DIGITAL TOOLKIT

2 HOW TO USE THIS TOOLKIT

What

Whether you're creating a website, microsite, promotional landing page or eDM, our digital toolkit is a great place to start.

How

Our digital toolkit shows you how to successfully apply our brand to create dynamic, accessible pieces of digital design. It also gives you the source files you need when creating a website, promo page, microsite or eDM.

Why

In an increasingly digital world, it's more important than ever to get our branding right. By following the recommendations in this digital toolkit we can deliver modern, contemporary communications with a consistency across all formats.

3 CORE BRAND

KEY BRAND ELEMENTS

Our source files and components contain everything you need to create distinctive digital content.

❶ Our logo is consistently applied to all communications. The primary logo is the preferred format, however the reversed out version is ideal for footers.

❷ This example of a document cover demonstrates two key features of the RemServ style - the strong use of angles, and also the balance between imagery and blues and white space.

❸ Photography is often lifestyle based, and communicates the idea of customers doing more with their money.

❶

❷

Tax benefits for
healthcare workers

**Salary packaging
the RemServ way**

Employee Communication Toolkit

❸

4   CORE BRAND

PHOTOGRAPHY

Our photography style heroes RemServ customers enjoying themselves. Focusing on customers in relaxed, non-work environments – rather than specific vocations – gives our communications far more universal appeal. For example, a woman in her novated car could be a nurse, a lawyer or anything.

Images have a friendly human feel and are naturally lit. Colour should be neutral and closer to the cooler tones to complement the RemServ branding.

5 USING COLOUR

GUIDING PRINCIPLES

To create digital design that is clean and minimal use plenty of white space, as it provides room for content to breathe. You can then add imagery and splashes of colour to drive vibrancy.

❶ The core brand colours always cap the page by way of the masthead and/or navigation. RemServ Grey is the default colour for text.

❷ The digital gradients replicates the print gradients but in RGB format. Follow the source files if you want to use this in highlight panels.

❸ You can add variety to your layout by using panels made from different background colours.

❹ Here is an example of colour applied to a landing page. As you can see RemServ Blue is the dominant colour but white space is an important feature.

❶

RemServ Blue R0 G61 B121 #003D79	RemServ Teal R0 G181 B204 #00B5CC	RemServ Grey R102 G102 B102 #666666
RemServ Dark Green R59 G169 B51 #3BA933	RemServ Light Green R111 G183 B43 #0BB72B	

❷

RemServ Digital Gradient
R0 G181 B204
#00B5CC
R0 G111 B156
#006F9C

Blend at 50%

RemServ Print Gradient
C83 M0 Y21 K0
C85 M50 Y20 K0

Blend at 60%

RemServ Dark Digital Gradient
R0 G51 B106
#00336A
R0 G107 B153
#006B99

Blend at 35%

❸

Background White #FFFFFF	Background grey #F7F7F7

❹

6 USING COLOUR

ACCESSIBILITY

For the sake of accessibility (or legibility) it's best to stick to our existing specifications for text colour.

❶ Our core text colours have been designed to comfortably meet WCAG 2.0 accessibility standards – even at small sizes. You can also apply RemServ Blue text over either of our white or grey background colours.

❷ There are no hard and fast rules for headlines over imagery, so use your common sense and good judgement.

❶

RemServ Blue #003D79	RemServ Teal #00B5CC	RemServ Grey #666666	Background White #FFFFFF	Background Grey #F7F7F7

❷

TIP

If you're not sure whether there's enough contrast between your text and background, go to: www.contrastchecker.com

7 TYPEFACES

OVERVIEW

Our corporate typefaces are AG Book Rounded (Medium and Regular) and Avenir (Heavy and Light). If you can't use Avenir, use Arial Bold and Regular instead.

Our digital source files contain more detailed information about tracking and leading.

If you are creating a campaign, consider using the Eye Catching font which brings a friendlier feel to headlines and callouts.

AG Book Rounded Medium
AG Book Rounded Regular

Avenir Heavy
Avenir Light

Arial Bold
Arial Regular

Eye Catching

8 USING TYPOGRAPHY

OVERVIEW

The right balance of AG Book Rounded and Avenir provides the foundation for our digital visual language.

❶ Headings are typeset in AG Book Rounded Medium 50pt, in sentence case in #FFFFFF.

❷ Introduction Title Style: Arial Regular Bold 18pt in #FFFFFF.

❸ Navigation Style 1: Typeset in AG Book Rounded Medium 18pt in #003D79. This bolder typeface highlights the page you are currently on.

❹ Navigation Style 2: Typeset in AG Book Rounded Regular 18pt in #003D79.

❺ Sub headings are typeset in AG Book Rounded Medium 35pt in #003D79.

❻ Body Copy 1: Arial Regular 18pt #666666.

