Data#3

Data#3 Brand Guidelines

These guidelines provide a framework for the consistent and correct application of Data#3's brand identity. It's important to adhere to these guidelines, as it will ensure protection and recognition of the Data#3 brand.

AUGUST 2024

Contents

Our Brand

Our brand is the collective perception and emotional connection formed by our audience's experiences, values, and interactions with us, ultimately shaping our identity and distinguishing our position in the world.

We are Data#3.

Data#3

"
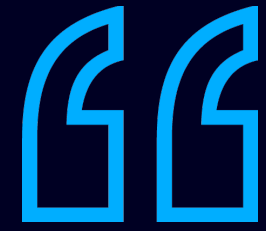
In today's fast-paced market, a brand is more than just a logo or a tagline; it's the story we tell and the values we embody. It's crucial that every member of Data#3 understands and aligns with our brand guidelines, as they are the blueprint for how we present ourselves to our stakeholders. These guidelines ensure consistency, foster trust, and build our reputation. When we all speak with one voice, our brand's message resonates more powerfully and authentically, creating a lasting impression that drives our success.

Garrett MacDonald
Chief Marketing Officer, Data#3.

Structure of a brand

Brand Foundation

Brand Story: The narrative of how and why the brand is formed.

Brand Vision and Mission: The core purpose and long-term aspirations of the brand.

Values: Fundamental beliefs and principles guiding the brand's actions and decisions.

Brand Promise: The commitment or guarantee made to customers regarding the brand's offerings.
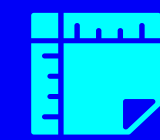
Brand Identity

Brand Name: The name by which the brand is recognised.

Logo and Visual Elements: The visual representation of the brand, including logos, colours, typography, and imagery.

Brand Voice and Tone: The style, language, and personality used in communications that reflect the brand's character.

Brand Strategy

Target Audience: The specific group(s) of people the brand aims to reach and engage with.

Positioning: How the brand is positioned relative to competitors in the market.

Brand Architecture: The structure and relationship between different sub-brands or products within the brand portfolio.

Brand Expression

Marketing and Communication Materials: Advertising, campaigns, and promotional content that communicate the brand's message.

Product Design and Packaging: The physical appearance and design of products or packaging that represent the brand.

Brand Experience

Customer Experience: The overall interaction and relationship customers have with the brand across various touchpoints.

Employee Experience: How employees embody the brand's values and contribute to delivering the brand promise.

Brand Perception

Brand Reputation: The collective perception, opinions, and attitudes people hold about the brand.

Brand Equity: The value and strength of the brand in the eyes of consumers, influencing their decisions and loyalty.

Our Brand

THE DATA#3 STORY

The Data#3 Story

A leading and award-winning Australian IT services and solutions provider, Data#3 Limited (DTL), is focused on helping customers to harness the power of people and technology for a better future.

Built on a foundation of over 45 years' experience, combined with world-leading vendor technologies, Data#3 is constantly evolving its solutions and services to enable its customers' success. Leveraging solutions such as cloud, modern workplace, security, data and analytics and connectivity, combined with Data#3's services across consulting, project services and managed services, Data#3 is delivering the digital future.

Listed on the ASX in 1997, Data#3 reported revenues of $2.5 billion in the 2023 financial year and has more than 1,400 employees. Headquartered in Brisbane, it has facilities across 12 locations in Australia and Fiji.

The Data#3 name

Prior to the official launch of Data#3 in 1984, a new name was chosen to reflect the business. 'Data' represents the stability, strength and history of the company and the industry. The '#3' was chosen from the new IBM PC keyboard – the first to show the '#' and the '3' on the same key and as such captured the innovation and excitement of the future IT world.

Data#3 by the numbers (FY24)

Revenue
$2.5b

Years in business
45+

People
1,400+
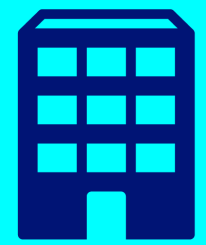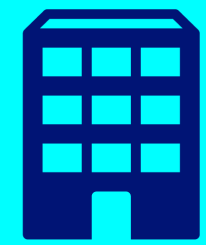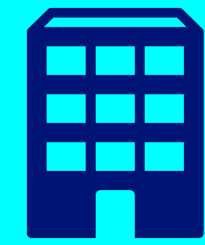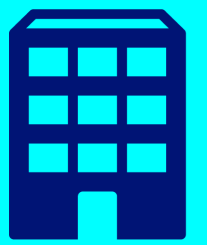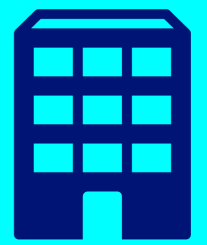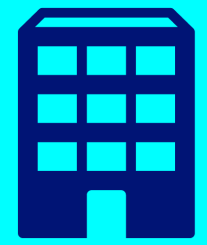
Listed on the ASX in
1997

Transacting customers
5,000+
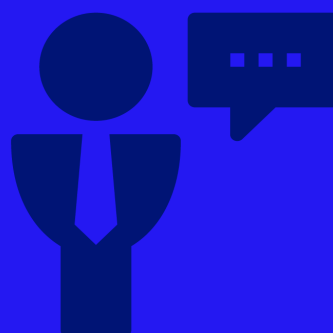
Offices across Australia and Fiji
9
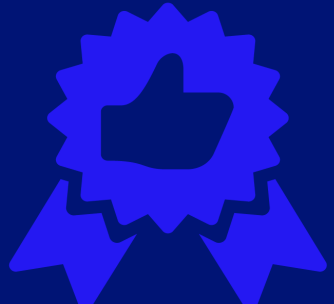
Integration Centres
3

FY24 Customer Satisfaction Score
4.29 / 5

FY24 People Satisfaction Score
4.43 / 5

Data#3

Data#3 Brand on a page

Our Vision *What we strive for*	Our vision is to harness the power of people and technology for a better future.				
Our Purpose *Why we exist*	Our purpose is to enable our customers' success.				
Our Strategy *How we achieve our vision and purpose*	Our strategy is to enable our customers' digital transformation by creatively evolving our solutions capability.				
Our Values *What guides our actions*	Honesty	Excellence	Agility	Respect	Teamwork
Our Principles *How we show up*	Grounded in experience	Human first	Reliable	Ever-evolving	Forward thinking
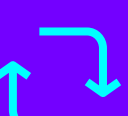
Data#3

Our Brand

BRAND PERSONA/PRINCIPLES

Brand principles are fundamental guidelines that define the ethos and values guiding a brand's actions, decisions, and interactions. They serve as the backbone of a brand, shaping its identity and influencing how it operates. They're essential because they provide a compass for consistency, helping align all aspects of the brand—its communication, products, services, and customer interactions—to ensure they reflect the brand's character and resonate with its audience.

When creating work that represents the Data#3 brand, always prioritise our brand principles. Consider creating a mental checklist to ensure these principles are consistently reflected in your project's output.

Our brand principles

Grounded Experience

With over 45 years of experience, we are grounded in our history. Deriving strength from past lessons to inform our decisions and ensure stability, we leverage our proven expertise to navigate challenges and achieve enduring, consistent results.

Ever-Evolving

We must be on the forefront of change and continuously evolve our strategies, products, and services to stay ahead in an environment where innovation and advancements occur at an unprecedented pace. This ensures we're relevant and competitive in the dynamic tech landscape.

Reliable

A reliable brand builds trust and confidence among its customers by consistently delivering on promises, maintaining quality standards, and offering dependable products or services, thereby fostering long-term relationships and loyalty.

Human First

Our customers are at the core of everything we do and our people are the heartbeat of our business. We believe in fostering a culture that prioritises humanity in every interaction and decision-making process, through simple language, accessible content and an empathy-lead approach to our work.

Forward Thinking

We strive to actively anticipate future trends and challenge the status quo. We innovate with an eye toward shaping and defining the future of the technology industry.

Data#3

Our Brand

VALUE PROPOSITION

In pursuit of our vision and by following our core values, we have an exceptional opportunity to deliver value to our key stakeholder audiences – customers (and prospects) technology partners, shareholders, community and most importantly, our people. Our vision is to harness the power of people and technology for a better future. The following value statements highlight what each party can look forward to when they invest time and resources into Data#3.

Our value propositions

Customers

Data#3 ensures its solutions enable business and technology success for its customers through a unique framework that unites market leading expertise and technologies with a culture that puts them first… successful customers enabled by technology.

Technology Partners

Data#3 invests to release the full value of our partners' technologies and capabilities for our customers and to do so with the commitment and trust implicit in long term partnerships… enduring partnerships of commitment and trust.

Shareholders

Data#3 ensures investors are well informed and appropriately rewarded for their confidence and support… confident investors informed and rewarded.

People

Data#3 inspires and supports its peoples' passion for excellence and to do their best every day; understands the challenge of work life balance; empowers them to contribute to make positive change, encourages them to grow, and rewards and celebrates team and individual successes… remarkable people of passion and excellence.

Community

Data#3's mission for our community is to work to support the communities we operate in, and subsequently, to make a meaningful difference.

Data#3
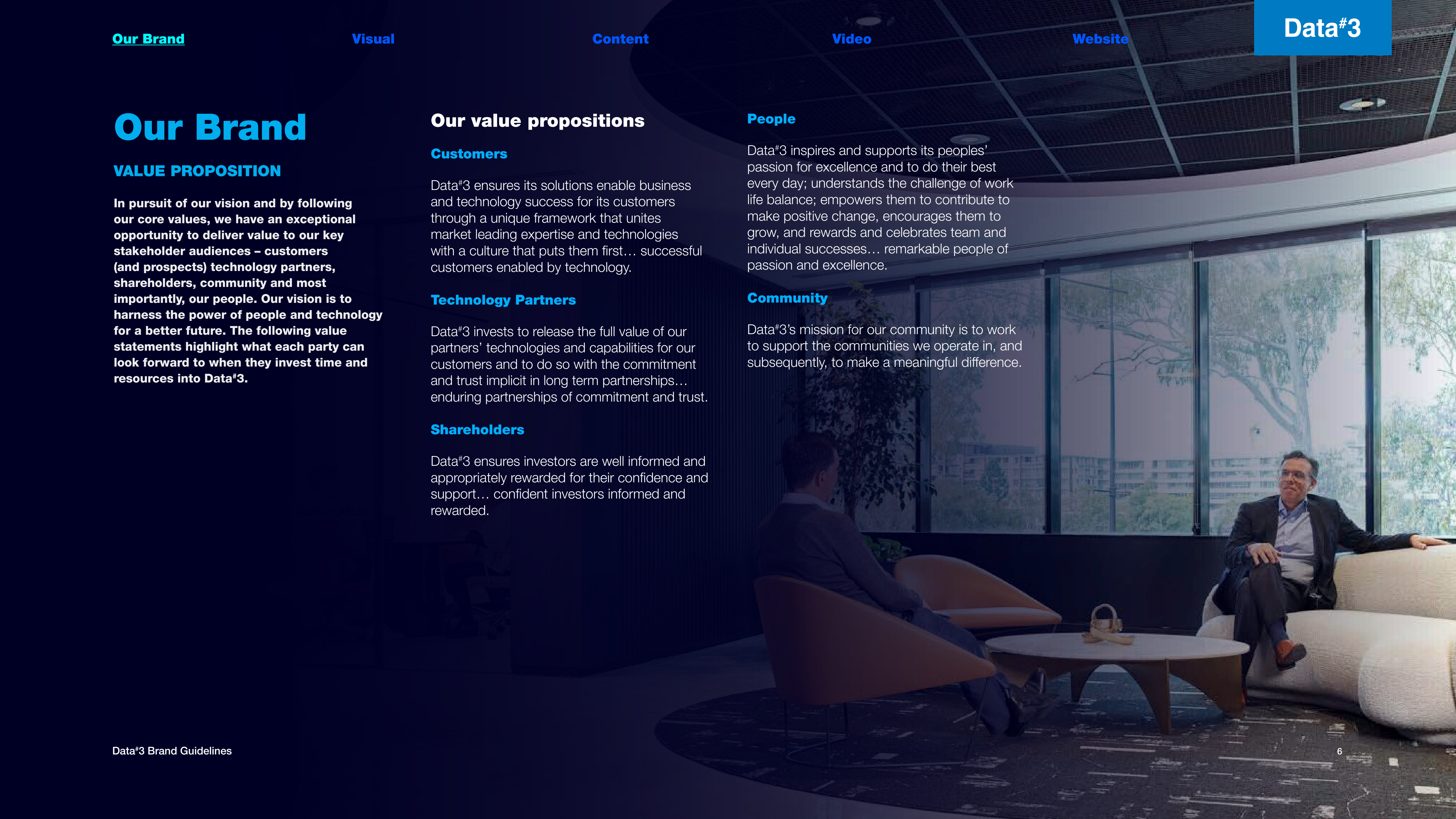
Our Brand

OUR TAGLINE

A company tagline succinctly encapsulates the brand's essence, instantly conveying its value proposition, personality, and promise, serving as a memorable anchor that resonates with its audience.

Our tagline

The story

From humble beginnings in 1977 to over 1,200 employees across 14 locations in Australia and Fiji, Data#3 has a longstanding heritage and unique culture that empowers us to enable customer success.

Throughout this time, we have navigated the rapidly changing landscape with customers – constantly evolving our solutions and services to deliver real innovation.

We've helped many organisations, from small to enterprise, to harness the power of people and technology for a better future. From hospitals, aged care, schools and universities, through to government and large corporations – Data#3 is the trusted partner of choice.

The expectation of a seamless, digital experience is universal. Companies need to embrace the future or face being left behind.

As we always have been, we're here to guide customers on their journey to digital transformation. One thing is certain: the integrated use of technology is the vehicle that will drive organisations into the future.

Data#3 – Delivering the Digital Future.

How to use our tagline

Incorporating our corporate tagline, Delivering the Digital Future, into communications helps to maintain brand consistency and reinforces our corporate identity.

From a visual perspective, the tagline should be used in all Data#3 general corporate materials, including marketing collateral, digital content, and event branding. It serves as a reminder of our vision, values, core purpose and mission, and helps to strengthen our brand's presence in the market.

You can also include the tagline in your content; however, you must not separate the wording.

✓ **Do:** Leveraging Microsoft technologies, Data#3 is delivering the digital future.

Delivering the Digital Future, in Education.

✗ **Don't:** Data#3 is delivering the secure digital future with Microsoft.

Usage of the tagline is not mandatory in vendor-lead marketing, or in cases where there are already several layers of messaging. If you are unsure, please contact brand@data3.com.au

Data#3

Our Brand

OUR TAGLINE IN SITU

A company tagline succinctly encapsulates the brand's essence, instantly conveying its value proposition, personality, and promise, serving as a memorable anchor that resonates with its audience.

