

Westpac Social Video Guidelines.

FEBRUARY 2018 - VERSION 1.2



200 years proudly supporting Australia

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Please note: if you require detailed information on the Westpac brand, please refer to the Westpac Brand Guidelines. Contact brand@westpac.com.au for a copy.

1.0 Overview.

1.1 Brand snapshot.



Our Bicentenary logos



Our typefaces

Chronicle Gotham HTF
Display Semibold. Book & Bold.

Our imagery



Our GEL colours

GEL
Primary (Westpac Red)

GEL
Dark Red

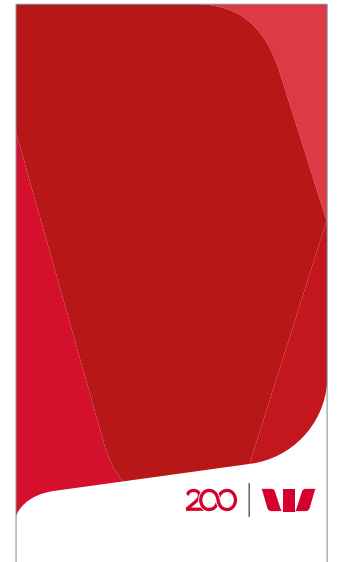
GEL
Mid Red

GEL
Light Red

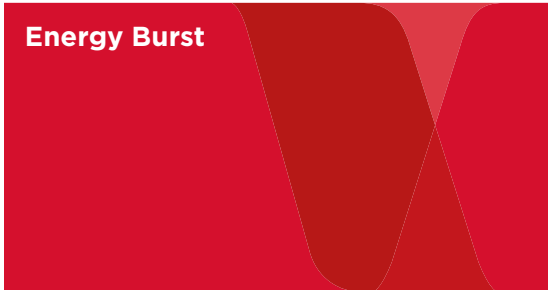
GEL
Neutral (Charcoal)

GEL
Background (Stone)

Our end frames



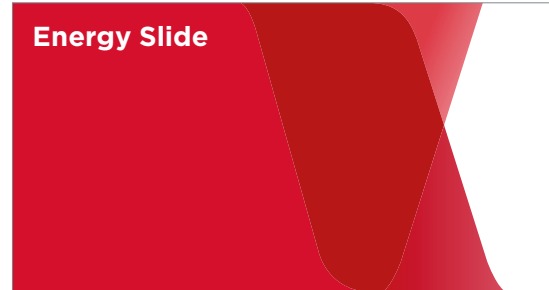
Energy Burst



Energy Cross



Energy Slide



Energy Strip



Overview.

These guidelines should create a better understanding of social video best practices and above all else create consistently on-brand good work.

Social video objectives.

Social video is not the solve for every communications problem. It is easy to fall into the trap of defaulting to video as the best means of communicating a message, so consider the objective you want to achieve.

The KPI for social video should simply be aligned to the goal of the campaign and why the video was produced. For example, a views objective will optimise toward people who view ads. If reach and frequency is desired, a brand awareness objective is more appropriate.

Guidelines.

Designed to help plan and create social video, this guideline has been put together with the nuances of social video in mind, but the Westpac Brand Guidelines should still be followed unless specified otherwise.

1.3 Video best practice.

Channel. Facebook.

Considerations.

Use ad formats to tell a story.

Ensure creative executions are designed to format, not just to the channel.

Don't rely on audio.

Ensure the message works with and without sound and always includes subtitles.

Own mobile real-estate.

Use a vertical (9:16 aspect ratio) or square (1:1 aspect ratio) format.

Aim to be thumb-stopping.

Use visuals to disrupt a consumer's feed.

Actively engage with consumers.

Prioritise the core purpose of the platform; communication.

<https://www.facebook.com/business/ads-guide>

Instagram.

Keep to a visual theme.

Use posts to establish a visual tone of voice for the brand.

Don't rely on audio.

Ensure the message works with and without sound and always includes subtitles.

Tell stories through multiple formats.

Tell a bigger story by connecting multiple posts or posts and stories.

Use bio links.

Promote specific posts, campaigns or landings pages through our bio.

Own mobile real-estate.

Use a vertical (4:5 aspect ratio) or square (1:1 aspect ratio) format.

<https://business.instagram.com/advertising>

Snapchat.

Shoot face-to-camera.

Ensure our content reflects that of the users on the platform. This is best practice but case-dependent.

Utilise sound.

Compliment visuals and drive call-to-action with audio.

Don't be cliché.

Authenticity is king.

Incorporate branding/product.

Build fluency in our brand and offering. Aim to show branding within the first two seconds.

Consider the journey.

Users are passively (user stories) or actively (discover, events) engaging with branded content. Adjust creative accordingly.