❼ Call to actions are typeset in AG Book Rounded Medium 20pt in #666666.

❽ Subhead 2: AG Book Rounded Medium 26pt in #00B5CC.

❾ Body Copy 2: Arial Regular 15pt #666666.

TIP

Be aware of how font sizes work at mobile widths. You may need to reduce larger headings to prevent excessive line breaks.
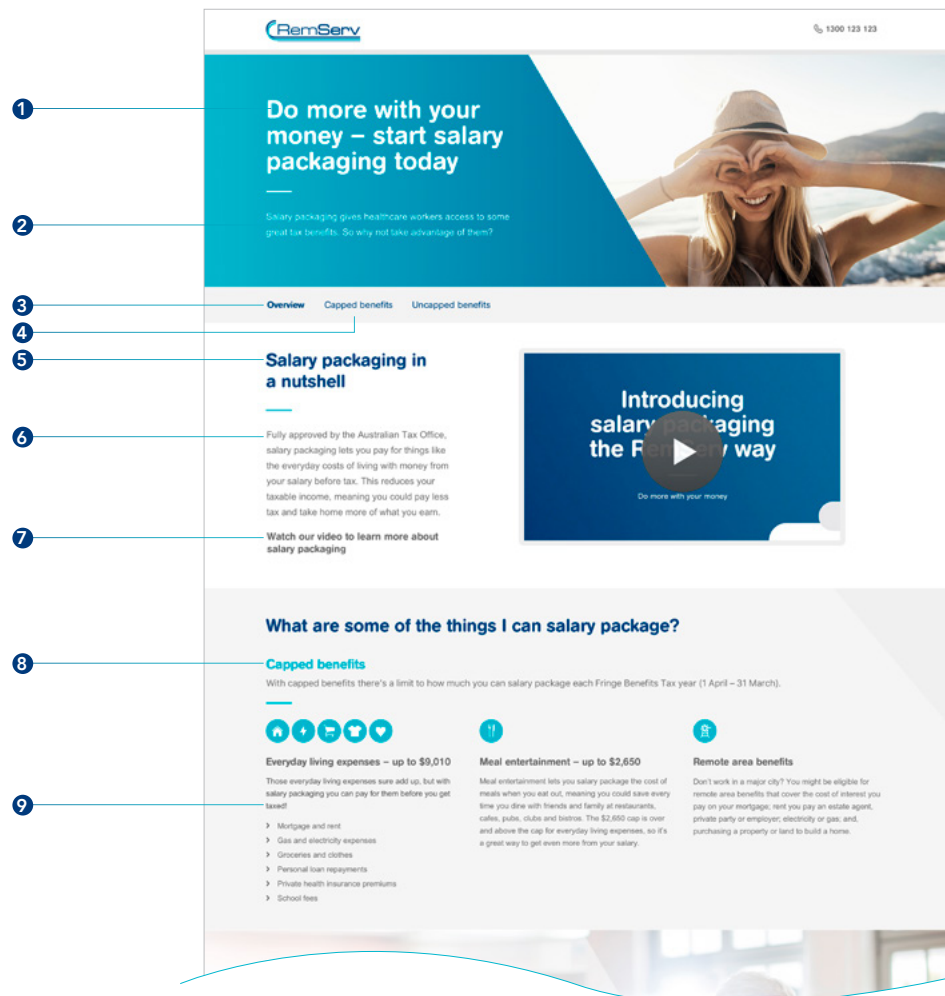
9   USING IMAGERY

SIZING AND BACKGROUNDS

Digital imagery needs to work across a range of sizes from widescreen to mobile. So, choose images with room to overlay typography.

Sometimes you might need to make extra room by extending the image backgrounds. When this is the case, use images with simple backgrounds.

Here is an example of what you can do.

❶ In this example we start with a standard 6x4 stock image and extend the background to widescreen. We then add a high contrast area to hold the headline copy.

❶

Novated leasing
puts life in
cruise control

10 ILLUSTRATIONS

USAGE

Illustrations create visual reference points for content. They help users quickly identify the content that's relevant to them.

The illustration style can be used to create anything from small supporting images to complex full page graphics.