Our Brand

ACCESSIBILITY

Accessibility refers to the design and implementation of products, services, and environments that can be used by people of all abilities, including those with disabilities. For a company, prioritising accessibility is crucial as it ensures inclusivity, enabling a broader audience to engage with its offerings. This not only enhances the user experience but also demonstrates social responsibility, compliance with legal standards, and fosters a positive brand image. Ultimately, accessibility drives innovation, increases market reach, and contributes to a diverse and inclusive society.

Accessibility across different mediums

We strive to achieve the highest accessibility standards across all brand touchpoints to ensure inclusivity and equal access for all.

Clear communication and readability

Use plain language and clear communication in all brand materials, making information easily understandable by diverse audiences.

Use short sentences, short paragraphs and bulleted lists to make it easier for people with learning and cognitive difficulties to consume your content. Write simpler. Be clear, simple, and direct.

Refer to our content guidelines on .

Content heirarchy

Arrange content in a logical flow with an H1 title (main heading) at the top of the page, followed by H2 titles (subheading), and, if necessary, H3 and H4 titles (sub-sub headings) under those.

Text

Text should contrast from the background and should ideally be at least 16pt large in presentations, or 10pt for printed assets. Larger texts (headers, callouts, etc.) should be between 18pt and 30pt. Lines should be at least one-and-a-half spaces apart, and text should never be aligned justified.

Typeface

We have chosen Helvetica Neue (and Arial) as our corporate typefaces – these typefaces enable greater legibility and readability for people who either have a learning disability, visual impairment, aphasia or dyslexia. Serif fonts enable more fluid readability and reading speed as they help the eye travel across a line. Text also needs to be easily read against its background (see 'colour contrast below'), and it needs to be legible when zoomed up to 200% (according to WCAG guidelines).

Image alt text

Alt text, or alternative text, is a brief description added to images on a website to provide context for users who cannot see the images, including those using screen readers or with slow internet connections. It is important because it ensures that visual content is accessible to all users, enhancing the overall user experience and ensuring compliance with accessibility standards. Alt text also helps improve SEO by allowing search engines to better understand the content of images.

Colour contrast

Improving text readability involves ensuring sufficient colour contrast between text and background hues, especially for visitors with low vision who rely on clear distinctions. Opt for contrasting shades to relay key detail or information in design.

Videos

A video needs to supply closed captions for users who cannot hear. Flashes need to be limited to three per second for photosensitive viewers. A video should not start playing on its own, unless a user opts into that. See video guidelines on for more detailed guidance.

Descriptive links

Try to avoid non-descriptive call to actions like 'Read More' and 'Click Here'; generic call to actions don't clearly communicate the destination with the user. Take the time and write clear, descriptive link text clarifies where they lead, e.g. 'Download eBook', 'Contact a Specialist', or 'Register for Event'.

Helpful resources to ensure best accessibility practices:

- Web Accessibility Initiative (W3C)
- Designing for Accessibility and Inclusion
- Colour Contrast Checker

Our Brand

USING AI

The rise of AI has revolutionised various fields by automating tasks, enhancing data analysis, and fostering innovation, offering benefits like increased efficiency and accuracy. However, it also presents challenges such as potential job displacement and ethical considerations, necessitating thoughtful integration to balance its advantages and drawbacks across different types of work.

Using AI

Our brand is committed to the ethical use of AI, prioritising data privacy, bias avoidance, and transparency. Ensure you respect company and customer rights and mirror our brand's core values and guidelines when using AI for content and imagery creation.

While AI serves as an aid in research, ideation, and content structuring, the final content curation is a human endeavour. This human touch preserves our brand's unique tone and authenticity, fostering trust and loyalty among our audience.

The information below highlights the most significant areas of concern around the usage of Generative AI services for Data#3's assets.

Confidentiality

Information input into AI tools may be stored by third parties and then used, or accidentally leaked.

Ensure that all information fed into an artificial intelligence system is cleansed of all identifying information (e.g. Data#3's name, business names, real names, prices or other personal information).

Ownership

The Australian legal position on 'who owns the AI output' is currently uncertain, and it's likely that no one owns it.

Transparency

Many AI 'Terms of Use' require that you do not represent any AI output as being human output.

You must neither claim, nor imply either directly or through omission, that any AI generated content was created by a human.

Accuracy

Generative AI software is often confident in its answers, but when used incorrectly can generate fictitious responses.

Ensure you have reviewed the AI generated information and that a suitably qualified person takes ownership of the accuracy of any AI material which you have relied on.

When using AI to create either written or visual content, ensure the following:

✕ **Don't:** Input sensitive information or data into any generative AI platform.

✓ **Do:** Check final output is reviewed and aligned to our guidelines, overall corporate strategy and brand principles. We are human-first, and so the final output of our assets should reflect this.

✓ **Do:** Check for inconsistencies in spelling, grammar, and/or visual inconsistencies – AI generated content is prone to errors and inconsistencies.

✓ **Do:** Disclose whether content/visuals have been created using AI (and which platform was utilised).

Visual

Visual elements are crucial to a company's brand as they create an immediate and lasting impression on the audience. Effective visual branding can evoke emotions, build trust, and influence customer perceptions, ultimately driving engagement and loyalty.

Data#3

Visual

LOGO: VARIATIONS

The Data#3 logo should be used without alteration. None of the logo elements should be separated from each other, nor should their size relationship or placement in relation to each other be modified. The proper colour and configuration of the logo is essential to project a consistent image across a wide variety of communications and media.

Adherence to these guidelines will ensure that the logo is used consistently and legibly.

Only use the logo files with digital artwork approved by the Data#3 Brand team for all applications. Do not alter the colour, proportions, or alignments of any of the logo elements.

The Data#3 logo

Logo

The Data#3 logotype is the company's name, written in Helvetica Neue 85. Typically, the logo is displayed in its colour version—the Data#3 blue—however there are also two other variations of the Data#3 logotype – white and black. There is also a lockup version of the Data#3 logo, which is explained in further detail in the following guidelines.

Data#3 does not have an official logomark, however in specific use cases, where space is limited for example, a hash (octothorp / '#') may be used. A good example of this can be seen with the Data#3 website's favicon. The hash should be written in Helvetica Neue 85. Consult the Marcomms team prior to the usage of this unofficial logomark.

The standard Data#3 logo can be downloaded **here.**

Logo Variations

There are three main variations of the Data#3 logo – the standard logo, the boxed logo and the lockup logo. Correct usage for these logos is outlined on the following pages.

Standard Data#3 logo

Data#3   Data#3   Data#3

Blue boxed logo

Data#3

Lockup logo

Data#3   Data#3   Data#3

Visual

LOGO: PARTNER LOCKUP

The Data#3 logo should be used without alteration. None of the logo elements should be separated from each other, nor should their size relationship or placement in relation to each other be modified. The proper colour and configuration of the logo is essential to project a consistent image across a wide variety of communications and media.

Adherence to these guidelines will ensure that the logo is used consistently and legibly.

Only use the logo files with digital artwork approved by the Data#3 Brand team for all applications. Do not alter the colour, proportions, or alignments of any of the logo elements.

The Data#3 logo (cont)

Lockup logo

When partnering with other brands, we connect our logo with the partner's logo to visually represent the business relationship. Use the lockup logo provided by Data#3; do not re-create this logo. The Data#3 logo must always come first in the sequence of logos. The lockup logo variations can be downloaded **here.**

The visual on the right illustrates the required minimum clear space surrounding the logo, where 'D' is equal to the dimensions of the letter 'D' as it appears in the logo. The lockup line is used with this same consistent spacing. If the partner's logo does not maintain an equal ratio to the Data#3 logo in the partner logo space, the partner logo may exceed the necessary height (while still keeping within 'D' guidelines). Refer to the Data#3, HP, and Cisco lockup example bottom right.

NOTE: The Microsoft and Cisco lockups are examples for guidance only when a simple co-branding application is needed. Ensure you are using the correct partner logos and sizing. If you are unsure, contact **brand@data3.com.au**

Ensure you are following third party brand guidelines when locking up logos – each company has their own set of rules. We want to respect our partner brands like they would respect ours.

Locking up with multiple partner logos

When locking up the Data#3 logo with multiple partner logos, the divider line must be replicated, along with the appropriate padding.

Please contact **brand@data3.com.au** if you need to lockup more than three logos, as there may be better alternatives to using the divider line, or there may be restrictions with space to consider.

Data#3

Visual

LOGO: USAGE

The Data#3 logo should be used without alteration. None of the logo elements should be separated from each other, nor should their size relationship or placement in relation to each other be modified. The proper colour and configuration of the logo is essential to project a consistent image across a wide variety of communications and media.

Adherence to these guidelines will ensure that the logo is used consistently and legibly.

Only use the logo files with digital artwork approved by the Data#3 Brand team for all applications. Do not alter the colour, proportions, or alignments of any of the logo elements.

Logo usage

Blue boxed logo

This is the preferred logo variation to use across design work, as it reinforces our primary brand colour and is consistent across many of our touchpoints.

The padding around the logomark itself is determined by the capital D in Data#3, as shown to the right. This spacing is set correctly in the official boxed logo files, which can be downloaded **here. Do not create your own version of the Data#3 boxed logo – only use approved, supplied files.**

Note: This logo must only be used when placed against the edge of an artwork – if this isn't possible, then one of the standard variations of the Data#3 logo should be used instead.

Data#3

Clear Space

The grey box illustrates the required minimum clear space surrounding the logo, where 'D' is equal to the dimensions of the letter 'D' as it appears in the logo. The blue boxes illustrate all the margins surrounding the logo. These need to be consistent with one another.
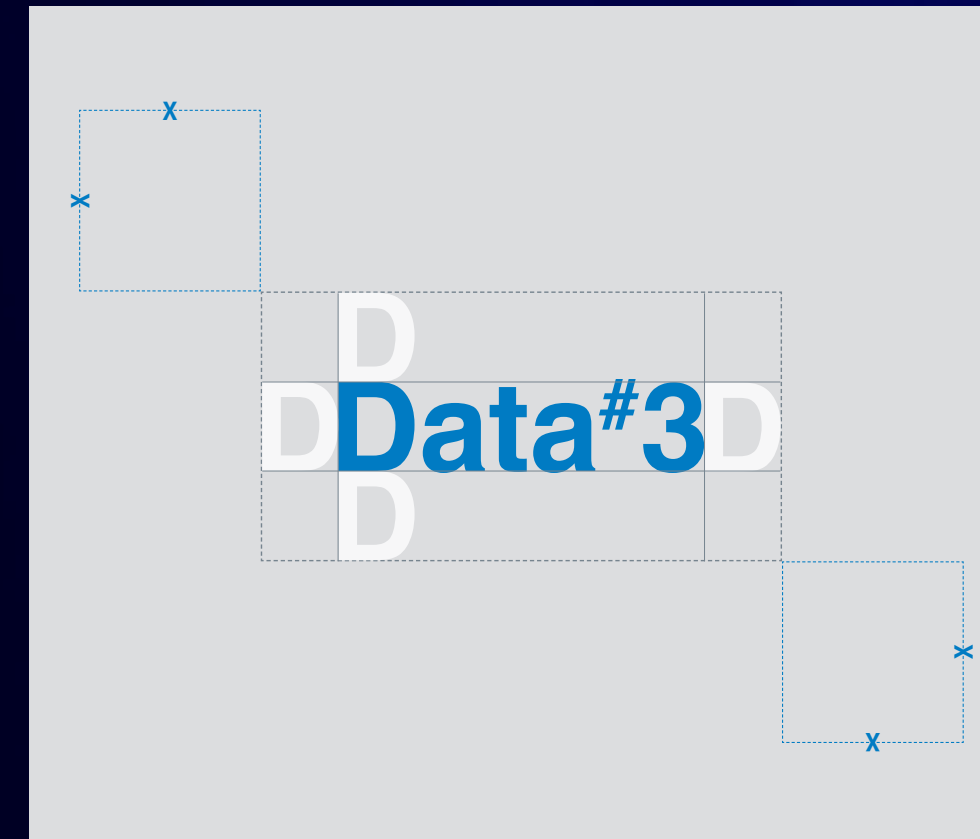
Data#3

Minimum Size

The minimum size for any use of the Data#3 logo is 1 inch, 25.4 mm, or 72 pixels wide.

1.0 in, 25.4 mm, or 72 px

Data#3

Visual

LOGO: USAGE

The Data#3 logo should be used without alteration. None of the logo elements should be separated from each other, nor should their size relationship or placement in relation to each other be modified. The proper colour and configuration of the logo is essential to project a consistent image across a wide variety of communications and media.
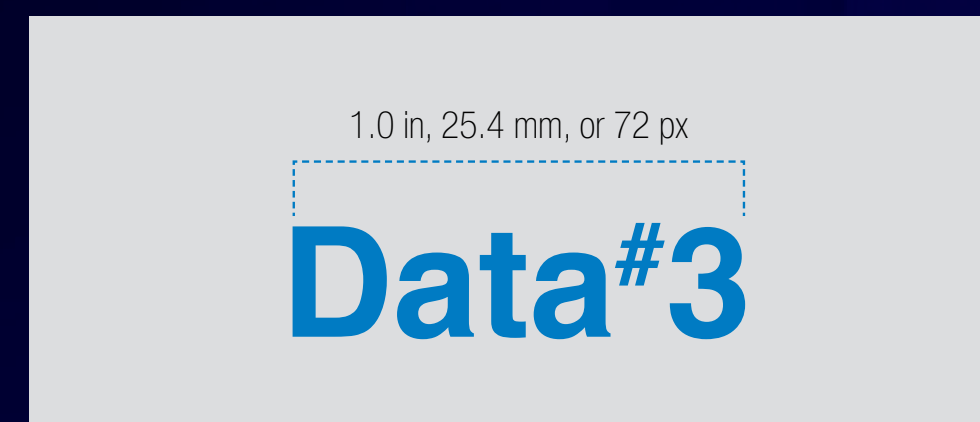
Adherence to these guidelines will ensure that the logo is used consistently and legibly.

Logo usage (cont)

Logo alterations

The Data#3 logo should not be altered in any way. If you require assistance on using the Data#3 logo correctly, please reach out to brand@data3.com.au

Examples of unapproved alterations:

Data#3

Do not crop

The entire Data#3 logo must always be displayed.

Data#3

Do not alter colours

The Data#3 logo should only exist in the Data#3 blue, white or black variations.

Data#3

Do not distort

Retain the dimensions of the logo; do not skew ratio or dimensions.

Data#3

Do not use effects

These include (but are not limited to) drop shadows, reflections, bevel and emboss and 3D rotations.

Data#3

Do not recreate with any other typeface

The Data#3 logo should be used without alteration.

