

# WESTPAC WEBSITE GUIDELINES AND INFORMATION PACK

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# ABOUT THE WESTPAC WEBSITE

## Our CMS for all our Websites



Adobe Experience  
Manager

## Uses a Global Experience Language (GEL)



Universal elements and components used across many digital platforms.

For more info on the GEL Framework  
<https://gel.westpacgroup.com.au>

## AA Accessibility standards WICAG2.1

## Responsive Web Approach

4 breakpoints

- **XSmall**- 324px
- **Small** - 768px
- **Medium** – 996px (At 996px and below becomes mobile menu)
- **Large** – 1200px and above

# WHERE TO GET MORE INFORMATION AND ASSETS/TEMPLATES

## **Brand Governance Website**

For all brand guidelines, templates and assets  
<https://www.westpac.com.au/brand/>

[Manetta.um@Westpac.com.au](mailto:Manetta.um@Westpac.com.au) for access and passwords

## **Westpac Brand Imagery**

Contact internal design teams  
Either [Manetta.um@Westpac.com.au](mailto:Manetta.um@Westpac.com.au) or  
Dane



## **Westpac Group GEL Website**

<https://gel.westpacgroup.com.au/>

## **Westpac GUI**

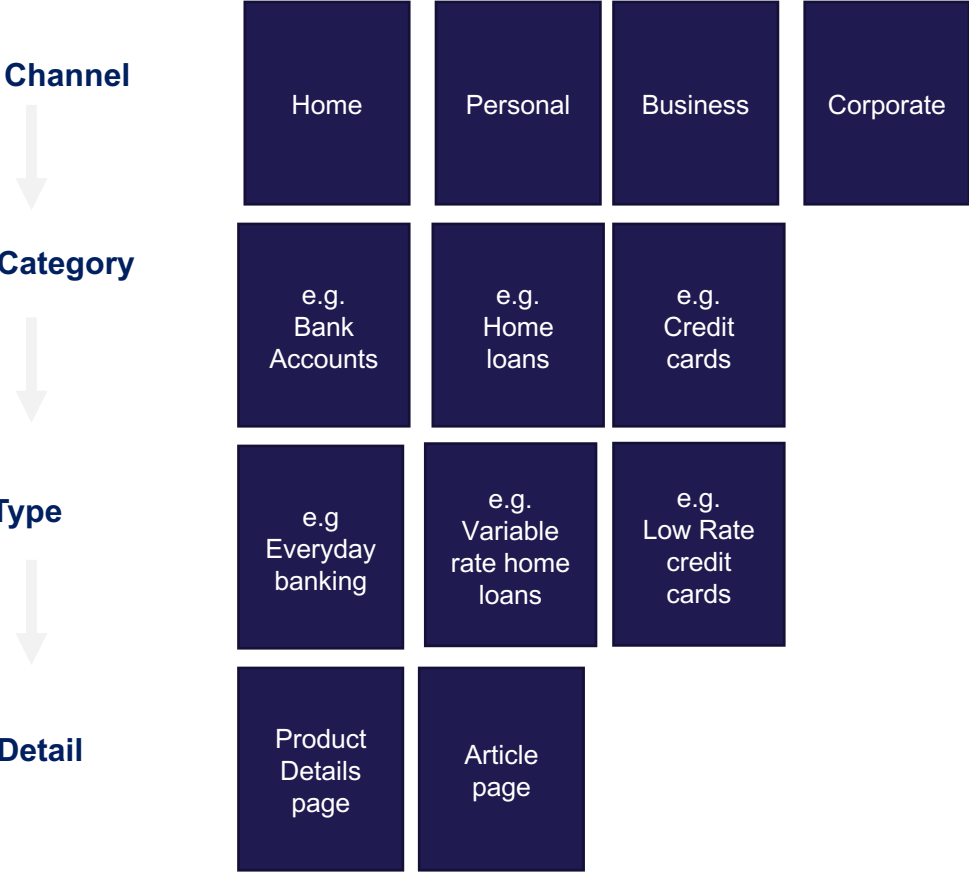
<https://gel.westpacgroup.com.au/GUI/WBC/>

01

# WEBSITE STRUCTURE



# SITE HIERARCHY



Personal > Bank accounts > Everyday banking > Westpac Choice



## Headers Types



**Homepage Carousel (Share of voice SOV)**

**Full bleed headers (Category and type pages)**

**Full bleed headers (Category and type pages)**

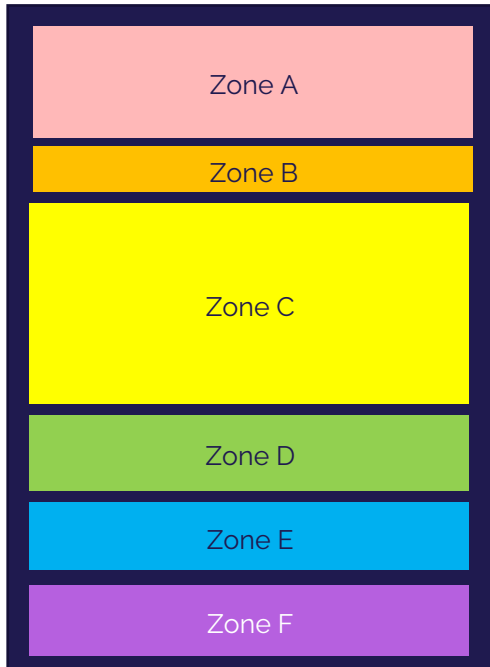
**Block Headers (Detail pages / product pages)**  
 – Grey, purple red blocks

**White horizon - Text only headers**

**Blizzard – Text only headers**

**Article Header – H1 text, Image, lead copy**

# ZONES FOR COMPONENTS



**Headers,  
Breadcrumbs**

**Action Bar**

**Content  
components**

**CTA's**

**Disclaimers**

**Footer**

Zone A	Zone B	Zone C	Zone D	Zone E	Zone F
Global header (Global site structure element)	Action bar	App store download	Copy	Copy	Global footer + Footer links (Global site structure element)
Breadcrumbs		Article list pod	CTA	Disclaimer	
Carousel container		Button	Image		
Carousel - Classic		Call out	List		
Carousel - Cash offer		Category list (container + pod)	Locate Us widget		
Carousel - Dual rates offer		Column container	Supporting links		
Carousel - Rate offer		Copy	Supporting tiles		
Page header - Article		Country dropdown widget			
Page header - Blizzard		Collapsible container			
Page header - Full bleed		Detail panel			
Page header - Wedge		FAQ category hub			
Page header - White horizon		FAQ category list			
		Feature call-out			
		Feature highlight			
		Forex			
		Horizontal rule			
		iFrame			
		Image			
		In-page promo			
		List			
		Media release aggregator			
		Podcast			
		Product pod			
		Promo Container and Component			
		Special promotion / Help bubble (made up of Special promotion or Help bubble)			
		Tabcordion / accordion			
		Vertical tabcordion (container + pod container)			
		Tiles			
		Video			

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# VISUAL ASSETS SPECIFICATIONS

PSD templates are available on  
<https://www.westpac.com.au/brand/>

# Naming Conventions

wbc- [ image type ] \_ [ section ] \_ [ campaign-name ] \_ [ pixel width x pixel height ] .jpg

## Image Type

fbc - full bleed carousel  
fb - full bleed  
w - wedge  
ipp - in-page promotion  
sup - support tile  
sea - search tile

## Section

h - home  
p - personal-banking  
b - business-banking  
c - corporate-banking  
a - about  
o - other  
s - search

## Campaign Name

cash-back  
three-percent

## Example of naming convention for marketing placements

### Full Bleed Carousel fbc

note that there can be multiple placements of carousel images in different sections - please use the naming convention below, there is no need to add the "section" for Full Bleed Carousels.

wbc-fbc\_campaign-name\_1240x390px  
wbc-fbc\_time-to-live\_1240x390.jpg

Full Bleed Header fb

wbc-fb\_p\_credit-cards\_1920x342.jpg

Block headers

wbc-b\_p\_bank-accounts\_transaction\_choice\_time-to-live\_900x342.jpg

In-page promotion ipp

wbc-ipp\_b\_credit-cards\_balance-transfer\_900x342.jpg

## Reference

- **fbc** - full bleed carousel, 1240 x 390px, < 140kb
- **fb** - full bleed header, 1920 x 342px, < 80kb
- **b** - block header, 900 x 342px, < 60kb
- **a** - article image, 926 x 354px,
- **ipp** - in-page promotion, 356 x 216px, < 40kb
- **sup** - support tile, 249 x 148px, < 30kb
- **sol** - solution tile,  
**portrait** 432 x 325px <55kb,  
**landscape** 388 x 228px <40kb,  
**large** 743 x 325px <60kb
- **sea** - search tile, 300 x 157, < 40kb
- **clp** - category list pod, 356 x 200px, <40kb
- **pp** - product pod, 440 x 156px, <80kb
- **pcc** – promo container and component, 384 x 229, <40kb
- **alp** - article list pod, 210 x 140px, <30kb
- **fc** - feature callout, 232 x 146px, <30kb
- **fh** - feature highlight 144 x 144px, <20kb
- **vt** - video thumbnail 120 x 68px, <20kb

# HOMEPAGE CAROUSEL – ZONE A

Placement Image Type	Reference	Image Dimension (pixels)	File Naming for final upload to production. VD000 – internal EX – External/agency Don't include placement type (for example – “clp”)	KB size (Max)  Jpeg only	Special information	Location on Website	PSD template
<p><b>Homepage Carousel (SOV)</b></p> <p>4 template options</p> <ol style="list-style-type: none"> <li>1. Classic</li> <li>2. Cash Offer</li> <li>3. Rate Offer</li> <li>4. Dual Rate</li> </ol> <p>All templates come with the 3 block colour options (see special information column)</p>	Fbc (Full bleed Carousel)	W1240 x H390px	wbc-fbc_campaign-name_1240x390px.jpg	140KB	<p><b>Copy</b></p> <ul style="list-style-type: none"> <li>• Copy to be provided separately (word doc or email)</li> <li>• Headline – Maximum 2 lines</li> <li>• Byline – Maximum 2 lines</li> <li>• Copy is html</li> <li>• Button is html</li> </ul> <p><b>Image</b></p> <ul style="list-style-type: none"> <li>• Supply only the image asset</li> <li>• Can be illustration or photography</li> </ul> <p><b>Block Colour options</b></p> <ul style="list-style-type: none"> <li>• Red block with pink bar</li> <li>• Purple Block with red bar (case by case)</li> <li>• Red block with navy bar (for serious communications)</li> </ul> <p><b>Other Details</b></p> <ul style="list-style-type: none"> <li>• Background colour behind text is Html</li> <li>• Responsive Carousel</li> <li>• The carousel is turned off for retargetting campaigns</li> </ul>	<p><b>Zone A</b></p> <p>Homepage / Channel pages only</p>	<p><a href="https://www.westpac.com.au/brand/">https://www.westpac.com.au/brand/</a></p> <p>Sketch document available to show insitu creative</p> <p>wbc-fbc_campaign-name_1240x390.psd</p>

# HOMEPAGE TILES – ZONE C

Placement Image Type	Reference	Image Dimension (pixels)	KB size (Max)  Jpeg / gif or png	File Naming for final upload to production.	Special information	Location on Website	PSD template
Support tile	sup	249 x 148px	< 30kb	wbc-sup_section-name_campaign-name_249x148.jpg	Only available on Channel pages	These tiles appear on the home channel pages (Personal, Business, Corporate and About)	wbc-sup_section-name_campaign-name_249x148.psd
Solution tiles  3 Sizes	sol	Portrait 432 x 325px  Landscape 388 x 228px  Large 743 x 325px	Portrait <55kb  Landscape <40kb  Large <60kb	wbc-sol_section-name_campaign-name_388x228_landscape.jpg  wbc-sol_section-name_campaign-name__432x325_portrait.jpg  wbc-sol_section-name_campaign-name_743x325_large.jpg	Only available on Channel pages	These tiles appear on the home channel pages (Personal, Business, Corporate and About)	wbc-sol_section-name_campaign-name_388x228_landscape.psd  wbc-sol_section-name_campaign-name__432x325_portrait.psd  wbc-sol_section-name_campaign-name_743x325_large.psd

# PAGE HEADERS – ZONE A

Placement Image Type	Reference	Image Dimension (pixels)	KB size (Max)  Jpeg only	File Naming for final upload to production.	Special information	Location on Website	PSD template
Full bleed header	fb	W1920 x H342px	< 80kb	wbc-fb_section-name_campaign-name_1920x342.jpg	<p><b>Copy</b></p> <ul style="list-style-type: none"> <li>Copy to be provided separately (word doc or email)</li> <li>Headline – Maximum 2 lines</li> <li>Byline – Maximum 3 lines</li> <li>Copy is html</li> <li>No button available in header</li> </ul> <p><b>Image</b></p> <ul style="list-style-type: none"> <li>Supply only the image asset</li> <li>Can be illustration or photography</li> </ul> <p><b>Background Colour options</b> You can choose one of 3 background colours for your full header</p> <ol style="list-style-type: none"> <li>Light Pink ffd9f7</li> <li>Light Purple #e0baf2</li> <li>Grey #f3f4f6</li> </ol>	<p><b>Zone A</b></p> <p>Type and Category pages</p>	<p><a href="https://www.westpac.com.au/brand/">https://www.westpac.com.au/brand/</a></p> <p>wbc-fb_section-name_campaign-name_1920x342.psd</p>
Block Header (Previously called Wedge)	b	W900 x H342px	< 60kb	wbc-b_section-name_campaign-name_900x342.jpg	<p><b>Block Colour options</b></p> <ul style="list-style-type: none"> <li>Red block with pink bar</li> <li>Purple Block with red bar (case by case)</li> <li>Grey block with Red bar (This is the default header in AEM)</li> <li>Choose a block colour that ties in with your customer journey (Eg off site to onsite)</li> </ul>	<p><b>Zone A</b></p> <p>Details / Product Page / Landing Page</p>	<p><a href="https://www.westpac.com.au/brand/">https://www.westpac.com.au/brand/</a></p> <p>wbc-b_section-name_campaign-name_900x342.psd</p>

# COMPONENT IMAGES – ZONE C

Placement Image Type	Reference	Image Dimension (pixels)	KB size (Max)  Jpeg / gif or png	File Naming for final upload to production.	Special information	Location on Website	PSD template
Category list pod	clp	356 x 200px	<40kb	wbc-clp_section-name_campaign-name_356x200.jpg	Appear in a category list pod	Category, Type, Details page	wbc-clp_section-name_campaign-name_356x200.psd
In-page promotion	ipp	356 x 216px	< 40kb	wbc-ipp_section-name_campaign-name_356x216.jpg	Image crops in tablet portrait and mobile	Category, Type, Details page	wbc-ipp_section-name_campaign-name_356x216.psd
Product Pod	pp	440 x 156px	<80kb	wbc_pp_section-name_campaign-name_440x156.jpg		Category, Type, Details page	wbc_pp_section-name_campaign-name_440x156.psd
Feature Callout	fc	232 x 146px	<30kb	wbc_fc_section-name_campaign-name_232x146.jpg	This is normally card art	Category, Type, Details page	No PSD Required
Feature highlight	fh	144 x 144px	<20kb	wbc-fh_section-name-feature-name_144x144.p		Category, Type, Details page	wbc-fh_section-name-feature-name_144x144.psd



# COMPONENT IMAGES – ZONE C CONT.

Placement Image Type	Reference	Image Dimension (pixels)	KB size (Max)	File Naming for final upload to production.	Special information	Location on Website	PSD template
Promo Container and Component image	pcc	W384 x H229	< 40kb	wbc-pcc_section-name_campaign-name_384x229.jpg	<ul style="list-style-type: none"> <li>This image sits within the Promo Container and Component</li> </ul>	Only on category, Type and detail pages	wbc-pcc_section-name_campaign-name_384x229.psd
Search Tiles	sea	W300 x H159px	< 40kb	wbc-sea_campaign-name_300x159.jpg	<ul style="list-style-type: none"> <li>Copy and CTA must be included in the image when exporting</li> <li>Only 2 tiles appear on the search page at any one time.</li> <li>The background must only be red #da1710</li> <li>Text only banner, no images</li> </ul>	<p>Only appears on Search Results Page</p> <p><a href="https://www.westpac.com.au/search">https://www.westpac.com.au/search</a></p>	<p><a href="https://www.westpac.com.au/brand/">https://www.westpac.com.au/brand/</a></p> <p>wbc-sea_campaign-name_300x159.psd</p>
video thumbnail	vt	W120 x H68px	< 20kb	wbc-vt_section-name_video-name-120x68.jpg	<ul style="list-style-type: none"> <li>Used as a thumbnail for videos</li> </ul>		No psd required

# ARTICLE PAGES

Placement Image Type	Reference	Image Dimension (pixels)	KB size (Max)	File Naming for final upload to production.	Special information	Location on Website	PSD template
Article image	a	W926 x H354px	< 60kb	wbc-a_section-name_article-name_926x354.jpg	None required	Article pages	wbc-a_section-name_article-name_926x354.psd
Article List Pod	alp	W210 x H140px	< 30kb	wbc-alp_section-name_article-name_210x140.jpg	None required	Article Sections	wbc-alp_section-name_article-name_210x140.psd

# TEST YOUR PLACEMENT BEFORE SUPPLYING ARTWORK

We recommend that you test your artwork before you supply it to producer for uploading.

