Maxxia

Brand Guidelines

April 2018 | Version 1

"The strength of a brand identity is determined by the consistent adherence to the guidelines that govern the presentation of its brand identity.

A cohesive and consistent brand identity system increases and strengthens our visibility to all audiences.

These guidelines are a tool for you and are designed to help you get it right."

The Maxxia Brand Identity is a valuable asset of the business and these guidelines ensure the protection of this investment by creating a unified and consistent identity for Maxxia.

Remember, being consistent with the Maxxia Brand Identity multiplies the power of our communications. By embracing these guidelines, we can all help in making it bold, clear and unmistakably Maxxia.

MAXXIA GUIDELINES

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4 INTRODUCING THE MAXXIA BRAND

Introducing the Maxxia Brand

At Maxxia, we aim to be Australia's largest provider of workplace benefits, and to 'maximise' these benefits to our customers – hence our brand name.

Our purpose is to make our customers' lives easier. We aspire to be groundbreakers; offering superior products and service and smarter client solutions. Our people people are thoughtful, resourceful and driven by a common goal: to help our customers do more with their money. All of these elements are reflected in our Brand Identity.

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5 CORE BRAND

MASTER BRANDMARK

Where possible all Brandmarks should be reproduced in Pantone 166 and Pantone Warm Gray 8. If the execution has a 4 colour image then it must be reproduced as a 5 colour job. CMYK for the image, Pantone 166 for Maxxia orange and CMYK breakdown of Pantone Warm Gray 8 for the Maxxia Man. In some circumstances, the Brandmark can be reproduced in single colour or reduced in size. For more information see 'Single Colour Brandmark Variations' as part of these Brand Identity Guidelines.

Do not attempt to recreate artwork as the Brandmark is specially drawn. Always use the Master Artwork supplied.

Maxxia

Maxxia Orange	Maxxia Logo Grey
PMS 166	PMS Warm Grey 8
C0 M74 Y100 K0	C0 M10 Y20 K60

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6 CORE BRAND

CLEAR SPACE

❶ To protect the integrity of the Brandmark a clear space is used. Clear space is the minimum area surrounding the Brandmark which must remain clear of any other visual elements or text.

MINIMUM SIZE

❷ To maintain the legibility of our logo a minimum size of 20mm has been determined.

SINGLE COLOUR BRANDMARK VARIATIONS

❸ Monotone

❹ Reverse version

Where possible the Master Brandmark should be used.

PLACEMENT

For preferred brandmark placement see examples on pp. 23–29.

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7 CORE BRAND

INCORRECT USE

The following examples illustrate incorrect use of the Brandmark.

Don’t squash

Don’t stretch

Don’t use with another colour

Wrong colour background

Don’t crop

Don’t distort

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8 CORE BRAND

CO-BRANDING

As explained in the section above, the clear space applies with co-branding as well. There are some basic rules with co-branding as shown in the examples.

❶ Co-branded logos sit either to the left of the Maxxia logo.

The co-branded logo must never be larger in appearance than the Maxxia logo.

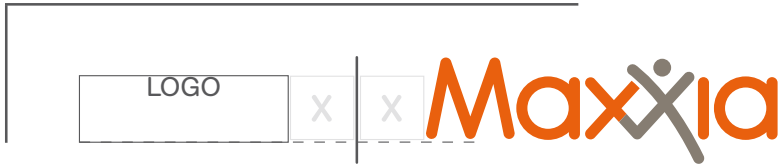
In some circumstances the co-branded logo may be tall in shape. In this case the co-branded logo still needs to be visually no greater than the Maxxia logo.

The weight of the line should always be between 0.5pt and 1pt.

❷ An example of a co-branded miniguide.

❸ An example of a co-branded FAQ document.

❶



❷

❸

Salary Packaging

Frequently asked questions.

What is Salary Packaging?

Salary Packaging is an arrangement between you and your employer whereby you give up some of your income in return for benefits of a similar value.
This means you can pay for these certain expenses with money set aside from your salary before it gets taxed.
By paying for benefits with before-tax dollars, you could reduce your taxable income and increase your disposable income.
Your employer will offer a range of benefits you can access if you choose to salary package some of your income.

What kind of workplace benefits can I package?

The most popular benefits you can package include superannuation, laptops (primarily for business use), cars and work related expenses.
Some employee groups, such as employees of hospitals or charities, can salary package their mortgage repayments, electricity and gas payments and meal entertainment.
Check your Employee Information Guide for the types of workplace benefits available. You can download a copy at **maxxia.com.au/government/salary-packaging/what-can-i-salary-package.**

How do I pay for benefits through Salary Packaging?

Your employer offers a range of workplace benefits administered by Maxxia.
After you sign-up with us, your payroll department sends your agreed before-tax contribution to your Maxxia Salary Packaging account each pay. They send the rest of your pay to your nominated bank account as usual. PAYG tax is applied to this portion of your salary.
We then use your before-tax dollars from your Maxxia Salary Packaging account to pay for your chosen benefits according to your instructions.

What does Salary Packaging cost?

We look after your Salary Packaging for a small fee which is paid out of your before-tax dollars.
Check your Employee Information Guide for details about fees.

Are Maxxia's administration fees salary packaged?

Yes, all fees can be salary packaged. Salary Packaging fees do not contribute towards any applicable capping threshold and do not attract Fringe Benefit Tax (FBT).

What is Fringe Benefit Tax (FBT)?

Fringe Benefit Tax is a tax on the benefits your employer provides you with that are not in the form of cash salary or wages. Under federal legislation, benefits provided by your employer are not subject to PAYG tax, but FBT may be payable on the benefit. The current FBT rate is 47%.
Most benefits attract FBT however the FBT Act determines that certain items, such as superannuation, professional memberships and work-related expenses, are FBT exempt. This means that by Salary Packaging these items, no FBT is payable.

When is the FBT year?

The FBT year runs from 1 April to 31 March.

What happens if I commence salary packaging halfway through the FBT year?

If you are Salary Packaging benefits that do not attract FBT, such as superannuation contributions or professional memberships, there is no impact on your arrangements.
If you are Salary Packaging benefits under a capping threshold, you may be able to increase your fortnightly contributions for the remainder of the FBT year to make sure you maximise your tax savings. This will depend on your employer's salary packaging policy.

What does employer FBT status mean?

Your employer FBT status is a ruling determined by the FBT Act and confirmed by the ATO, that allows some organisations a concession or exemption from FBT.

What does capping threshold mean?

Depending on your employer's FBT status, you may be eligible for an exemption on FBT up to a certain limit – this is known as your capping threshold.
The value of your FBT exemption is reset each FBT year. Any residual amount you are eligible for does not carry over to the following FBT year.
Please consult your Employee Information Guide to find out your capping threshold as the FBT value amount varies from between a grossed-up value of $17,000 or $30,000, based on your employer's FBT status. These are as follows:
1. Hospitals (cap limit of $9,010);
2. Charities or not-for-profit (cap limit of $15,900);
3. Independent schools and associations (Rebatable FBT);
4. Public schools, Government departments and private companies (Full FBT).

Government of South Australia | Maxxia

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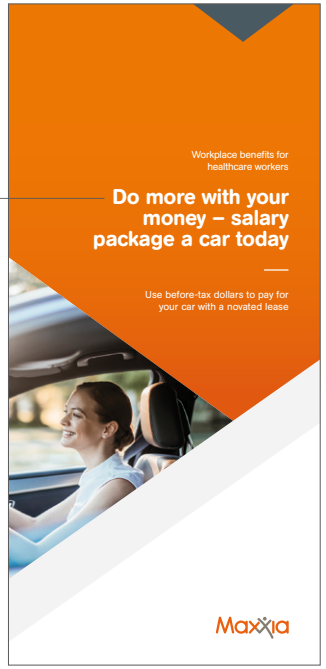
9 CORE BRAND

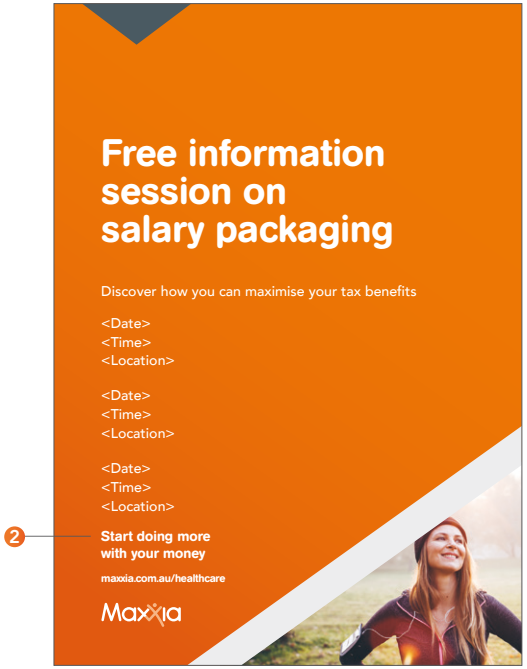
BRAND POSITIONING

Although it is not an 'official' tagline as such, the brand positioning "Do more with your money" has been used to great effect in recent years.

It is both a literal explanation of the many benefits of salary packaging and a strong call to action.

Executionally, it functions as a headline, is often used in copy to pull all the benefits together and can be used as a sign-off – "What are you waiting for? Start doing more with your money today."





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10 ILLUSTRATIONS/ICONS

USAGE

Illustrations and icons 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 or Maxxia Orange.

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11 PHOTOGRAPHY

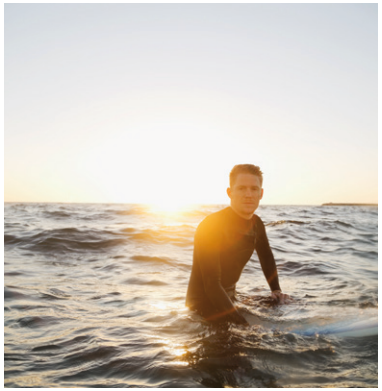
PHOTOGRAPHY

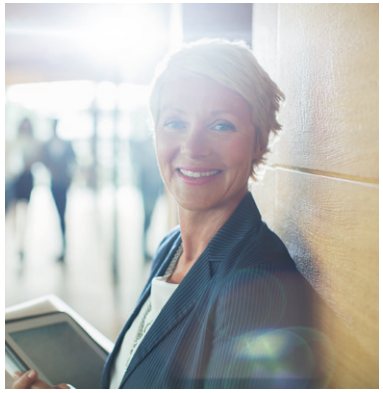
Our photography style is mostly lifestyle-based, and communicates the idea of customers doing more with their money. Focusing on customers in relaxed, nonwork environments – rather than specific vocations – gives our communications far more universal appeal. For example, a woman in her novated car could be a nurse, a lawyer or anything.