Graphic devices such as circles can be used to add uniformity to icons. All line illustrations should appear in either white, RemServ Blue or RemServ Teal.
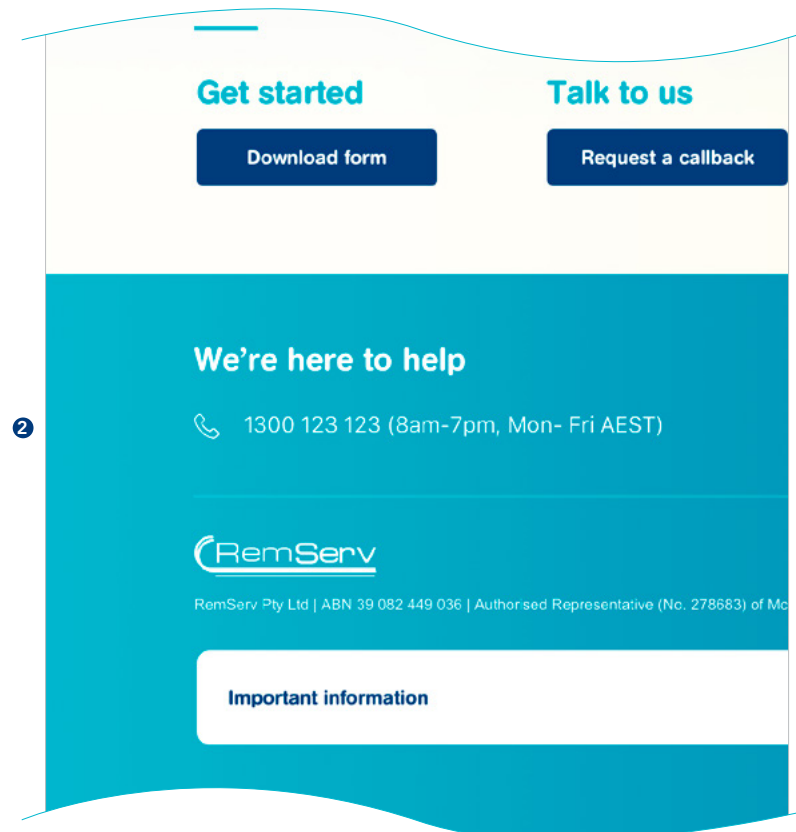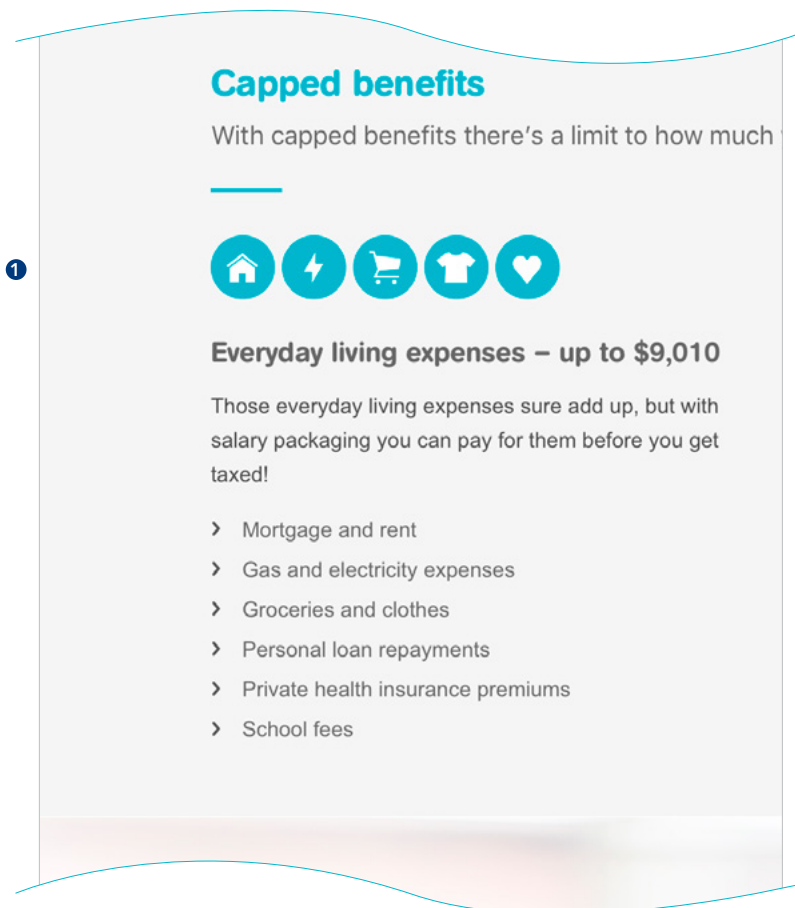
11 ICONS

USAGE

Icons are a useful way to increase the prominence of tools and actionable items.

1 When used in line with headings, an icon can add an additional visual cue to help users identify specific sections.

2 Icons are a simple way of highlighting a call to action at the base of a page.

Capped benefits

With capped benefits there's a limit to how much

1

Everyday living expenses – up to $9,010

Those everyday living expenses sure add up, but with salary packaging you can pay for them before you get taxed!

