



People first. Results follow.

Case Study

SkyMesh

Branding/Digital/Marketing Project

SkyMesh

Follow worked with growing regional broadband provider SkyMesh to develop a new brand and a whole new look to spearhead its growth in regional Australia. SkyMesh is a dynamic and disruptive brand in regions which are traditionally poorly-serviced or ignored by telco providers.

Follow created new design concepts which were developed with a Brand and Style Guide to provide consistency across all digital and physical collateral. Working closely with the client, Follow provided all designs ready to be launched online by their chosen technical contacts. We further produced all key collateral to ensure a co-ordinated and fully-charged relaunch of the brand.

Follow has also worked behind the scenes designing and developing some unique business tools in conjunction with SkyMesh. We are very proud of the work our team has delivered in this collaboration, and even prouder of this Brisbane-based company delivering world class service to rural and regional Australia.



Secure your **1-Month FREE Trial**
Call **1300 948 240**



New 2020 Rural Internet Plans Secure Your **FREE 1-Month Trial Today!**

Now includes all the data you need (Offer ends 30/06/20)

5 reasons to try the new Sky Muster™ Plus internet service

1. **Dedicated allowance** for metered content, such as streaming video (Netflix) and VPN
2. **Unmetered content** for social media, video calling, gaming, audio, updates and more
3. Internet access within **72 hours**
4. **No Lock-in contracts**
5. **FREE Setup + reactivation**

Since this property already has the required satellite hardware installed, getting improved service is quick and easy.

Available FREE Trial Plans

50GB	Recommended 140GB	250GB
\$69.95/mo	\$99.95/mo	\$149.95/mo
25GB Peak 25GB Off-Peak \$1.40 per GB	70GB Peak 70GB Off-Peak \$0.71 per GB	100GB Peak 100GB Off-Peak \$0.71 per GB
Unmetered Content <small>Including Social Media, Gaming, Audio, Video Calling, Software Updates & more</small>	Unmetered Content <small>Including Social Media, Gaming, Audio, Video Calling, Software Updates & more</small>	Unmetered Content <small>Including Social Media, Gaming, Audio, Video Calling, Software Updates & more</small>

Recurring billing will start 1 month after your free trial commences. Not happy? End your trial.

Offer ends 30/06/20

Secure your **1-Month FREE trial**

Call 1300 948 240 to get started

Content online games are not compatible with satellite internet. See our blog to understand further. Games play-to-play traffic is shipped between ISPs from and potentially for updates and cloud data.



Business-grade Satellite Internet



Bigger Data Plans + Fast Speeds + Business SLAs
Connect regional hubs back to head office or connect a standalone rural business.

Drive business innovation and efficiency

Do More with Bigger Data Plans

Bypass residential Sky Muster™ plan data limits and access huge base plans (**up to 1,000GB**) and **automatic top-ups** (100GB each) enabling you to drive efficiency and out-do the competition.

Go Faster and Grow Quicker

Don't let your internet speed hamper your business growth. Get access to **fast and reliable internet speeds** to help you grow and thrive with confidence.

Manage Business Risk

Access to the right level of support and assurances for your business, with the right price tag to suit. Choose from three levels of support for callouts and onsite spares.

Business Satellite Coverage



Business Satellite coverage

93% geo coverage via 58 spot beams

Plan Inclusions

Suitable for Medium to Enterprise
Max permitted peak data usage No set limit
Automatic top ups 100GB top ups
Peak rates 30/1 Mbps or 30/5 Mbps
Symmetrical tier (option) 13/13 Mbps
Contract Length 12-months or 24-months

- ✔ Data backups
- ✔ SkyMesh Standard Support
- ✔ Business Service Levels
- ✔ Dedicated Account Manager

Optional Extras Custom Reporting, QoS Marking, VoIP Prioritisation, Data Pooling

SkyMesh provides a Standard Support level to our clients which includes Business Hours Support BHM - BHM AEST from your dedicated Business Account Manager. Other levels of support are available as optional extras.




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Sky Muster™
Satellite Internet



nbn™ Fixed Wireless
Broadband



Business Satellite
Broadband



4G Mobile
Broadband



LOGO COLOURS

Colour is an integral part of the brand and with consistent application can help provide impact and brand recognition throughout all communications.

The SkyMesh logo colours, including primary and secondary colour palettes, are inspired by rural and coastal Australia and are named to suit regional Australia - Pacific, Simpson, Reef, Rust, Ochre and Eucalypt.

The primary palette should be used for predominant colours used throughout brand materials. The secondary colour palette has been developed to represent the four key SkyMesh products and are intended to be used as secondary, complementary colours to the primary logo colours.

The SkyMesh logo is always either the primary colour set or white and 'Simpson'. It must be legible and maintain the integrity of its form. There are two colour options that are ready to use with our brand. When placing the logo on a dark background, always use the white version.

Our colour palette is clean, trustworthy, consistent and unbusy, which is also reflected throughout suggested new imagery.

Primary colour logo on white background

White logo on Pacific background

LOGO COLOURS | SKYMESH BRAND GUIDE 7

PRIMARY PALETTE

PALETTE	HEX	R	G	B	PANTONE
PACIFIC	HEX #405A77	R: 64	G: 90	B: 127	PANTONE 7685C
SIMPSON	HEX #F15A29	R: 241	G: 90	B: 41	PANTONE 7579C

SECONDARY PALETTE

PALETTE	HEX	R	G	B	PANTONE
REEF	HEX #00B3C1	R: 0	G: 171	B: 195	PANTONE 3125C
RUST	HEX #A02816	R: 160	G: 40	B: 22	PANTONE 484C
OCHRE	HEX #F18130	R: 241	G: 130	B: 48	PANTONE 124C
EUCALYPT	HEX #436718	R: 67	G: 103	B: 24	PANTONE 378C

LOGO COLOURS | SKYMESH BRAND GUIDE

GRAPHIC ELEMENTS

Two branding elements have been created to enhance designs and add accents to images and compositions in the SkyMesh brand.

The first branding element is the 'mesh overlay'. The pattern overlay fits in at the brand overall coverage and reach of the SkyMesh service. The mesh also signifies a networking layer of connectivity, adding a technical yet organic element to design collateral. The mesh can be applied in context on a wide range of rural imagery, ensuring no customer segment is excluded.

Continuing the overlay design throughout marketing collateral and advertising helps create a cohesive and instantly recognisable brand suited to a wide range of use cases.



USE OF THE DEVICE
The mesh device is designed to be used to accent images in design communications. Used in the right position and context, the device is a powerful addition to the brand.
Position, colour and application of the device can be adjusted to complement the imagery chosen, but should always be a secondary element, which must not overwhelm or clutter the design composition.
Please note: relevant stock imagery should be purchased to integrate with the new design approach.

APPLICATION OF TEXT FLARE
An Outer Glow is also applied to headlines to deliver a feeling of kinetic energy and movement. This effect is to be applied in Photoshop as an 'Outer Glow' to the text layer. The Outer Glow Colour and Blending Mode should be determined by the colour and style of the imagery it is being used on.



From \$34.95/mo

500+ Star Reviews

Trusted by 35,000+ rural & regional homes

nbn's #1 specialised Rural Internet Provider

97% of Government statement Digital by 2025

Talk to a friendly regional broadband specialist

Call now 1300 739 637

WATCH MORE CUSTOMER STORES

Why SkyMesh?

- Australian team** - Specialise in rural & regional areas with a focus on customer service and support.
- FREE Setup** - We'll handle the setup of your SkyMesh system, including the router and antenna.
- BYO WiFi Router Friendly** - Bring your own compatible WiFi router to use with SkyMesh.
- Address Resolution Service** - We'll help you resolve any address issues that may prevent service.
- Optional Contracts** - Choose from flexible or long-term contracts to suit your needs.
- 10+ Years Regional Experience** - We've been serving rural & regional areas for over a decade.

CALL NOW 1300 739 637

Limitless nbn™ Fixed Wireless Internet Plans, For Less

Special Plan Pricing

Limitless Data

Free Standard Installation

WATCH MORE CUSTOMER STORES

CALL NOW 1300 739 637

Compare our Satellite Internet Services

Service	Price	Subsidiary for	Plan Rates	Available Plans	Start Dates	Deal Breaks	Free Standard Installation	Unlimited Content	Video Streaming & VOD	Local Music	Voice Calling (e.g. Skype)	WiFi Calling	Education (e.g. Blackboard)	Gaming & Downloads	Cloud Storage (e.g. Dropbox)	Software/Utilities Updates	Contract Length
Recommended Sky Muster™ Plus	\$69.95/mo	Standard & Limited Data	100GB	Standard Evening Sports	6	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	30 days
Sky Muster™	\$34.95/mo	Basic & Standard Evening Sports	60GB	Standard Evening Sports	6	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	30 days

Check Your Address

Award-Winning Sky Muster™ Internet Plans

- Select contract length
 - 30 days rolling
- Select plan type
 - Sky Muster™
 - Sky Muster™ Plus



follow 

People first.
Results **follow.**

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