This human element reflects our brand personality of being sincere, down-to-earth and customer-focussed.

Images have a warm feel and light source in frame that provides a consistency to their appearance.

All photography must be supplied as 300dpi and in high resolution.





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12 USING COLOUR

OVERVIEW

To create print 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 A bold and distinctive colour palette is a key component of Maxxia's brand identity. Maxxia Orange (Pantone 166) is our palette of choice, and should be reproduced with accuracy and consistency. Warm Gray 8 represents the Maxxia Man as a secondary logo colour, while other shades of grey can be used, as required, for campaigns and corporate communications.

❷ An orange gradient can also be used.

❸ Here is an example of colour applied to a promotional poster. As you can see Maxxia Orange is the dominant colour but white space is an important feature.

❶

Maxxia Orange PMS 166 C0 M74 Y100 K0	Maxxia Logo Grey PMS Warm Grey 8 C0 M10 Y20 K60
Maxxia Orange 50% Tint C0 M37 Y50 K0	Maxxia Logo Grey 50% Tint C0 M5 Y10 K30
Maxxia Sash Grey PMS N/A C0 M0 Y0 K7	Maxxia Text Grey PMS N/A C0 M0 Y0 K80

❷

Maxxia Gradient PMS N/A C0 M64 Y100 K0	PMS N/A C0 M76 Y100 K5

❸

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13 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.

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

The numerals of 'AG Book Rounded' need special attention with kerning. See below.

Example A:
Numerals with '0' kern between characters

19.12.2016

Example B:
Numerals that have been visually kerned between characters

19.12.2016

AG Book Rounded Medium
AG Book Rounded Regular

Avenir Heavy
Avenir Light

Arial Bold
Arial Regular

Eye Catching

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14 COPY STYLE

COPY STYLE AND TONE

The copy style for Maxxia's communications should align with the broader McMillan Shakespeare Group's brand architecture.

This includes the following brand personality traits:

- big on sincerity: honest, down-to-earth, cheerful
- local and easy: approachable, friendly
- big on competence: reliable, efficient, compliant, successful, and confident.

Copy should be business-like, but not too formal – close to conversational English.

Key emphasis of copy should be to inform customers about our products and services to help their decision-making. Copy writing should be presented in language that is:

- simple, easy to understand - clean and consistent
- succinct and concise
- friendly and courteous
- educational and informative.

USE OF PLAIN LANGUAGE

The general principles of plain language are as follows. Plain language:

- uses words and grammar that is widely recognised and understood
- uses language that is easy to understand, no matter how complex the subject
- is reader-friendly, avoids unfamiliar words, and explains terms which would confuse the general public
- uses the active voice because it is more direct.

APPLICATION

To be applied across all written communications produced for B2B and B2C product markets.

PUNCTUATION

Headlines do not require full stops.
In an occasion where a headline is split, a full stop needs to be used at the end of the subhead. When a headline is made up of two sentences, a full stop is also needed.

USE OF MODAL VERBS

When describing product benefits, modal verbs - such as could, might, may - should be used for legal purposes. Customers should always be advised to seek financial advice before committing to a salary packaged deal.

USE OF TESTIMONIAL / SPEECH BOX

From time to time speech boxes will appear in Maxxia communication pieces, from salary packaging and leasing to car insurance. They must only be used in conjunction with a photograph and the copy should be written in such a way that the tone and information have a first-person testimonial feel; i.e. a quote from a Maxxia customer.

USE OF EXCLAMATION MARK

While exclamation marks have, historically, been used sparingly and with discretion in corporate communications, they can be effective in adding approachability, cheerfulness and sincerity to modern brand messaging – and, in Maxxia's case, add emphasis to key product benefits.

The exclamation mark can be used in both headlines and sub-headlines, including within testimonial/ speech text boxes.

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15 COPY STYLE

COMMONLY USED TERMS

The following pages provide style guidelines for popularly used terms and phrases, as well as commonly misspelt words:

	ITEM	CORRECT USAGE	INCORRECT USAGE
A	ampersands	No ampersands (&) unless part of a company name or trademark (Standard & Poor's). For general use always spell out 'and'.	Jane & Mike went to the course.
B	business addresses	When run on in one line, each address element should be separated from the next by a comma (except for: City/town STATE postcode). When split over several lines, there are no commas at the end of each line. Maxxia street address: Maxxia Level 19, 360 Elizabeth Street Melbourne VIC 3000 Maxxia address for all requests/claims: Maxxia Locked Bag 18, Collins Street East Melbourne VIC 8003	Maxxia Level 19, 360 Elizabeth Street Melbourne VIC 3000
C	capitalisation in body of text	Limit initial caps (apart from those marking the beginning of a sentence) to proper nouns — that is, nouns naming a particular person, product or thing. Example: employee benefits should be lowercase in the following: A comprehensive employee benefits program plays an important role in attracting and retaining staff.	A comprehensive Employee Benefits program plays an important role in attracting and retaining staff.
C	capitalisation in headings	Use sentence case, i.e., capitalise first word only: Maximise your salary packaging	Maximise your Salary Packaging
	comprehensive insurance	comprehensive insurance, unless it is part of a product name or start of a sentence.	If you're looking for Comprehensive Insurance cover for your car ...

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16 COPY STYLE

	ITEM	CORRECT USAGE	INCORRECT USAGE
D	dates	Monday 9 November 2012 9 March 2012	November 9, 2012 9/9/2012
	department / team names	Names of departments should begin with capital letter, however the term department or team does not require capitalisation: Maxxia Customer Care team	Maxxia Customer Care Team
E	employers and employees	Use the terms 'employer and employees' or 'clients and customers'. These terms should not be capitalised, unless at the beginning of a sentence.	Employers/Employees (other than beginning of a sentence) Employee customers Employer clients
F	footnotes and references	The preferred system for referencing is the note system. This places full acknowledgement of sources within footnotes or endnotes. A good example of this is in the Maxxia mini guides: Salary packaging could work for you no matter how much you earn – $30,000 or $70,000. Just take a look at the potential tax benefit of packaging $16,050[1] per year toward your everyday living expenses. Notes 1 Public benevolent institutions and charities have a capping threshold (being a grossed up taxable value of $30,000) placed on the amount of fringe benefits they may provide to employees each FBT year without FBT applying. The maximum amount of $16,050 has been determined using a gross up rate of 1.8692 and assumes that the payments are not subject to GST. Where the payments are subject to GST the maximum amount will be reduced to $14,530 and the gross up rate of 2.0647 will be used to determine the grossed up taxable value of the benefits provided. There are some instances where note identifiers should be placed where the evidence supporting a statement can be seen immediately. A good example of this is explanatory notes used on tables or graphs.	

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17 COPY STYLE

	ITEM	CORRECT USAGE	INCORRECT USAGE
F	Fringe Benefits Tax	benefits with an s	Fringe Benefit Tax
	FBT	Use the full name with acronym in brackets in the first instance. Fringe Benefits Tax (FBT), then FBT thereafter	
H	health and charity	Employer groups should begin with lower case	Health and Charity
	hyphenated words	The following words are hyphenated: post-tax, in-house, pre-tax, trade-in	post tax, in house or inhouse, pre tax, trade in
I	immediately	ends with – ely	immediatly
	independent	ends with an – ent	independant
	Internet addresses	When citing Internet address, remove the www and bold: maxxia.com.au Full stops should not be used to close a sentence that ends with an email or Internet address because this can confuse inexperienced users – they may think the full stop is part of the address. Internet and email addresses can be highlighted in bold – not italics – or underlined.	www.Maxxia.com.au. www.maxxia.com.au.
K	knowledge	remember the d	knowlege
M	Maxxia insurance	Lower case i for insurance is the correct name of this product by A&G Insurance Services.	Maxxia Insurance
	McMillan Shakespeare Group	Use capitals. The correct acronym to use is MMSG. The term MMS refers to the company identifier on the Australian Securities Exchange.	McMillan Shakespeare group
	My team leader	Job description, not title, use lower case	My Team Leader

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18 COPY STYLE

	ITEM	CORRECT USAGE	INCORRECT USAGE
M	Meal Entertainment	Meal Entertainment product is capitalised, however if you refer to someone's ability to package meal entertainment in general it is lower case. The same rule should apply to all benefits, for e.g. Living Expenses is capitalised when referring to the benefit, but lower case if referring to living expenses as a general term.	
N	Novated Leasing versus novated leasing	Lower case unless start of a sentence.	With a Novated lease through Maxxia you could save.
	numbers	Spell out numbers from one to ten, and then use numerals. Spell out all numbers at start of sentence (Forty-eight people...) For thousands and millions etc: 3,000, 500,000, 2 million, 8 billion, etc.	
O	occurred, occurring	two r's and two c's	ocurring, occuring
	on site or onsite	Use as one word for consistency – onsite	on site, on - site
	online accounts	Referred to as Maxxia Online or My Account (with caps)	My account, Maxxia online
	on-line or online	Use one word for consistency – online	on - line, on line

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19 COPY STYLE

	ITEM	CORRECT USAGE	INCORRECT USAGE
P	percentages	Use '%' in tables and 'per cent' in communication format.	7 percent
	preferred	two r's	prefered
	private sector/public sector	Lower case private sector, public sector.	Private Sector/Public Sector
	Pty Ltd i.e. Maxxia Pty Ltd versus Maxxia	Preference is to refer only as Maxxia (including signature sign-offs) unless the document requires the formal business name is listed – i.e. tender, proposal.	Maxxia PTY LTD
Q	quotation marks	Single quotation marks should be used as a standard. Double quotation marks should be reserved for quotations within quotations.	
S	Salary Packaging Payment Card/ Meal Entertainment Payment Card	Upper case for product names. Maxxia refers to the SPPC as the card after the initial mention.	salary packaging payment card
	Salary Packaging versus salary packaging	Lower case unless start of a sentence. The same applies for the terms salary packaging administration or salary packaging arrangements/services.	Salary Packaging Arrangements

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20 COPY STYLE

	ITEM	CORRECT USAGE	INCORRECT USAGE
	Salary packaging versus salary sacrifice	There is no difference between the terms salary packaging and salary sacrifice. MMSG uses salary packaging – rather than 'sacrifice' in copy writing.	salary sacrifice
T	telephone numbers	Telephone and fax numbers should be written with the following spacing and punctuation: STD numbers (03) 9097 3146 Mobile 0400 756 587 Maxxia 1300 numbers should be written as follows: Local call 1300 123 123	
	time 12.00pm-2.00pm	Include zeros and be consistent in your application Maxxia use 12pm or 12:30pm	12p.m – 2.00pm 12pm – 2pm
	titles	Person's job title should begin with capital letter: Administration Manager	administration manager

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21 LEGAL USAGE

LEGAL WORDING FOR MAXXIA DESIGN STYLE GUIDE

We use our full company name and ABN on all external company documents including marketing campaign and education material, brochures, contracts, quotes and information to employers and employees, as well as letterheads, and (where appropriate) online.