Data#3

Do not use insufficient contrast

The Data#3 logo needs sufficient contrast against the background it is being placed on, to ensure legibility and accessibility standards are met.

Data#3

Do not rotate

The Data#3 logo should not be rorated and should always remain horizontal, to ensure legibility.

The **Data#3** logo

Do not use logo as part of a sentence

The Data#3 logo should be used without alteration.

Visual

COLOUR PALETTE: OVERVIEW

A company's colour palette is essential for creating a cohesive and recognisable brand identity. Consistent use of colours across all brand materials reinforces brand recognition, conveys the brand's personality, and evokes the desired emotional response from the audience.

Pantone (PMS): Ideal for use in one or two-colour jobs, such as stationery or merchandise.

CMYK: Ideal for full-colour printing, such as brochures and posters.

RGB: Ideal for PowerPoints, and other computer software, mobile, and TV.

HEX: For use in websites and videos.

Our colour palette

The Data#3 colour palette consists of primary, secondary, and data visualisation colours. The consistent use of these colours will create recognition and maintain the strength of the Data#3 brand.

These colour palettes are outlined in more detail on the following pages.

'Dark mode'

Data#3 employs a 'dark mode' approach to a wide variety of branded assets – this needs to be considered and applied correctly where appropriate. There are some exceptions where the dark mode colour application cannot be applied, for example with certain print assets, or situations where alterations are limited (third party applications, etc). Using our dark mode helps with accessibility and visually differentiates us from others in the market.

When applying dark mode, using Data#3's Blue-Black (#000025) as the background colour, and white or Data#3's light blue (#00AEFF) as heading/copy colour is a good basis for design, and provides sufficient contrast between both background and foreground.

Exception to using the colour palettes

The only exception to adhering to the Data#3 colour palettes are works that are customer-focused, e.g. case studies. In these instances, the customer's colour scheme is used to ensure that they are the focus of the work.

Please reach out to **brand@data3.com.au** if you need assistance applying our colour palettes correctly.

Data#3

Visual

SECONDARY COLOUR PALETTE

A company's colour palette is essential for creating a cohesive and recognisable brand identity. Consistent use of colours across all brand materials reinforces brand recognition, conveys the brand's personality, and evokes the desired emotional response from the audience.

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CMYK: Ideal for full-colour printing, such as brochures and posters.

RGB: Ideal for PowerPoints, and other computer software, mobile, and TV.

HEX: For use in websites and videos.

Our colour palette (cont)

Primary Palette

Secondary Palette

Data Visualisation Palette

Data#3

Visual

COLOUR PALETTE: OVERVIEW

A company's colour palette is essential for creating a cohesive and recognisable brand identity. Consistent use of colours across all brand materials reinforces brand recognition, conveys the brand's personality, and evokes the desired emotional response from the audience.

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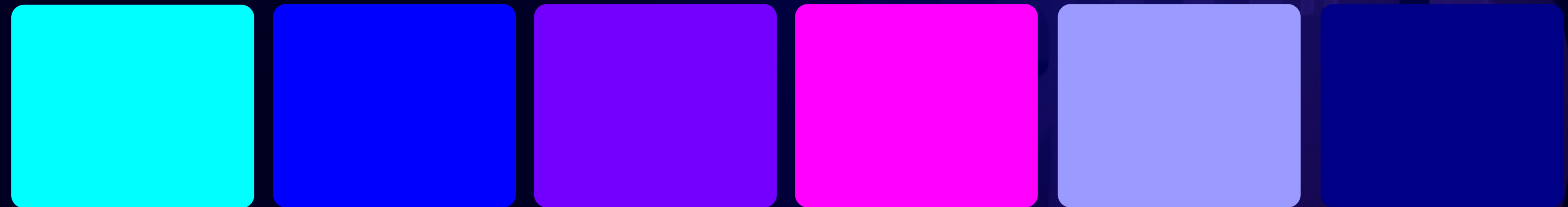CMYK: Ideal for full-colour printing, such as brochures and posters.

RGB: Ideal for PowerPoints, and other computer software, mobile, and TV.

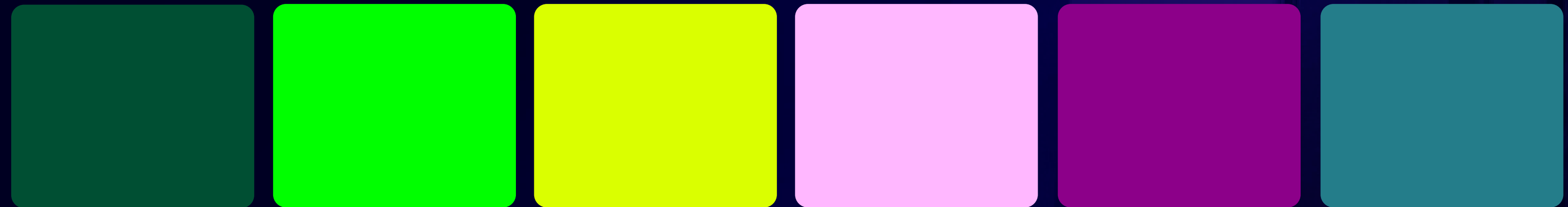HEX: For use in websites and videos.

Our colour palette (cont)

Primary colour palette

The primary colour palette is composed of the Data#3 blue alongside a range of shades of the Data#3 blue and neutral tones. These colours should be the foundation of your design. Each colour is provided in RGB and HEX for digital display, along with Pantone and CMYK for print. Use the colour build appropriate to your design application.

Data#3 Blue Black

RGB: 0-0-36
CMYK: 88-82-54-74
HEX: #000025
PMS: 532 C

Data#3 Blue

RGB: 0-123-195
CMYK: 100-42-0-0
HEX: #007BC3
PMS: 2925 C

Data#3 Light Blue

RGB: 0-174-255
CMYK: 66-19-0-0
HEX: #00AEFF
PMS: 2985 C

Data#3 Pale Blue

RGB: 120-220-255
CMYK: 44-0-0-0
HEX: #78DCFF
PMS: 2975 C

Light Grey

RGB: 157-159-162
CMYK: 0-0-0-45
HEX: #9D9FA2
PMS: 877 C

Grey White

RGB: 238-238-238
CMYK: 5-4-4-0
HEX: #EEEEEE
PMS: 656 C

Data#3

Visual

COLOUR PALETTE: OVERVIEW

A company's colour palette is essential for creating a cohesive and recognisable brand identity. Consistent use of colours across all brand materials reinforces brand recognition, conveys the brand's personality, and evokes the desired emotional response from the audience.

Pantone (PMS): Ideal for use in one or two-colour jobs, such as stationery or merchandise.

CMYK: Ideal for full-colour printing, such as brochures and posters.

RGB: Ideal for PowerPoints, and other computer software, mobile, and TV.

HEX: For use in websites and videos.

Our colour palette (cont)

Secondary colour palette

The secondary colour palette consists of a selection of carefully selected accent colours that harmonise well with the primary palette. In conjunction with the primary palette, these colours can be used to offer variation or emphasis in a design, ie. CTA button; however they should be used sparingly, with the corporate and primary colours dominating the design.

Aqua

RGB: 0-255-255
CMYK: 52-0-13-0
HEX: #00FFFF
PMS: 3242 C

Blue1

RGB: 0-0-255
CMYK: 88-77-0-0
HEX: #0000FF
PMS: 2728 C

Cool Purple

RGB: 115-0-255
CMYK: 72-79-0-0
HEX: #7300FF
PMS: VIOLET C

Magenta

RGB: 255-0-255
CMYK: 27-82-0-0
HEX: #FF00FF
PMS: 807 C

Cool Lilac

RGB: 155-155-255
CMYK: 41-38-0-0
HEX: #9B9BFF
PMS: 2716 C

Dark Blue

RGB: 0-0-135
CMYK: 100-98-11-13
HEX: #000087
PMS: BLUE 072 C

Data#3

Visual

COLOUR PALETTE: DATA VISUALISATION PALETTE

A company's colour palette is essential for creating a cohesive and recognisable brand identity. Consistent use of colours across all brand materials reinforces brand recognition, conveys the brand's personality, and evokes the desired emotional response from the audience.

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CMYK: Ideal for full-colour printing, such as brochures and posters.

RGB: Ideal for PowerPoints, and other computer software, mobile, and TV.

HEX: For use in websites and videos.

Our colour palette (cont)

Data Visualisation Palette

The extended palette is used solely to offer flexibility and easy differentiation in data visualisation, in addition to the primary and secondary palettes. These colours should not be used in any other instances other than applications where data needs to be visually represented, ie. graphs, infographics, etc.

Dark Green

RGB: 0-79-51
CMYK: 90-41-86-43
HEX: #004F33
PMS: 3308 C

Green1

RGB: 0-255-0
CMYK: 63-0-100-0
HEX: #00FF00
PMS: 802 C

Green1 Yellow

RGB: 218-255-0
CMYK: 20-0-100-0
HEX: #DAFF00
PMS: 381 C

Light Pink

RGB: 255-183-255
CMYK: 6-31-0-0
HEX: #FFB7FF
PMS: 243 C

Dark Magenta

RGB: 179-0-137
CMYK: 32-100-4-0
HEX: #B30089
PMS: 247 C

Dark Teal

RGB: 36-91-121
CMYK: 90-60-35-14
HEX: #245B79
PMS: 7700 C

Data#3

Visual

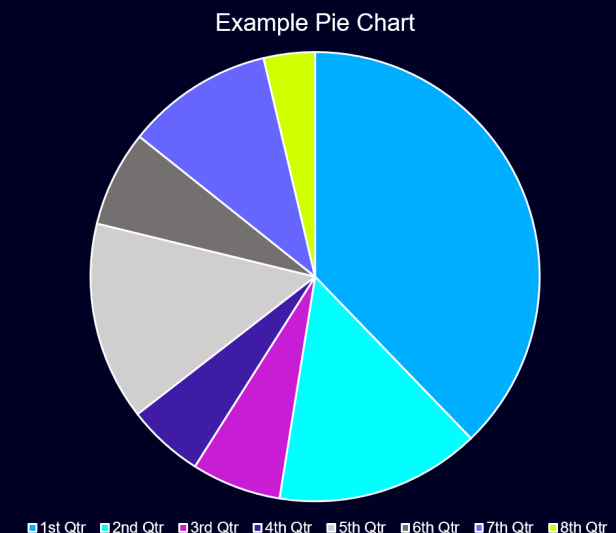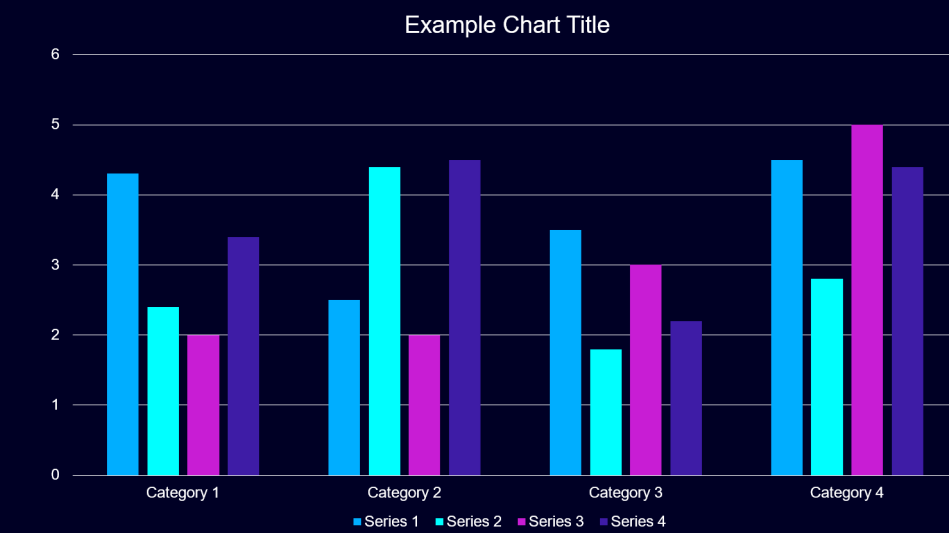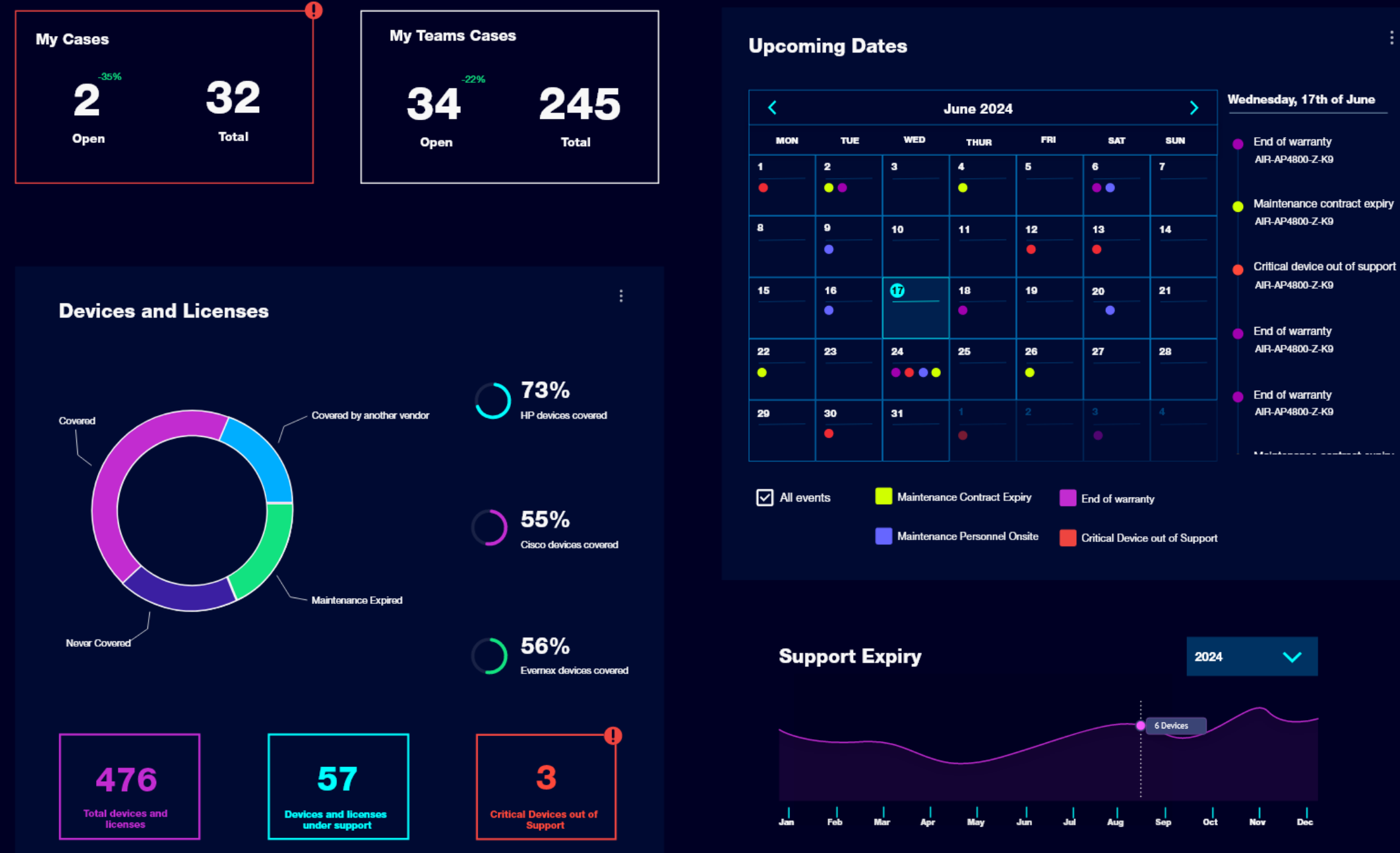## COLOUR PALETTE: DATA VISUALISATION PALETTE IN SITU

A company's colour palette is essential for creating a cohesive and recognisable brand identity. Consistent use of colours across all brand materials reinforces brand recognition, conveys the brand's personality, and evokes the desired emotional response from the audience.

