

# vouchercloud<sup>tm</sup>

## Creative Guidelines

**v3.1 May 2016**

Our image assets are exclusive to the site.  
Please request **PSD templates** from your account manager.



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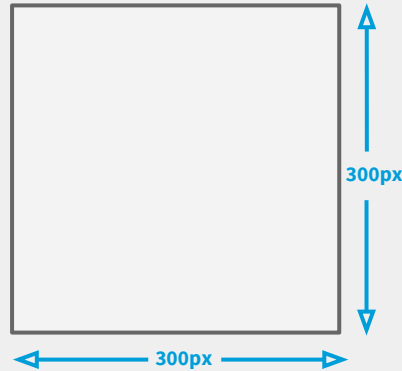
# Merchant logo

Size: **300px (w) x 300px (h)** pixels

Format PNG, RGB

File size Keep below 100kb

Notes Please note stacked logos often work better as the logo can appear small. This will help with brand recognition.



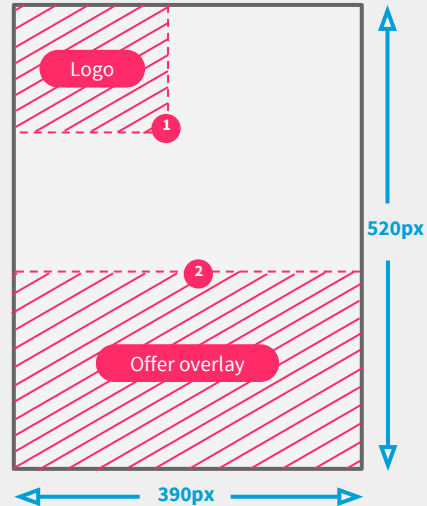
## Examples:



# MPU banner

Where:	Banners appear on the homepage slideshow and in the right column in various pages.
Size:	<b>390px (w) x 520px (h)</b>
Exclusion zones:	<ol style="list-style-type: none"><li>1. Logo is overlaid over the image in the top left corner. Please do <b>not</b> include this in the banner.</li><li>2. Ensure the focus of the image is <b>not</b> in the bottom half of the image, where the offer copy and CTA is overlaid.</li></ol>
Must contain	<b>Only an image</b>
Format	JPEG, RGB
File size	Keep below 500kb

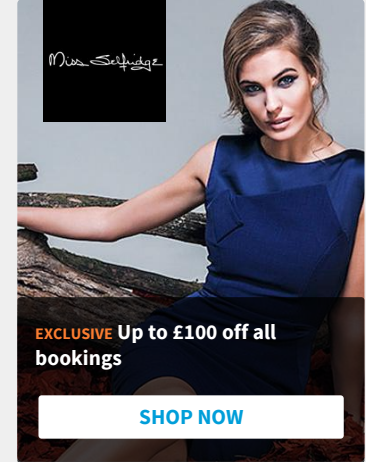
## Exclusion guides:



## Examples:



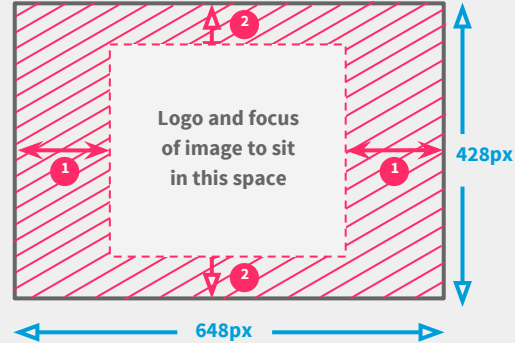
## In situ:



# UBER offer

Size:	<b>628px (w) x 428px (h)</b>
Exclusion zones:	<ol style="list-style-type: none"><li><b>140px</b> from left and right</li><li><b>60px</b> from top and bottom</li></ol>
Must contain	Image and logo. The logo and important part of the image should <b>not be</b> in the exclusion zones.
Format	JPEG, RGB
File size	Keep below 400kb