Our full company name and ABN should appear as follows:

Maxxia Pty Ltd | ABN 39 082 449 036.

For documents that are more than a single page, the full company name and ABN does not necessarily have to appear on the first page. However, the technical legal requirement is that the ABN must appear immediately after the full company name is first used in the document. This means that a document can refer to "Maxxia" throughout, but the first time the text "Maxxia Pty Ltd" is used (such as in a fine print disclaimer on the last page) it must be immediately followed by the ABN.

WHERE THE ABN IS NOT REQUIRED

The items on which the ABN is not required include:

- packaging and labelling, including envelopes;
- business cards and 'with compliments' slips, and items which are not documents (eg,vehicles);
- most online banner ads, or animated GIF files.

TEXT SIZE AND APPEARANCE

Our legal information and disclaimer notes (including Maxxia's full name and ABN) must always be reasonably visible to the ordinary reader, taking into account how the material as a whole will be viewed. As a general guide, such text should appear at 6 pt on DL printed copy, A4 paper and small print advertisements. On A3 paper or larger printed format, such text should be 8pt. Where we reference a vehicle price and average income, this must be prominent, either by larger font, bold, or separated. For online terms and conditions we must display text at an appropriately visible size. Particular care should be taken with text and background colours.

USE OF TERMS AND CONDITIONS

Depending on the context, specific terms and conditions or disclaimers may be needed. Terms and conditions should always be reasonably legible.

Refer to the Terms and Conditions cheat sheet or contact the B2C team for the most up-to-date terms and conditions.

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22 STATIONERY EXAMPLES - STANDARD

A4 LETTERHEADS

❶ No specific insurance
or novated leasing references

❷ Specific insurance
or novated leasing reference

WITH COMP SLIPS

❸ With Compliments Slips
99mm x 210mm

ENVELOPE

❹ C4 Pocket
229mm x 324mm

❶

❷

❸

❹

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23 STATIONERY EXAMPLES - DYNAMIC

A4 LETTERHEADS

❶ No specific insurance
or novated leasing references

❷ Specific insurance
or novated leasing reference

WITH COMP SLIPS

❸ With Compliments Slips
99mm x 210mm

ENVELOPE

❹ C4 Pocket
229mm x 324mm

❶

❷

❸

❹

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24 STATIONERY EXAMPLES

BUSINESS CARDS - STANDARD

❶ There is 1 type of business card design. The size of the business card is 55mm x 90mm.

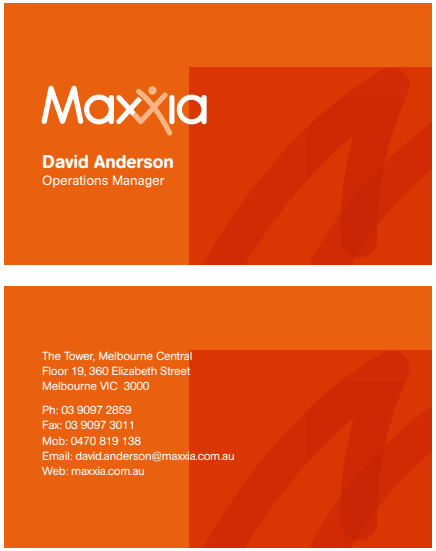
BUSINESS CARDS - DYNAMIC

❷ There is 1 type of business card design. The size of the business card is 55mm x 90mm.

EMAIL SIGNATURE

❸ This needs to follow exact colour and sizes.

❶



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❸

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Maxxia Pty Ltd

A McMillan Shakespeare Company ABN: 39 082 449 036
Authorised Representative (No. 278683) of McMillan Shakespeare Limited (AFSL No. 299054), Coverforce Insurance Broking Victoria Pty Ltd (AFSL 345986), Eric Insurance Limited (AFSL 238279) and Allianz Australia Insurance Limited (AFSL 234708) ABN 15 000 122 850

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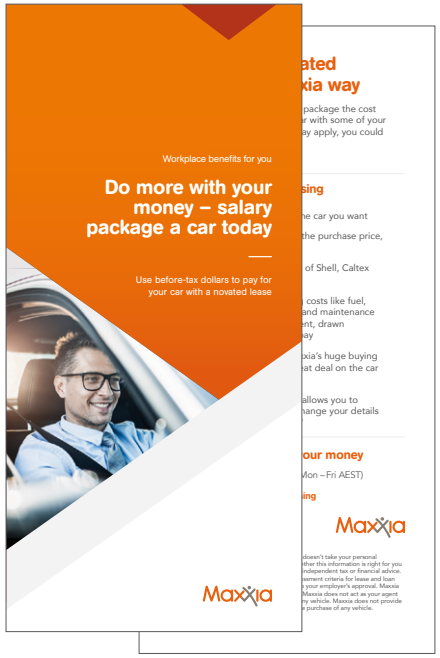
25 PRINT STOCK RECOMMENDATIONS

OVERVIEW

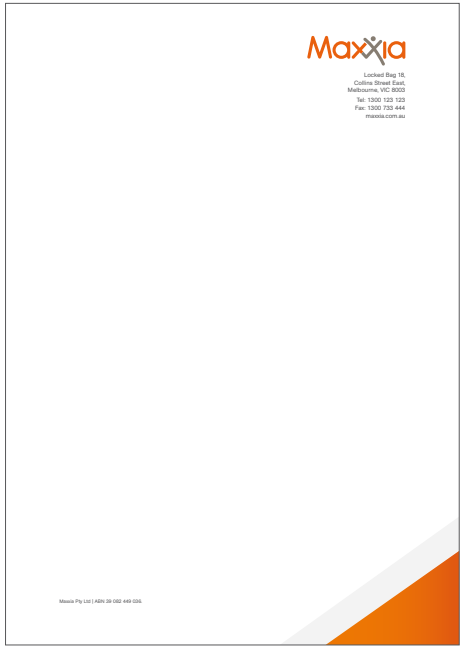
To gain the very best results in reproduction of the Maxxia colours, Maxxia printed materials have been grouped into stock sections.

1. Promotional materials such as posters, flyers, postcards and DM letters are to be printed on HannoArt Silk A2+.
2. Office stationery, such as letterheads, with comp slips, etc. are to be printed on 105GSM Knight Smooth.

1



2



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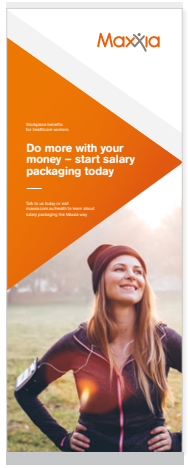
26 CAMPAIGN ROLLOUT EXAMPLE

PRINT

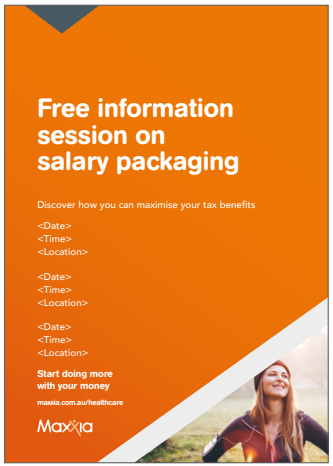
1. Booth
2. Pull up banner
3. A4 info session poster
4. A5 information benefits brochure
5. DL flyers

1

2



3



4

5

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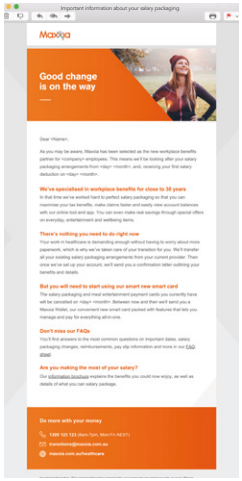
27 CAMPAIGN ROLLOUT EXAMPLE

DIGITAL

1. Simple and content-diverse eDMs
2. Novated leasing landing page
3. Salary packaging landing page
4. Info session email
5. Intranet copy
6. Intranet banners
7. Videos

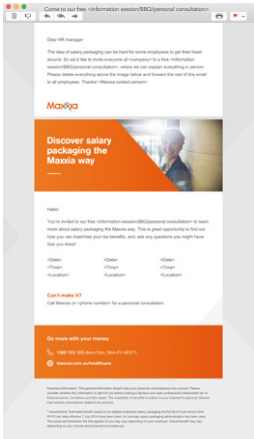
1



2

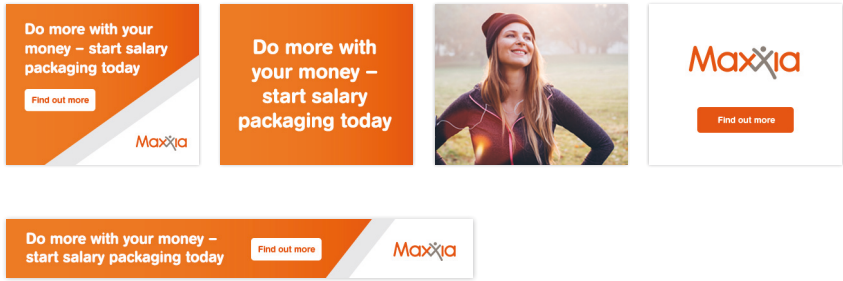
3

4



5

6



7

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MAXXIA GUIDELINES

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29 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.

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30 CORE BRAND

KEY BRAND ELEMENTS

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

1. Our logo is consistently applied to all communications. The primary logo is the preferred format, however the reversed out version is ideal for footers.
2. This example of a document cover demonstrates two key features of the Maxxia style - the strong use of angles, and also the balance between imagery and orange and white space.
3. Photography is often lifestyle based, and communicates the idea of customers doing more with their money. Adding a light source in frame helps give images a more uniform look.

