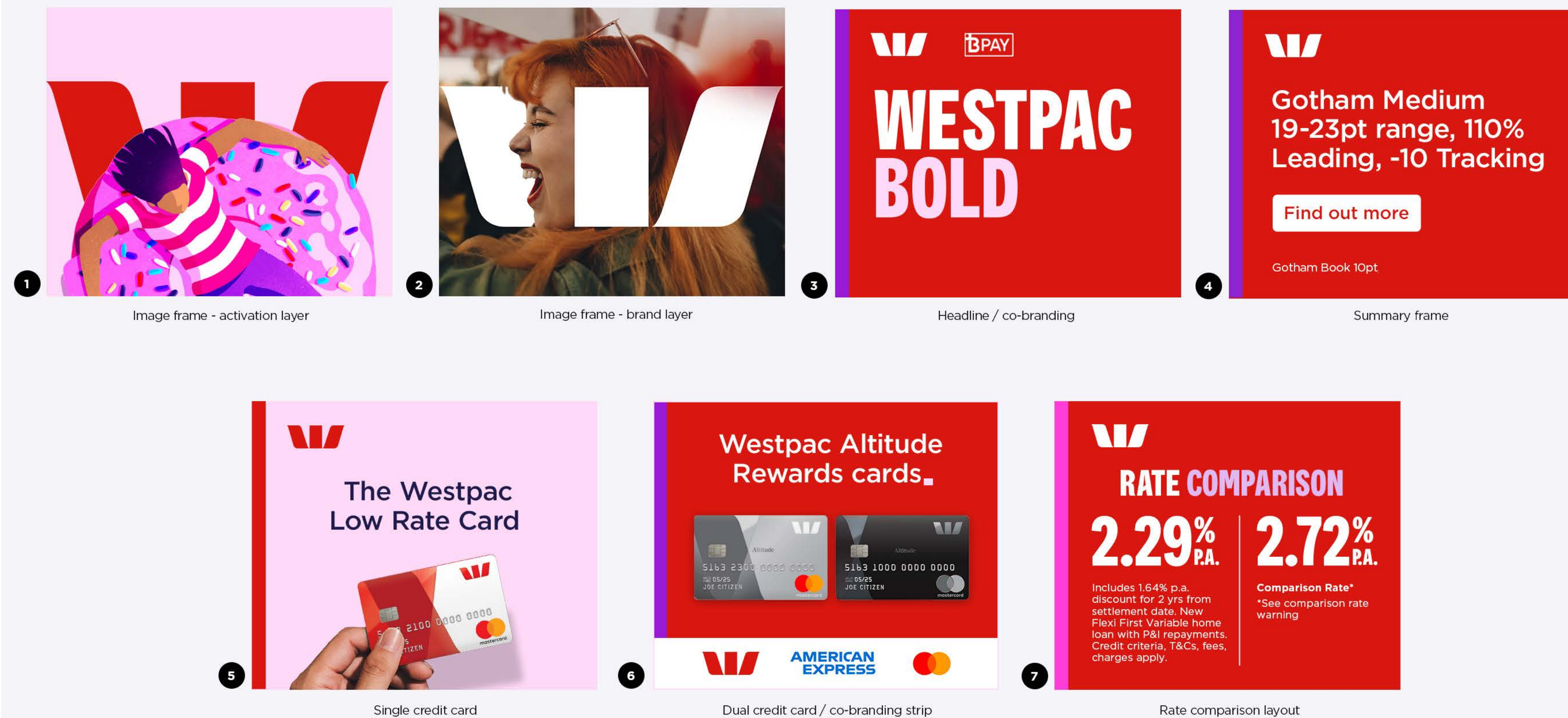
The preferred method for co-branding is to reverse out the partner logo in to mono white so it can be shown on a red background next to the Westpac logo. Where partner brands forbid this, co-branding is moved to a white strip.





## DISPLAY TEMPLATES: MREC - 300x250

The MREC is the most prevalent of display banner sizes, not least because it works across all desktop and mobile devices. It's square shape lacks the real-estate to combine image and text in one frame. Despite this, the MREC is traditionally used for concepting.



1 2

Imagery is given it's own frame for the MREC. This size lacks the space to simultaneously fit messaging.

3

Expression Bar: 12px wide.  
Westpac Logo size: 50px wide.  
Westpac Logo position (from top left): h30px v20px.  
Co-branding size: Match height of Westpac logo.  
Co-branding position: 30px right of Westpac logo.  
Left margin for messaging: 36px

### Westpac Bold (Headline)

Type size: Within a range of 30 to 100pt.  
Character limit: 60 characters over three lines.  
Vertical alignment: Centred to banner.

4

CTA button size: 32px high.

### Gotham Medium (Subheading)

Type size: Within a range of 19 to 23pt.  
Character limit: 60 characters over three lines.  
Vertical alignment: 70px from top.

### Gotham Book (Disclaimer)

Type size: 10pt  
Character limit: 100 characters over three lines.  
Vertical alignment: 24px from subheading baseline.

5

Single credit card - show with hand image.

