

WESTPAC 2021

Video Guidelines

VIDEO BEST PRACTICES

Who the audience is should be the first consideration. From here, you can decide how information will be presented while applying our brand elements.



Medium

Where the video will be watched (i.e TV, Mobile, laptop)? This will determine several aspects of your video production.

Most videos should be created with mobile first in mind. This tends towards:

- Shorter durations. Aim for 90 seconds or less.
- Larger text as it will be on a smaller screen.
- Bite sized information that can be digested easily.
- Subtitles/captions or text on screen must always be included to ensure videos are accessible and for cases where audio isn't always available .
- For how to treat videos that are used in a retail environment please see retail guidelines.

Duration

- For longer videos, consider breaking them into a series of smaller more digestible videos.
- Videos intended for social channels should be shorter and punchier. Each distribution channel (i.e. YouTube, LinkedIn, Instagram) has best practices when it comes to video duration which they regularly publish.

See social media guidelines for more information.

Size

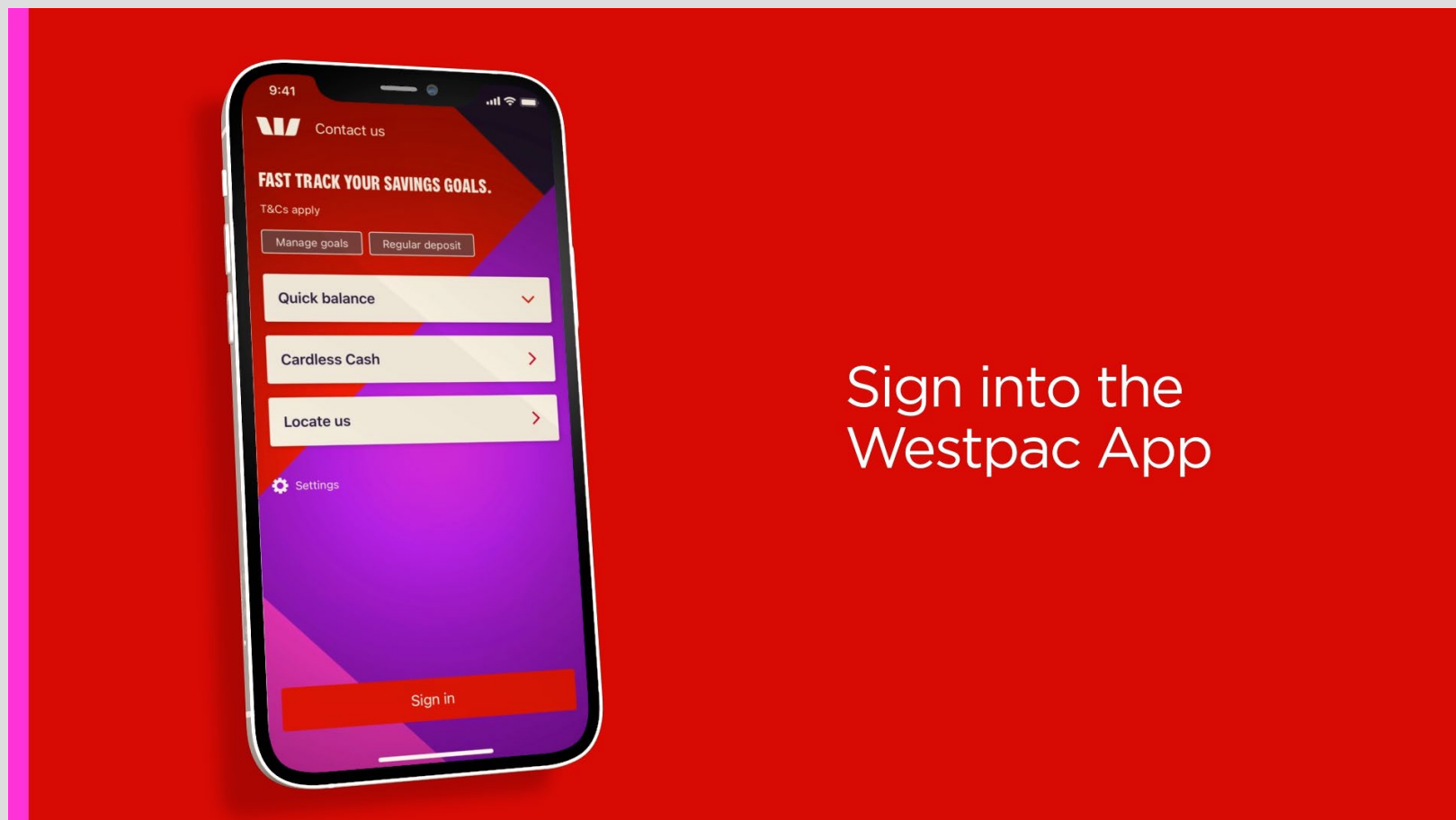
The video size and format should be fit to purpose, depending on where the video is hosted.

- Horizontal (16:9) for YouTube, LinkedIn, Twitter
- Square (1:1) for Facebook, Instagram, LinkedIn, Twitter

If a video is going out to more than one channel, plan to deliver multiple size executions.