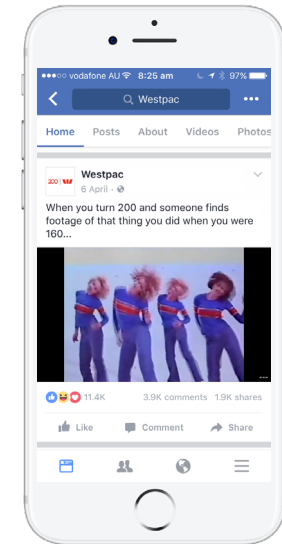
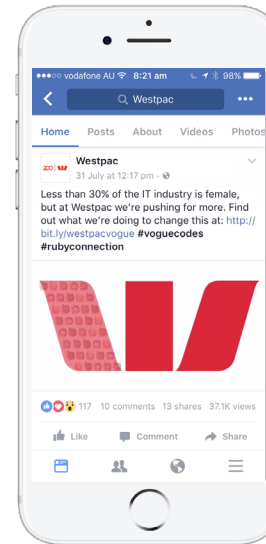
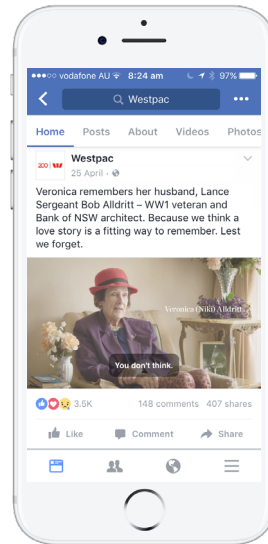
<https://forbusiness.snapchat.com/ad-products>

2.0 Tone of voice.

2.1 Tone of voice.



Our tone for social is grounded in our brand tone; one that is a natural expression of our personality, our point of view and should reflect how we want our consumers to react to our content.



Brand personality.



Heart Trait
Awe-inspiringly human



Head Trait
Bright and bold



Response
Anything but bank-like

Brand traits.

- Authentic
- Genuine
- Generous

- Switched-on
- Challenging

- Refreshing
- Approachable

How we want customers to feel.

- Represented

- Inspired

- Entertained

3.0 Assets, layout and sound.

3.1 Bicentenary logo.



Bicentenary logo.



Westpac is a red brand – to preserve this **our logo should be Westpac Red on white wherever possible.**

Only use the non-tagline logo when the minimum point size for the tagline text is below 11pt.

Reversed logo.



Our reversed logo is only to be used when the background colour or imagery doesn't work well with our preferred red logo.

Only use the non-tagline logo when the minimum point size for the tagline text is below 11pt.

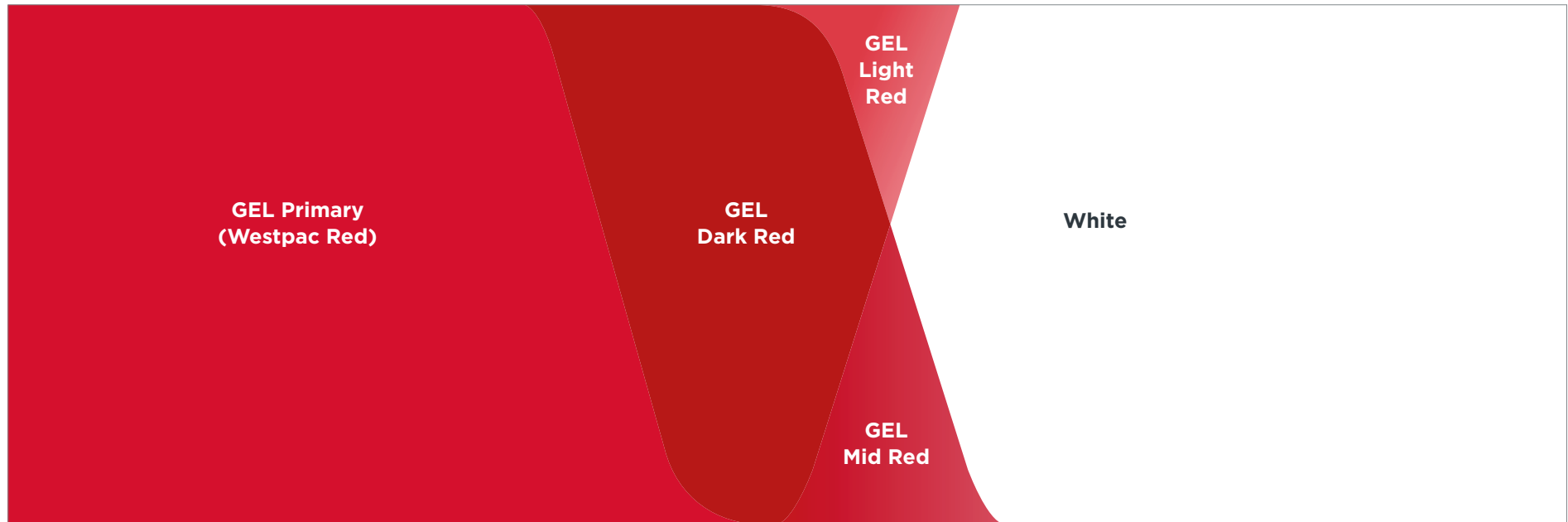
Minimum clearspace.



