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**CHECKERS DISPLAY BANNERS
SPECIFICATION SHEET**

Version 3.1 / 11.2021

DISPLAY BANNERS 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
- All artwork to be supplied as flat high-res .PNG images.
- All artwork must be in 300dpi and less than 100kb in file size.
- Text and CTA elements should be included in the artwork - i.e. flattened.

File Name Convention
- Job000_CH_Campaign_DV360_Display_250x250px.psd

Organisation of Final Files
- Ensure your creative folders are compressed into one collective ZIP file, and please avoid precompressing each folder into individual ZIP files.
- Folders: One main folder named according to the campaign name.
- Banner Subfolder: Create a subfolder/s named according to 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.
- Creative/Brand to include in the Delivery email: validity, phases/bursts, number of creative refresh/sets and any outstanding items still to be delivered.

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GENERAL GUIDELINES FOR GENERIC ASSETS

Templates: Use only the supplied templates for creating assets.
The complete template pack (including fonts) can be underlined here.
The template files are in layered Adobe Photoshop (PSD) format.
Resolution: 72dpi
Static ad format: .PNG
Animated ad format: .GIF
Animated run time: 15sec (max of 3 loops)
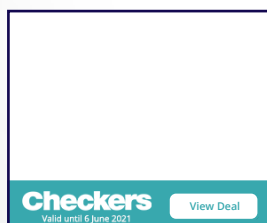File size: < 150kb
Includes CTA: Yes

Spec Guide:

300x600

Layout Guide:

300x250

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GENERAL GUIDELINES FOR GENERIC ASSETS

Spec Guide:

160x600

Layout Guide:

View Deal

Checkers
Valid until 6 June 2021

BENYLIN

View Deal

Checkers
Valid until 6 June 2021

Starts to work quickly

View Deal

Checkers
Valid until 6 June 2021

Benylin
Wet Cough
Mucus Relief
Thins and loosens chest mucus

View Deal

Checkers
Valid until 6 June 2021

320x100

Checkers
Valid until 6 June 2021

View Deal

Benylin

Checkers
Valid until 6 June 2021

View Deal

Combat your cough

Checkers
Valid until 6 June 2021

View Deal

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GENERAL GUIDELINES FOR GENERIC ASSETS

Spec Guide:

336x280

728x90

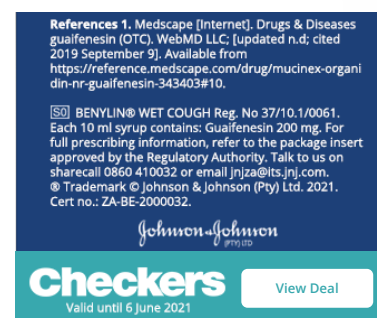**Layout Guide:**

GENERAL GUIDELINES FOR PRODUCT & PRICE ASSETS

Templates: Use only the supplied templates for creating assets.
The complete template pack (including fonts) can be underlined downloaded here.
The template files are in layered Adobe Photoshop (PSD) format.
Resolution: 72dpi
Static ad format: .PNG
Animated ad format: .GIF
Animated run time: 15sec (max of 3 loops)
File size: < 150kb
Includes CTA: Yes

Price Layout Guide:

300x600
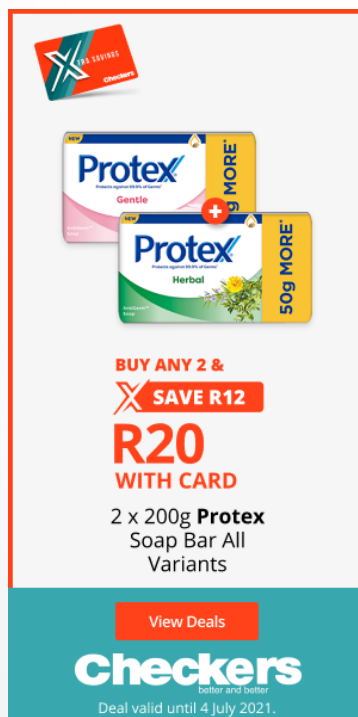
300x250

728x90

OPERA/DV360 NATIVE AD BANNERS GUIDELINES

Templates: Only use the supplied templates when creating these assets.
Include your advertiser name.
Use high-resolution images: For rectangular images or video cover images, use 1200 x 627.
For square images, use 627 x 627.
Animations are not supported, use still images only.
Only minimal text is allowed within images to avoid rejection of a creative.
Avoid titles with only product names – write titles that read like sentences.
Write descriptions that encourage users to click through to read more.
Always upload a video source file with the highest possible specifications (to increase the environments your ad can be served).

Layout Guide:

627x627

72x72

**1200x627**

LIQUORSHOP CHECKERS LOGO GUIDELINES

Templates: Use only the supplied templates for creating assets.

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

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

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

Resolution: 72dpi

Static ad format: .PNG

Animated ad format: .GIF

Animated run time: 15sec (max of 3 loops)

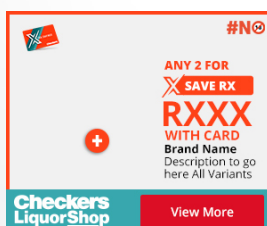File size: < 150kb

Includes CTA: Yes

Spec Guide:

Layout Guide:

300x600

300x250

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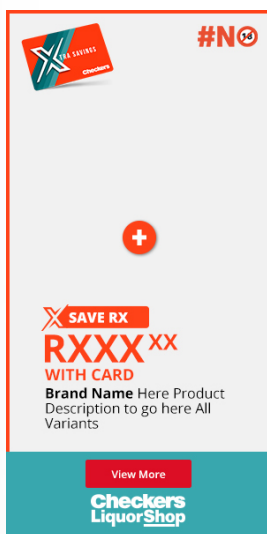
Checkers

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

LOGO DON'TS

It is not allowed to alter the structure, colour, proportions, elements or the direction of the logo.

Stretch or transform

Moving tagline

Colour change

Adding outline

Adding drop shadow

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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

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.

Checkers
better and better

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

Checkers SIXty60

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

XTRA SAVINGS

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

LiquorShop
Checkers

Teal Hex: #38A8AE
Black Hex: #404041

Checkers

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

Checkers Hyper
bigger and better

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

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

Helvetica Neue Regular

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

Helvetica Neue Bold

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

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BRAND OVERVIEW:
TYPOGRAPHY

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.