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HI, WE’RE VIRGIN MOBILE

AND THIS IS JUST THE BEGINNING

The Virgin Mobile Australia brand can’t fit into one little guide – because we all know it’s so much more – but still, in order to create Australia’s most loved and irresistible mobile brand, a consistent visual strategy is super important.

This guide aims to assist and inspire you in creating something that is truly red-hot and remarkable, something that will help you help us make mobile better for our customers, and redonkulously compelling to anyone who might be thinking of joining us.

So where do we start? Why not with our famous brandmark...
IT ALL STARTS HERE

LOGO

The Virgin Mobile Australia logo pays homage to our brand heritage and our Virgin family ties.

We want to be known as a Virgin company that happens to sell mobile products, rather than a mobile company that happens to be Virgin. Virgin is the hero, so in the true spirit of the brand, let it be free and uncontained or unencumbered.
**MINIMUM SIZE**
At least 14mm high

**SMALL BRANDMARK**
Use sparingly, when space is minimal. Possible uses include promo materials.

**EXTRA-_SMALL**
Possible uses include:
- SIM cards
- USB drives

**REGULAR**
On the irresistible gradient, make sure to favour the red nearest the logo.

**REVERSED**
We prefer colour, but if we must, mono looks like this.

**MONO**
Or this

**MONO REVERSED**
STACKED ON THE IRRESISTIBLE GRADIENT, MAKE SURE TO FAVOUR THE RED NEAREST THE LOGO.

CENTRED

CENTRED REVERSED

ON THE IRRESISTIBLE GRADIENT, MAKE SURE TO FAVOUR THE RED NEAREST THE LOGO.

STACKED

STACKED REVERSED

ON THE IRRESISTIBLE GRADIENT, MAKE SURE TO FAVOUR THE RED NEAREST THE LOGO.

Making mobile better™

We prefer colour, but if we must, mono is either black or white.

SINGLE LINE

‘MAKING MOBILE BETTER’ CAN BE USED AS A SINGLE LINE, OR LEFT ALIGNED STACKED SEPARATE FROM THE LOGO.

MINIMUM SIZE

THE LOGO SHOULD ALWAYS BE AT LEAST 14MM HIGH. MAKING MOBILE BETTER SHOULD BE NO SMALLER THAN 1.8MM (7PT)

Making mobile better™

MAKING MOBILE BETTER LOCKUP
OUR LOGO NEEDS TO BREATHE. WE PROTECT IT WITH A MINIMUM OF CLEAR SPACE EQUAL TO THE SIZE OF OUR MOBILE LOZENGE.

CLEAR SPACE
Our logo deserves respect. Treat it kindly and use common sense.

**Don’ts**

- Don’t move the lozenge
- Don’t change the colour
- Don’t change the proportions
- Don’t rotate the logo

- Don’t use busy backgrounds
- Don’t contain the logo, let it be free!
THE CIRCLE COMES FROM OUR LOGO LOZENGE. WE USE IT AS A BASIS FOR OUR GRAPHIC DEVICE AND ICONOGRAPHY.

THE CIRCLE DEVICE CAN BE PLACED ON THE TOP RIGHT HAND CORNER OF A PHONE/DEVICE OR BE PLACED ON A PAGE SUPPORTING BODY COPY.

THE CIRCLE
EXPRESS YOURSELF

THE ASCENT

The Virgin ascent (which is the upwards stroke under the word ‘Virgin’ in our logo) represents our entrepreneurial spirit, our optimism and belief.

It’s a little bit punk and anti-establishment. It compliments the humanistic, handwritten style of the Virgin logo.

It’s a hand-generated or painterly element that can be used as a graphic overlay or a unique expression that compliments our other brand assets.
A PAINTERLY SPLASH THAT IS REMiniscent OF THE ASCENT

GRAPHIC ELEMENT
EXPRESSIVE GRAPHIC ELEMENTS
THAT REFLECT THE HANDWRITTEN
ORIGINS OF THE VIRGIN LOGO

GRAPHIC ELEMENT
THE WOW STARTS HERE

COLOURS

Colour is important to us. It expresses who we are and how we feel. It sets us apart from the others, makes us stand out from the crowd.

Colour is emotional. It can be irresistible, delicious, delightful, or desirable. Using it thoughtfully, we can be heartfelt, curious or even disruptive. Our colour palette allows for all of these things.

