



Guidelines co-branded banners

Version 1.0, 31 March 2020

This document is developed to create clear and recognizable co-branded banners. The guidelines give you a good perspective of how to use Jumbo styling elements. The guidelines are not intended as a limitation, but primarily as an inspiration for possibilities.

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Usage.

- The banners are used to **promote products of your brand which are available at Jumbo.**
- The banners should by default include **your product or promotion, text and button** in combination with the **logo of your brand and the logo of Jumbo.**
- The **promotion tag** is optional.





Creating a banner

- The banner must **always include a Jumbo logo and button** according the Jumbo styling guidelines which will be described in this document.
- The banner must always include **your product, logo and text**.
- The banner can include a **Jumbo promotion tag** and **Jumbo yellow divider** according the Jumbo styling guidelines which will be described in this document.
- There are different kind of banner types. We used the IAB banner set as a starting point.

Jumbo styling

Colors.

Colors are the cornerstone of the Jumbo design system. It reflects our brand and helps in creating consistent experiences across all of our digital products. Colors should communicate how things function within an interface, so we can create patterns that make interacting with our product easier and more predictable for our (potential)users.

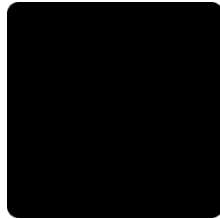


Primary

#FDC513

R253 G197 B019

'Primary' is the brand's main color and should almost exclusively be used to highlight UI elements. The primary color is used for elements like call-to-actions and highlights. Try to limit the usage of this primary color.



Black

#000000

R0 G0 B0

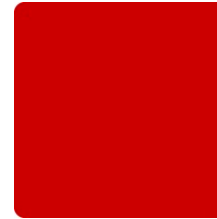
Black is mainly used for text, white is mainly used for the background and gradients.



White

#FFFFFF

R255 G255 B255



Red

#BA0000

R186 G0 B0

Red is the color we use for promotions tags.



Typography.

Typography can help create clear hierarchies, organize information, and guide users through a product or experience. Jumbo uses the custom typeface Jumbo the Sans. It has been carefully designed to meet Jumbo's needs and reflect our spirit, beliefs, brand values and design principles.

Font weight

Font weight is an important typographic variable that can add **emphasis** and differentiate **content hierarchy**. Font weight and size pairings must be carefully balanced. A bold weight will always have more emphasis than a lighter weight font of the same size.

Jumbo the Sans

Jumbo the Sans Black

Jumbo the Sans

Black, bold, regular

Jumbo the Sans is the standard typeface that we use for our digital platforms.

We use Jumbo the Sans Black to **highlight** the subject or the **most relevant words** in headings.



Buttons

- A button can be used to **take action**, **make choices** or **change the state** of a page or application.
- A button helps users understand what action will occur when they **click** or **touch it**.
- A button should be **easy to find**.

Label.

- A button label should indicate that they can **trigger** an action.
- A button label should be **easy to understand**.
- ‘Jumbo’ should **never** be part of the label since the logo is already placed in the banner. A button label should always be **short**.
- Good label examples are:
 - When linking to products: **Nu te koop**
 - When linking to an inspiration page: **Ontdek het nu**

Styling.

- Use the **primary Jumbo color** for creating the button.
- Use the font **Jumbo the Sans Regular** in black.

Placement.

- The button should always be **aligned with the text**.
- The button should always be **left aligned**.
- There are three kind of placements where it's aloud to place the button, it depends on the type of the banner.
 - Left in the bottom.
 - Left in the bottom above the Jumbo logo.
 - On the right side of the product image.

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Examples.



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Logo

- The Jumbo logo will always be filled with the **primary Jumbo color** in co-branded banners.
- The Jumbo logo is used in the **lower right** or **center** of the advertisement (depending on the format).
- Make sure the logo will always be visible. Use white black gradients to create contrast.

Examples.





Promotion tag

- A promotion tag can be used to communicate a **promotion of your product**.
- A promotion tag can **trigger** the customer to buy the product.
- It is not allowed to place more than one promotion tag on a banner.

Label.

- A promotion should always communicate a **promotion of the product**.
- A button label should always be **short**.
- Good label examples are:
 - 1 + 1 gratis
 - 2e halve prijs
 - 2 voor 5,00 euro
 - 20% korting

Styling.

- Use the **color red** for creating the promotion tag.
- Use the font **Jumbo the Sans Regular** in white.

Placement.

- There are two kind of placements where it's aloud to place the promotion tag, it depends on the type of the banner.
 - Above the text
 - On the left next to the product image, centered in the middle

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Examples.



