


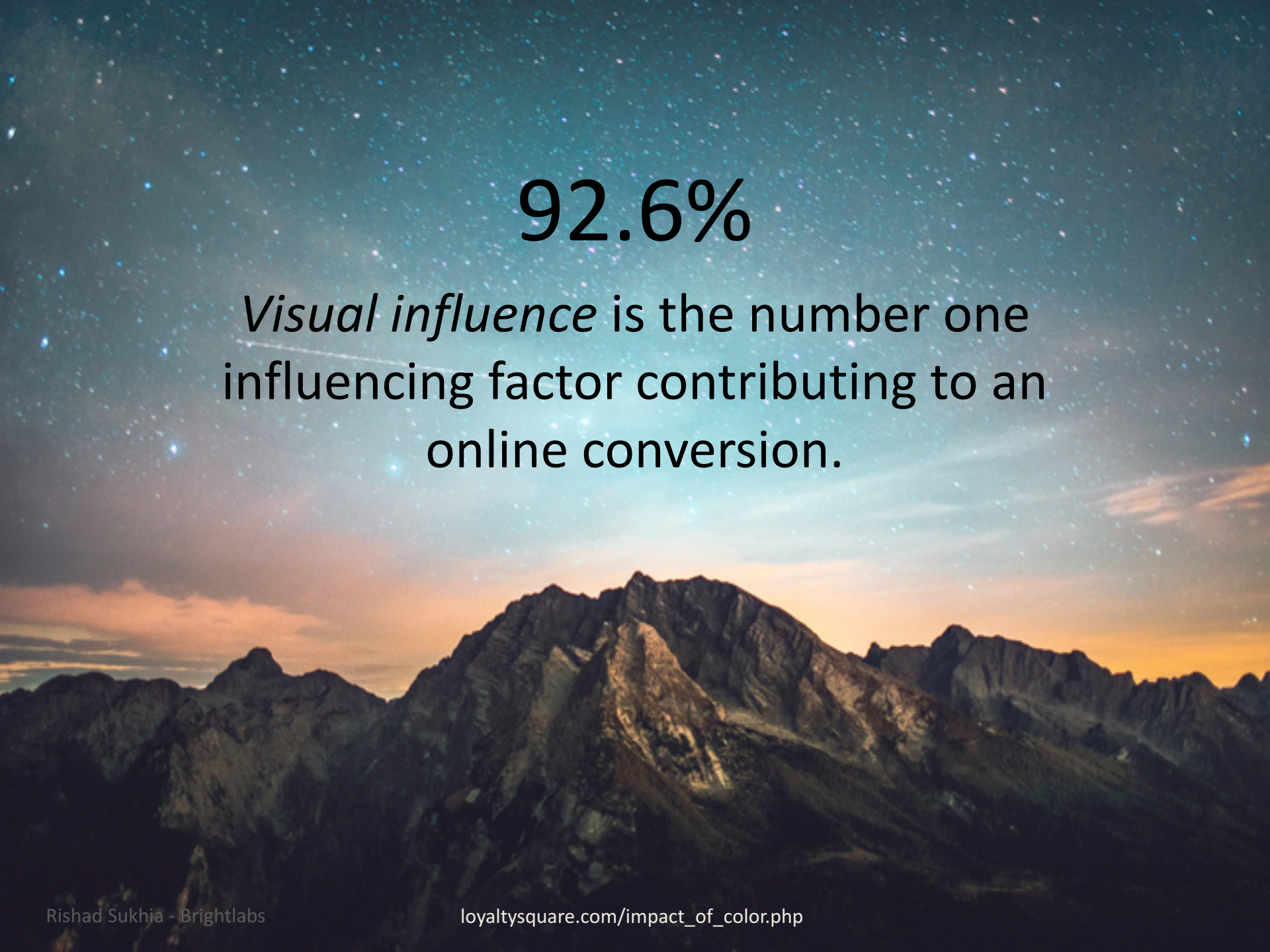


COLOUR & INTRANETS

(Reject the template!)



In our current state of evolution, vision is the primary source for all our experiences.



92.6%

Visual influence is the number one influencing factor contributing to an online conversion.

