NBNCo
Bringing broadband to life

NBN product identifier guidelines

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Hello. In this document, we've provided
information to help you correctly use the
National Broadband Network (NBN) product
identifier across your print, online and
other communications.

Contents

Product identifiers

The NBN product identifiers are designed to show end-users that products or
services are making use of the super fast National Broadband Network.

Primary product identifier

The primary product identifier should be used in all instances where you are
generally referencing NBN based products or services. You'll find this is the one you
use most in your communications.

Whenever possible, use this version to demonstrate that your service is using the
National Broadband Network.

Secondary product identifier

We've developed this secondary device for use when space is limited and the
height of the primary device becomes an issue.

NBN Brand Notice

To protect our NBN brands and avoid confusion in trade channels and among consumers and other end-users, we require you to incorporate in your marketing materials a Brand Notice that you use our NBN brands under licence.

The text of the NBN Brand Notice, which includes the product identifiers set out in this document, is:

NBN and other NBN logos and brands are trade marks of NBN Co Limited and used under licence.

The NBN Brand Notice should appear:

• on the foot of the first web page which contains any NBN product identifier;

• on the terms and conditions part of any print advertising;

• on the last few frames of any television or other audiovisual advertising; and

• at the footer of any marketing email.

We don't require you to use a certain font size, but expect the Brand Notice to be clear and readable.

If you really believe there isn't enough space in a specific marketing item to insert the NBN Brand Notice, you may omit it in such circumstances. As you know, we audit and review marketing materials and may ask you to make changes that we think are reasonable.

Here are two examples of the above guidelines:

Example 1:

[Place the following copy at the bottom of the page]
NBN and other NBN logos and brands are trade marks of NBN Co Limited and used under licence.

Example 2

Speed tiers

These logos have been designed to represent the different wholesale speed levels currently available on NBN Co's network.

They can be used in your communications whenever you're referring to different broadband plans or bundles to highlight the different speed levels that we supply to you at the wholesale level. As each NBN speed tier logo is tied to a particular wholesale speed level, we require that you use the speed tier logo that corresponds with the wholesale speed level that we supply to you.

As you can see, there are currently five wholesale speed levels available on the NBN, with different upload/download speeds.

The logos are presented for both print and online use, in colour and mono formats.

Also, remember that actual speeds experienced by end-users will depend on a number of factors outside our (and your) control, including your network design, equipment quality, software, broadband plans, as well as the end-user's network design, equipment quality, software etc.

All your marketing claims, therefore, including about broadband speed, are your responsibility.

Wholesale speeds

12/1 Mbps	25/5 Mbps	25/10 Mbps	50/20 Mbps	100/40 Mbps

Colours

The colour logo uses green and orange. These colours should never be altered.

Use of the colour versions is preferred, but mono versions are also available.

Colour

The colour breakdowns for the primary, secondary and speed tier identifiers are:

Green

This is a gradient of two shades of green

Lighter green	**Darker green**
CMYK 20.0.92.0	CMYK 56.0.100.5
RGB 212.223.59	RGB 132.190.63
HEX #d4df3b	HEX #84be3f

Orange

This is a gradient of two shades of orange

Lighter orange	**Darker orange**
CMYK 0.12.100.0	CMYK 0.70.85.0
RGB 255.214.9	RGB 244.122.57
HEX #ffd609	HEX #f47a39

Highlight

A highlight has been added to both parts of the logo for depth and warmth.

Speed strips

For both colour and mono, the 'speed strips' are transparent, so the background colour shows through.

Mono

The mono colour breakdowns are:

Black

CMYK 0.0.0.100
RGB 0.0.0
HEX #000000

White

CMYK 0.0.0.0
RGB 255.255.255
HEX #ffffff

Logo use on backgrounds

Our preference is that you always place the product identifiers on a white background. When this isn't possible, other colours can be used.

Ideally, the logo shouldn't sit on an image. If it can't be helped, the logo should sit on a dark area and not on colours that are similar to the greens and oranges of the logo.

It shouldn't sit on heavily patterned backgrounds either. If this is unavoidable, please use the mono device in white or black.

Example colours only.
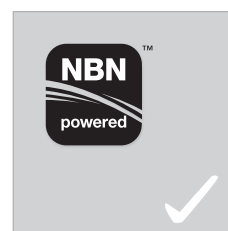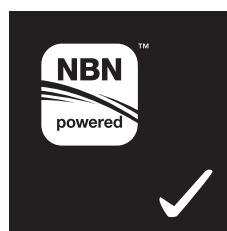
Minimum clear space

TM excluded, leave clear space on all sizes of the logo equal to or greater than the height of the N in NBN. The same rules apply to the primary, secondary and speed tier identifiers.

Minimum size

The minimum width for the full colour logo is 10mm not including the TM.

If the logo has to be smaller, the mono version is to be used. The minimum width for this is 8mm not including the TM.

The minimum width for the full colour secondary product identifier is 18mm not including the TM.

If the logo has to be smaller, the mono version is to be used. The minimum width for this is 15mm not including the TM.

Incorrect use

The NBN product identifier must never be re-drawn or altered in any way, under any circumstances. Always use the master art.

It may only be reproduced in the ways shown throughout these guidelines. Here are some examples of incorrect use of the device just so you know how not to do it.

Don't distort the logo in any way.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Don't break the clear space rule (page 8).

Don't change the colours.

Don't rotate the logo.

Don't use it any smaller than its minimum size (page 8).

Don't add drop shadows or any other effect.

Print applications

Below are examples of scale and placement of the logo in example print executions.

Whenever possible, position the logo close to the RSP logo, or next to body copy relating to the NBN.

Online applications

Minimum size

**Primary product identifier and speed tiers**

The colour version is preferred. To ensure that the colours and gradient are clear,
please use the PNG files supplied for smaller applications below:

| Large: 60px | Medium: 50px | Small: 40px | | Large: 60px | Medium: 50px | Small: 40px |

| Large: 60px | Medium: 50px | Small: 40px | | Large: 60px | Medium: 50px | Small: 40px |

For larger applications, please re-size as required using the illustrator files supplied.

Secondary product identifier

The colour version is preferred. To ensure that the colours and gradient are clear,
please use the PNG files supplied for smaller applications below:

| Large: 90px | Small: 74px | | Large: 90px | Small: 74px |
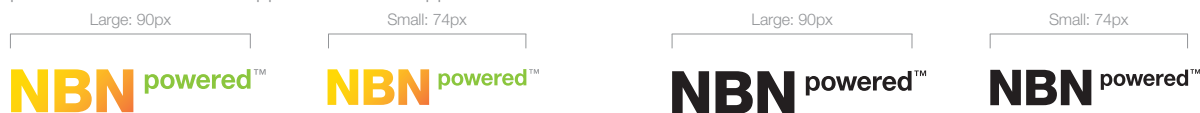
For larger applications, please re-size as required using the illustrator files supplied.

Minimum clear space

Leave clear space on all sizes of the
logo equal to or greater than the
height of the N in NBN. The same
rules apply to the primary, secondary
and speed tier identifiers.

Hex values

Lighter green
#d4df3b

Colour

Darker green
#84be3f

Lighter orange
#ffd609

Darker orange
#f47a39

Black
#000000

Mono

White
#ffffff

Background

Please refer to page 7 of these guidelines.

NBN product identifier
guidelines

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