

100% HÜMAN

BRAND GUIDELINES

Version 06

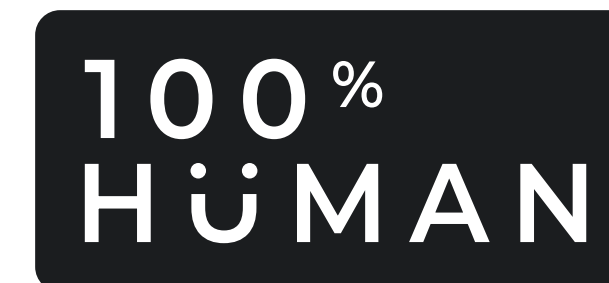


100% HUMAN LOGO

Wide



Stacked

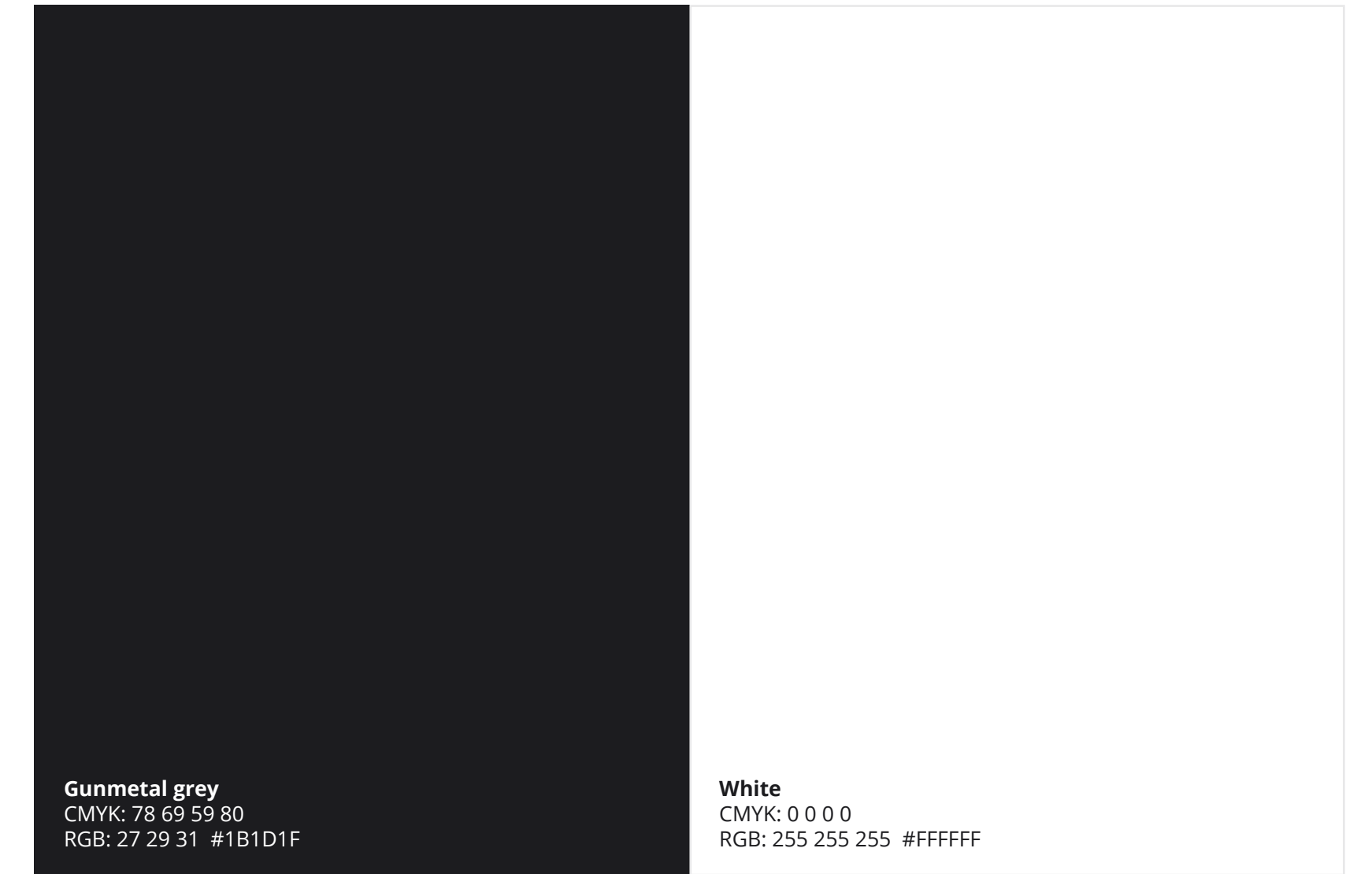




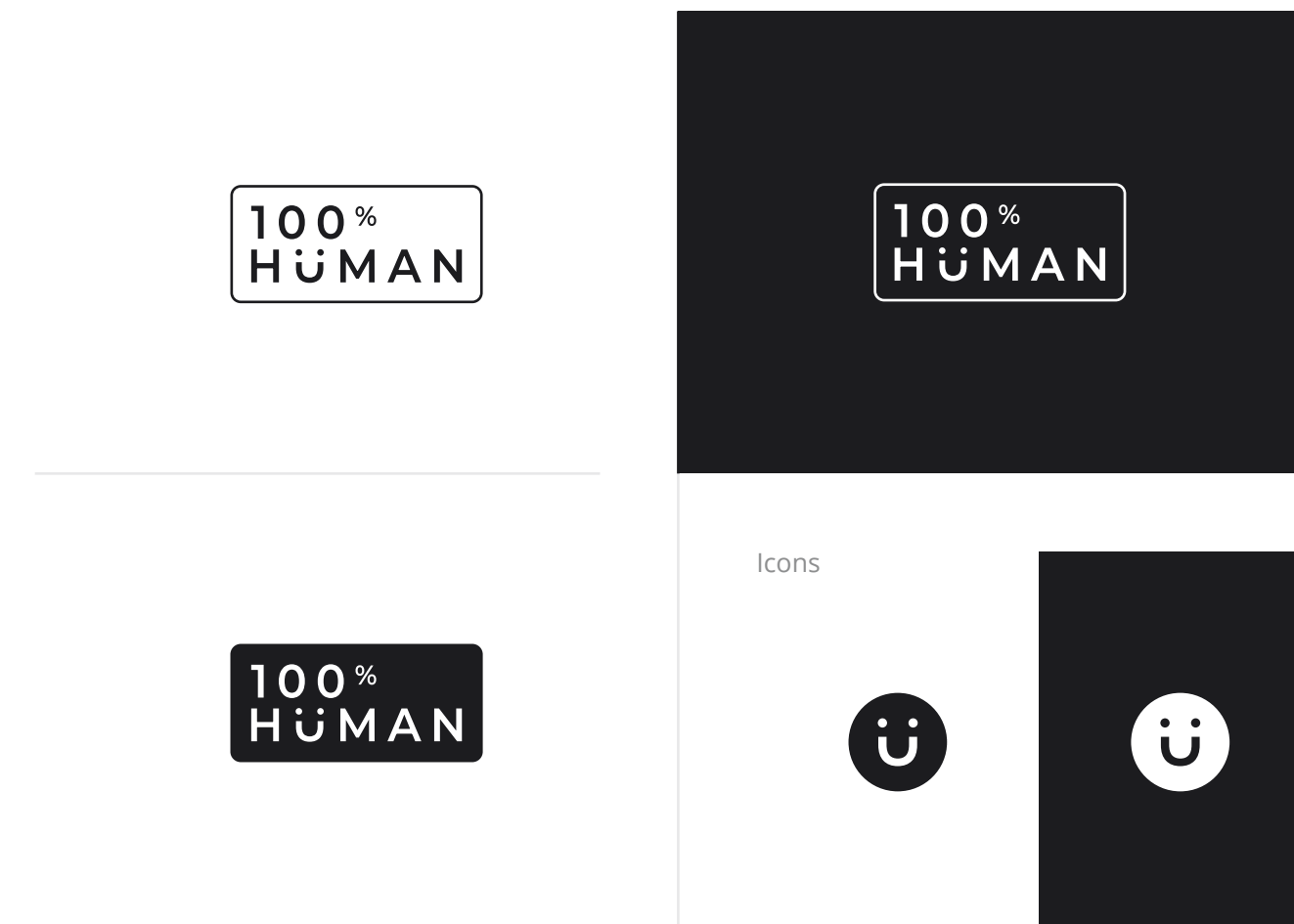
BRAND GUIDELINES



Colour guide



Stacked alternatives



Typography

HEADING FONT

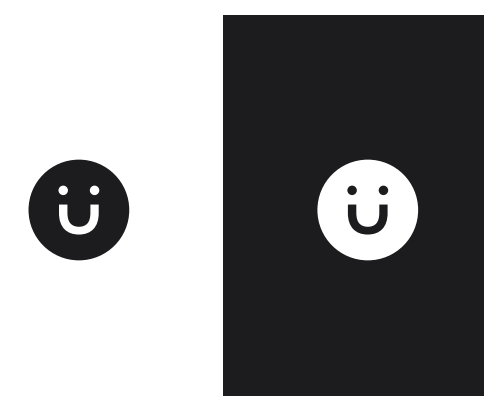
BARLOW SEMIBOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Clear space (minimum)



