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CHECKERS MOBILE APP BANNERS SPECIFICATION SHEET

Version 2.0 / 09.2021

APP BANNER OVERVIEW:

Delivery Instructions

- Creative Agency/Brand to supply creatives to Rainmaker campaign manager 2 weeks before the campaign start date so that it can follow through the approval process.
- When sending the creatives to the Rainmaker campaign manager for approval, please include a presentation which outlines each creative element, size and copy when relevant PLUS ensure the open files are also included so that the banners can be loaded and tested on the test site.
- Creative Agency/Brand to make final creative (no errors) available to Rainmaker 5 working days before the start of a campaign, by 12pm.
- Creative should be shared with the relevant campaign manager directly, and digital@rainmakermedia.co.za should be CC'd.
- Creative Agency/Brand to specify which creative pertains to the Digital Line Item on the CE.
- Creative to be saved as final creative per line item folder.
- Creative Agency/Brand to include in the Delivery email: validity, phases/bursts, number of creative refresh/sets and any outstanding items still to be delivered.

Artwork Guidelines

- Creative should have a heading and a title on the left, and image or product on the right.
- Do not include Checkers Logos.
- Headings and CTA should be title case.
- Do not use a CTA of BUY NOW or SHOP NOW (as users cannot buy instantly, we are non-transactional on site).

File Name Convention

- Job000_CH_Campaign_DV360_Display_250x250px.psd

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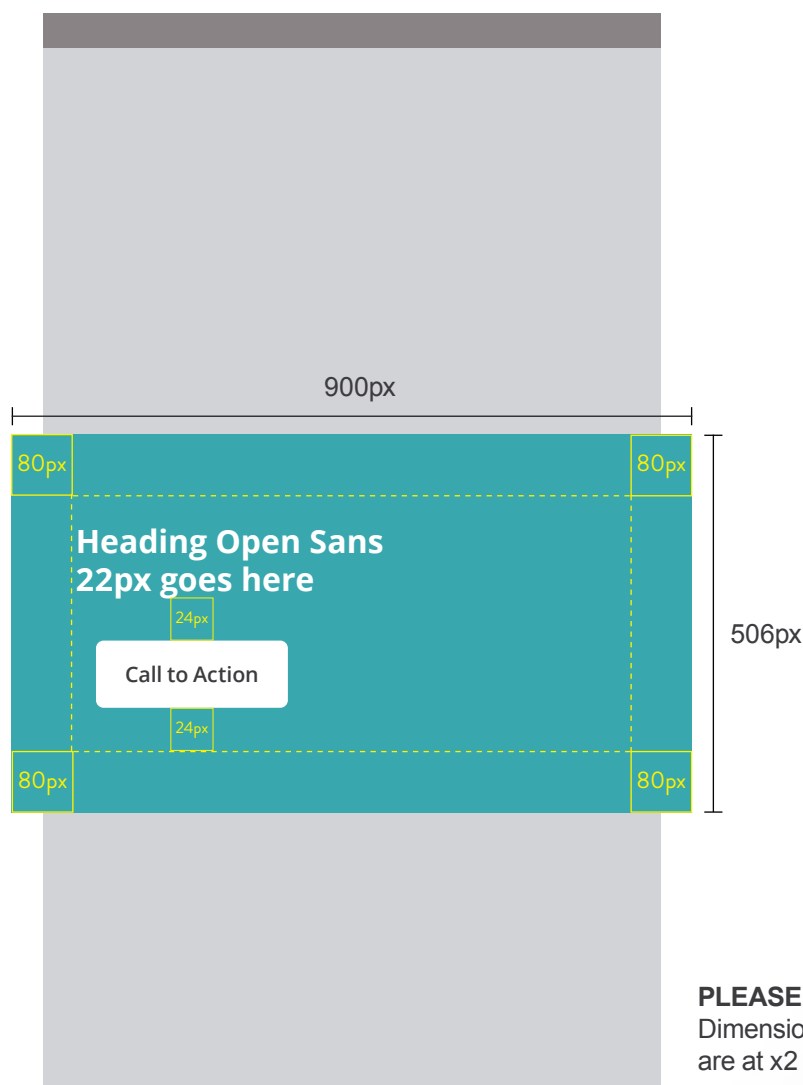Checkers

APP BANNER
OVERVIEW:

Organisation of Final Files

- Ensure your creative folders are compressed in individual ZIP files, and please avoid compressing them into one collective ZIP file.
- Folders: One main folder named according to the campaign name.
- Banner Subfolder: Create a subfolder/s named according to the banner/s the campaign is for (Shoprite/Checkers).
- Media Element Subfolder: Each banner folder should then contain a folder for each media element.
- Within Media Element Subfolders: add all banners and copy deck where relevant.

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GENERAL GUIDELINES FOR HOME PAGE CAROUSEL BANNER

Templates: Use only the supplied templates for creating assets.

The complete template pack (including fonts) can be downloaded here.

The template files are in layered Adobe Photoshop (PSD) format.

Size: Width: 900px / 450px, Height: 506px / 253px

Safe space: 80px all round

Text: Open Sans, 22px

Call to action: If included it must be baked in on the artwork.