Video content for social channels can require different specifications to the above (i.e., 9x16 or 4x5).

See social media channel guidelines.



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NON-NEGOTIABLES

We have a set of ownable elements used in video that must appear in every production. We call these our 'non-negotiables'. Each of these assets is unique to us, so they help us stand out.

1



2



3



4



1

Grid

Refer to Section 4.6.1 in the master guidelines.

Note: For 1920x1080 margins are 54px

2

Endframe

Contact the brand team for the latest end frame templates.

- Brand executions (footage only) use semi transparent versions
- Activation layer executions use full opacity versions

The 'Chopper Sting' must be included.

Refer to Section 3.10.2 in the master guidelines.

3

Search Bar

Refer to Section 3.10.9 in the master guidelines.

4

Terms and Conditions

Gotham book 18pt, 20pt leading. -30

- For broadcast - Inside title safe area
- For Online - Inside action safe area

5

Voice Over

Our brand voice should be used (Lenka or Aimee Horne).

Brand approval is required for exemptions.

BRANDED ELEMENTS

There are assets that have been developed as a toolkit and general reference for our brand in relation to motion and video.

Download the motion system assets here:
<https://spaces.hightail.com/receive/4OXai8225I>

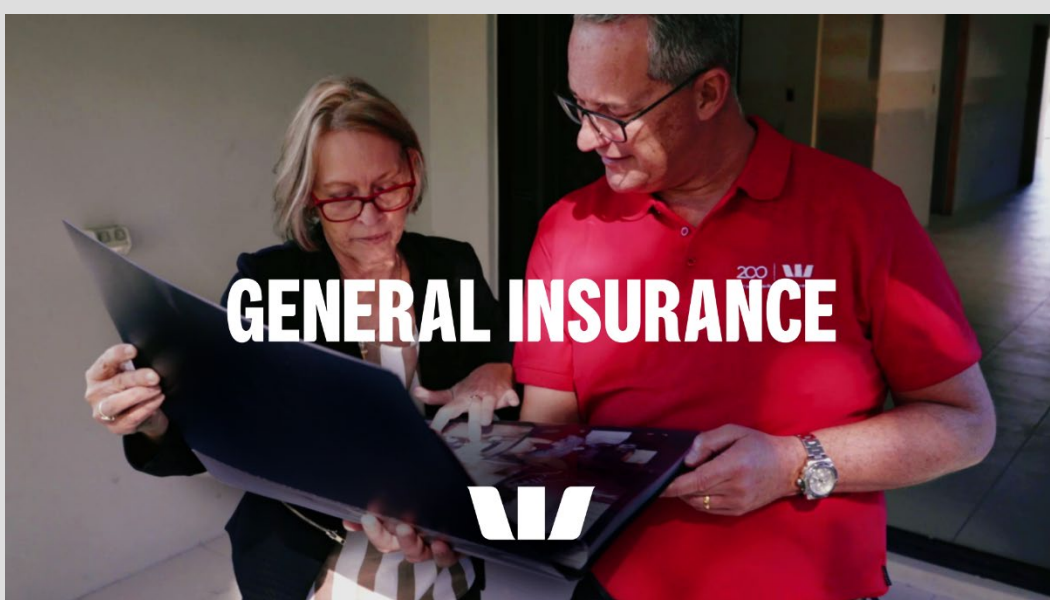
1



Expressive Execution



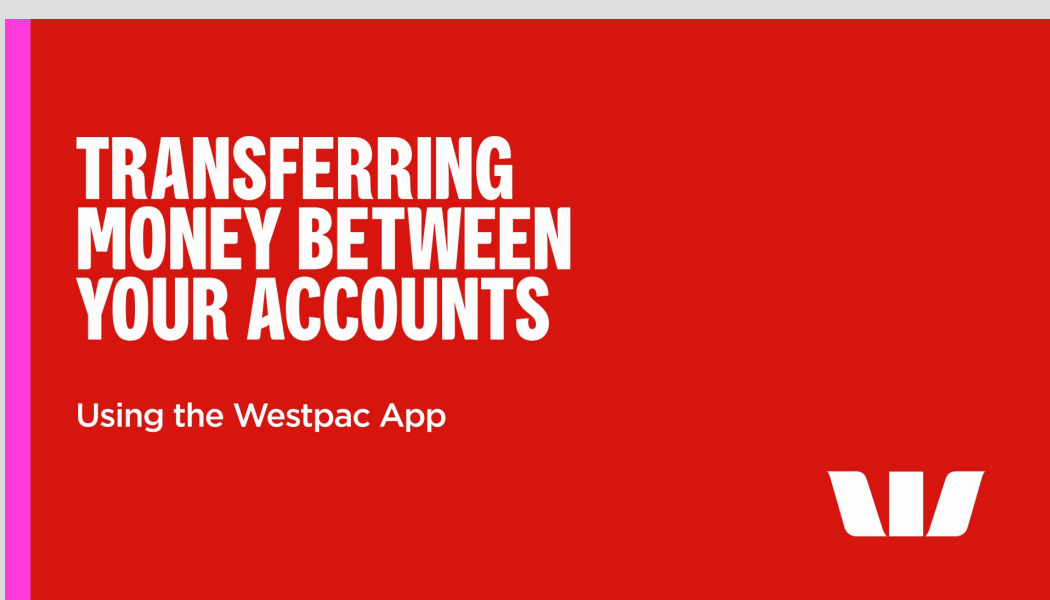
Image Execution [\(video here\)](#)