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CMYK: Ideal for full-colour printing, such as brochures and posters.

RGB: Ideal for PowerPoints, and other computer software, mobile, and TV.

HEX: For use in websites and videos.

My Cases
2 -35%　　32
Open　　Total

My Teams Cases
34 -22%　　245
Open　　Total

Upcoming Dates

June 2024

MON	TUE	WED	THUR	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Wednesday, 17th of June

- End of warranty AIR-AP4800-Z-K9
- Maintenance contract expiry AIR-AP4800-Z-K9
- Critical device out of support AIR-AP4800-Z-K9
- End of warranty AIR-AP4800-Z-K9
- End of warranty AIR-AP4800-Z-K9

☑ All events　　☐ Maintenance Contract Expiry　　☐ End of warranty
☐ Maintenance Personnel Onsite　　☐ Critical Device out of Support

Devices and Licenses

Covered
Covered by another vendor
Maintenance Expired
Never Covered

73% HP devices covered
55% Cisco devices covered
56% Evemax devices covered

476 Total devices and licenses
57 Devices and licenses under support
3 Critical Devices out of Support

Support Expiry　　2024

6 Devices

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Example Chart Title

6
5
4
3
2
1
0
Category 1　Category 2　Category 3　Category 4
☐ Series 1　☐ Series 2　☐ Series 3　☐ Series 4

Example Pie Chart

☐ 1st Qtr ☐ 2nd Qtr ☐ 3rd Qtr ☐ 4th Qtr ☐ 5th Qtr ☐ 6th Qtr ☐ 7th Qtr ☐ 8th Qtr

Data#3

Data#3

Examples of a Data#3 data visualisation palette in situ.

Visual

IMAGERY: OVERVIEW

As leaders in the technology industry, we strive to be on the cutting edge of innovation and our imagery should reflect this. Our imagery is bold, futuristic, at times abstract and always aligned to our colour palette.

We want to strike intrigue and cut through with our audience by using bright colours that contrast and complement our dark background colour.

Our Imagery

Our imagery is an eclectic and energetic mix of photography and abstract imagery, informed by our brand principles. We aim to use imagery that utilise cooler tones and colours from our colour palette, along with images that either feel authentic (when using photograph or video stills) or futuristic and innovative (when using illustrations/vectors).

Avoid cliches, visual metaphors and overly staged photography – opt instead for natural and realistic imagery that is relevant and will resonate with the targeted audience.

If text and the Data#3 logo are going to be placed over the image, ensure there is enough contrast so that these elements are clearly legible. Data#3 has a library of approved imagery for use – if you need access to this library, contact **brand@data3.com.au**

We typically use three types of imagery across our assets: abstract imagery, stock photography of people, and our own library of Data#3 photography. While vector-style imagery is occasionally used, it is not our preferred style.

Visual

IMAGERY: ABSTRACT

As leaders in the technology industry, we strive to be on the cutting edge of innovation and our imagery should reflect this. Our imagery is bold, futuristic, at times abstract and always aligned to our colour palette.

We want to strike intrigue and cut through with our audience by using bright colours that contrast and complement our dark background colour.

Our Imagery (cont)

Abstract imagery

The abstract imagery we use convey a sense of futurism and innovation, and are all cooler-toned to align with our colour palette.

These images can be a direct depiction of the solution or service being represented (for example, a padlock or shield to depict security), or an abstract image (for example, a road constructed of binary code) that is representative of technology and futurism in general.

If you require any specific imagery, reach out to brand@data3.com.au

Visual

IMAGERY — PEOPLE

As leaders in the technology industry, we strive to be on the cutting edge of innovation and our imagery should reflect this. Our imagery is bold, futuristic, at times abstract and always aligned to our colour palette.

We want to strike intrigue and cut through with our audience by using bright colours that contrast and complement our dark background colour.
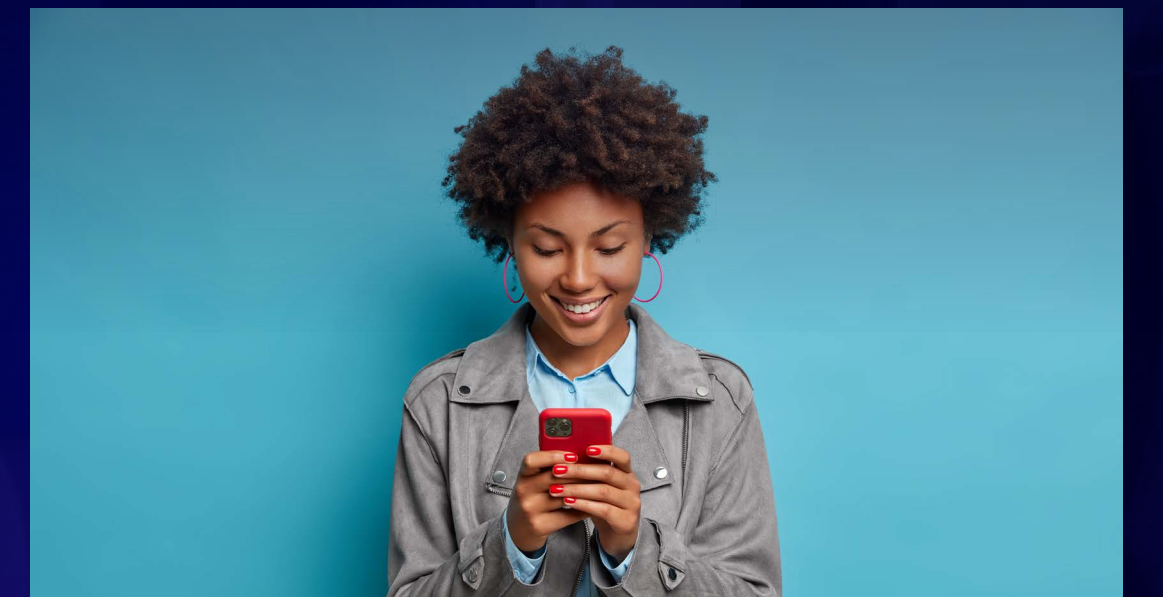
Our Imagery (cont)

Stock people imagery

We strive to be champions of diversity, so our imagery of people should reflect this. People imagery should inclusive of all backgrounds, genders, cultures, abilities and ethnicities where possible.

Avoid cliches, visual metaphors and overly staged photography – opt instead for natural and realistic imagery that is relevant and will resonate with the targeted audience.

If you require any specific imagery, reach out to brand@data3.com.au

Data#3

Visual

IMAGERY — PEOPLE

As leaders in the technology industry, we strive to be on the cutting edge of innovation and our imagery should reflect this. Our imagery is bold, futuristic, at times abstract and always aligned to our colour palette.

We want to strike intrigue and cut through with our audience by using bright colours that contrast and complement our dark background colour.

Our Imagery (cont)

Data#3 imagery

We have an in-house collection of photos featuring our people, office, and products. To ensure authenticity and originality, we prefer using these images over stock photos whenever possible.

We aim to capture the diverse nature of our people and workplace and so this is always a consideration when internal photographs are being staged.

Given the subject nature of these photographs, explicit approval is required before use. Please contact **brand@data3.com.au** for permission.

Visual

ICONOGRAPHY

Iconography plays a crucial role in effective communication by providing visual cues that are easily recognisable and quickly understood.

Well-designed icons enhance user experience by simplifying navigation, conveying information at a glance, and supporting accessibility. By using clear and intuitive icons, companies can improve engagement, streamline interactions, and make their content more accessible to diverse audiences.

Our Icons

We maintain a library of icons developed for various applications, including our website, customer portals, presentations, infographics, and other communications. The creation and addition of these icons is an ongoing process, with new icons being created on a bespoke, as-needed basis. All new icons must receive approval before being added to the library. Please contact the Marcomms team for access to specific icons.

Our icons are always in a line style with duotone colors—light blue and aqua.

If there is any particular icon you need, please reach out to **brand@data3.com.au**.

Visual

TYPEFACES

Consistent use of a specific typeface ensures uniformity across all marketing materials, communications, and digital platforms, enhancing brand recognition and professionalism.

The right typeface can convey the brand's personality, whether it's modern, traditional, playful, or serious, and plays a significant role in how the audience perceives the company. By maintaining a cohesive typographic style, a company reinforces its brand message and strengthens its overall visual impact.

Our Typefaces

Our primary corporate typeface, Helvetica Neue, embodies a modern, adaptable sans-serif design suitable for diverse applications. Offering various weights and widths, it grants flexibility—its condensed variations are optimal for display text or constrained spaces (however this is not preferred).

In instances where Helvetica Neue isn't available, we employ Arial as our secondary font for consistency in PowerPoint presentations, HTML emails, websites, and other communications.

For general text in print, maintaining at least a 10-point size ensures legibility – do not use text size smaller than 8-point. To maintain legibility, captions and similar small text should never be smaller than 6 points, preserving readability and clarity.

If you need access to Helvetica Neue, please reach out to **brand@data3.com.au**

Helvetica Neue

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Thin (45)	How vexingly quick daft zebras jump.
Thin Italic (45)	*Glib jocks quiz nymph to vex dwarf.*
Light (55)	The charming quetzal quickly zipped by the blue bird.
Light Italic (55)	*Quick zephyrs blow, vexing daft Jim.*
Medium (65)	**Sphinx of black quartz, judge my vow.**
Medium Italic (65)	*How vexingly quick daft zebras jump.*
Bold (75)	**Few quips galvanized the mock jury box.**
Bold Italic (75)	***Quartz glyph job vex.***
Heavy (85)	**The five boxing wizards jump quickly.**
Heavy Italic (85)	***Høj bly gom vandt fræk sequiz på wc.***
Black (95)	**Dzigbe zã nyuie na wò**
Black Italic (95)	***Pranzo d'acqua fa volti sghembi.***

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Regular	How vexingly quick daft zebras jump.
Regular Italic	*Glib jocks quiz nymph to vex dwarf.*
Bold	**The five boxing wizards jump quickly.**
Bold Italic	***Quick zephyrs blow, vexing daft Jim.***
Black	**Sphinx of black quartz, judge my vow.**

Content

Data#3 is an industry-leading organisation grounded in experience, and our communications reflect this. We're ever-evolving and constantly on the forefront of change, but we're also reliable. We're here to help, inspire, and guide our customers. Ultimately, we're human first, and this reflects throughout our content, in our voice, tone, and the language we use.

Content

COPYWRITING: TONE OF VOICE

The copy style guidelines have been approved as the primary source and preferred text to be used in the subjects they cover. Please make note of the following guidelines for grammar, language use, and formatting when creating Data#3 branded written content.

Our Tone of Voice

Our tone of voice is the outward expression of the Data#3 brand and corporate identity. Our tone affects how audiences respond to our brand. It should be informative and confident, without being overly technical or using too much jargon. The tone of Data#3 content should reflect our value proposition of being an exceptional company who deliver value to our key stakeholders.

Our tone of voice should always reflect that we are:

- **Human first:** we're approachable and clear in the way we communicate.
- **Experts in our field**: we're thought-leaders who produce quality information about topical industry updates.
- **Educative**: we're here to educate, guide, and inspire our customers.
- **Trustworthy**: our customers know they can rely on us to provide solutions to their problems.
- **Pioneering**: we're on the forefront of change in the ICT industry.

Outside of these key elements, the tone of voice you use will vary depending on the given medium of the content you're producing.

Here's a guide to Data#3 branded tone of voice styles for common content mediums.

Website

Professional, corporate, educational, consultative, clear, jargon-free.

Data#3's website is its central hub, so all website content should fully reflect the Data#3 brand.

Blogs

Engaging, educational, clear, informative, thought-leadership orientated.

Data#3's blogs are intended to educate and inform readers, providing our audiences with high-quality information whilst simultaneously positioning us as approachable industry thought-leaders.

Case studies

Professional, corporate, clear, explanatory.

Our case studies, or customer stories, are a medium that allow us to tell a story about how we've helped solve a problem for a customer through the use of technology services or solutions. This endorsement serves as a demonstration for potential customers as to how we can help them achieve similar results.

Capability statements

Professional, corporate, formal, clear, informative.

Data#3's capability statements provide a professional overview of our capabilities within a given solution, service, industry, or vendor partner. The tone of capability statements should be formal and professional, and serve as a centralised repository of our capabilities in a given particular space.

Social media

Engaging, anecdotal, relaxed, educational, succinct, clear, thought-leading.

Social media posts are brief forms of content that should be written clearly and succinctly. The tone needs to be enticing to grab the attention of potential audiences. We encourage you to communicate with authenticity, sharing stories and experiences that resonate with our audience. Our voice is inclusive and respectful. Emojis can be used where appropriate.

Presentations

Engaging, anecdotal, educational, succinct, clear, approachable, thought-leading.

Our tone should be professional yet engaging, ensuring that we convey our message with clarity and conviction. Our voice is knowledgeable and informative, but also warm and inviting, making complex information accessible and interesting.

Videos

Engaging, educational, succinct, clear, informative, thought-leading.

Data#3's videos are intended to educate and inform readers, providing our audiences with high-quality information whilst simultaneously positioning us as industry thought-leaders. We encourage staff to present with clarity and poise, ensuring that our message is delivered effectively. Our voice is trustworthy, welcoming and engaging, to captivate our audience and leave a memorable impact.