Go to <https://imgur.com/upload>

(1) Upload your asset to imgur

(2) Copy the link from imgur

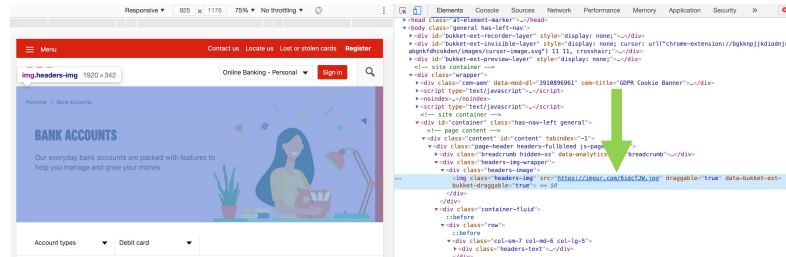
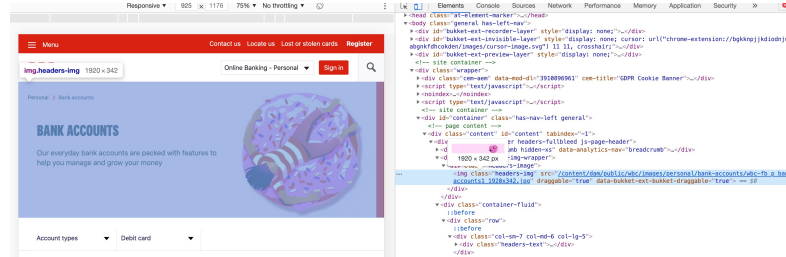
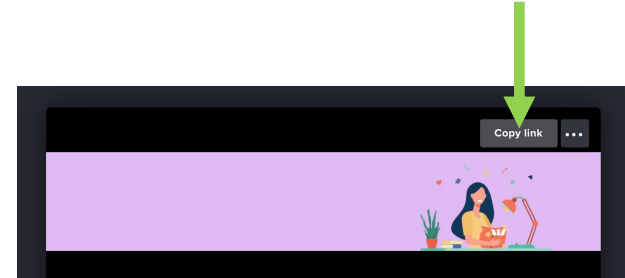
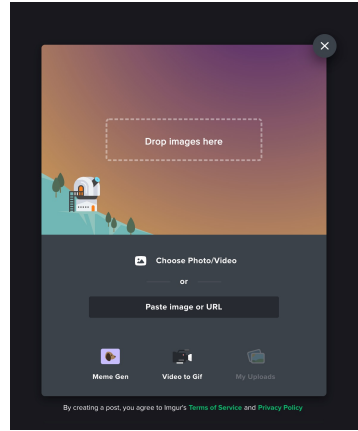
(3) Go to the Westpac page or an example of where you would be updating an asset

(4) In Chrome, Right click and select “inspect” from the list

Find where that asset is referenced in the code. You can right click on the image and select inspect again and it will highlight in the code where it is.

(5) Paste the imgur link. Add .jpeg at the end of the string

(6) Test your asset in the break points



03

# **HOMEPAGE CAROUSEL (SOV)**

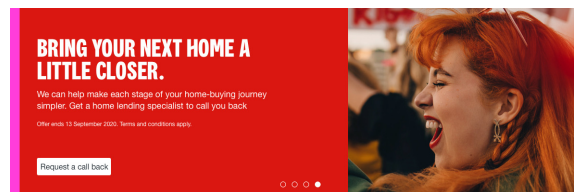
# HOMEPAGE CAROUSEL TEMPLATES (4 AVAIL)

4 template options

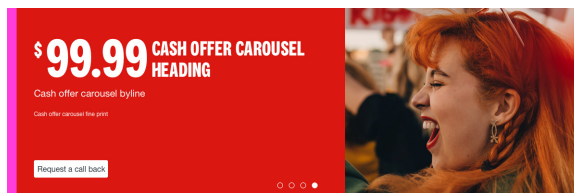
1. Classic
2. Cash Offer
3. Rate Offer
4. Dual Rate

All templates come with the 3 block colour options (see special information column)

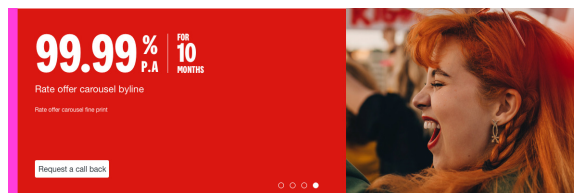
An image must be supplied with all templates



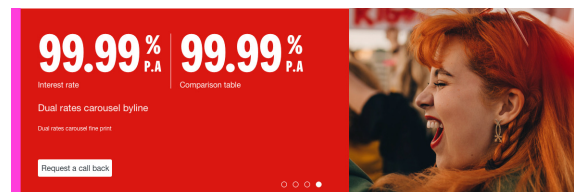
## 1. Classic Template



## 2. Cash Offer Template



## 3. Rate Offer Template



## 4. Dual Rate Template – Image must be now supplied

3 colour combinations available for all 4 templates



# HOMEPAGE CAROUSEL COLOUR OPTIONS (3 OPTIONS)

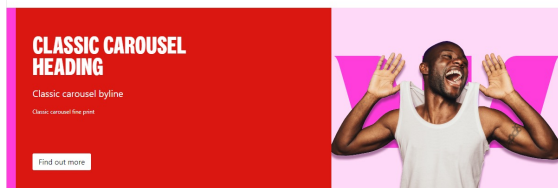
3 colour options;

1. Red block with pink bar
  2. Purple block with red bar
  3. Red block with navy bar
- Used for serious communications (like disaster relief or more formal messages)

**Customer Journey:** The different colour options are used to tie in your campaign or customers journey  
For example  
eDM / Digital Display to onsite  
Homepage carousel to Block header

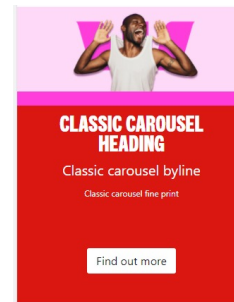
The destination of your campaign can also have a block header to match.

These colours are available for all carousel templates (Classic, Cash Offer, Rate Offer, Dual Rate)

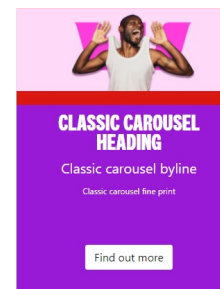
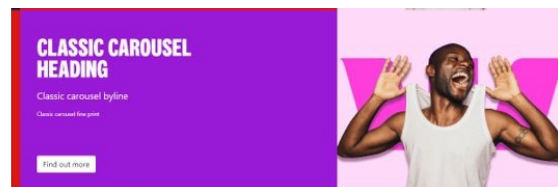


## Desktop

Please note the carousel pips are not showing in this example



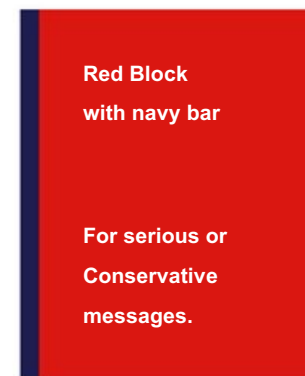
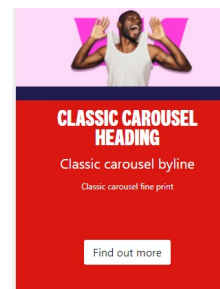
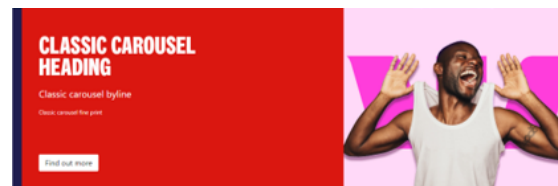
## Mobile



Red Block  
with pink bar



Purple Block  
with red bar



Red Block  
with navy bar

For serious or  
Conservative  
messages.

# IMAGE GUIDELINES FOR HOMEPAGE CAROUSEL IMAGES

Dimensions: 1240 x 390px

File Size: <100kb

File type: Jpeg only

PSD Template: wbc-fbc\_campaign-name\_1240x390.psd

Naming convention: wbc-fbc\_campaign-name\_1240x390.jpg

## Creative can be either;

- Full bleed photography
- Deep etched studio photography with brand colours in the background
- Illustration with brand colours in the background

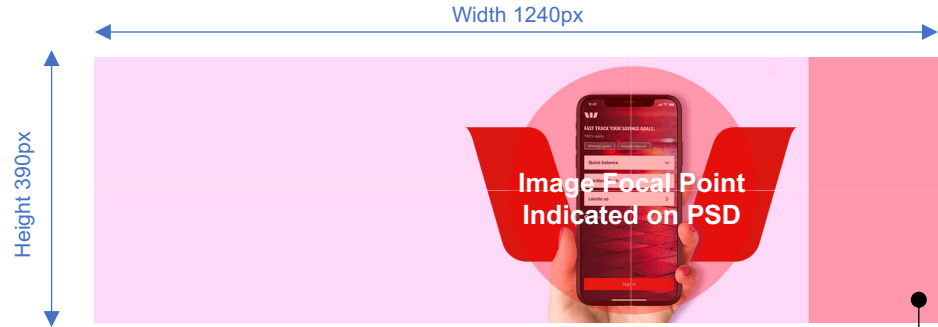
## Responsive banner

Be aware that the image selected will be cropped and sized responsively to different devices.

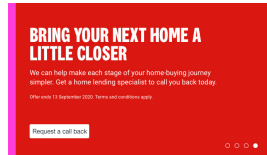
## Testing your banner

A good way to test if your image is working is by uploading your banner to <https://imgur.com/upload>. Open "inspect" and past the url from imgur into inspect.

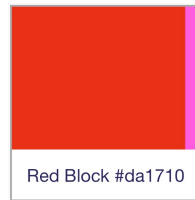
Supply the image only (no text / buttons to be on image?)



Ensure the image bleeds into this area, although not visible in larger views - this area of the image is visible on XS to allow for center



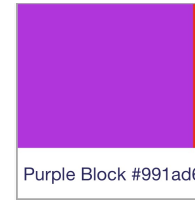
**Background colour combinations** when using deep etched studio photography and illustrations



### Background Colour options:

- Bright Purple #991ad6
- Light Purple #e0baf2
- Light Pink #ffd9f7

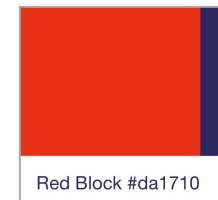
**\*Don't use red or bright pink**



### Background Colour options:

- Bright Pink #ff3ddb
- Light Purple #e0baf2
- Light Pink #ffd9f7

**\*Don't use red or bright purple**



### Background Colour options:

- Bright Purple #e0baf2
- Bright Pink #ff3ddb
- Light Purple #e0baf2
- Light Pink #ffd9f7

**\*Don't use red**

# CLASSIC CAROUSEL TEMPLATE – COPY & CTA

## Headline - html text

html (uppercase) - Supply as a word doc / email.

2 lines maximum (shorter the better)

No fullstops

You are unable to force break/return copy to force onto the next line

## Byline - html text

2 lines maximum (shorter the better)

## Fine Print – html text

Used for terms and conditions.

## CTA - html

White button with text only

No more than 3 words

Most common "Find out more"

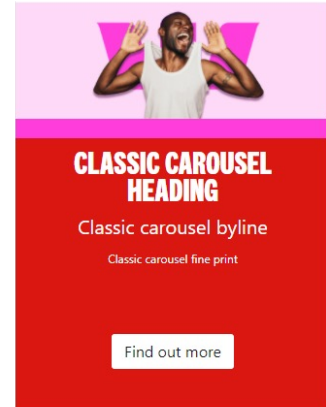


**Desktop - Medium View (from 1200px up)**

## **Mobile View**

(From 767px and below)

Copy, CTA and carousel pips center align in mobile view.





# CASH OFFER CAROUSEL TEMPLATE – COPY & CTA

Cash Amount – 5 characters maximum including decimal place.

Headline - html text

html (uppercase) - Supply as a word doc / email.

2 lines maximum (shorter the better)

No fullstops

You are unable to force break/return copy to force onto the next line

Byline - html text

2 lines maximum (shorter the better)

Fine Print – html text

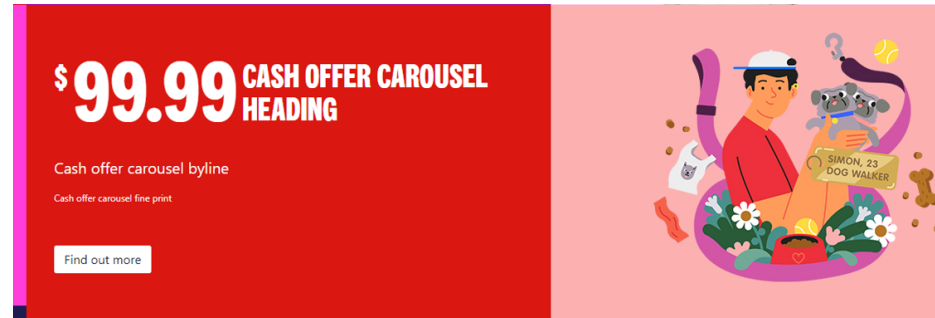
Used for terms and conditions.

CTA - html

White button with text only

No more than 3 words

Most common "Find out more"

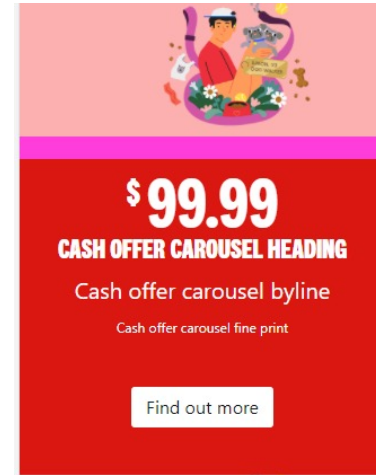


**Desktop** - Medium View (from 1200px up)

**Mobile View**

(From 767px and below)

Copy, CTA and carousel pips center align in mobile view.



# RATE OFFER CAROUSEL TEMPLATE - COPY & CTA

## Rate

5 characters maximum including decimal place.

% and P.A are locked

## Headline

No headline available

## Byline - html text

2 lines maximum (shorter the better)

## Fine Print – html text

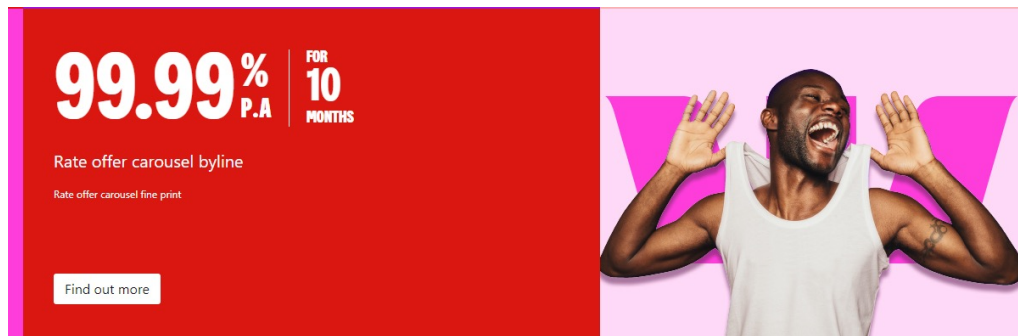
Used for terms and conditions.

## CTA - html

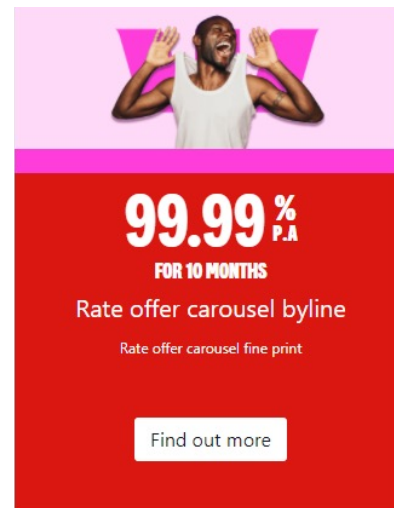
White button with text only

No more than 3 words

Most common "Find out more"



**Desktop** - Medium View (from 1200px up)



## **Mobile View**

(From 767px and below)

Copy, CTA and carousel pips center align in mobile view.

