



Business News

# TAKING CARE OF OUR BRAND

*A guide to our corporate branding*

*This document is up to date as at July 2019.*

# How To Use This Guide

This style guide introduces a set of rules covering the brand elements of the Business News brand identity. Our brand is one of our most valuable assets to our company so it's important that it's protected and remains unique to us. Please adhere to these guidelines to create a brand image and perception that are consistent wherever they are seen.

The background of the slide is a high-angle aerial photograph of a city. In the distance, a dense cluster of modern skyscrapers stands against a clear sky. In the mid-ground, a multi-lane highway with several cars and trucks is visible, bordered by green trees and some low-level buildings. The foreground is dominated by a large, open grassy area with a few scattered trees and a small, modern building on the left side.

# ***OUR BRAND IDENTITY***

# Our Mission

- Business News' mission is simple; to engage business people with valued content, connections and opportunities.
- We empower Western Australian businesses with timely news and information that serves to advise, educate and motivate.
- We serve the Western Australian community by facilitating business.
- Our unique focus on Western Australia proves our commitment to providing a platform for local business growth and shows that we believe in shared commercial success.
- Our autonomy from 'big media' means we can offer the Western Australian business community fair and impartial intelligence with no hidden agenda.
- We understand the power of bespoke intelligence to generate relevant business insight, aiding business critical decisions and ultimately driving growth.
- We don't just sell news.

# Our Values

INTEGRITY AND TRUTH

SUPPORT AND ENCOURAGE  
ENTREPRENEURIAL  
ATTITUDE

POSITIVE AND CONFIDENT

UNDERSTAND AND  
SUPPORT BUSINESS

STRIVE FOR EXCELLENCE  
AND BEST PRACTICE

ADMIRE INNOVATION

VALUE AND SUPPORT  
PERSONAL LEARNING AND  
GROWTH

# Our Audience

Business News has a unique target audience which constitute the 1% who make 80% of the decisions in Western Australia. They are in top management positions such as CEOs, Owners, Directors, COOs and CFOs and work in a variety of industries such as mining resources, financial and banking, government, professional services and real estate. They heavily influence purchasing decisions and are high income earners. Our audience are aspirational figures to be looked up to, who are entrepreneurial and leading the state to success. In short, we reach the people who count.



With such a niche and influential target market, it is crucial to our success that we tailor the way we speak to them. In all communications, we need to be in touch with our audience and engage them with valued content, connections and opportunities. We empower our readers with critical information, enabling them to make well-informed commercial decisions.

# OUR VISUAL BRAND

# Our Logo

The Business News master logo is made up of three elements, locked together in a predefined design: The 'BN'; the word title 'Business News'; and the subtitle 'engaging business people'. Since this brand is unique, do not attempt to redraw any of these elements or alter its colour in any way.



# Please Leave Space for Our Logo

The area of isolation is a clearance area of neutral visual space that surrounds the logo to prevent visual interference from other graphic elements. Do not allow other graphic elements to penetrate this area.



When the logo is placed on a coloured or photographic background, the reversed Business News logo should be used.

If a smaller logo is required (height of under 5cm) then the Business News logo without the subtitle may be used. Please keep this in mind for platforms where the logo size may vary, i.e. on a mobile screen.



**BUSINESSNEWS**

ENGAGING BUSINESS PEOPLE



**BUSINESSNEWS**

# Logo Don'ts

Do not distort the logo in any way



Do not introduce new elements to the logo



Do not change the position of elements



Do not change the colours of the logo



# Our Primary Colours

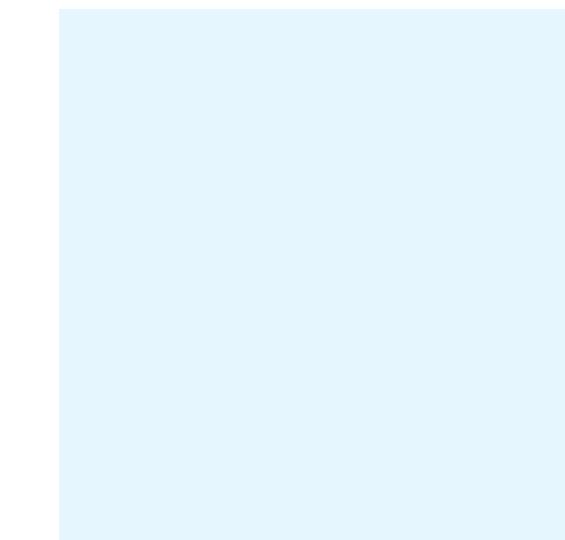
Our colours are professional and modern, expressing who we are.

