iinet
connect better

corporate style guide

AS OF OCTOBER 2007

contents

introduction

A brand is more than a word, a logo or a visual style. It is the beginning of a conversation.

a brand evolved

From humble beginnings as a suburban garage operation in 1993, iiNet has grown to become Australia's third largest ISP, and a key player in the Australian communications industry.

While a great deal has changed over time, the brunt of our successes come from a continued and unwavering focus on the quality of our customer service and network stability.

know the ropes

Our corporate image is an extension of this philosophy, promoting consistency and reliability within the iiNet brand itself.

This Style Guide is intended to develop an understanding of the nuances of our visual and communicative style, and is a manual for anyone involved in the application of our corporate identity.

While the manual is a comprehensive study of our brand, there will be instances where the rules may not apply. Queries regarding our corporate identity can be directed to the Marketing team on marketing@staff.iinet.net.au

values, vision and culture

initiate and embrace positive change

- Change is the only constant in our industry
- We adapt and make the most of the unexpected
- We make changes, based on customer needs and feedback
- Our innovation impacts on the direction of our industry
- We turn obstacles into opportunities

sharing ideas and working together for a better result

- We collaborate and value each other's ideas
- Our people are what set us apart

imagine a better way

- We are creative, imaginative, curious
- We love solving puzzles
- We are resourceful and enterprising
- We think BIG

awesome customer service

- We are passionate about delivering customer service excellence in every action and decision, for both internal and external customers
- We search for ways to improve customer service
- We seek feedback from customers, and display an overriding commitment to customer satisfaction

passion for what we do

- We live for the Internet, and offer world-class Internet and telecommunications solutions
- We are full of ideas and enthusiasm for what we do

the main logo

say hi to iiNet

Our main logo is the visual anchor from which our brand identity is drawn, and deserves considerable respect.

More intimately referred to as the *iiNet device*, it acts as our first and most-outstanding agent for communicating the brand.

The device should be presented as cleanly and effectively as possible, without exception. Below are some rules to put you on the right track - it's easy when you know how.

device components

When broken down, the iiNet device is built on four elements:
• an orange 'i'
• a red 'i'
• a grey 'net'
• the "connect better" tagline

Preserving these components is the first, most vital step to maintaining the brand.

the exclusion zone

While the strength of the iiNet device is reliant on the presence of the main components, it is just as important to ensure the *absence* of visual intruders. Keeping a tidy perimeter around the iiNet device enables it to be at its most prominent and powerful.

This *exclusion zone* is a strict no-go area for neighbouring text and graphics, which should not be violated for any reason.

For reference, the exclusion zone is the thickness of two 'ii's' around the device's outer perimeter. Whether on a postage stamp or a streetside banner, this area remains the same.

colour reproduction

PMS 021   PMS 485   PMS 431

R255 G88 B0   R213 G43 B30   R96 G106 B116
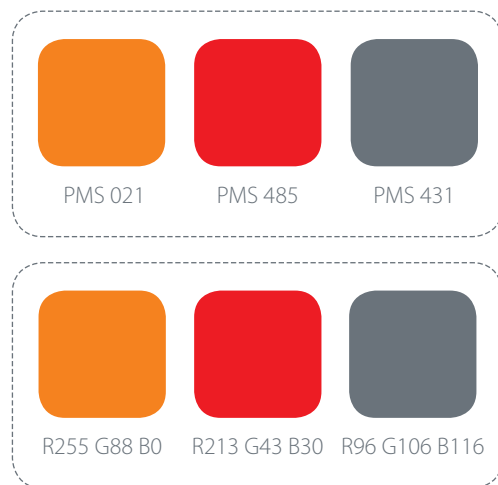
corporate colours

To futher establish our corporate image, iiNet uses three corporate colours:

orange	**red**	**grey**
PMS 021	PMS 485	PMS 431
C -0 M -60 Y -100 K-0	C -0 M -100 Y -100 K-0	C -11 M -1 Y -0 K-64
RGB R255 G88 B0	RGB R213 G43 B30	RGB R96 G106 B116

single-colour reproduction

Occasionally, our corporate image may need to be used within a one-colour print run, such as on a fax header or on merchandise. The images on the left show how a one-colour reproduction should be implemented. When reversing the logo onto a solid colour, the coloured area should be no smaller than the device's exclusion zone.

