

Specifications for merchandise banners for suppliers.

If you have made agreements about content of your brand or product on Jumbo.com, it is necessary that these are made according the Jumbo guidelines. In this pdf you will find a few specifications and links to examples and templates.



Design guideline for merchandise banners for suppliers

Merchandise banners

Usage.

- The merchandise banners will be used to promote a product or brand.
- There are different banners for desktop (product cards, recipe cards, checkout) and mobile. The visual will only be used for **jumbo.com.**
- The visual should always include an **image**. The visual may include a **promotion tag**. The visual should **never contain a title or button** because the text and button will be added **dynamically** later.

Examples desktop



Example mobile





Design guideline for merchandise banners for suppliers

Creating a visual.

- A merchandise banner is **responsive**. This means that every banner will have a different width and height on each type of device. If the template is not used well, some parts of the image may fall off the screen.
- For creating a merchandise banner, you should **use the template**. Whenever you start a new project, we recommend making a copy of the template and use the duplicate as your starting point.

Download templates

Requirements image

- To prevent banner blindness, avoid images with people, graphics and busy backgrounds. Try to focus on the **product** or **promotion item**. Keep the background simple. See some examples below.
- Jumbo recommends using the white gradient in the template for the same reason as mentioned above. You can also use you own campaign or brand color at the top of the banner (desktop) or left of the banner (mobile).
- It's possible to include a promotion tag into the banner to **highlight a promotion**, but please make sure it is placed in the safe zone of the image.
- Export as a JPG file, 72 dpi.
- There are 2 different image sizes needed, use the template to create a visual with the right size.
 - Desktop product card (545 x 688 pixels)
 - Mobile (640 x 240 pixels)

Requirements promotion tag

- Using a **tag** is optional.
- If you use a tag the text must have a maximum 17 characters including spaces.
- Use the template to create the tag.
- It is not allowed to adjust the height of the tag.

Example tags 2^e halve prijs Geen bestelkosten 2+1 gratis Gratis XXX 3 voor 10.00 euro 40% korting

Design guideline for merchandise banners for suppliers

Margins

In the template you find a MARGINS group. These margins and spaces are meant to define an area where you cannot place the focus point of the image.

- The **red zones** of the image might **not always be visible**, depending on device size and because of the text. Place the most important part of the image around these red zones.
- The margin layers are locked and cannot be modified.
- All margin layers should be hidden when exporting the file.

Example desktop product card



Example mobile



Text and button

- The merchandise banner will always include a title, but the title is dynamic, so the image you are exporting cannot include text. This template shows you the space for the text and an example. **Never place text inside the image.**
- The merchandise banner will always include a button, but the button will be added dynamically later, so the image cannot include a button. **Never place a button inside the image.**



Export your image like this





Examples.

Example desktop product card

















Example in responsive product grid

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Dynamic content

Elements.

There are 2 different elements of dynamic content in the merchandise banner.

- Text: The text will be dynamically placed on the merchandise banner.
- Button: The text will be dynamically placed on the merchandise banner.

Deliver text.

Requirements - Product card

- The text must have a maximum of 50 characters including spaces.
- The text can be both **bold and regular**. The first line can be regular, the second line can be bold.
- If no difference is made in the first / second line, the text will be completely bold.
- The text color will be **black or white,** depending on the background of the image. The default color will always be black.
- If the text doesn't fit, the text will be a bit shortened.

Example text

Ontvang een gratis coolbag Bij een Heineken 8-pack blik

Bites & Salted caramel van Mars

Een heerlijk tussendoortje van Calvé pindakaas

Proef de nieuwe smaken **Hütte kase van Danone**

Proef de heerlijke Merlot van Roche Mazet

De meest gekozen opvolgmelk van Nederland

Deliver buttons.

Requirements

- The button must have a maximum of 25 characters including spaces.
- Keep the text **short** and to the point.
- It's <u>not</u> allowed to include punctuation marks in the button.
- You only have to deliver the input for the button.



Example buttons Bekijk de actieproducten Bekijk de actie Ontdek de actie Ontdek de actieproducten Lees hoe het werkt