# DUAL RATE CAROUSEL TEMPLATE

## Rate

5 characters maximum including decimal place for each rate  
% and P.A are locked

## Interest Rate and Comparison Rate

Try to keep to 2 lines for both rate description

## Headline

No headline available

## Byline - html text

2 lines maximum (shorter the better)

## Fine Print – html text

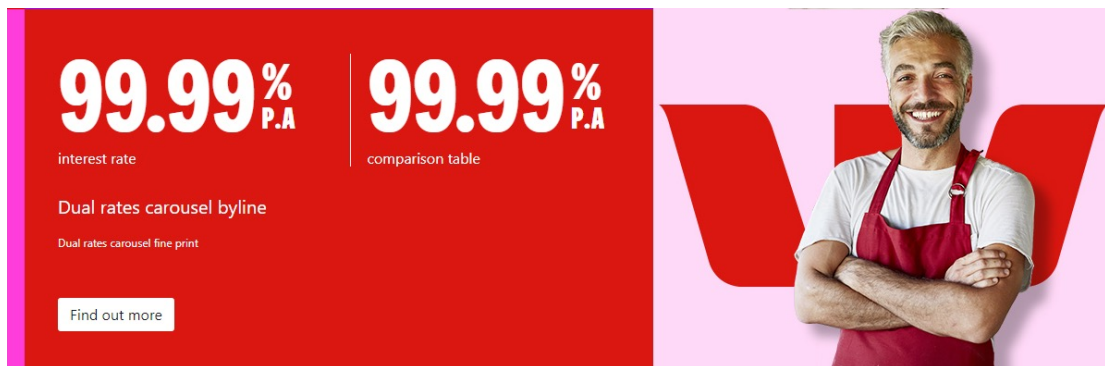
Used for terms and conditions.

## CTA - html

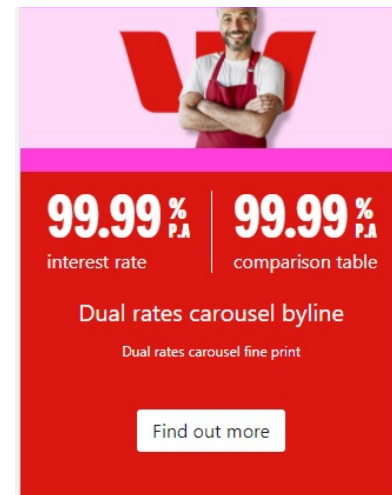
White button with text only

No more than 3 words

Most common "Find out more"



**Desktop - Medium View** (from 1200px up)



## **Mobile View**

(From 767px and below)

Copy, CTA and carousel pips center align in mobile view.

04

# FULL BLEED HEADINGS FOR CATEGORY / TYPE PAGE PAGES

Personal > Bank accounts > Everyday banking > Westpac Choice

**Channel**  
Homepage  
Carousel

**Category**  
Full Bleed Header

**Type**  
Full Bleed Header

**Details page**  
Block Header

# FULL BLEED PAGE HEADERS - OVERVIEW

## Colour Options

All Category and Type headers should have a solid colour background of either

Light Pink #ffd9f7

Light Purple #e0baf2

Grey #f3f4f6

You can choose a background colour that works for your customers, the customers journey and the content in your experience.

All visuals (illustration or deep etched photography) need to have their background removed.

## Copy

Headline - H1 Uppercase

2 lines maximum

No full stops

Lead text

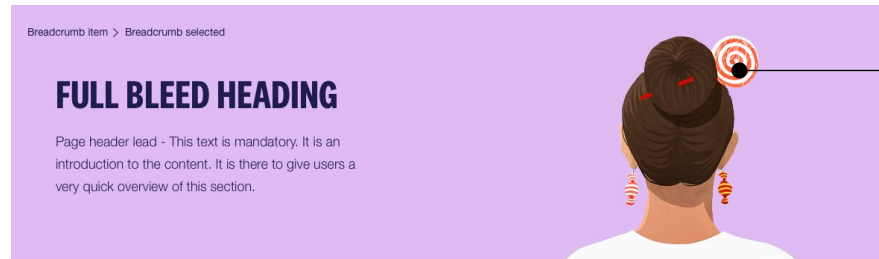
3 lines maximum

No Buttons are available in this header



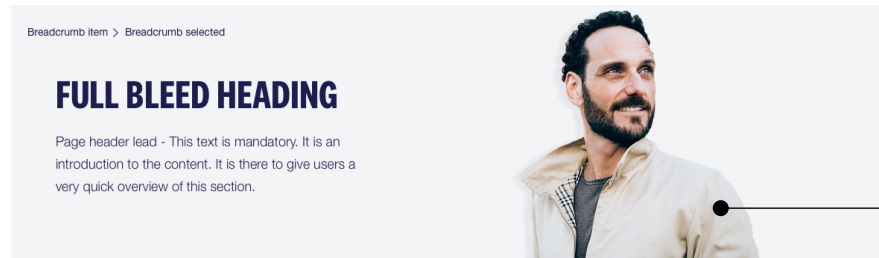
Light Pink #ffd9f7

**Creative Treatment**  
W with product  
(W only to be used for specific campaigns)



Light Purple #e0baf2

**Creative Treatment**  
Illustration  
Add red cue



Grey #f3f4f6  
Reserved for serious stuff

**Creative Treatment**  
Deep etched Studio  
photography  
Add red cue

# The visual can be either (deep etched) photography or illustration

## Refer to the Masterbrand guidelines for more art direction

### Deep etched Studio photography with the W

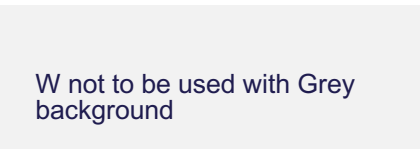
Deep etched Studio photography with the W. The W is to be used only for



Light Pink #ffd9f7



Light Purple #e0baf2

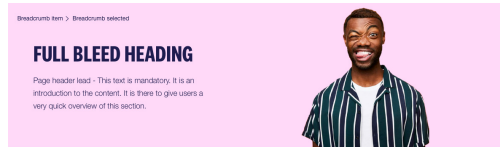


Grey #f3f4f6  
Reserved for serious stuff

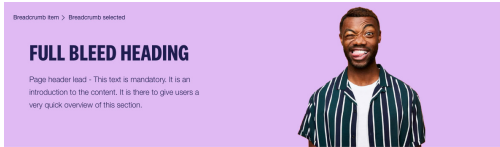
### Deep etched Studio photography

Only include a drop shadow if it looks natural. Don't include if it looks fake or forced.

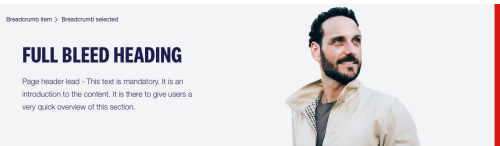
Touch of red in the photography



Include red cue



Include red cue



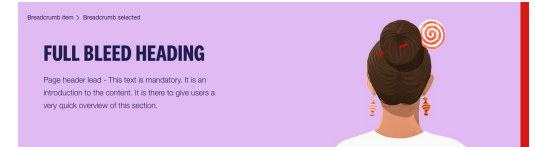
Include red cue

### Illustration

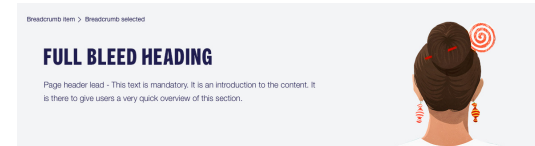
No background (only light pink/light purple or grey)



Include red cue



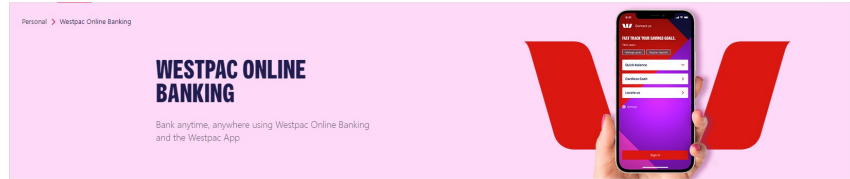
Include red cue



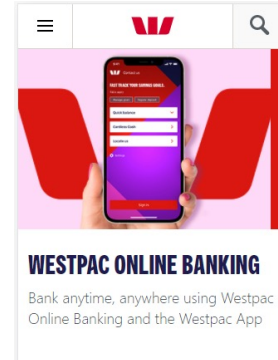
Include red cue

# Full bleed header examples

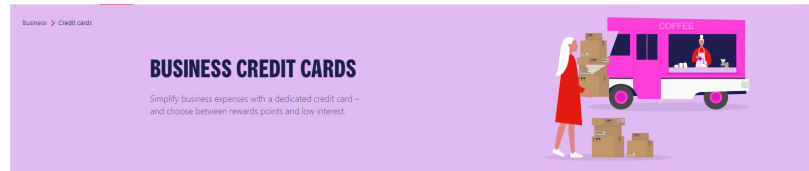
Light Pink Background



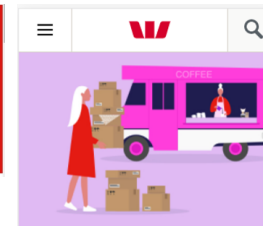
W creative - Campaign



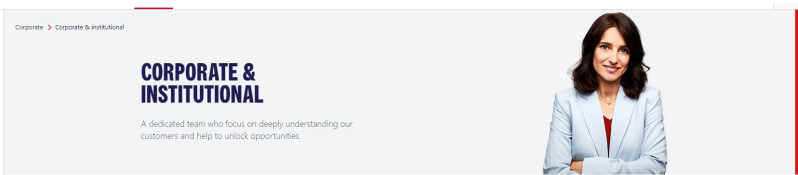
Light Purple Background



Illustration



Grey Background



Studio Photography



## CORPORATE & INSTITUTIONAL

A dedicated team who focus on deeply understanding our customers and help to unlock opportunities.

# IMAGE GUIDELINES FOR FULL BLEED HEADERS

Dimensions: 1920 x 342px

File Size: < 80kb

File type: Jpeg only

PSD Template: wbc-fb\_section-name\_campaign-name\_1920x342.psd

psd available from  
<https://www.westpac.com.au/brand/>

Naming convention: wbc-fb\_section-name\_campaign-name\_1920x342.jpg

Supply the image only (no text on image?)

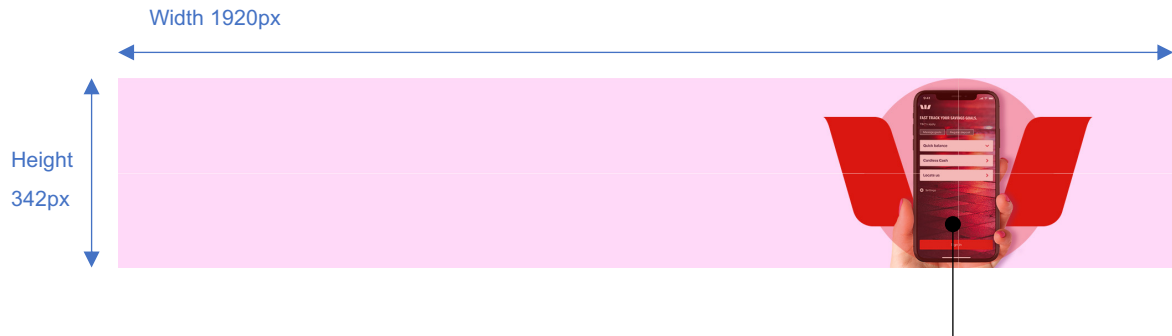


Image Focal Point Indicated on PSD

## CHOOSE A BACKGROUND COLOUR:

3 background colours (Grey is reserved for serious stuff)



Used for conservative / serious experiences



05

# BLOCK HEADINGS (PREVIOUSLY WEDGE) FOR PRODUCT/DETAILS AND LANDING PAGES

Personal > Bank accounts > Everyday banking > Westpac Choice

**Channel**  
Homepage  
Carousel

**Category**  
Full Bleed Header

**Type**  
Full Bleed Header

**Details page**  
Block Header

# Block Headers come with 3 block colour options.

## Choose the block that ties in with your customer journey / campaign

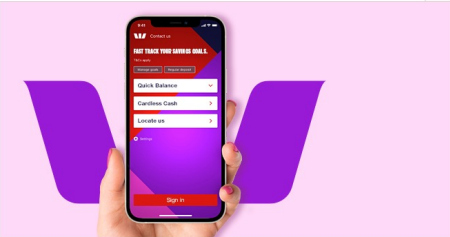
### Grey Block

Default in AEM

Personal > Westpac Online Banking > Ways to bank > Mobile Banking > New Westpac App

## TAP INTO SIMPLER BANKING

You'll find banking even simpler with the new Westpac App

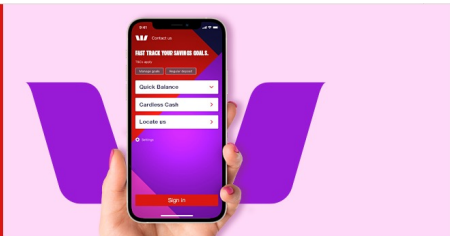


### Red Block

Personal > Westpac Online Banking > Ways to bank > Mobile Banking > New Westpac App

## TAP INTO SIMPLER BANKING

You'll find banking even simpler with the new Westpac App

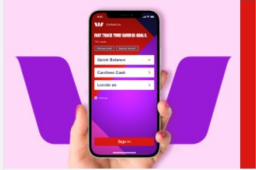

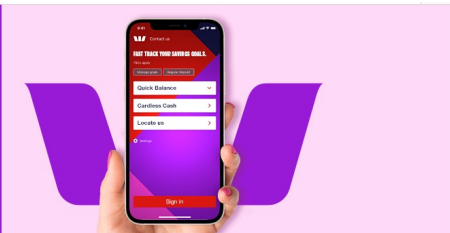


### Purple Block

Personal > Westpac Online Banking > Ways to bank > Mobile Banking > New Westpac App

## TAP INTO SIMPLER BANKING

You'll find banking even simpler with the new Westpac App

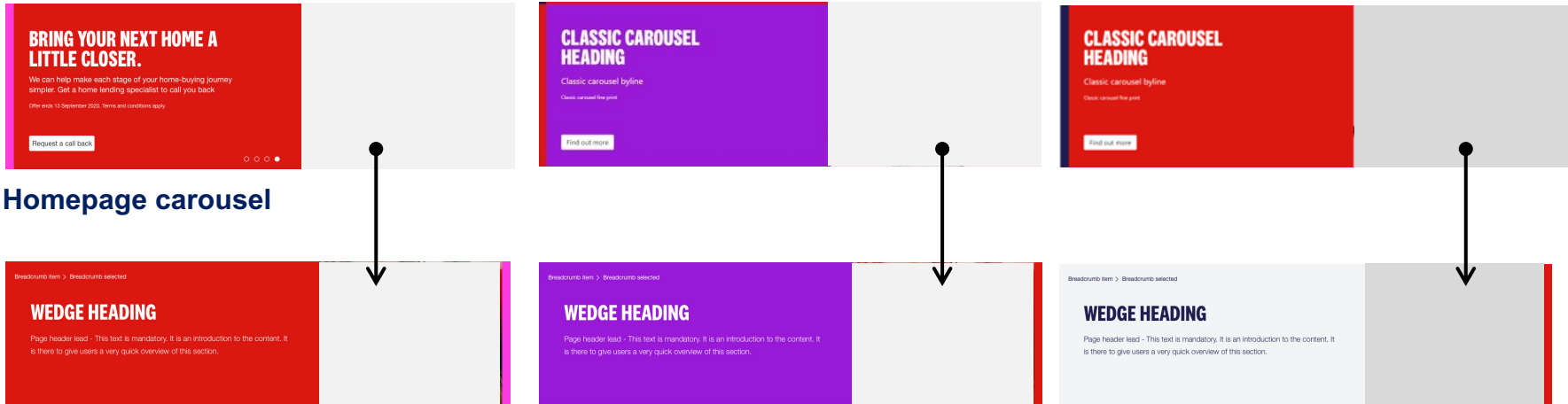


### TAP INTO SIMPLER BANKING

You'll find banking even simpler with the new Westpac App

### Mobile View

# Tie in your Home page carousel to your landing destination



Homepage carousel

Block headers – Detail / Product / Landing page headers

# IMAGE GUIDELINES FOR FULL BLEED HEADERS

Dimensions: 900 x 342px

File Size: < 60kb

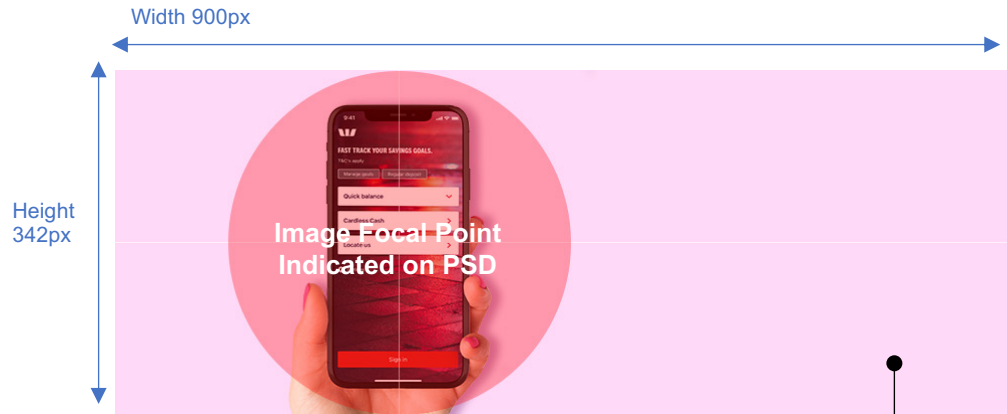
File type: Jpeg only

PSD Template: wbc-b\_section-name\_campaign-name\_900x342.psd

<https://www.westpac.com.au/brand/>

Naming convention: wbc-b\_section-name\_campaign-name\_900x342.jpg

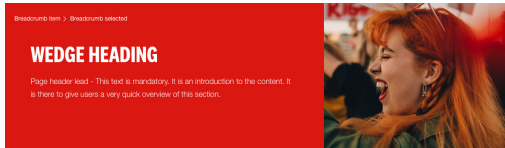
Supply the image only (no text on image?)