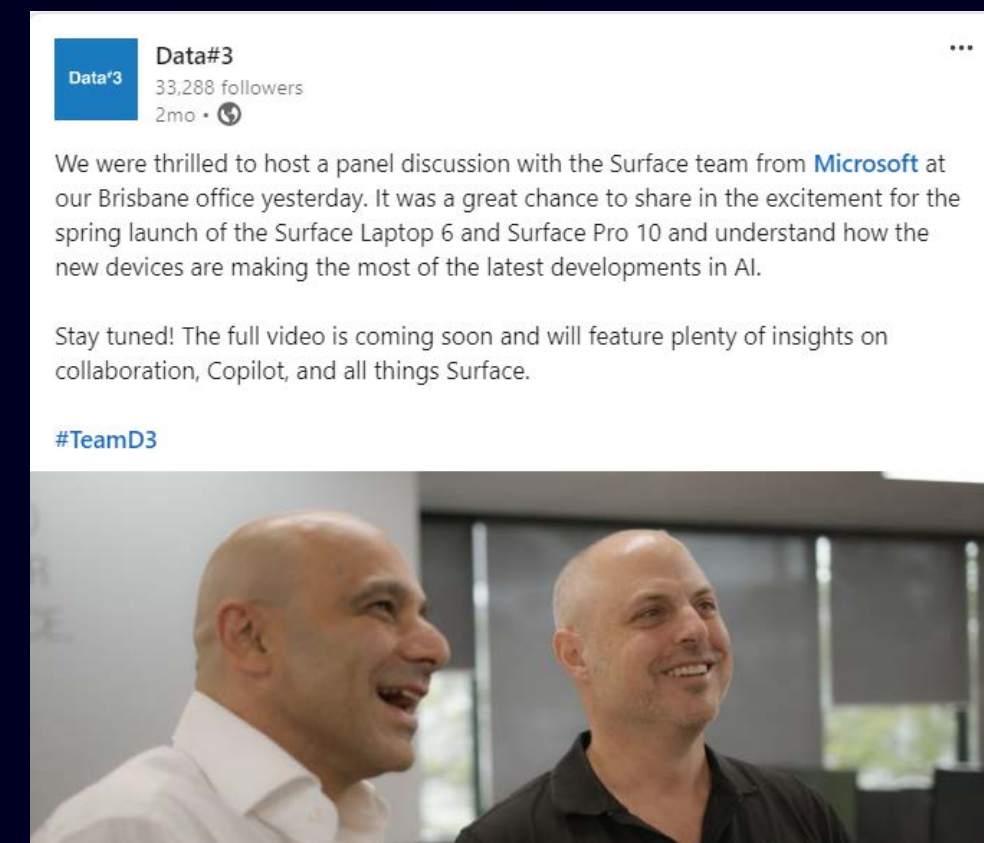# Content

COPYWRITING: TONE OF VOICE

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Press/Media Releases

Professional, corporate, educational, consultative, clear, jargon-free.

Only select members of Data#3 staff are permitted to speak to the media. This includes, but is not limited to, round tables, journalist interviews, vendor interviews, case studies, radio and podcasts. Any requests for media participation **must** be first directed to the marketing team before engaging.

Approved speakers for Data#3 should be informed and responsive, ensuring that we speak with integrity and professionalism. Our voice is confident yet accessible, aiming to provide clear and concise information while also being open and engaging.

Example of a Data#3 social media (LinkedIn) post.

Example of a Data#3 customer story.

Example of a Data#3 media release.

Content

COPYWRITING: GRAMMAR AND WRITING POINTERS

The copy style guidelines have been approved as the primary source and preferred text to be used in the subjects they cover. Please make note of the following guidelines for grammar, language use, and formatting when creating Data#3 branded written content.

Grammar and writing pointers

Superscripting the # within 'Data#3'

Wherever the Data#3 name appears in presentations, emails, documents, tenders, brochures, or any other copywriting material, the '#' needs to superscripted. This is very important in maintaining our corporate identity and all documents should be checked thoroughly. To superscript, either click on the button similar to 'x2' or hold 'ctl' + 'shift' + '+'.

Data#3 is singular

As a company, Data#3 should be referred to in the third person – 'it.' A company takes a singular verb, e.g. 'Data#3 is' or 'Data#3 has', not 'Data#3 are' or 'Data#3 have'. When referring to the Data#3 team or teams (e.g., 'our team of security specialists') you can use inclusive terminology, i.e. 'we' and 'our.'

Writing perspectives

Keeping in mind your intended audience, it's important to both identify the correct perspective to write from (first, second, or third person) and to stay consistent in using the same perspective throughout a given piece of content. Here's a quick guide to the three perspectives you can write from, and in which situations to use them.

First person: First person is where you refer to yourself, the writer, as 'I.' First person is to be used sparingly, and only in some circumstances as it can come across as informal in some contexts. For example, it can be used in direct email marketing (eDM) content, such as post-event emails written from the perspective of a speaker at the event. It can be used in some thought leadership pieces such as blogs. If you're unsure about when to use first person, please reach out to the marketing team.

Example: *'I believe most organisations will see productivity benefits from adopting M365 Copilot.'*

Second person: This is the point of view used when speaking directly to the reader, addressing them as 'you.' Second person is a powerful tool to use within copywriting, as it's a way to create a connection with your readers and make them feel seen. It's useful throughout any type of content where you're trying to build a relationship with your readers, such as social media posts, blog posts, eDMs and other thought-leadership pieces.

Example: *'Could your organisation benefit from adopting Copilot for M365?'*

Third person: Third person perspective is where you don't refer to the reader as 'you', and instead speak about a topic generally, not personally addressing your audience. It's a more omnipresent style that is typically used in more formal/corporate content. Third person is typically preferred for website content, blogs, capability statements, and case studies.

Example: *'Most organisations will see productivity benefits from adopting Copilot for M365.'*

Clear language

Writing in clear, plain language helps you communicate with a broad audience and get information across effectively. Avoid using jargon or excessively complicated language to ensure all audiences can easily understand you.

Australian English

Please use Australian/British English for spelling throughout all Data#3 content, such as by using the letter 'S' rather than 'Z' (e.g., organisation, specialise, analyse.) Avoid using American spelling. An exception to this is vendor names, product names, or event names branded with American spelling.

As a reminder; AI tools, such as Copilot and ChatGPT, use American spelling as the default. Keep in mind you'll likely need to revise any AI-generated content to ensure spelling is consistent with Australian English.

Short Sentences

Long sentences can be unclear and hard to follow. Where possible, use shorter sentences to ensure you hold your audience's attention. A good rule of thumb is to have no more than one main point per sentence. You can use the average amount of words per sentence – 25 words – as a guide.

Content

COPYWRITING: GRAMMAR AND WRITING POINTERS

The copy style guidelines have been approved as the primary source and preferred text to be used in the subjects they cover. Please make note of the following guidelines for grammar, language use, and formatting when creating Data#3 branded written content.

Grammar and writing pointers (continued)

Short paragraphs

Overly long paragraphs can be difficult to read and will make it harder to retain your audience's attention. Where possible, try to keep paragraphs brief, and include plenty of paragraph breaks.

Active voice

Active voice is better for giving a sense of immediacy to your content, making your writing more compelling. Write in the active voice, rather than passive, by putting the agent of the action before the action (e.g. 'we do it' instead of 'it is done by us.')

Confident language

To ensure consistency with our brand principles of being experts in our field, use confident language to portray Data#3's knowledge and leadership position within the industry. For example, say 'Data#3 will help you do X' rather than 'Data#3 could help you do X.'

Capital letters

Follow normal rules of capitalisation, and don't add any unnecessary capital letters. Some key guidelines to remember in relation to capitalisation:

- Vendor names and product names must always be capitalised, e.g. Microsoft 365 Copilot.
- Capitalise our solutions and services when directly referencing – not if you're using the word in other contexts. e.g. capitalise 'our Security services' and use sentence case for 'organisations need to take security seriously.'
- The word 'team' doesn't need to be capitalised, but the team solution/service name does – e.g. 'the Managed Services team.'

In most other contexts, capital letters aren't necessary. If you're unsure if a commonly used industry word should be capitalised or not, please refer to the **Terminology Library.**

Shortened forms

Use shortened forms to simplify your content. When writing for an external audience, you should explain any shortened forms in full at first use. The name, term, or expression should be written in full at first mention, followed by the shortened form in brackets thereafter – e.g., 'artificial intelligence (AI).'

Some of our partners/vendors will have vendor-specific rules as to if their organisation names, or product names, can be shortened or not. For example, Microsoft 365 can only be shortened to 'M365' once it has been spelled out in full in the first instance. These rules can change, so please ensure you're referring to the **Terminology Library** for an updated list of preferred spelling and name conventions from our vendors.

Acronyms

Acronyms should be written in full in the first instance, followed by the acronym in brackets, e.g., 'Secure Access Service Edge (SASE).' Try to avoid using too many acronyms throughout content as it can be confusing for the reader. If you need to use several acronyms, such as for a blog post, you can include a mini glossary outlining all the acronyms used that readers can refer to.

Commas

Commas are used to separate parts of a sentence to ensure clarity. They should be used to separate introductory words, phrases, and clauses, placed after adverbs, and used after phrases that change the meaning of the sentence. Do not over-use commas unnecessarily.

Oxford commas

An Oxford comma is the last comma at the end of a list e.g., 'bread, milk, and eggs' rather than 'bread, milk and eggs.' It is used in sentences where it is needed to help clarify that the last two items of a list are separate, avoiding confusion for the reader.

Example: 'I love my parents, my dog and my cat.' Without an Oxford comma, this sentence could mean your parents are your dog and your cat. It's clearer for the reader to write instead: 'I love my parents, my dog, and my cat.'

Content

COPYWRITING: GRAMMAR AND WRITING POINTERS

The copy style guidelines have been approved as the primary source and preferred text to be used in the subjects they cover. Please make note of the following guidelines for grammar, language use, and formatting when creating Data#3 branded written content.

Grammar and writing pointers (continued)

Colons

Colons are used to draw attention to the text that follows. Use them sparingly, to introduce examples and contrasts, start a list, or introduce a quote.

Example: 'Data#3 CEO and Managing Director, Brad Colledge, stated that:'

Quotation marks

Use double quotation marks "" when using quotes within Data#3 content.

Numbers and dates

For numbers, anything under 10 should be spelled (one-nine). Anything over 10 is written numerically. Once a number gets to 1,000, use a comma. Millions and billions should be written in words and figures, e.g., 1 million, 2.3 billion. Spell out ordinals from first to ninth – after that, 10th, 20th, 100th, etc.

As we use Australian English, the conventional sequence for dates is 'day month year.' In text, spell out the days and months in full, e.g., Monday 30 June 2024 (note: do not use commas).

Ampersands (&)

Always write 'and' where you can, and avoid using the & symbol. Only use '&' if you're short on space, e.g., for a social media post, or if in a product name or vendor name.

Do not begin sentences with conjunctions

Do not use conjunctions, such as 'and', 'but', 'or', 'because', or 'when', to begin sentences. Only use conjunctions to connect words, phrases, and clauses.

Exclamation points

Exclamation points should be used very sparingly, and only in some circumstances. Keep in mind the context and audience – for example, if your content is an invitation to an event, it may make sense to use one for emphasis, e.g., 'we're excited to see you there!'

If using an exclamation point, only use one. Exclamation points should be avoided in most formal content, e.g. website content, eBooks, landing pages, capability statements, etc. They also shouldn't be used within headings.

Headings

Use sentence case for all headings - including formal and less formal content, such as social media posts. Do not use title case, and do not use exclamation points in headings.

Bullet point lists

Bullet point lists can be used to group together multiple short pieces of information, making it easier for readers to scan and understand a list of items and breaking up otherwise lengthy text. Where possible try to keep bullet points to a few words or single sentences only.

Avoid having multiple sentences per bullet point.

To ensure consistency when using bullet point lists, please ensure to:
- Use a lead-in sentence to introduce the bullet point list
- Show an order of steps
- List out items in order of importance and relevance
- Keep bullet points short
- Not use a semicolon or colon at the end of an item in a bullet list
- Unless each item is a full sentence or the last item in a list, do not use a full stop at the end of an item in a bullet list.

Dimensions

When referring to dimensions, such as for devices, please use the following example format: 13.7"

Content

COPYWRITING: GRAMMAR AND WRITING POINTERS

The copy style guidelines have been approved as the primary source and preferred text to be used in the subjects they cover. Please make note of the following guidelines for grammar, language use, and formatting when creating Data#3 branded written content.

Grammar and writing pointers (continued)

Statistics and referencing

When making references throughout content, ensure you are only referencing from reputable sources and include the appropriate citation. Any statistical information used in content needs to come from a trustworthy source.

Ensure you've following the Australian Harvard style of referencing. For in-text citations, please refer to the author/publication's name and year of publishing, e.g. 'Smith (2019) concluded that.' When listing references at the end of your content piece, follow the following Harvard style: [Year of publication] 'Title of article', Title of Source, Day and month, Page reference (if available). Available at: URL (Accessed: date).

Job Titles

Job titles should be capitalised. Example: 'Garrett MacDonald, the Chief Marketing Officer of Data#3.'

Refencing Data#3

When referencing Data#3, use 'Data#3' in most cases. In some tender responses, you can use 'Data#3 Limited' when asked for our full business name. If referring to Data#3 + Business Aspect + Discover Tech use 'The Data#3 Group.'

Content

BOILERPLATES AND BIOGRAPHIES

The copy style guidelines have been approved as the primary source and preferred text to be used in the subjects they cover. Please make note of the following guidelines for grammar, language use, and formatting when creating Data#3 branded written content.

Our boilerplates

Full Length Boilerplate

A leading Australian IT services and solutions provider, Data#3 Limited (DTL), is focused on helping customers solve complex business challenges using innovative technology solutions. Built on a foundation of over 45 years' experience, combined with world-leading vendor technologies, Data#3 delivers an integrated array of solutions spanning cloud, modern workplace, security, data & analytics and connectivity. These technology solutions are delivered by combining Data#3's services across consulting, project services and managed services.

Listed on the ASX in 1997, Data#3 reported revenues of $2.5 billion in the 2023 financial year and has more than 1,400 employees. Headquartered in Brisbane, it has facilities across 12 locations in Australia and Fiji. More information about Data#3 and its solution and service offerings is available at **www.data3. com.au**

21 word boilerplate

Data#3 Limited is an ASX-listed company that delivers transformative solutions and services to help solve complex business challenges and enable success.

51 word boilerplate

A leading Australian IT services and solutions provider, Data#3 Limited (DTL) is focused on helping customers solve complex business challenges using innovative technology solutions. Built on a foundation of over 45 years' experience combined with world-leading vendor technologies, Data#3 provides an integrated array of solutions and services.