90 seconds

*is the time it takes to form of impression
of a product.*

*90% of that impression is based on **colour**.*



\$23 million

*Increase in sales from
changing ketchup colour
from red to green.*

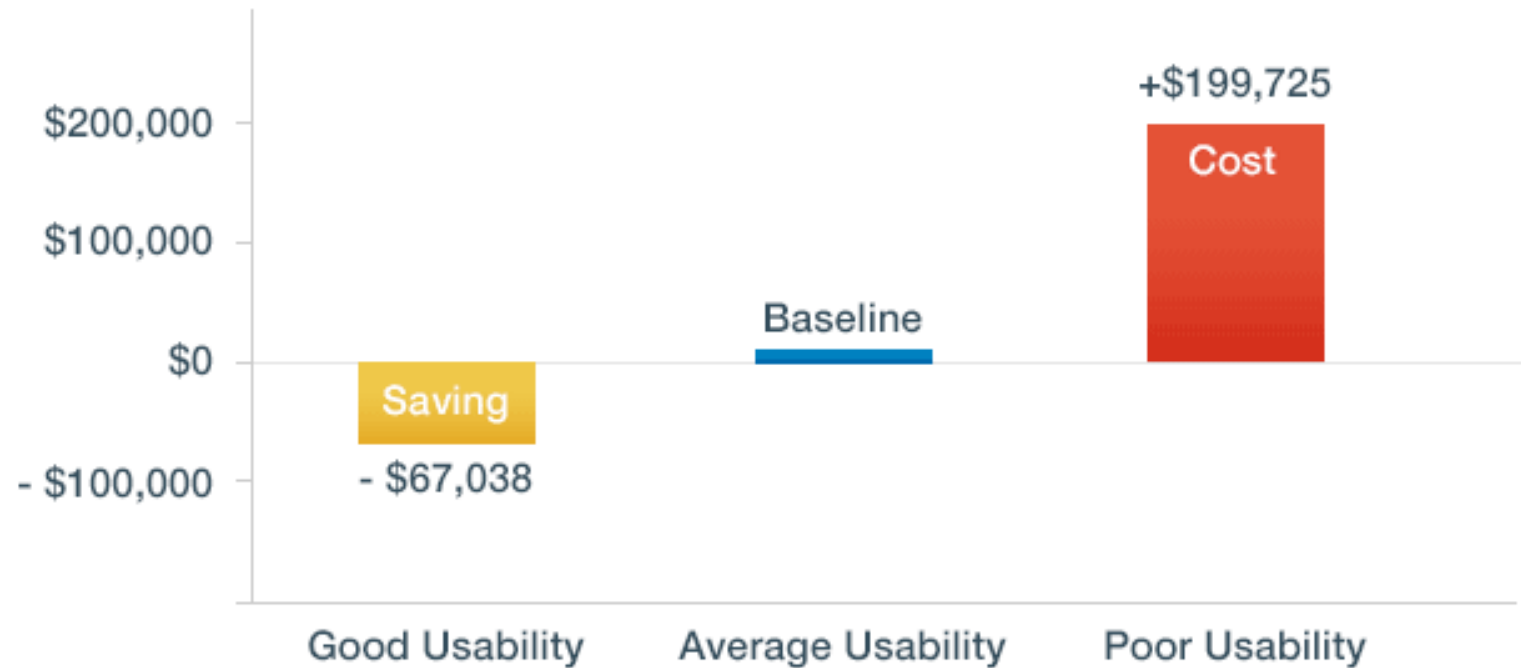
Colour influences behaviour

- Sets the scene
- Increases recall
- Makes an impression
- Increases participation
- Informs action
- Attracts attention
- Assists with usability