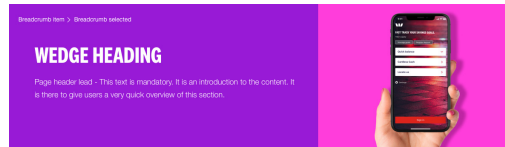
## Grey Block – Default in AEM



## Red Block



## Purple Block



Visual can be either;

1. Full bleed photography
2. Deep etched studio photography with a brand colour background
3. Illustration with a brand colour background

# COPY GUIDELINES FOR FULL BLEED HEADERS

## Copy

Headline - H1 Uppercase

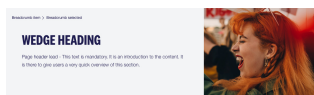
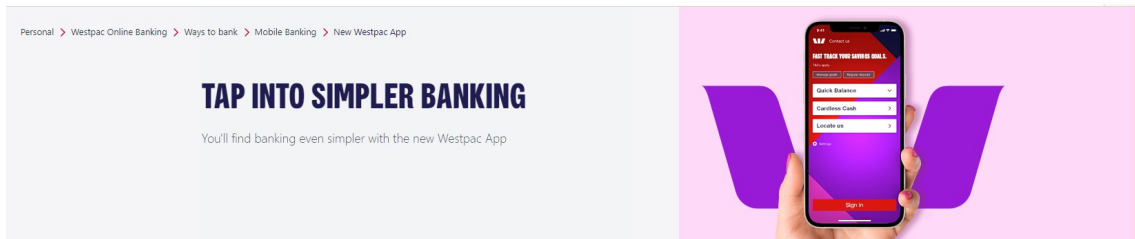
2 lines maximum

No full stops

Lead text

3 lines maximum

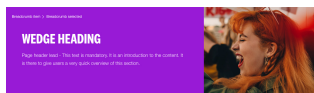
No Buttons are available in this header



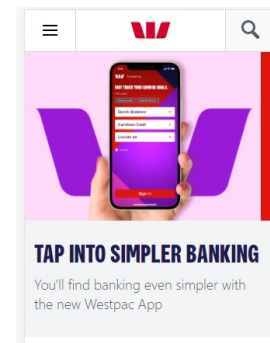
Grey Block



Red Block



Purple Block



Mobile View

# Visual can be either (deep etched) photography or illustration

## Refer to the Masterbrand guidelines for more art direction

### Grey Block



### Red Block



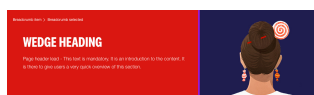
### Purple Block



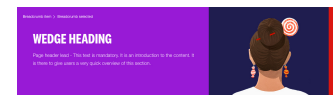
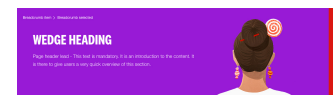
### Don't use the below background colours



### Don't use the below background colours



### Don't use the below background colours



Full Bleed Photography

Illustration or deep etched photography

Bright Pink

Light Purple

Light Pink

Bright Purple

Bright Pink

Light Purple

Light Pink

Bright Purple

Bright Pink

Light Purple

Light Pink

Primary / Red

Bright Pink

Hero / Navy

Primary / Red

Bright Pink

Hero / Navy

Primary / Red

Bright Purple

Hero / Navy

06

# ZONE C COMPONENT DETAILS

# Copy Component

## Correct typographic heirarchy

- Page header is H1 by default
- All sections on the page should begin with a H2 header
- Any headers within a section should be H3 and below
- Do not use a H2 twice within a section (this is important both for brand reasons and for accessibility)

Page headers — **H1 HEADER STYLE**

Section headers — **H2 Header style**

Headers and subheaders within a section — **H3 Header style**

— **H4 Header style**

— **H5 Header style**



## The details

H2

Rates & fees

About applying

### Key rates and fees H3

Rate or fee

Amount

Annual variable rate

16.49% p.a.



## The details

H2

Rates & fees

About applying

### Key rates and fees H2

Rate or fee

Amount

Annual variable rate

16.49% p.a.



# Tick Lists

There are two different types of tick lists available in AEM.

## 1. Hero tick list

The Hero tick list is to be used in a standard copy component, with the ticks formatted in the hero navy colour.

## 2. Green tick/Red cross list

The green tick list is to be used **ONLY** in the context of a **'What you get/What you don't get'** section as part of Westpac's DDO (Design & Distribution Obligations) compliance requirements.

These lists are intended to show the customer the pros and cons of the product they are applying for, and should appear as two side-by-side lists in 6-6 columns.

This is the only place where green tick and red cross lists are to be used, all other instances of tick lists should use hero ticks.

## Hero (navy) tick list

Used for product feature points and other generic list purposes.

### Eligibility criteria

For starters, make sure you meet our eligibility basics.

- ✓ You're aged 18 or over
- ✓ You're an Australian citizen or have a permanent residency visa
- ✓ You have a regular, verifiable income
- ✓ You have a residential address in Australia.

## Green tick list – What you get/What you don't get

Green ticks & red crosses **ONLY** to be used in this context, should not appear in any other place on the site.

### What you get

- ✓ Up to 6 Altitude pts/\$ with select Altitude Black partners
- ✓ 1.25 Altitude pts/\$ on all other eligible purchases, uncapped
- ✓ Complimentary insurances
- ✓ Airport lounge passes
- ✓ Concierge Service
- ✓ Up to 45 days interest-free on purchases
- ✓ All the standard Westpac card benefits

### What you don't get

- ✗ Our lowest interest rate on purchases
- ✗ A low annual card fee

# Article list pod

## Purpose/intention of the component

This component is used on a grouping page for child pages of a particular site section.

## Can be used on these page layouts

Generally used on site sections that are deeper in the site IA, e.g. > Level 4

## Allowable content types within component

Copy, Images (optional)

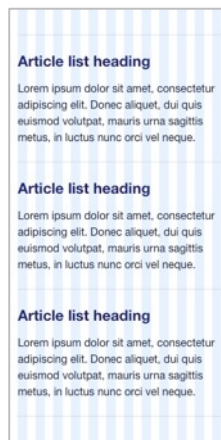
## Business rules

- Shouldn't have more than 8 on any page.
- Good alternative for Category list pod where you have no images but still want to group content on a landing/parent page.
- If used on a page, either all article list pods should have images or none. You shouldn't mix between some with images and some without.
- Should not be used with Full bleed header.

## Additional notes

- Heading as a link is optional. Recommended use is to have a link in the heading, and also use a contextual link on a new line under the main e.g. "Find out more". Don't include a full-stop here, treat it as a CTA.

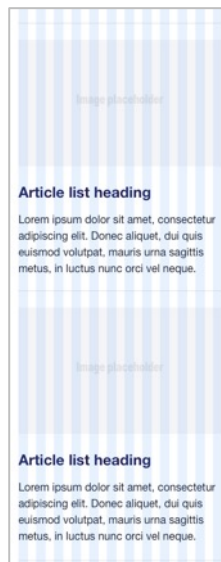
## XS - Mobile



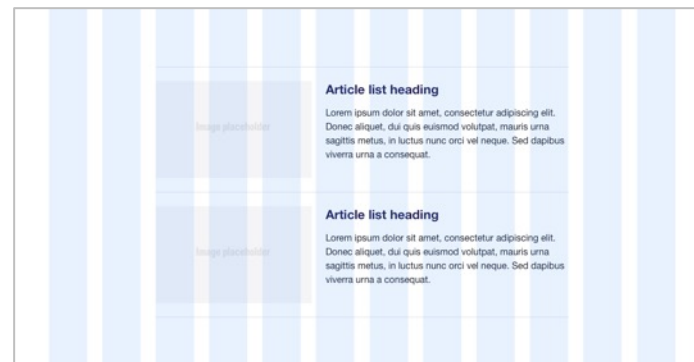
## LG - Desktop



## XS - Mobile



## LG - Desktop



# Call out

## Purpose/intention of the component

To highlight a special promotion within product content. Single focus, simple one-line message, one link CTA only. Good option for promotions with no accompanying imagery.

## Can be used on these page layouts

Not used on Home or Section page types. Can be used on all other page types. Generally mostly used on Product/Service grouping pages and product detail.

## Allowable content types within component

Copy, Link (Must be authored with the text link)

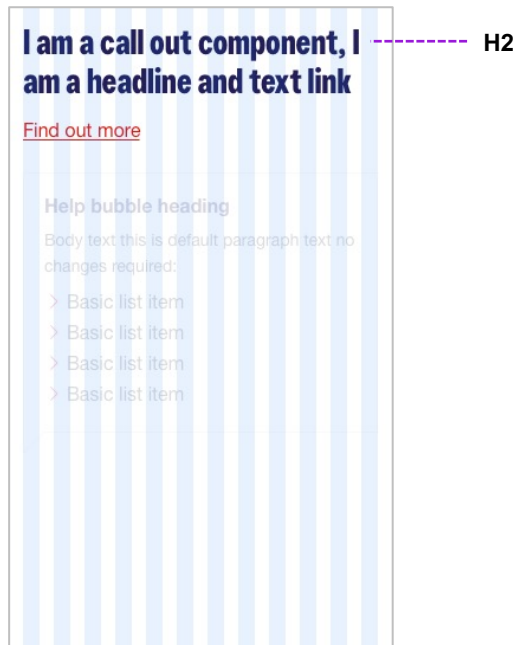
## Business rules

- Typically only have 1 per page.
- Heading copy for the call out should be kept to a minimum, shouldn't wrap to more than 3-4 lines when used in 4 grid width.
- Can be used for promotional/service content.

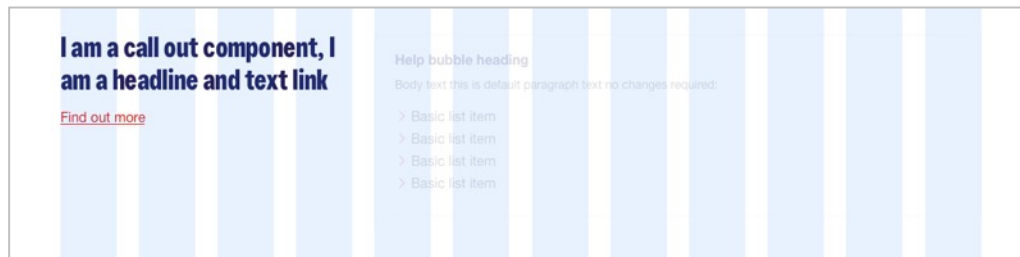
## Additional notes

- Generally used in a 4-8 layout (within the 4).
- Only a single URL is authorable for the CTA, no mobile alternative or availability options.

## XS - Mobile



## LG - Desktop



# Help bubble

## Purpose of the component

To provide links to supporting content that could help with the user's decision-making process.

## Can be used on these page layouts

Should not be used on Home or Section pages.  
Generally used on all other page layouts.

## Allowable content types within component

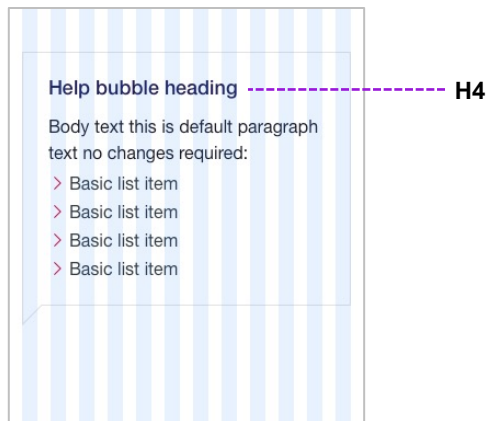
Copy, List

## Business rules

- Should try and only author 1 set of List items in component.
- Generally used for help content, but it can be repurposed for other related content to the page.
- Can contain just copy content with no links.

## Additional notes

- Generally seen in 4-8 (within the 8). Also used within container components such as the 'Product pod' or 'Detail panel' (3-6-3, within the last 3).
- Should not be authored in a container < 3 or > 8.



# Copy component

## Purpose/intention of the component

This component provides the ability to author content on the page in the form of editorial text, tables and images.

## Can be used on these page layouts

All pages.

## Allowable content types within component

Text, links, images

## Business rules

- Copy component should be used to create small or large amounts of content to form part of a page. Can be used in a variety of other components/containers.

## Additional notes

- Large editorial content should be authored in a container width no larger than 8. Typically a 2-8-2 container is used.
- Images can also be embedded within the copy component..
- H1 should only be used where there is no standard page header being used. Seek design guidance when doing so.
- H2 - H5 should be used appropriately when content authoring large amounts of copy to provide hierarchical structure to your content.

## XS - Mobile

**H1**  
**H2**  
**H3**  
**H4**  
**H5**  
**Bold**  
Underline  
*Italics*  
Lead text

- Bullet hero item with a very long label that wraps onto multiple lines.
- Bullet hero item with a very long label that wraps onto multiple lines.
- Bullet hero item with a very long label that wraps onto multiple lines.

1. Bullet hero item with a very long label that wraps onto multiple lines.
2. Bullet hero item with a very long label that wraps onto multiple lines.
3. Bullet hero item with a very long label that wraps onto multiple lines.

Month	Chrome	Firefox
December	61.6 %	23.6 %
November	60.1 %	23.4 %
October	60.4 %	23.4 %
September	59.6 %	24.0 %

## LG - Desktop

**H1**  
**H2**  
**H3**  
**H4**  
**H5**  
**Bold**  
Underline  
*Italics*  
Lead text

- Bullet hero item with a very long label that wraps onto multiple lines. Offer more detail around the product benefits.
- Bullet hero item with a very long label that wraps onto multiple lines. Offer more detail around the product benefits.
- Bullet hero item with a very long label that wraps onto multiple lines. Offer more detail around the product benefits.

1. Bullet hero item with a very long label that wraps onto multiple lines. Offer more detail around the product benefits.
2. Bullet hero item with a very long label that wraps onto multiple lines. Offer more detail around the product benefits.
3. Bullet hero item with a very long label that wraps onto multiple lines. Offer more detail around the product benefits.

Month	Chrome	Firefox
December	61.6 %	23.6 %
November	60.1 %	23.4 %
October	60.4 %	23.4 %
September	59.6 %	24.0 %

# Category list pod

## Purpose/intention of the component

To provide category descriptions and links to product content. To be used to provide access to multiple links within a category.

## Can be used on these page layouts

Generally used in Product/ Service grouping type pages.

## Allowable content types within component

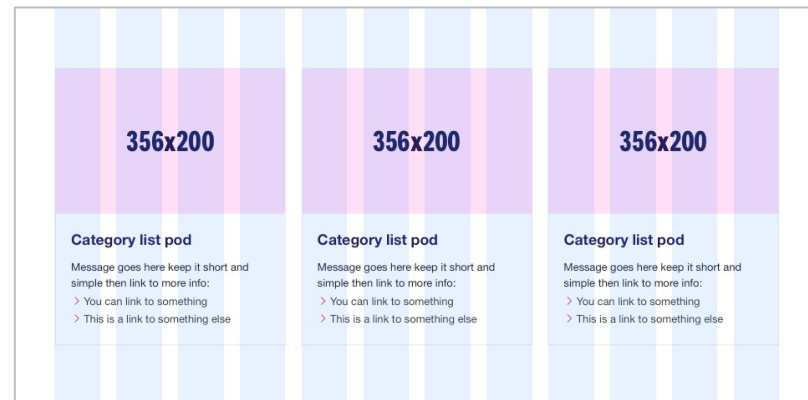
Copy, List, Image (optional)

## Business rules

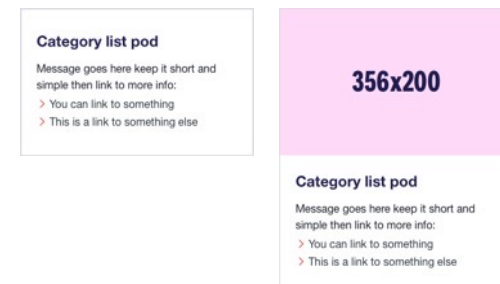
- Category list pods should not be used with 'Product pods' on the same page.
- An alternative to the category list pod is the 'Product pod' or 'Article list pod'
- Should not have more than 9 category list pods on any given page.

