



**rainmaker**<sup>MEDIA</sup>

**CHECKERS PAID SOCIAL MEDIA  
SPECIFICATION SHEET**

**Version 1.0 / 08.2021**

# PAID SOCIAL MEDIA OVERVIEW:

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## 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](mailto: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
- Video file type: MOV or MP4
- Size: 1080 px x 1080 px
- 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 FB/IG SLIDESHOWS

**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 Ratio:** 1:1

**Max File Size:** 30 MB

**File Type:** .jpg or .png

**Image size:** Minimum width 1080 pixels height depending on aspect ratio

**Number of Images:** 3-10

**Length:** 50 seconds max

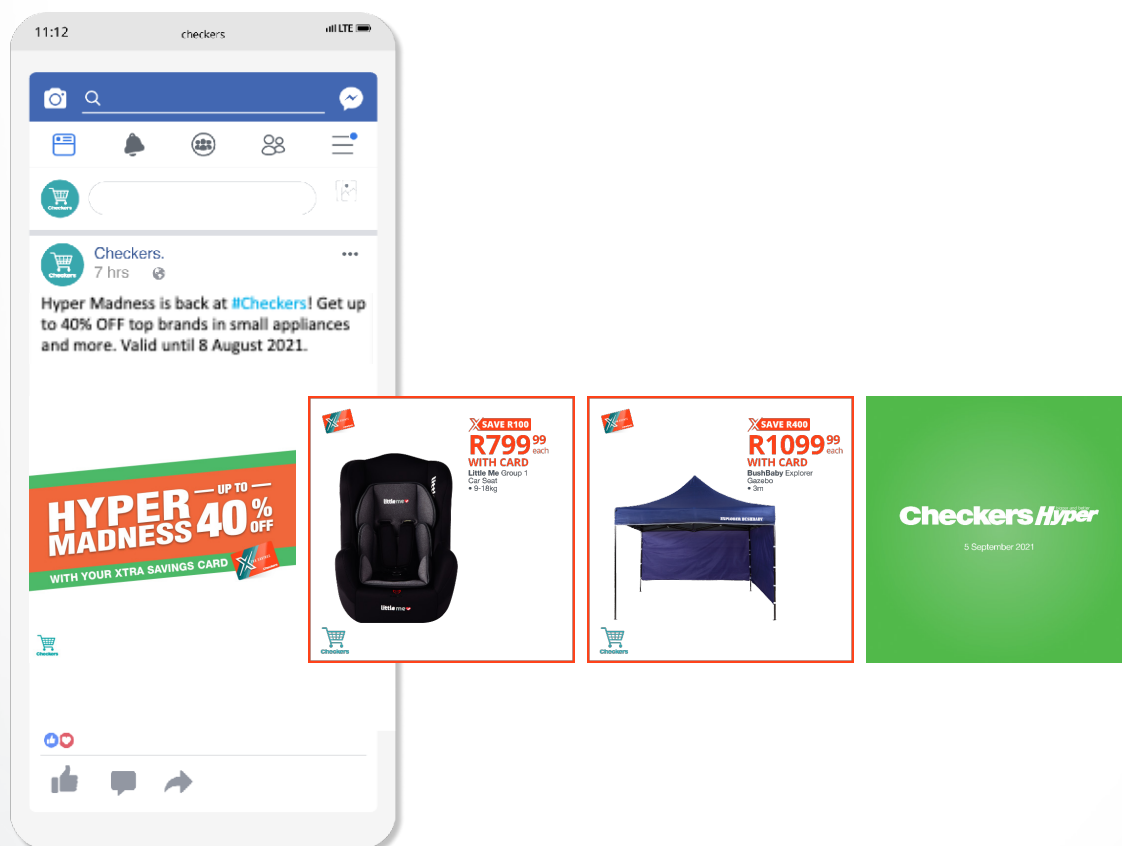
**Image Duration:** 0,5; 1; 2; 3; 4; 5 seconds (Please note: The duration options will change depending on how many images you'd like to use. The image duration must be the same for each image. If you choose to display each image 2 seconds the max number of images will be 7)