As much as we love our colour, we know it looks best against a clean white canvas. We want our colours to pop, not explode. We want to wow, not overwhelm.
COLOUR PALETTE

VIRGIN RED
C0 M100 Y85 K5
R225 G10 B10
#e10a0a
CUSTOM VIRGIN PMS
6parts PMS Rubine Red
5parts PMS Yellow
PMS 186 (where a custom PMS is not possible)

IRRESISTIBLE GRADIENT
VIRGIN RED TO SUPRISING PURPLE
See page 16 for details on how to make the gradient.

SUPRISING PURPLE
PMS 2612
C70 M100 Y0 K5
R107 G31 B124
#6b1f7c

NEVER DULL GREY
PMS Warm Grey 1
C2 M3 Y4 K5
R241 G237 B234
#f1edea

BLACK (TEXT ONLY)
C0 M0 Y0 K100
R0 G0 B0
#000000

BLING OF SILVER
PMS 8001

VIRGIN MOBILE
BRAND GUIDELINES
JANUARY 2016 VER 2.0
IT'S IMPORTANT TO GET THE BALANCE RIGHT. HERE ARE A FEW POINTERS.

**YES**
PURPLE AND GRADIENT HIGHLIGHTS POP AGAINST LOTS OF WHITE SPACE

**YES**
WHITE SPACE GIVES WAY TO COLOUR WITH THIS PALETTE BATHED IN OUR IRRESISTIBLE GRADIENT. WHITE KEEPS IT FRESH BUT IT'S ALL ABOUT THE COLOUR.

**YES**
PURPLE BRINGS COLOUR TO THIS VERY GROWN UP PALETTE WITH THE PREMIUM TOUCH OF SILVER

**NO!**
GONE ARE THE DAYS WHEN WE USED VAST AREAS OF RED. USE THE GRADIENT RATHER THAN LARGE SLABS OF SOLID RED OR PURPLE.

COLOUR COMBOS & PROPORTIONS

VIRGIN MOBILE BRAND GUIDELINES JANUARY 2016 VER 2.0
WE LOVE WHITE SPACE
HOW TO CREATE THE IRRESISTIBLE GRADIENT

Please use the gradient tool in Adobe Illustrator, InDesign or Photoshop with the following settings.

Linear gradient
Angle: 45 degrees.

SUPRISING PURPLE
C70 M100 Y0 K5
R107 G31 B124

VIRGIN RED
C0 M100 Y85 K5
R225 G10 B10

IRRESISTIBLE GRADIENT
HOW TO CREATE THE IRRESISTIBLE GRADIENT

In InDesign and Illustrator the default location of the slider or centre of the gradient is centred (location 50), but can be adjusted particularly when reversing the logo out so that the logo sits on a predominately red background (location 30).

Note: A banding effect may appear in the gradient when printed. This can be reduced by creating a black and white version of the gradient in InDesign and copying and pasting it into Photoshop. Apply the noise filter (2%) and save the file as a greyscale tiff. Place this into the InDesign layout and colour with the swatches in the InDesign file.

Black and white gradient files have been supplied with the brand assets.
Typography is like clothing for words. It creates a sense of style, a unique look that we can call our own.

Even the most humdrum of information can come to life with beautiful typography; headlines captivate, tables sparkle.

Our typefaces (or fonts, if you prefer) were specifically chosen to sit well with our overall design aesthetic, for their craft and detail, and for their functionality in diverse settings.
WE LOVE GOTHAM

KEEP IT LIGHT.
USE HEAVIER WEIGHTS ONLY TO EMPHASISE MAJOR
CAMPAIGN MESSAGING OR KEY CALLOUTS.

Thin
XLight
Light
Light italic
Book
Book italic
Medium
Bold
Bold italic

WHEN USING GOTHAM CHOOSE THE LIGHTER WEIGHTS.
FOR HEADLINES USE GOTHAM LIGHT OR IF A BOLDER LOOK IS NEEDED, THEN USE GOTHAM BOOK.
PHONE BRAND AND PRODUCT NAMES ARE USUALLY IN GOTHAM MEDIUM IN THE PRICING LOCKUPS.
BODY COPY SHOULD BE GOTHAM LIGHT.

GOTHAM TO BE PURCHASED FROM HOEFLER & FRERE-JONES AT TYPOGRAPHY.COM
OUR SECONDARY FONTS

GOTHAM NARROW

Light
Light italic
Book
Book italic
Medium
Medium italic
Bold
Bold italic

WE USE GOTHAM NARROW WHEN SPACE IS AT A PREMIUM FOR BODY COPY AND TERMS AND CONDITIONS. CHOOSE FROM LIGHT THROUGH TO MEDIUM WEIGHTS WITH LIMITED BOLD.