6

Dual credit cards - show full card art, side by side.  
Card size: 116x74px  
Co-brand strip height - 45px

7

Rate font size: 60pt  
Disclaimer font size: 9pt



## DISPLAY TEMPLATES: LEADERBOARD - 728x90

The leaderboard suffers from limited vertical space. Imagery rarely looks optimum in this size. The top and bottom margins vary depending on the requirements of messaging.



1 2

Combine imagery with messaging.  
Expression Bar: 16px wide.  
Westpac Logo size: 56px wide.  
Westpac Logo position (from top left): h33px v33px.  
Co-branding size: Match height of Westpac logo.  
Co-branding position: 18px right of Westpac logo.

### Westpac Bold (Headline)

Type size: Within a range of 25 to 50pt.  
Character limit: 60 characters over two lines.

3

CTA button size: 32px high.  
CTA button position: 30px right of text.

### Gotham Medium (Subheading)

Type size: Within a range of 18 to 22pt.  
Character limit: 60 characters over two lines.

### Gotham Book (Disclaimer)

Type size: 10pt  
Character limit: 100 characters over two lines.

4

Single credit card - show with hand image.

5

Dual credit cards - show full card art, side by side.  
Card size: 116x74px  
Co-brand strip width - bespoke according to needs.

6

Rate font size: 56pt  
Disclaimer font size: 9pt



## DISPLAY TEMPLATES: SKYSCRAPER - 160x600

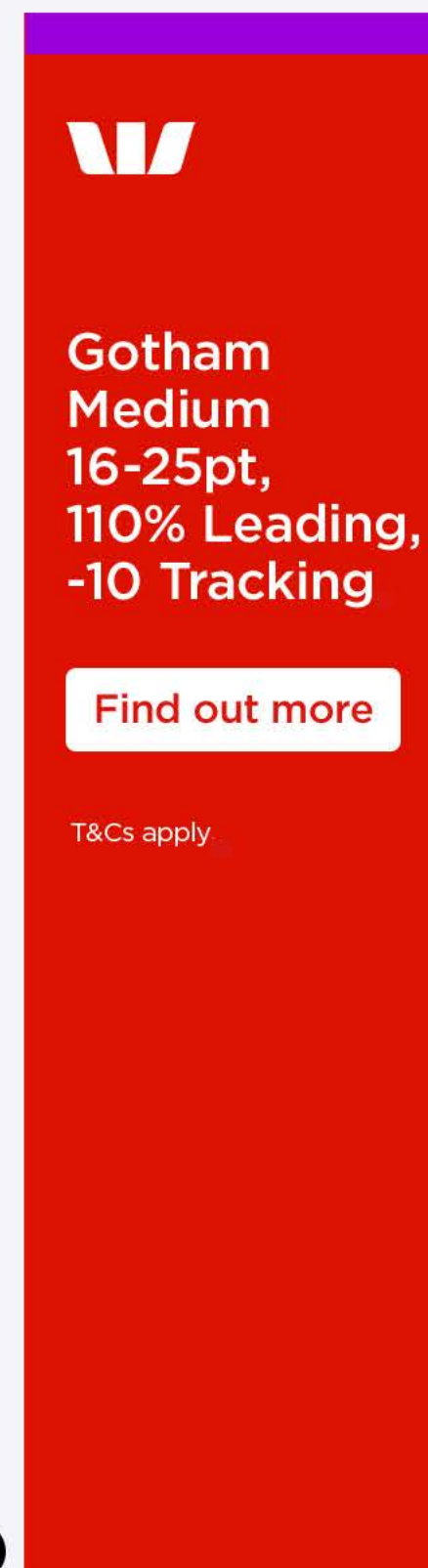
Limited horizontal space in the skyscraper format can mean compromises for copy, as long words and product names may not fit on one line.



1 Activation layer



2 Brand layer



3 Summary frame



4 Single credit card



5 Dual credit card  
Co-branding strip



6 Rate comparison layout

1

Combine imagery with messaging.  
Expression Bar (placed at top): 16px high.  
Westpac Logo size: 50px wide.  
Westpac Logo position (from top left): h30px v84px.  
Co-branding size: Match height of Westpac logo.  
Co-branding position: 30px from right edge.  
Left margin for messaging: 30px  
Top margin for messaging: 246px

### Westpac Bold (Headline)

Type size: Within a range of 30 to 55pt.  
Character limit: 60 characters over six lines.

2

CTA button size: 32px high.

### Gotham Medium (Subheading)

Type size: Within a range of 16 to 25pt.  
Character limit: 60 characters over eight lines.

### Gotham Book (Disclaimer)

Type size: 10pt  
Character limit: 100 characters.

3

Single credit card - show with hand image.

4

Dual credit cards - show full card art.  
Card size: 125x78px  
Co-brand strip height - bespoke according to needs.

