



rainmaker^{MEDIA}

**SHOPRITE WEBSITE
SPECIFICATIONS SHEET**

Version 2.1 / 11.2021

WEBSITE 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

WEBSITE OVERVIEW:



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).
- 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.

Copy

- Minimal, with strong focus on product and price offers, deals and launches.
- Engaging, designed to provoke a response in the customer.
- Strong calls to action, either driving customers in-store, or to view further deals online.
- Brand personality still to come through where possible.

GENERAL GUIDELINES FOR THE HOMEPAGE



The guide below indicates the components of the website.

Desktop

100 Card (Hero)

100 Card

Product & Price Carousel

50 Card

30 Card

Categories

Tablet

100 Card (Hero)

100 Card

Product & Price Carousel

50 Card

30 Card

Categories

Mobile

100 Card (Hero)

100 Card

Product & Price Carousel

50 Card

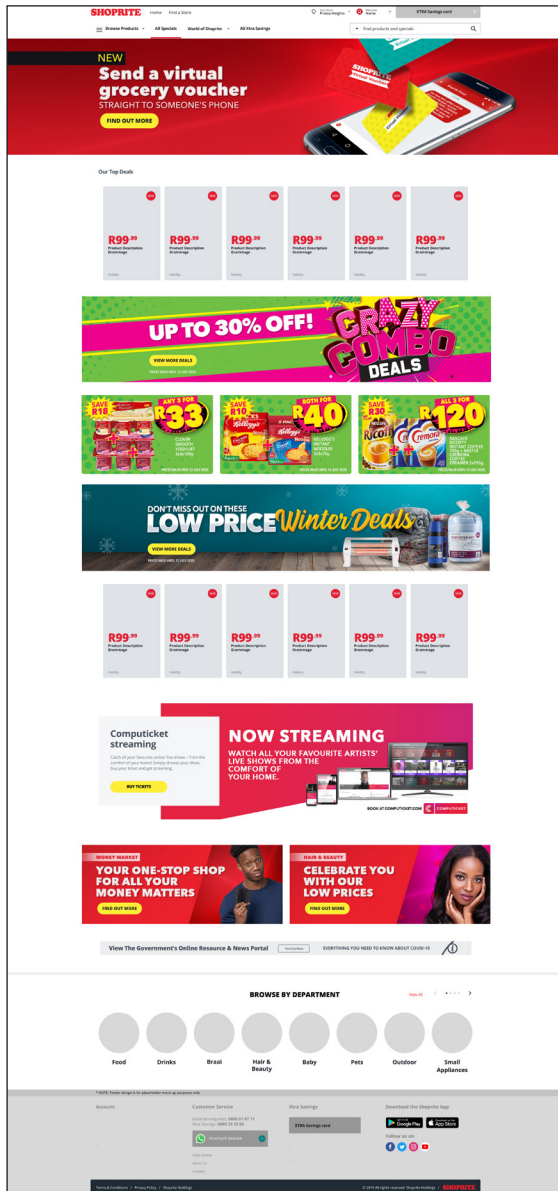
30 Card

Categories

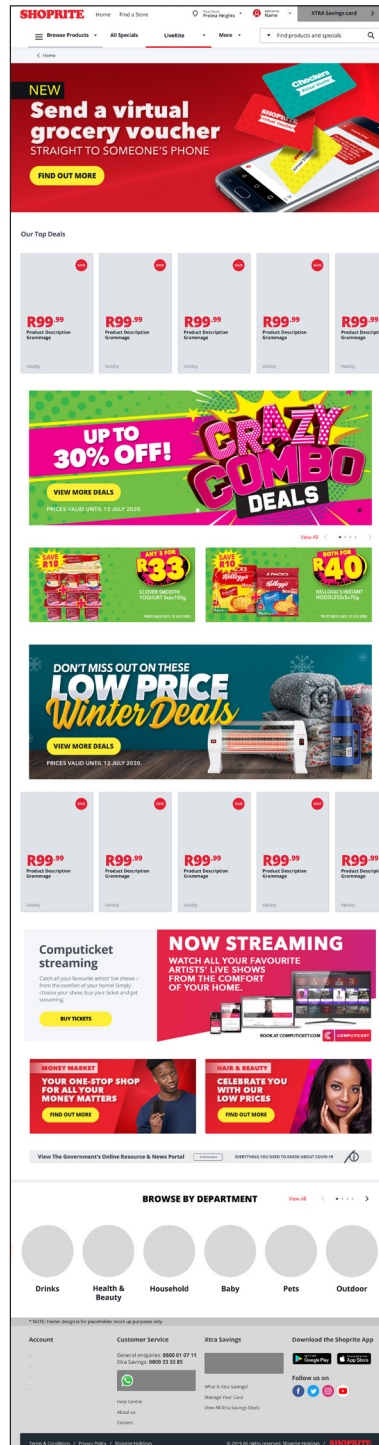
GENERAL GUIDELINES FOR THE HOMEPAGE



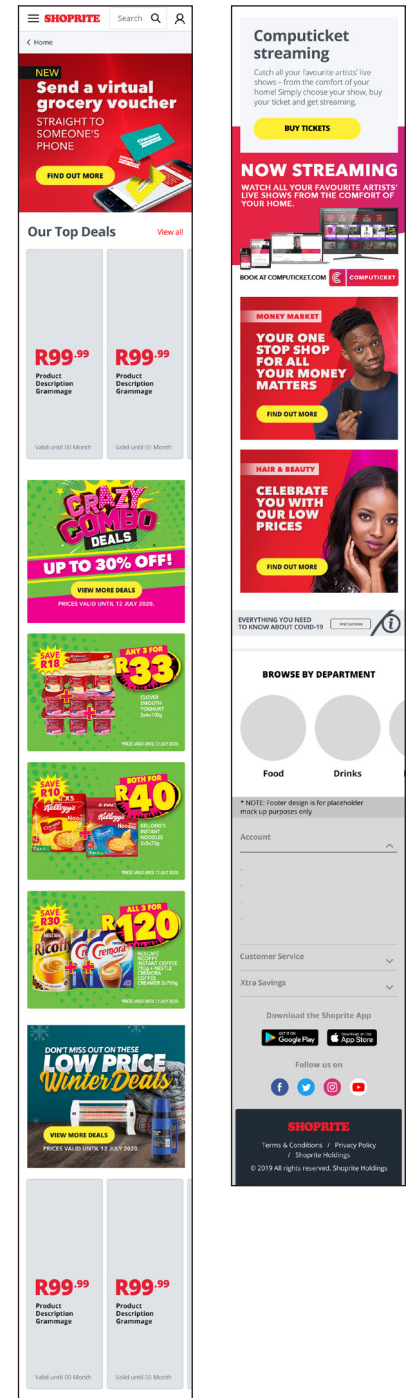
Desktop



Tablet



Mobile



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

Copy: Minimal, hard-sell, strong call to action

100 CARD

Deliverables: The 100 Card is required in desktop and mobile size.

Overview: In terms of responsiveness, the 1920-wide component crops 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

Desktop



Tablet



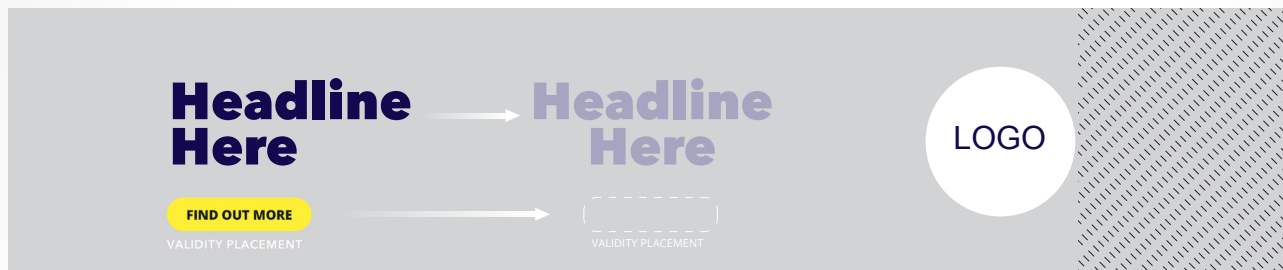
Mobile



GENERAL GUIDELINES FOR WEBSITE BANNERS



1. 100 Desktop Card (1920 x 400px)



CTA (201x52px):
Open Sans – Extra Bold (10pt)