Video Execution
Note: Ensure text and logo are legible

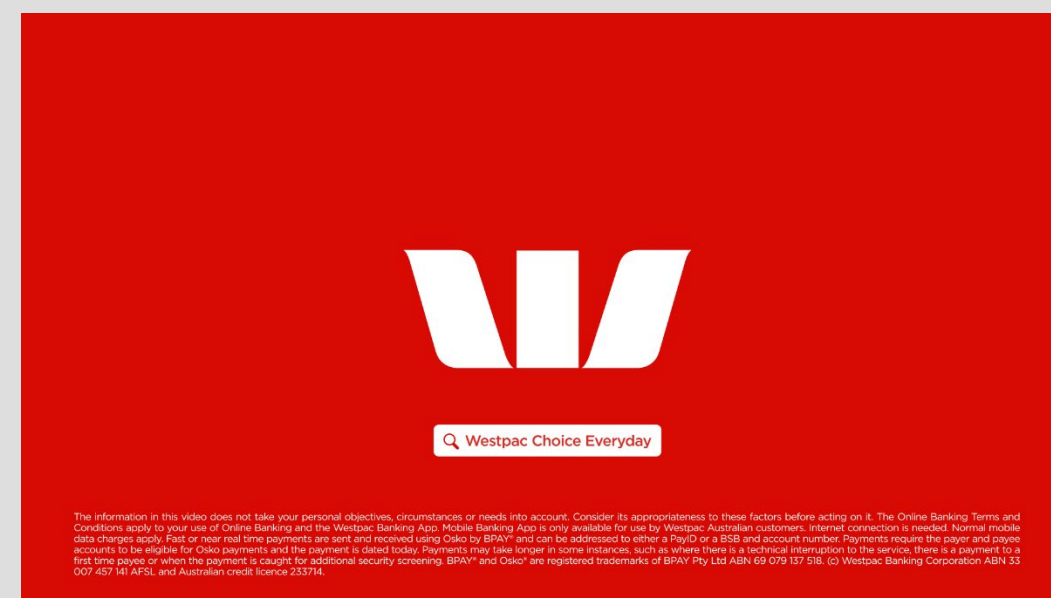


Illustrated Execution [\(video here\)](#)



Reserved Execution [\(video here\)](#)

2



1

Opening Screen

Depending on the tone of your video there are multiple ways to create an opening screen. Use our brand assets, such as colour, text, illustration and logo to design the opening screen. They should be instantly recognisable as Westpac.

2

Endframe

Refer to *Non-Negotiables* for details

2

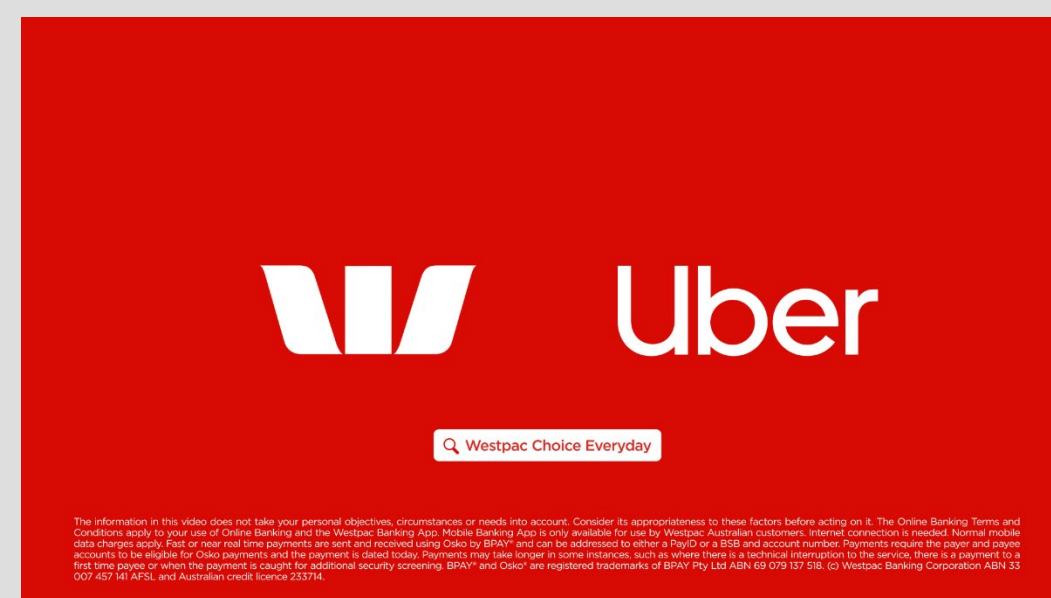
Co-branded Endframe

Refer to *Section 3.1.6* in the master guidelines.