> Mortgage and rent
> Gas and electricity expenses
> Groceries and clothes
> Personal loan repayments
> Private health insurance premiums
> School fees

Get started

Download form

Talk to us

Request a callback

2

We're here to help

1300 123 123 (8am-7pm, Mon- Fri AEST)

RemServ

RemServ Pty Ltd | ABN 39 082 449 036 | Authorised Representative (No. 278683) of Mc

Important information
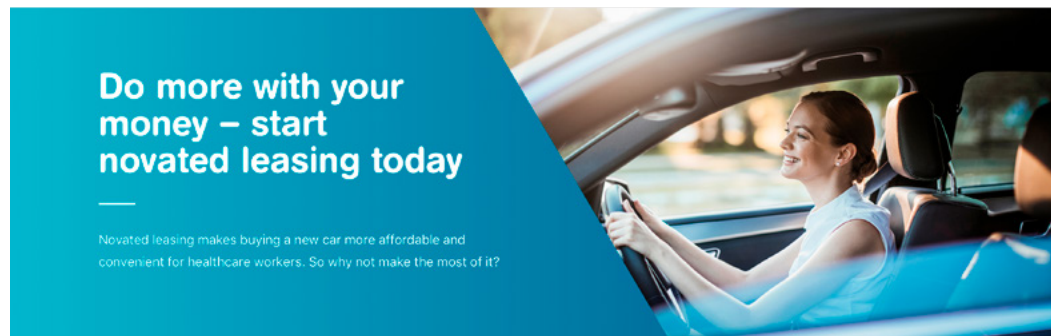
12 HIGHLIGHT PANEL

OVERVIEW

Selecting a standout image with a great headline is the easiest way to make a big impact in our digital design.

The highlight panel sets the tone for the whole design. It's the hero and the key source of vibrancy in an otherwise minimal space.

Use the source files for standard typography sizes, but make sure you craft these to suit your layout. There may be times when you need to increase the font size to really make an impact.

❶ Here we combine an image area with an blue gradient overlay, then we add a large, punchy headline.

❷ Here we use the standard height image and standard font sized headline with the Eye Catching campaign font to emphasise key words.

❶


❷

13 AT A GLANCE

CAMPAIGN LANDING PAGE

Our source files and components contain everything you need to create distinctive digital content for promotional landing pages.