colour backgrounds and the logo

Colour backgrounds can play havoc with the distinct colours of our logo. Follow the general principles, below, and you should be right:

- If the background colour is deemed dark, the logo should appear in white.
- Likewise, if the background is a paler colour, the logo should be presented in black.
- If the background is white, the logo should be presented in full colour (if available).

As you'll see on the left, there are some instances where a coloured "ii" device can be used on a black background instead of the pure white logo. The decision to use the coloured "ii" on a black background is at the discretion of the designer. However, any deviation from using the pure white logo on any other dark background (other than black) must be first authorised by iiNet Marketing.

logo mis-reproduction and size

the no-nos

The colour should not be altered or diluted on the icon, and should remain 100% of PMS Orange 021, PMS 485 and PMS 431.

When reversing out the logo, ensure there is enough contrast between the background colour and the logo to confirm it is legible.

If the logo is unable to be applied because the background is too complicated, the logo can be retained within a brand design device.

minimum size

The iiNet minimum size is based around the "connect better" wording to be no smaller than 5 point.

corporate typefaces

Sys bold

Sys regular

Verdana regular

Helvetica

Arial bold

Arial regular

a font for all seasons

iiNet's corporate identity uses several typefaces and their associated families, dependent on the medium being used.

for branding

the iiNet device tagline is prepared using **Sys bold**. Sub-brands use **Sys bold** for the product heading, and Sys regular for descriptor text, if required.

for web

Web content headings are written with **Sys bold**. Body copy should be presented in Verdana regular.

for print

Print headings should be written with **Sys bold**. Body copy should be displayed in either Sys regular or Helvetica.

for corporate use

Headings should be written with **Arial bold**. Body copy should be displayed in Arial regular.

for everything else

Get in touch with the Marketing team if you're unsure which font goes where - marketing@staff.iinet.net.au

corporate typefaces (cont.)

sys bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

sys regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

arial bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

verdana regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

tone of voice - language

tone of voice – overall

iiNet tone in copy should reflect a straightforward, honest and down-to-earth approach, using language that is easily understood by all. Central to the idea of iiNet communication is to remain friendly and informative without coming across as fake or immature. This warmth and directness will differentiate us from the corporate-speak of our large competitors.

Copy should cut directly to the point and not spend too much time raving about how good we are, or why the product is perfect for the customer. It is a simple theory: provide all the information a customer needs to make an informed decision in a way that remains relevant and easily-accessible.