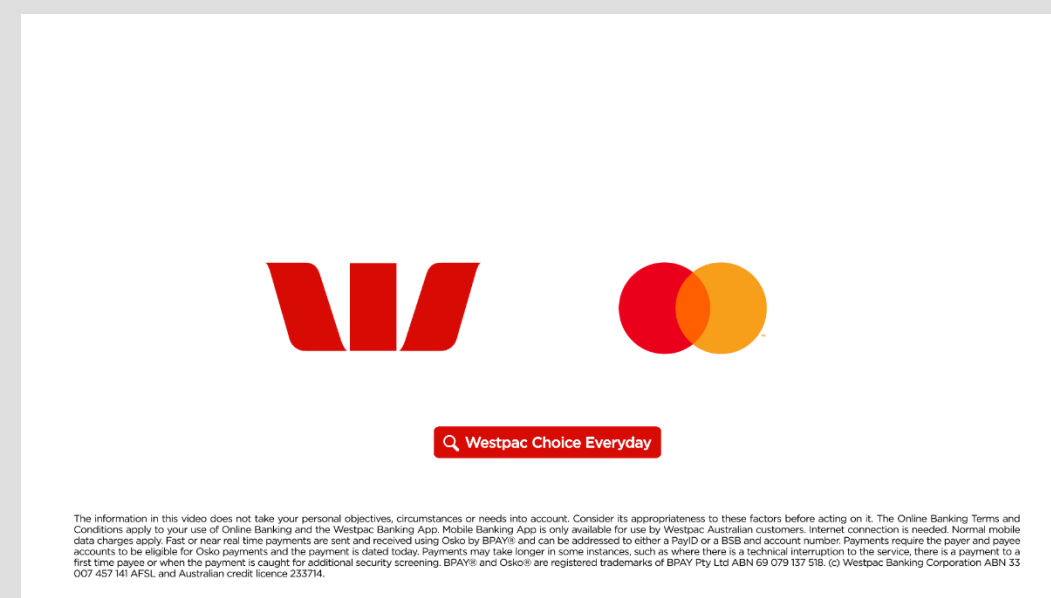
Thumbnails

In most instances thumbnails should be the opening screen of the video. If the video's opening screen isn't visually descriptive enough a thumbnail will need to be created that is suitable. Provided thumbnails as a still image in JPG or PNG format.

3



With mono partner logo



With colour partner logo

BRANDED ELEMENTS

1



2

A LOWER RATE?  LET'S DO THIS!

Expressive



**Remember to check your balance
before transferring money.**

Reserved

FLEXI FIRST HOME LOAN

2.29% P.A. | **2.72% P.A.**

2 Year Intro Rate
*Includes 1.64% p.a. discount for first 2 years from settlement.
New Flexi First Option variable home loans with P&I Repayments.

Comparison rate
See comparison rate warning#

Rates

1

Title Bar

Ensure title bar is high enough to not obstruct subtitles.

Refer to Section 3.10.10 in the master guidelines.

2

Typography

- For mobile, make text bigger than if it was to be viewed on a laptop or TV.
- Keep text succinct and not overly wordy.
- Ensure text is on-screen long enough to be read and understood.

Refer to Section 3.2 in the master guidelines.

Transitions

When creating transitions ensure they aren't overly complicated or decorative and serve as a natural breaker or 'full-stop'.

There are examples of transitions in the downloadable [motion system assets](#).