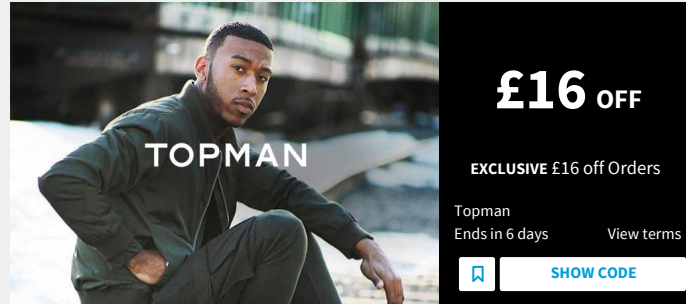
## Exclusion guides:



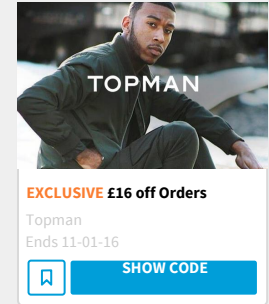
## Artwork example:



## In situ (at desktop):



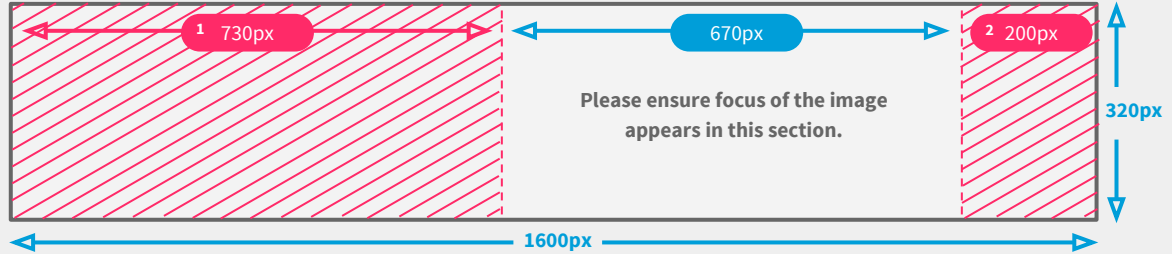
## In situ (at mobile):



# Merchant hero image

Size:	<b>1600px (w) x 320px (h)</b>
Exclusion zones:	<b>1. 730px</b> from left edge <b>2. 200px</b> from right edge
Must contain	Image only. <b>No copy or logos.</b> Important part of image must not sit in exclusion zones.
Format	JPEG, RGB
File size	Keep below 500kb