It's perfectly ok to be proud of our brand, but realise that blowing our own trumpet is not always the best way to convince others of the quality of our products. Our customers are the best yardstick of our success, so leave it to them to sing our praise. Keeping customers informed and up-to-date with relevant, well-thought-out information, as well as great products, is a sure-fire way to ensuring they'll return and spread the word.
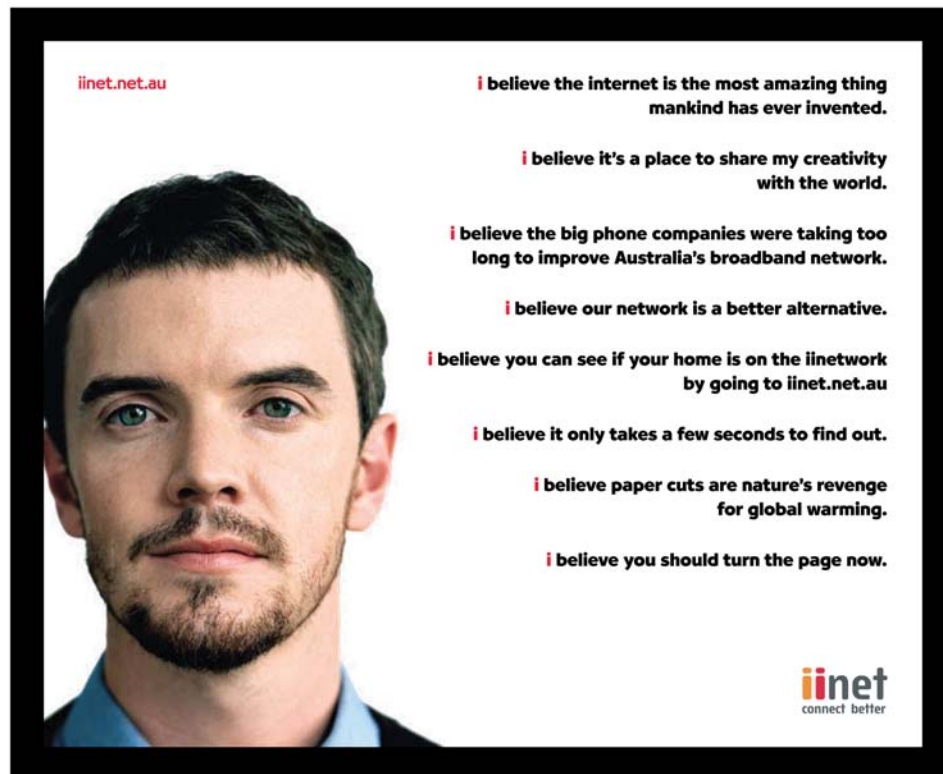
tone of voice - photography

genuine and down-to-earth

Given the description of the iiNet tone of voice, the choice of photography in any iiNet communication is critical. We don't want to undo any good brand work by showing the wrong kind of image.

Here's a brief guide.

Let's start with why we "made" Finn in the first place.

genuine, friendly expression

nice, natural smile

unpretentious clothes

overly-preened hair

fake glasses

unnatural gesture

phony smile

our style is "authentic engagement".

Finn's character is no fluke. He has been specifically created to engage our primary target audience, the NEO (New Economic Order). This audience wants to know more about the Internet, about broadband, about streaming movies, downloading songs and the whole VOIP thing.

They've told us that they're happy to learn all these things from an informed, friendly, slightly nerdy character. As long as that person is not arrogant or an overt salesman.

our style is not "fake interruption".

Okay, this photo is pretty bad. But so many brands out there create bogus presenters to try and engage with people. The result is a big turn-off.

Worse, when you see a fake brand spokesman, you just don't believe anything that brand tells you. It immediately gets filed away in that folder in our brains labelled "Ad Bull".

Why is she so interested in the back of that guy's head?

Why do they have to be so good-looking?

What's such glorious fun about standing on a balcony, anyway?

Why would anyone look this happy working on a laptop?

how not to portray the iiNet consumer

Let's face it. We all hate this guy. We all hate fake stock photos like these, where everyone is just TOO good-looking and just TOO happy. It's not real. So it's not iiNet.

warning!

Stock Photography is evil. It can hypnotize you into believing it's a great natural reflection of real life. Even seemingly normal stock library photos, like this one, send the wrong signals about our brand. Avoid them.

tone of voice - photography (cont.)

finally, someone who understands...

To us, this is good photography. It looks like a real person (an iiNet staff member, in fact). As a consumer seeing this in an iiNet ad, I wouldn't feel like you're talking down to me. And I like you for that.

tone of voice - photography (cont.)

not this...

more like this... authentic, real-world, likeable people (ie not posers).

portraying the iiNet staff member

Exactly the same rules apply when showing ourselves, either to the world, or internally in staff posters, mailers, etc.

merchandising

merchandising

On merchandise, the iiNet logo will often be in full colour if on a white background, though occasionally it will be used in a one-colour print run. Please refer to the "Colour Reproduction" section of this style guide (starting on page 5) for more information on how to present the iiNet logo on a range of background colours.