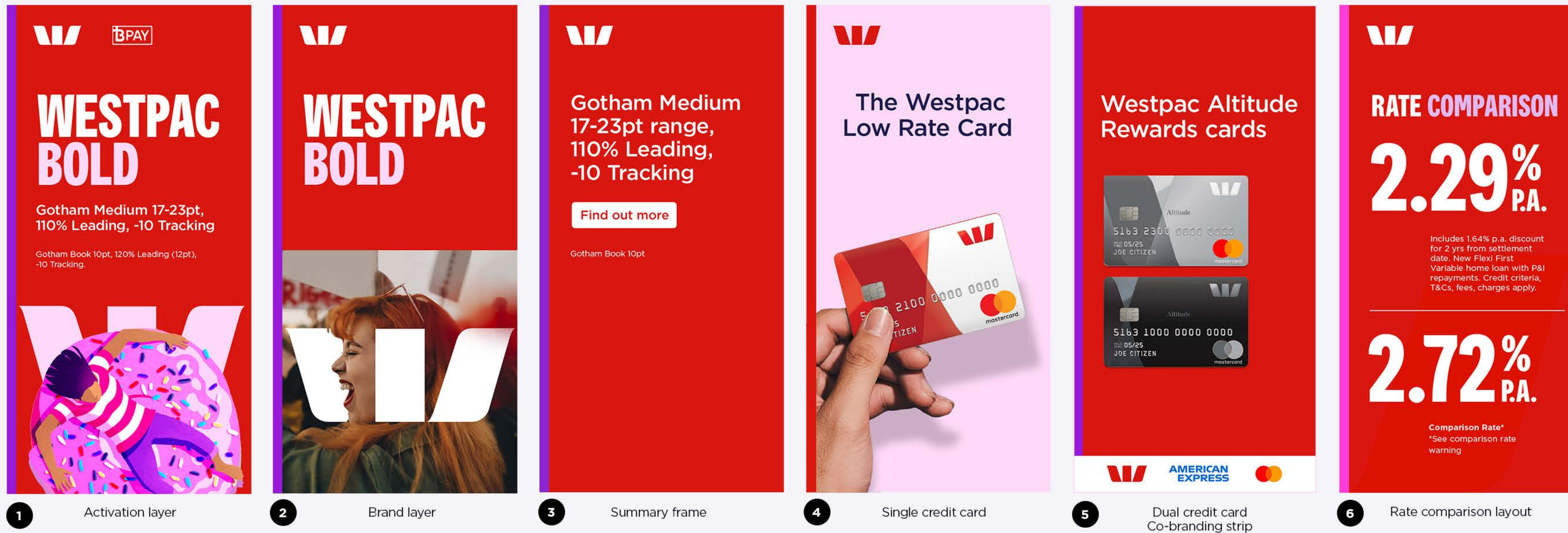
5

Rate font size: 70pt



## DISPLAY TEMPLATES: HALF PAGE - 300x600

Half pages are an ideal format, with ample space for both images and copy.



1 2

Combine imagery with messaging.  
Expression Bar: 12px wide.  
Westpac Logo size: 60px wide.  
Westpac Logo position (from top left): h30px v26px.  
Co-branding size: Match height of Westpac logo.  
Co-branding position: 36px right of Westpac logo.  
Left margin for messaging: 38px  
Top margin for messaging: 110px

### Westpac Bold (Headline)

Type size: Within a range of 30 to 100pt.  
Character limit: 60 characters over four lines.

3

CTA button size: 32px high.

### Gotham Medium (Subheading)

Type size: Within a range of 17 to 23pt.  
Character limit: 60 characters over four lines.

### Gotham Book (Disclaimer)

Type size: 10pt  
Character limit: 100 characters.

4

Single credit card - show with hand image.

5

Dual credit cards - show full card art.  
Card size: 178x111px  
Co-brand strip height: 45px

6

Rate font size: 116pt  
Disclaimer font size: 9pt



## DISPLAY TEMPLATES: MASTHEAD - 970x250

The masthead is the largest of the standard display banner sizes.  
Despite it's size it still must conform to IAB standard's file weight limitation of 150kb.