1

2

3

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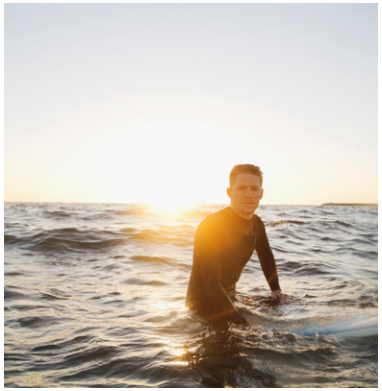
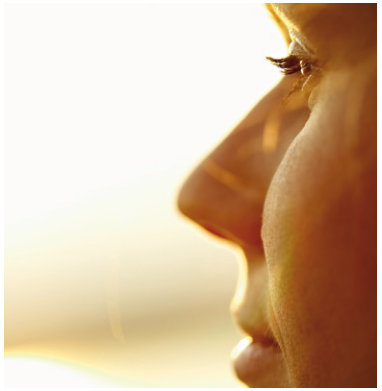
31 CORE BRAND

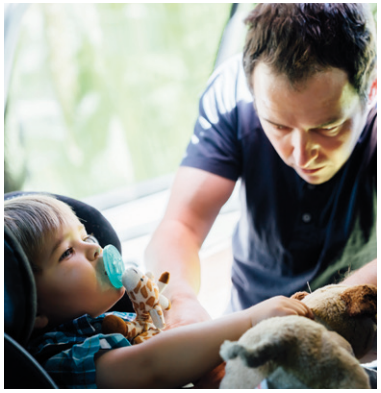
PHOTOGRAPHY

Our photography style heroes Maxxia 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 warm feel and light source in frame that provides a consistency to their appearance.







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32 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.

1. The core brand colours always cap the page by way of the masthead and/or navigation. Maxxia Text Grey is the default colour for text.
2. The digital gradient replicates the print gradient but in RGB format. Follow the source files if you want to use this in highlight panels.
3. You can add variety to your layout by using panels made from different background colours.
4. Here is an example of colour applied to a landing page. As you can see Maxxia Orange is the dominant colour but white space is an important feature.

1

Maxxia Orange R229 G83 B2 #E55302	Maxxia Logo Grey R139 G128 B120 #8B8078
Maxxia Sash Grey R230 G230 B230 #E6E6E6	Maxxia Text Grey R102 G102 B102 #666666

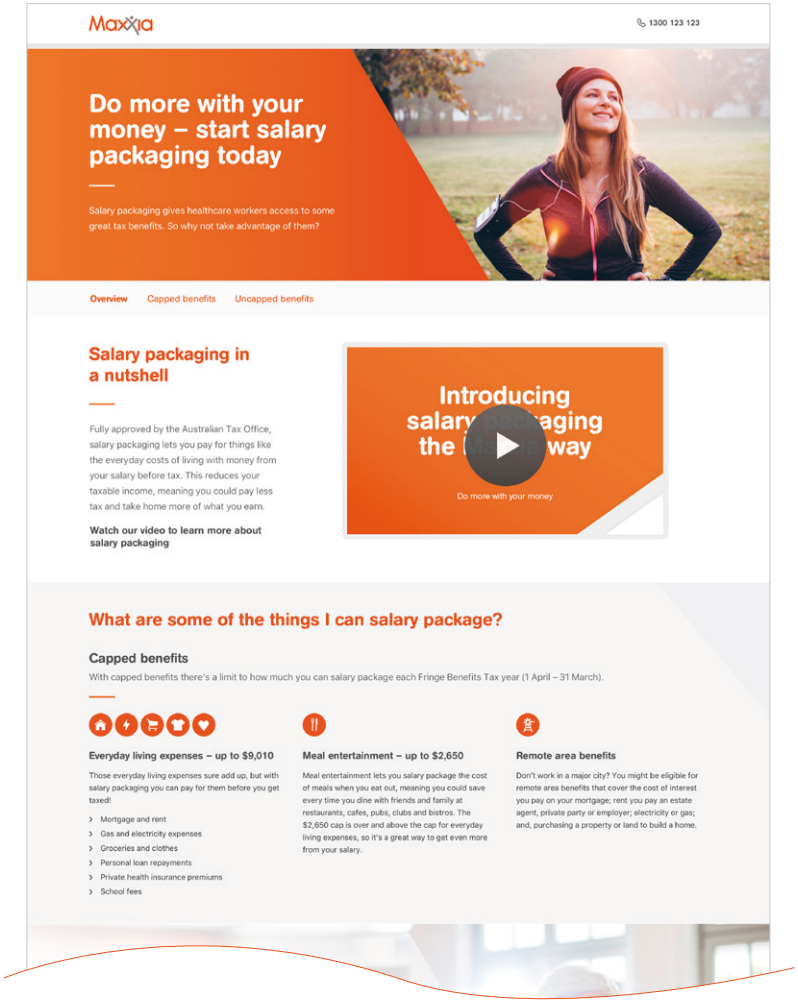
2

Maxxia Digital Gradient R243 G123 B29 #F37B1D	R229 G83 B2 #E55302

3

Background White #FFFFFFF	Background grey #F7F7F7

4



33 USING COLOUR

ACCESSIBILITY

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

1. Our core text colours have been designed to comfortably meet WCAG 2.0 accessibility standards – even at small sizes. You can also apply Maxxia Orange text over either of our white or grey background colours.
2. There are no hard and fast rules for headlines over imagery, so use your common sense and good judgement.

1

Maxxia Orange	Maxxia Text Grey	Background White	Background Grey
#E55302	#666666	#FFFFFFF	#F7F7F7

2

TIP

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

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34 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.

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

The numerals of 'AG Book Rounded' need special attention with kerning. See below.

Example A:
Numerals with '0' kern between characters

19.12.2016

Example B:
Numerals that have been visually kerned between characters

19.12.2016

AG Book Rounded Medium
AG Book Rounded Regular

Avenir Heavy
Avenir Light

Arial Bold
Arial Regular

Eye Catching

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35 USING TYPOGRAPHY

OVERVIEW

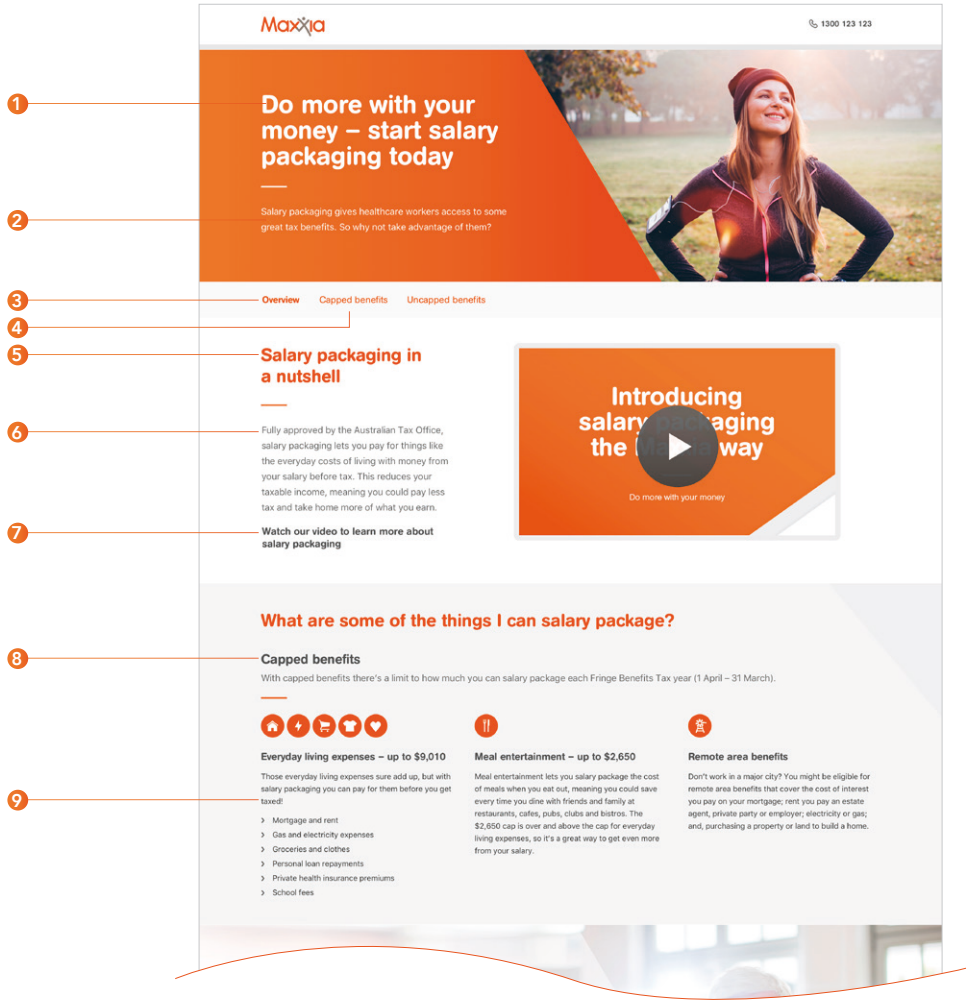
The right balance of AG Book Rounded and Avenir provides the foundation for our digital visual language.

1. Headings are typeset in AG Book Rounded Medium 50pt, in sentence case in #FFFFFF.
2. Introduction Title Style: Arial Regular Bold 18pt in #FFFFFF.
3. Navigation Style 1: Typeset in AG Book Rounded Medium 18pt in #E55302. This bolder typeface highlights the page you are currently on.
4. Navigation Style 2: Typeset in AG Book Rounded Regular 18pt in #E55302.
5. Sub headings are typeset in AG Book Rounded Medium 35pt in #E55302.

TIP

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

6. Body Copy 1: Arial Regular 18pt #666666.
7. Call to actions are typeset in AG Book Rounded Medium 20pt in #666666.
8. Subhead 2: AG Book Rounded Medium 26pt in #666666.
9. Body Copy 2: Arial Regular 15pt #666666.



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36 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.

1 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.

1

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37 ILLUSTRATIONS/ICONS

USAGE

Illustrations and icons 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 or Maxxia Orange.

