



rainmaker^{MEDIA}

CHECKERS ORGANIC SOCIAL MEDIA
SPECIFICATION SHEET

Version 2.0 / 08.2021

FACEBOOK POSTS 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.
- Social copy to be supplied in a separate word document.

Artwork Guidelines

- Must include the Checkers trolley in the bottom left corner.
- The ARA icon must be included if alcohol is advertised.
- Minimum size of the ARA icon is 32 px x 32 px, but should be proportionate to the artboard.
- Image file type: JPG or PNG
- Image size: 1080 px x 1080 px
- Post text: 90 characters recommended (125 character limit)
- Images are not allowed to be covered with more than 20% text.
- Headline text: 25 character limit
- Link description text: 30 character limit
- Where relevant, please supply the copy in a Word document and ensure that if you have more than one elements which require copy, that the copy is added into separate Word documents per element.

File Name Convention

- Job000_CH_Campaign_DV360_Display_250x250px.psd

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.

GENERAL GUIDELINES FOR FACEBOOK POSTS



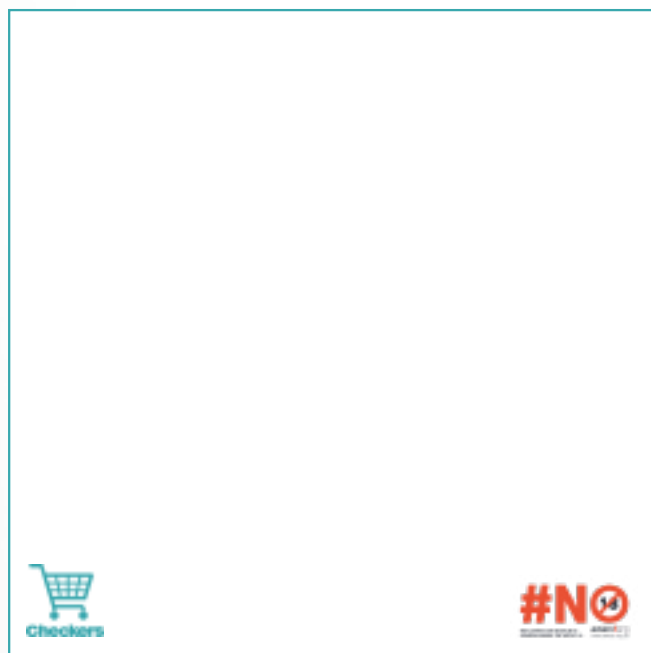
Templates: Use only the supplied templates for creating assets.
The complete template pack (including fonts) can be [downloaded here](#).
The template files are in layered Adobe Photoshop (PSD) format.

Post text: 90 characters recommended (125 character limit)

Headline text: 25 character limit

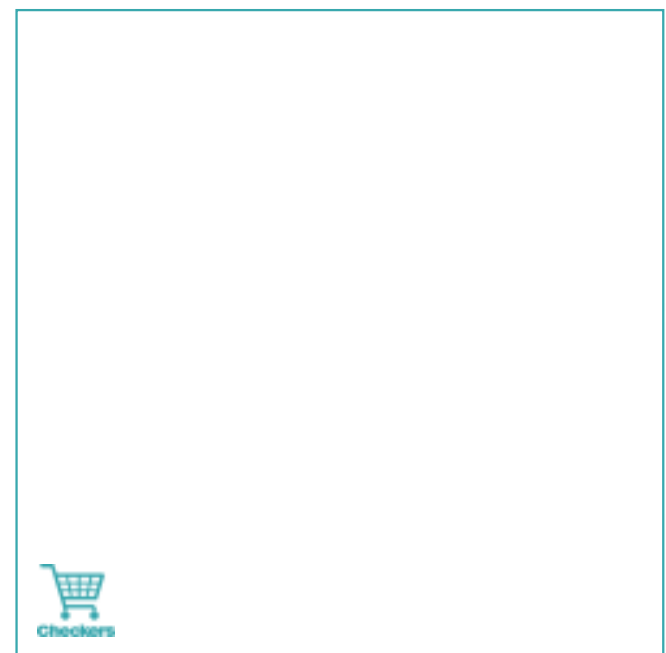
Link description text: 30 character limit