1 Use the highlight panel to feature photography, illustration or a combination of both.

2 Try alternating panels of colour, imagery and graphic elements to create eye catching, bite-sized information.

3 Move forms closer to the top of the page to encourage lead generation.
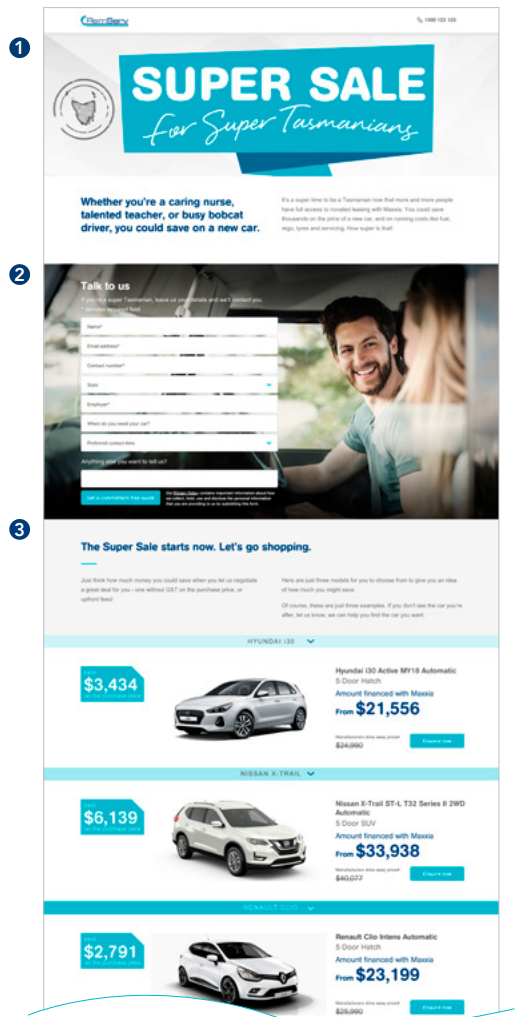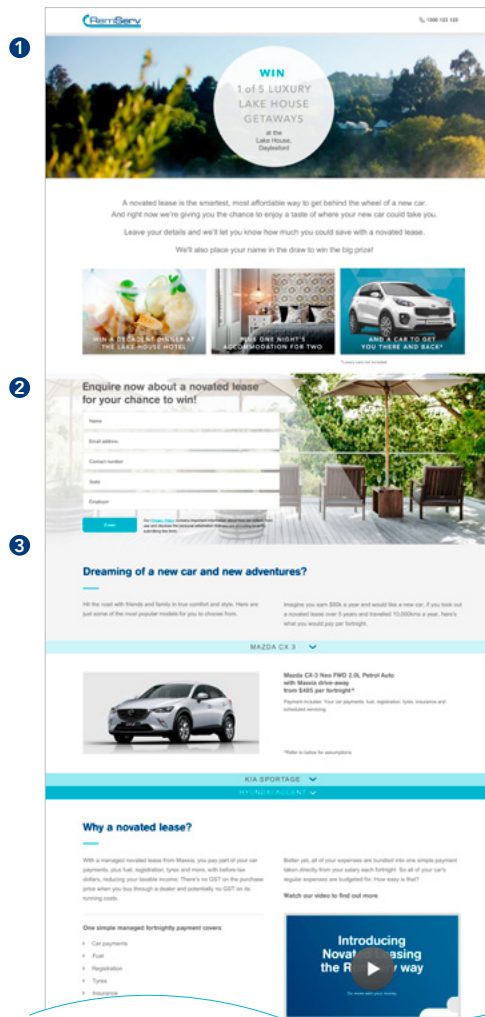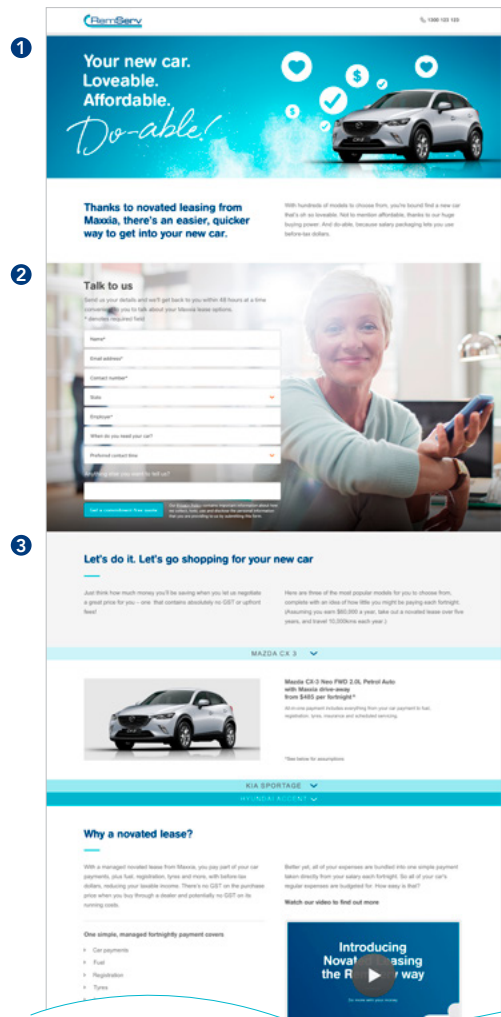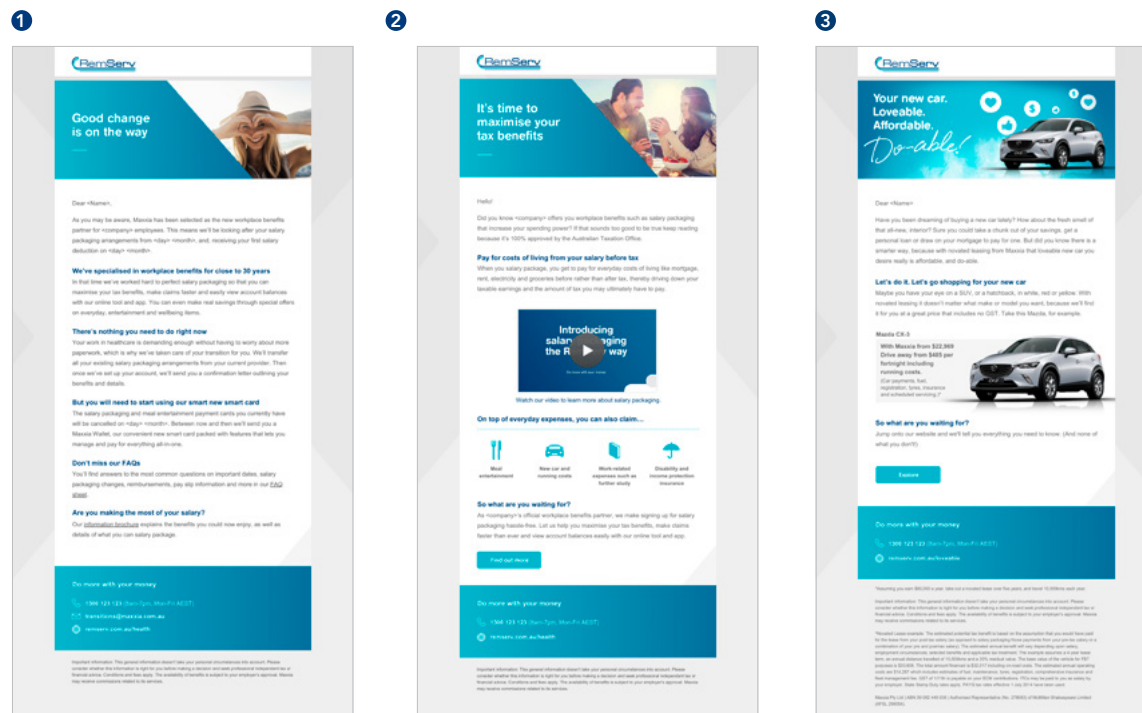
14   AT A GLANCE

EDM

There are three eDM styles for you to choose from.