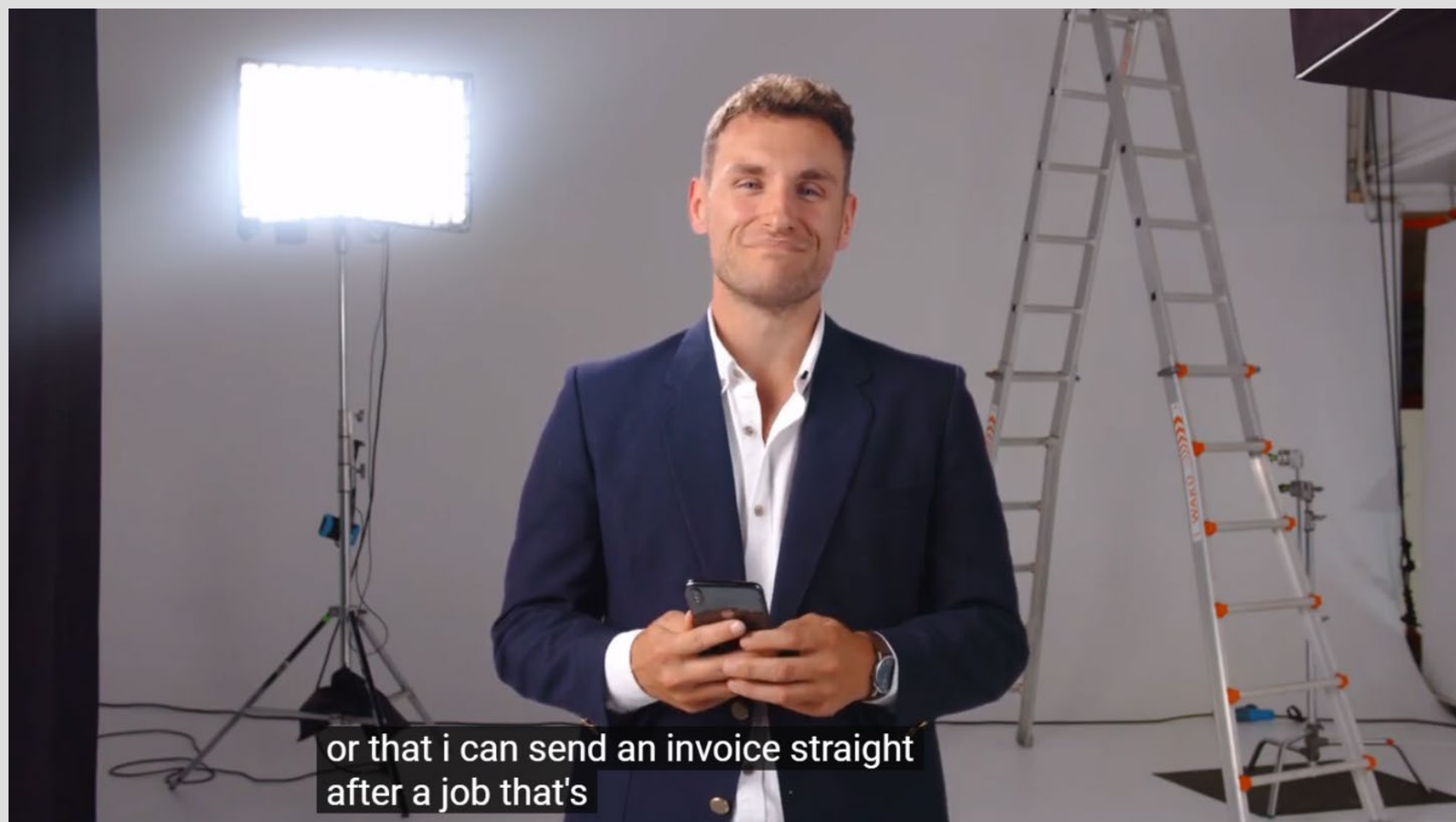
BRANDED ELEMENTS

Subtitles are required for most videos to ensure accessibility.

1



2



1

Open Captions

These are prerendered or 'hard baked' into the video.

- Gotham font in white. Text is centred along the bottom of frame.
- Max. 2 lines of subtitles per frame.
- Font size needs to consider legibility, especially on mobile view.
- A tinted box should be added behind text to ensure legibility over some imagery
- The gradient of the caption box needs to hit a contrast ratio of 4.5:1 as per the webaim [colour contrast checker](#),
- Make sure subtitle are high enough in frame to avoid being cut off by the video player controls

2

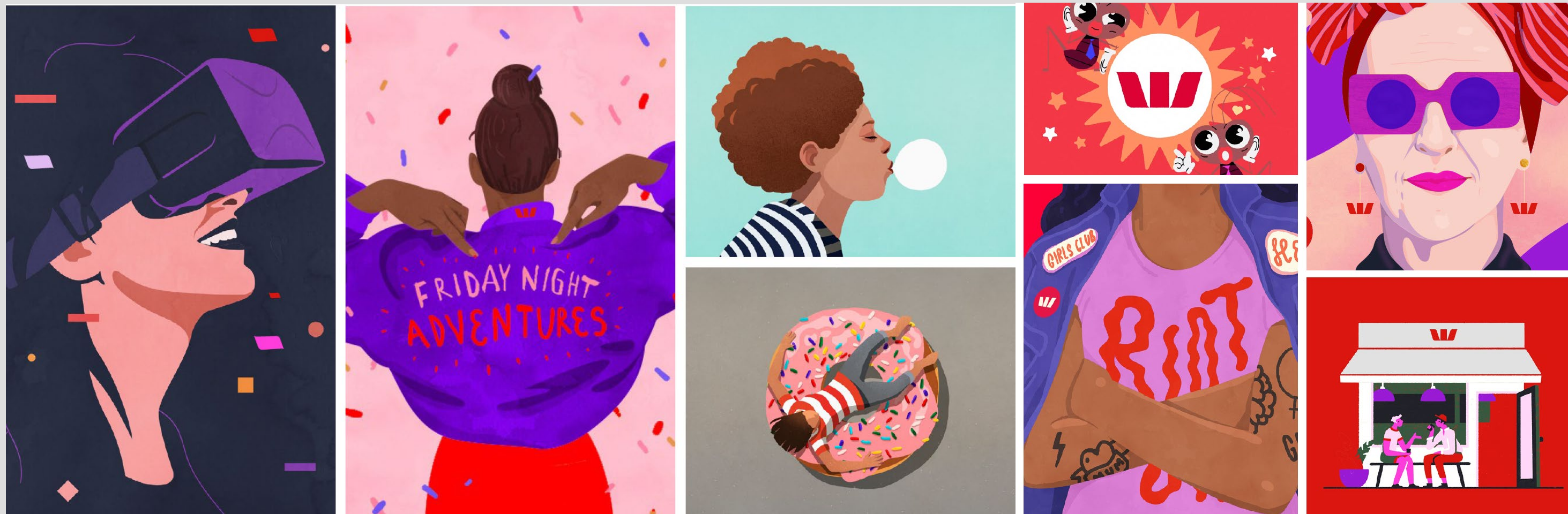
Closed Captions

These are implemented by the distribution channel (i.e. YouTube) and can be switched on and off.