We're proud of our Bicentenary logo so don't crowd it!

To ensure our logo clear space and minimum size is consistently applied please follow these simple rules based on the 'W' spacer.

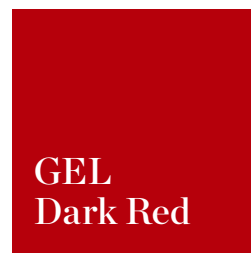
3.2 GEL colour palette.



**GEL
Primary
(Westpac Red)**

R213 GO B43

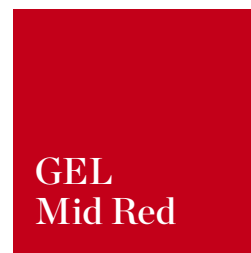
D5002B



**GEL
Dark Red**

R182 GO B11

B6000B



**GEL
Mid Red**

R195 GO B25

C30019



**GEL
Light Red**

R221 G58 B70

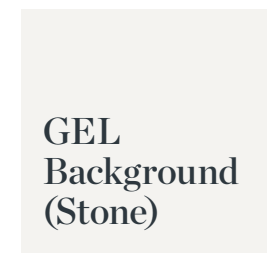
DD3A46



**GEL
Neutral
(Charcoal)**

R45 G55 B62

2D373E



**GEL
Background
(Stone)**

R244 G243 B240

F4F3F0

3.3 Photography.

We want to appear human. In most executions, the best way to do this is by showing people in a snapshot of everyday life. Sometimes, objects can be used, as long as they evoke feelings, such as nostalgia or convey a sense of time and place.

We don't want to use any cheesy stock images as they're not a realistic portrayal of Australian life. Whatever we do, we want the humanity to shine through.

Look to incorporate Westpac Red cues where possible.

Ideally video should be graded to match the Westpac Warm filter. See Westpac Brand Guidelines for examples.

What we look for:

- Real life
- Real people
- Heroic
- Cinematic
- Evocative
- Natural lighting
- 'In the moment'



3.4 Animation.

When to use animation.

When it's not possible to shoot footage for campaigns or when stock footage isn't appropriate, animation can be used as an alternative.

It is recommended that animation only be used for the following scenarios:

- When conveying a single and straight forward message.
- When trying to visualise data.
- When creating 'how-to' or instructional videos.

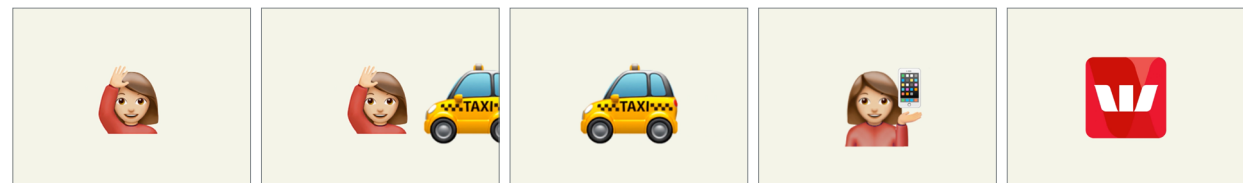
If your proposed scenario isn't included in this list, contact the Brand team for guidance in using animation.

Animation guide.

- Backgrounds should either be Stone, white or the Energy Cross.
- A mix of graphics, icons or emojis can be used.
- Supers should always be Chronicle Display Semibold.
- Type should always be white when placed on the Energy Cross. Charcoal or Westpac Red type is used on Stone or white backgrounds.



R U OK Day



Emoji Day



Women's Market

3.5 Icons and emojis.

Emojis.

All emojis should work on either Stone, white or the Energy Cross.

Note: To ensure we avoid licensing issues, all emojis must be altered at least 10% from the original.

Digital (GEL) icons.

Circle icons should be applied to neutral backgrounds (Stone or white) and are always in GEL RGB.

Picture icons should be used when applied on Westpac Red backgrounds. They should always be white.

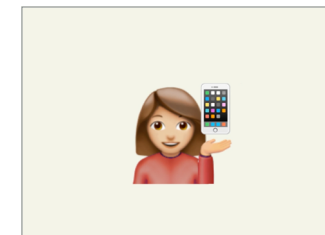
Icon layout.

When aligning icons with copy please ensure the icon is centred horizontally to the first line of copy.

If copy length is two lines or more, centre the icon between the first two copy lines.

Note: For digital icons please refer to <https://gel.westpacgroup.com.au/GUI/WBC/icons/>

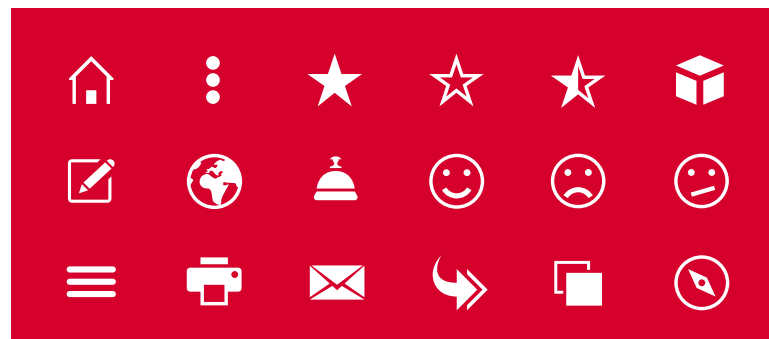
Emojis



Circle icons



Picture icons



Icon alignment

One line



Two lines



Three or more lines



3.6 Brand cues.

Assets.

Every social video will include brand cues using a range of brand assets.

There is no standard formula for the brand cues, so cues should be applied in the most suitable way to the story being told.

As a general rule, we should seek to include a brand cue in the first 3 seconds of the video.

The most commonly used assets that we build brand equity with are:

- Bicentenary logo
- End frame
- Brand font supers
- Energy Strip
- Energy Cross
- Energy Burst
- Energy Slide



Energy Burst



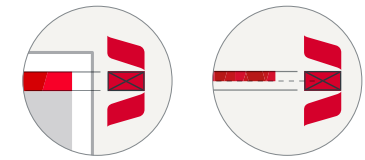
Energy Cross



Energy Slide



Energy Strip



An 'Energy Strip' is created by cropping into the middle of the 'Energy Bar' – as shown above.

When our logo appears with the 'Energy Strip' it should be the same width as the 'W' spacer.

Note: If the Energy strip appears too heavy or is used as a divider it can be used at 50% of the 'W' spacer width.

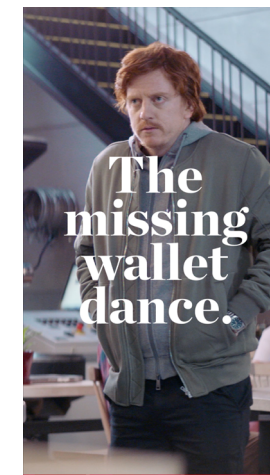
Bicentenary logo



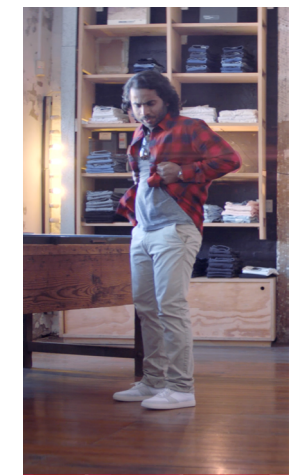
End frame



Brand font supers



Energy Strip



3.7 Supers.

Depending on the story, supers should be built bespoke, relevant to the tonality of the campaign.

Placement.

It's important to consider placement of supers, legibility should always be considered.

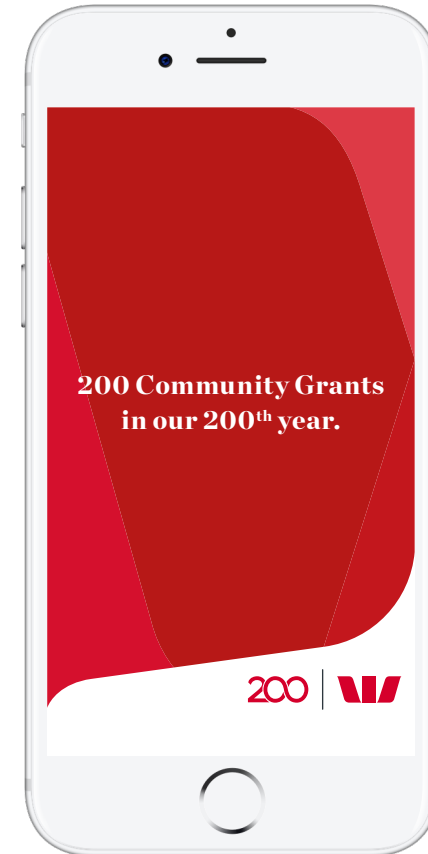
They should not cover the video to distract from humanity, emotion or the story, but should be large enough to be read on mobile.

Always ensure they're never obstructed by channel features.

Colour.

White is the primary preference for supers. Charcoal or Westpac Red should only be used if white isn't legible.

They should be easy to read with consideration of the scenes in the background.



3.7 Supers.

Typography.

Brand typefaces.

Chronicle Display Semibold is our preferred option for Supers and gives our brand a distinct visual voice.

When Semibold poses legibility issues, Chronicle Display Black may be used subject to Brand's approval.

