

**here's** 

# introducing ME.



Our new **ME** brand builds on the existing sentiment – genuinely fairer banking – and adds a new proposition: that we’re working to help Australians get ahead, to live the best lives they can.

We’re working to deliver this by introducing a whole new range of products and experiences to help make customers become ‘financially fit’ and make better decisions on managing their money.

The new look and feel better supports the refreshed approach and reflects our position as a modern, digitally-focused bank.

## what’s changing?

Key brand changes are listed below:

FROM		ME Bank	Bank ‘M.’ ‘E.’	<b>BANK FAIRER.</b>		mebank.com.au	facebook.com/mebankau twitter.com/mebank	fairer banking.
	logo	written	pronunciation	tagline	‘Look and feel’	URL	Social	what we stand for.
TO		ME	‘Me’	<b>make the most of me.</b>		mebank.com.au	facebook.com/mebankau twitter.com/mebank	<b>helping Australians get ahead.</b>

## ME needs you.

As we launch our new brand, we’re looking to get your help with identifying where current **ME** Bank logo and copy appears and update it as relevant.

The **ME** team thanks you in advance for your support.

# **editorial & the story logo usage, colour & co-branding**

# **editorial.**

# editorial.

This editorial is intended to be used for both internal and external audiences..

## internal

It gives staff a soundbite to talk to. It puts more detail around our 'what' – get ahead, our 'why' – liberate Australians to live the best life they can, and our 'how' – free thinking. The 'here's **ME**' content is proposed to update 'The Story' posters placed around the office.

## external

We need editorial to describe succinctly 'who is **ME**' for external partners' websites, conference programs, presentations, etc. Also in a range of word lengths. As an example, it's required for CMSF and as well the NPMs use this as input for their Employer Proposition work.

# here's

**ME** is a bank but one with a difference.

We were born at a time when industry super funds wanted to create a bank that offered low cost loans that would enable all Australians to realise the dream of purchasing a home.

Today we're a fully-fledged bank but that same people-shaped philosophy remains.

To us it's very simple. The banking world is cumbersome and complex, more obsessed with themselves than their customers.

At **ME** we are working hard to move on, to reinvent and to really do the things that will liberate Australians to help them get ahead.

We want to make things easier, put people's dreams within reach, and enable them to live the lives that they really want.

**make the most of ME.**

# editorial.

## large

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## medium

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## small

**ME** is a bank but one with a difference.

We want to do the things that will liberate Australians and help them get ahead.

We want to make things easier, put their dreams within reach, and enable them to live the lives that they really want.

## extra small

**ME** is a bank but one with a difference.

We want to do the things that will liberate Australians and help them get ahead.

**one call to action.**  
**call ME.**  
**visit ME.**  
**follow ME.**

**logo.** 

old ME,  
new ME.



I'm so similar, but so different. I'm bolder, stronger, and less complicated than in my previous life.

lock  
ME up.

make the most of 

Our strapline amplifies the promise made by our logo. Don't mess with it or use it in any other way.

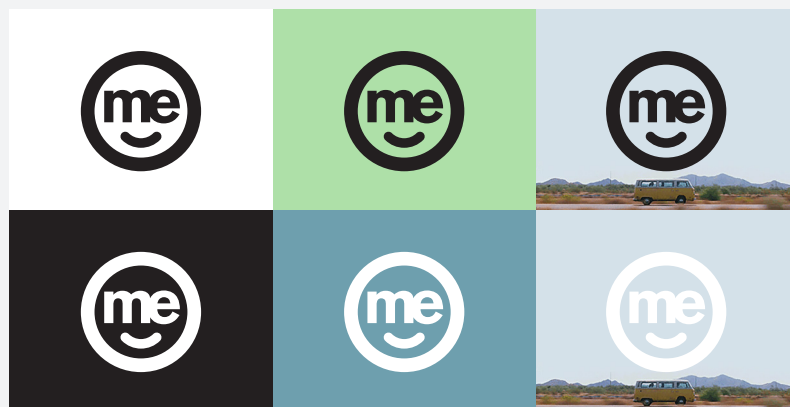
I'm  
strictly  
black &  
white.

black  
RGB  
000    black  
CMYK  
K100



Like coffee used to be – I'm black or white. Cappuccinos, macchiatos and caramel lattes are soft, weak and best left to brands that like colour inside the lines. I'm black & white, no exceptions.

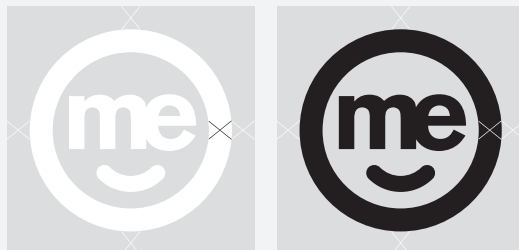
but I'm  
into  
colour.



I'm black&white but I do love colour as long as it's in my background. I'm OK with flat colours or imagery behind **ME** as long as my smiley dial is still radiantly visible.



give **ME**  
a little  
space.



#### minimal size



digital  
16x16px



Just use my line width at a given size to create a no fly zone for other logos, borders and other visual junk that could irritate **ME**.

#### take **ME** all the way down.

Huge or tiny, doesn't matter much to **ME**. I stay pretty tough even as a teeny tiny 16x16 pixels favicon.

I'm into  
plain  
english.

**ME**

When we talk about the bank externally we use **ME**.

**ME** is always bold.

**ME** and  
a plus  
one.

co-branded logo



Standard  
Equal weight

link  
**ME**.



Link **ME** to [mebank.com.au](http://mebank.com.au)

dumb  
ways to  
apply.



don't flip  
**ME** over.



don't  
turn **ME**  
inside  
out.



don't  
colour  
**ME** in.



don't  
colour  
my face.



don't take  
my smile  
away.



don't  
squeeze  
**ME**.



don't  
mess with  
my face.



don't  
drop **ME**  
in it.



don't  
double  
**ME** up.