- For Closed Captions provide an .SRT file with final video delivery.

IMAGERY

1



2



3



4



1

Illustration and Animation

Illustration is a large part of our brand toolkit which, in video, lends itself to animation.

When choosing to use illustration in a video, consider how it will be animated in advance. Complex illustrations usually mean complex animation will be needed. This can increase production time and costs. Also, illustration that is static or animated poorly can feel cheap. More notes on animation are later in this guide.

Refer to Section 3.6 in the master guidelines.

Illustration/Animation VS Photography/Footage

Refer to Section 4.5.5 in the master guidelines.

2

Icons

Our GEL icons are used for CTAs (e.g. Search CTA on the end frame) and not to highlight info or as added embellishment

3

Informative Pictograms

Use the 'informative pictograms' to highlight/signpost information related to products or services, not to add embellishment. These should be dynamically animated, but not too distractingly. Only use these in their original colours or fully reversed white.

4

Decorative Pictograms

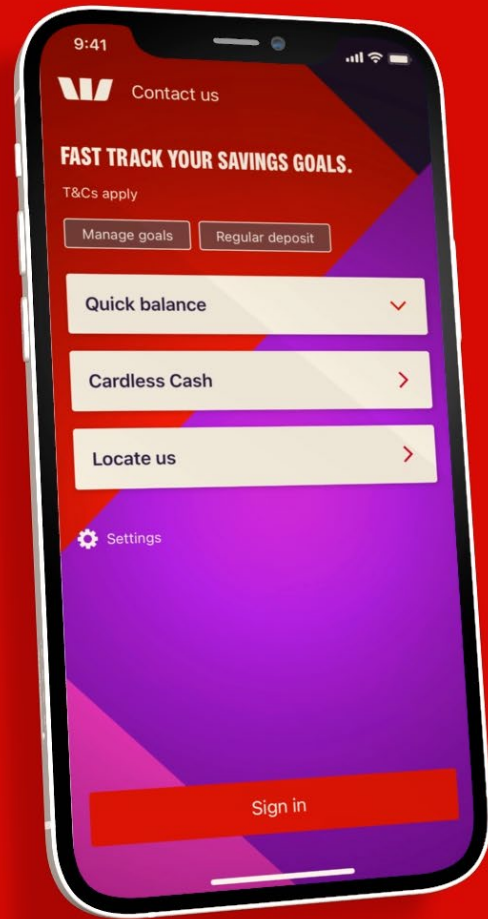
Decorative pictograms are used as embellishment to draw attention to a product, enhance brand presence on the screen, or celebrate a milestone or moment. They should be used sparingly with a maximum of 3 per frame.

Decorative pictograms have animation reference within the downloadable [motion system assets](#).

Refer to Section 3.7 in the master guidelines.

IMAGERY

1



Sign into the
Westpac App

2



Devices

1

When a device is used to show a product feature it should be presented clearly and unobstructed.

2

When a device is shown in other instances, a human element (i.e. a hand) should be incorporated.

Use the latest model preferably in white when available. Use a black device if not offered or white doesn't suit the background.

Photography

Where shot or stock video footage isn't an option, photography can be used to inject personality and humanity.