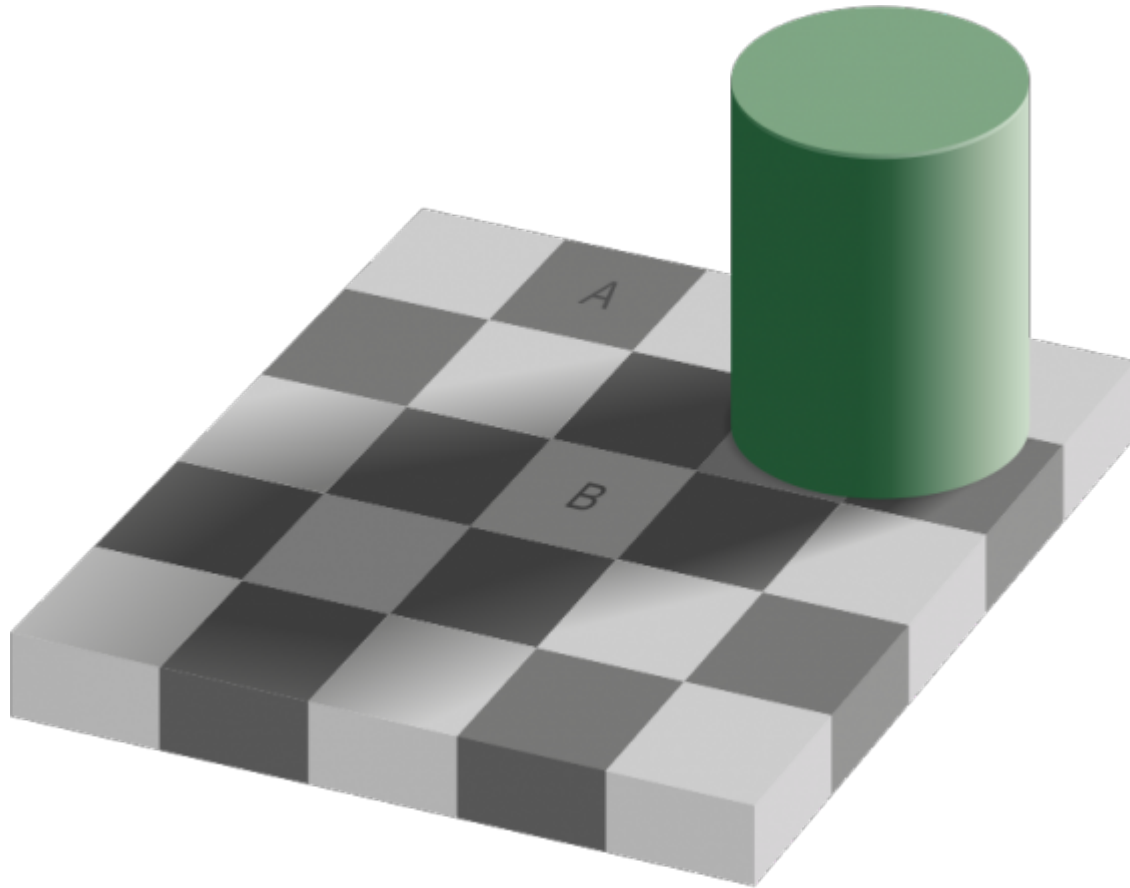
Why do we care?

Because increasing overall usability of an Intranet increases productivity by a factor of 10 to 20

Why do we care?