A safe route would be to only use the colour logo on a white background, and a white logo on dark backgrounds.
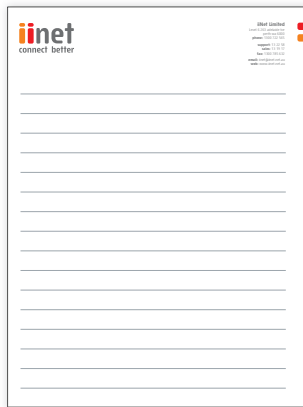
before you go to print

It's a good idea to always run your print job past us at: marketing@staff.iinet.net.au to avoid any problems down the track.

colour backgrounds and the logo

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corporate stationery

corporate letterheads - 210mm x 297mm

Corporate letterheads used throughout the company are branded using the corporate logo and colours. No division branding is to appear on these letterheads.

17mm **10mm**

15mm

20mm

![iinet logo]

iiNet Limited
ACN 068 628 937

head office
Level 6 263 adelaide tce
perth wa 6000
phone: 1300 722 545

support: 13 22 58
sales: 13 19 17
fax: 1300 785 632

email: iinet@iinet.net.au
web: www.iinet.net.au

A.

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9.5pt sys bold
"ABN" 5.5pt sys regular

7pt sys regular
8.5pt leading
ranged left
"phone:" sys bold

Quality System
Quality
Endorsed
Company

23mm

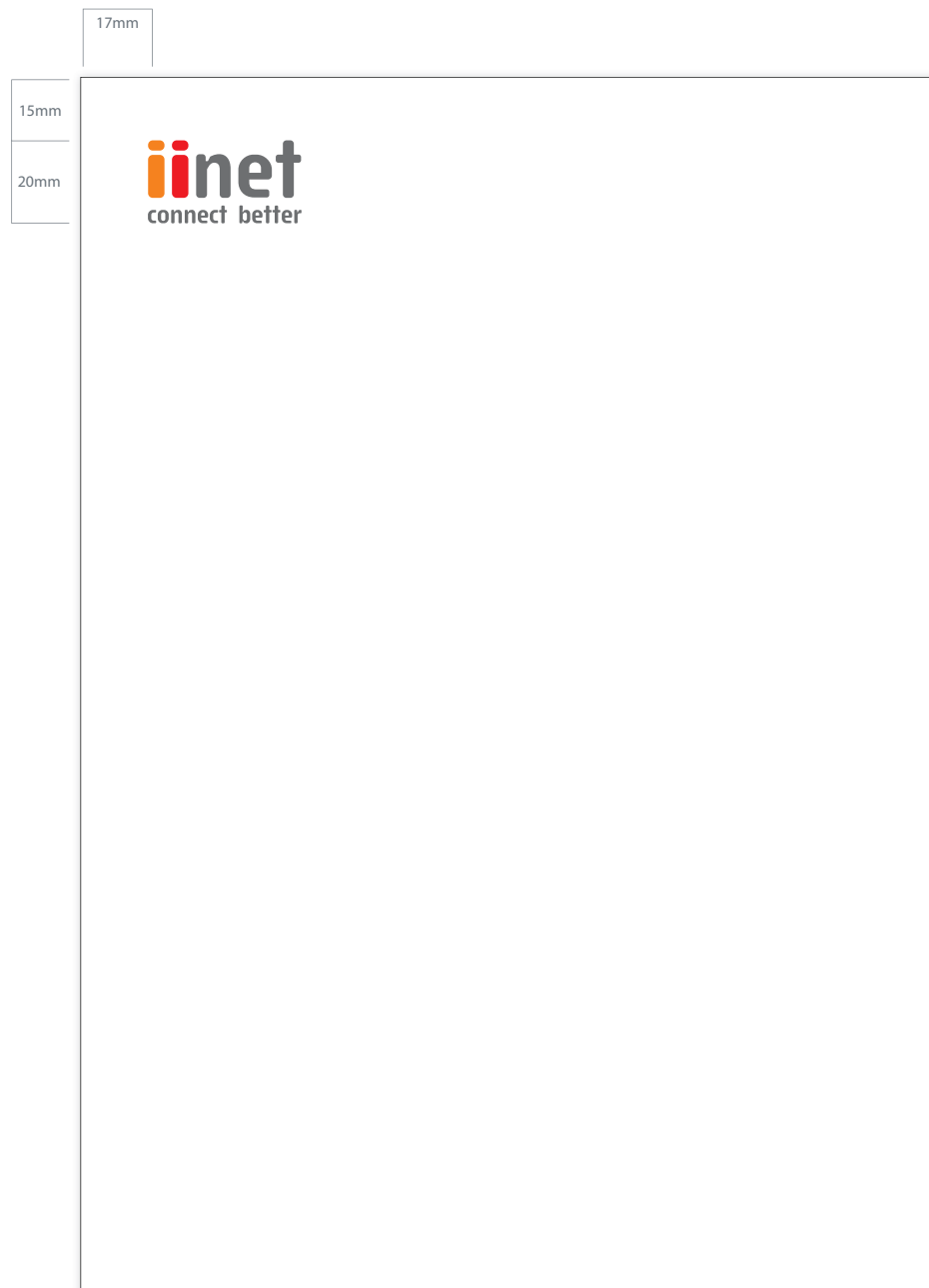**10mm**

17mm

15mm

20mm

iinet
connect better

corporate stationery

followers - 210mm x 297mm

