



rainmaker<sup>MEDIA</sup>

CHECKERS MOBILE APP BANNERS  
SPECIFICATION SHEET

Version 1.0 / 06.2020

# 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
- View Deal/s
- Explore Range
- Find Inspiration
- View Recipe
- Get Xtra Savings
- Get Started
- Enter Now
- Redeem Now
- Sign Up

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

# 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 mobile app banner.

Open Sans Light

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

Open Sans Regular

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

Open Sans Bold

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

# 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 paradisiatic country, in which roasted parts of sentences fly into your mouth.

# BRAND OVERVIEW: COLOUR

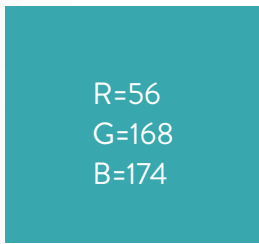
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## PRIMARY COLOUR

Referred to as Teal.

Colour to be used on website:



# APP BANNER OVERVIEW:

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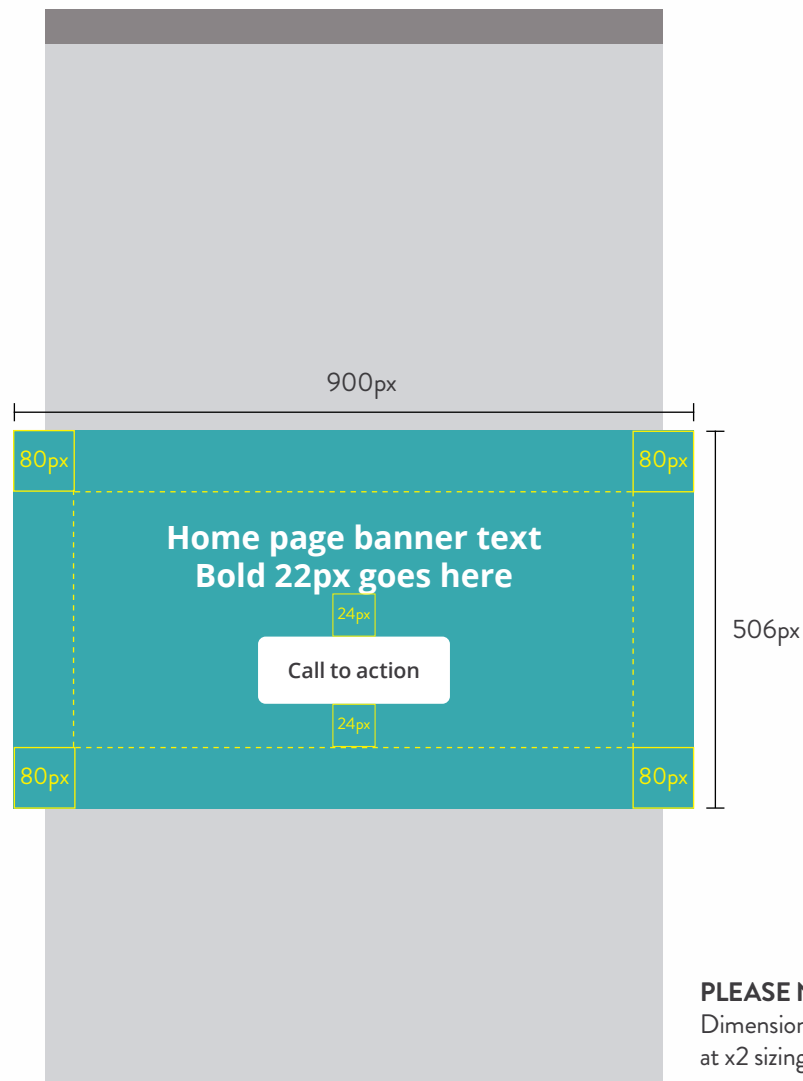
## Guidelines

- Saving out images for IOS and Android require 3x image size exports:
- JPG/PNG @1x mdpi (baseline)
- JPG/PNG @1.5x hdpi
- JPG/PNG @2x xhdpi

# GENERAL GUIDELINES FOR HOME PAGE CAROUSEL BANNER



- 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.  
Size: Width: 900px (x2) / 450px (x1), Height: 506px (x2) / 253px (x1)  
Safe space: 80px all round  
Text: Open Sans, 22px  
Call to action: Optional. If included it must be baked in on the artwork.  
Call to action: Width: 160px min / 311px max, Height: 48px