Gotham HTF is mainly used for functional copy in Book or Bold.

Using type.

Copy should be large enough to be easily read on mobile screens. But you must consider the review process that looks at the amount of image text used in an advert on Facebook, Instagram and Snapchat.

Based on this review, ads with higher amounts of image text will be shown to fewer people. See how the restrictions are implemented at:

[facebook.com/business/help/](https://www.facebook.com/business/help/)
and [businesshelp.snapchat](https://www.snapchat.com/businesshelp)

Font purchasing.

Internal stakeholders purchasing our licensed fonts need to request this from ITAM@westpac.com.au

To purchase licensed fonts please visit:
www.typography.com/fonts/chronicledisplay/styles
www.typography.com/fonts/gotham/styles/

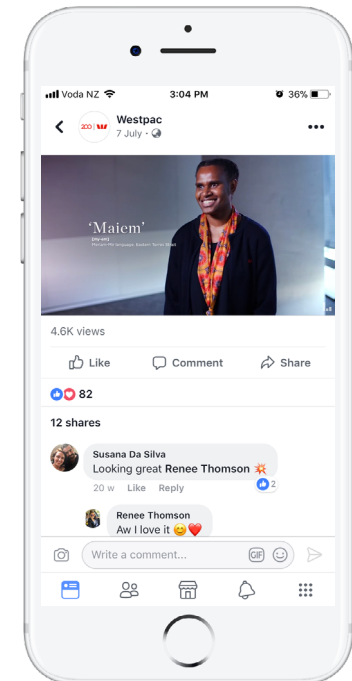
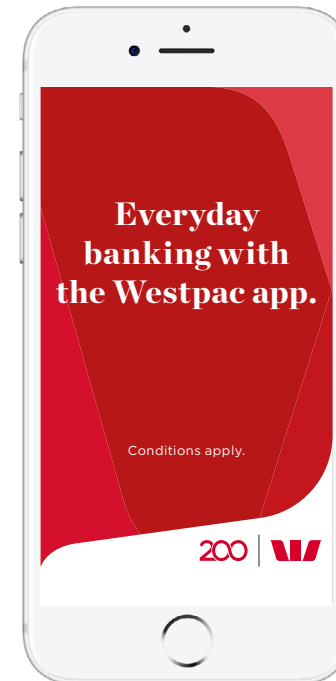
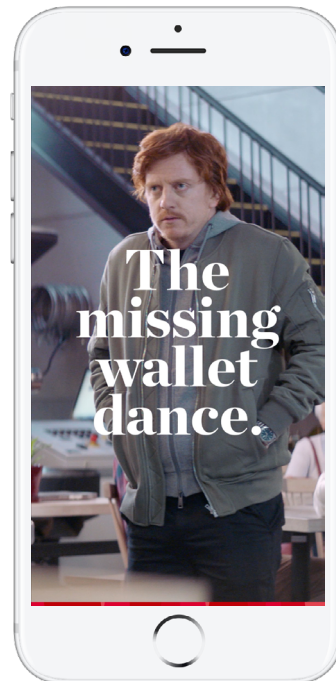


Chronicle Display Semibold.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;"'!@#\$%^&*({[]})

Gotham HTF Book & Bold.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;"'!@#\$%^&*({[]})



3.8 End frames.



We have defined some basic typographic principles to help give all Westpac social video end frames a consistent look and feel.

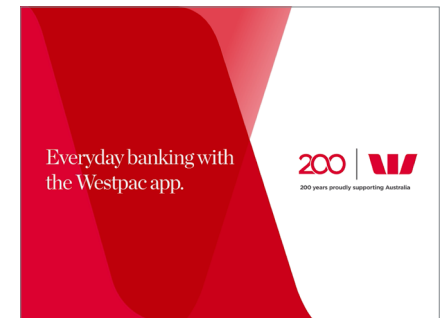
Typeface.

End frame supers always appear in Chronicle Display Semibold.

Legals.

In social we should try to avoid legals. However if it is absolutely necessary they should not appear on the end frame but within the video.

Legals are always set in Gotham Book.



3.9 Sound.

With sound, it's important to understand the viewing habits of each social platform.

For Facebook and Instagram, 85% of videos are watched without sound* in their feed. We need to design video content with the expectation it will be watched this way.

Snapchat users on the other hand generally watch videos with sound on so we can rely on audio to help communicate the message.

In both cases, there are a number of techniques that can be used to either overcome or enhance audio in video.