Corporate letterhead followers used throughout the company are branded using the corporate logo and colours. No division branding is to appear on these followers.

corporate stationery

17mm   10mm

15mm

13mm

iinet
connect better

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A.

A.

corporate with compliments - 210mm x 99mm

Corporate 'with compliments' slips used throughout the company are branded using the corporate logo and colours. No division branding is to appear on these slips.

iiNet Limited
ACN 068 628 937

head office
Level 6 263 adelaide tce
perth wa 6000
phone: 1300 722 545

support: 13 22 58
sales: 13 19 17
fax: 1300 785 632

email: iinet@iinet.net.au
web: www.iinet.net.au

9.5pt sys bold
"ABN" 5.5pt sys regular

7pt sys regular
8.5pt leading
ranged left
"phone:" sys bold

corporate stationery

corporate business cards
– 55mm x 90mm (2mm rounded corner)

Corporate business cards used throughout the company are branded using the corporate logo and colours. No division branding is to appear on these cards.

A.

Name
Title

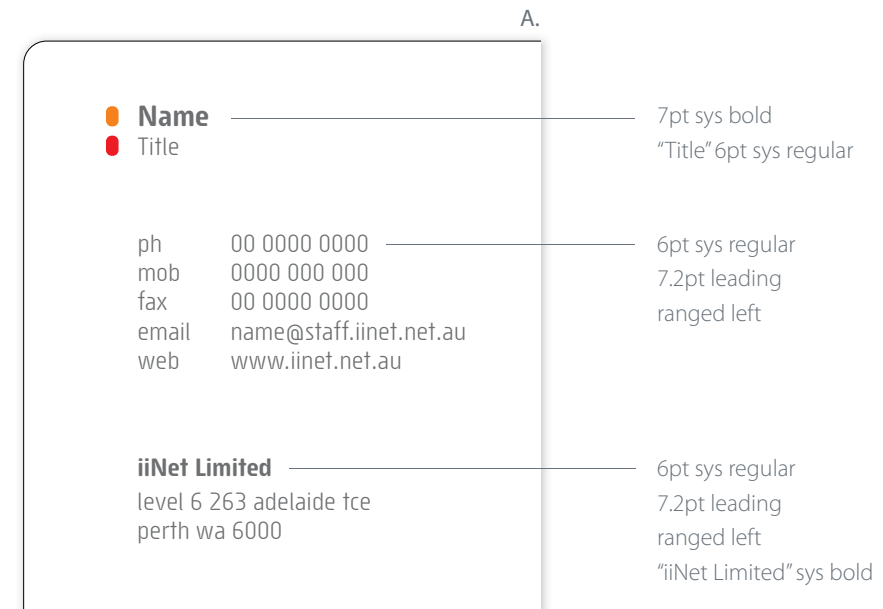ph   00 0000 0000
mob   0000 000 000
fax   00 0000 0000
email   name@staff.iinet.net.au
web   www.iinet.net.au