GOTHAM NARROW TO BE PURCHASED FROM HOEFLER & FRERE-JONES AT TYPOGRAPHY.COM

GOTHAM ROUNDED

Light
Light italic
Book
Book italic
Medium
Medium italic
Bold
Bold italic

WE USE GOTHAM ROUNDED WHEN A MORE CASUAL/FRIENDLY LOOK IS REQUIRED, USUALLY FOR INTERNAL COMMUNICATIONS AND PRESENTATIONS. CHOOSE FROM LIGHT THROUGH TO MEDIUM WEIGHTS WITH LIMITED BOLD.

GOTHAM ROUNDED TO BE PURCHASED FROM HOEFLER & FRERE-JONES AT TYPOGRAPHY.COM
PROXIMA NOVA

Thin
Light
Regular
Semi bold

IT'S GREAT IN CAPS FOR HEADLINES AND BUTTONS.
AVAILABLE AT TYPEKIT.COM

VERDANA

Regular
Regular italic
Bold
Bold italic

ARIOAL (SECONDARY)

Regular
Regular italic
Bold
Bold italic

FOR BODY COPY WE USE VERDANA (OR ARIAL).
AVAILABLE AT FONTS.COM
Richard Branson is the world’s coolest boss. Seriously, there was a survey and he won.
## Minimum Monthly Spend

<table>
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<tr>
<th>Price</th>
<th>Included Value</th>
<th>Included Data</th>
<th>Plus Bonus Data When You Switch Networks &amp; Upgrade</th>
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<tr>
<td>$30</td>
<td>$300 Standard calls &amp; text</td>
<td>300MB</td>
<td></td>
</tr>
<tr>
<td>$40</td>
<td>UNLIMITED Std national calls &amp; text + $50 for international calls &amp; text</td>
<td>500MB</td>
<td>+ 500MB</td>
</tr>
<tr>
<td>$50</td>
<td>UNLIMITED Std national calls &amp; text + $50 for international calls &amp; text</td>
<td>1GB</td>
<td>+ 1GB</td>
</tr>
<tr>
<td>$60</td>
<td>UNLIMITED Std national calls &amp; text + $100 for international calls &amp; text</td>
<td>3GB</td>
<td>+ 1GB</td>
</tr>
<tr>
<td>$80</td>
<td>UNLIMITED Std national calls &amp; text + $300 for international calls &amp; text</td>
<td>6GB</td>
<td>+ 3GB</td>
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<tr>
<td>$100</td>
<td>UNLIMITED Std national calls &amp; text + $300 for international calls &amp; text</td>
<td>10GB</td>
<td>+ 3GB</td>
</tr>
<tr>
<td>$130</td>
<td>UNLIMITED Std national calls &amp; text + $500 for international calls &amp; text</td>
<td>15GB</td>
<td>+ 6GB</td>
</tr>
</tbody>
</table>

All for use within Oz.
Excess usage charges may apply.
* From a provider not on the Optus network.

### Ts & Cs
COLOUR: BLACK
ALIGNMENT: RANGE LEFT

**Note:** Offer ends [XX February 20XX].
ICONOGRAPHY

Use icons where appropriate to keep messaging simple, visual and engaging.

But please use sparingly. Don’t let the page become icon-tastic!

Oh and also, before you create a new icon, ask us because we might already have something relevant in our vector collection, instead of reinventing the wheel.

(Of course, if you do actually reinvent the wheel that would be amazing and we totally want to be part of it.)
ENJOY BUILT-IN BENEFITS ON ELIGIBLE POSTPAID MOBILE PLANS

- Powered by the Optus 4G Plus network
- Rollover unused data, calls & text
- International calls & text included
- Free Voicemail in Oz
- Unlimited mobile calls & text Virgin to Virgin within Oz
- Earn Velocity Points

ENJOY BUILT-IN BENEFITS ON ELIGIBLE PREPAID MOBILE PLANS

- Powered by the Optus 4G Plus network
- Rollover unused data, calls & text (excludes Long Expiry)
- International calls & text included
- Free Voicemail in Oz
- Unlimited mobile calls & text Virgin to Virgin within Oz (excludes Long Expiry)

