

# ANZ LOGO OVERVIEW

## 3RD PARTY USE

AUGUST 2015

### PREFERRED 3RD PARTY BRANDMARK APPLICATION – PRINT AND DIGITAL

The Wordmark ('ANZ') is depicted in **White** while the ANZ Symbol (the Lotus) is shown in **ANZ Ocean Blue**. To be used on any background with sufficient contrast. They are set within specific proportions and relationships which must not be altered.

The Wordmark and Symbol must never be recreated in any way by either manual or electronic methods. Please ensure you only use master logo files.

**Always use the correct file type (ie vector or screen) for the required application.**



Preferred 3rd party ANZ Brandmark application  
(Filename: ANZ\_H-white+blue-...)

### SECONDARY 3RD PARTY BRANDMARK APPLICATIONS – PRINT AND DIGITAL

In instances where it is not possible to use the preferred Brandmark application shown above, the following secondary Brandmark applications may be used, in this order of preference.



1. **ANZ Ocean Blue**  
(Filename: ANZ\_H\_blue-...)



2. **Black**  
(Filename: ANZ\_H\_black)



3. **White**  
(Filename: ANZ\_H\_white)

### ALTERNATIVE 3RD PARTY BRANDMARK APPLICATIONS – PRINT AND DIGITAL

The **Boxed Brandmark** is used ONLY when any of the following apply:

- where the positive or reverse versions have to be applied to problematic backgrounds (e.g. unhelpful colour or imagery)
- where a pre-existing box needs to be filled
- where the boxed version will add prominence in relation to competing logos.



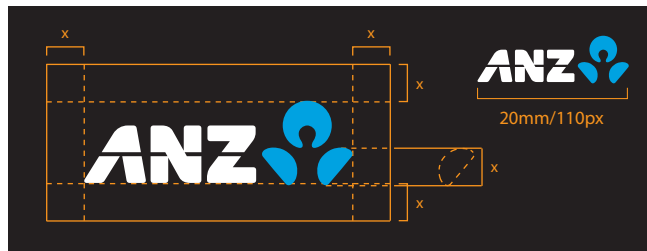
Standard Horizontal Boxed Brandmark  
(Filename: ANZ\_3D\_H\_Boxed-white+blue+deepcurrent-...)

## ANZ LOGO OVERVIEW

### 3RD PARTY USE – CONTINUED

#### CLEAR SPACE AND MINIMUM SIZE

When using any of the Brandmarks, a clear space area guarding against the encroachment of typography, illustrations or any other graphic element must be maintained. Clear space is defined by 'X', as shown at right.



#### ANZ BRAND COLOURS

The primary ANZ Brand colours are **ANZ Ocean Blue** and **Deep Current**, both shown at right.

##### ANZ Ocean Blue

Pantone® Hexachrome Cyan  
CMYK – 100.9.2.0  
RGB – R0 G125 B186 HTML – 007DBA

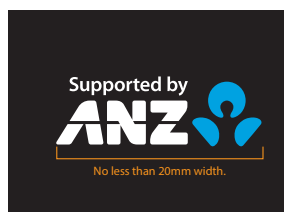
##### Deep Current

Pantone® 302  
CMYK – 100.43.12.56  
RGB – R0 G65 B101 HTML – 004165

#### ENDORSEMENT LINES

Endorsement lines are often used to clarify ANZ's involvement in a partner relationship.

Files with various wording can be made available (e.g. "Partnered by, Sponsored by, Powered by, etc.) as approved by our legal and compliance teams.



**Preferred application:** white and ANZ Ocean Blue in vertical arrangement



Alternative applications



Alternative applications

#### LEGAL INFORMATION

Your use of the ANZ logos and trade marks referenced in these guidelines is conditional upon your compliance with the requirements and limitations set out below. If you do not agree to comply with those requirements and limitations then you may not use those ANZ logos and trademarks and must return to ANZ any hard or soft copies of those logos/trademarks that are in your possession or effective control. This guidelines summary outlines core brand elements only. For the creation of specific key applications, please refer to the relevant guidelines book and source files. All artwork needs to be signed off by an ANZ Brand Champion.