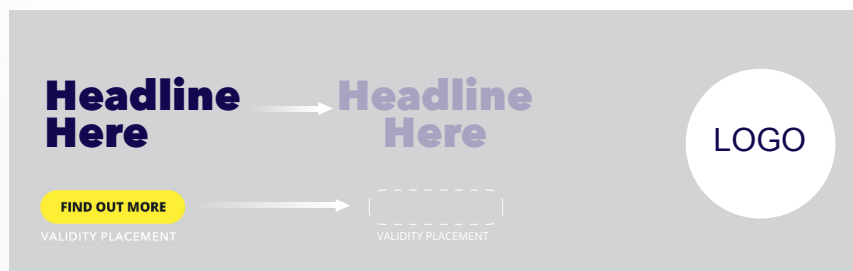
VALIDITY:
Avenir Next – Demi Bold
Font Size (8pt)

RESPONSIVE CROP AREA

POSITIONING OF TYPE:

All type must align to the left hand side of the CTA. In the case that the artwork forces the CTA and validity to be centred in the design, the headline will also be centred

2. 100 Desktop Card (1280 x 400px)



CTA (201x52px):
Open Sans – Extra Bold (10pt)

VALIDITY:
Avenir Next – Demi Bold
Font Size (8pt)

POSITIONING OF TYPE

All type must align to the left hand side of the CTA. In the case that the artwork forces the CTA and validity to be centred in the design, the headline will also be centred

GENERAL GUIDELINES FOR WEBSITE BANNERS (CONT)



3. 100 Tablet Card (1024 x 400px)



CTA (201x52px):

Open Sans – Extra Bold (15pt)

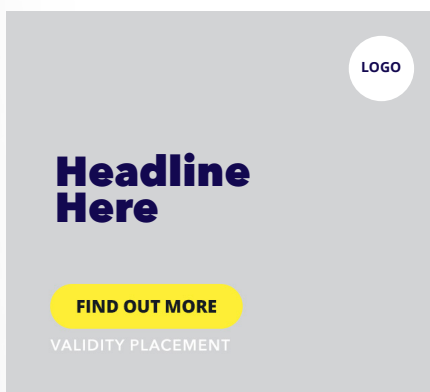
VALIDITY:

Avenir Next – Demi Bold
Font Size (14pt)

POSITIONING OF TYPE:

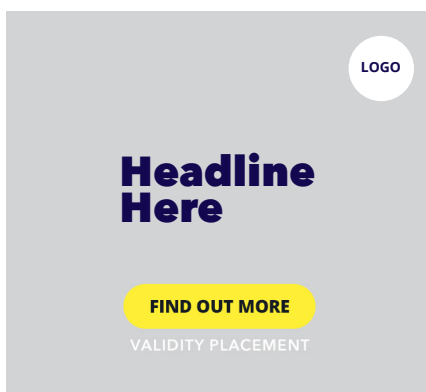
All type must align to the left hand side of the CTA. In the case that the artwork forces the CTA and validity to be centred in the design, the headline will also be centred

4. 100 Mobile Card (640 x 580px)



CTA (201x52px):

Open Sans – Extra Bold (25pt)



VALIDITY:

Avenir Next – Demi Bold
Font Size (22pt)

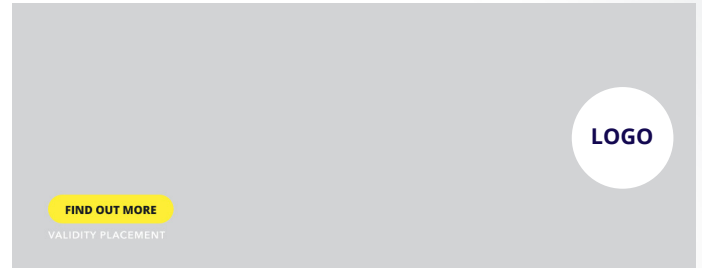
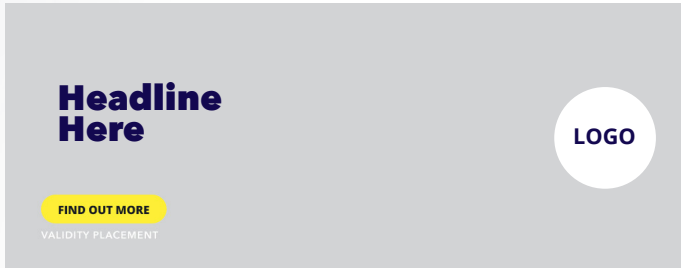
POSITIONING OF TYPE