ARA icon included



1080px

ARA icon excluded



1080px

GENERAL GUIDELINES FOR PRODUCT & PRICE FACEBOOK POSTS



- 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.
Product & Price text must be in the top right corner.
Text colour: Black
Price font: Helvetica Neue Condensed Bold
Product name font: Helvetica Neue Condensed Bold
Description font: Helvetica Neue Condensed Regular

Post text: 90 characters recommended (125 character limit)



1080px

1080px

Headline text: 25 character limit
Link description text: 30 character limit

GENERAL GUIDELINES FOR XTRA SAVINGS FACEBOOK POSTS



- 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.
The artwork must have a 10 px width border.
Product & Price text must be in the top right corner. Only use the supplied price points.
Product & Price font: Open Sans
The Xtra Savings card must be in the top left corner.
Border and text colour: R-250, G-96, B-32 or #fa6020
-

Post text: 90 characters recommended (125 character limit)



1080px

1080px

Headline text: 25 character limit
Link description text: 30 character limit

IMAGE GUIDELINES FOR FACEBOOK POSTS



- Only use high-resolution images.
- Please ensure stock photography does not have the copyright layer over them.
- Non-lifestyle images can be used with other design elements and product logos.
- Product & Price images must only be on a white background.



No copyright layer on images



Non-lifestyle image with product logo



Product & Price on white background



Product & Price on white background

VIDEO AND GIF GUIDELINES FOR FACEBOOK POSTS



Facebook video or GIF formats are preferred to static image posts since engagement with video is better.

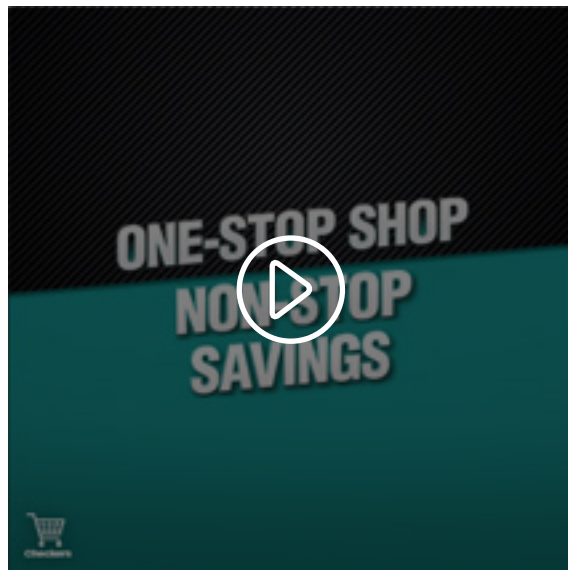
Guidelines:

- Video intros should not be longer than 2 seconds.
- Product & Price frames must not be animated and must only transition through static frames.
- Video ratio: 9:16 to 16:9
- Recommended resolution: Upload the highest-resolution video available that meets file size and ratio limits.
- Video file size: 4GB Max
- Primary post text: 125 characters
- Headline text: 25 characters
- Link description text: 30 characters

View complete Facebook video guidelines [here](#).



[Click here](#) to view video intro example



[Click here](#) to view Product & Price example

INSTAGRAM POSTS OVERVIEW:



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Artwork Guidelines

- Must include the Checkers trolley in the bottom left corner.
- The ARA icon must be included if alcohol is advertised.
- Minimum size of the ARA icon is 32 px x 32px, but should be proportionate to the artboard.
- Image file type: JPG or PNG
- Image size: 1080px x 1080px
- Post text: 90 characters recommended (125 character limit)
- Maximum file size: 30MB
- For more information on Instagram ads specs please refer to the [Instagram guide](#).
- Where relevant, please supply the copy in a Word document and if you have more than one element which requires copy, ensure that the copy is added into separate Word documents per element.

File Name Convention

- Job000_CH_Campaign_DV360_Display_250x250px.psd

Organisation of Final Files

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- Within media element subfolders: add all banners and copy deck where relevant.