POSTPAID NEW CUSTOMER LOCKUP

- Powered by the Optus 4G Plus network
- Rollover unused data, calls & text
- International calls & text included
- Free Voicemail in Oz
- Unlimited mobile calls & text Virgin to Virgin within Oz
- Earn Velocity Points

POSTPAID EXISTING CUSTOMER LOCKUP

- Powered by the Optus 4G Plus network
- Rollover unused data, calls & text
- International calls & text included
- Free Voicemail in Oz
- Unlimited mobile calls & text Virgin to Virgin within Oz
- Earn Velocity Points

PREPAID NEW CUSTOMER LOCKUP

- Powered by the Optus 4G Plus network
- Rollover unused data, calls & text (excludes Long Expiry)
- International calls & text included
- Free Voicemail in Oz
- Unlimited mobile calls & text Virgin to Virgin within Oz (excludes Long Expiry)
- Earn Velocity Points

PREPAID EXISTING CUSTOMER LOCKUP

- Powered by the Optus 4G Plus network
- Rollover unused data, calls & text (excludes Long Expiry)
- International calls & text included
- Free Voicemail in Oz
- Unlimited mobile calls & text Virgin to Virgin within Oz (excludes Long Expiry)
- Earn Velocity Points
USE WITH TEXT OR AS A VISUALLY INTERESTING ALTERNATIVE. STYLES & COLOURS VARY DEPENDING ON APPLICATION.

GENERAL ICONS

SIM
Activate
Recharge
Sales day
Promo Pricing

Phone features

Apps
Organise
Phone

Community/Forum
Forms/Documents
Retail
Lanyard
Calendar

Delivery
Track
Velocity
WiFi
FAQs

VIRGIN MOBILE
BRAND GUIDELINES
JANUARY 2016 VER 2.0
THE WORLD SEEN THROUGH OUR LENS

PHOTOGRAPHY

Who has time to read a thousand words? No one! And that’s where pictures come in.

Imagery is crucial in bringing our brand to life. It shows the world through our lens, which means we want it to be red-hot and remarkable, but not too “out there”. We want to be edgy, young at heart with an element of fun.

To make things easy, we’ve broken our photography palette down into 6 sections.
GOTTA HAVE IT

CASTING

Appropriate casting of photography models is essential. When we say photography models, we don’t mean model models. For us, attitude, individuality and personality are more important than conventional looks.

It’s not pretentious, showy or fake. We never take ourselves too seriously. We are comfortable in our own skin with a quiet confidence.

The photography style is definitely not posed. We picture unique individuals who are ready to take on the world. There is always an implied back story.
BRILLIANT BASICS

BLACK & WHITE PHOTOGRAPHY
Black and white photography harks back to the origins of the Virgin brand. It is gritty, raw and cool.
The black and white images are high contrast.

COLOUR PHOTOGRAPHY
Brilliant basics sit naturally with product photography, therefore are best against simple white backdrops.
Skew the styling towards the brand palette, with pops of brand colour in each shot. Subtle or bold injections of colour help to keep the images cohesive and on brand.

GENERAL NOTES
- White or clean, simple backgrounds. Not always studio, but nothing too cluttered, fussy, overly textured or visually distracting.
- Hair, makeup and styling must be fashion-forward and edgy, yet relaxed and raw. There should be a natural ease and undone sexiness, not overly stylised or overdone in any way.
- Ensure there is a sense of movement, whether it be in the pose or a swish of hair or a swing of a coat.
- The images have a genuine honesty, straight up vibe without pomp or falsity.
COLOUR PHOTOGRAPHY
SPLASHES OF COLOUR
INDIVIDUAL

DESIRABLE

BLACK & WHITE WITH A SPLASH OF COLOUR

CHEEKY & FLIRTATIOUS

VIBRANT & FUN
THE SPECIAL TREATMENT

TREATING BLACK AND WHITE PHOTOGRAPHY

Applying our irresistible gradient to our black and white photography creates a distinctively Virgin image treatment.

• The same notes apply from the ‘Brilliant Basics’ photography section i.e. the black and white images (pre-treatment) are high contrast, gritty and raw in feel.

• See the notes in the ‘Colour Palette’ section re: the composition of our gradient colour.

• Treatment is the effect of the solid gradient as ‘lighten’ layer over black and white photography.