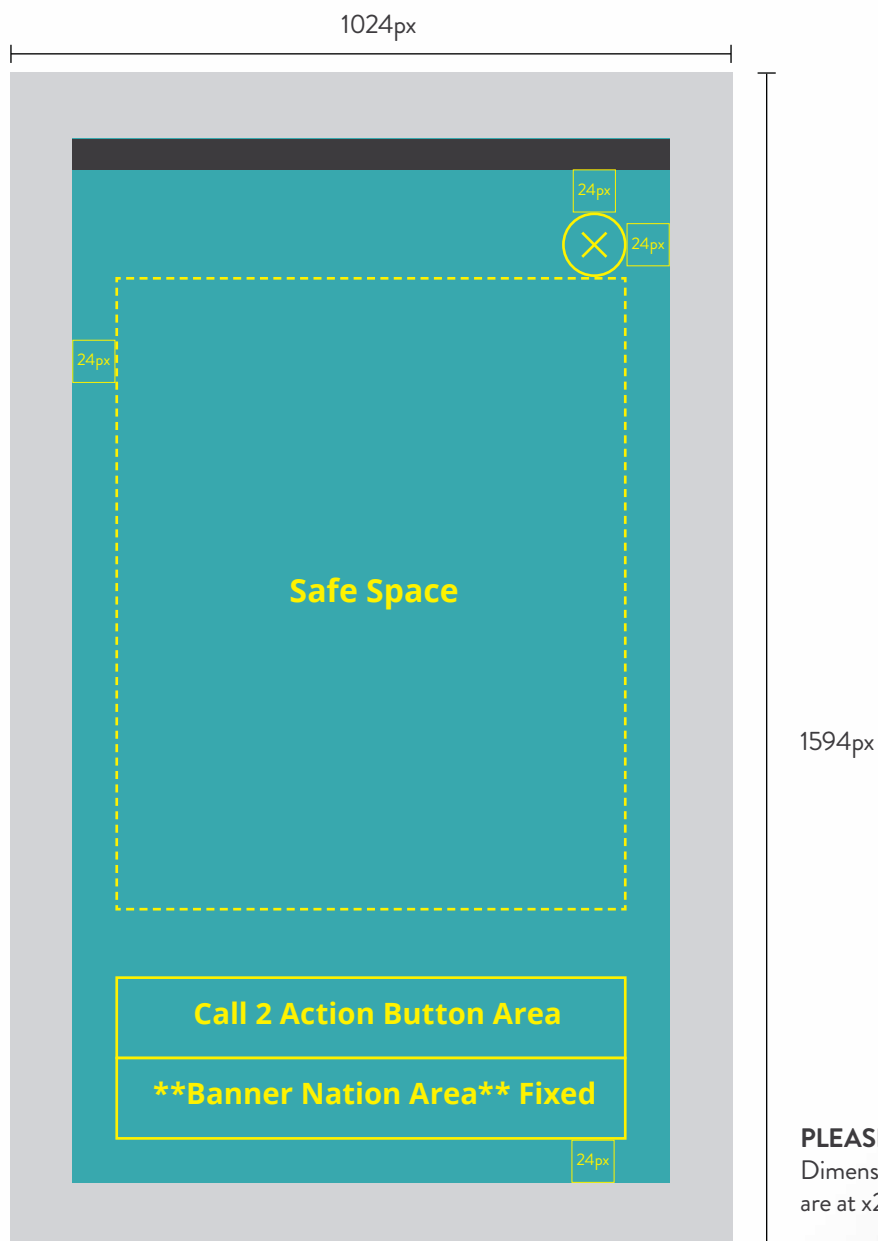


**PLEASE NOTE:**  
Dimensions above are  
at x2 sizing

# GENERAL GUIDELINES FOR FULL-SCREEN SPLASH PAGE BANNER



**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.  
Size: Width: 1024px (x2) / 512px (x1), Height: 1594px (x2) / 797px (x1)  
Safe space: Width: 320px (x1), Height 420px (x1) Max / 210 (x1) Min  
Call to action: Optional. Editing of the button is within the app CMS