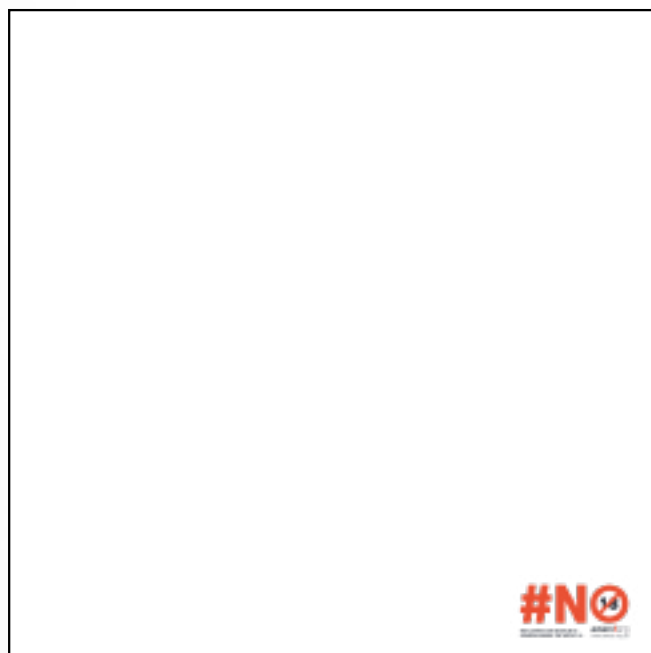
GENERAL GUIDELINES FOR INSTAGRAM POSTS



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.

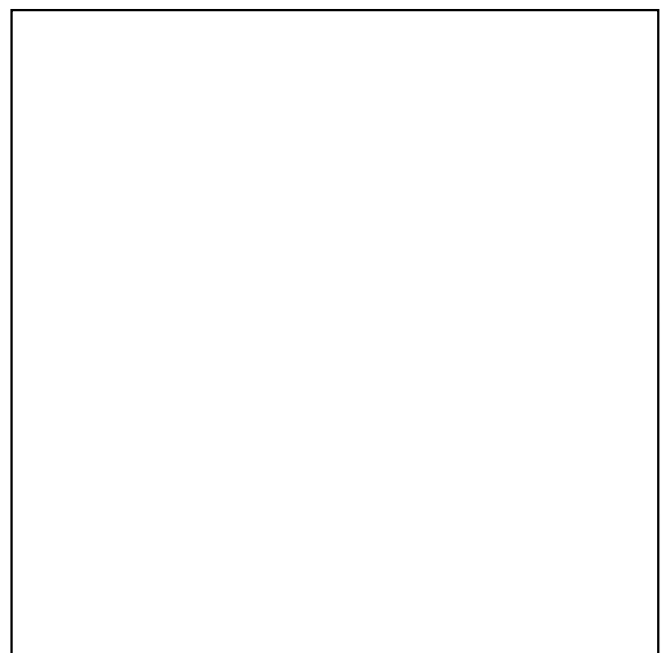
Post text: 90 characters recommended (125 character limit).
The Checkers trolley is not added to the artwork.

ARA icon included



1080px

ARA icon excluded



1080px

INSTAGRAM STORIES 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.
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- Social copy to be supplied in a separate word document.

Artwork Guidelines

- Must include the Checkers trolley in the bottom left corner.
- The ARA icon must be included if alcohol is advertised.
- Minimum size of the ARA icon is 32 px x 32px, but should be proportionate to the artboard.
- Image file type: JPG or PNG
- Image size: 1080px x 1080px
- Post text: 90 characters recommended (125 character limit)
- Maximum file size: 30MB
- For more information on Instagram ads specs please refer to the [Instagram guide](#).
- Where relevant, please supply the copy in a Word document and if you have more than one element which requires copy, ensure that the copy is added into separate Word documents per element.

File Name Convention

- Job000_CH_Campaign_DV360_Display_250x250px.psd

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.

GENERAL GUIDELINES FOR INSTAGRAM STORIES



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.