• White background is essential. If the background is busy or textured the simplicity and strength of the silhouette will be compromised.
OUR SPECIAL TREATMENT:

1. Create the irresistible gradient (see page 18)

2. Invert the black & white image

3. Use the inverted black & white image as the mask

4. Voila!
WE DREAM IN COLOUR

TREATING COLOUR PHOTOGRAPHY

The brief is wide open. Innovation and experimentation are encouraged. The possibilities are endless.

The look and feel is rich, deep colour pushing into the red and purple end of the spectrum. This could be an in-camera or lighting effect or a result of grading in post production.

In its most basic form it is a simple grading in post production that pushes the colour spectrum towards the brand palette. In its most conceptual form the images might be co-created with an artist or musician in a very collaborative and experimental spirit. Either way the images must bring the brand essence and core values to life in someway.

The images could be shot on location or studio, whatever supports the strength of the idea or is most compelling in terms of telling the story.

GENERAL NOTES

Forget the rules. There are no preconceived boundaries here. If it is red hot and remarkable, we’ll seriously consider it.

However, consultation with the Brand Team is essential when embarking on a project or campaign.
WE DREAM IN COLOUR
WE INDULGE IN RICH COLOUR & BATHE IN LIGHT

WE EXPRESS OURSELVES & PUSH BOUNDARIES
MAKING OUR PRODUCT LOOK RED HOT

PRODUCT IMAGERY

We want our product imagery to convey the idea of seeing the world through the eyes of Virgin Mobile.

Where possible, we can use a phone’s screen to either contain imagery, or as a frame we see through, with the imagery set beyond and behind it.

When the phone screen is off limits, creating brand consistency and uniqueness is all in the details; subtle effects like reflection in our irresistible gradient, shadows in brand colours that tie them to a campaign or other brand photography in a seamless, uniquely Virgin way.
Switch from a provider not on the Optus network or upgrade your plan with us. SIM Plans: approved customers only. If you bring your own device make sure it's not locked to another provider and that it's compatible with our networks described at virginmobile.com.au/coverage. Data Rollover: any unused included data rolls over to the next month only, can be used once the next month's inclusion has been spent and may be forfeited if you change plan. Bonus Data: switch or upgrade your plan with us, you will receive the bonus on top of your standard monthly data allowance until you cancel or change plans. $10 OFF: when you sign up in store or over the phone on the $60 SIM Plan before 7 October 2015. Your total monthly access fee will be $50 until you cancel or change plans. Offer available with Bonus Data offer only. Our Fair Use Policy applies.

9GB TOTAL DATA
5GB + 4GB BONUS WHEN YOU SWITCH NETWORKS OR UPGRADE. OFFER ENDS 7 OCTOBER 2015.
UNLIMITED
STD NATIONAL CALLS & TEXT
$300 INT'L CALLS & TEXT
ADDITIONAL DATA COSTS 5.2¢/MB

*Switch from a provider not on the Optus network or upgrade your plan with us.
SIM Plans: approved customers only. If you bring your own device make sure it's not locked to another provider and that it's compatible with our networks described at virginmobile.com.au/coverage. Data Rollover: any unused included data rolls over to the next month only, can be used once the next month's inclusion has been spent and may be forfeited if you change plan. Bonus Data: switch or upgrade your plan with us, you will receive the bonus on top of your standard monthly data allowance until you cancel or change plans. $10 OFF: when you sign up in store or over the phone on the $60 SIM Plan before 7 October 2015. Your total monthly access fee will be $50 until you cancel or change plans. Offer available with Bonus Data offer only. Our Fair Use Policy applies.
HOW TO CREATE AN IRRESISTIBLE REFLECTION

Within Photoshop using an RGB image with layers as per example right:

1. Use the hi-res file of the phone image (deep etched / no background / white background) supplied by the manufacturer.
2. Flip the phone vertically
3. Image > Adjustment: Black & White
4. Create a layer of irresistible gradient flipped vertically (purple at the top, red at the bottom):
   • Set Blending Mode to Lighten
   • Set Opacity at 100%
5. Duplicate the layer of irresistible gradient:
   • Set Blending Mode to Soft Light
   • Set Opacity at 60%

Different images produce different results. As long as the gradient looks vibrant and not muddy or dull, it’s good to go.

6. Create a new group with a layer mask.
7. On the layer mask use a large soft brush with feathered edges (i.e. 0% hardness). Brush away the part of the image you don’t want, preferably on an angle.
   NOTE: angle not pre specified, use best judgement and what suits the composition of the layout. There should be no hard lines, except at the base of the phone where the reflection meets the actual phone in the layout.