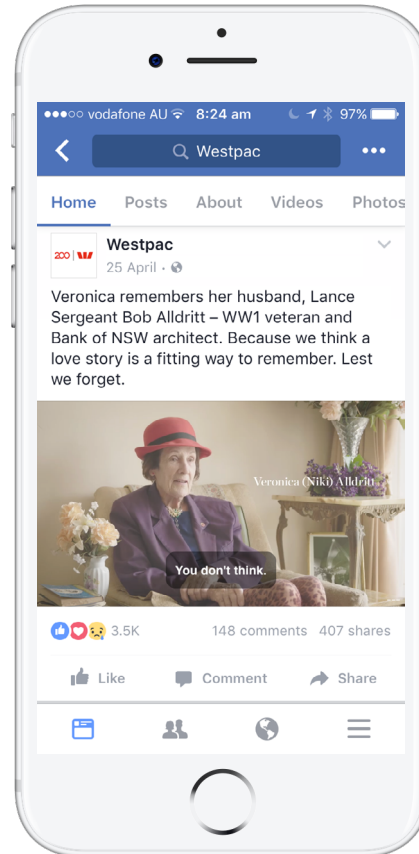
Incentivise to turn on sound.

Using buttons, call-outs or visuals can help persuade people to click the video and enable sound in the first few seconds.

Use subtitles.

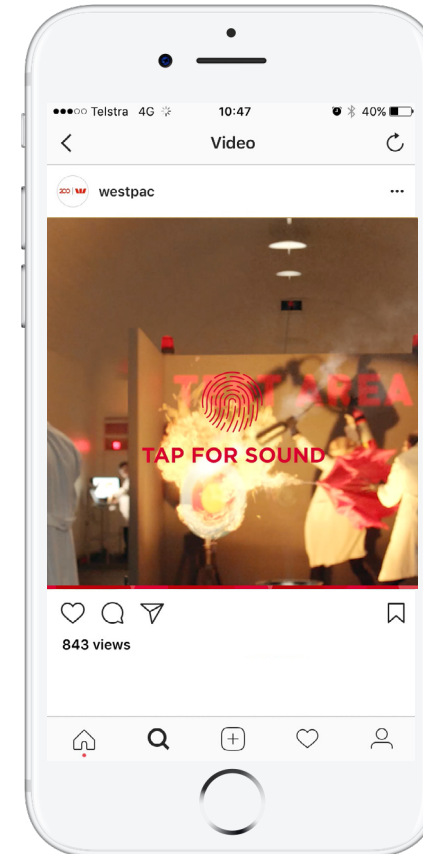
For Facebook, An SRT file can be added to the video upload to create automatic captions.

*Hootsuite, May 2017



Use subtitles.

For Facebook, An SRT file can be added to the video upload to create automatic captions.



Incentivise to turn on sound.

Using buttons, call-outs or visuals can help persuade people to click the video and enable sound in the first few seconds.

3.9 Sound.

Music and voice overs.

Music.

Where budget permits, we use compositions based on the Westpac brand music. This is a base track composed by Elena Kats-Chernin, named Wild Swans Ballet Suite – Part 1.

To source a composition, Nylon Studios should be contacted in order to get a track licensed.

When budget does not permit for this we use alternative library music that is fitting for the narrative of the video. This should be based on Elena's composition style or utilising similar instrumentation. The final exception to this rule is the rare case a music track is required to make sense of a scene, story or shot, or when music is being used within the context of the story.

Each video will have its own music brief to accompany the tone. In the cases of using library music tracks, always request pre-approval from the Brand team.

Voice overs.

For tier 1 brand campaigns, we use Cate Blanchett as our voice over artist. For all other voice overs required we aim to use Aimee Horne. For more information contact the Brand team.

Westpac brand aims to use female talent for voice overs as the brand tone skews towards being feminine.

4.0 Channel specifics.

Source: Facebook ad specs September 2017

Find up to date specs at: [facebook.com/business/ads-guide/](https://www.facebook.com/business/ads-guide/)

4.1 Facebook.

Video.

Executorial considerations.

- Start with the most compelling part of the story.
- Preferable to use vertical or square, instead of horizontal.
- Product, message or brand cue to appear in the first 3 seconds.
- Design for sound on and off, and always use captions.
- Shorter videos (15 seconds or less) have higher completion rates.