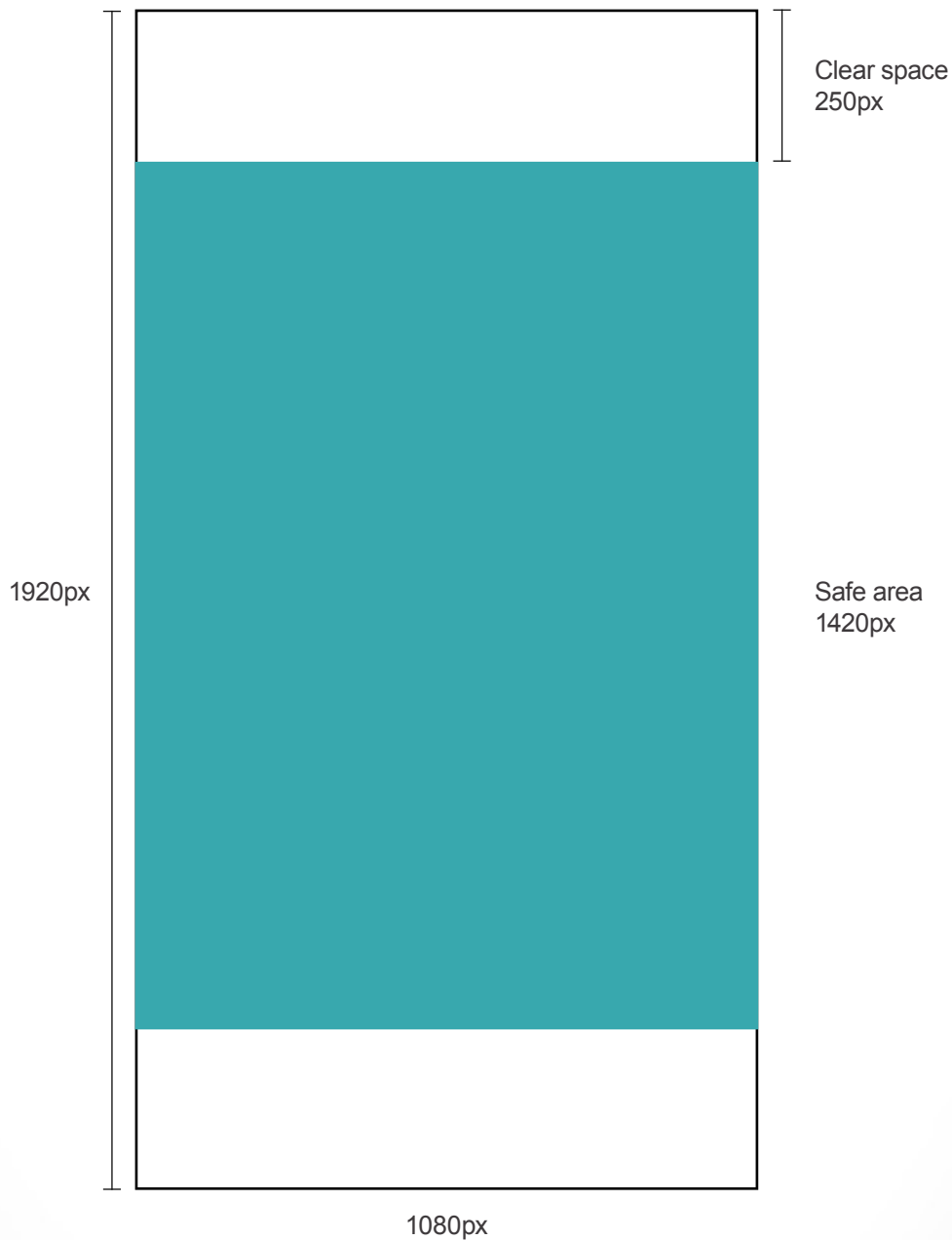


IMAGE GUIDELINES FOR INSTAGRAM POSTS



- Only use high-resolution images.
- Please ensure stock photography does not have the copyright layer over them.
- Instagram imagery should be beautiful. Only use lifestyle images and avoid Product & Price executions.
- Lifestyle images can be used with other design elements and product logos.