❶ Educational eDMs are content heavy – the highlight panel has an engaging image and simple bold headline treatment. This format is ideal for detailed information such as introductions to RemServ.

❷ To break up content videos can be inserted into eDMs. Icons can also be used to help customers understand information more easily.

❸ Campaign eDMs are generally shorter and are more visually engaging. When it comes to novated leasing messages, car offers are often included with savings highlighted.

15 AT A GLANCE

BENEFITS BULLETIN EDM

Benefits Bulletin is a quarterly newsletter sent out to customers.

The design follows a modular system that will work clearly on desktop and mobile.

Customers can read articles, be given helpful insights as well as read testimonials from customers who have benefited from being with RemServ.

Eye Catching font is used in the lockup and it can also be used to draw attention to things like competitions which are featured.
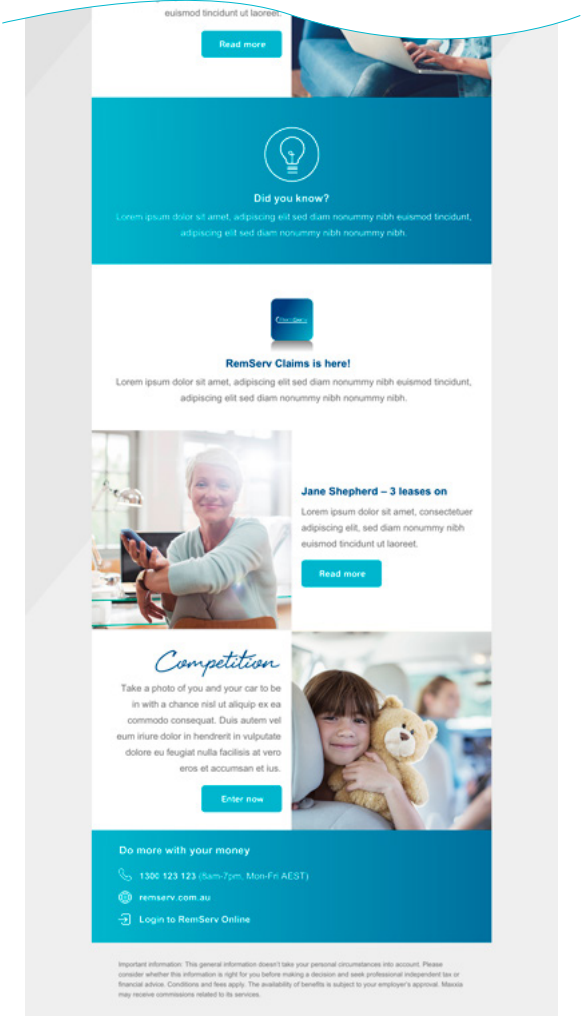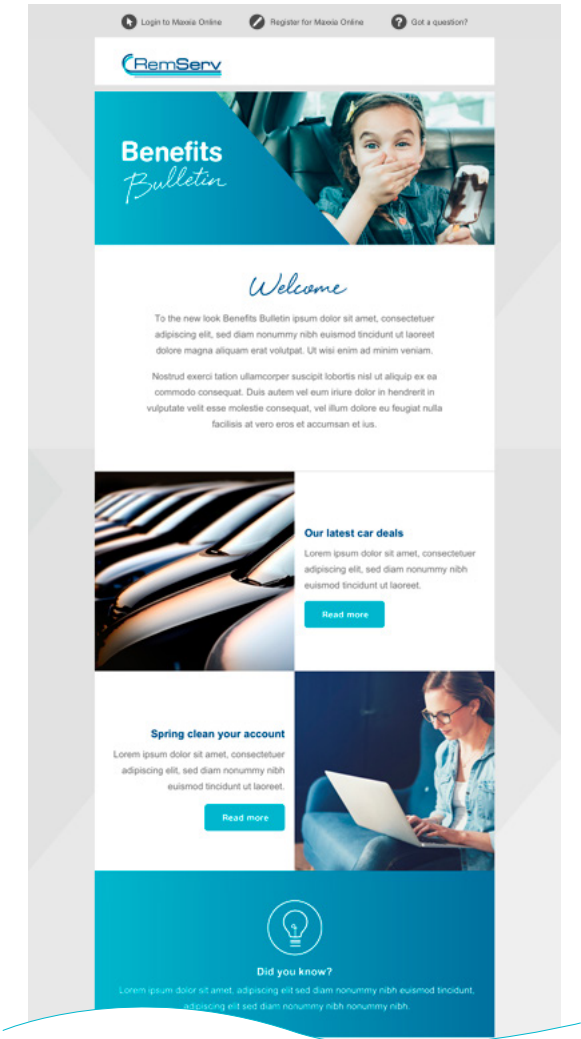
16 APP ICONS

USAGE

It's important to maintain a consistent brand across all media, including mobile applications.