Specifications

Format

MP4, MOV, GIF

Aspect ratio

9:16 or 1:1

Length

15 secs

Subtext

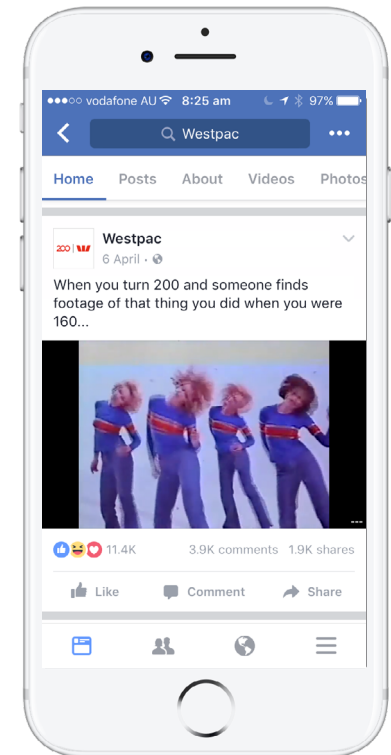
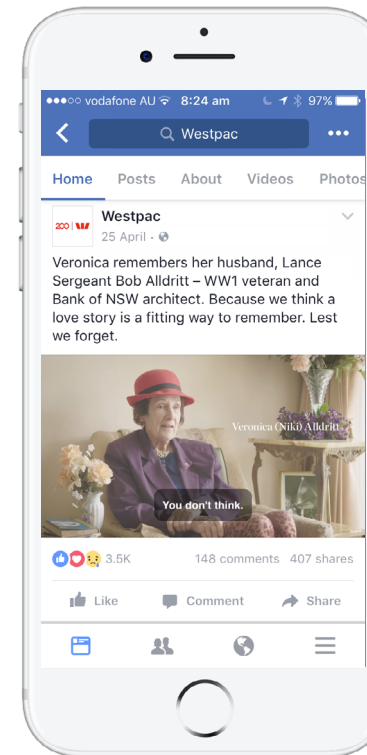
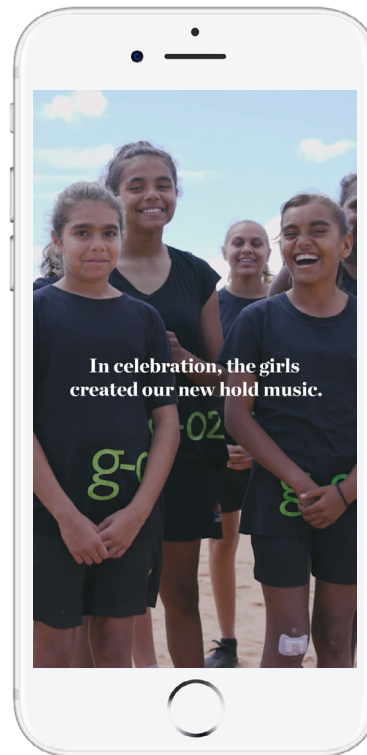
90 characters

Headline

25 characters

File size

Up to 4GB



4.1 Facebook.

Carousel with video.

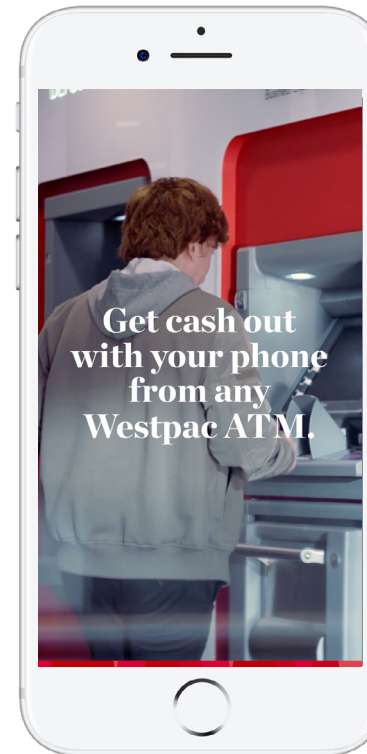
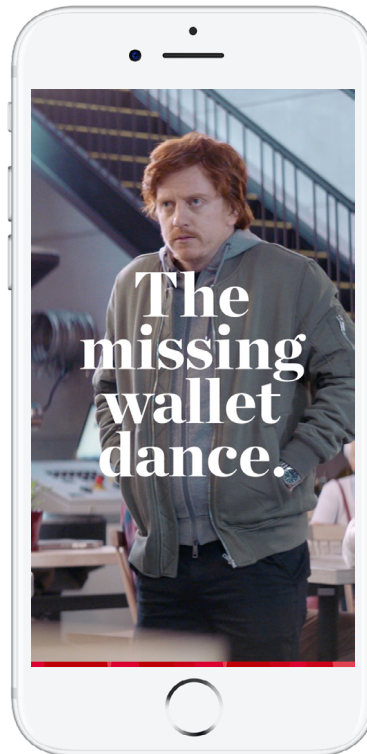
Executorial considerations.

- Show products.
- Use for retargeting.
- Stitch frames together to tell a progressive story.



Specifications

| Format | Aspect ratio | Length | Subtext | Headline | File size |
|----------|--------------|---------|---------------|---------------|-----------|
| MP4, MOV | 9:16 or 1:1 | 15 secs | 90 characters | 25 characters | Up to 4GB |



4.2 Instagram.

Video.

Executorial considerations.

- Start with the most compelling part of the story.
- Preferable to use vertical or square, instead of horizontal.
- Product, message or brand cue to appear in the first 3 seconds.
- Design for sound on and off, and always use captions
- Shorter videos (15 seconds or less) have higher completion rates.
- Consider the placement of advertising video popup. This is part of the mobile app UI for Instagram video, its appearance is outside of media's control. It only appears on videos with a CTA.

Specifications

Format

MP4, MOV

Aspect ratio

4:5 Vertical
1:1 Square
1.9:1 Landscape

Length

15 secs

Subtext

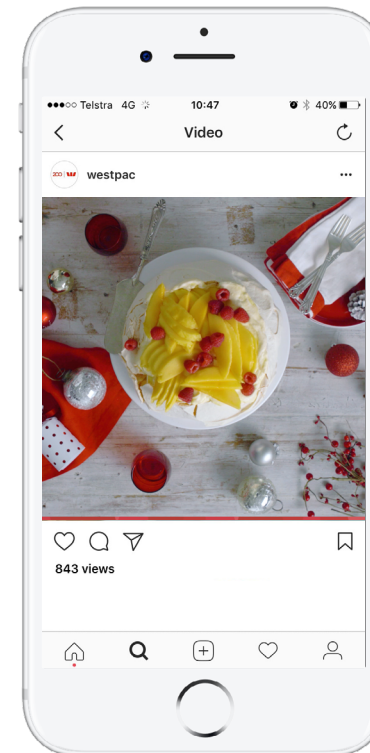
- Stereo AAC audio compression
- 128kbps+ preferred

Headline

125 characters

File size

Up to 4GB



4.2 Instagram.

Stories.

Executional considerations.

- Instagram story ads play between a users' stories, so they should fit in seamlessly with other content.
- Captions are not currently available.
- Keep the concept simple.
- Take advantage of the full screen and use full length vertical images.
- Be mindful of clickable features that may obstruct the creative.

Specifications

Format

MP4, MOV

Aspect ratio

9:16
(1080x1920)

Length

15 secs

File size

Up to 4GB



4.3 Snapchat.

User advert.

Executorial considerations.

- Features visual branding throughout.
- Run short-form ads (i.e. :03-:05 in duration) to mirror the bite-sized nature of Snaps.
- Snap ads are always full-screen so that should be considered during design.
- Be mindful of clickable features that may obstruct the creative.
- Audio is on by default so consider sound.
- Snapchat suggests avoiding placement of logos or other graphic elements within 150px of the top and bottom of creative.
- A call-to-action and caret is applied by Snapchat to bottom centre of creative for Snap ads with attachments.

Specifications

Format
MP4, MOV
H.264 encoded

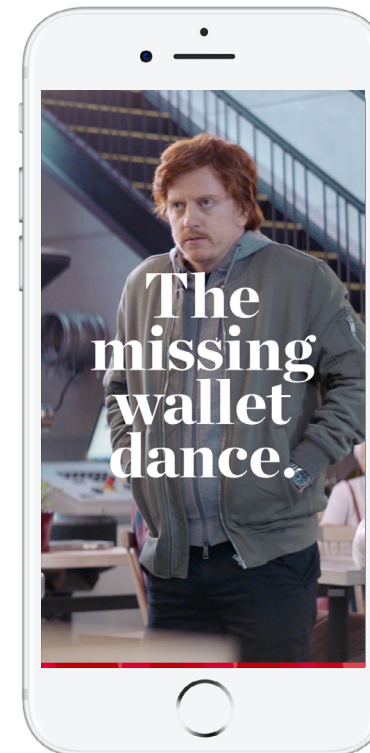
Aspect ratio
9:16

Length
3-10 secs

Subtext
90 characters

Headline
34 characters
(with spaces)

File size
Up to 32MB



4.3 Snapchat.

Discover advert.

Executorial considerations.

- Users are served Discover ads in-between content from publishers.
- Build Snaps for 5 seconds.
- Feature a single message.
- Use purposeful sound design.
- Define a clear objective for the placement.

Specifications

Format

- MP4, MOV
- Live and/or motion graphic video

Aspect ratio

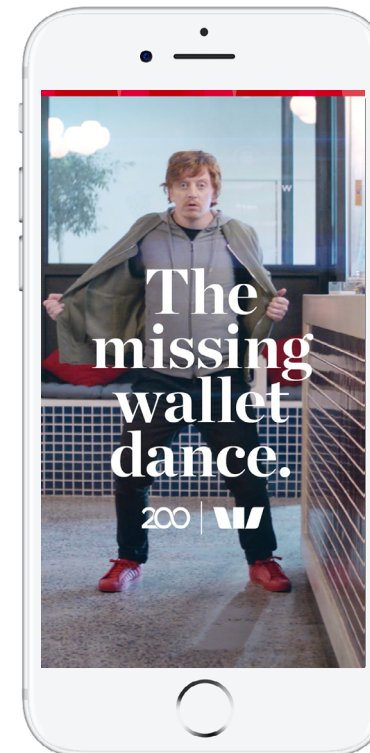
9:16

Length

15 secs

File size

Up to 1GB



5.0 Contact.

For more information and
supply of assets please contact:

brand@westpac.com.au

200



200 years proudly supporting Australia