No copyright layer on images



Lifestyle image



Lifestyle image with product logo



Lifestyle image with product and no price

VIDEO AND GIF GUIDELINES FOR INSTAGRAM POSTS

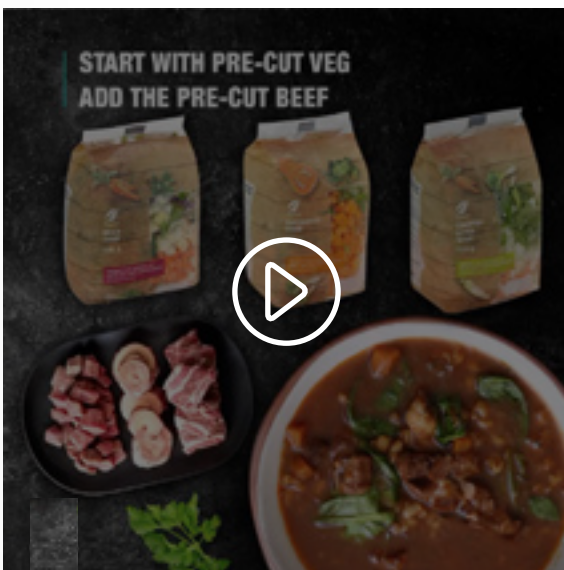


Instagram video or GIF formats are preferred to static image posts since engagement with video is better.

Guidelines

- Only lifestyle images and video must be used.
- No prices must be displayed with products.
- Video ratio: 9:16 to 16:9
- Recommended resolution: Upload the highest-resolution video available that meets file size and ratio limits.
- Video file size: 4GB Max
- Post text: 90 characters recommended (125 character limit)

View complete Instagram video guidelines [here](#).



[Click here](#) to view video with products

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 | • Get Xtra Savings |
| • View Deal/s | • Get Started |
| • Explore Range | • Enter Now |
| • Find Inspiration | • Redeem Now |
| • View Recipe | • Sign Up |
| • Find out How | |

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.



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.



Checkers
better and better

Teal logo on white background



Checkers
better and better

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

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

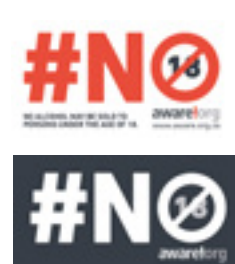
**Only use LiquorShop Checkers logo on Paid Media / Display Banners against a teal background*



Sixty60



ARA / Under 18



Checkers Trolley

** Wine Route only use Checkers trolley Logo*



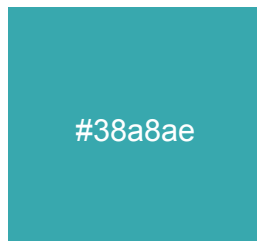
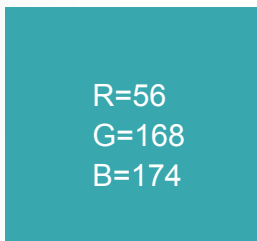
BRAND OVERVIEW: COLOUR



PRIMARY COLOURS

Referred to as Teal.

Colour to be used on website:



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

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789' ?!"(%)#@ /&<-+÷x=> \$€::,.*

Helvetica Neue Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789' ?!"(%)#@ /&<-+÷x=> \$€::,.*

Helvetica Neue Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789' ?!"(%)#@ /&<-+÷x=> \$€::,.*

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.

BRAND OVERVIEW: TYPOGRAPHY



WEBSITE FONT

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

Open Sans Light

abcdefghijklmnopqrs
tuvwxyz
ABCDEFGHIJKLMANÑOP
QRSTUVWXYZ
0123456789' ?!"(%)#@ /&<-+÷x=> \$€:;,.*

Open Sans Regular

abcdefghijklmnopqrs
tuvwxyz
ABCDEFGHIJKLMANÑOP
QRSTUVWXYZ
0123456789' ?!"(%)#@ /&<-+÷x=> \$€:;,.*

Open Sans Bold

**abcdefghijklmnopqrs
tuvwxyz
ABCDEFGHIJKLMANÑOP
QRSTUVWXYZ
0123456789' ?!"(%)#@ /&<-+÷x=> \$€:;,.***

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.