**Text:** No more than 330 characters recommended since Facebook includes a More link

**Headline:** 25 Characters

Website URL

**News Feed Link Description:** 90 Characters



# GENERAL GUIDELINES FOR FB/IG CAROUSEL ADS

**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 ratio:** 1:1

**Max File Size:** 30 MB (Images) 4GB (videos)

**File Type:** .jpg or .png (Images) Mp3 or MoV (Videos)

**Video Length:** up to 60 seconds

**Image size:** Minimum 1080 x 1080 pixels

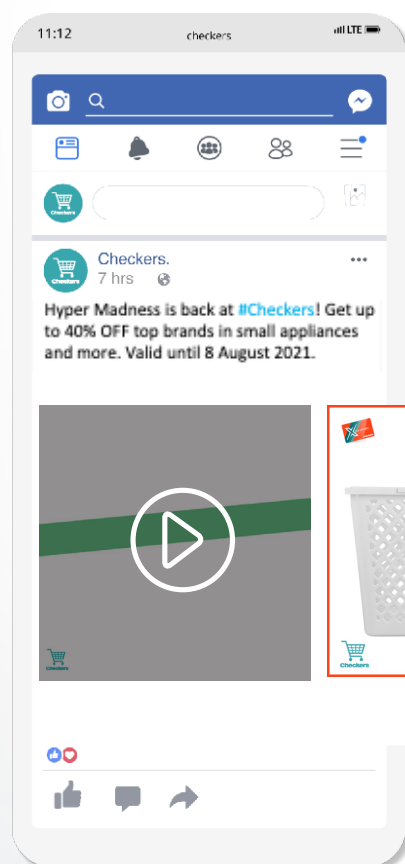
**Number of cards:** 2–10

**Text:** We recommend that the key message is in the first 125 characters. The position of this text varies by placement

**Headline:** 40 characters

Website URL in case Instant Experience is not implemented

**News Feed Link Description:** 20 characters



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

# GENERAL GUIDELINES FOR FB/IG VIDEO ADS



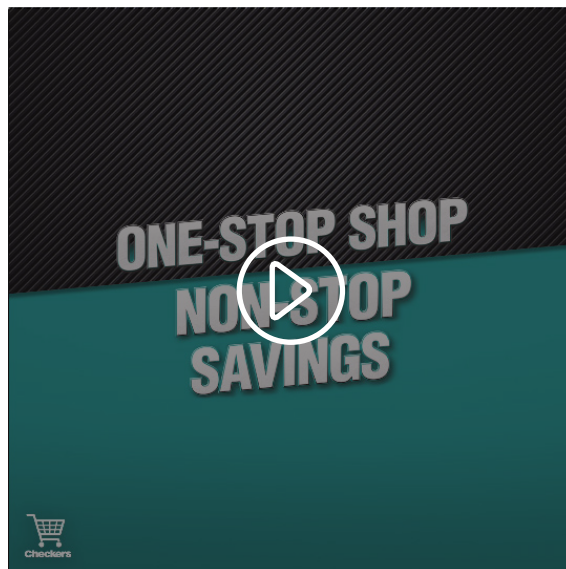
Video formats are preferred to static image posts since engagement with video is better.

## Guidelines:

- **Display Size:** 1080 x 1080
- **Video Ratio:** 1:1
- **Max File Size:** 4GB
- **File Type:** .MP4 or MOV
- **Video:** H.264 compression, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression at 128kbps+
- **Length:** Recommended 5- 15 seconds. Max 60 Sec
- Video intros should not be longer than 2 seconds Video Captions are recommended for video's with sound
- **Minimum resolution:** minimum width 600 pixels, length dependent on video aspect ratio
- Product & Price frames must not be animated and must only transition through static frames
- **Post text:** No more than 330 characters recommended since Facebook includes a More link
- **Headline text:** 25 character limit
- Website URL
- **News Feed Link Description:** 90 Characters



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



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

# GENERAL GUIDELINES FOR PAID SOCIAL MEDIA



**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.

ARA icon included



ARA icon excluded



# GENERAL GUIDELINES FOR PRODUCT & PRICE

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**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



1080px

1080px



# GENERAL GUIDELINES FOR XTRA SAVINGS



**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



1080px

1080px



# IMAGE GUIDELINES FOR PAID SOCIAL MEDIA

- 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

# 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

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## LOGO ARCHITECTURE

The logo is made up of a logotype and tagline.



# BRAND OVERVIEW: CHECKERS LOGO

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## 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

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## 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

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## 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

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## PRIMARY COLOURS

Referred to as Teal.

Colour to be used on website:

R=56  
G=168  
B=174

#38a8ae

# 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

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## 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

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## 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

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## WEBSITE FONT

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

Open Sans Light

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

Open Sans Regular

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

Open Sans Bold

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

# BRAND OVERVIEW: TYPOGRAPHY

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## 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 regalia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth.