## Additional notes

- Category list pods 'row' height is determined by the longest category list pod based on content.
- Heading should link out to sub-section page. Can be accompanied with chevron list if the category list pods represent a grouping of pages. Ideally 2 chevron links to be included and maximum 4.
- Videos can also be added to the Category list pod. This will replace the image if authored.



## Can be authored with or without an image



# Detail panel

## Purpose/intention of the component

This component is primarily used to detail a product page/service specific set of information that can be neatly grouped into a single panel.

## Can be used on these page layouts

Should not be used on Home or Section pages. Typically used on Product pages and or service related pages.

## Allowable content types within component

Copy, List, Image, Help bubble

## Business rules

- Should always contain relevant heading associated to the content presented in the rest of the panel. Same heading should not be repeated on the page

## Additional notes

- Intro or supporting content can be placed under the heading for the detail panel.
- When using a heading in the 8-column copy component, the style should be H4 (e.g. Benefit heading on the right).

## Detail panel

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec aliquet, dui quis euismod volutpat, mauris urna sagittis metus, in luctus nunc orci vel neque. Sed dapibus viverra urna a consequat.

## Benefit heading

H4

- Bullet hero item with a very long label that wraps onto multiple lines. Offer more detail around the product benefits.
- Bullet hero item with a very long label that wraps onto multiple lines. Offer more detail around the product benefits.
- Bullet hero item with a very long label that wraps onto multiple lines. Offer more detail around the product benefits.

## Detail panel

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec aliquet, dui quis euismod volutpat, mauris urna sagittis metus, in luctus nunc orci vel neque. Sed dapibus viverra urna a consequat.

## Benefit heading

- Bullet hero item with a very long label that wraps onto multiple lines. Offer more detail around the product benefits.
- Bullet hero item with a very long label that wraps onto multiple lines. Offer more detail around the product benefits.
- Bullet hero item with a very long label that wraps onto multiple lines. Offer more detail around the product benefits.

# Feature call out

## Purpose/intention of the component

To allow compare and contrast of product features or benefits, or highlight two options a customer can choose between.

## Can be used on these page layouts

Should not be used on Home or Section pages. Typically used on Product pages and or service related pages.

## Allowable content types within component

Copy, Image

## Business rules

- Can be used to call out and compare two benefits or features of a product
- 'Or' label between columns can be edited to suit the context of the information (e.g. 'and', 'plus')
- A H4 header should be used at the top of each column

**Lorem ipsum dolor sit amet, consectetur adipiscing elit** ----- H2

**Benefit heading**

First offer more detail around the product feature. Why do I need this and what's in it for me

Second offer more detail around the product feature. Why do I need this and what's in it for me

or

**Benefit heading** ----- H4

First offer more detail around the product feature. Why do I need this and what's in it for me

Second offer more detail around the product feature. Why do I need this and what's in it for me

**Lorem ipsum dolor sit amet, consectetur adipiscing elit**

**Benefit heading**

First offer more detail around the product feature. Why do I need this and what's in it for me

Second offer more detail around the product feature. Why do I need this and what's in it for me

or

**Benefit heading**

First offer more detail around the product feature. Why do I need this and what's in it for me

Second offer more detail around the product feature. Why do I need this and what's in it for me



# Feature call out with card art

## Purpose/intention of the component

To highlight two choices of card for a particular product offering.

## Can be used on these page layouts

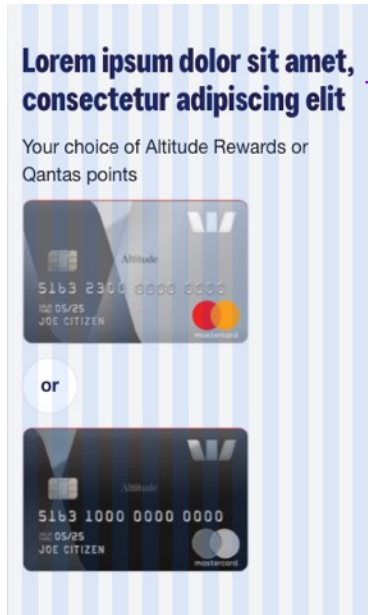
Should not be used on Home or Section pages. Typically used on Product pages and or service related pages.

## Allowable content types within component

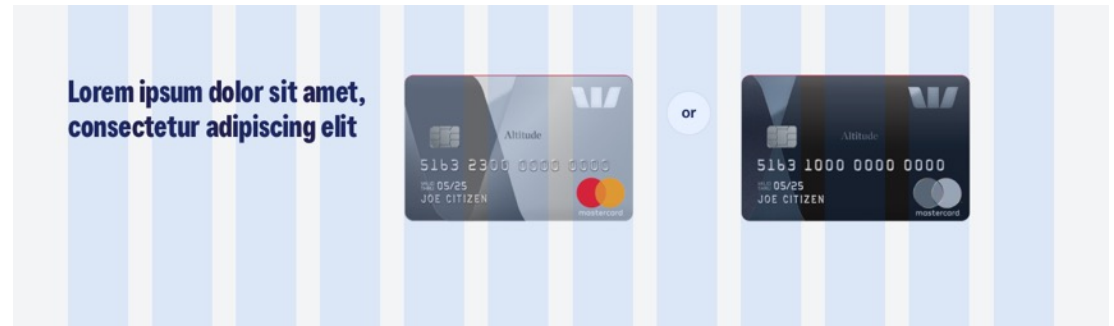
Copy, image.

## Business rules

- Can be used to call out two card types
- 'Or' label between columns can be edited to suit the context of the information (e.g. 'and', 'plus')
- Optional description text can be added beneath each image



H2



# Feature highlight

## Purpose/intention of the component

To visually call-out important product features using photography (full-bleed or deep etched only).

Do not use more than one set of feature highlights on a page.

## Can be used on these page layouts

Generally used on Product/Service pages and campaign pages.

## Allowable content types within component

Image and text within component dialog.

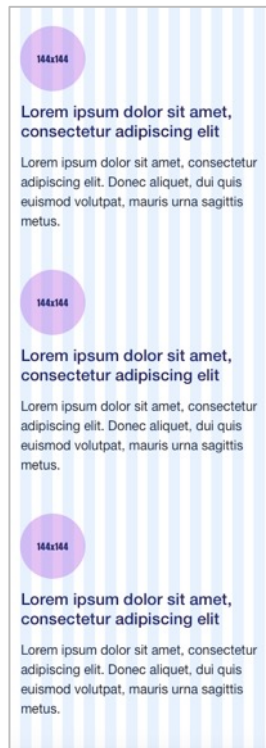
## Business rules

- Images should not be repeated within the feature highlights
- Copy should be kept at a minimum
- Generally should only feature once on a product or campaign page.

## Additional notes

- An image is required for each feature.
- Copy can contain a heading and or contextual links. When using headings it should be styled H5.

See next page for additional design guidance for Feature Highlight images.



H5

# Feature highlights – Design guidance

- **Do not** put icons (GEL) or Decorative Pictograms inside feature highlight circle.
- **No keylines**, unless it is required because of a device bleeding to white (see Mobile screens below).
- **No numbers or copy** inside feature highlight circle.
- Images should be **all full bleed**, or **all deep etched** – do not mix and match different types of images together.
- Do not use more than one set of feature highlights. It is too repetitive in an experience

## Background colours

- Background colours can be Light Purple, Light Pink or Grey
- Background colours should be either alternated (e.g. pink/purple/pink/purple) or all the same colour.

## Mobile screens

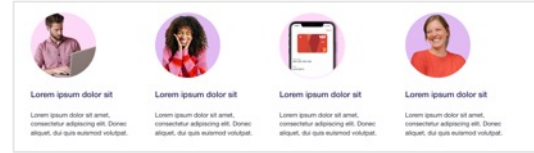
- Because mobile app banking screens bleed to white, you will need to add a 2px keyline on top of the image to define the bottom of the circle.
- When exporting the image, apply the masked circle before export.

## IMAGE STYLE

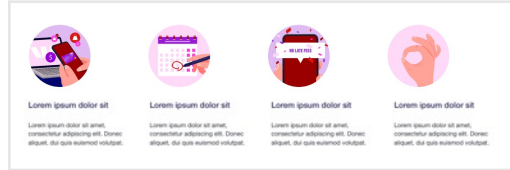
### Photography



### Deep Etched

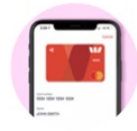


### Illustration



## Don'ts

Don't let an image bleed to white



No Decorative Pictograms



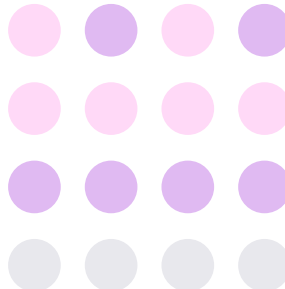
Don't add a Keyline



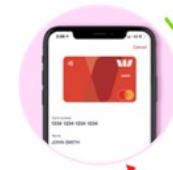
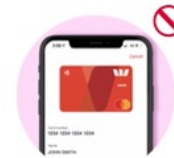
No numbers or text



## Background colour combinations



## Mobile screens



Add 2px keyline at the base.

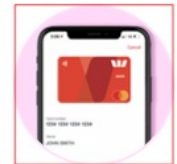


Image is 144x144px

# Horizontal rule

## Purpose/intention of the component

Used to divide content, visually breaking up the page layout. Not required if it sits next to components that naturally divide the page (e.g. Category list pods).

## Can be used on these page layouts

Should not be used on Home or Section pages. Can be used almost anywhere else. Generally on pages where there is a full use of the 12-column grid.

## Business rules

Use to separate content visually.

## Additional notes

- Do not use above or below the following components, as these act as natural dividers (in most instances):
  - Page headers
  - CLPs
  - In-page promo
  - Promo container component
  - Accordions/Tabcordions
  - Tables



# In-page promo

## Purpose/intention of the component

To highlight product specific promotions in context with the product they are promoting.

## Can be used on these page layouts

Should not be used on Home and Section pages.  
Generally used on Category/Type product pages or Genre pages.

## Allowable content types within component

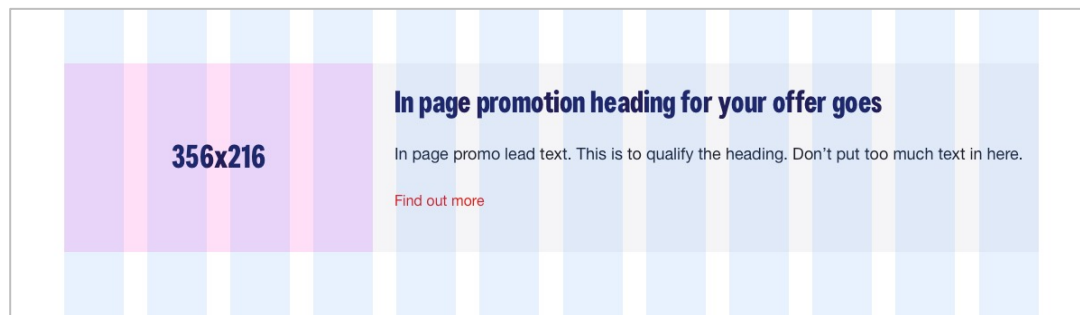
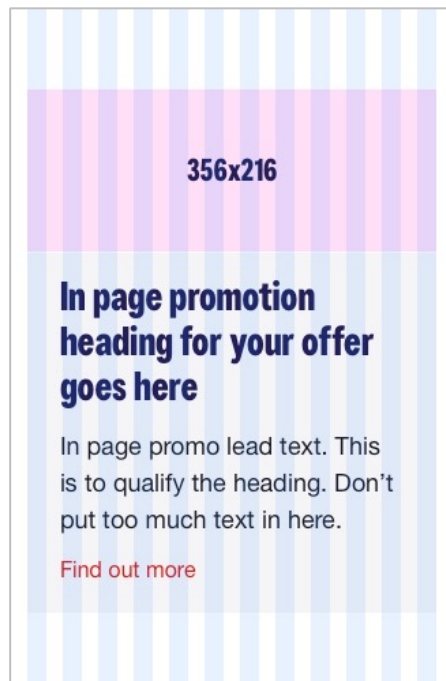
Image, text, link

## Business rules

- Generally associated to a product, placed under a Product pod or Category list pods
- Should not be used at the top of the page near the page header.

## Additional notes

- Heading, CTA copy and image are mandatory. Byline is highly recommended and fine print is optional.
- The heading, byline, fine print, CTA copy all have their own style defined by the component, this can't be changed by the author.
- Keep copy to a minimum



# Product pod A

## Purpose/intention of the component

To provide links, contextual CTAs and high-level sales detail on products or categories. Best used to represent one product per pod - a single contextual CTA to initiate the product application process will be more effective.

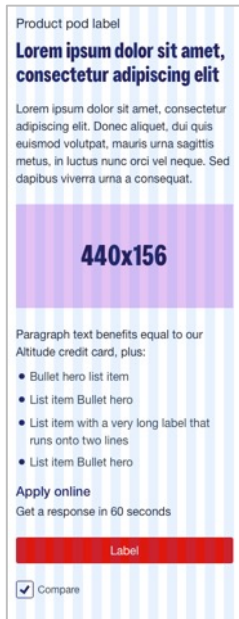
## Can be used on these page layouts

Should not be used on Home or Section pages. Typically used on Product grouping pages (category or type pages).

## Allowable content types within component

Copy, List, Image, Help bubble

*Continued on next page*

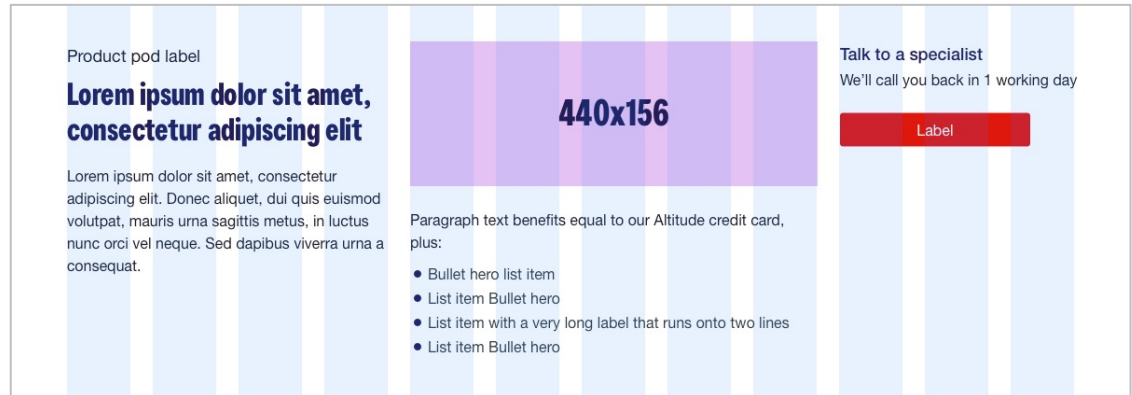
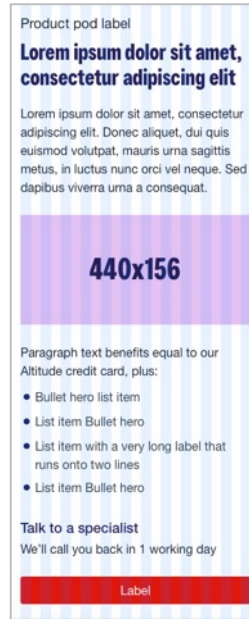


# Product pod B

Continued from previous page

## Business rules

- Should always contain relevant H2 heading associated to the content in the rest of the panel. Same heading should not be repeated on the page
- Product pods should stack on top of each other. Can be broken up by 'In page promo' or preceded by a column container.
- The product pods can link through to a product type page or directly to a product. Generally they link through directly to a product.
- The product pods are generally used when a product has a direct CTA to apply via a digital channel, hence a button to open a form, or request a call back.
- Product pods are also a good choice when the products are comparable. Hence you can configure the compare checkbox to appear. This can only be used for products. (see Product pod A on previous page)
- Primary button generally links through to an application form. (Primary & Basic style).
- Secondary button generally links through to the product detail page. (Primary & Soft style).
- If product pods on a page contain images (POD A & B example), they should all consistently do so. Likewise if they don't (POD C example). If one product has an associated help bubble, all other products don't also have to.