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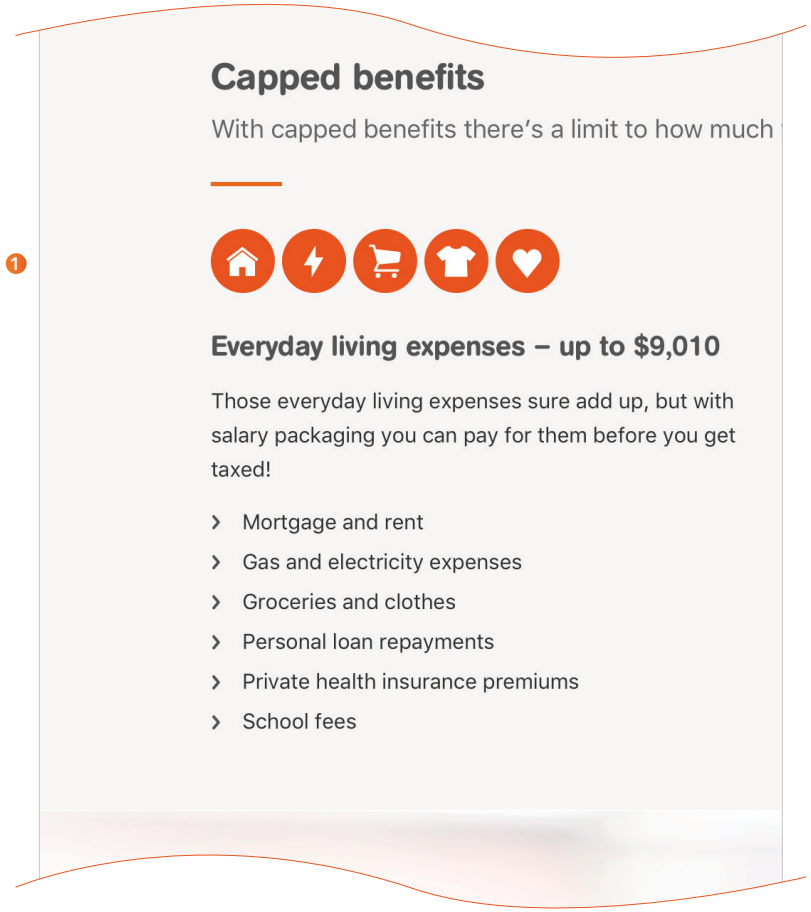
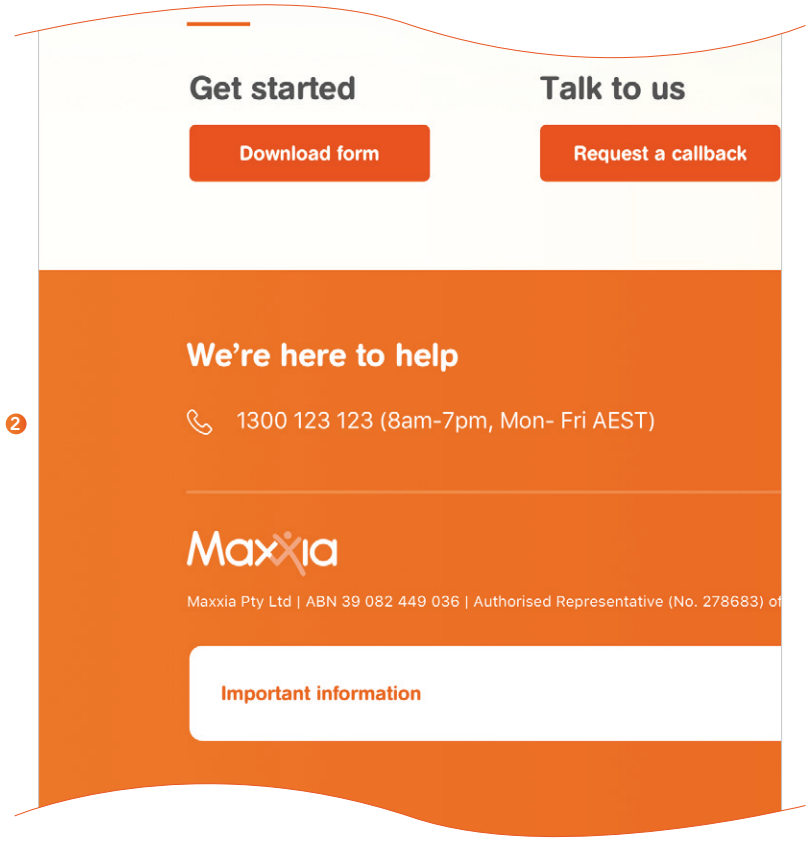
38 ICONS

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.





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39 HIGHLIGHT PANEL

OVERVIEW

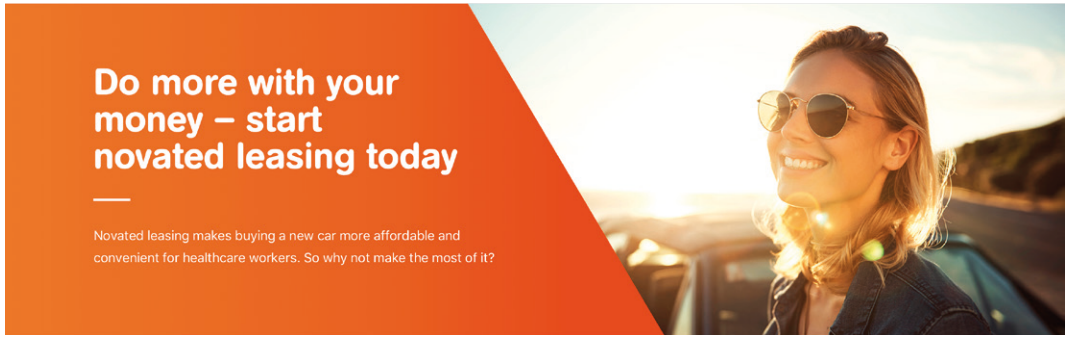
Selecting a standout image with a great headline is the easiest way to make a big impact in our digital design.

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.

1. Here we combine an image area with an orange gradient overlay, then we add a large, punchy headline.
2. Here we use the standard height image and standard font sized headline with the Eye Catching campaign font to emphasise key words.

1



2

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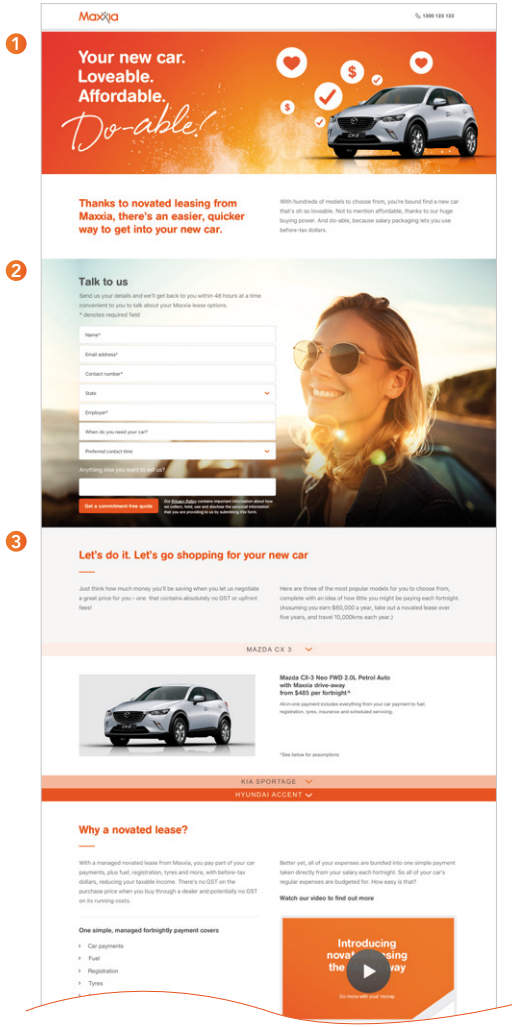
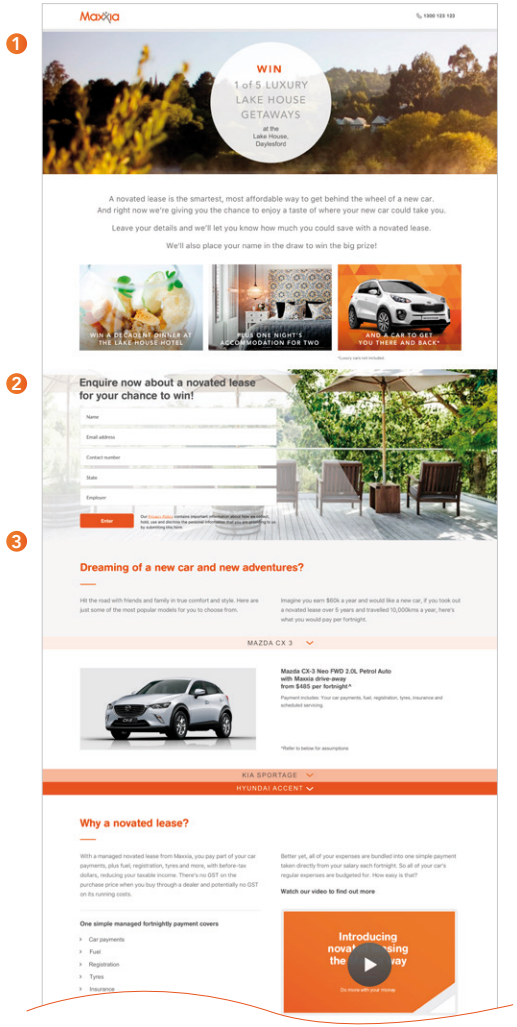
40 AT A GLANCE

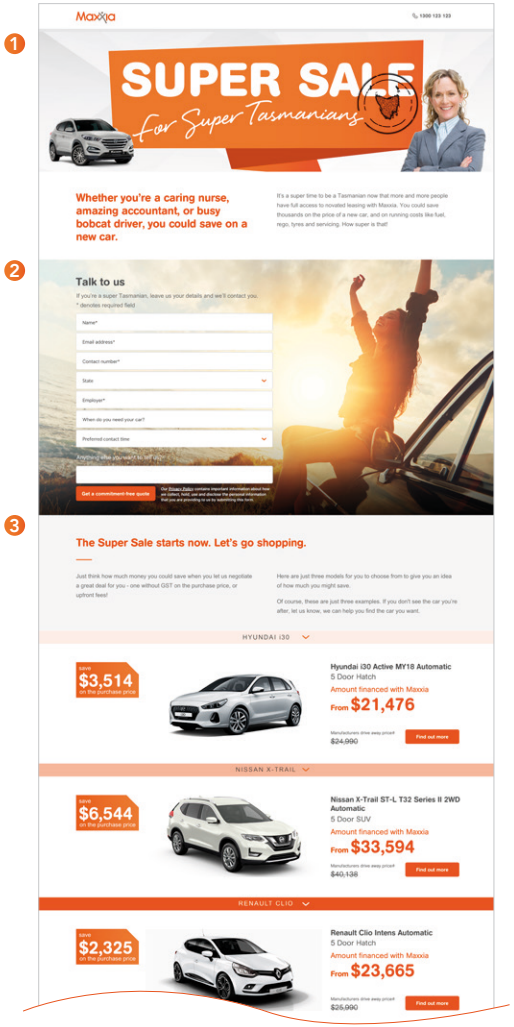
CAMPAIGN LANDING PAGE

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.