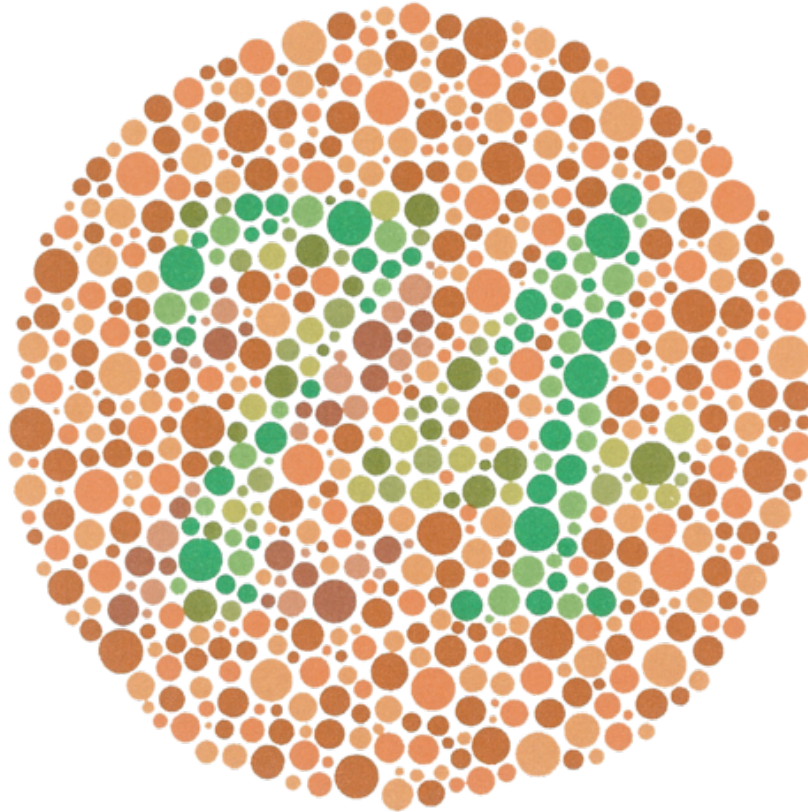
Contrast matters



Contrast matters



Contrast matters



Bad Contrast



Good Contrast

The screenshot shows the GOV.UK website header with the logo and a search bar. Below the header, the breadcrumb trail reads: Home > Housing and local services > Local councils and services. The main heading is "Find your local council" in a large, bold, black font. Below it, the text "Find the contact details and website for your local council." is followed by a green button labeled "Start now >". Underneath the button, it says "on the local council directory".

Overlaid on the right side of the screenshot is a "Colour Contrast Analyser" window. The window has tabs for "Options", "Image", and "Help". It shows the following settings:

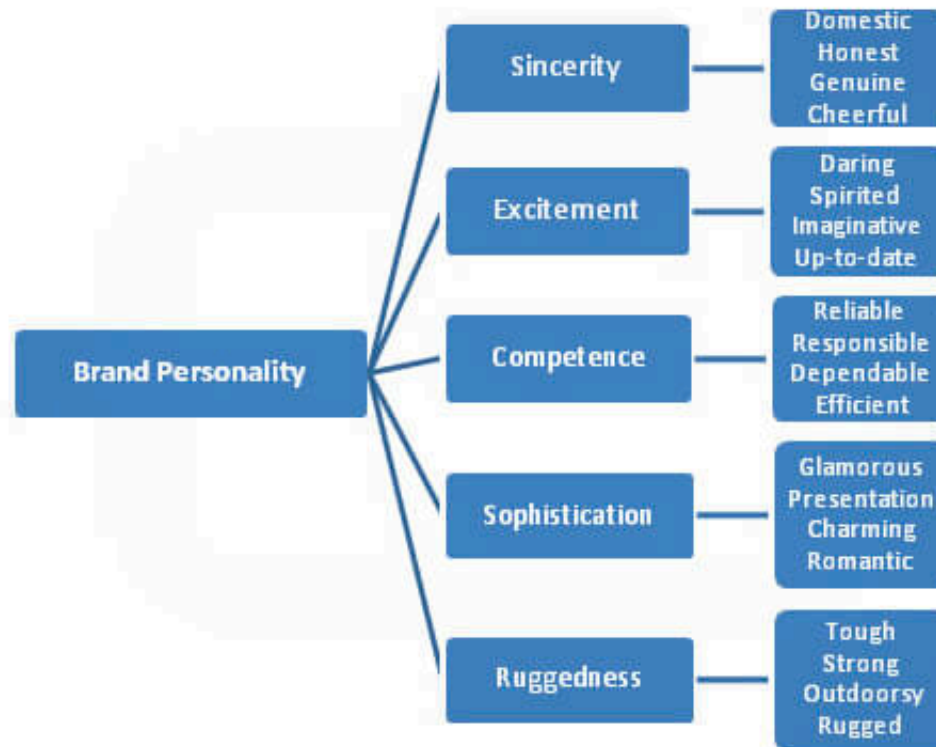
- Foreground: Colour select: [white swatch], Hex: #FFFFFF
- Background: Colour select: [green swatch], Hex: #00823B
- ☐ Show contrast result for colour blindness
- Result - Luminosity: Contrast ratio: 4.9:1
- ☐ Display details

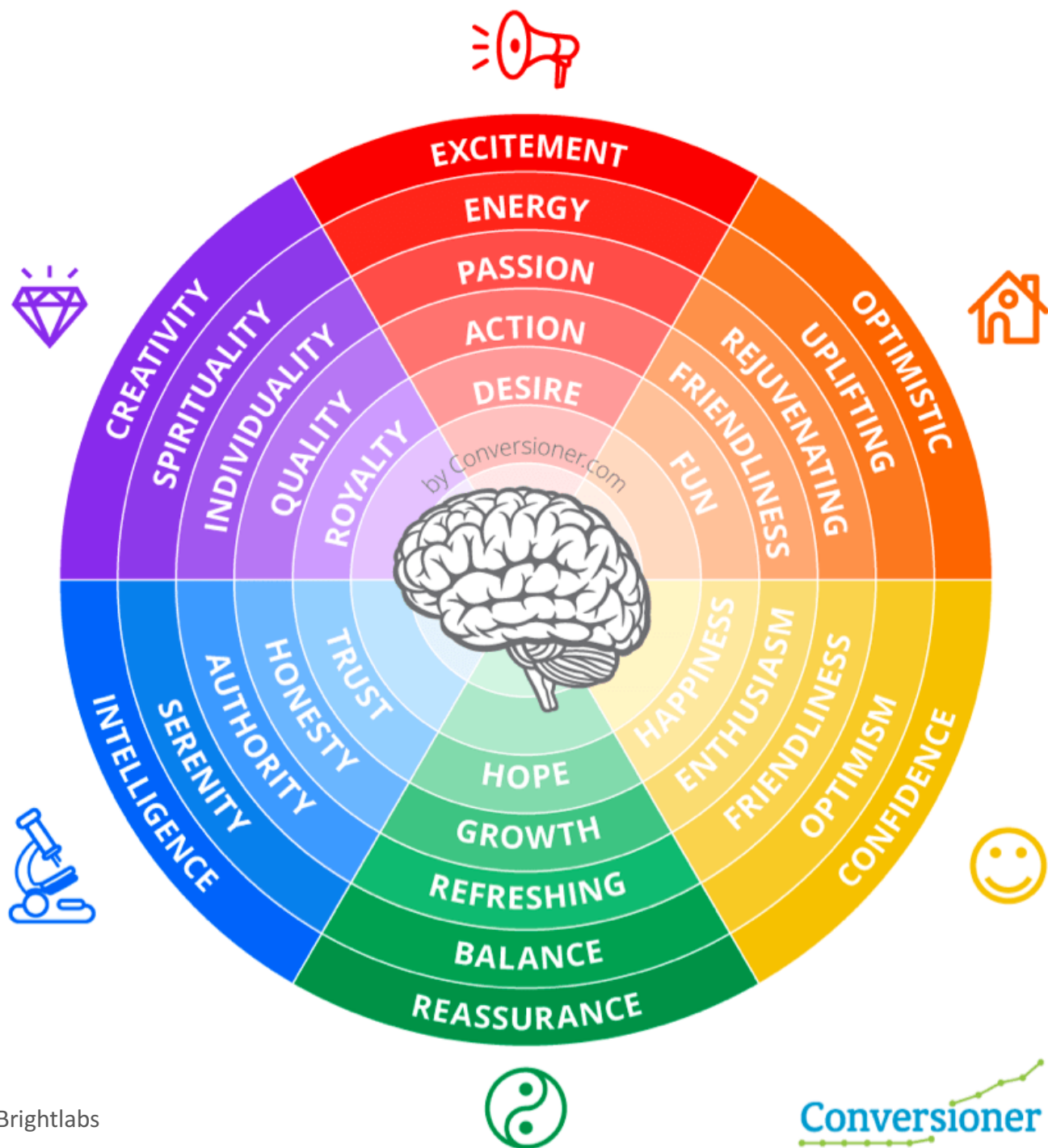
The results are displayed in two columns:

- Text:
✓ Pass (AA)
✗ Fail (AAA)
- Large text:
✓ Pass (AA)
✓ Pass (AAA)

Let's apply what we've learnt

#1 - Map your brand personality





#2 Develop a palette

Color

Color gives us personality. Our color palette is bright and bold while remaining fresh and approachable. It is meant to evoke emotion within our brand as our users experience and build on our service. The boldness and strength of the palette allow for a unique but simple learning experience. While we rely primarily on three main values, the extended palette allows us room to grow and reach outside the standard usage.

The orange, blue, and grey are used about 75% of the time. They are supported by a foundation of greys and white, and complimented by some additional soft yellows and greens. When pairing colors, create a hierarchy by using high-contrast colors in conjunction with softer less dominant values.

For example of color pairing and usage within our branding system please refer to the page 7, 9, 18 and 28.

Core Palette



Pantone 2985C
RGB 96 188 216
CMYK 58 7 10 0
Hex 60BCD8



Pantone 2985C
RGB 96 188 216
CMYK 58 7 10 0
Hex 60BCD8



Pantone 2985C
RGB 96 188 216
CMYK 58 7 10 0
Hex 60BCD8



Pantone 2985C
RGB 96 188 216
CMYK 58 7 10 0
Hex 60BCD8



Pantone 2985C
RGB 96 188 216
CMYK 58 7 10 0
Hex 60BCD8



Pantone 2985C
RGB 96 188 216
CMYK 58 7 10 0
Hex 60BCD8

Extended Palette



Pantone 2985C
RGB 96 188 216
CMYK 58 7 10 0
Hex 60BCD8



Pantone 2985C
RGB 96 188 216
CMYK 58 7 10 0
Hex 60BCD8



Pantone 2985C
RGB 96 188 216
CMYK 58 7 10 0
Hex 60BCD8



Pantone 2985C
RGB 96 188 216
CMYK 58 7 10 0
Hex 60BCD8



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RGB 96 188 216
CMYK 58 7 10 0
Hex 60BCD8



Pantone 2985C
RGB 96 188 216
CMYK 58 7 10 0
Hex 60BCD8

#3 Create colour rules

Use a large amount of whitespace to create a clean, open feel

Use floods of red to encourage immediate brand recognition

Use black to create contrast and give sections or elements a more serious tone

Use grays in areas where less contrast and emphasis are needed

Use color to create emphasis and differentiation among sections and parts of a series



#4 Create design rules

White *over* grey

Harmony *over* disconnect

Warm *over* cool

Direction *over* choice

Appropriate *over* consistent

Evolving *over* finalised

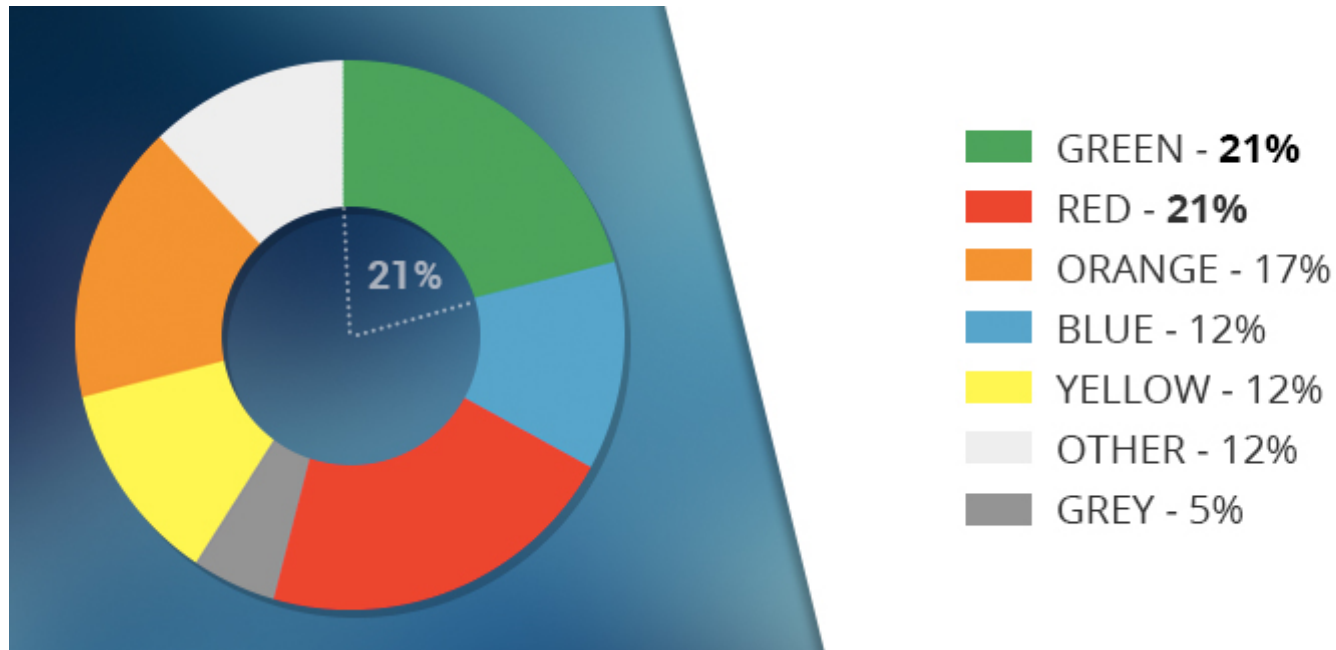
When to apply colour

Task based

Topic based



Which colour?





AUSENCO VALUES
The Client is our Focus

Welcome to The Hub

The Intranet of the Ausenco Limited group of companies

Group intranet sites

- ▶ [Ausenco Minerals](#)
- ▶ [Ausenco Group](#)
- ▶ [Ausenco Energy](#)
- ▶ [Ausenco Program Management](#)
- ▶ [PSI](#)
- ▶ [Sandwell](#)
- ▶ [Vector](#)

Listen to [a message from Zimi Meka](#), the CEO of Ausenco.

[READ MORE](#)

Ausenco "Hubnet"

"Hubnet" is a key part of The Hub. It provides us with an information-sharing and social network.

[HUBNET](#)

My Hub

Your personal intranet quick links, favorites, contacts and timesheets.

[MY HUB](#)

Group Contact Directory

A complete list of contacts details around the group.

[DIRECTORY](#)

Search

GO

▶ [Sitemap](#)

Share price

Open **\$13.08** ▲ **\$13.24**

- ▶ [Visit ASX: AAX page](#)
- ▶ [Investor relations](#)
- ▶ [Employee Share Plan link](#)

Foreign exchange

▶ [Foreign Exchange](#)

Careers

- ▶ [Careers Section](#)
- [Browse Ausenco jobs worldwide](#)

Timezones

Brisbane	05:39 PM Friday
Vancouver	12:39 AM Friday
Concord	03:41 AM Friday
Grass Valley	12:42 AM Friday

[Announcing the Ausenco Living the Values Awards](#)



NEWS & EVENTS



Access to E-Timesheets and ConnX now on The Hub 13 May, 2009

Personnel in Ausenco Group and Ausenco Minerals can now access E-Timesheets and ConnX from The Hub. Access is via the new page in the Policies and Procedures section of The Hub - [click here](#). Work is also underway to provide access for PSI and Vector ...



Ausenco forges alliance with Whittle Consulting 7 May, 2009

Global engineering and project management services provider Ausenco (ASX: AAX) has joined forces with Melbourne-based optimisation specialists Whittle Consulting. ornare eaque quam urna nostra. Porta sed tellus, placerat malesuada.



Access to E-Timesheets and ConnX now on The Hub 13 May, 2009

Lorem ipsum dolor sit amet, lacinia id ut commodo ultricies libero arcu, congue parturient augue ac. Massa sollicitudin in risus amet mattis posuere, mi sem sodales condimentum vehicula bibendum dui. Adipiscing vestibulum dui nullam at, ornare eaque quam urna nostra. Porta sed tellus, placerat malesuada.

EMPLOYEE POSTCARDS



SEND A POSTCARD

Send a friend, colleague or family member an e-postcard. [Click here](#) to begin.

PROJECT IN PROFILE



NAME OF PROJECT

Home

Industries

Locations

Corporate Services

Our Services

Investor Centre

Weather & Time



Perth
Afternoon shower
25 degrees



Brisbane
Afternoon shower
25 degrees



Adelaide
Afternoon shower
25 degrees

Perth	8:23 am
Brisbane	9:23 am
Adelaide	9:53 am
Melbourne	10:23 am
Mackay	9:23 am

- Webmail
- Timesheets
- Salesforce
- Project Server
- Project Curator
- FTP
- Website
- Brand Guidelines

Resources



Employee Directory



Project Portal



Staff Travel



QMS



Marketing Material



About Us



Project Delivery Platform



Online Induction

Announcements

National

West

North

South



[Lorem ipsum dolor sit amet, consectetur adipiscing elit.](#)

[Sed massa massa, elementum convallis porttitor in.](#)

[Nam in ipsum suscipit ipsum porttitor condimentum et pellen.](#)

[Morbi quis tortor quis massa fermentum iaculis in eget libero](#)

[Lorem ipsum dolor sit amet](#)

[more announcements](#)

Jump to Region



I want to...

