

# CGU Website – Side Bar Requirements

## General block rules:

- Maximum 2 blocks on each page and they must be different block types
- They must be in the following order: Blue, Green, Dark Blue, Photo
- If there is limited content in the main column, its possible that adding 2 blocks would break the layout of the page. If this is the case use In-Line CTA's instead of a second block (see image example #5)
- The block's height is dictated by the content inside

## Blue

- Used for primary CTA's
  - Online quoting personal / Project X
  - Important user prompts e.g. Call CGU
  - Actions which will start the user buying a policy or talking to CGU.
  - A action that takes the user away from the main CGU.com.au site
- Must be simple and precise. These blocks will become less effective as more information is placed inside them.
- Elements inside:
  - Heading
  - Text (description)
  - Phone number -or- button

## Green

- Used for secondary CTA's
  - Find an adviser
  - Actions which will send the user to another part of the website
- Must be simple and precise. These blocks will become less effective as more information is placed inside them.
- Elements inside:
  - Heading
  - Text (description),
  - Form field -or- button


## **Dark Blue**



- Used for supplemental information
  - Further text explaining either the main column or a block above
  - This block is not for direct CTA's
- Can contain a medium amount of text, much more than other blocks.
- Elements inside:
  - Heading
  - Text
  - Dot points
  - Text links

## **Photo**

- Used for product upsell or cross promotion
  - Cross linking to similar products
  - Upselling users from individual products to combined covers
- Avoid placing the Photo block as the first module on pages which use the Box hero image template (image example #6). However its fine for the Photo block to be used first on pages which use the Hero-image or No-image templates.
- Must be simple and precise. These blocks will become less effective as more information is placed inside them.
- Elements inside:
  - Heading
  - Text
  - Links to other products

## Usage examples - Correct


[Personal](#) [Business](#) [Corporate](#) [About us](#) [Advisers](#) [Existing Customers](#) 

 [EXPLORE BUSINESS](#) [PRODUCTS](#) [WORKERS COMP](#) [CLAIMS](#) [FIND AN ADVISER](#) [CONTACT 13 24 81](#) 

[Business home](#) [Products](#) [Information Technology Liability Insurance](#)

# INFORMATION TECHNOLOGY LIABILITY INSURANCE


CGU Information Technology Liability Insurance is designed to protect the assets of information technology professionals.



### What is Information Technology Liability Insurance?


IT professionals and businesses can be liable for advice and/or services they have provided that cause financial loss to a third party. CGU Information Technology Liability Insurance combines professional indemnity insurance with public and products liability cover to give you comprehensive protection.

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CTA button will launch a new page 


### Get a Quote Online

Small business insurance made for you.


Get a quote now 



### Find an Adviser

Speak to an adviser about getting yourself covered with Information Tehcnology Liability Insurance

Suburb or postcode 

## #1 - Blue (button) and Green (form field)


[Personal](#) [Business](#) [Corporate](#) [About us](#) [Advisers](#) [Existing Customers](#) 

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CTA button will launch a new page 

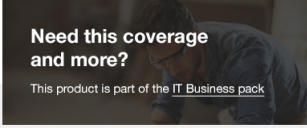
### Find an Adviser

Speak to an adviser about getting yourself covered with Information Tehcnology Liability Insurance

Suburb or postcode 

### Need this coverage and more?

This product is part of the IT Business pack



## #2 - Green (form field) and Photo

Usage examples - Correct (cont.)

PersonalBusinessCorporateAbout us

AdvisersExisting Customers

CGU SEE IT THROUGH.

EXPLORE BUSINESSPRODUCTSWORKERS COMPCLAIMSFIND AN ADVISERCONTACT 13 24 81

Business homeProductsInformation Technology Liability Insurance

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CTA button will launch a new page

Got a question? Call us

13 24 81

24 hours a day, 7 days a week

While overseas +61 3 9601 8222

Additional information

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

#3 - Blue (phone number) and Dark Blue

PersonalBusinessCorporateAbout us

AdvisersExisting Customers

CGU SEE IT THROUGH.

EXPLORE BUSINESSPRODUCTSWORKERS COMPCLAIMSFIND AN ADVISERCONTACT 13 24 81

Business homeProductsInformation Technology Liability Insurance

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CTA button will launch a new page

Similar products

Business Package

Liability Insurance

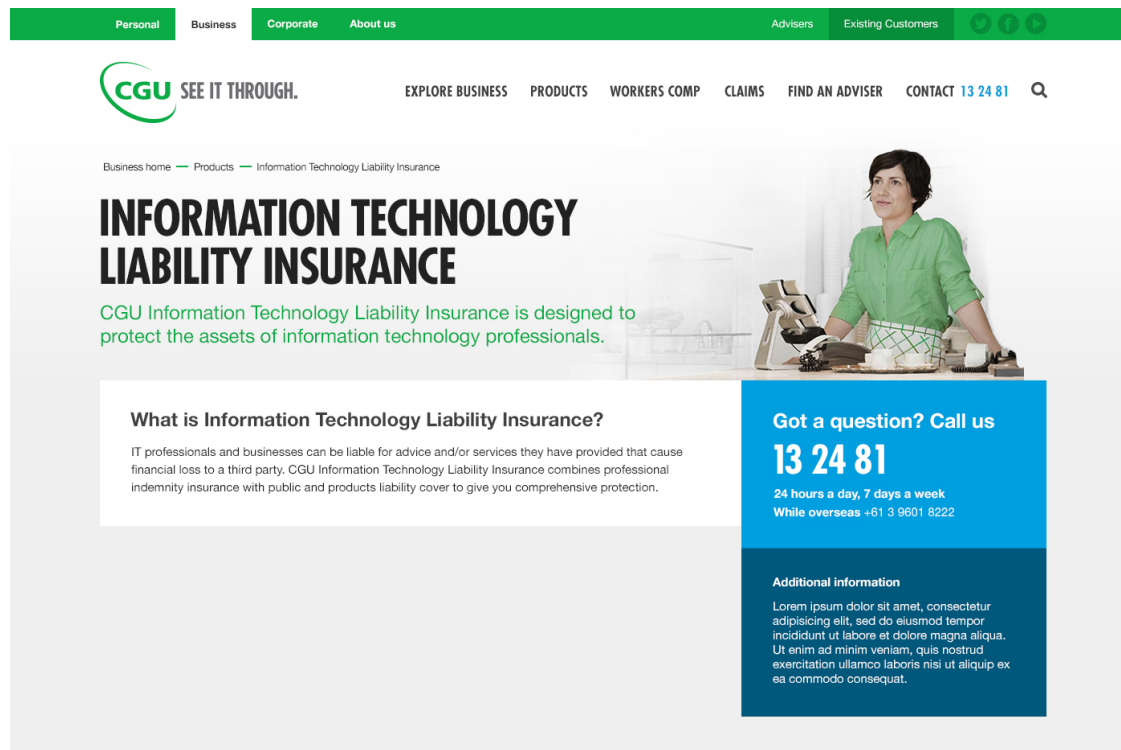
Commercial Motor Insurance

Motor Fleet Insurance

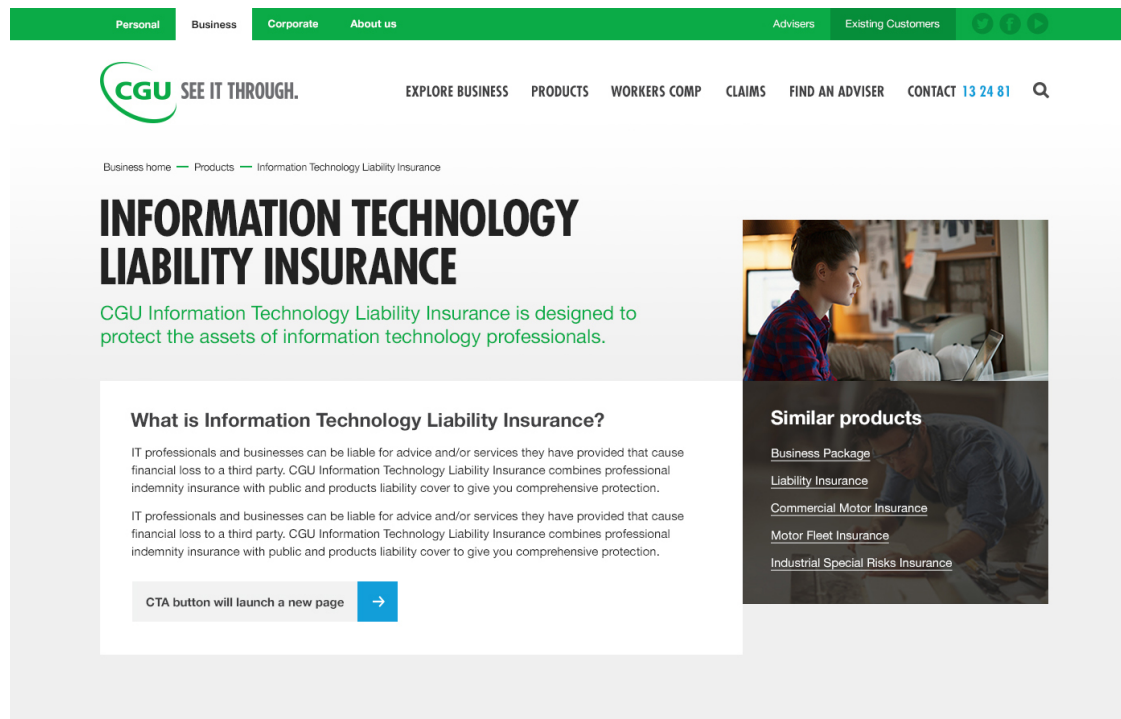
Industrial Special Risks Insurance

#4 - Photo

## Usage examples - Incorrect



## #5 - Use in-line CTA instead of the second block



## #6 - Don't place Photo blocks on pages which use the Box Photo template