Business News  
Blue  
100c 34m 0y 2k  
Or 129g 198b

Pantone 151  
0c 65m 100y 0k  
227r 95g ob

# Our Secondary Colour Palette

The secondary colour palette should only be used to complement our primary branding colour palette



# Our Preferred Typography

## ARCHER LIGHT

abcdefghijklmnpqrst

uvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

## ARCHER MEDIUM

abcdefghijklmnpqr

stuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

## ***ARCHER*** ***BOLD/ITALIC***

*abcdefghijklmnpq*

*rstuvwxyz*

***ABCDEFGHIJKLMN***

***OPQRSTUVWXYZ***

***1234567890***

## GEORGIA

abcdefghijklmnp

qrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

## CALIBRI

abcdefghijklmnpqr

uvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

To be used when  
Archer is not  
available. Georgia  
is appropriate for  
headings.

To be used when  
Archer is not  
available. Calibri is  
appropriate for  
body text.

# Business News

The official name is Business News. Both names should be written exactly as is, without any changes in capitalisation, spacing or spelling. Where necessary, Business News can be shortened to BN.

# Our Social Channels



@WABusinessNews



@WABusinessNews



@WABusinessNews



@BusinessNews

# OUR SUB BRANDS

BNIQ

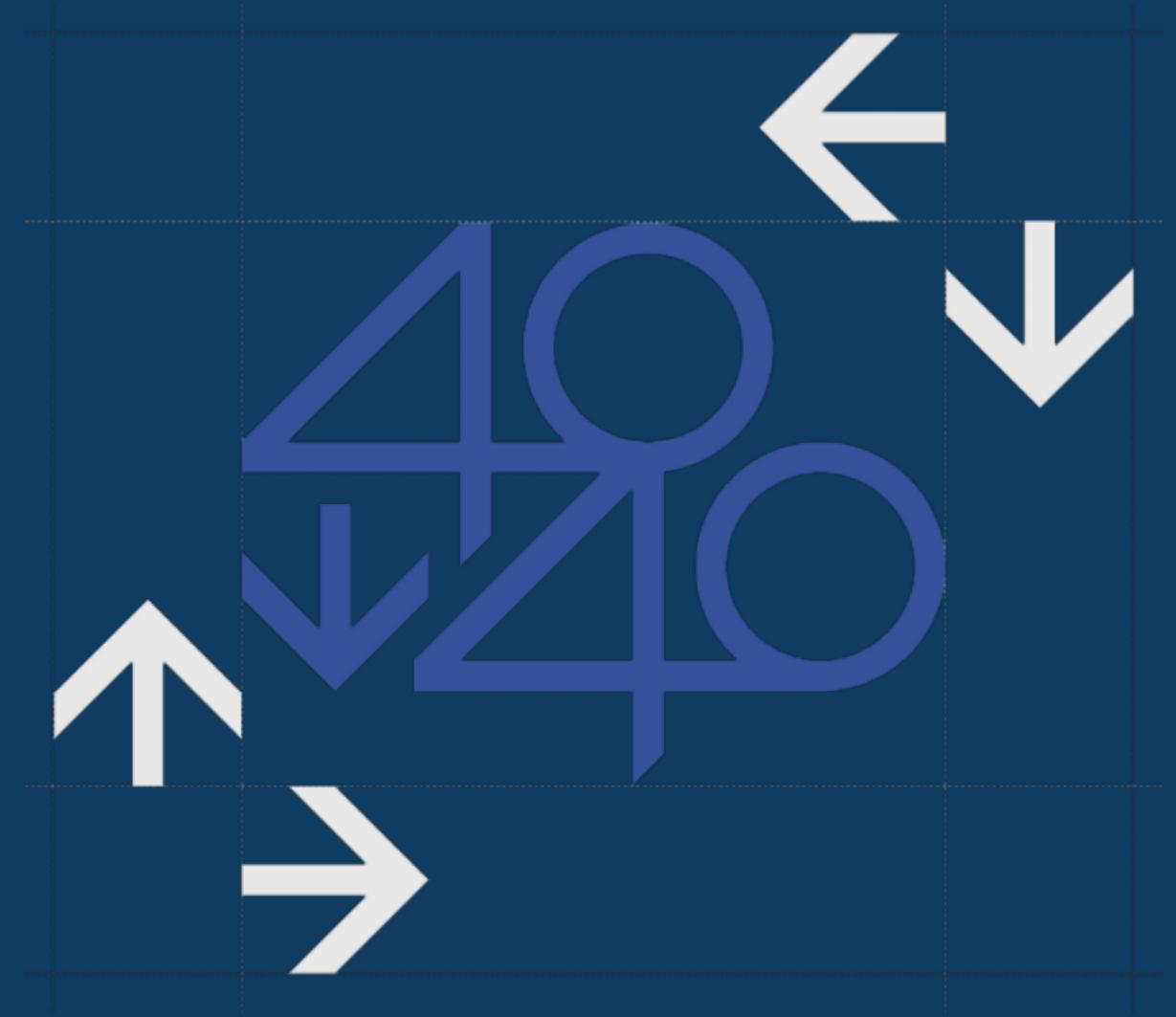


BNIQ



# 40under40

Please note that these logos may change each year. This document is up to date as at July 2019.



# Rising Stars

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Please note that these logos may change each year. This document is up to date as at July 2019.



# Success & Leadership

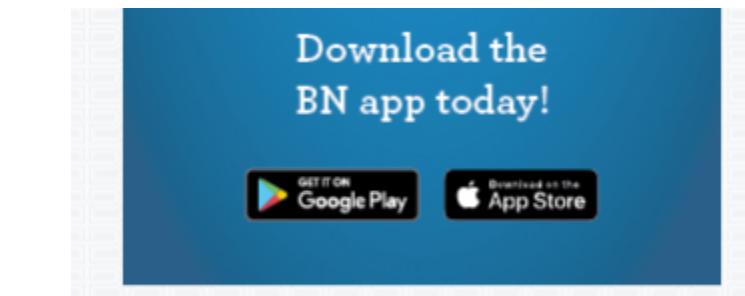