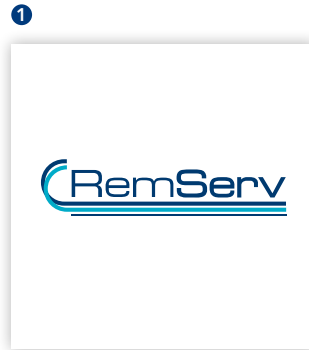Our app icon uses the primary logo on a white background.

17 DIGITAL APPLICATIONS

AVATARS

The avatar is our key branding device for social media networks and online accounts.

1 The avatar is one of the few instances where the vertical version of the Brandmark is used.

2 Our square avatar has been designed with circle crops in mind.

1

2

N/A

maxxia_au

0 posts   0 followers   0 following

Follow

Maxxia
Get more for your money with Maxxia's salary packaging benefits.
www.maxxia.com.au/

No Posts Yet
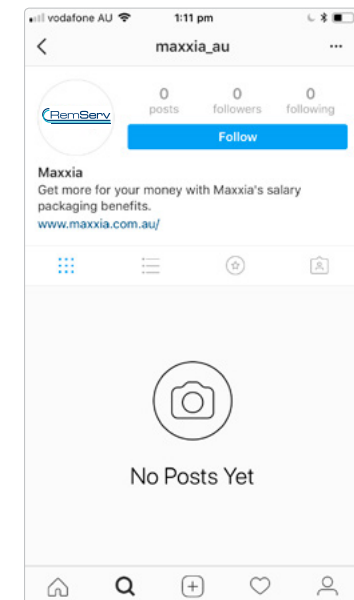
18 BUTTONS

KEY BUTTON VARIATIONS

We use five key button variations to clearly communicate primary and secondary actions. If these appear side by side, make sure they are all the same width.

Each button comes in a range of sizes and formats that you can adapt to fit your project.

Always use sentence case rather than title case (e.g. 'Learn more' not 'Learn More').

The exact wording of buttons is up to you.

TIP
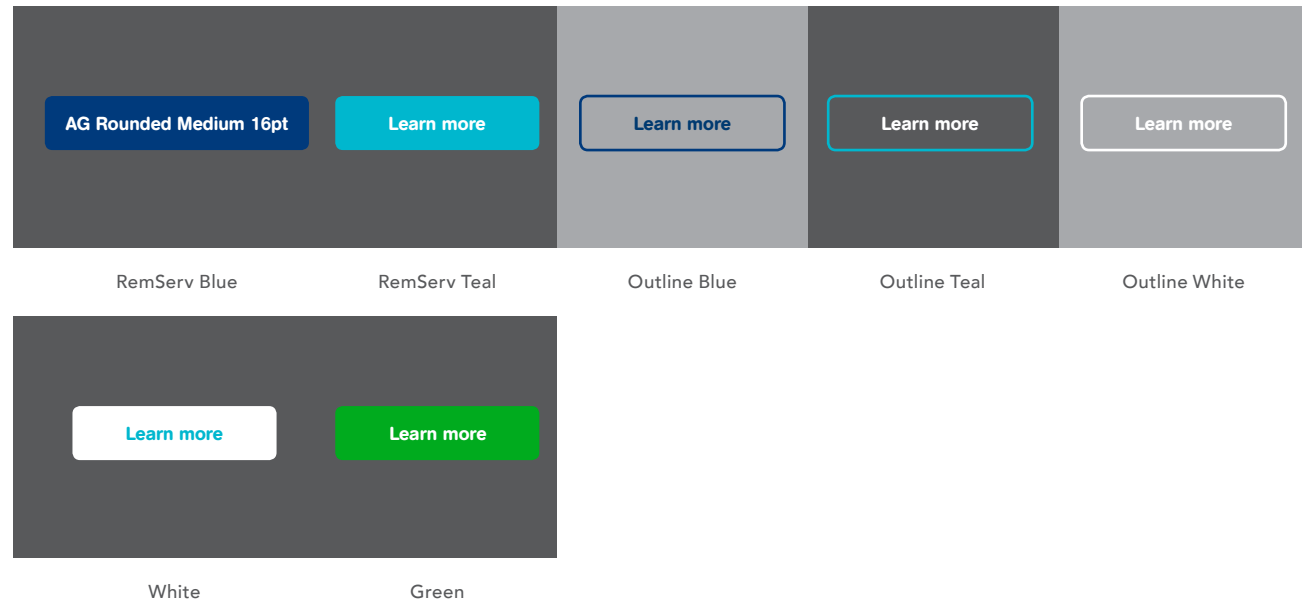
Users want available options to be as obvious as possible. A single, clear call to action will generate the best response.