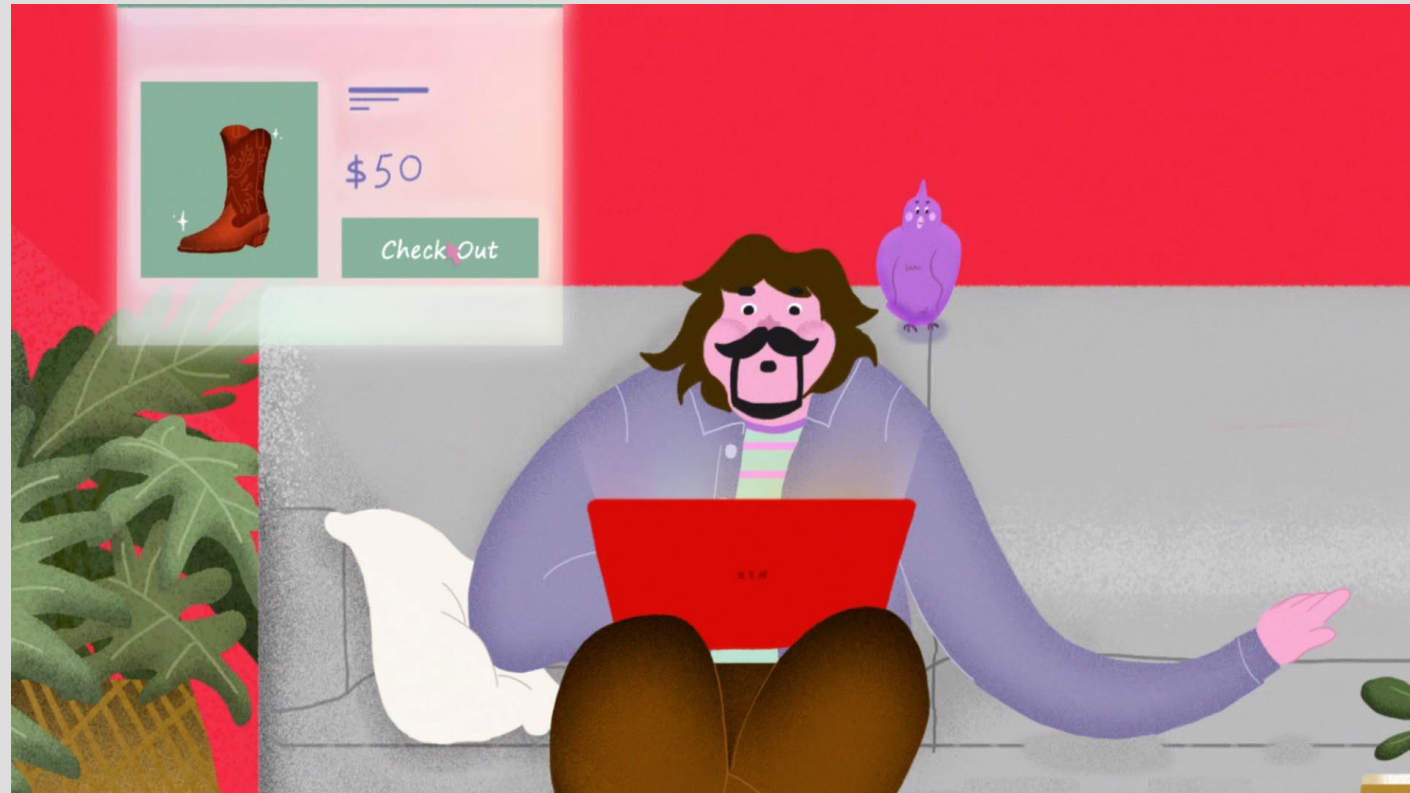
Consider ways to keep it feeling dynamic even though it is a still image (i.e. with a transition).

Refer to Section 3.5 in the master guidelines.