iiNet Limited
level 6 263 adelaide tce
perth wa 6000

7pt sys bold
"Title" 6pt sys regular

6pt sys regular
7.2pt leading
ranged left

6pt sys regular
7.2pt leading
ranged left
"iiNet Limited" sys bold

corporate stationery
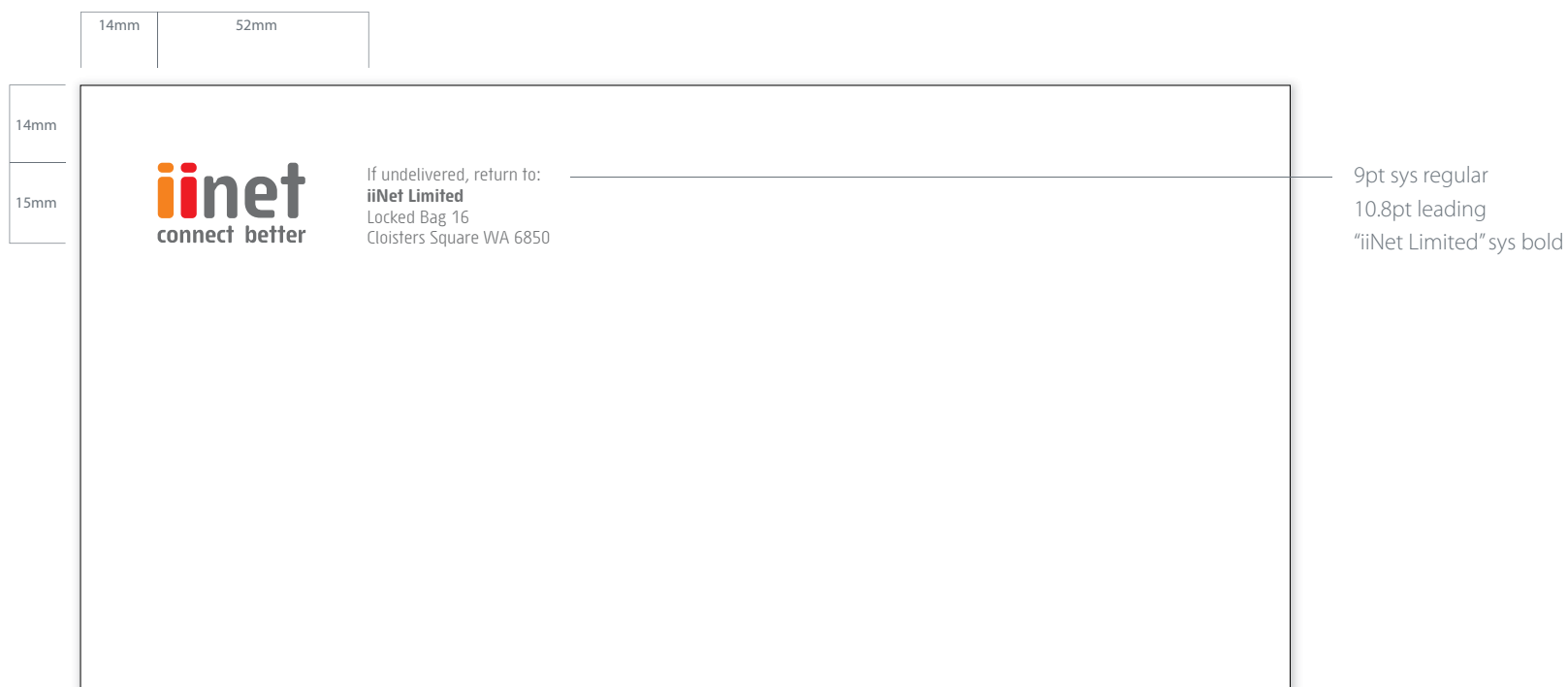
corporate DL envelopes plain press seal
– 220mm x 110mm

Corporate DL envelopes used throughout the company are branded using the corporate logo and colours. No division branding is to appear on these envelopes.