RemServ Blue   RemServ Teal   Outline Blue   Outline Teal   Outline White

White   Green

19 MASTHEAD & FOOTER

LANDING PAGE

A simplified masthead and footer allows us to clearly communicate key channels, call to actions and contact methods across desktop, tablet and mobile formats.
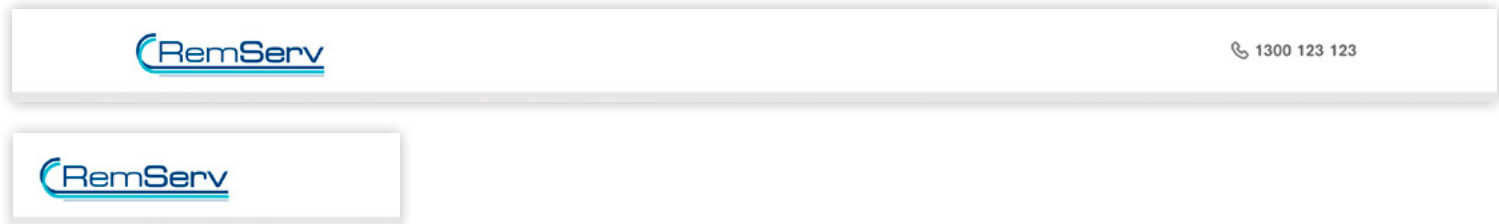
TIP

All our masthead source files are 'retina ready'. Simply use 'image size' to double the pixel dimensions and you're ready to create high-resolution retina assets.

TIP

Make sure you always code the background colour of the footer to extend to the bottom of the page.

RemServ   📞 1300 123 123

RemServ

We're here to help

📞 1300 123 123 (8am-7pm, Mon- Fri AEST)

RemServ

RemServ Pty Ltd | ABN 39 082 449 036 | Authorised Representative (No. 278683) of McMillan Shakespeare Limited (AFSL 299054).

Important information   ⌄

We're here to help

📞 1300 123 123 (8am-7pm, Mon- Fri AEST)

RemServ

RemServ Pty Ltd | ABN 39 082 449 036 | Authorised Representative (No. 278683) of McMillan Shakespeare Limited (AFSL 299054).

Important information   ⌄

20 MASTHEAD & FOOTER

EDM

A simplified masthead and footer allows us to clearly communicate key channels, call to actions and contact methods across desktop, tablet and mobile formats.
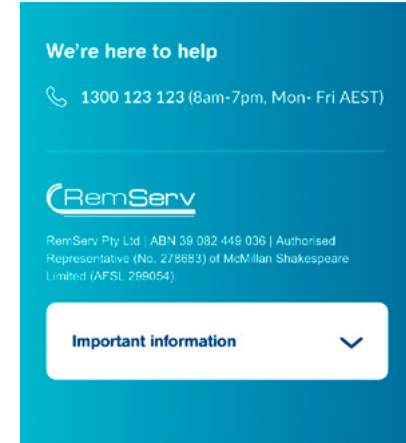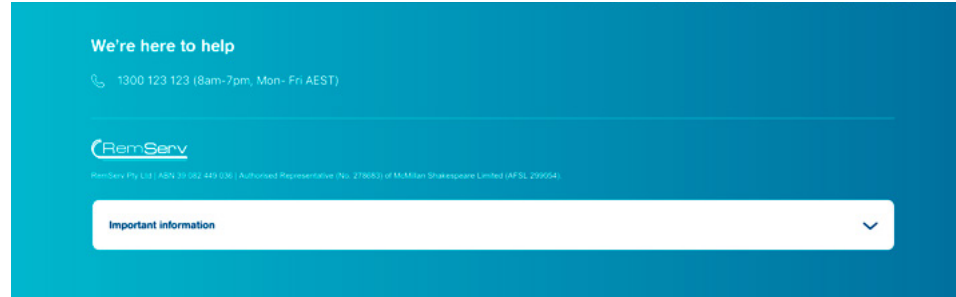
(TIP)

Make sure you always code the background colour of the footer to extend to the bottom of the page.

RemServ

Do more with your money

📞 **1300 123 123** (8am-7pm, Mon-Fri AEST)

🌐 **remserv.com.au**

21 RESPONSIVE LAYOUTS

BEST EXPERIENCE

Create responsive layouts to ensure customers get the best experience, no matter what device they're on.

You may need different images for mobile break points along with a smaller font size for headlines.

TIP :)

For mobile users, try prioritising mobile specific information or use collapsible accordion sections to limit the amount of scrolling.