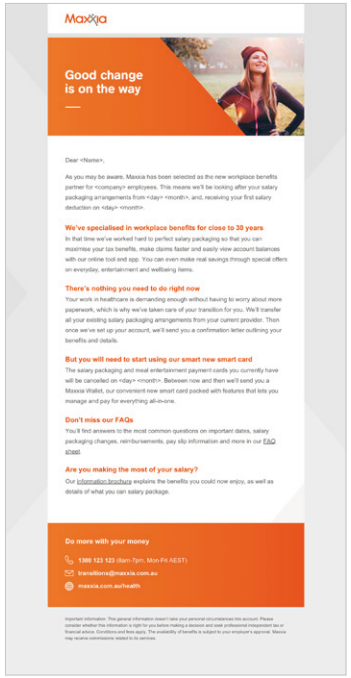
41 AT A GLANCE

EDM

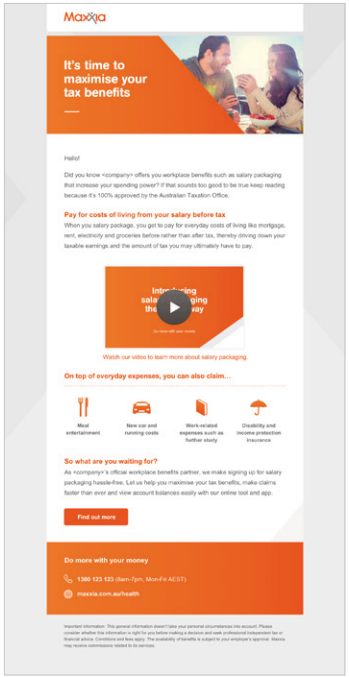
There are three eDM styles for you to choose from.

1. 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 Maxxia.
2. To break up content video's can be inserted into eDMs. Icons can also be used to help customers understand information more easily.
3. 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.

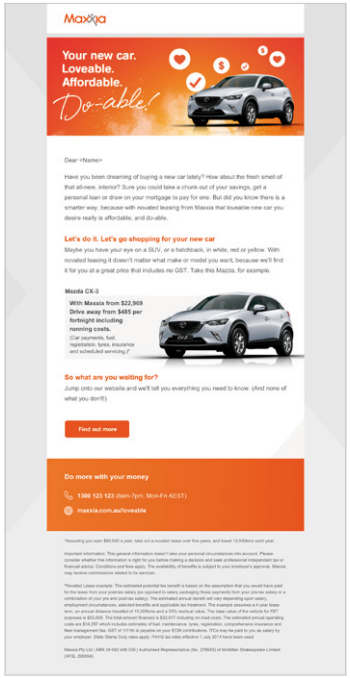
1



2



3



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42 AT A GLANCE

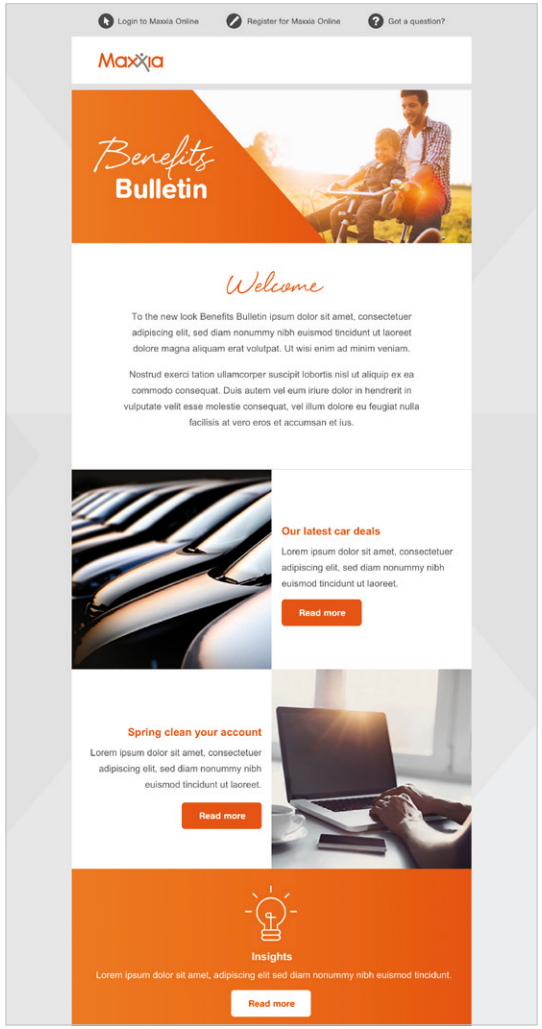
BENEFITS BULLETIN EDM

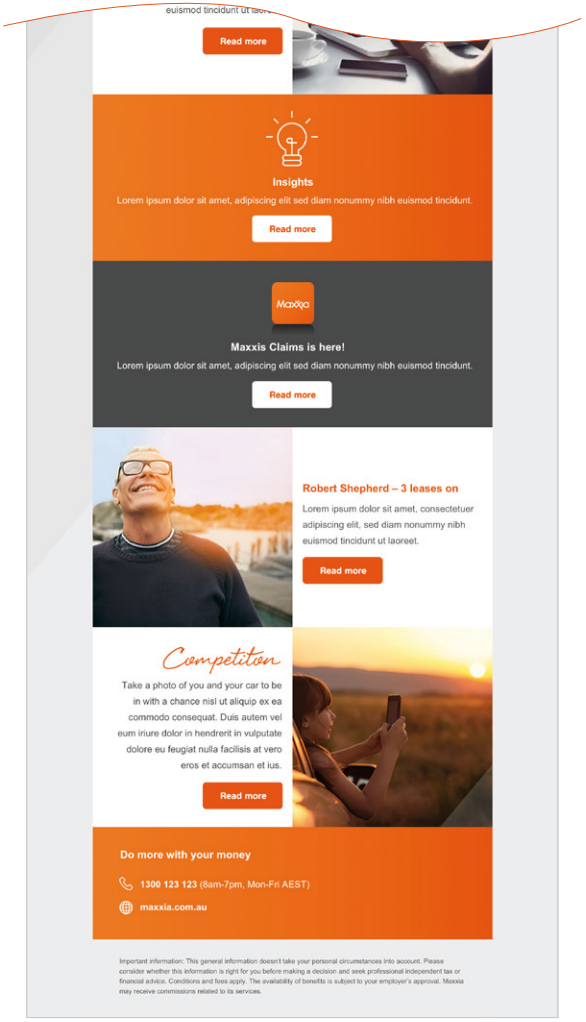
Benefits Bulletin is a quarterly newsletter sent out to customers.

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 Maxxia.

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





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43 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.

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44 BUTTONS

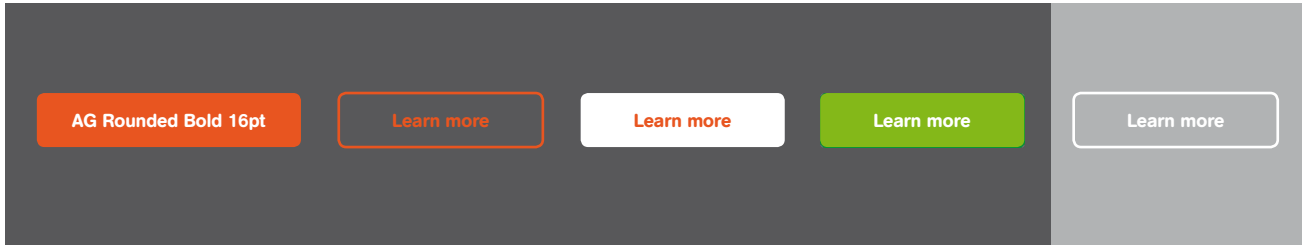
KEY BUTTON VARIATIONS

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.



Maxxia Orange | Outline Orange | White | Green | Outline White

TIP

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

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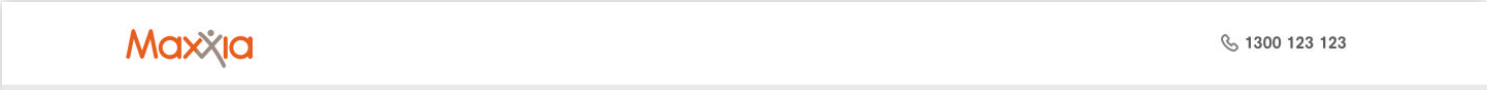
45 MASTHEAD & FOOTER

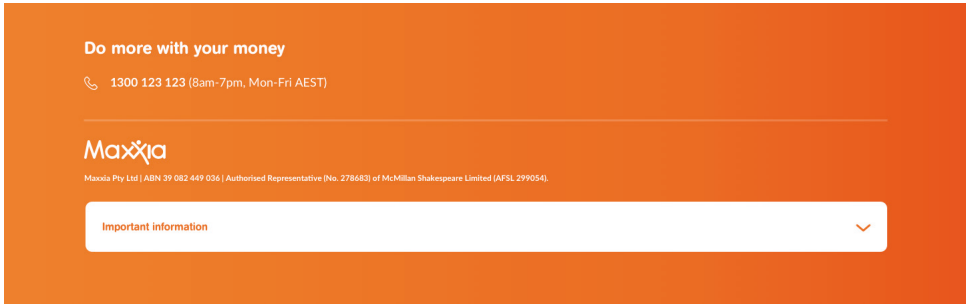
LANDING PAGE

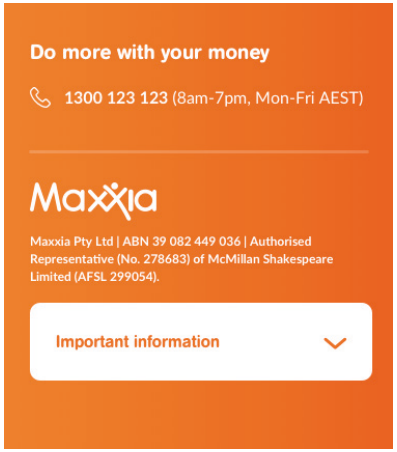
A simplified masthead and footer allows us to clearly communicate key channels, call to actions and contact methods across desktop, tablet and mobile formats.



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.

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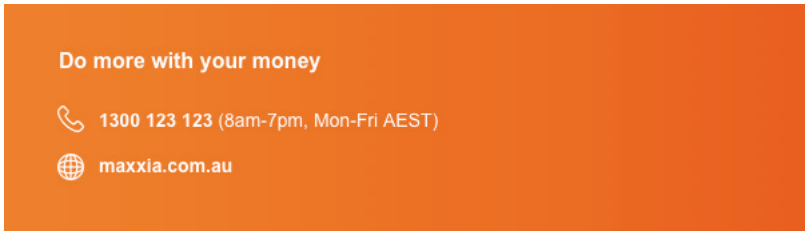
46 MASTHEAD & FOOTER

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.