[Find a template](#)

[Request Leave](#)

[Learn about the new intranet](#)

[Read about CV100](#)

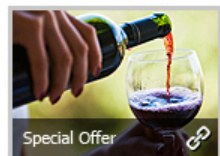


Internal Opportunities

more

LogiCommunity

more



Special Offer



Discussion Boards



Adopt a Charity



Personal Achievements



Noticeboard



Voice Newsletter



Footy Tipping

Featured



New Brisbane Office

See the photo library from our Brisbane Office opening.



Project Snapshot

The Chelopech project in Bulgaria is a copper-gold mine at the foot of the Balkan Mountains.

Logicamms Western team has worked on a decommissioning project at the site since 2010.

[more](#)

My Links

add

[Custom Link 1](#)

[Custom Link 2](#)

[Custom Link 3](#)

[Custom Link 4](#)

[Custom Link 5](#)

[Custom Link 6](#)



MyUpdates

Phone use in cars

There has been a lot in the media around mob...

[Read the full story >](#)

👍 (2) 💬 (13)

Culture slide pack

A Culture slide pack has been developed for...

[Read the full story >](#)

👍 (2) 💬 (13)

IE Upgrade

Information Management & Technology (IM&T)...

[Read the full story >](#)

👍 (2) 💬 (13)

[See more](#)

ActivityStream



Current weather for Burwood

Today: 29, sunny

Tomorrow: 24, partly cloudy



Drivers licence system is currently unavailable - Service restoration is expected by 2pm



Paul just updated the page [Corporate Engagement Strategy](#)



Current Road Toll is 29

This time last year was 38



Valerio just liked the page [February Payrise](#)

VicRoadsApps



Team+Projects

Team space 1 >

Team space 2 >

Project 1 >

Project 2 >

[All collaboration spaces](#)

VicRoadsNews



Phone use in cars

There has been a lot in the media around mobile phone use in cars.

[Read the full story >](#)

💬 (13)



Culture slide pack

A Culture slide pack has been developed for use internally.

[Read the full story >](#)

💬 (13)

IE Upgrade

Information Management & Tech have comm...

[Read the full story >](#)

💬 (13)

Employment Notice

Information Management & Tech have comm...

[Read the full story >](#)

💬 (13)

[See more](#)

MyFeed

Share something with this group



Allen Chen ▶ Development

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Like · Reply · View Conversation · 11 minutes ago from Yammer Embed



Allen Chen ▶ Development

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Allen Chen ▶ Development

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Allen Chen ▶ Development

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What's new

For the mainland was nowhere in sight. For a long time I paddled

Next LEC events

My experience with Ja had taught me that it be quick about it and

Football Title Here

For the mainland was nowhere in sight. For a long time I paddled



Fire alarm test today at 15:30

News



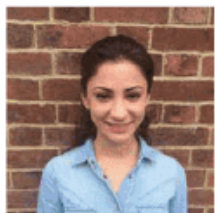
Nature does not hurry, yet everything is accomplished

By Nathan Marshall

September 22, 2014

Being horizontal in its position, the Leviathan's tail acts in a different manner from the tails of all other sea creatures. It never wriggles. In man or fish, wriggling is a sign of inferiority. To the whale. Photograph by Folkert Gorter.

[Comments \(8\)](#)



Care about what other people think and you will always be their prisoner.

By Nathan Marshall

September 22, 2014

Fix rubbed his hands softly with satisfaction; if Phileas Fogg could be detained in Calcutta a week, it would be more than time for the warrant to arrive. Passepartout was stupefied. This sentence ruined his master. Photograph by Folkert Gorter.

[Full story](#) | [Comments \(1\)](#)

Innovate

Type your message...

Share in: General

Share



Harriet King wrote...

A concise overview on connected devices:
http://www.faisalbutt.com/blog/supersamarthomes#.U_IM3_IdV8E=

[Reply](#) • [edit](#) • [delete](#)



Finlay Reynolds wrote...

SIRE the software integration solution for Sonos have now released an audio server and

[Reply](#) • [edit](#) • [delete](#)



Jay Jackson wrote...



Thank you!
Questions?