14mm   52mm

14mm

15mm

iinet
connect better

If undelivered, return to:
iiNet Limited
Locked Bag 16
Cloisters Square WA 6850

9pt sys regular
10.8pt leading
"iiNet Limited" sys bold

17mm

10mm

15mm

iiNet
connect better

iiNet Limited
ACN 068 628 937

Level 6 / 263 Adelaide Terrace
Perth WA 6000 Australia

Telephone: +61 8 9214 2222
Facsimile: +61 8 9214 2211

www.iinet.net.au

To: From:

Company: Pages:

Fax: Date:

Re:

☐ Urgent   ☐ For Review   ☐ Please Comment   ☐ Please Reply   ☐ Please Recycle

corporate fax headers - 210mm x 297mm

Corporate fax headers used throughout the company are branded using the corporate logo and colours. No division branding is to appear on these.

corporate stationery

12 mm

A. ————

Joe Citizen
Sales Manager

iinet
connect better

www.iinet.net.au

Level 6 durack house 263 adelaide terrace perth wa 6000
ph 08 9380 0000 **mob** 0408 111 222 **fax** 08 9380 1000
email joe@staff.iinet.net.au

A.

7pt Arial bold U/lc
8.4pt leading

6pt Arial regular U/lc
7.2pt leading, ranged left

Joe Citizen
Sales Manager

iinet
connect better

6pt Arial regular
8pt leading, ranged left

6pt Arial regular
8pt leading, ranged left
"ph, mob, fax, email" Arial bold

www.iinet.net.au

Level 6 durack house 263 adelaide terrace perth wa
ph 08 9380 0000 **mob** 0408 111 222 **fax** 08 9380
email joe@staff.iinet.net.au

corporate email signatures

The corporate layout has corporate branding applied with personal contact details, and includes a business line.

Additional information such as company disclaimers will follow under the signature.
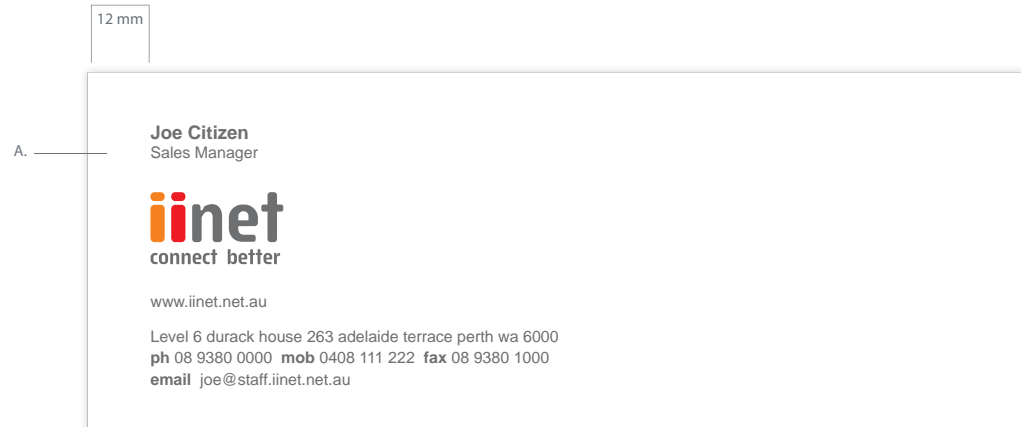
how to update your signature

The template for staff email signatures can be found at:
https://qa.win2k.iinet.net.au/QA/Templates/Forms/AllItems.aspx

It's important we all use the same email signature for consistency of external and internal company communication.

Once you're at the site:

1) Click on the template for your location

2) Copy the template

3) In your Inbox, go to Tools>Options>Mail Format tab. Click on Signatures to bring up the Create Signature box. Click Edit and paste template signature into the box. Personalise with your own details. Click OK twice to get back to Options box. Select the signature you just created in both drop-down menus. Click Apply, then OK and you're ready to send emails!