# COMMUNICATING OUR BRAND

# Calls To Action

The call to action is the standard way to prompt our customers to take action and should be used in all marketing communications. It should be kept as short as possible and clearly communicate the action a customer is taking and what they will experience when they take that action. The call to action should be communicated through written text and should stand out against the rest of the content. Buttons should be used with a link to the preferred action if appropriate.

**ENTER NOW**  
RISING STARS IS BACK FOR 2019!  
[SEE NOMINATION CRITERIA](#)



# Tone of Voice

We are confident in our success and the success of those we partner with.

We are proud of the achievements of all Western Australian businesses.

We use language that is modern and easy to understand, yet sophisticated enough to prove that we know what we are talking about.

We are guided by a vision of empowering others and we communicate everything clearly and honestly. We aim to guide others and share our knowledge.



# Imagery

## ***WESTERN AUSTRALIA FOCUSED***

Our focus on Western Australia business should be reflected in our imagery. Photographs of WA which are recognisable i.e. Elizabeth Quay or the CBD are to be used where appropriate. We should take great care in ensuring photographs are accurate representations.

## ***SUCCESSFUL AND INFLUENTIAL***

VIPs should be showcased when they interact with our brand and products. Photos of events should look full with no clutter. Photos on social media or in use in other communications materials must be in focus, flattering and good quality.

# For Enquiries About Our Brand

***For production and graphics enquiries:***

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***For general branding enquiries:***

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