## Exclusion zones:



## Examples:

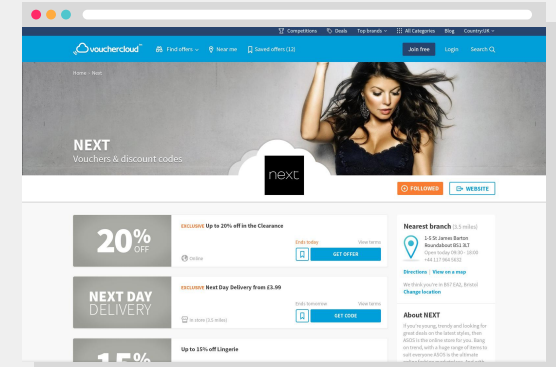


The focus of the image will be visible on all platforms



The focus of the image will be cropped out on the app

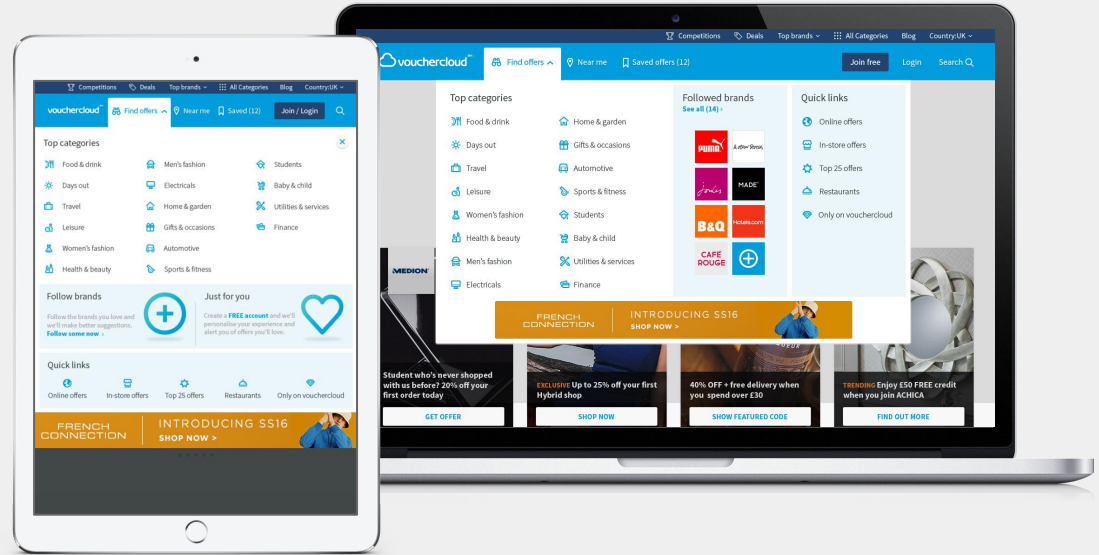
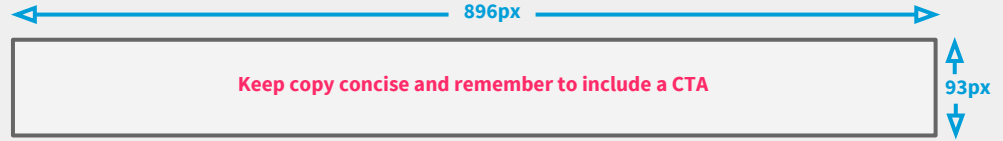
## In situ:



# Mega Nav banner

Size:	896px (w) x 93px (h)
Must contain	Copy, logo and CTA.
Format	JPEG. RGB
File size	Keep below 200kb
Notes	Please keep copy concise ie. 10% OFF FREE DELIVERY

Exclusion zones:



# Competition tiles

Size: **474px (w) x 338px (h)**

Exclusion zones: 34px from top and bottom

Must contain Image and logo. The logo and focus of the image **should not** be in the exclusion zones.

Format JPEG, RGB

File size Keep below 200kb

Exclusion zones:



Example showing exclusion zones:



Creative example:





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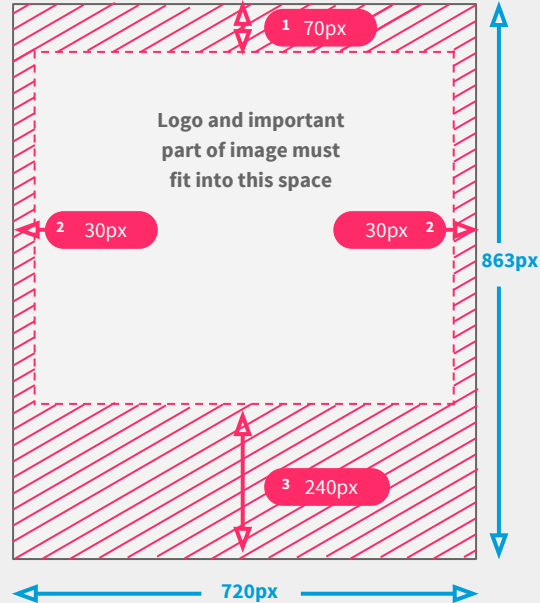
## Email

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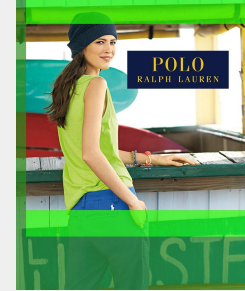
# App Featured banner

Size:	<b>720px (w) x 863px (h)</b>
Exclusion zones:	<ol style="list-style-type: none"><li>1. 70px at top.</li><li>2. 30px from left and right</li><li>3. 240px at bottom for the text overlay</li></ol>
Must contain	Merchant logo only inside exclusion zones. There should be no copy or offer details inside the image as these are overlaid.
Format	JPEG. RGB
File size	Keep below 500kb

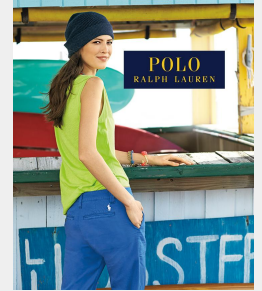
## Examples:



## Examples showing guides:



## Artwork examples:



# App Gallery Image

Size:	<b>500px (w) x 300px (h)</b>
Exclusion zones:	30 pixel exclusion zone around sides
Must contain	The artwork should feature no branding or copy, and the main focus of the artwork should always be visible and unobstructed.
Format	JPEG. RGB
File size	Keep below 200kb

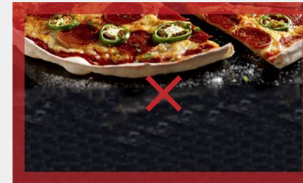
## Exclusion guides:



## Examples:

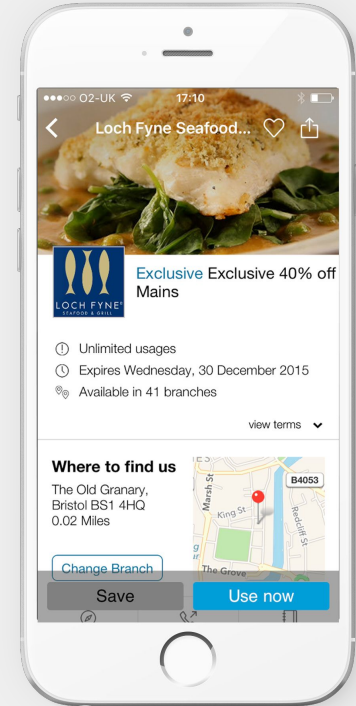


The focus of the image will always be visible



The focus of the image will be cropped out

## Example in situ:



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# Email tiles

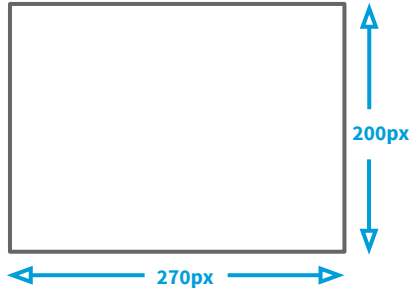
Size: **270px (w) x 200px (h)**

Must contain The artwork should include an image and a logo. **No copy** should ever be included.

Format JPEG. RGB

File size Keep below 200kb

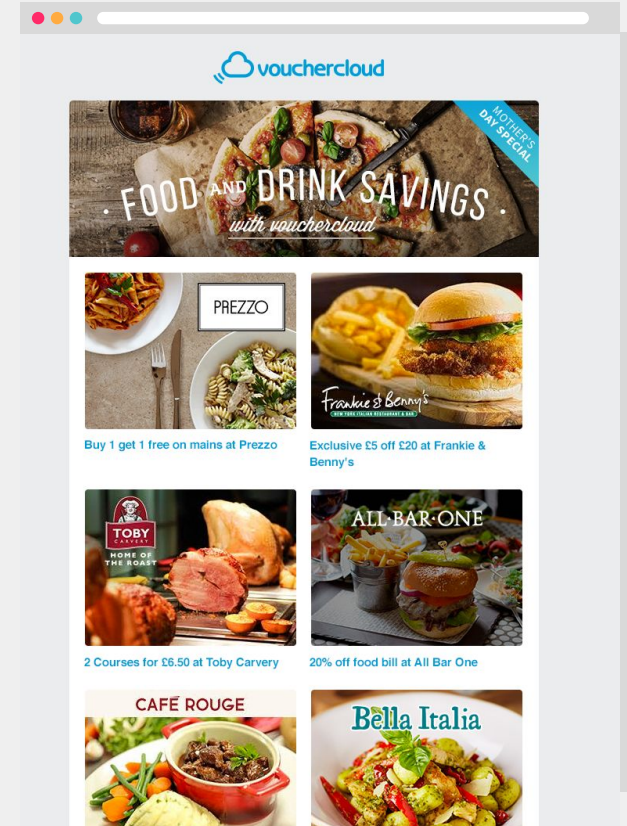
Size:



Examples:



In situ:



# Enhanced Offer Alert

Size: **590px (w) x 200px (h)**

Must contain The artwork should feature a logo, offer copy and a CTA

Format JPEG, RGB

File size Keep below 200kb

Size:

