



rainmaker<sup>MEDIA</sup>

CHECKERS WEBSITE  
SPECIFICATION SHEET

Version 2.1 / 11.2021

# WEBSITE 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 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 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 THE HOME PAGE

The guide below indicates the components of the website.



## Desktop

**Hero 100% Card**

**100% Card**

**Product & Price Carousel**

**50% Card**

**30% Card**

**Categories**

## Tablet

**100% Card**

**100% Card**

**Product & Price Carousel**

**50% Card**

**30% Card**

**Categories**

## Mobile

**100% Card**

**100% Card**

**Product & Price Carousel**

**50% Card**

**30% Card**

**Categories**

# GENERAL GUIDELINES FOR THE HOME PAGE



## Desktop

checkers home Find a Store

SAVE 25% **25% OFF**

NEW SEND A VIRTUAL GROCERY VOUCHER STRAIGHT TO SOMEONE'S PHONE

Winter Freshness

You Don't Have to Dine Out to Dine Well

How Much Can We Save You Today?

Xtra Savings Deals

SA's No. 1 Shopping Bag, Best for the Environment!

How We are Responding

UNITED WE SHALL SERVE

View The Government's Online Resource & News Portal

BROWSE BY DEPARTMENT

Food Drinks Health & Beauty Household Baby Pets Outdoor Electronics

Your Account

Customer Service

Xtra Savings

Download the Checkers App

## Tablet

checkers home Find a Store

SAVE 25% **25% OFF**

NEW SEND A VIRTUAL GROCERY VOUCHER STRAIGHT TO SOMEONE'S PHONE

Winter Freshness

You Don't Have to Dine Out to Dine Well

How Much Can We Save You Today?

Xtra Savings Deals

SA's No. 1 Shopping Bag, Best for the Environment!

How We are Responding

UNITED WE SHALL SERVE

View The Government's Online Resource & News Portal

BROWSE BY DEPARTMENT

Food Drinks Health & Beauty Household Baby Pets

Your Account

Customer Service

Xtra Savings

Download the Checkers App

## Mobile

checkers home Find a Store

SAVE 25% **25% OFF**

NEW SEND A VIRTUAL GROCERY VOUCHER STRAIGHT TO SOMEONE'S PHONE

Winter Freshness

You Don't Have to Dine Out to Dine Well

How Much Can We Save You Today?

Xtra Savings Deals

SA's No. 1 Shopping Bag, Best for the Environment!

How We are Responding

UNITED WE SHALL SERVE

View The Government's Online Resource & News Portal

BROWSE BY DEPARTMENT

Food Drinks

Your Account

Customer Service

Xtra Savings

Download the Checkers App

# GENERAL GUIDELINES FOR WEBSITE BANNERS



**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.

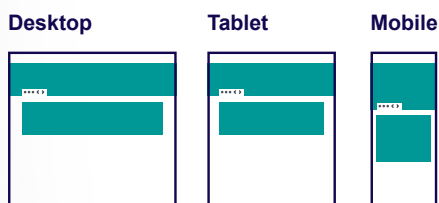
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## 100% CARD

**Deliverables:** The 100% Card is required in a hero, desktop, tablet and mobile size.  
The 100% Card can be used in the masthead carousel banner or as a card below.

**Overview:** In terms of responsivity, the 1920-wide component crops the left and right sides until it reaches 1280px wide, then the card itself starts to resize. Your safe area therefore for the 1920-wide version of your banner is the middle 1280px. Logos must be placed on the right of the banner.

**Remember:** Any Xtra savings banners should include the Xtra Savings card logo.  
Any Liquor banner should contain the ARA under 18 logo.  
Validity dates on artwork are only to be used for competitions or if it is linked to a special promotion.  
No CTA unless the banner redirect elsewhere on the site.