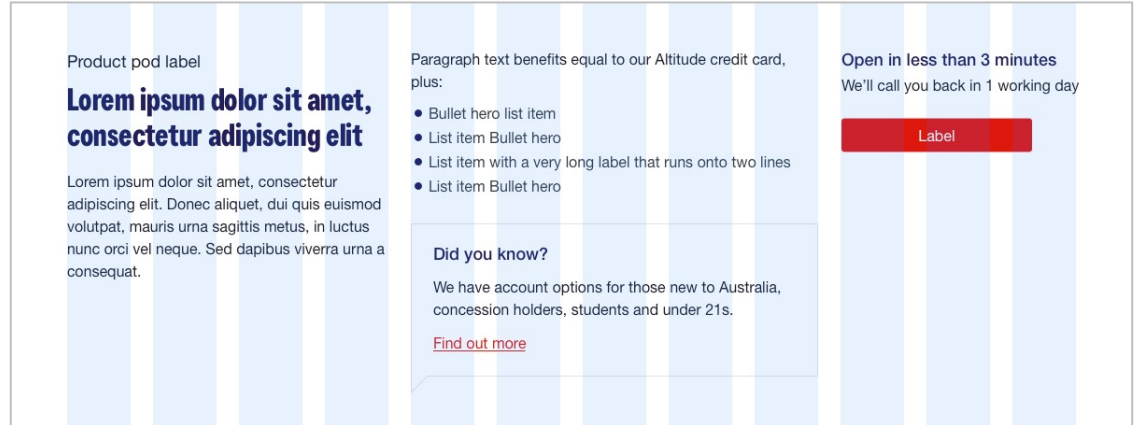
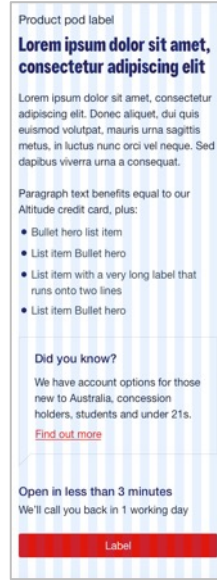


# Product pod C

Continued from previous page

## Additional notes

- Product pod label heading is generally used to indicate the product category if on a type page.
- When using copy component and there is a heading in the central column, the style should be H5.
- CTA heading should be minimal
- CTA supporting content is optional
- Primary and Secondary buttons are not both required, but there should be at least 1 CTA button if this component is being used.
- You can also have a dual pathways CTA option here displaying a button dropdown selection for 'First option' and 'Second option' for the Primary button.
- CTAs can have mobile alternative links and labels.





# Promo container and component - Single

## Purpose/intention of the component

To call out a special offer or promotion on a product.

## The offer component can be used for :

- Single offers (with or without an image)
- Dual offers (with or without an image)

## Can be used on these page layouts

- General templates
- Blank page templates
- Static and Dynamic CEM templates
- Westpac Live templates

## Business rules

- Component only allowed once per page

## Additional notes

- Title is required.
- Exclusivity label is required
- Promo title and byline required
- CTA - primary or secondary is required
- Image is optional



# Promo container and component – Double

See previous page for general guidance on the use of the promo component

## Additional notes – Dual promo

- **Dual Promo (Bundle)**
  - Divider label should be "and" or something similar.
- **Dual Promo (Choice)**
  - Customer action label should be authored in Promo Container Component.
  - Divider label should be "or" or something similar.

**Promo container heading - Dual promo**

★ Exclusivity Label

**Heading**

Byline - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec aliquet, dui quis euismod volutpat, mauris urna sagittis metus, in luctus nunc orci vel neque. Sed dapibus viverra urna a consequat.

Divider label

**Heading**

Byline - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec aliquet, dui quis euismod volutpat, mauris urna sagittis metus, in luctus nunc orci vel neque.

Terms and conditions

Label

Label

**Promo container heading - Dual promo**

★ Exclusivity Label

**Heading**

Byline - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec aliquet, dui quis euismod volutpat, mauris urna sagittis metus, in luctus nunc orci vel neque. Vestibulum ante ipsum primis.

Terms and conditions

Label

Label

**Heading**

Byline - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec aliquet, dui quis euismod volutpat, mauris urna sagittis metus, in luctus nunc orci vel neque.

Label

Label

# Promo Container and Component - within a category list pod

## Purpose/intention of the component

To call out a special offer or promotion on a product within a CLP container.

## The offer component can be used for :

- Single offers (without an image)
- Dual offers (without an image)

## Can be used on these page layouts

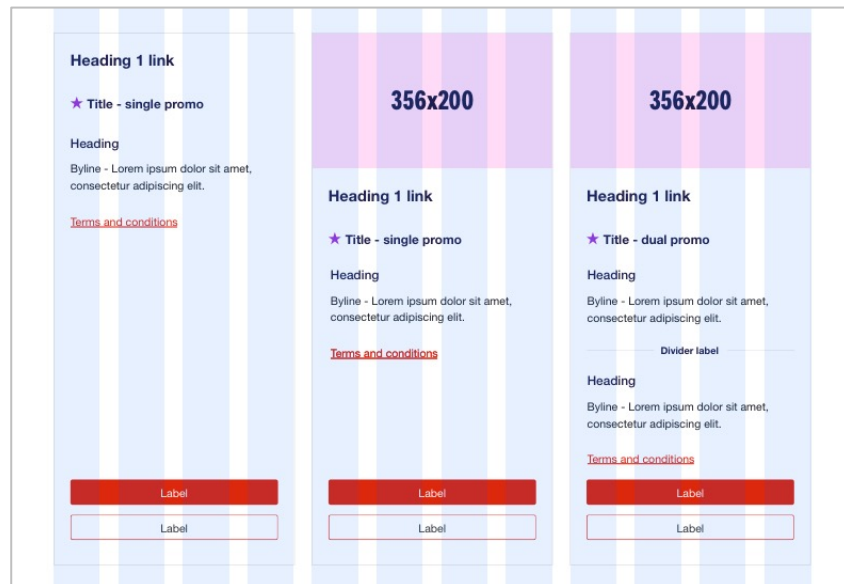
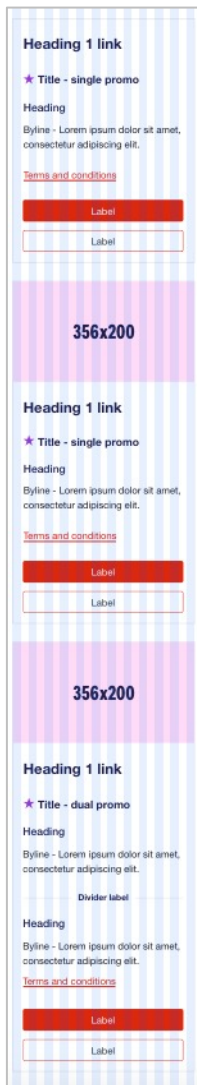
- General templates
- Blank page templates
- Static and Dynamic CEM templates
- Westpac Live templates

## Business rules

- Generally used on pages where multiple products that have active offers are being displayed

## Additional notes

- Title is required
- Promo heading and byline required
- CTA - primary or secondary is required



# Special promotion

## Purpose/intention of the component

To highlight promotional information within product content. More complex messaging explaining details of promotion.

## Can be used on these page layouts

Should not be used on Home or Section. Generally used on product/service grouping and product detail pages.

## Allowable content types within component

Copy, List

## Business rules

- Contextual way to mention a special promotion or offer without having to use an 'In page promo' or 'call out'. Typically used on product detail page levels within a 'Detail panel'.

## Additional notes

- Generally seen in 4-8 (within the 8).
- Component is fluid and will fill the width of the container.
- When using copy component and there is a heading - e.g. "Special promotions" as seen in examples, the style should be H5.

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit

## Special promotions heading

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Donec aliquet, dui quis  
euismod volutpat.

[Learn more about this](#)

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit

## Special promotions heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec aliquet, dui quis euismod volutpat, mauris urna sagittis metus, in luctus nunc orci vel neque. Sed dapibus viverra urna a consequat. Vestibulum ante ipsum primis in faucibus orci luctus.

[Learn more about this](#)

# Accordion

## Purpose/intention of the component

Used to group elements for visual structure or functional requirement.

## Can be used on these page layouts

Should not be used on Home or Section pages. Can be used mostly on other page types for Product/Service detail or article level pages.

## Allowable content types within component

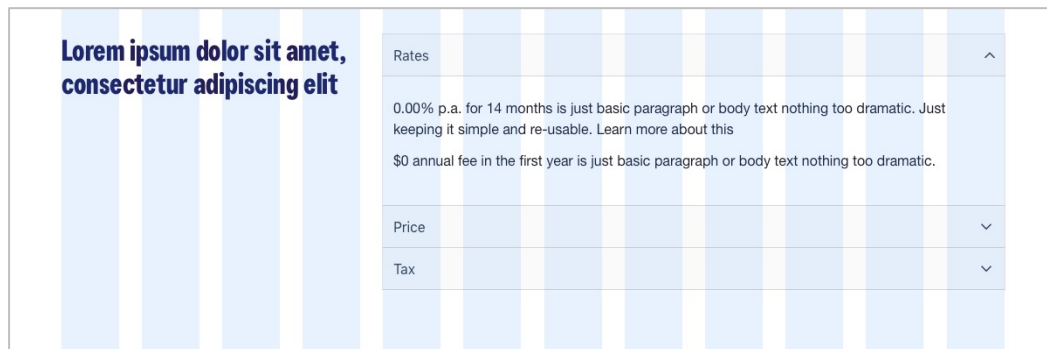
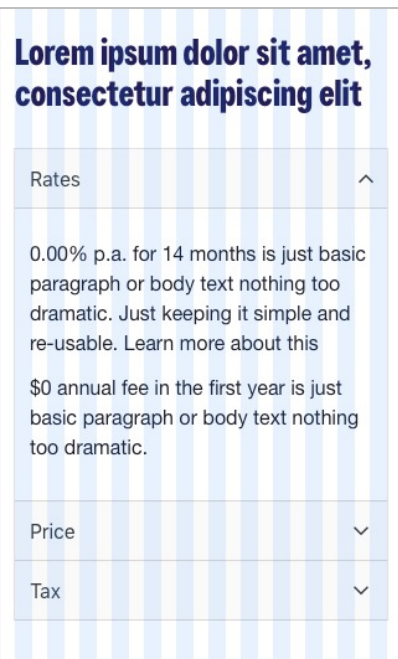
Copy, List, Image

## Business rules

- Accordion type should be used generally within 4-8 container splits (within the 8).
- There should be a minimum 2 accordions used, otherwise the content does not belong in an accordion.

## Additional notes

- When using this component Soft tab/accordion style as per GUI is the only available style for this component.
- By default the first accordion is expanded.



# Tabcordion

## Purpose/intention of the component

Used to group elements for visual structure or functional requirement.

## Can be used on these page layouts

Should not be used on Home or Section pages. Can be used mostly on other page types for Product/Service detail or article level pages.

## Allowable content types within component

Copy, List, Image

## Business rules

- Tabcordion type should be used generally with wider container splits (e.g. 12, 6-6, 4-8). This should be the most commonly used type.
- There should be a minimum 2 tab tiles used, otherwise the content does not belong in a tabcordion

## Additional notes

- When using this component Soft tab/accordion style as per GUI is the only available style for this component.
- By default the first tab is expanded.
- Tab sets will default to accordion style in mobile view.

**Lorem ipsum dolor sit amet, consectetur adipiscing elit**

Month	Chrome	Firefox
December	61.6 %	23.6 %
November	60.1 %	23.4 %
October	60.4 %	23.4 %
September	59.6 %	24.0 %
October	60.4 %	23.4 %
September	59.6 %	24.0 %

Label one ^

Label two v

Label three v

Label four v

**Lorem ipsum dolor sit amet, consectetur adipiscing elit**

Month	Chrome	Firefox
December	61.6 %	23.6 %
November	60.1 %	23.4 %
October	60.4 %	23.4 %
September	59.6 %	24.0 %
October	60.4 %	23.4 %
September	59.6 %	24.0 %

Label one

Label two

Label three

Label four

# Multiple video player

## Purpose/intention of the component

Used to group videos together that relate to a particular topic or process.

## Can be used on these page layouts

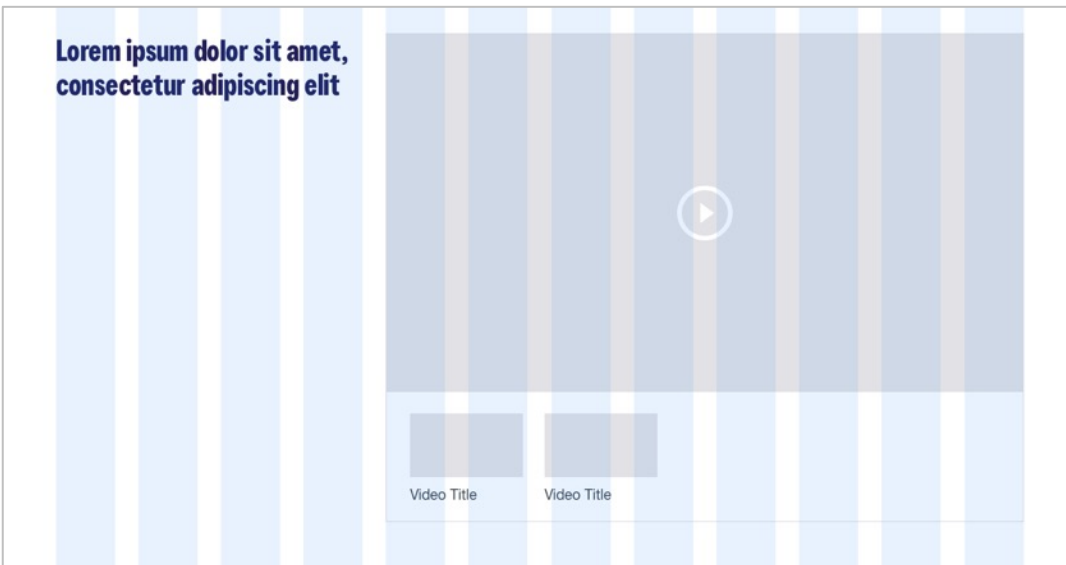
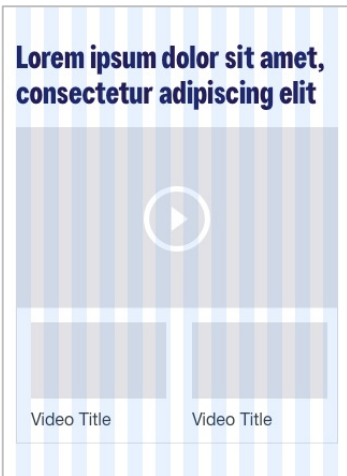
Should not be used on Home or Section pages. Can be used mostly on other page types for Product/Service detail or article level pages.

## Allowable content types within component

Video, description text.

## Business rules

- Video title is required
- A short video description text is optional. If including a description, keep copy to a minimum.



# Vertical Tabcardion (Container + pod container)

## Purpose/intention of the component

Used to group elements for visual structure or functional requirement.

## Can be used on these page layouts

Should not be used on Home or Section pages. Can be used mostly on other page types for Product/Service detail or article level pages.

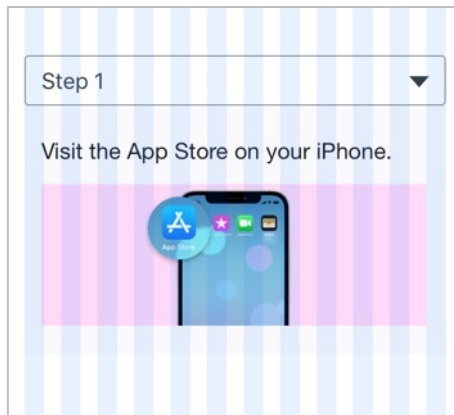
## Allowable content types within component

Copy, List, Image, Button, Video\* (Coming in R33), Category list pod (within the Vertical tabcardion pod container)

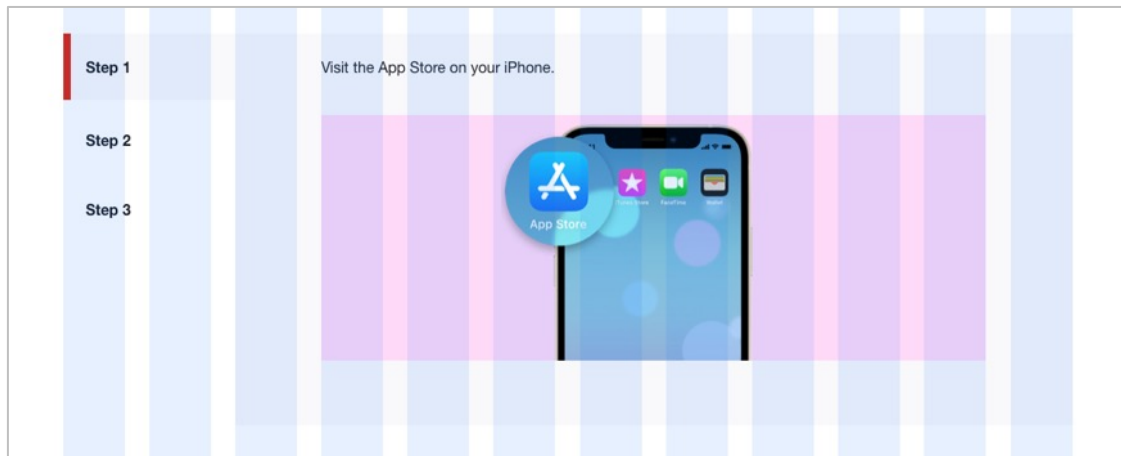
## Business rules

- There should be a minimum 2 tab tiles used, otherwise the content does not belong in a vertical tabcardion.
- Tab titles are mandatory, tab descriptions and tab images are optional.
- If a tab image is applied, all tabs should display a tab image.
- If a tab description is applied, all tabs should display a tab description.
- Tab descriptions should not be used when a tab image is displayed.