100 word boilerplate

A leading Australian IT services and solutions provider, Data#3 Limited (DTL) is focused on helping customers solve complex business challenges using innovative technology solutions. Built on a foundation of 45 years' experience, combined with world-leading vendor technologies, Data#3 delivers an integrated array of solutions spanning cloud, modern workplace, security, data & analytics and connectivity. These technology solutions are delivered by combining Data#3's services across consulting, project services and managed services. Listed on the ASX in 1997, Data#3 reported revenues of $2.5 billion in the 2023 financial year and has more than 1,400 employees.

Content

TERMINOLOGY LIBRARY

Consistent spelling of terminology is vital for maintaining professionalism and clarity in communications. It ensures that technical terms are easily understood and accurately interpreted by all stakeholders, reducing confusion and enhancing credibility. Consistency in terminology also reflects attention to detail and adherence to industry standards, reinforcing the company's expertise and reliability in the IT sector.

Terminology Library

We work in a rapidly changing industry, and it can be difficult to keep up with preferred terminology and grammatical conventions when they change frequently. To help with this, we've put together the **Terminology Library**. Here, you can find our preferred spelling of common industry words, vendor names, and products.

If you're unable to find the spelling of the terminology you're unsure about, or have suggestions for new inclusions, contact **brand@data3.com.au**

Video

There are hundreds of ways to engage with an audience on the internet, but there are none more prolific and efficient than using video content.

Video

OUR APPROACH TO VIDEO

At Data#3, video assets should not exist in isolation. They should be created as part of a broader suite of materials aligned to a communication strategy, plan, or promote a marketing campaign. There's not a lot of value in producing one standalone video asset. So in this guide we'll walk you through our utilisation of video and how we can extend the reach of our video assets to facilitate better engagement.

In this video style guide we'll cover some of the foundational elements of how we produce video, why we produce video, and what we're looking for when we undertake video production to maximise the value of the assets created.

Our videos

When producing video content, our first goal is to make it human-focused. We want to *show* people using technology, not simply *tell* the audience they can use the technology.

As such, we often utilise a heavy reliance on human-centric B-roll materials – people interacting with our technology or services, people working better together facilitated by our technology or services, and people providing conversational testimony about the benefits and advantages of our technology and services.

We take this approach to develop video assets with a suite mentality. From any video we produce, we should be able to produce three to four shorter edit variations, alongside stills or frame grabs, so that we have multiple pathways to promote the key asset. These edit variations could be stills generated from B-roll material, or soundbites from an interview. We'll usually produce one master video content item and three to four secondary content items from the one video production project.

The aim is to extend the life of our video assets and enhance the ROI by giving our marketing team multiple options for promotion and engagement. We'll cover more information (including examples) in the deliverables section of this guide.

Accessibility

We strive to make our content as accessible as possible for a wide audience. We require .SRT (subtitle) files to be created for every video as part of our deliverables suite. These can be uploaded alongside the video asset on many key platforms for automatic enable/disable by most video players. We prefer manually produced subtitles over automatically generated ones due to the specific terminology and brand or product names in IT, and to avoid any general mispellings or grammatical errors.

For deliverables that are going to be published on social-first platforms, or are being played in an environment where sound is unlikely to be enabled by default, you should utilise burned in captions styled as instructed in the asset guide that follows. Subtitles should be a single line of white Arial regular, centre-aligned, with no more than 42 characters per line. If there is not sufficient contrast between the subtitles and video, you should employ a black background behind the subtitles with 30% opacity.

Representation

We work in a diverse community, and this is reflected in our workforce. We strive to represent this diversity in our video content wherever possible. Consider the talent of the videos that are being produced and ensure we reflect our diverse community where possible.

Types of Video We Produce

Data#3 produces a variety of both external and internal videos, serving different audiences (from customers through to our people) and serving different purposes (from promotional content through to company updates). To discuss any video deliverables needed for a campaign and/or event, reach out to **brand@data3.com.au.**

Types of videos we produce include:
- Presentations (lead and paired to PowerPoint slides)
- Panel discussions or Video Podcasts
- Voice Over lead (over video montage)
- Talent Lead.

A more detailed guide about each type of video is available on the following pages.

Video

VIDEO TYPES: PRESENTATIONS

At Data#3, video assets should not exist in isolation. They should be created as part of a broader suite of materials aligned to a communication strategy, plan, or promote a marketing campaign. There's not a lot of value in producing one standalone video asset. So in this guide we'll walk you through our utilisation of video and how we can extend the reach of our video assets to facilitate better engagement.

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Presentation Videos

A presentation video usually consists of two key elements: a presenter and a presentation deck.

A presentation video may be filmed and delivered to camera in the office to facilitate a webinar or information session, or it could be filmed in-situ at an event space.

While the specific allocations and setups for a presentation video will adapt to meet the individual needs and requirements, some core tenants remain the same.

Every presentation video should include the following at a minimum:

- **A Cam:** Mid shot of the presenter throughout the presentation
- **B Cam:** A feed of the slides being presented in real time
- **C Cam:** A PiP (Picture in Picture) or DVE (Digital Video Effect) with the mix of the presenter and the slides in a 2/3 Slides, 1/3 presenter and background image arrangement as shown in the examples on the right.

In scenarios where a presentation is being recorded at an event or with multiple presenters, it is also advisable to add a:

- **D Cam:** Wide shot of presenters or stage and
- **E Cam:** Reverse angle wide of the room.

This level of vision mixing and DVE can be achieved in either post production or done live by using additional mixing hardware such as a BlackMagic ATEM Mini Extreme ISO. If you are using a BlackMagic ATEM Mini with SuperSource functionality for the DVE, a pre-existing configuration file can be found **here.**

- ✓ **Do:** Use and mix individuals' microphones or channels for each presenter
- ✓ **Do:** Use key and back lights
- ✓ **Do:** Have the presenters be conversational and natural in tone and not overly rehearsed
- ✗ **Don't:** Wear fine checks or fine lines on business shirts; block colours or Data#3 shirts are preferred.
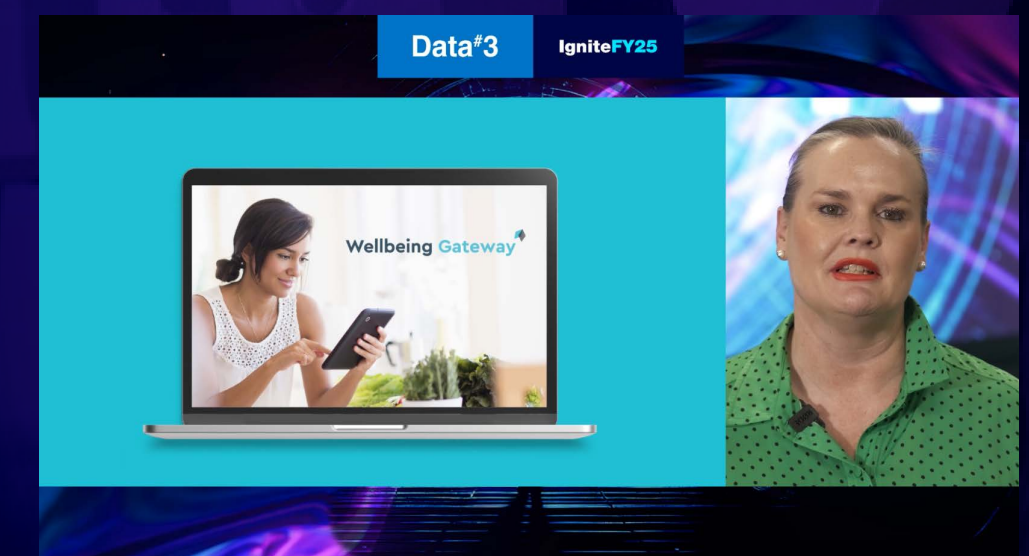
Video

VIDEO TYPES: PANEL DISCUSSIONS

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Panel Discussion Videos

We have many experts within our organisation who may have key insights into the latest technologies, services, or announcements. A panel discussion is a great way to facilitate and capture a conversational discussion of these topics while leveraging our internal talent.

A panel discussion may be a one-to-one discussion, or a one-to-many discussion, or even a many-to-many discussion – though it is advisable to have one presenter allocated to the role of moderator to ask questions of the panel and follow up on their responses.

In a panel discussion, every presenter should have an individual microphone (lapel preferably) and be recorded to individual tracks. This allows mixing or muting of non-speaking participants for optimal audio quality. An overall room mix should be recorded separately.

Every panel video should include the following at a minimum:

- **A Cam**: Wide shot of all panel participants
- **B Cam**: A medium close up of the moderator
- **C Cam**: A medium close up the panel participant (or a two-up of the panel participants for larger groups where **digital intercutting** is to be used in post production); with additional cameras added as required for panel coverage.

✓ **Do:** Use and mix individuals microphones or channels for each presenter.

✓ **Do:** Use key and back lights.

✓ **Do:** Have the presenters be conversational and natural in tone and not overly rehearsed

✗ **Don't:** Wear fine checks or fine lines on business shirts; block colours or Data#3 shirts are preferred.

Video

VIDEO TYPES: VOICE OVER

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Voice Over (Over Video Montage) Videos

Technology is always changing and sometimes we may need to communicate a theme, a concept, or an announcement to our audience in a more abstract approach, rather than sitting down for a presentation video.

In this instance we'll use voice over to communicate a script overlayed with a visual montage to highlight key messaging or appropriate thematics.

These types of videos are usually a design-lead project and may predominantly feature key graphics or assets created for a specific campaign or event. To discuss any voice over video deliverables needed, reach out to **brand@data3.com.au.**

Due to the abstract nature of these videos, they are likely to be heavily storyboarded and scripted and may consist entirely of stock video or animation, or a mix of both.

✓ **Do:** Adhere to brand guidelines for appropriate imagery

✓ **Do:** Ensure to provide deliverable variables as instructed in deliverables section

✓ **Do:** Consider representation in the voice over talent

✓ **Do:** Use Australian voice over talent

✓ **Do:** Ensure script is compliant with our tone of voice.

Video

VIDEO TYPES: TALENT LEAD

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Talent Lead Videos

The bread and butter of our video content is talent lead pieces where the talent may be our own people talking about a subject, a customer taking about a technology or service provisioned from Data#3, or multiple interviews spliced together to create a narrative.

Talent lead pieces should be visually driven by human-centric B-roll materials: people interacting with our technology or services, people working better together facilitated by our technology or services, and people providing conversational testimony about the benefits and advantages of our technology and services.

B-roll material may be filmed in-situ in customer environments, in Data#3 offices, or anywhere appropriate permissions have been provided. The use of drones is encouraged where appropriate and allowed, as is the inclusion of design elements to visually pair the content back to a campaign, technology, or service provided by Data#3.

Whether the talent lead video is being produced for an internal or external audience, the mix of on-screen talent to B-roll material should aim to be around 30:70, with the predominant visual feed being B-roll material overlayed above the audio of the talent talking. Setups for talent lead video should include:

- **A Cam**: Medium wide of talent in situ
- **B Cam**: 35-degree side angle of talent in medium close up

- **Microphone**: A lapel or boom mic is acceptable
- **Lighting**: A soft key light colour balanced to the ambient light in the space; a fill bounce; and a hard, low lumen back or hair light from the opposite side is advisable. This will give the subject good exposure across the face and body with background separation provided by the back/hair light.

Use of digital intercutting for secondary coverage in talent lead videos

Digital intercutting is the act of acquiring footage in a frame size greater than the mastered video output size, thus allowing you to "punch in" on the footage in post-production to create a secondary, closer framing without sacrificing video resolution.

An example would be filming in 4K or 6K but editing and mastering content in a 1080p timeline. This would allow you to frame a medium wide shot in 4K but digitally intercut it into a secondary medium close up for additional coverage when editing in 1080p, without affecting the resolution of the source media.

This is acceptable in talent lead video at Data#3 especially when:

- Only one camera is used for the interview with the talent, or;
- The interview with the talent is more conversational, thus allowing you to create cut points to remove "ums" or other conversational joiners, or;
- A teleprompter is being used.

We advise all talent lead video interviews be filmed at 4K resolution or higher to allow for digital intercutting.

B-Roll (supplemental footage)

As digital intercutting is not advisable on B-roll material, B-roll is recommended to be shot at the matching resolution of the mastered video deliverable. In most cases this will be 1080p at 25fps.

The use of off-speed recording is advisable in the acquisition of B-roll. However, off-speed recording should not exceed 50fps for a 25fps project (unless required for specific examples or key slow motion shots). Most B-roll acquired at Data#3 by our in-house team is filmed in 33/25 to allow for some slowdown or additional stabilisation if applicable.

B-roll should be steady and may be filmed with a stabilised camera or gimbal. Each B-roll shot should be approximately 10 seconds in duration, with separate start/stop recording taken for each shot. B-roll provided to Data#3 in one long take consisting of multiple shots is not advised.

Video

VIDEO TYPES: TALENT LEAD

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Talent Lead Videos (cont)

When capturing B-roll for a talent lead video, please utilise the BBC's '5-shot' guideline which state you should film:

- Wide shot of the subject doing a task in situ
- Close up on subject's hands doing the task
- Reverse shot of subject's face while doing the task
- Over the shoulder of the subject doing the task
- Secondary wide shot of the subject doing the task in situ

Ensure all B-roll is shot at appropriate white balance and shutter angle for the environment to minimise unwanted colour cast or banding in post-production.

Talent lead video breakdown

An easy flow for our style of talent lead video is as follows:

- Cold open on B-roll, music comes in, talent voice over comes in / CUT TO
- Talent in situ talking, lower third titles appear, digital intercutting allowed / CUT TO
- B-roll of subject being discussed, create a montage of at least 3-5 shots per B-roll sequence / CUT TO
- Talent in situ finishes talking / CUT TO
- B-roll 65% black multiply overlay. Data#3 and Partner branding appear with a call-to-action or Data#3 URL / CUT TO

- End card branding or "Delivering the Digital Future" animation.

✓ **Do:** When having talent respond to questions, allow a beat between answers to allow for clean audio cuts

✓ **Do:** Follow framing advice for A and B cam

✕ **Don't:** Run scripted responses without using a teleprompter

Video

DELIVERABLES

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Deliverables

Each video project we produce is different. As such the individual deliverables required from a project will be determined by the Video Producer and Campaign Manager during the initial video production brief. **All finished video deliverables must be approved by Data#3 before publishing.**

As a general rule we require all mastered content cut, colored, conformed and mixed to Rec.709, Gamma 2.4 and Stereo.