Image frame - activation layer

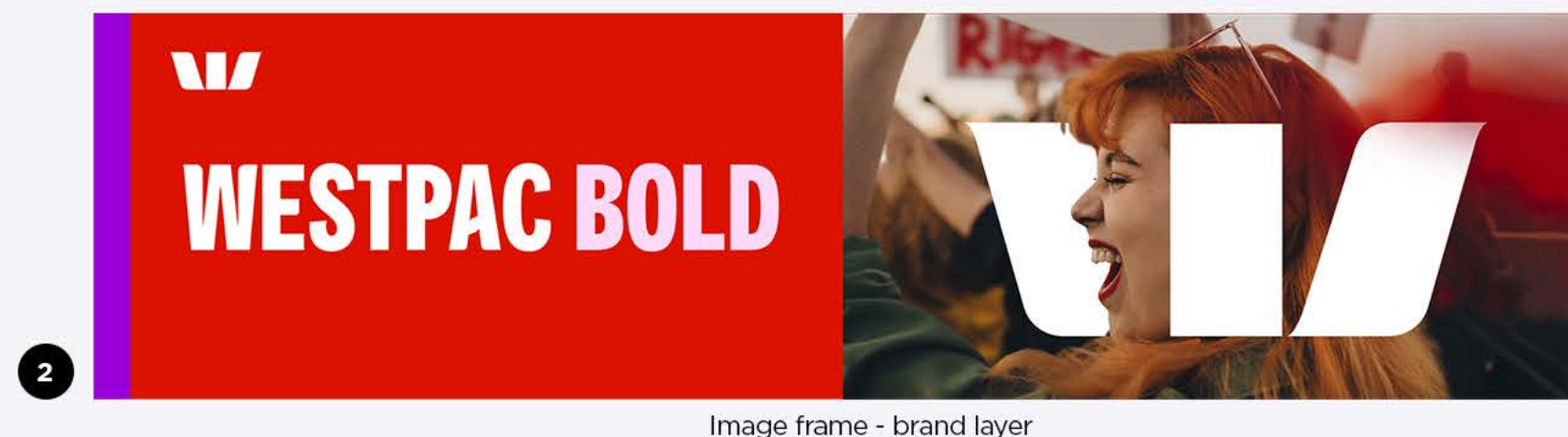
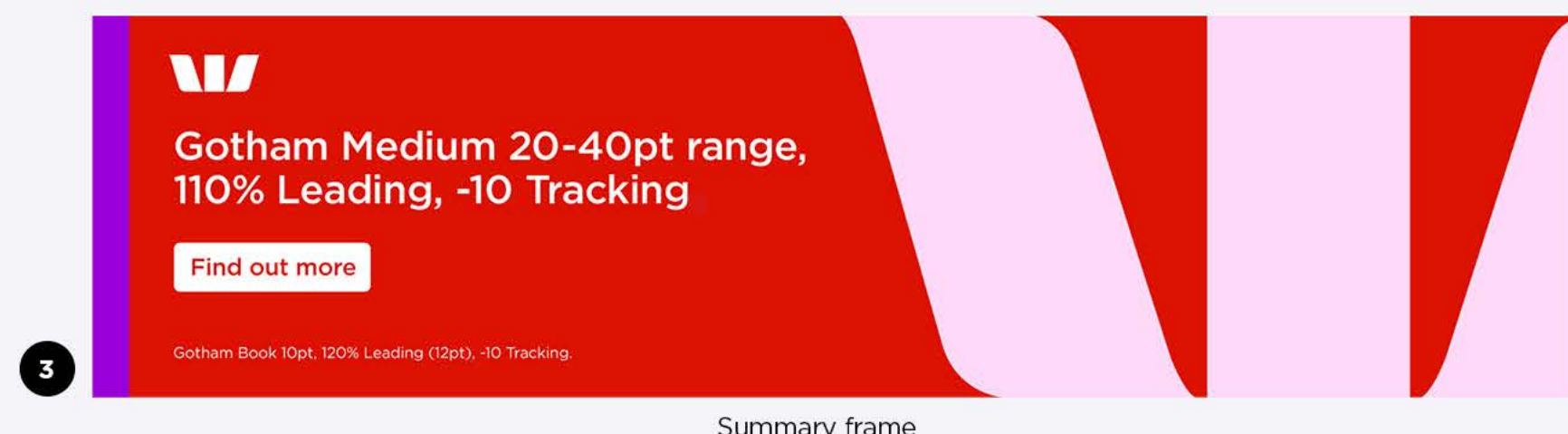
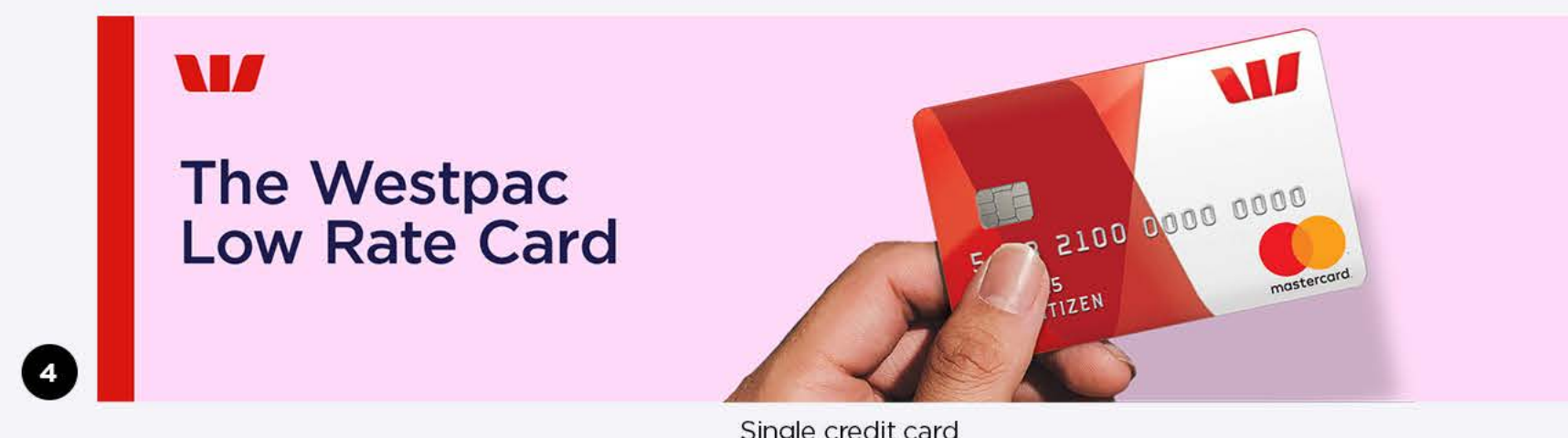


Image frame - brand layer



Summary frame



Single credit card



Dual credit card / co-branding strip



Rate comparison layout

1 2

Combine imagery with messaging.  
Expression Bar: 24px wide.  
Westpac Logo size: 60px wide.  
Westpac Logo position (from top left): h50px v25px.  
Co-branding size: Match height of Westpac logo.  
Co-branding position: 36px right of Westpac logo.  
Left margin for messaging: 52px

### Westpac Bold (Headline)

Type size: Within a range of 50 to 100pt.  
Character limit: 60 characters over three lines.

