



rainmaker^{MEDIA}

CHECKERS DISPLAY 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.

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: LOGO



LOGO ARCHITECTURE

The logo is made up of a logotype and tagline.



BRAND OVERVIEW: LOGO



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: LOGO



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: LOGO



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: TYPOGRAPHY



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

Helvetica Neue Regular

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

Helvetica Neue Bold

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

BRAND OVERVIEW: TYPOGRAPHY



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



WEBSITE FONT

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

Open Sans Light

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

Open Sans Regular

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

Open Sans Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
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 regalia. It is a paradisiatic country, in which roasted parts of sentences fly into your mouth.

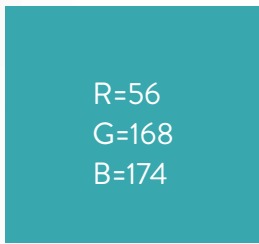
BRAND OVERVIEW: COLOUR



PRIMARY COLOUR

Referred to as Teal.

Colour to be used on website:



DISPLAY OVERVIEW:



Guidelines

- Must include “Banner Bar” on all ads.
- Must include click tag for functional click-through.
- Must provide static back-up images for banners/divisions.

File Name Convention

- Job000_CH_Campaign_DV360_Display_250x250px.psd

Organisation of Final Files

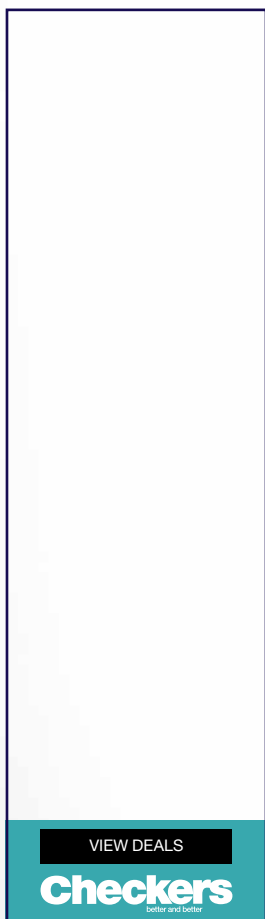
- Zip: All campaign files
- Folder: One folder for each creative version
- Subfolders: One folder for each creative size
- Within subfolders: All versions for each division banner

GENERAL GUIDELINES FOR GENERIC ASSETS

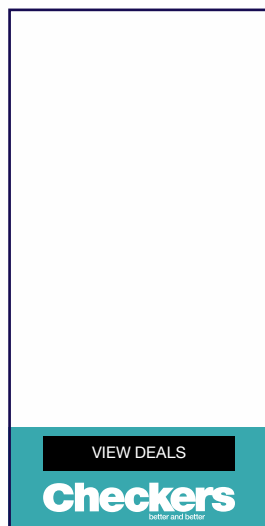


- Templates:**
- Use only the supplied templates for creating assets.
 - The complete template pack (including fonts) can be [downloaded here](#).
 - The template files are in layered Adobe Photoshop (PSD) format.
 - Resolution: 72dpi
 - Static ad format: .jpg
 - Animated ad format: .gif
 - Animated run time: 15sec (max of 3 loops)
 - File size: < 150kb
 - Includes CTA: Yes

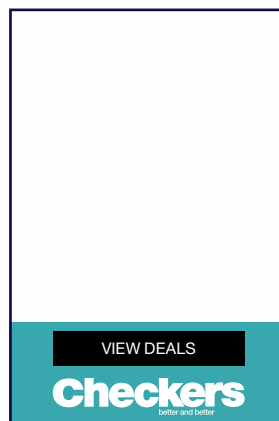
300x1050



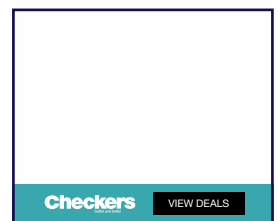
300x600



320x480



300x250



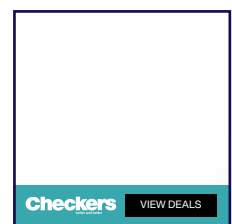
300x100



728x90



250x250

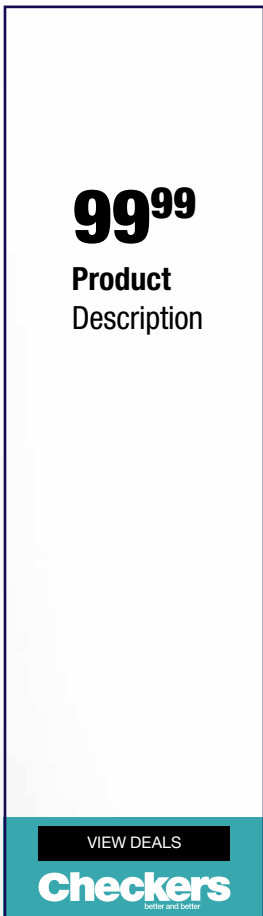


GENERAL GUIDELINES FOR PRODUCT & PRICE ASSETS

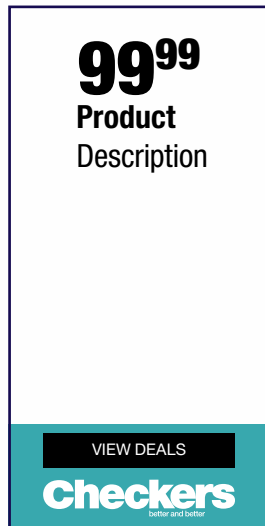


Templates: Use only the supplied templates for creating assets.
The complete template pack (including fonts) can be [downloaded here](#).
The template files are in layered Adobe Photoshop (PSD) format.
Resolution: 72dpi
Static ad format: .jpg
Animated ad format: .gif
Animated run time: 15sec (max of 3 loops)
File size: < 150kb
Includes CTA: Yes

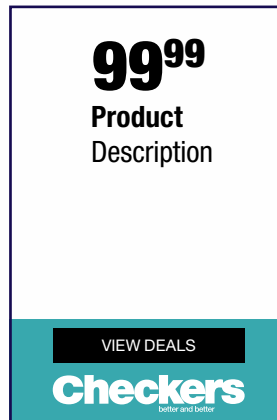
300x1050



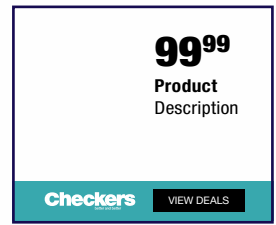
300x600



320x480



300x250



300x100



250x250



728x90