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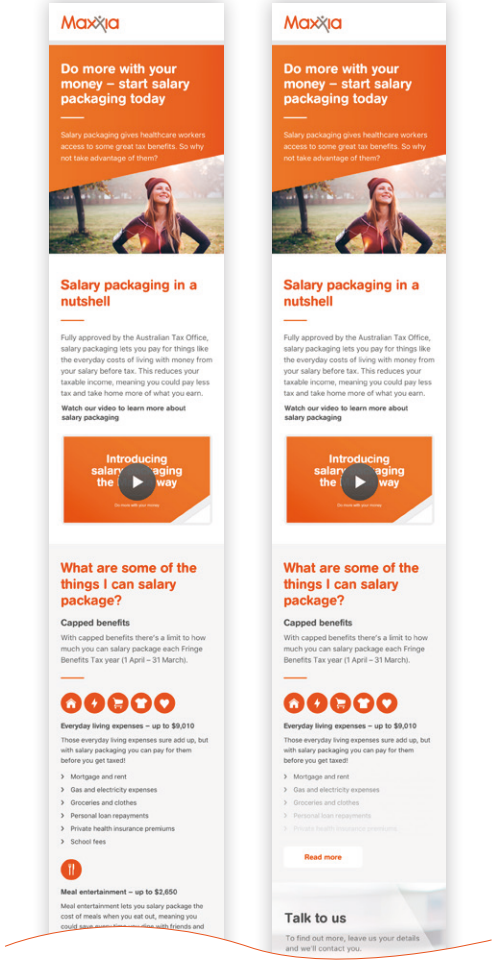
47 RESPONSIVE LAYOUTS

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.

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MAXXIA GUIDELINES

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49 CORE BRAND

BRANDMARK

Where possible all Brandmarks should be reproduced in Pantone 166 and Pantone Warm Gray 8. If the execution has a 4 colour image then it must be reproduced as a 5 colour job. CMYK for the image, Pantone 166 for Maxxia orange and CMYK breakdown of Pantone Warm Gray 8 for the Maxxia Man. In some circumstances, the Brandmark can be reproduced in single colour or reduced in size. For more information see 'Single Colour Brandmark Variations' as part of these Brand Identity Guidelines.

Do not attempt to recreate artwork as the Brandmark is specially drawn. Always use the Master Artwork supplied.

BRANDMARK WITH TAGLINE

Maxxia

Maxxia

Maxxia

Maximising workplace benefits

Maxxia

Maximising workplace benefits

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50 CORE BRAND

CLEAR SPACE

❶ To protect the integrity of the Brandmark a clear space is used. Clear space is the minimum area surrounding the Brandmark which must remain clear of any other visual elements or text.

❶

MINIMUM SIZE

❷ To maintain the legibility of our logo a minimum size of 20mm has been determined.

❷

SINGLE COLOUR BRANDMARK VARIATIONS

❸ Monotone

❹ Reverse version

Where possible the Master Brandmark should be used.

❸

❹

PLACEMENT

For preferred brandmark placement see examples on following pages.

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51 CORE BRAND

BRANDMARK WITH TAGLINE

CLEAR SPACE

❶ To protect the integrity of the Brandmark a clear space is used. Clear space is the minimum area surrounding the Brandmark which must remain clear of any other visual elements or text.

MINIMUM SIZE

❷ To maintain the legibility of our logo a minimum size of 40mm has been determined.

SINGLE COLOUR BRANDMARK VARIATIONS

❸ Monotone

❹ Reverse version

Where possible the Master Brandmark should be used.

❶

❷

❸

❹

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52 CORE BRAND

INCORRECT USE

The following examples illustrate incorrect use of the Brandmark.

Don't squash

Don't stretch

Don't use with another colour

Wrong colour background

Don't crop

Don't distort

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53 CORE BRAND

CO-BRANDING

As explained in the section above, the clear space applies with co-branding as well. There are some basic rules with co-branding as shown in the examples.

1. Co-branded logos sit either to the left or right of the Maxxia logo.

   The co-branded logo must never be larger in appearance than the Maxxia logo.

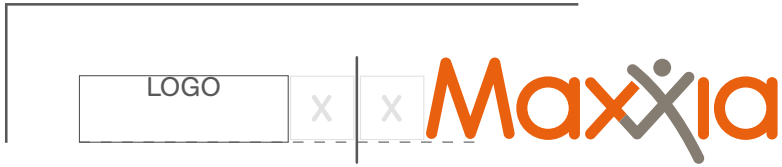
   In some circumstances the co-branded logo may be tall in shape. In this case the co-branded logo still needs to be visually no greater than the Maxxia logo.

   The weight of the line should always be between 0.5pt and 1pt.

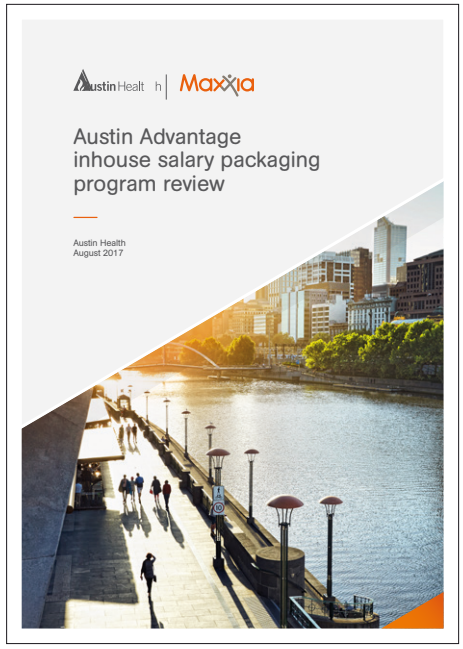
2. An example of a co-branded A4 cover.

3. An example of a co-branded A4 landscape cover.

1



2



3

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54 USING COLOUR

CORE COLOURS

The B2B colour pallet has been designed for a professional and corporate audience. While incorporating aspects of the Maxxia masterbrand

1. A bold and proffessional colour palette is a key component of Maxxia's brand B2B identity. Maxxia B2B Navy, text grey and the background sash grey are our main palette of choice and should be reproduced with accuracy and consistency.
2. Maxxia Orange is the main palette of choice for the Maxxia masterbrand and is to be used as a seccondary highlight colour for the B2B brand. Warm Gray 8 represents the Maxxia Man as a secondary logo colour.
3. A range of accent colours have been designed for the B2B brand. These are only to be used for charts, graphs, and information graphics where differenaction is needed between multiple information.
4. An orange gradient can also be used for the orange notch only. The silver metalic can be used for high profile printing only to create a premium feel.

1

Maxxia B2B Navy
PMS 2378
C83 M63 Y26 K34
R21 G47 B71

Maxxia Sash Grey
PMS N/A
C0 M0 Y0 K7

Maxxia Text Grey
PMS N/A
C0 M0 Y0 K80

2

Maxxia Orange
PMS 166
C0 M74 Y100 K0

Maxxia Logo Grey
PMS Warm Grey 8
C0 M10 Y20 K60

Maxxia Orange
50% Tint
C0 M37 Y50 K0

Maxxia Logo Grey
50% Tint
C0 M5 Y10 K30

3

Azure
PMS 21840
C94 M29 Y0 K0
R0 G141 B209

Aqua
PMS 325
C53 M0 Y23 K0
R112 G202 B203

English Mustard
PMS: 124
C0 M30 Y100 K0
R223 G165 B2

Stone
PMS: 2162
C42 M23 Y18 K1
R149 G172 B188

Sepia
PMS: 7606
C0 M41 Y29 K6
R213 G149 B140

4

Maxxia Gradient
PMS N/A
C0 M64 Y100 K0

PMS N/A
C0 M76 Y100 K5

Silver Metalic
PMS 877

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55 USING COLOUR

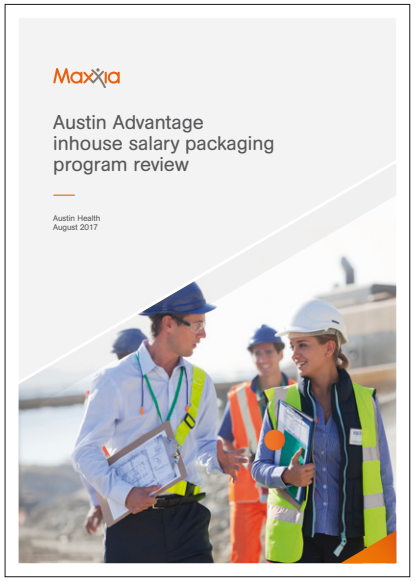
OVERVIEW

The B2B colour palette has been designed to be clean and minimal. It uses plently of white space, as it provides room for content to breathe.

1. Imagery and splashes of subtle colour bring through vibrancy while remaining corporate and professional.
2. Primary B2B colour palette is to be used in first case. Maxxia orange should only be used as a minimal highlight colour.

   In comparsion to Maxxia B2C brand the B2B uses Navy and grey as the primary colour and should always be used in all communications in one way or another. The Maxxia orange is used only to highlight, and draw attention. It should never be seen in big blocks of colour apart from the angle feature on the front cover.
3. Accent colours can be used.
4. in graphs, diagrams and tables only.

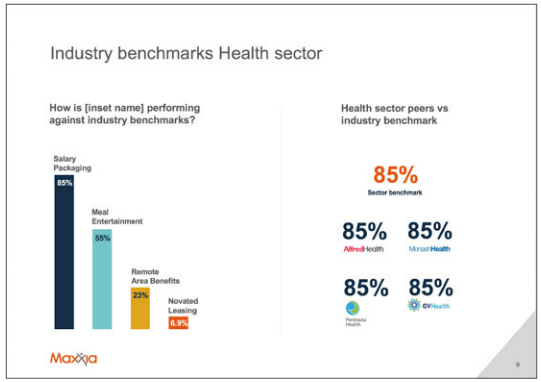
1



2

3

4



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56 ASSETS

ICONS

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

1. The icon style can be used to create anything from small supporting images to complex full page graphics.
2. Graphic devices such as circles can be used to add uniformity to icons.

All icons should either appear in Maxxia B2B Navy with a highlight aspect in Maxxia Orange. These can also be reversed with white replacing Maxxia B2B Navy.

1 B2B STANDARD ICONS

2 B2B REVERSED CIRCLE ALTERNATIVES

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57 ASSETS

PHOTOGRAPHY

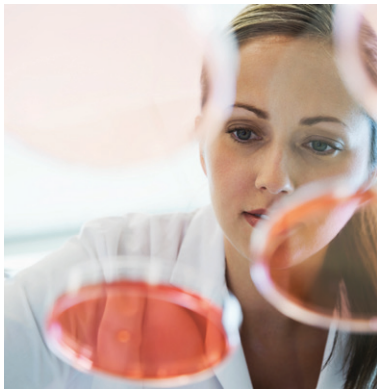
The B2B photography style is corporate and professional while focusing on natural non posed images

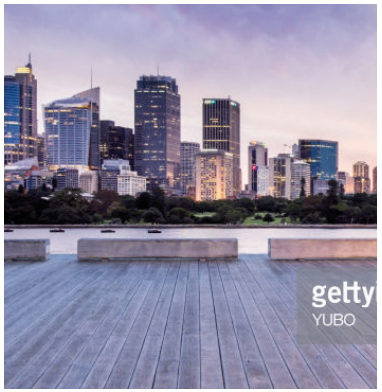
Images can be either location based, in a specific work environment or general corporate.