Tips:
• Move the gradient around so that you get the full spectrum of the gradient within the reflection.
• To boost the colour of the reflection, add a Hue/Saturation Adjustment Layer and increase Saturation.
• Reflection is not always used at 100% opacity. It depends on the layout and how prominent you want it to be. It may need to be knocked back so it isn’t too overpowering, but you don’t want it to look too washed out either.
• This is not gospel, use creative judgement on how to make each application look as red-hot as it possibly can be.
HOW TO CREATE AN
IRRESISTIBLE REFLECTION

WITHIN INDESIGN
Duplicate the image by copying and Paste In
Place (⌥⇧⌘V). With the picture box selected:
1. Flip the picture box vertically. Make the Fill
   white/paper.
2. Change the Effect to Luminosity. Reduce
   opacity if needed.
3. Add a Gradient Feather Effect
4. Paste in Place again.
5. Delete the image content of the box.
6. Remove the Gradient Feather Effect
7. Replace colour Fill to the Irresistible Gradient.
8. Change Effect to Overlay
HOW TO USE THE HORIZON EFFECT

Within Photoshop or InDesign use the grey shadowed background:
6097_Virgin_Making_Mobile_Better_CMYK_bckgrnd_port.psd
- Align the horizon in the grey background with the baseline of the phone screen.

Phone shadow:
6097_Virgin_Making_Mobile_Better_CMYK_phoneShadow.psd
- Place the shadow under the base of the phone.
STOCK IMAGERY

Ideally we love to create our own unique images, but that’s not always possible. When selecting images from a stock photography library, consider our general photography approach as per this guide, as well as these points:

People images are to be either studio or minimal backgrounds, preferably white (when options are limited black is OK too).

The look should be ‘caught in the moment’ with a non-posed easiness. We want people with unique personality and character, even a little rock’n’roll. Definitely not generic looks. Shots of individuals can work, as can couples or groups who are interacting or communicating in some way. We want to convey a sense of backstory, connection, movement.

Black and white images are great and we can always add the ‘The Special Treatment’ to them in post production. If the images are colour, tend towards the brand colours, whether it be in the style of brilliant basics with pops of colour in the styling or ‘we dream in colour’ where the images are immersed in red and purple hues or drenched in our irresistible gradient.

Overall the images must be aspirational and premium in feel.

We want stock images that don’t look like stock images. By carefully curating and treating stock images, we expect they will fit seamlessly into our brand style.
STOCK IMAGERY EXAMPLES
WHEN IT ALL COMES TOGETHER

A key function of creating a robust page architecture is that we use white space to protect and maintain the integrity of our logo. It also ensures clarity of communication and consistency across applications.

Having said that, we have also used gradient backgrounds in OOH pieces to good effect.

So, please use the basic principles and templates to follow as a guide or starting point in building your relevant layout / application.
Hello 2GB Bonus
Every month on all 24 month phone plans when you switch networks or upgrade. Hurry ends 21 December 2014

Making mobile better

One B1G GIG
Up to 21 hours of music data-free every month
We’re giving you one free gig of data each month you listen to Guvera. iOS and Android phones on Postpaid only.

Fine Print: 1GB is up to 21 hours of music tested by us (it was a big night). Offer ends 30 April 2016. For use in Oz only.
BORDERS MAY HELP CONTAIN ELEMENTS WITHIN WHITE SPACE.