*Continued on next page*



**Note:** Mobile view is the same for all three variations of this component. If description text or images are used in tabs they will not be visible on mobile.



**Tabcardion with tab titles only**

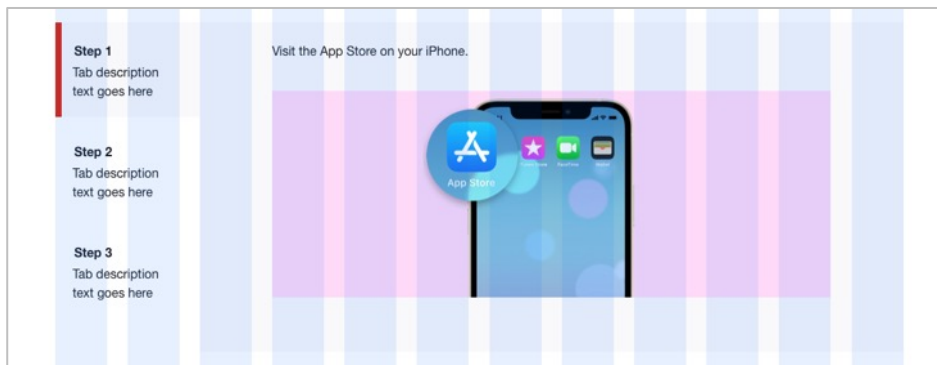


# Vertical Tabcardion (Container + pod container)

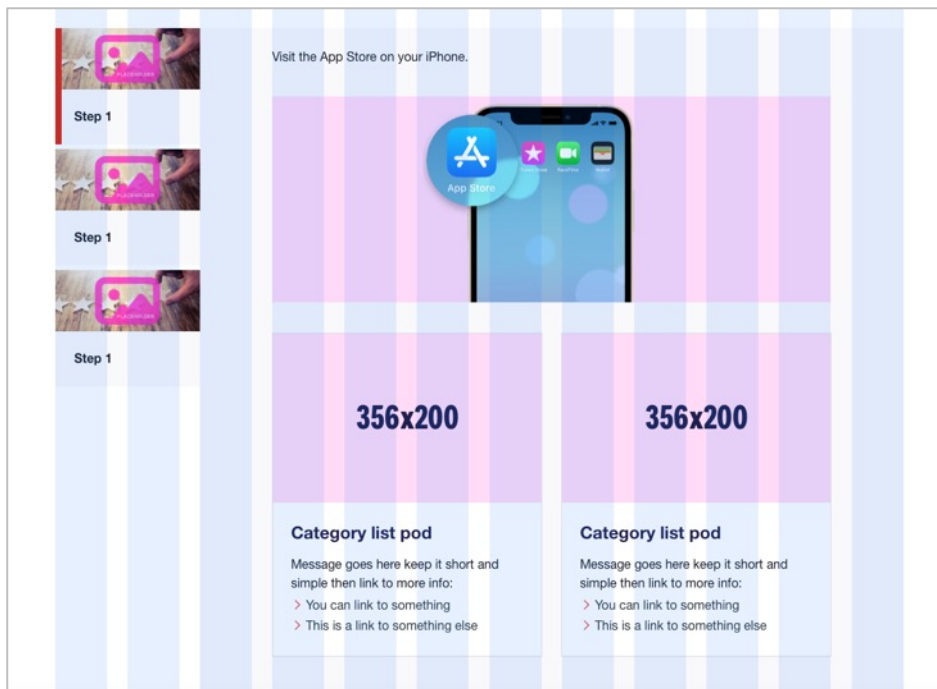
*Continued from previous page*

## Additional notes

- Vertical tabcardion container should sit in a 12 column layout
- By default the first tab is displayed as open.
- There should be no more than 6 tabs in total
- Mobile view is the same for all three variations of this component. If description text or images are used in the tabs they will not be visible on mobile (see previous page for mobile view example).



Tabcardion  
with tab  
descriptions



Tabcardion  
with tab  
images and  
CLPs

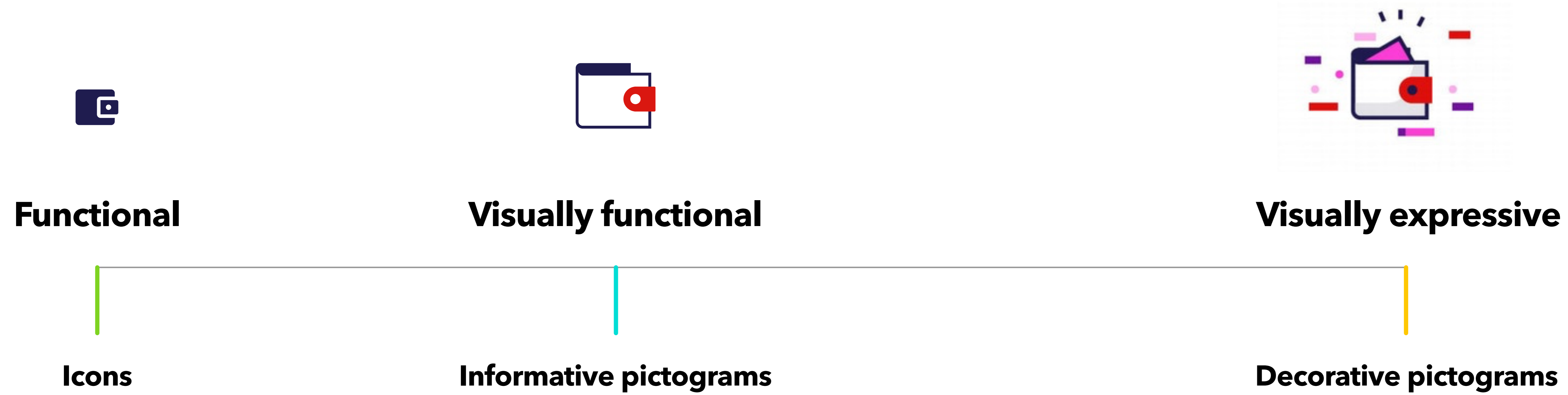
07

# PICTOGRAMS

## DECORATIVE & INFORMATIVE



## Pictogram usage guideline

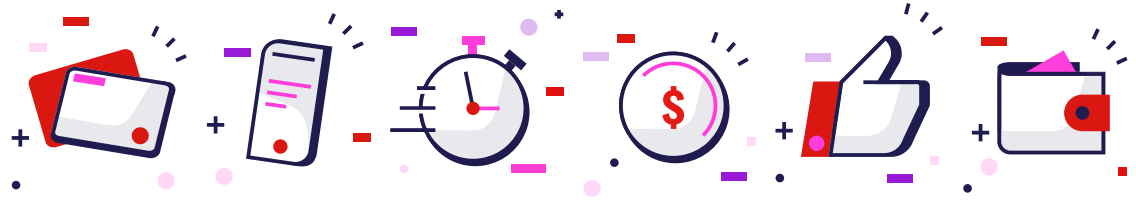


	<b>Icons</b>	<b>Informative pictograms</b>	<b>Decorative pictograms</b>
<b>Purpose</b>	To aid in navigation, task functions/ performing actions.	To accompany text to aid in communicating an idea, feature, or function.	Used to draw attention to a product, enhance brand presence on the screen, or celebrate a milestone or moment. Not dependent on text.
<b>Usage description</b>	Icons are interaction elements and need to have a strict consistent application across all digital touchpoints in order to provide users with standardised interactions and responses.	Informative pictograms should be display only. Because of this their metaphor can have more than one interpretation, staying within the same theme, with only a few exceptions. This consistency helps users identify products and features, and aids in consistent communication across all digital touchpoints.	Decorative pictograms are highly visual pictograms which can draw attention to a specific area on a page or be used to celebrate a milestone or moment. As they are highly graphic in nature, their usage needs to be metered across any journey to ensure they aren't overused and dilute their impact, as well as overwhelming users.
<b>Animation</b>	No	Selected	Selected
<b>Multi-brand</b>	Yes	Yes	No (currently Westpac only)

# Usage of decorative pictograms

- Decorative pictograms are to be used like illustrations alongside page content
- Be careful not to overuse these pictograms
- Should generally be used only once per page, or in some instances twice per page as long as they are far apart on the page
- Should not appear any smaller than 60px
- Should be used to draw attention to a product, enhance brand presence on the screen, or celebrate a milestone or moment.

The full set of decorative pictograms is available in the public Website Sketch file.



## Example of decorative pictogram use in a page



### Applying is simple, get started online

#### 1. Apply online

Tell us some details about you and see how much you could borrow. Don't worry, we'll save as you go and there won't be a credit check until you've spoken with a home finance manager.

#### 2. Talk it through

A home finance manager will be in touch to answer all your questions, and progress things to the next stage.

#### 3. Conditional approval, if needed

We may be able to provide you conditional approval to help you confidently bid or make an offer knowing how much you can afford. Conditional approval is valid for 90 days . Need more time? We can renew it.

#### 4. Full approval

Once we've valued your property and completed other verification, we'll let you know when your application's been approved. Accept our loan offer and you're on your way to settlement – congrats!

[Apply online](#)

Already started an application? [Retrieve your application](#)

# Usage and display of informative pictograms







- Informative Pictograms are to be used to accompany text to aid in communicating an idea, feature, or function.
- Informative pictograms should be display only. Because of this their metaphor can have more than one interpretation, staying within the same theme, with only a few exceptions. This consistency helps users identify products and features, and aids in consistent communication across all digital touchpoints.
- Use the Informative Pictograms to communicate a product benefits and key features, customer value propositions and or a process.
- **Do not use** more than one set informative pictograms on a page. Use between 2 and 8 pods in one set.
- **Designers do not need** to supply the pictograms to a producer. They are already available in the CMS (cut correctly to size). The designer will just need to specify which pictogram is to be used.
- You will see informative pictograms on our homepage. This isn't to be replicated on any other internal page.
- More Pictogram information (sketch files, metaphor and documentation) are available from the [GEL Website](#)
- Creating new Pictograms – Contact the Gel Team.

## Multi brand Informative Pictograms



**Example of how the informative pictograms are to be displayed**  
**See next page for more layout options**







### Why 800k Aussies choose Westpac home loans

 <p><b>One point of contact</b>            Even when you apply online, you'll have a dedicated home loan expert to help guide you and manage your application, all the way to settlement.</p>	 <p><b>Track your application</b>            Submit your application online, then follow your progress. You'll get notifications, know what's coming next and can even sign your loan offer online.</p>	 <p><b>We want you to get ahead</b>            Pay down your loan sooner thanks to unlimited extra repayments on variable loans, our offset option, and extra repayments of up to \$30k for fixed rate loans*.</p>
 <p><b>More than a great rate</b>            Come for the compelling interest rates. Stay for the helpful home loan features, like repayment holidays*, \$0 redraw fee, split loans and a full offset account.</p>	 <p><b>We're there for you</b>            Help is at the heart of everything we do, from <a href="#">managing your home loan</a> through our app, to supporting customers through <a href="#">tough times</a>.</p>	 <p><b>A sustainable Australia</b>            Climate change is impacting Australia's way of life. So we're supporting existing thermal coal customers, with a commitment to reduce our exposure to zero by 2030.</p>

# Usage and display of informative pictograms







- When building the layout you will need to use an image component for the pictogram. All informative Pictograms are available already in AEM. Designers do not need to supply them.
- Use a 4, 4, 4 column layout
- It is suggested to have a H2 title above or next to the pictogram section
- Always have the pictogram followed beneath by a H5 heading and paragraph copy.
- Only have 1 set of Pictograms and a maximum of 8 pictogram pods and a minimum of 2 pods.

## Why 800k Aussies choose Westpac home loans

Image component			
Copy component	<b>One point of contact</b> Even when you apply online, you'll have a dedicated home loan expert to help guide you and manage your application, all the way to settlement.	<b>Track your application</b> Submit your application online, then follow your progress. You'll get notifications, know what's coming next and can even sign your loan offer online.	<b>We want you to get ahead</b> Pay down your loan sooner thanks to unlimited extra repayments on variable loans, our offset option, and extra repayments of up to \$30k for fixed rate loans**.
Author sub headings as a H5			
Paragraph copy	<b>More than a great rate</b> Come for the compelling interest rates. Stay for the helpful home loan features, like repayment holidays*, \$0 redraw fee, split loans and a full offset account.	<b>We're there for you</b> Help is at the heart of everything we do, from <a href="#">managing your home loan</a> through our app, to supporting customers through <a href="#">tough times</a> .	<b>A sustainable Australia</b> Climate change is impacting Australia's way of life. So we're supporting existing thermal coal customers, with a commitment to reduce our exposure to zero by 2030.

## Layout options 4,4,4 column

**Why 800k Aussies choose Westpac home loans**

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Maximum 8 pods      Minimum 2 pods

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**Key benefits of a fixed-rate home loan**

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# Pictograms Labels & Usage

Name	Metaphor	Design	Dev name
<b>SYSTEM</b>			
Padlock locked	<ul style="list-style-type: none"> <li>Locked (eg account)</li> </ul>		<code>&lt;PadlockLockedPictogram /&gt;</code> "Locked padlock"
Padlock unlocked	<ul style="list-style-type: none"> <li>Unlocked account or service</li> </ul>		<code>&lt;PadlockUnlockedPictogram /&gt;</code> "Unlocked padlock"
Chat	<ul style="list-style-type: none"> <li>Chat</li> </ul> <p><i>This should be reserved for chat functionality only.</i></p>		<code>&lt;ChatPictogram /&gt;</code> "Chat"
Headset	<ul style="list-style-type: none"> <li>Customer care</li> </ul>		<code>&lt;HeadsetPictogram /&gt;</code> "Headset"
Fingerprint	<ul style="list-style-type: none"> <li>Touch ID</li> </ul>		<code>&lt;FingerprintPictogram /&gt;</code> "Fingerprint"
Light bulb	<ul style="list-style-type: none"> <li>Hints &amp; Tips</li> </ul>		<code>&lt;LightBulbPictogram /&gt;</code> "Light bulb"
Secure	<ul style="list-style-type: none"> <li>Banking security</li> <li>Check security</li> <li>Secure environment</li> </ul>		<code>&lt;SecurePictogram /&gt;</code> "Secure"
Unsecure	<ul style="list-style-type: none"> <li>Banking security</li> <li>Check security</li> <li>Unsecure environment</li> </ul>		<code>&lt;UnsecurePictogram /&gt;</code> "Unsecure"

Westpac examples shown


## PRODUCT

House	<ul style="list-style-type: none"><li>• Home ownership</li><li>• Home loan</li><li>• Home insurance</li></ul>		<HousePictogram /> "House"
-------	---	--	-------------------------------


Buoy	<ul style="list-style-type: none"><li>• Life insurance</li></ul>		<BuoyPictogram /> "Buoy"
------	--	--	-----------------------------

Nest egg	<ul style="list-style-type: none"><li>• Superannuation</li></ul>		<NestEggPictogram /> "Nest egg"
----------	--	---	------------------------------------


Plant			<PlantPictogram /> "Plant"
-------	--	---	-------------------------------

Tools	<ul style="list-style-type: none"><li>• Small business / tradies</li><li>• Tools &amp; Resources</li></ul>		<ToolsPictogram /> "Tools"
-------	--	--	-------------------------------

## PLACES

Building	<ul style="list-style-type: none"><li>• Government transactions</li><li>• Government Payments</li><li>• Office</li><li>• Corporate industries/businesses</li></ul>		<BuildingPictogram /> "Building"
----------	--	---	-------------------------------------

Building bank	<ul style="list-style-type: none"><li>• Branch</li></ul>		<BankPictogram /> "Bank"
---------------	--	---	-----------------------------

Building shop	<ul style="list-style-type: none"><li>• Shopping</li><li>• Retail business / Merchants / Small Business</li></ul>		<ShopPictogram /> "Shop"
---------------	---	---	-----------------------------

Globe Australia	<ul style="list-style-type: none"><li>• The world</li><li>• Global</li></ul>		<GlobeAustraliaPictogram /> "Globe showing Australia"
-----------------	--	---	--

Australia	<ul style="list-style-type: none"><li>• Australia</li></ul>		<AustraliaPictogram /> "Australia"
-----------	---	---	---------------------------------------



## AFFIRMATION

Thumbs up

- Like
- Positive sentiment



<ThumbsUpPictogram />  
"Thumbs up"

Tick


- Success
- Done



<TickPictogram />  
"Tick"

Star

- Favourite something



<StarPictogram />  
"Star"

## MONEY

Wallet

- Wallet
- Expenses
- Income



<WalletPictogram />  
"Wallet"

Umbrella

- Rainy day savings



<UmbrellaPictogram />  
"Umbrella"

Piggy Bank

- Savings account



<PiggyBankPictogram />  
"Piggy bank"

Dollar sign

- Payment
- Money
- Cash Offers
- Fees



<DollarSignPictogram />  
"Dollar sign"

Cash

- Expenses
- Finances
- Funds
- Cash flow



<CashPictogram />  
"Cash"

Bank card

- Credit Cards
- Debit cards
- Payment



<BankCardPictogram />  
"Bank card"