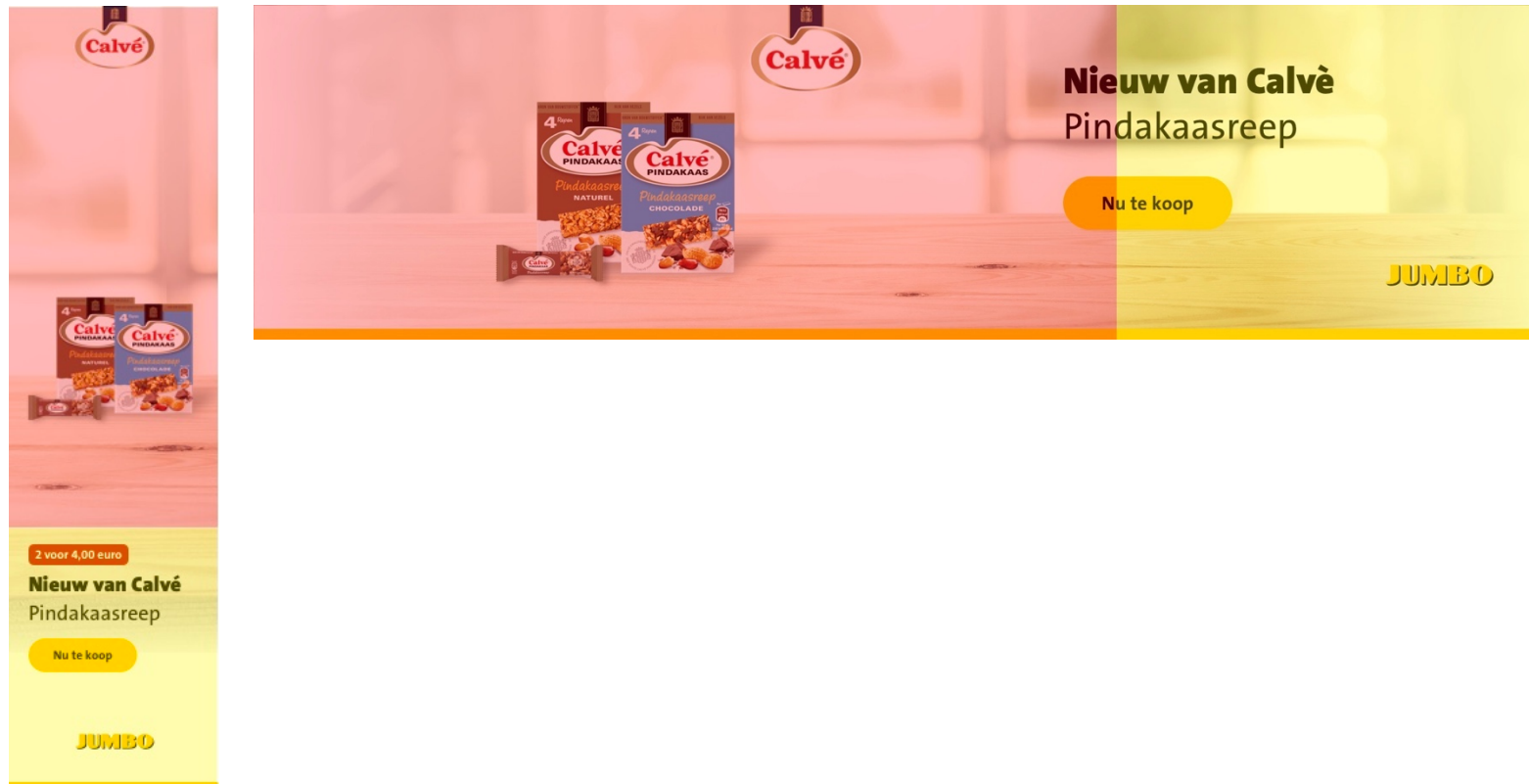
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Product image

- Use a clear focus point to create multi-usable photos.
- The focus of all products must be in the center of the red zone, as much as possible.

Examples.





Background image

- Try to **focus on the product or promotion item**. Keep the background simple. Avoid images with people, graphics and busy backgrounds.
- The text must be **readable** in any time.
- Use a **white or black gradient** to keep the text and logo visible.
- To create a more Jumbo styling, use the **yellow divider** in the bottom.

Brand logo

- The brand logo **must never be bigger or smaller** than the logo of Jumbo.
- The brand logo must be **placed closed to the product or promotion**.
- There are two kind of placements where you can place the brand logo, it depends on the type of the banner. Use the red zone as starting point.
 - Above the product image
 - On the right next/above the product image

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Examples.