GRID WITH BORDER

RETAIL STRUT CARD WITH GRADIENT BORDER

EXAMPLE OF BORDER IN THE LOWDOWN RETAIL MAGAZINE
<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
<th>Plan Options</th>
<th>Total Cost</th>
<th>Data</th>
<th>Value</th>
<th>Calls &amp; Text</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MICROSOFT LUMIA 640</strong></td>
<td><strong>$30 PER MONTH</strong></td>
<td><strong>$30 PLAN + $0 UPFRONT</strong></td>
<td><strong>$720</strong></td>
<td><strong>300MB TOTAL DATA</strong></td>
<td><strong>$300 INCLUDED VALUE</strong></td>
<td><strong>UNLIMITED STD NATIONAL CALLS &amp; TEXT</strong></td>
<td>All for use within Oz, excess usage charges may apply</td>
</tr>
<tr>
<td><strong>SONY XPERIA™ Z5</strong></td>
<td><strong>$85 PER MONTH</strong></td>
<td><strong>$80 PLAN + $5 PHONE COST</strong></td>
<td><strong>$2040</strong></td>
<td><strong>9GB TOTAL DATA</strong></td>
<td></td>
<td><strong>6GB + 3GB Bonus when you switch networks or upgrade. Offer now ends 11 February 2016.</strong></td>
<td></td>
</tr>
<tr>
<td><strong>MICROSOFT LUMIA 640</strong></td>
<td><strong>$50 SIM PLAN</strong></td>
<td><strong>$30 PLAN + $0 UPFRONT</strong></td>
<td><strong>$720</strong></td>
<td><strong>6GB TOTAL DATA</strong></td>
<td><strong>$300 INCLUDED VALUE</strong></td>
<td><strong>UNLIMITED STD NATIONAL CALLS &amp; TEXT</strong></td>
<td>All for use within Oz, excess usage charges may apply</td>
</tr>
</tbody>
</table>

**NOTE:** Add no more than 4 icons of phone features.
PRICING LOCKUP
AND T&C'S

HURRY!
OFFER ENDS
2 DECEMBER

The Fine Print:
approved customers only. If you leave early you’ll need to pay out any unpaid contributions towards the full cost of your device including
those we were going to cover.

Included Value:
can be used for calls & text to standard national and international numbers, as well as calls to 13 numbers &
MMS to Oz numbers. Standard charges apply once included value is used up & for non included call & messaging types. Our Fair Use Policy applies.

Data:
is counted per kilobyte and includes uploads and downloads.

Bonus Data:
switch by porting your current number across from a provider that does not use
the Optus network, or upgrade your plan with us. You will receive the bonus data on top of your standard monthly data allowance until you cancel or change
plans. Offer now ends 2 December 2015. Virgin Mobile (Australia) Pty Ltd ABN 67 092 726 442

$40 PER MONTH
$40 PLAN + $0 UPFRONT
MIN TOTAL COST OVER 24 MONTHS $960

1GB TOTAL DATA
500MB + 500MB BONUS
WHEN YOU SWITCH
NETWORKS^ OR UPGRADE.

^FROM A PROVIDER NOT ON THE
OPTUS NETWORK.

$50 INT'L CALLS & TEXT
ALL FOR USE WITHIN OZ
ADDITIONAL DATA COSTS 5.2¢/MB

$60 SIM PLAN
10GB TOTAL DATA
6GB + 4GB bonus when you
switch networks^ or upgrade.
Offer ends 11 February 2016.

^FROM A PROVIDER NOT ON THE
OPTUS NETWORK.

All for use within Oz. Additional data costs 5.2¢/MB.

Powered by the
Optus 4G Plus network

Please recycle me
V1006868

Virgin Mobile
BRAND GUIDELINES
JANUARY 2016 VER 2.0
The Fine Print:
Standard calls only. Fair Use Policy applies. On prepaid, a 1c balance is required and calls may be applied as credit.

MAKINGMOBILEBETTER.COM.AU
Check in on a friend with free voice calls within Oz on R U OK? Day.
10 SEPTEMBER

THE PERFECT GIFT WITH UP TO 13GB TOTAL DATA
ON SELECTED POSTPAID PLANS WHEN YOU SWITCH NETWORKS^ OR/UNi00A0UPGRADE
ASK STAFF FOR DETAILS

^Switch from a provider not on the Optus network or upgrade your plan with us. For use within Oz.
OFFER NOW ENDS 11 FEBRUARY 2016

DOUBLE DATA + DATA ROLLOVER
Exclusive to Virgin Mobile when you switch networks^ on selected plans.

Call 131 414, jump online or go in-store
Offer ends 31 August 2015

^Switch from a provider not on the Optus network.
Unused data rolls over for one month only.
DOUBLE DATA + DATA ROLLOVER
Exclusive to Virgin Mobile when you switch networks^ on selected plans.

Call 131 414, jump online or go in-store
Offer ends 31 August 2015

UP TO 21 HOURS OF MUSIC DATA-FREE EVERY MONTH
We're giving you one free gig of data each month you listen to Guvera.

iOS and Android phones on Postpaid only.
Fine Print:
1GB is up to 21 hours of music tested by us (it was a big night). Offer ends 30 April 2016. For use in Oz only.
THAT’S IT

ANY QUESTIONS?

Please contact the Virgin Mobile Australia Brand and Customer Team
Sophie.Richards@virginmobile.com.au