Icons





SUGGESTED IMPLEMENTATIONS

The screenshot shows a GadgetGuy article titled "Last chance to grab a great Samsung Galaxy S24 pre-order deal". The page layout includes a top navigation bar with social media icons, a search bar, and a main content area. A sidebar on the right lists trending articles. At the bottom of the article content, a 100% Human logo is implemented in a light grey box with supporting text and a link to learn more.

When partnering with 100% Human, we ask that the 100% Human logo is visible on all human-written articles. Example positions could include a small logo at the top of an article, or a banner across the bottom (or both). We also request that placements include a hyperlink to the 100% Human website.

<https://100human.com.au/>

Top positioning

When positioning the 100% Human logo at the top of an article, please make sure that the logo is no smaller than the prescribed size on page 3. Be sure to also leave enough clear space around the logo so it is legible and uncluttered. We suggest that the logo is positioned beside or below the your author's byline to reinforce our message.

Bottom positioning

The bottom positioning option should be housed in a light grey box and include supporting copy to further explain the initiative. Don't forget the link!

Australian internet also lags behind the rest of the world, including our New Zealand neighbours. Although **NBN speed increases are on the horizon**, residential multi-gigabit speeds are a while away.

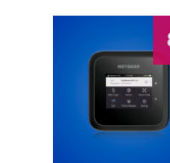
Wi-Fi 7 still has its place, supporting stable traffic between many devices at the same time, and overall network stability. For now, it's mainly best suited to homes with the fastest internet speeds and all the latest gear.

[Read more networking tech news on GadgetGuy](#)



This article has been written by a bona-fide, air breathing, flesh and blood professional human person who understands the nuances of their field. [Click to learn more](#)

Related



NETGEAR NIGHTHAWK M6 PRO (MR6550) REVIEW: INTERNET ON THE GO



NETGEAR NIGHTHAWK RS700S WI-FI 7 ROUTER REVIEW: WARP SPEEDS



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ADDITIONAL SUPPORT (SIDEBAR)

The screenshot shows a website sidebar with a dark header containing navigation links: NEWS, REVIEWS, GUIDES, DEALS, BRANDS, and a SEARCH icon. The main content area features three article cards:

- SAMSUNG GALAXY Z FLIP 6 REVIEW: REFINED AND READY** (26/07/2024) with a score of 8.6. Description: "The Samsung Galaxy Z Flip 6 is really the ultimate phone for people who want a flexible phone in more ways than one."
- MOTOROLA RAZR 50 ULTRA REVIEW: BRINGING THE FUN BACK TO PHONES** (26/07/2024) with a score of 8.5. Description: "The Motorola Razr 50 Ultra is more than just a great flip phone. It's a great phone, full stop, with a fun point of difference."
- SAMSUNG GALAXY WATCH ULTRA REVIEW: THE 'ULTRA' ANDROID ALTERNATIVE?** (25/07/2024) with a score of 8.9. Description: "Samsung's Galaxy Watch Ultra is a dead-ringer for Apple's Watch Ultra, but does it have what it takes to be the 'Ultra' Android alternative?"

Below the articles is a "LOAD MORE" button. To the right is a utility widget titled "Find a better phone plan" with dropdowns for "Choose a Phone/BYO" and "5GB+ Data", and a "Search 30 Carriers" button. Below this is a pink "ASK US!" call-to-action box and a "100% HUMAN" badge with supporting text.

At the bottom, there are three category cards: "FOR HOME" (score 8), "FOR WORK", and "FOR FUN" (score 8.4).

If you wish to show additional support for 100% Human on your website, a sidebar block is a great option. We would recommend the 100% Human logo with supporting copy to the effect of the below example.

"*Insert publication name*" is 100% Human content, written by Australians for Australians. We do not use generative AI to write the articles on our site, and forbid any AI company or bot from unauthorised use of our content for training or generative AI purposes. [Learn more](#)"

The logo and 'Learn more' should include a hyperlink to the 100% Human website.

<https://100human.com.au/>

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