All type must align to the left hand side of the CTA. In the case that the artwork forces the CTA and validity to be centred in the design, the headline will also be centred

GENERAL GUIDELINES FOR WEBSITE BANNERS (CONT)



5. 50 Desktop Card (692 x 272px)



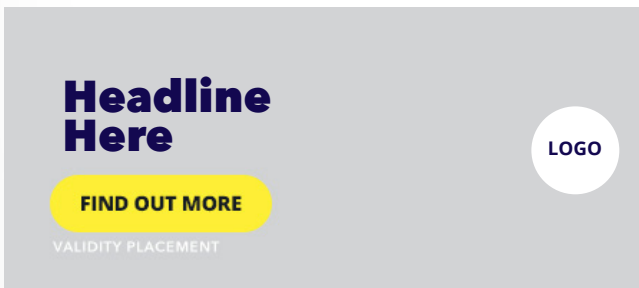
CTA (154x40px):
Open Sans – Extra Bold (16pt)

VALIDITY:
Avenir Next – Demi Bold
Font Size (14pt)

Promotional Card:
To be used to show combo deals or product information

POSITIONING OF TYPE:
All type must align to the left hand side of the CTA.

6. 50 Tablet Card (448 x 200px)



CTA (154x40px):
Open Sans – Extra Bold (14pt)

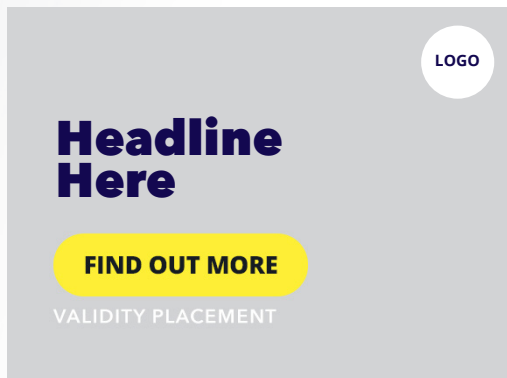
VALIDITY:
Avenir Next – Demi Bold
Font Size (10pt)

POSITIONING OF TYPE:
All type must align to the left hand side of the CTA.

GENERAL GUIDELINES FOR WEBSITE BANNERS (CONT)



7. 50 Mobile Card (576 x 430px)



CTA (154x40px):

Open Sans – Extra Bold (28pt)

VALIDITY:

Avenir Next – Demi Bold
Font Size (22pt)

POSITIONING OF TYPE:

All type must align to the left hand side of the CTA.

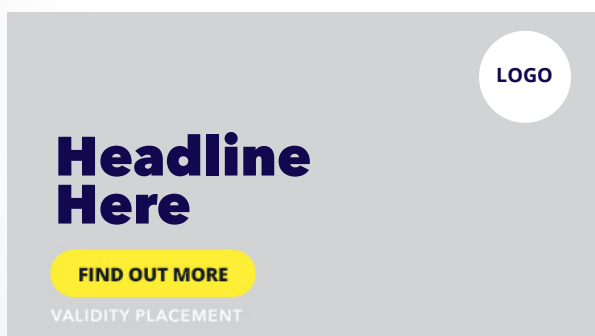
8. 30 Card (449 x 250px)

30 Cards work across Desktop, Tablet and Mobile

On Desktop there can be 3 of these cards placed next to each other

On Tablet there can be 2 next to each other, with the third being treated as a carousel function

On Mobile there can be 1 card, with the following 2 being treated as a carousel function



CTA (154x40px):

Open Sans – Extra Bold (14pt)

VALIDITY:

Avenir Next – Demi Bold
Font Size (12pt)



Promotional Card:

To be used to show combo deals or information

POSITIONING OF TYPE:

All type must align to the left hand side of the CTA

BRAND LANDING PAGE GUIDELINES



Any of the following components can be used for a brand takeover landing page:

1. 100 Card
2. Live Text Box
3. Product & Price Carousel (this is automated and will be dynamically placed)
4. 50 Card

100 Card



PAGE TITLE (UPPERCASE)