## 1. Desktop Hero 100% Card

**Size:** 1920px x 400px

**Brand label font:** Open Sans Bold

**Brand label font size:** 18px

**Brand label style:** All CAPS

**Title font:** Open Sans Extrabold

**Title font size:** 40px

**Title font style:** Title Case

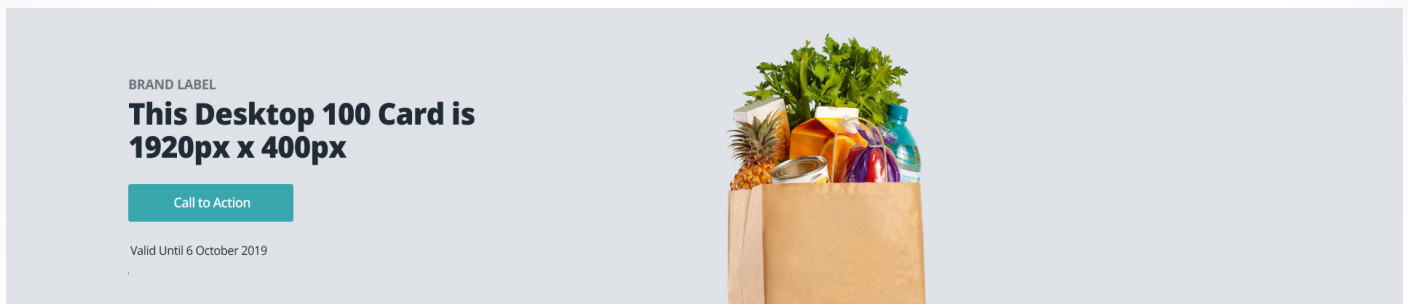
**Font colour:** #212B36

**CTA size:** 220px x 48px

**CTA corner radius:** 3px

**Validity font:** Open Sans Regular

**Validity font size:** 16px



## 2. Desktop 100% Card

**Size:** 1280px x 400px

**Brand label font:** Open Sans Bold

**Brand label font size:** 16px

**Brand label style:** All CAPS

**Title font:** Open Sans Extrabold

**Title font size:** 36px

**Title font style:** Title Case

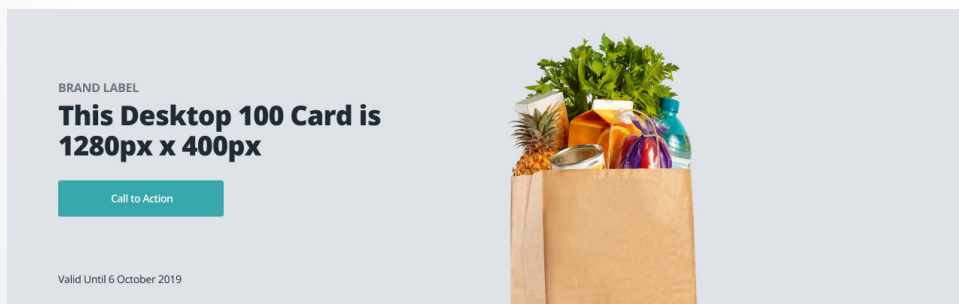
**Font colour:** #212B36

**CTA size:** 220px x 48px

**CTA corner radius:** 3px

**Validity font:** Open Sans Regular

**Validity font size:** 14px





### 3. Tablet 100% Card

**Size:** 1024px x 400px

**Brand label font:** Open Sans Bold

**Brand label font size:** 16px

**Brand label style:** All CAPS

**Title font:** Open Sans Extrabold

**Title font size:** 36px

**Title font style:** Title Case

**Font colour:** #212B36

**CTA size:** 220px x 48px

**CTA corner radius:** 3px

**Validity font:** Open Sans Regular

**Validity font size:** 14px



### 4. Mobile 100% Card

**Size:** 640px x 580px

**Brand label font:** Open Sans Bold

**Brand label font size:** 24px

**Brand label style:** All CAPS

**Title font:** Open Sans Extrabold

**Title font size:** 48px

**Title font style:** Title Case

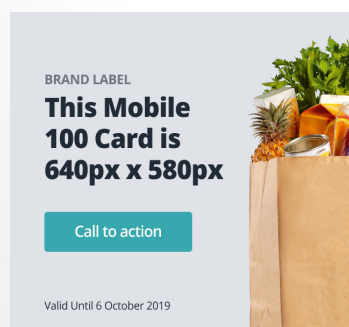
**Font colour:** #212B36

**CTA size:** 275px x 72px

**CTA corner radius:** 3px

**Validity font:** Open Sans Regular

**Validity font size:** 20px



## 50% CARD

**Deliverables:** The 50% Card has a desktop/mobile and a tablet size.

**Overview:** The 50% Card's width has been determined by placing two cards next to each other on a 1410px row with the standard gap between.  
CTA and bottom-aligned text are optional.