These deliverables may include *(but are not limited to)*:

- [ ] **1920 x 1080px (16:9 ratio) H.265 Master** with all design and branding elements and music included.
- [ ] **3840 x 2160px (16:9 ratio) H.265 Master** with all design and branding elements and music included.
- [ ] **1080 x 1080px (1:1 ratio) H.265 Master** with all design and branding elements and music included; captions burned in.
- [ ] **1920x1080 (16:9 ratio) H265 Master** with no design and branding elements or music included.
- [ ] **Folder of individual B-roll clips** cut and colored and conformed to Rec709.
- [ ] **.SRT files** for each video being delivered if captions are not burned in.
- [ ] **All audio** should be mixed down into L+R Stereo with a minimum encoding of 128kps (unless otherwise stated).
- [ ] **Audio** should be normalised to -10Db for master content deliverables.
- [ ] **A folder of stills** from coloured and conformed B-roll clips and interviews.
- [ ] **Linked NLE Project files** including all assets.

Video

APPLICATION OF VIDEO ELEMENTS

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1. Opening Titles

2. Gradient Colour Transition
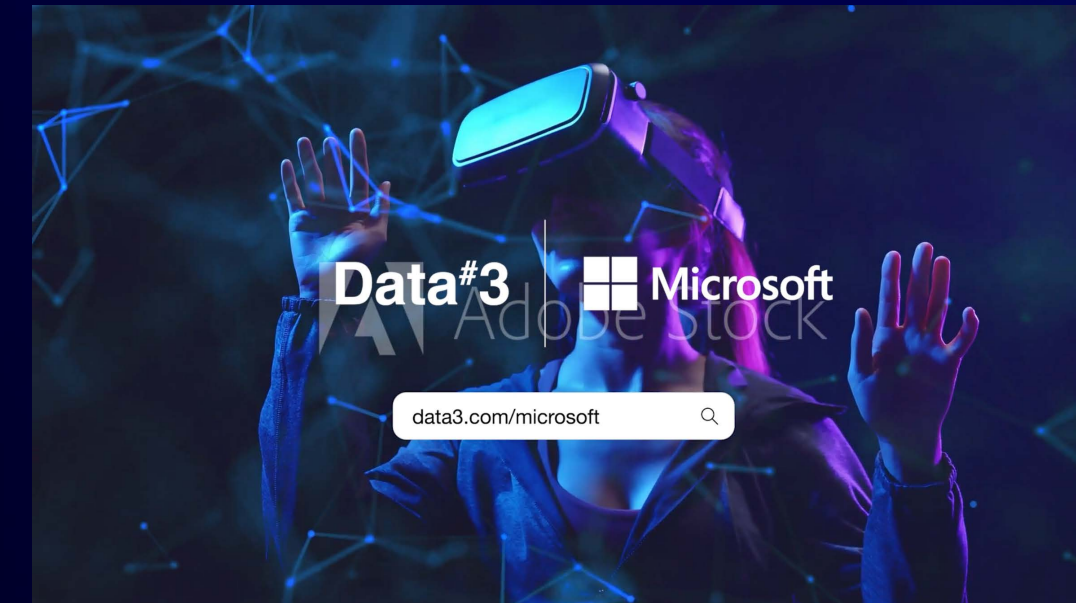
3. Lower Thirds

4. Co-branded Call to Action

5. Tagline Close

Website

A website is the digital door to a company's brand, offering the first impression and providing a gateway for customers to explore and engage with its products and services.
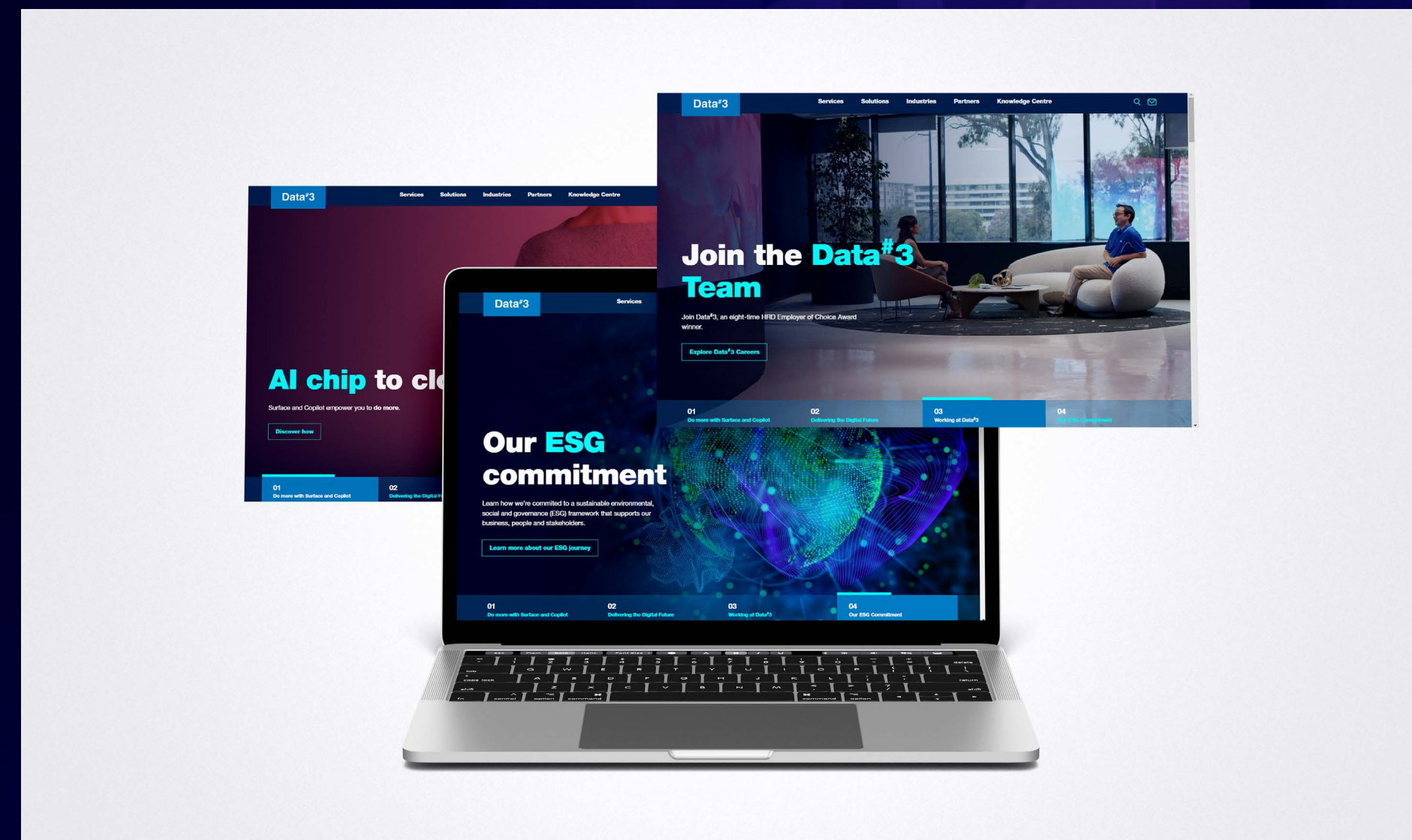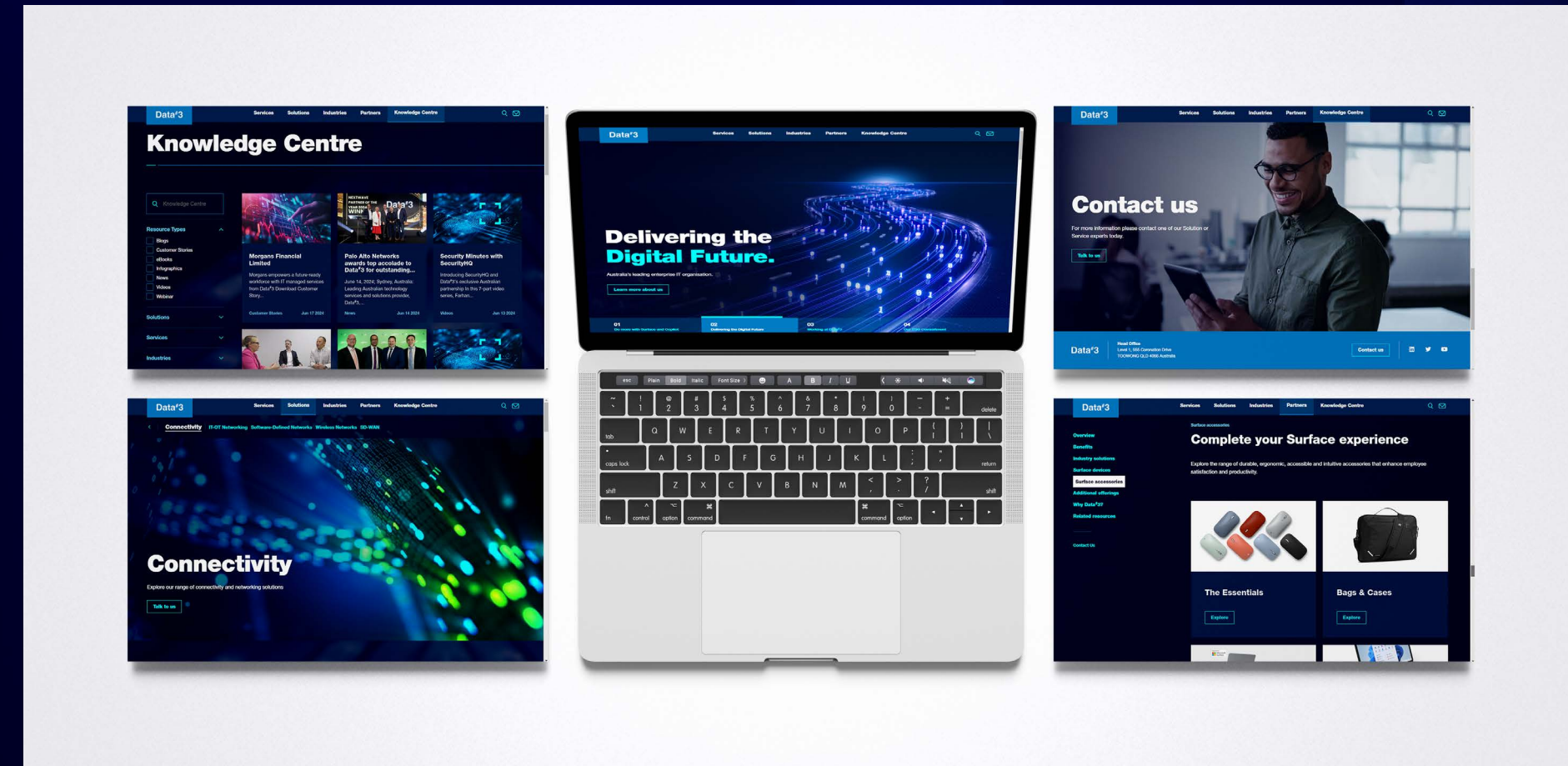
Website

WEBSITE: OVERVIEW

A website plays a crucial role in shaping a company's brand by serving as a digital storefront that showcases its identity, values, and offerings to a global audience.

Our website

Data#3 launched a new website in July 2023, to better align our digital presence with our current brand identity. This current website is built on Wordpress and its domain is: **data3.com**

We also have an Australian domain (www.data3.com.au), however the preference is to use the more succinct 'data3.com' across assets and in communications.

A style guide has also been developed, in conjunction with the website usage guide. This style guide outlines everything visual for the site, including the colour palette used across our website, typography, text styles, icons, call to action and interaction stylings. This guide can be accessed **here,** or as outlined on the following pages.

Website

WEBSITE: STYLE GUIDE

A website plays a crucial role in shaping a company's brand by serving as a digital storefront that showcases its identity, values, and offerings to a global audience.

Typograhy

Helvetica Neue Black

abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Heavy

abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Bold

abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Regular

abcdefghijklmnopqrstuvwxyz
1234567890

Text Styles

Desktop

H1 - 80pt
Helvetica Neue Black - 110% line height, -0.01em letter spacing

H2 - 44pt
Helvetica Neue Heavy - 110% line height, -0.01em letter spacing

H3 - 28pt
Helvetica Neue Heavy - 120% line height, -0.01em letter spacing

H4 - 20pt
Helvetica Neue Heavy - 120% line height, -0.01em letter spacing

H5 - 18pt
Helvetica Neue Bold - 120% line height, -0.01em letter spacing

H6 - 14pt
Helvetica Neue Bold - 120% line height, -0.01em letter spacing

Mobile

H1 - 40pt
Helvetica Neue Black - 110% line height, -0.01em letter spacing

H2 - 28pt
Helvetica Neue Heavy - 110% line height, -0.01em letter spacing

H3 - 22pt
Helvetica Neue Heavy - 120% line height, -0.01em letter spacing

H4 - 18pt
Helvetica Neue Heavy - 120% line height, -0.01em letter spacing

H5 - 16pt
Helvetica Neue Bold - 120% line height, -0.01em letter spacing

H6 - 14pt
Helvetica Neue Bold - 120% line height, -0.01em letter spacing

Tablet

H1 - 58pt
Helvetica Neue Black - 110% line height, -0.01em letter spacing

H2 - 30pt
Helvetica Neue Heavy - 110% line height, -0.01em letter spacing

H3 - 22pt
Helvetica Neue Heavy - 120% line height, -0.01em letter spacing

H4 - 18pt
Helvetica Neue Heavy - 120% line height, -0.01em letter spacing

H5 - 16pt
Helvetica Neue Bold - 120% line height, -0.01em letter spacing

H6 - 14pt
Helvetica Neue Bold - 120% line height, -0.01em letter spacing

Global

Body Intro - 20pt   **Body Intro Bold - 20pt**
Helvetica Neue Regular/Bold - 150% line height, 0em letter spacing

Body Content - 18pt   **Body Content Bold - 18pt**
Helvetica Neue Regular/Bold - 150% line height,0em letter spacing

Body Panel - 16pt   **Body Panel Bold - 16pt**
Helvetica Neue Regular/Bold - 150% line height, 0em letter spacing

Body Small - 14pt   **Body Small Bold - 14pt**
Helvetica Neue Regular/Bold - 150% line height, 0em letter spacing

Body Small Heading - 14pt
Helvetica Neue Regular/Bold - 120% line height, 0em letter spacing

Buttons

Button Heavy - 20pt
Helvetica Neue Heavy - 120% line height, -0.01em letter spacing

Button Heavy - 16pt
Helvetica Neue Black - 120% line height, -0.01em letter spacing

Button Bold - 16pt
Helvetica Neue Black - 120% line height, -0.01em letter spacing

Link Footer - 14pt
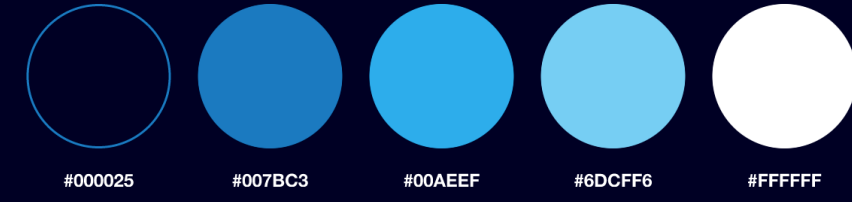Helvetica Neue Black - 150% line height, 0em letter spacing
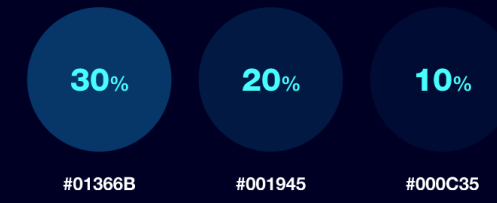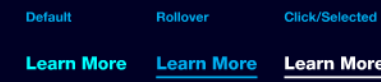
Website

WEBSITE: STYLE GUIDE

A website plays a crucial role in shaping a company's brand by serving as a digital storefront that showcases its identity, values, and offerings to a global audience.