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

Product & Price Carousel

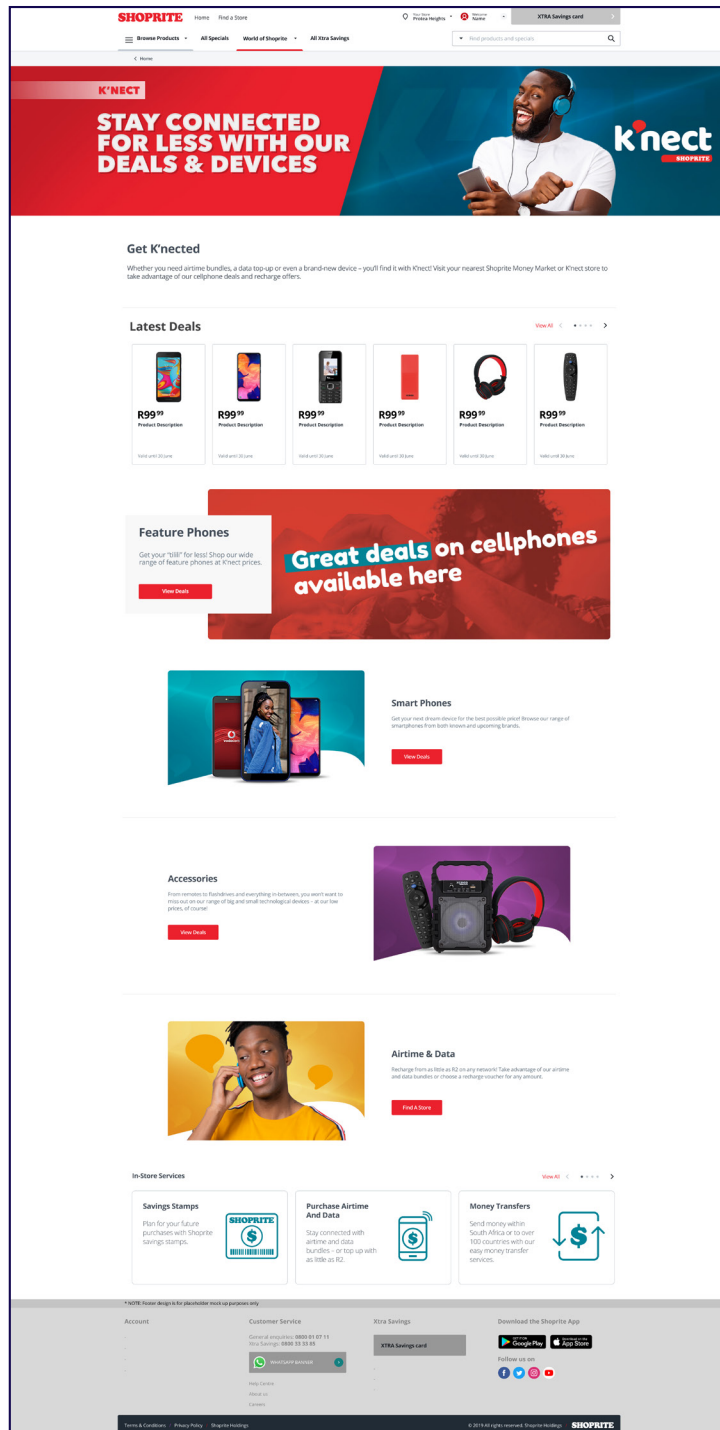
[View All](#) < • • • • >



50 Card



BRAND LANDING PAGE EXAMPLE



CAMPAIGN LANDING PAGE EXAMPLES



100% Hero cards

1920x400



1280x400



1024x400



640x580



CAMPAIGN LANDING PAGE EXAMPLES



50% Mobile Cards

692x272



448x200



576x430



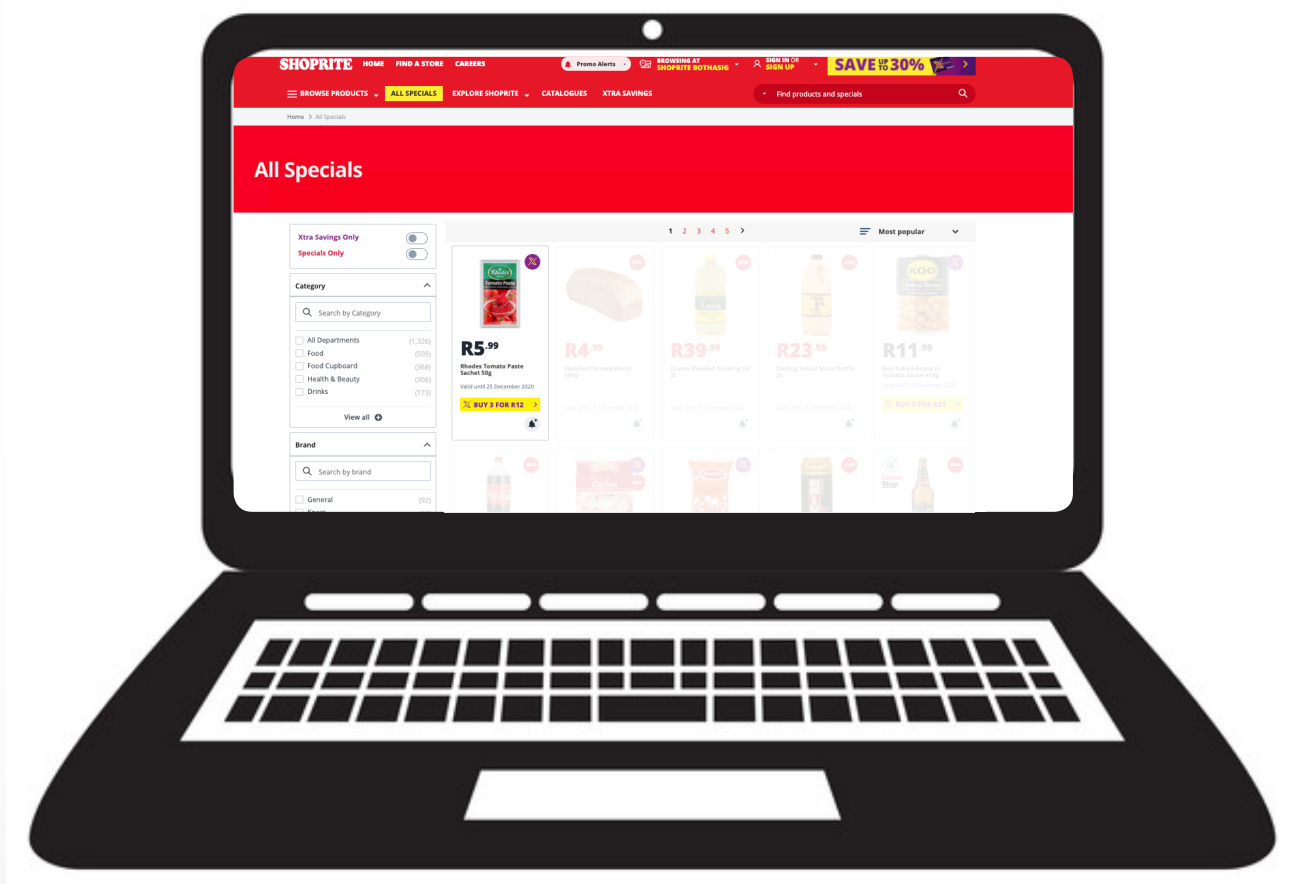
PAID PRODUCT RANKING GUIDELINES



The product is displayed in the first spot on a department page, increasing the viewability and exposure.

The following information is required:

- Article Number
- Sales Unit of Measure
- Rainmaker ID
- Validity Dates
- Website



WEBSITE METADATA



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> | Shoprite 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.shoprite.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.

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.
- Avoid competitor catch-lines, phrases, images or campaigns.

BRAND OVERVIEW: SHOPRITE LOGO



LOGO ARCHITECTURE

The logo is made up of a logotype.

logotype



SHOPRITE

- Shoprite logo to always be featured on social media as stipulated in this guide.

BRAND OVERVIEW



**Shoprite
Red**

#ff0000

**Shoprite
Yellow**

#ffff00

**Shoprite
Black**

#000000

Aa

Avenir Next

Font Weights

Regular
Medium
Demi Bold
Bold

BRAND OVERVIEW: TYPOGRAPHY



WEBSITE FONT

Open Sans is used throughout the website as live text.

Open Sans Extra Bold

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

Open Sans Bold

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

Open Sans Semi Bold

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

Open Sans Regular

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

BRAND OVERVIEW: TYPOGRAPHY



WEBSITE FONT

Avenir Next Lt Pro can only be used on components that do not contain live text.
Avenir Next Lt Pro is NOT a websafe font.

Avenir Next LT Pro HEAVY

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

Avenir Next LT Pro DEMI

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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.

