



rainmaker ^{MEDIA}

**SHOPRITE EMAIL BANNER
SPECIFICATION SHEET**

Version 2.0 / 10.2021

GENERAL GUIDELINES FOR EMAIL 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

- Rules and specifications:
- Banner size: Desktop 1200px x 360px
- Banner size: Mobile 600px x 590px
- Banner format: PNG
- Headline must be title case, except for prepositions (“for”, “with”, “in”, “by”, “from”, “to”, “on” etc.) and conjunctions (“and”, “or”, “if” etc.)
- Headlines can be five lines maximum or approximately 14 characters per line
- Brand label: 20 characters, upper case
- CTA (calls to action) are allowed and must be title case

Delivery requirement for banners:

Elements to be packaged with all left-hand copy and CTA in copy deck and right-hand image as PNG

Copy:

Minimal, with no more than a few words
Strong headers and calls to action

Desktop



Height: 360px

Width: 1200px

Mobile



Height: 590px

Width: 600px

TONE OF VOICE



Do not include copyrights or disclaimers, unless legally necessary (e.g. liquor under 18 logo). Shoprite logo to always be featured on social media as stipulated in this guide.

Copy should be in the Shoprite Tone of Voice which is:

- Always written in the first person (i.e. we, not Shoprite)
- Use the active tone of voice
- Clear and to the point
- Positive and light-hearted
- Empathetic and enabling

Please try to:

- Clearly highlight the consumer benefit
- Communicate a single-minded message or idea
- Keep copy as short as possible
- Ensure a 2nd or 3rd language English speaker can easily understand you
- Embody the mindset of the Shoprite consumer

Copy should be in the Shoprite Tone of Voice which is not:

- Patronising or “talking down” to the consumer
- Political or radical
- Directive or authoritative

Please avoid:

- Adopting an “us” and “them” approach to the Shoprite consumer

TONE OF VOICE (CONT)



Do not include copyrights or disclaimers, unless legally necessary (e.g. liquor under 18 logo).

CTA (Call to Action) must be simple and clear.

Approved options are as follows:

- Get started
- Learn more / View more
- View deals
- Sign up
- Get coupon / Get voucher
- Enter now
- Redeem now
- View recipe

General notes:

- Avoid copy that references item location within the store
- Avoid directing customers to external websites, memberships or rewards programmes that are not a direct part of the Shoprite Group
- Do not include information such as cellphone numbers and email addresses
- Do not use taglines or phrases that may be trademarked or in active use by competing retailers

BRAND OVERVIEW: SHOPRITE LOGO



LOGO ARCHITECTURE

The logo is made up of a logotype.

logotype

SHOPRITE

BRAND OVERVIEW



**Shoprite
Red**

#ff0000

**Shoprite
Yellow**

#ffff00

**Shoprite
Black**

#000000

Aa

Avenir Next

Font Weights

Regular
Medium
Demi Bold
Bold