Desktop



Mobile



### 50% Card (Desktop and Mobile)

**Size:** 692px x 272px

**Brand label font:** Open Sans Bold

**Brand label font size:** 14px

**Brand label style:** All CAPS

**Title font:** Open Sans Extrabold

**Title font size:** 28px

**Title font style:** Title Case

**Font colour:** #212B36

**CTA size:** 160px x 40px

**CTA corner radius:** 3px

**Validity font:** Open Sans Regular

**Validity font size:** 14px

BRAND LABEL

**This 50 Card is  
692px x 272px**

Call to Action

Valid Until 6 October 2019



### 50% Card (Tablet)

**Size:** 449px x 250px

**Brand label font:** Open Sans Bold

**Brand label font size:** 14px

**Brand label style:** All CAPS

**Title font:** Open Sans Extrabold

**Title font size:** 24px

**Title font style:** Title Case

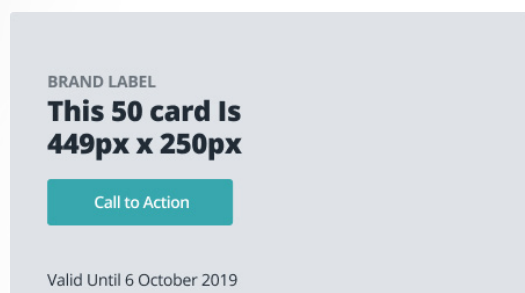
**Font colour:** #212B36

**CTA size:** 160px x 40px

**CTA corner radius:** 3px

**Validity font:** Open Sans Regular

**Validity font size:** 14px



## 30% CARD

**Deliverables:** The 30% Card is used for both desktop and mobile.

**Overview:** The 30% Card's width has been determined by placing three cards next to each other on a 1410px row with the standard gap between. The 30% Cards will also be in a carousel if there are more than three items, but this does not affect your designs.

Desktop



Mobile



### 30% Card

(Desktop and Mobile)

**Size:** 449px x 250px

**Brand label font:** Open Sans Bold

**Brand label font size:** 14px

**Brand label style:** All CAPS

**Title font:** Open Sans Extrabold

**Title font size:** 24px

**Title font style:** Title Case

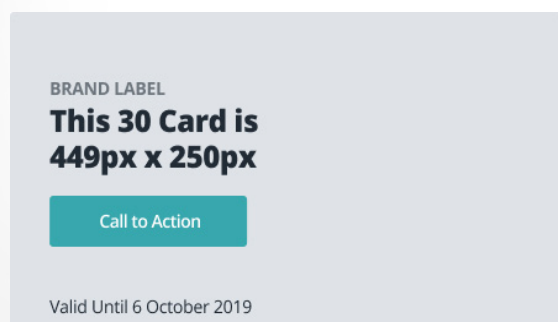
**Font colour:** #212B36

**CTA size:** 160px x 40px

**CTA corner radius:** 3px

**Validity font:** Open Sans Regular

**Validity font size:** 14px

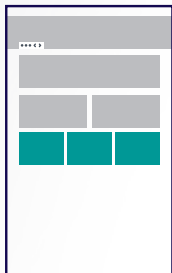


## Tablet Card

**Deliverables:** The Tablet Card is used for both desktop and mobile.

**Overview:** The Tablet Card's width has been determined by placing three cards next to each other on a 1410px row with the standard gap between. The Tablet Card will also be in a carousel if there are more than three items, but this does not affect your designs.

Desktop



Mobile



### Tablet Card

**Size:** 692x272

**Brand label font:** Open Sans Bold

**Brand label font size:** 14px

**Brand label style:** All CAPS

**Title font:** Open Sans Extrabold

**Title font size:** 24px

**Title font style:** Title Case

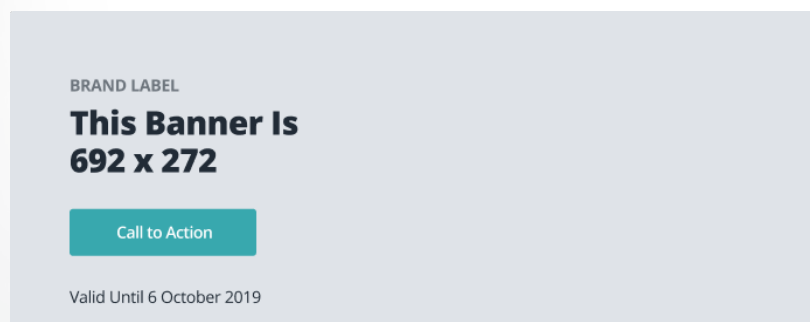
**Font colour:** #212B36

**CTA size:** 160px x 40px

**CTA corner radius:** 3px

**Validity font:** Open Sans Regular

**Validity font size:** 14px



# CAMPAIGN LANDING PAGE GUIDELINES



Components required:

1. 100% Card
2. Product & Price Carousel (created by the Rainmaker team from the list of article numbers supplied at briefing phase - No additional creative required)
3. 2x sets of 50% Cards
4. No CTA unless the banner redirects elsewhere on the site
5. Metadata completion document to be completed

## 100% Card

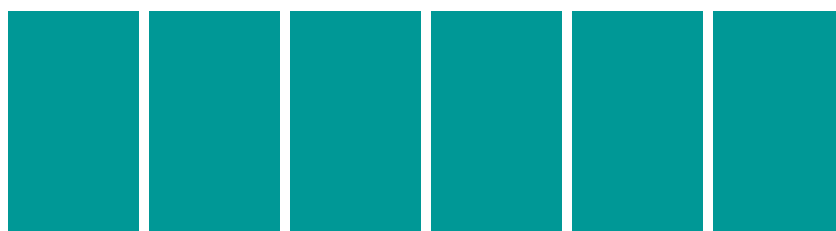


## Page Title

Ellatescid quiderumque que quam que ped quam quiam quatus te modi di omni ad quam, ommost omnis maximodi nonse quam a poremqid quia nonsect aepelleseque volupta temquas nes non pa qui nobitionet et.

## Product & Price Carousel

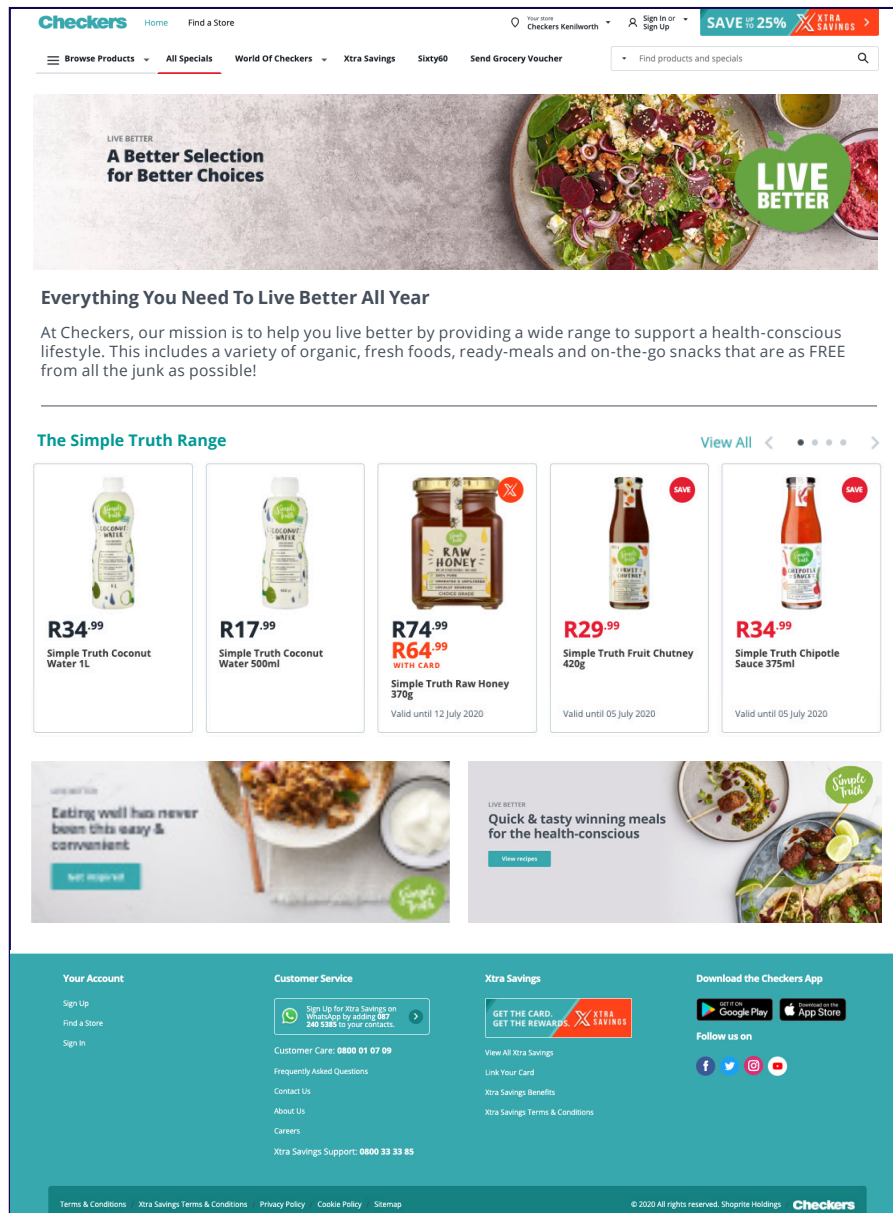
[View All](#) < • • • • >



## 50% Card



# CAMPAIGN LANDING PAGE EXAMPLES



# CAMPAIGN LANDING PAGE EXAMPLES



## 100% Banner Card

Hero 100% Card  
1920x400



Desktop 100% Card  
1280x400



Tablet 100% Card  
1024x400



Mobile 100% Card  
640x580





# CAMPAIGN LANDING PAGE EXAMPLES



## 50% Banner Card

Desktop & Mobile  
692x272



Tablet  
449x250



## 30% Banner Card

Desktop & Mobile  
449x250



Tablet  
692x272



The following information is required:

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# WEBSITE METADATA

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Use the character guidelines below to provide the following text in the Completion Guide to appear on search engines:

- **Meta-title:** 70 characters
- **Meta-description:** 160 characters
- **Keywords**
- **Proposed URL**
- **Copy to use on Landing Page**
- **Image Alt Text:** 125 characters

## Example:

- **Meta-title:**  
Stand a chance to win your share of R200 000 with <BRAND> or <BRAND> | Checkers ZA
- **Meta-description:**  
Buy ANY 2x <BRAND> or <BRAND> products and stand a chance to win your share of R200 000 in cash for school fees, stationery & groceries weekly. WhatsApp your till slip to <PHONE NUMBER>.
- **Keywords:**  
<BRAND>, <PRODUCT>, <BRAND> Back to School
- **Proposed URL:**  
<https://www.checkers.co.za/<your extension added here>>
- **Copy to use on Landing Page:**  
Stand a chance to win your share of R200 000 in cash for school fees, stationery & groceries WEEKLY. Buy ANY 2x <BRAND> or <BRAND> products and WhatsApp your till slip to <PHONE NUMBER>.
- **Image Alt Text:**  
Stand a chance to win your share of R200 000 in the <BRAND> BACK TO SCHOOL promotion. Buy ANY 2x <BRAND> or <BRAND> products. WhatsApp your till slip to <PHONE NUMBER>. T's & Cs apply.

# 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.**

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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.



**Checkers**  
better and better

Teal logo on white background



**Checkers**  
better and better

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