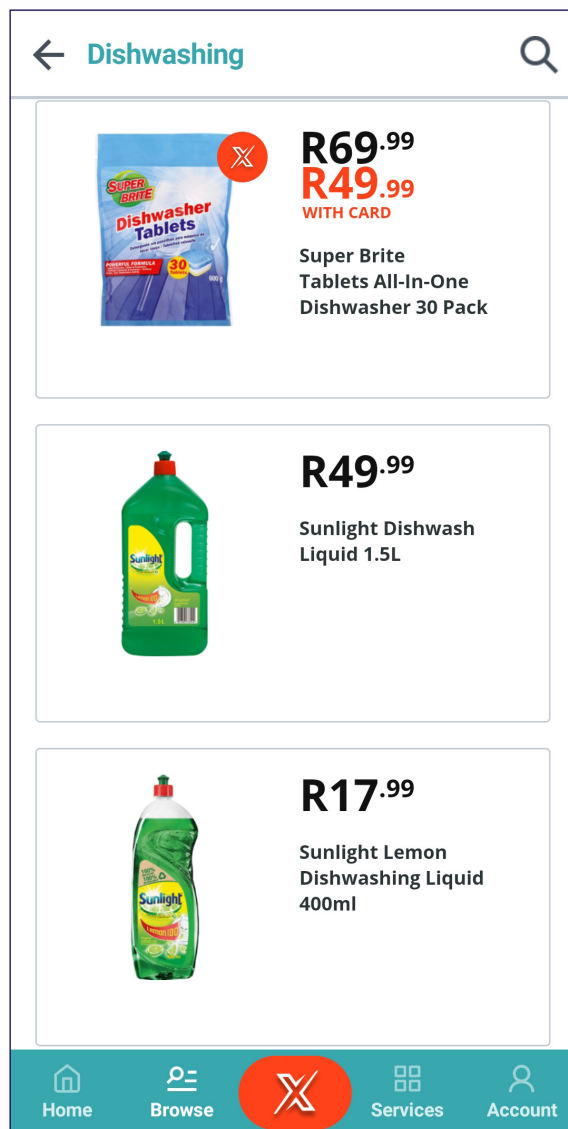
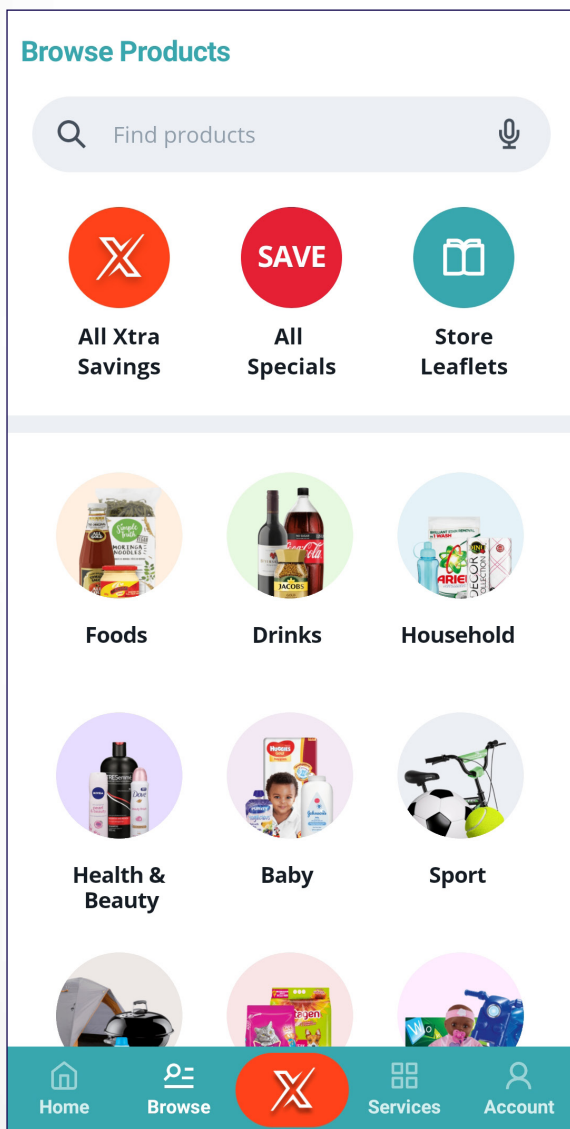


**PLEASE NOTE:**  
Dimensions above  
are at x2 sizing



# GENERAL GUIDELINES FOR DEPARTMENT BLOCK

**Deliverables:** Single product pack shot only.  
**Overview:** Products are advertised within the app categories and are placed within the app template design.



# GENERAL GUIDELINES FOR PUSH NOTIFICATION



**Deliverables:** App push notification – a message sent from an app to subscribers to proactively increase engagement with an in-app promo.

**Overview:** Headline copy character limit (including spaces): 25  
Headline copy: title case  
Body copy character limit (including spaces): 160  
Body copy: sentence case  
Mandatory requirement: “Name”

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