Colour Palette

Primary

#000025   #007BC3   #00AEEF   #6DCFF6   #FFFFFF

Secondary

#00FFFF   #3300FF   #3E1CA6   #C81DD4

Tints - #007BC3 - Dark

30%   20%   10%

#01366B   #001945   #000C35

Tints - #007BC3 - Light

30%

#B3D7ED

Icons

Website

WEBSITE: STYLE GUIDE (INTERACTIONS)

A website plays a crucial role in shaping a company's brand by serving as a digital storefront that showcases its identity, values, and offerings to a global audience.
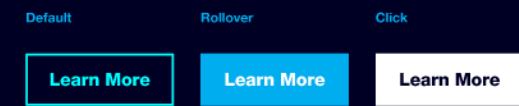
Interactions

Text Link

Default   Rollover   Click/Selected

Learn More   Learn More   Learn More

Animation note
Similar style with line drawing out but quicker.

https://www.spaceforce.com/

Button - Default

Default   Rollover   Click

Learn More   Learn More   Learn More

Animation note
Similar style with button filling up from left but quicker, snappier

https://thesingularity.squarespace.com/

Button - Circle

Default   Rollover   Click

Main Navigation

Default   Rollover   Click/Selected

Services   Services   Services

Card

Default   Rollover   Default

Morbi est odio arcu facilisis blandit at massa

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ipsum consequ sagittis sem massa.

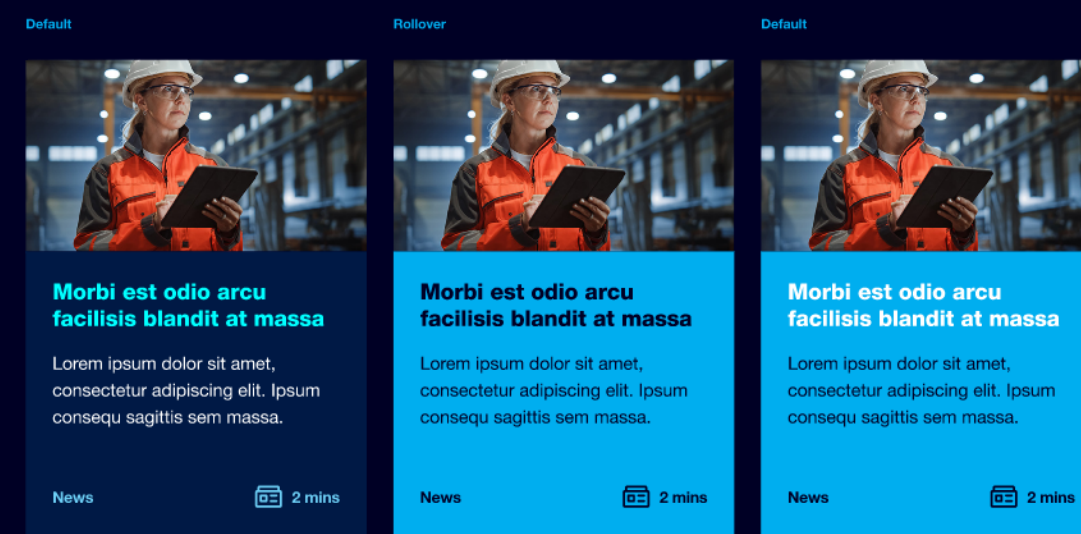News   2 mins
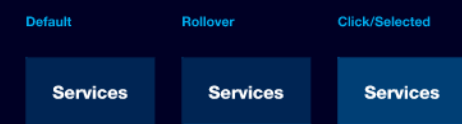
Carousel Animation
Use animation similar to used on apple site. Card on furthest left shrinks and fades away and remaining cards move to left to replace. Goes in reverse when going opposite direction.
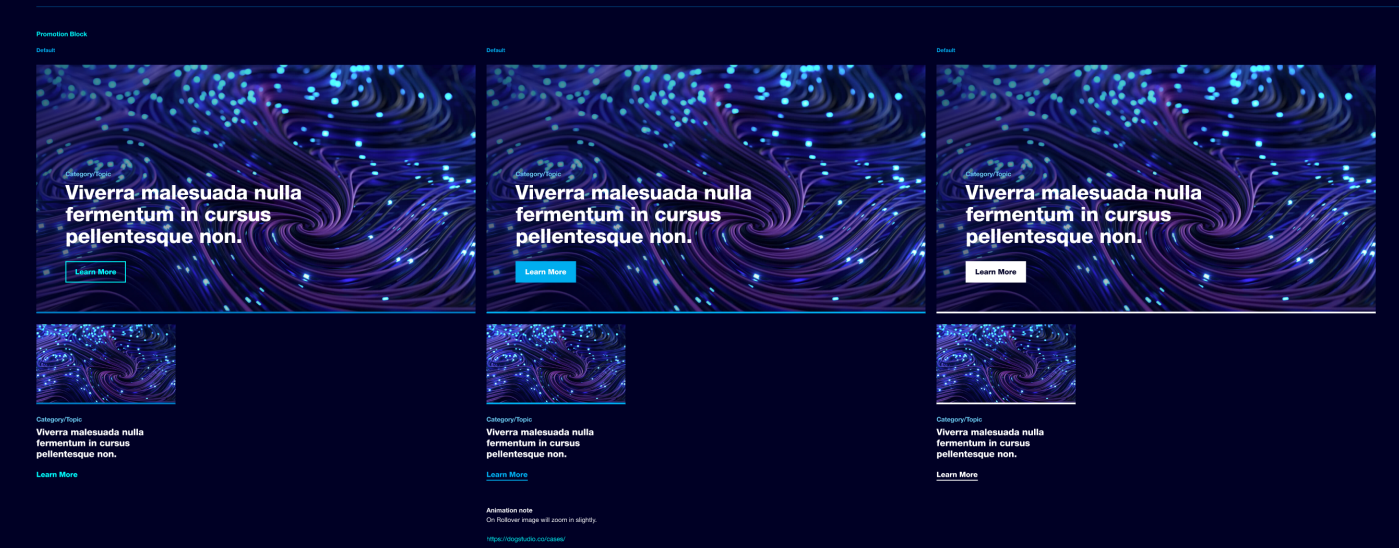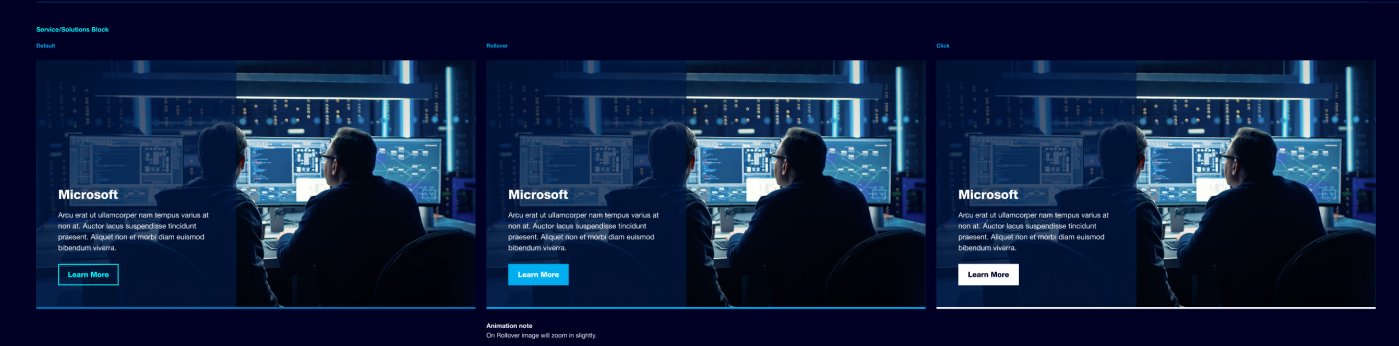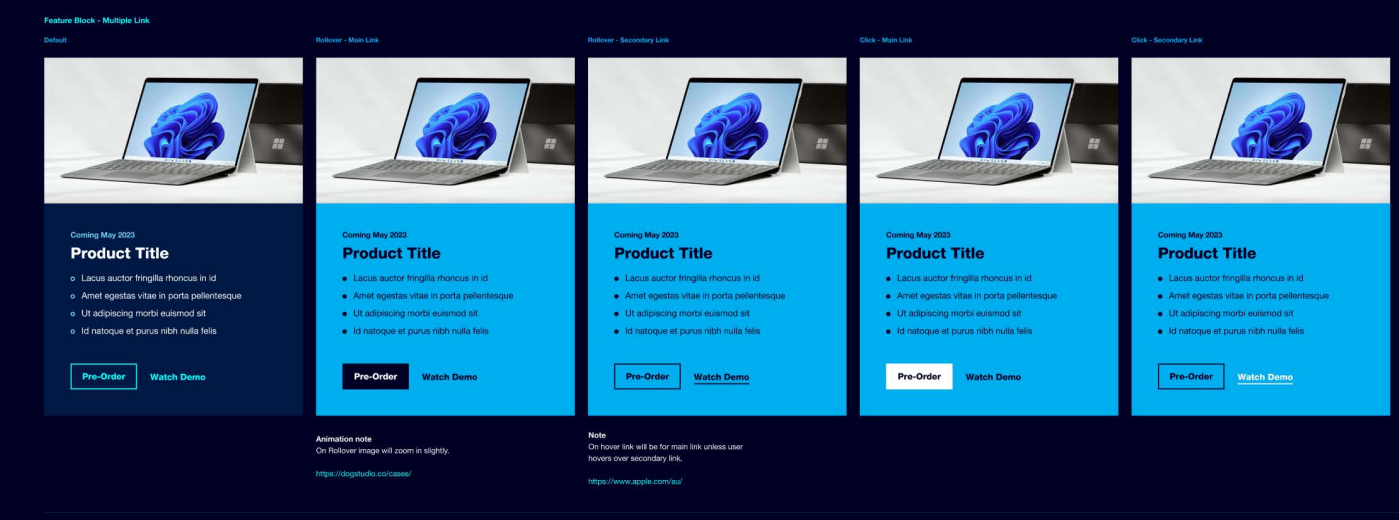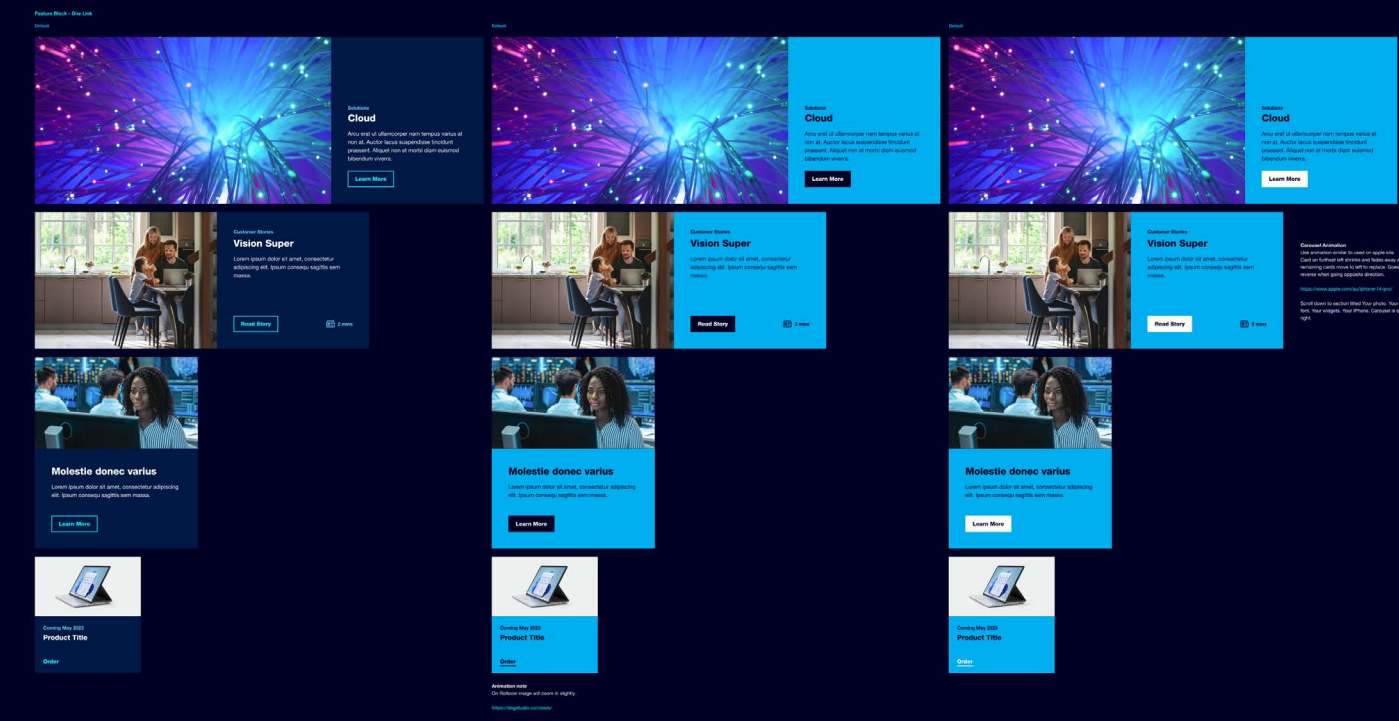
https://www.apple.com/au/iphone-14-pro/

Scroll down to section titled Your photo. Your font. Your widgets. Your iPhone. Carousel is on right.

Animation note
On Rollover image will zoom in slightly.

https://dogstudio.co/cases/

Card - No Image

Default   Rollover   Default

Morbi est odio arcu facilisis blandit at massa

News   2 mins

Note
Same style can be used for search results panels.

If you have any questions
relating to anything covered
in these guidelines, please
contact:

brand@data3.com.au