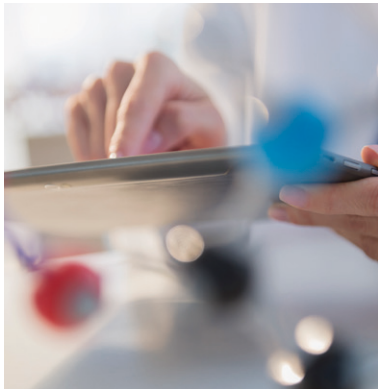
Images should be natural in nature, people should always be looking away from the camera. Images should reflect our brand personality of being sincere, down-to-earth and professional

Images also need to be suitable for use in our angle shape (please see next page) images need to have the main focal point to the right hand side of the image to allow for this.

All photography must be supplied as 300dpi and in high resolution for print material. Images for digital use should still be high quality but can be downsized to 72dpi.







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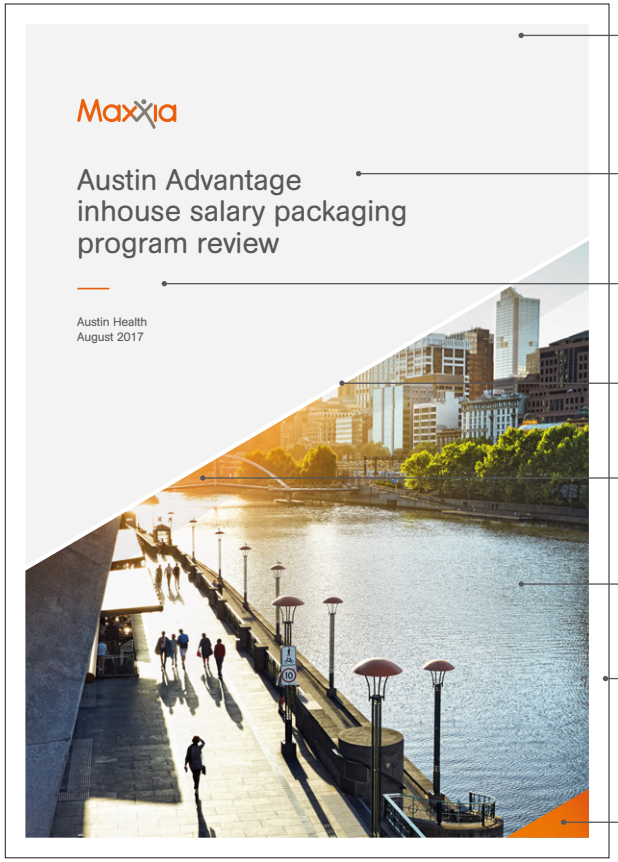
58 ASSETS

COVER ELEMENTS

The graphic devices used for the Maxxia B2B brand hails from the masterbrand but has been designed to reflect the B2B demographic.

The white border should be on all material where both the grey and angle shape is used. However if there are any cases where the material needs to sit within another boundary then full bleed may be used. For example a quarter page advert within a publication.

Orange divider line is used on all marketing material apart from Powerpoint and Word documents.



Maxxia Sash Grey

Maxxia Text Grey

Orange divider line. Rounded ends. Sits 10mm underneath heading text

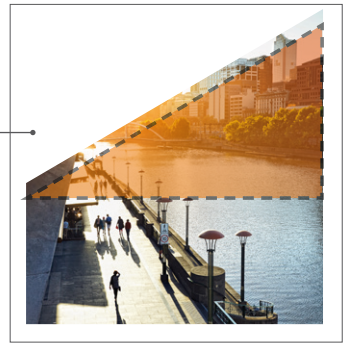
White keyline - 1.3mm

Angle overlay

Image sits in angle shape

White border relative to page size) (7mm for an A4 page)

Maxxia Orange notch has the same angle as the picture device.



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59 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.

The numerals of 'AG Book Rounded' need special attention with kerning. See below.

Example A:
Numerals with '0' kern between characters

19.12.2016

Example B:
Numerals that have been visually kerned between characters

19.12.2016

AG Book Rounded Medium
AG Book Rounded Regular

Avenir Heavy
Avenir Light

Arial Bold
Arial Regular

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60 TYPEFACES

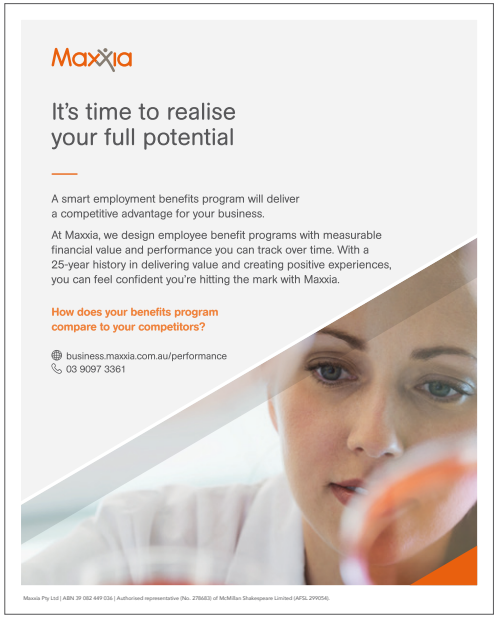
USAGE

There are some basic rules with how our fonts are used as shown in the examples.

1. AG rounded regular is used for all main headings. AG rounded regular or heavy can also be used for any intro paragraphs/ pull out text.
2. Avenir is used for all body text as it is a clean, simplistic professional looking font.

   Maxxia Orange can be used subtly for paragraph headings and small call out features. While the Maxxia text grey is to be used for all main headings, sub heads and body text
3. Microsoft Powerpoint and Word documents use Arial font to ensure branding is retained when opened on various screens.

1



2

3

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61 COPY STYLE

MESSAGE FRAMEWORK – MESSAGE PILLARS

Everferro volluptibus, nobit, consed eum est, ommolut fuga. Sam quamus experovit ius eossit, qui si quunt re odi ariasit atibus reribus, quam nos experem fugia nonsed exerspi consect enimus dem earum ullaccae laut omnimaiosam

MEASURABLE SUCCESS	SIGNIFICANT VALUE	POSITIVE ENGAGEMENT	**OPERATIONAL EFFICIENCY**
Good business decisions are based on robust insights. We define the financial value of your benefits program so you can make a fully informed decision. We understand success must be measurable so we provide the tools to measure and optimise performance over time.	Based on key insights about your business we deliver a program that is designed specifically to maximise benefits for your employees. A competitive employee package that delivers demonstrable benefits will help you attract and retain the right staff.	We understand how important it is to walk the walk when it comes to building a positive employee culture. You'll be supported by experts that will help you engage and service your employees, to create a lasting and positive impact.	Our goal is to make life easier by saving you time and resource. Maxxia helps you streamline the administration of your employee benefits program and reduce your manual processes.
Talks to the need to: • Make robust decisions that demonstrate clear value for the business and employees. • Provide transparency and objectivity around decision making / procurement.	**Talks to the need to:** • Deliver a competitive employee package Attract and retain the best talent with a strong value proposition.	**Talks to the need to:** • Provide tangible examples of how you empower employees. • Create positive experiences for staff.	**Talks to the need to:** • Identify tangible benefits to business operations.

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62 COPY STYLE

MESSAGE PILLAR #1: MEASURABLE SUCCESS

Features
- Financial value
- Benefits assessment
- Program performance

Benefits
- Confidence in making a good business decision
- Performance can be objectively measured and tracked over time

Proof points
- TBC
- TBC
- TBC

EXAMPLE

ACHIEVE BETTER RESULTS WITH PERFORMANCE YOU CAN MEASURE

A staggering 95% of employee benefits programs are underperforming. At Maxxia, we design programs with measurable financial value and performance you can track over time.

We'll assess your existing program to identify any inefficiencies, and design a new program that maximises the benefits for your employees.

We regularly report on measurable KPIs, such as the financial value and education we deliver, and the level of employee participation.

Each of these can be tracked to help you measure and optimise performance.

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63 COPY STYLE

MESSAGE PILLAR #2: SIGNIFICANT VALUE

Features
- Demonstrable value
- Broad range of benefits

Benefits
- Offer more benefits to employees
- Better communicate value

Proof points
- TBC
- TBC
- TBC

EXAMPLE

STRENGTHEN YOUR VALUE PROPOSITION WITH BETTER BENEFITS

A competitive employee package is critical to attracting and retaining the right staff. In fact, research shows that benefits are important to around 84% of employees in any organisation. After taking the time to get to know you, we'll design a bespoke program to strengthen your employee value proposition and optimise the benefits you offer.

The financial value we assign to your program will help demonstrate and communicate the value it delivers. We've helped some clients increase value delivered by X%. The broad range of benefits on offer include non-tax benefits (such as volunteering and gym membership), concessionally-taxed benefits, FBT free benefits and non-tax benefits such as consumer finance, home loans, reward programs and vehicle procurement.

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64 COPY STYLE

SAMPLE COPY
MAXXIA WEBSITE

Everferro volluptibus, nobit, consed eum est, ommolut fuga. Sam quamus experovit ius eossit, qui si quunt re odi ariasit atibus reribus, quam nos experem fugia nonsed exerspi consect enimus dem earum ullaccae laut omnimaiosam

EXAMPLE

THE MAXXIA DIFFERENCE

By assigning a financial value to your program, we help you measure and optimise performance. The result is confidence that you are maximising benefits to your employees and doing the best for your business. We've helped clients increase the value delivered by X%.

HOW WE CAN HELP

Achieve better results with performance you can measure.
Deliver programs with measurable financial value and performance you can track over time. Maxxia has over 25 years' experience helping large organisations attract and retain the right staff.

Strengthen your value proposition with better benefits.
A bespoke program strengthens your employee value proposition, by delivering more benefits and demonstrable value to your employees.

Create a superior customer experience and positive cultural impact.
Customer experience is central to the success of a program. You'll be supported by experts to help you engage your employees, and delight them with great service.

Improve program efficiency and save valuable time and resource.
Deliver program efficiencies that save your organisation time and money. With a fully resourced program, your team are free to focus on what they do best.

GET IN TOUCH

Maxxia can help you attract and retain the right staff,. To find out more, **get in touch today.**

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