Call to action: Width: 160px min / 311px max, Height: 48px

900px

80px | 80px

Heading Open Sans 22px goes here

24px

Call to Action

24px

80px | 80px

506px

PLEASE NOTE:
Dimensions above are at x2 sizing

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APP BANNER EXAMPLES

Send Food to Someone in Need in KZN on WhatsApp

WhatsApp
Simply WhatsApp "Hi" to 087 240 5385

Find out More

Checkers SIXTY60

Groceries Delivered in 60 Minutes

Download the App

TONE OF VOICE

Consistency in the language used is key. A consistent tone of voice creates a strong identity and instils trust in the consumer.

Copy should be in the Checkers Tone of Voice which is:
- Sophisticated
- A little cheeky
- Warm and friendly
- Authentic and sincere

Try to:
- Exercise brevity: Copy should be concise, strive to get the message across in the quickest way possible.
- Communicate a single-minded message.

Copy should be in the Checkers Tone of Voice which is not:
- Arrogant
- Bragging/overly confident
- Funny
- Cheesy

Avoid:
- Puns
- Overly colloquial words like "just" … use language like "simply" instead.
- Patronising or "talking down" to the customer.

CTA (Call to Action) must be simple and clear.
Approved options are as follows:

- Find out More
- View Deal/s
- Explore Range
- Find Inspiration
- View Recipe
- Find out How

- Get Xtra Savings
- Get Started
- Enter Now
- Redeem Now
- Sign Up

General notes:
- Avoid copy that references item location within the store or online.
- Avoid directing customers to memberships or rewards programmes that are not part of the Shoprite Group.

BRAND OVERVIEW:
CHECKERS LOGO

LOGO ARCHITECTURE

The logo is made up of a logotype and tagline.

logotype

Checkers
better and better

tagline

BRAND OVERVIEW:
CHECKERS LOGO

LOGO CLEAR SPACE

A clear space area around the logo has been created to protect its integrity and make sure the logo is easy to read. The height of the "e" of the logo is taken as a guide to define the clear space area.

BRAND OVERVIEW:
CHECKERS LOGO

LOGO COLOUR USAGE

The logo must always be used in the following ways to ensure brand consistency.

Teal logo on white background

White logo on teal background

BRAND OVERVIEW:
CHECKERS LOGO

OTHER LOGOS

These are other logos used under the Checkers brand for Digital media.

Checkers Hyper

Xtra Savings

LiquorShop

LiquorShop / Checkers

Only use LiquorShop Checkers logo on Paid Media / Display Banners against a teal background

Sixty60

ARA / Under 18

Checkers Trolley

* Wine Route only use Checkers trolley Logo

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BRAND OVERVIEW:
COLOUR

PRIMARY COLOURS

Referred to as Teal.

Colour to be used on website:

R=56
G=168
B=174

#38a8ae

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BRAND OVERVIEW:
COLOUR

OTHER LOGOS

These are the colour breakdowns for the other logos used in Digital in the Checkers brand.

RGB: R=56 | G=168 | B=174
Hex: #38A8AE

RGB: R=76 | G=195 | B=190
Hex: #1bb1aa

RGB: R=250 | G=96 | B=32
Hex: #FF4219

Teal Hex: #38A8AE
Black Hex: #404041

RGB: R=56 | G=168 | B=174
Hex: #38A8AE

Hex: #51B94A

BRAND OVERVIEW:
TYPOGRAPHY

PRIMARY FONT

The Helvetica Neue LT Std family can be used in all weights and sizes in all print and online media.

Helvetica Neue Light

abcdefghijklmanñopqrstuvwxyz
ABCDEFGHIJKLMANÑOPQRSTUVWXYZ
0123456789' ?!"(%)#@ /&<-+÷×=> $€:;,.*

Helvetica Neue Regular

abcdefghijklmanñopqrstuvwxyz
ABCDEFGHIJKLMANÑOPQRSTUVWXYZ
0123456789' ?!"(%)#@ /&<-+÷×=> $€:;,.*

Helvetica Neue Bold

abcdefghijklmanñopqrstuvwxyz
ABCDEFGHIJKLMANÑOPQRSTUVWXYZ
0123456789' ?!"(%)#@ /&<-+÷×=> $€:;,.*

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BRAND OVERVIEW:
TYPOGRAPHY

PRIMARY FONT USAGE

Helvetica Neue Bold

This is a headline title
Sentence case

THIS IS A HEADLINE TITLE
Upper case

Helvetica Neue Regular
Sentence case

This is for body copy. Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth.

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BRAND OVERVIEW:
TYPOGRAPHY

WEBSITE FONT

Open Sans is a Google Font and can be used in
all weights and sizes for the website only.

Open Sans Light

abcdefghijklmanñopqrstuvwxyz
ABCDEFGHIJKLMANÑOPQRSTUVWXYZ
0123456789' ?!"(%)#@ /&<-+÷×=> $€:;,.*

Open Sans Regular

abcdefghijklmanñopqrstuvwxyz
ABCDEFGHIJKLMANÑOPQRSTUVWXYZ
0123456789' ?!"(%)#@ /&<-+÷×=> $€:;,.*

Open Sans Bold

abcdefghijklmanñopqrstuvwxyz
ABCDEFGHIJKLMANÑOPQRSTUVWXYZ
0123456789' ?!"(%)#@ /&<-+÷×=> $€:;,.*

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BRAND OVERVIEW:
TYPOGRAPHY

WEBSITE FONT USAGE

Open Sans Bold

This is a Headline Title
Title case

Open Sans Regular
Sentence case

This is for body copy. Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth.

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