3

CTA button size: 32px high.

### Gotham Medium (Subheading)

Type size: Within a range of 20 to 40pt.  
Character limit: 60 characters over three lines.

### Gotham Book (Disclaimer)

Type size: 10pt  
Character limit: 100 characters over three lines.

4

Single credit card - show with hand image.

5

Dual credit cards - show full card art, side by side.  
Card size: 420x265px  
Co-brand strip width: 100px

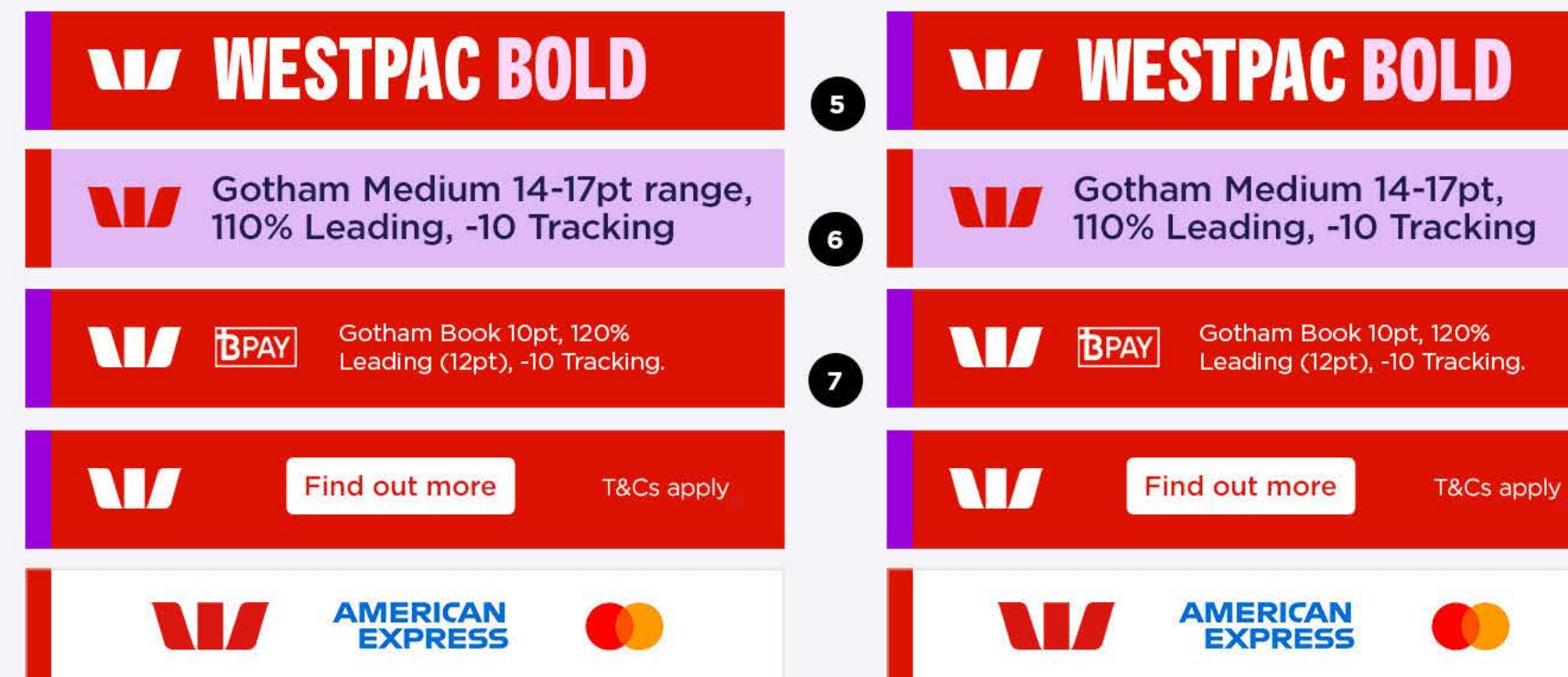
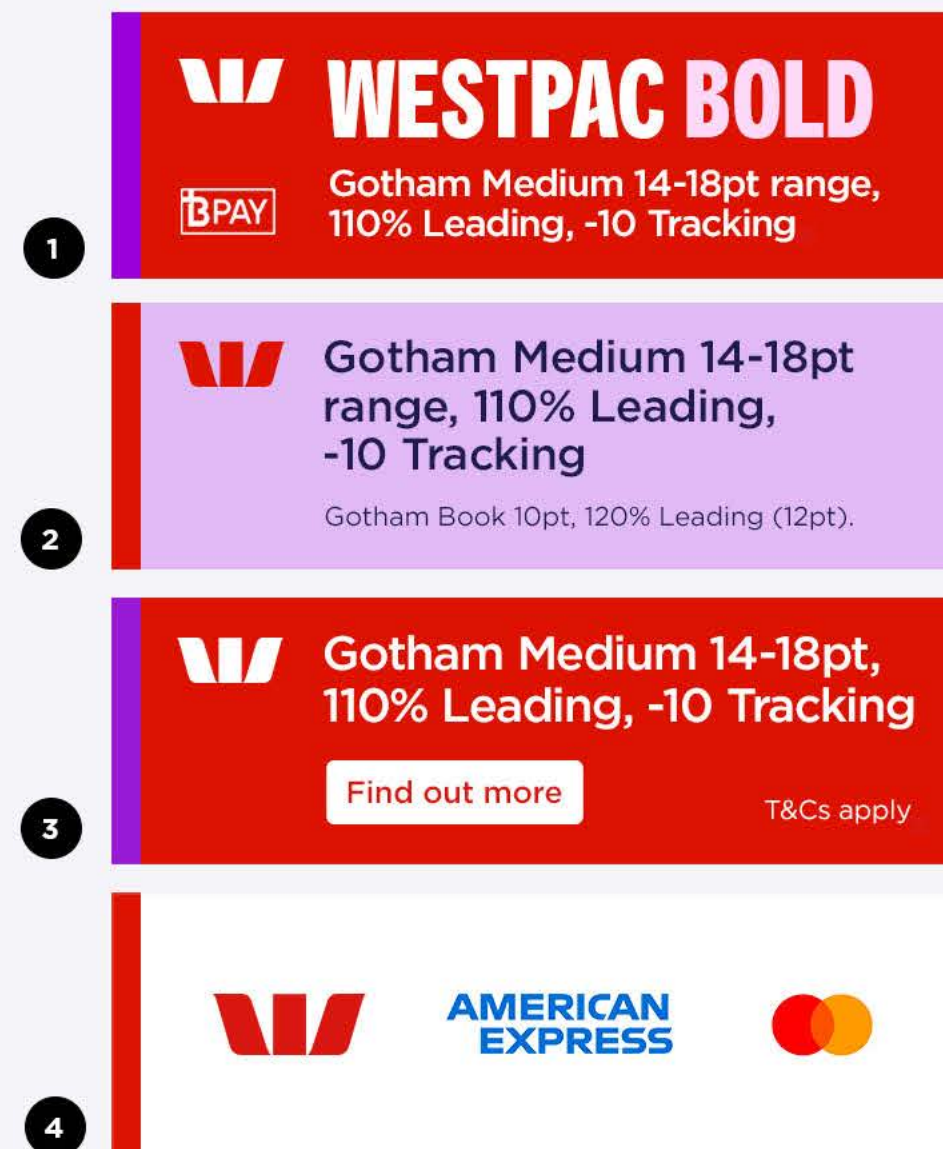
6

Rate font size: 56pt  
Disclaimer font size: 10pt



## DISPLAY TEMPLATES: MOBILE SIZES - 320x100, 320x50, 300x50

Mobile size banners require custom copy and a separate creative approach. They are too small to contain any images, even of credit card artwork. We also never include rates in the mobile sizes as there isn't space for the typographic treatment.



1 2

Mobile banners contain no imagery, card art or rates.  
Expression Bar: 11px wide.  
Westpac Logo size: 40px wide.  
Westpac Logo position (from top left): h48px v32px.  
Co-branding position: 32px from bottom.

### Westpac Bold (Headline)

Type size: Within a range of 30 to 45pt.  
Character limit: 60 characters over three lines.

### Gotham Medium (Subheading)

Type size: Within a range of 14 to 18pt.  
Character limit: 60 characters over two lines.

### Gotham Book (Disclaimer)

Type size: 10pt  
Character limit: 100 characters over two lines.

3

CTA button size: 24px high.

4

Co-branding strip: Full frame.

5 6 7

Westpac Logo position (from left): 32px.  
Co-branding size: Match height of Westpac logo.

### Westpac Bold (Headline)

Type size: Within a range of 30 to 45pt.  
Character limit: 60 characters over three lines.

### Gotham Medium (Subheading)

Type size: Within a range of 14 to 18pt.  
Character limit: 60 characters over two lines.

### Gotham Book (Disclaimer)

Type size: 10pt  
Character limit: 100 characters over two lines.



## ANIMATION: IMAGE FRAMES

Generally Westpac display banners will begin with an image frame. Where possible the image frame should also contain an accompanying headline. We bring the imagery to life with animation to grab attention and quickly lead in to the banner's message.

### Animating illustrations (activation)

Illustrations provide opportunity for the most playful and creative animation. The aim is for the illustration to quickly build or manoeuvre in to a place where it sits neatly over the Westpac logo, without covering it completely.

Aim for movements that give a real-world feel, replicate the physics of weight and inertia. Characters can be brought to life with the simplest touches such as a blink. Static objects may only need a glimmer of moving light.

### Animating etched photos (activation)

Animating etched photography requires a delicate touch. Usually moving the image in to the frame is enough. Occasionally there is opportunity to enhance a detail through animation, again such as a retouched blink or shimmer.

### Animating parallax images (brand)

A parallax effect involves cutting out a photo's subject so it can be moved at a slightly different speed to its background, creating an illusion of depth. Most of the work required to create a parallax effect is in the retouching. The hole created in the background by the cutout needs to be filled in by cloning the surrounding image. It may also be necessary to extend the background out, creating more room to pan.

The Westpac logo integrates into the image, with some of the cutout subject appearing behind the logo and some in front. With extra retouching the logo may also cast its own shadow within the photo's environment. The illusion of extra depth can be achieved when these effects are treated as independent layers to animate in parallax.

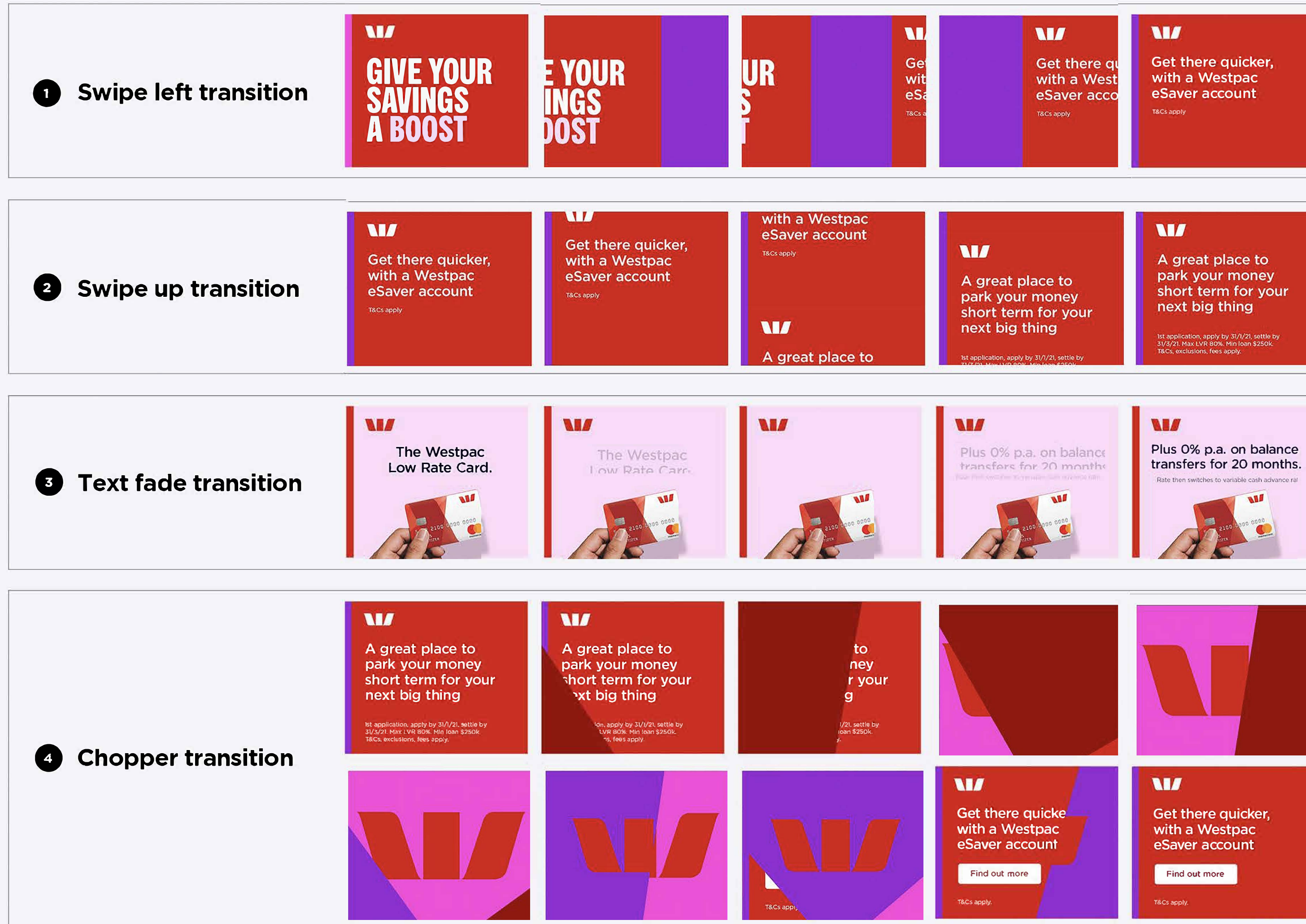
The closer to the camera an object sits, faster it should move. The more layers the image consists of, the more compelling the result. But keep in mind that you only have 150k to play with.





## ANIMATION: TRANSITIONS

To move between frames, the display banners use a suite of four transitions. Which transition you should use is dependent on the differences between the frames you are moving between.



The two swipe transitions are animated to emulate the familiar movement of swipe scrolling on hand-held devices. The current frame moves out quickly while the ensuing frame decelerates as it comes to a leisurely stop.

**1** Use the swipe left transition when there are minimal similarities between frames. It's most commonly used to go from initial image and headline frames, to text-only subheading frames.

**2** The swipe up transition only looks optimum when the two frames share the same background and expression bar colours.

**3** Use this transition if an element of text or imagery is present on consecutive frames. Never use a swipe if the transition will take an element off screen only to bring it back with the next frame.

**4** The chopper transition is reserved exclusively to go to the summary frame. No other transition should be used to end on. The summary frame background is always Westpac red, and the chopper transition will not work going to any other colour.

Full opacity accent red version to be used for digital.



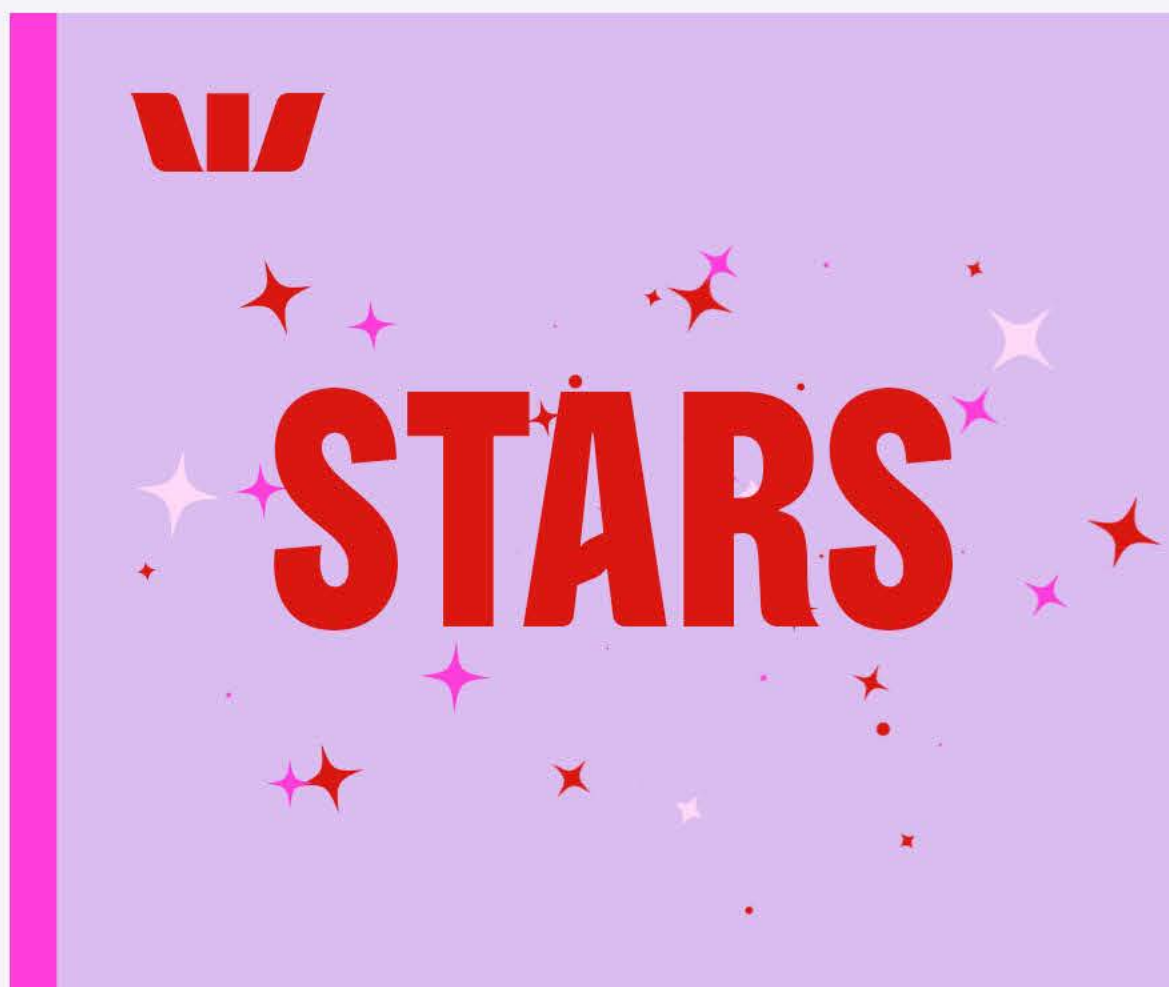
## ANIMATION: MICRO-INTERACTIONS

Micro-interaction animations that can be used in conjunction with typography to attach an emotional benefit to keywords or adjectives.



1

This is a decorative micro-interaction.



3

This is a decorative micro-interaction.



2

This is a decorative micro-interaction.



4

See note 4.

Westpac micro-interactions come in two levels. 'Integrated' animates the type itself and 'decorative' animates around and on top of the type.

For HTML5 display banners, decorative micro-interactions are very practical. They are simple shape animations that can be set up as templates which work the same on top of any headline.

Integrated micro-interactions are very impractical for HTML5. Such effects, in which the text is warped and stretched on a letter-by-letter basis, require the inclusion of file-weight heavy scripting and are exceptionally difficult to make work consistently across all web browsers and devices.

Presented here are some established examples of decorative micro-interactions. If you are required to create new micro-interactions, refer to the masterbrand guidelines chapter 3.8.

1

View micro-interaction examples in motion here: <https://bit.ly/3inmR40>

2

The shapes that make up decorative micro-interactions should be taken from the 'decorative toolkit' found on p97 of the masterbrand guidelines.

3

These animations should be simple and eye-catching without being repetitive or distracting.

4

Note that some of the 'integrated' micro-interaction examples in the masterbrand guidelines, can be made practical in HTML5. These motion lines overlay the type like a decorative micro-interaction.