Bank card locked











- Locked card



<BankCardLockedPictogram />  
"Locked bank card"

ATM	<ul style="list-style-type: none"> <li>• ATM</li> <li>• Cardless cash</li> <li>• Withdraw money</li> </ul>		<ATMPictogram /> "ATM"
Eftpos	<ul style="list-style-type: none"> <li>• Merchants / Retailers / Business</li> <li>• In-store payments</li> </ul>		<EftposPictogram /> "Eftpos"
Shopping	<ul style="list-style-type: none"> <li>• Retail/Shopping</li> <li>• Shopping</li> <li>• Shop rewards &amp; offers (Altitude Rewards)</li> </ul>		<ShoppingPictogram /> "Shopping"
Accounts	<ul style="list-style-type: none"> <li>• Accounts</li> </ul>		<AccountsPictogram /> "Accounts"
Coins	<ul style="list-style-type: none"> <li>• Savings</li> <li>• Cash</li> <li>• Money</li> </ul>		<CoinsPictogram /> "Coins"
<b>DOCUMENTS</b>			
Generic document	<ul style="list-style-type: none"> <li>• Statements</li> <li>• Terms and conditions</li> <li>• Contracts</li> </ul>		<GenericDocumentPictogram /> "Generic document"
Document and pen	<ul style="list-style-type: none"> <li>• Signing contracts</li> <li>• Applications</li> <li>• Loans / Insurance</li> </ul>		<DocumentAndPenPictogram /> "Document and pen"
TAX document	<ul style="list-style-type: none"> <li>• Personal / Business tax</li> <li>• Tax returns / claims</li> <li>• EOFY</li> </ul>		<TaxDocumentPictogram /> "Tax"
Birth certificate	<ul style="list-style-type: none"> <li>• Birth Certificate</li> </ul>		<BirthCertificatePictogram /> "Birth certificate"
Driver's licence	<ul style="list-style-type: none"> <li>• Driver's Licence</li> </ul>		<DriversLicencePictogram /> "Drivers licence"

Medicare card	<ul style="list-style-type: none"> <li>• Medicare Card</li> </ul>		<MedicareCardPictogram /> "Medicare card"
Passport	<ul style="list-style-type: none"> <li>• Passport</li> </ul>		<PassportPictogram /> "Passport"
Envelope printed	<ul style="list-style-type: none"> <li>• Paper statements</li> </ul>		<EnvelopePrintedPictogram /> "Printed envelope"
Envelope email	<ul style="list-style-type: none"> <li>• Email</li> <li>• eStatements</li> </ul>		<EnvelopeEmailPictogram /> "Envelope email"
<b>FINANCE</b>			
Percent sign	<ul style="list-style-type: none"> <li>• Interest rates</li> </ul>		<PercentSignPictogram /> "Percent sign"
Globe	<ul style="list-style-type: none"> <li>• Technology</li> <li>• Network</li> <li>• Foreign exchange/currency</li> <li>• Foreign business/investments</li> <li>• International trade/relations</li> </ul>		<GlobePictogram /> "Globe"
Graph increasing	<ul style="list-style-type: none"> <li>• Increase/Rise</li> <li>• Interest rates</li> <li>• Investments</li> </ul>		<GraphIncreasingPictogram /> "Graph showing increasing trend"
Graph decreasing	<ul style="list-style-type: none"> <li>• Decrease/Reduction/Decline</li> <li>• Interest rates</li> <li>• Investments</li> </ul>		<GraphDecreasingPictogram /> "Graph showing decreasing trend"
<b>PEOPLE</b>			
Business person	<ul style="list-style-type: none"> <li>• Business banking</li> </ul>		<BusinessPersonPictogram /> "Business person"
Person	<ul style="list-style-type: none"> <li>• The customer</li> <li>• Your Account</li> <li>• Your details</li> <li>• Update your details</li> </ul>		<PersonPictogram /> "Person"

Customer profile	<ul style="list-style-type: none"> <li>• Profile</li> </ul>		<CustomerProfilePictogram /> "Customer profile"
Face Happy	<ul style="list-style-type: none"> <li>• Customer satisfaction or dissatisfaction</li> <li>• Customer experience - feeling overwhelmed or confused</li> </ul>		<FaceHappyPictogram /> "Face looking happy"
Face Unhappy			<FaceUnhappyPictogram /> "Face looking unhappy"
Face Unsure			<FaceUnsurePictogram /> "Face looking unsure"
<b>TASKS</b>			
Calendar	<ul style="list-style-type: none"> <li>• Schedule or book something</li> </ul>		<CalendarPictogram /> "Calendar"
Calculator	<ul style="list-style-type: none"> <li>• Calculate something</li> </ul>		<CalculatorPictogram /> "Calculator"
Stopwatch	<ul style="list-style-type: none"> <li>• Time (completion)</li> </ul>		<StopwatchPictogram /> "Stopwatch"
Clock	<ul style="list-style-type: none"> <li>• Time (estimation)</li> <li>• Response time</li> <li>• Speed</li> </ul>		<ClockPictogram /> "Clock"
Money in	<ul style="list-style-type: none"> <li>• Deposit money</li> </ul>		<MoneyInPictogram /> "Money in"
Money out	<ul style="list-style-type: none"> <li>• Withdraw money</li> </ul>		<MoneyOutPictogram /> "Money out"



Numbers  
(1 to 5)

- Process

<Number1Pictogram />

<Number2Pictogram />

<Number3Pictogram />

<Number4Pictogram />

<Number5Pictogram />

Help

- Chopper  
*(For Westpac use only)*



<ChopperPictogram />  
"Westpac helicopter"

## LIFE

Gift

- Rewards
- Rewards points



<GiftPictogram />  
"Gift"

Accessibility

- Accessibility
- Accessible



<AccessibilityPictogram />  
"Accessibility"

Celebration

- Celebration













<CelebrationPictogram />  
"Celebration"

Heart

- Coupling / Getting married
- Joint accounts
- Empathy / Compassion / Support / Care
- Health
- Wishlist
- Love reaction



<HeartPictogram />  
"Heart"

Compass	<ul style="list-style-type: none"> <li>• Life decisions - study, find job</li> <li>• Direction / Navigation - Help tools/resources</li> </ul>		<CompassPictogram /> "Compass"
Football	<ul style="list-style-type: none"> <li>• Recreation</li> <li>• Sports</li> <li>• Health</li> <li>• Life activities</li> </ul>		<FootballPictogram />
<b>TECHNOLOGY</b>			
Mobile device	<ul style="list-style-type: none"> <li>• Mobile devices</li> <li>• App</li> <li>• Banking</li> </ul>		<MobileDevicePictogram /> "Mobile device"
Desktop computer	<ul style="list-style-type: none"> <li>• Online Banking</li> <li>• Internet Banking</li> </ul>		<DesktopComputerPictogram /> "Desktop computer"
Telephone call	<ul style="list-style-type: none"> <li>• Call</li> </ul>		<TelephoneCallPictogram />
Wearable	<ul style="list-style-type: none"> <li>• Pay Wear</li> </ul>		<WearablesPictogram /> "Wearables"
<b>TRANSPORT</b>			
Aeroplane	<ul style="list-style-type: none"> <li>• Travel</li> <li>• Travel insurance</li> <li>• Personal loans</li> </ul>		<AeroplanePictogram /> "Aeroplane"
Car	<ul style="list-style-type: none"> <li>• Assets</li> <li>• Car insurance</li> <li>• Personal loans</li> <li>• Transport (general)</li> <li>• Domestic travel/day trips</li> </ul>		<CarPictogram /> "Car"
Truck	<ul style="list-style-type: none"> <li>• Delivery</li> <li>• Products being sent</li> </ul>		<TruckPictogram />
Tractor	<ul style="list-style-type: none"> <li>• Agri business / industry</li> </ul>		<TractorPictogram /> "Tractor"

Bus

- Sustainability / environment
- Transport
- Lifestyle



<BusPictogram />  
"Bus"

**ENTERTAINMENT & RECREATION**

Movie tickets

- Lifestyle transactions
- Rewards (e.g. movie tickets)



<MovieTicketsPictogram />  
"Movie tickets"

Gym

- Exercise
- Health



<GymPictogram />  
"Gym"

**FOOD & BEVERAGE**

Coffee

- Everyday transactions
- Hospitality small business



<CoffeePictogram />  
"Coffee"

Noodles



<NoodlesPictogram />  
"Noodles"

Fork and Knife



<ForkKnifePictogram />  
"Fork and knife"

Pizza



<PizzaPictogram />  
"Pizza"

**PROCESS**

Arrow left



<ArrowLeftPictogram />  
"Arrow left"

Arrow right



<ArrowRightPictogram />  
"Arrow right"

Arrow up



<ArrowUpPictogram />  
"Arrow up"

---

Arrow down



<ArrowDownPictogram />  
"Arrow down"

---

Loop



<LoopPictogram />

---

Arrows passing

- Exchange something



<ArrowsPassingPictogram />  
"Arrows pointing left and right"

---

#### MOBILE SPECIFIC

Finger motion

- Swiping / Touching / Tapping
- Mobile screen motions
- Instructions



<FingerMotionPictogram />  
"Hand with finger raised"

---



08

# ART DIRECTION

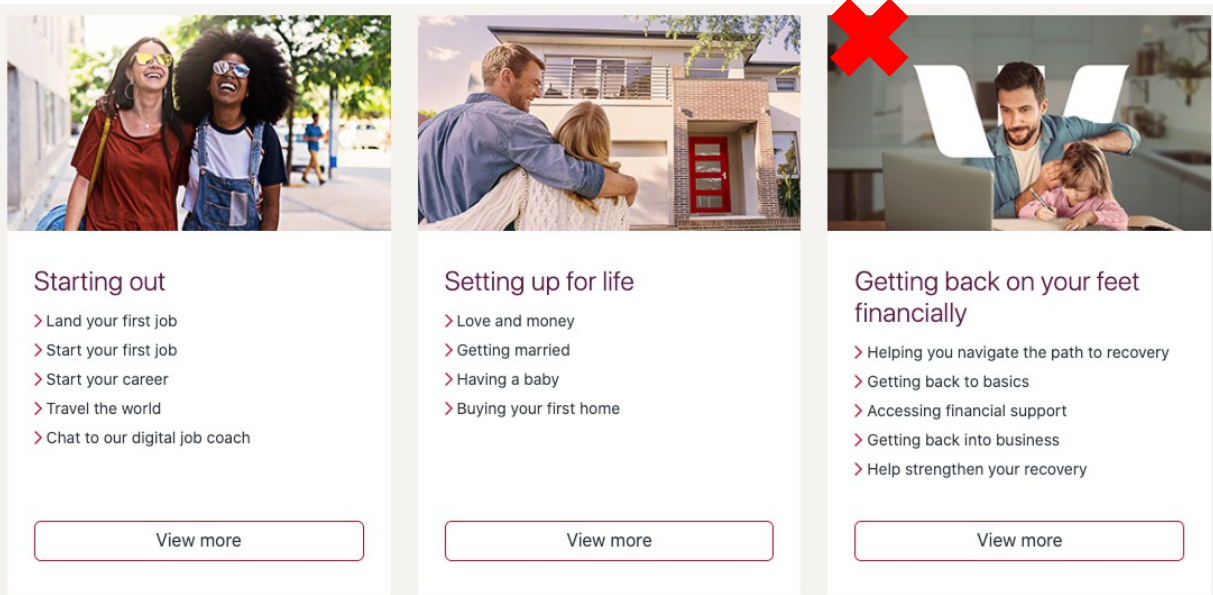
# Usage of the W in assets

“W” creative is to only appear in

- Page headers
- In-Page-Promotions
- Homepage solution tiles

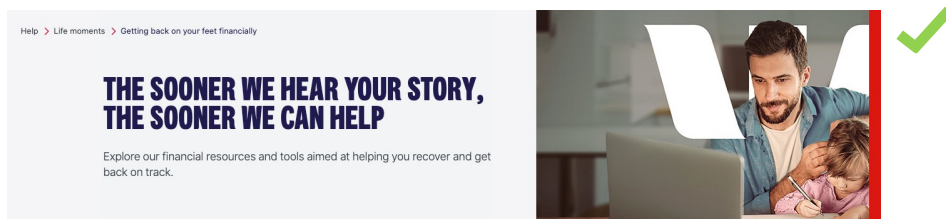
They should **not appear in** Category List Pods.

If the CLP link to a page and the creative is the same – just remove the asset from the CLP image. It is ok that they are not exactly the same.



The image shows three examples of Category List Pods. The first two are correct, and the third is marked with a red X, indicating it is incorrect.

- Starting out**
  - > Land your first job
  - > Start your first job
  - > Start your career
  - > Travel the world
  - > Chat to our digital job coach[View more](#)
- Setting up for life**
  - > Love and money
  - > Getting married
  - > Having a baby
  - > Buying your first home[View more](#)
- Getting back on your feet financially**
  - > Helping you navigate the path to recovery
  - > Getting back to basics
  - > Accessing financial support
  - > Getting back into business
  - > Help strengthen your recovery[View more](#)



The image shows a correct usage of the W in assets. It features a navigation breadcrumb: [Help](#) > [Life moments](#) > [Getting back on your feet financially](#). Below this is the headline: **THE SOONER WE HEAR YOUR STORY, THE SOONER WE CAN HELP**. Underneath the headline is the text: [Explore our financial resources and tools aimed at helping you recover and get back on track.](#) To the right of the text is a large image of a man and a child looking at a laptop, with a green checkmark next to it.

09

# CURRENT OFFERS SEARCH TILES SEARCH RESULTS PAGE

<https://www.westpac.com.au/search/>

# Current Offers – Search Tiles

## Image tile – no html

The screenshot shows the Westpac website's search results for "Interest rates". At the top, there is a navigation bar with links for "Contact us", "Locate us", "Lost or stolen cards", and "Register". Below this is a secondary navigation bar with "Home", "Personal", "Business", "Corporate", and "About us | Help". A search bar contains the text "Interest rates" and a "Go" button. The main content area displays "1 - 10 of 2184 search results for 'Interest rates'".

Under the search results, there are several sections:

- Recommended answer for "What are the interest rates on your home loans?"**  
Westpac's home loan interest rates can be found under our [Variable interest rates](#) or [Fixed interest rates](#) pages.  
> [See more info](#)
- Services, Support & FAQs** [See all \(858\)](#)
  - > **What are the interest rates on your home loans? | Westpac**  
Westpac's home loan interest rates can be found under our [Variable interest rates](#) or [Fixed interest rates](#) pages.  
FAQs
  - > **What information is available for interest rates and tax? | Westpac**  
Find information available for [Interest rates](#) and [tax](#).  
FAQs
  - > **What are the interest rates on your credit cards? | Westpac**  
From our credit cards you can view the [Interest rates](#) on our savings accounts, home loans, personal loans and credit cards.  
FAQs
- Business Product** [See all \(48\)](#)

On the right side of the search results, there are two sections:

- Similar to "Interest rates"**
  - > Reduces interest rates
  - > Loan interest rates
  - > Ushelpwestpac cuts interest rates
  - > Variable interest rates
  - > Account interest rates
  - > Lower interest rates
  - > 000 interest rates are per
  - > Standard interest rates
  - > Credit interest rates
  - > Bonus interest rates
- Current offers**
  - ENJOY SECURITY WITH A BUSINESS TERM DEPOSIT**  
> [Find out more](#)
  - FREE UP YOUR SUMMER WITH WESTPAC PAYWEAR™**  
> [Find out more](#)

**ENJOY SECURITY  
WITH A BUSINESS  
TERM DEPOSIT**

> [Find out more](#)

These Tiles only appear on the search page

Maximum 2 tiles per page

# COPY GUIDELINES FOR SEARCH PAGE TILES

## Headline

Uppercase Only – 38pt, Don't change size in PSD

2 lines maximum

No full stops

No Byline

## Button

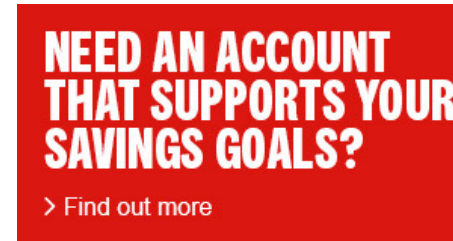
Try to keep to 3 words maximum

Don't change size

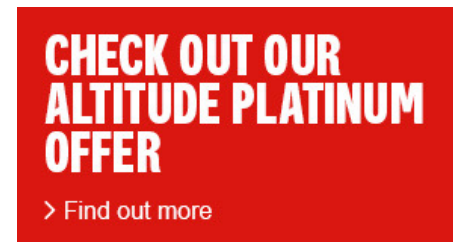
## Guidelines

- No Images in tiles
- Red only for the background
- Keep copy clear of 18px gutter
- Dimensions: W300px X H159px
- PSD Template: wbc-sea\_campaign-name\_300x159.psd
- Maximum 2 tiles per search page
- Only appear on the search page <https://www.westpac.com.au/search>

Image Tile – Supply the copy and button in the image



Red background only  
Text only (Headline only)



**THANK YOU**