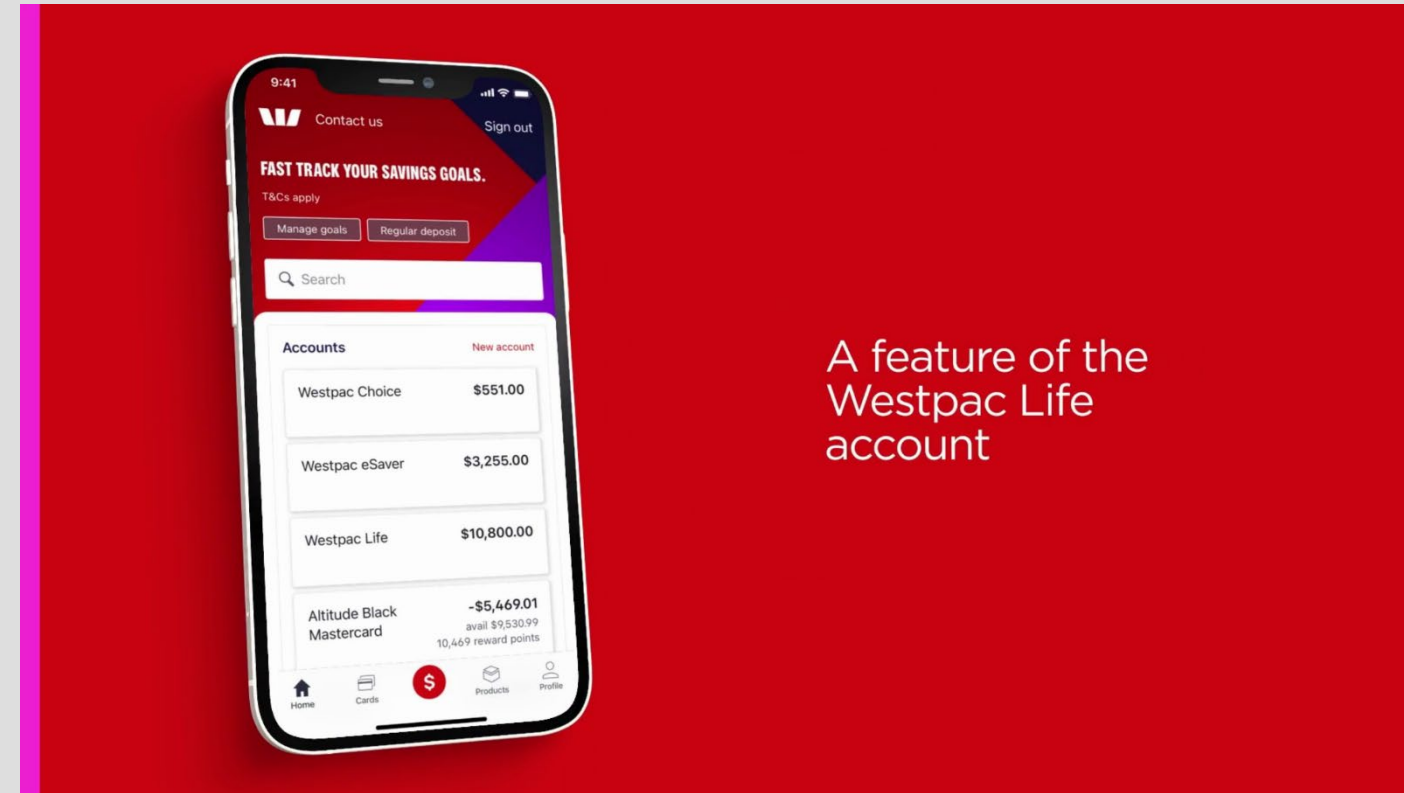
ANIMATION

Animation is a great way to keep a video dynamic and engaging. You can be creative and flexible within our brand framework.

1



'Expressive' Example - Westpac 3% ([video here](#))



'Reserved' Example - Savings Goals ([video here](#))



Refinancing ([video here](#))

2



1

'Expressive' videos with animation should use fluid, energetic movement, full of character to help enhance the brand and the messaging.

'Reserved' executions should use tighter and more refined movement without being too rigid or static.

Our video content should always feel dynamic and engaging.

Animation can be a long process, longer than live action which should be considered when planning timelines.

Type Animation

Type animation works well for 'Expressive' and brand led productions in social, OOH and above the line communications.

For more 'Reserved' communications reduce the amount of type animation to avoid it becoming a distraction to the messaging.

Refer to Section 3.2.4 in the master guidelines.

2

Micro Interactions

These are best suited for 'Expressive' video executions.

Refer to master brand for examples of micro interactions in motion.

Refer to Section 3.8 in the master guidelines.

VIDEOGRAPHY



Cast

We are a brand that represents all Australians, so we need to showcase diversity wherever possible – thinking about age, gender, ethnicity, religion, sexual orientation, geography (urban/regional), disability, body shape etc.

Dress & Appearance

- We represent all Australians, this also includes varied dress styles and appearances – but it is important to consider the context and ensure the subjects are dressed accordingly and look authentic.
- Avoid clothing/accessories in bold/bright colours that conflict with red – aim for neutrals, red shades, or red touches e.g. lipstick, ties etc.
- Avoid clothing that is too revealing such as low-cut tops, transparent fabrics, revealing bra straps etc.
- Avoid clothing that features slogans or branding.
- Clean and groomed appearance e.g. no chipped nail polish or hair in front of face
- No issues with piercings and tattoos but we do need to ensure that any visible tattoo designs aren't inflammatory.

Body Language & Speech

Interviews:

- Subjects should sit or stand on an angle looking away from the camera, with face unobstructed.
- Subjects should sound authentic and unscripted, and speech should be clear.

Beyond interviews:

- Subjects should look natural, authentic and in the moment.
- Avoid overt or cliché poses.

Location

- Ensure the location is relevant and appropriate, and that you have any necessary permits required.
- Consider the time of day you are shooting for that particular setting, and whether this will affect or limit your ability to shoot.
- Ensure the environment is unobstructed, well-lit, clean and presentable.
- Avoid settings where there are bold and bright colours that conflict with red, especially competitor colours like yellow and orange.

Props

- Consider incorporating Westpac branded merchandise or unbranded red items and touches, if appropriate.
- A selection of Westpac merchandise can be borrowed from the Brand team's merchandise cupboard upon request in advance.
- Ensure that we do not showcase any other brands or product labels, as this may cause legal implications.

Audio

- Ensure there are no disruptive background sounds such as construction noise, alarms etc.
- Ensure that we have usage rights for any music, whether added in editing or playing in the background.

Frames

- Consider the channels where these videos will be posted, and best practices for those channels
- If you need to shoot for horizontal and square, ensure that the footage taken works just as well for both.

ACCESSIBILITY

- We commit to the [WCAG 2.1 AA standard](#) (Web content accessibility guidelines)
- Closed Captions and a descriptive transcript of a video are mandatory.
- Ideal to have subtitles on screen. However, where possible, a transcript would be required.
- See *Branded Elements* for additional details on accessibility for subtitles and captions.
- Make sure Users can pause, and adjust the volume
- Ensure Background audio/music is low
- Content should not flash at a seizure-risk rate (more than 3 times per second)
- Warn users before flashing content is presented, and provide alternatives if possible
- Provide mechanisms to switch off animations, unless they are essential
- If you have speakers physically shown or conducting a voice over, ensure they state their name and title - often this text is shown on screen and not provided in captions.

**THANK
YOU**