



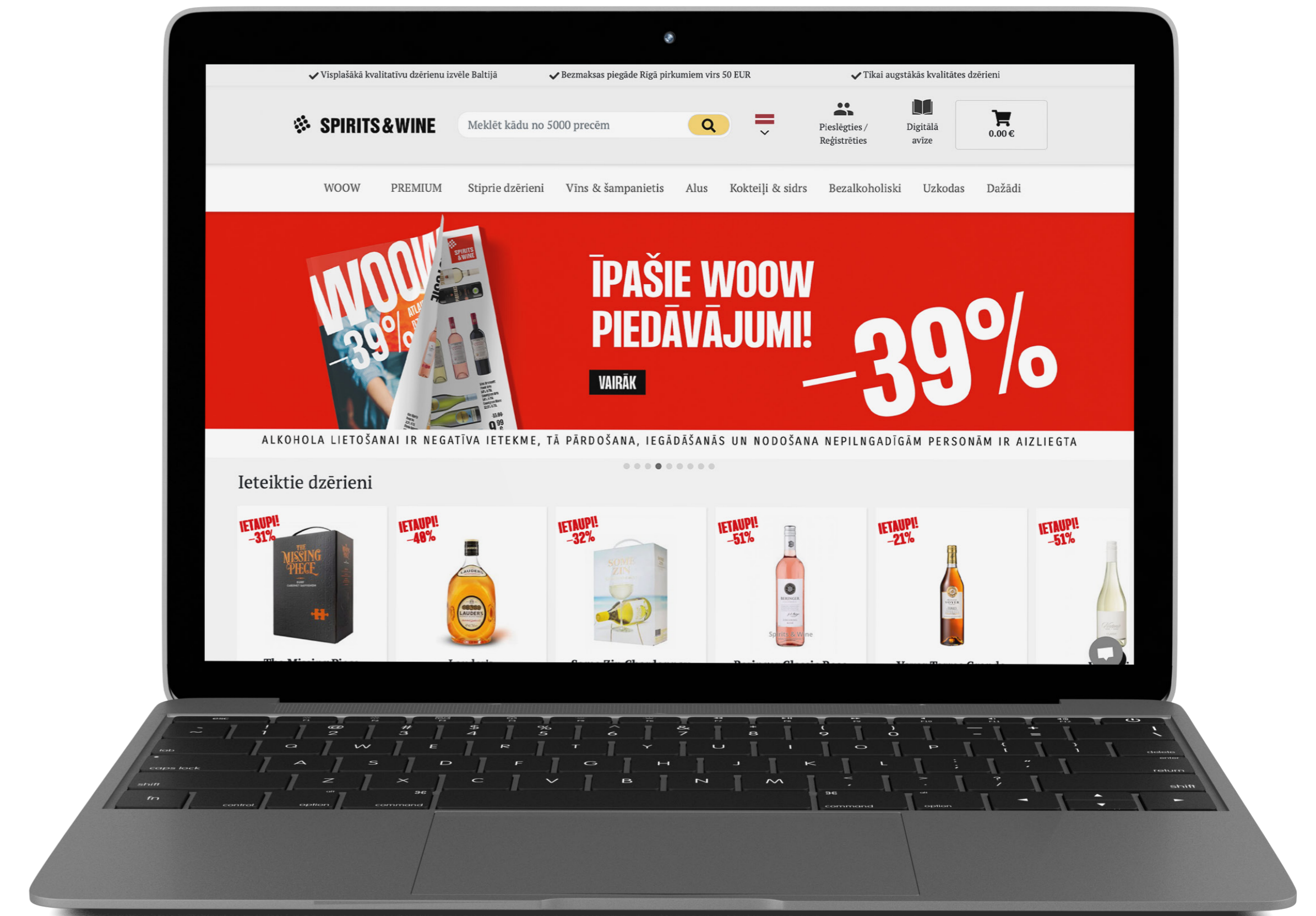
# **SPIRITS & WINE**

## **WEB BANNER**

### **SPECIFICATION**

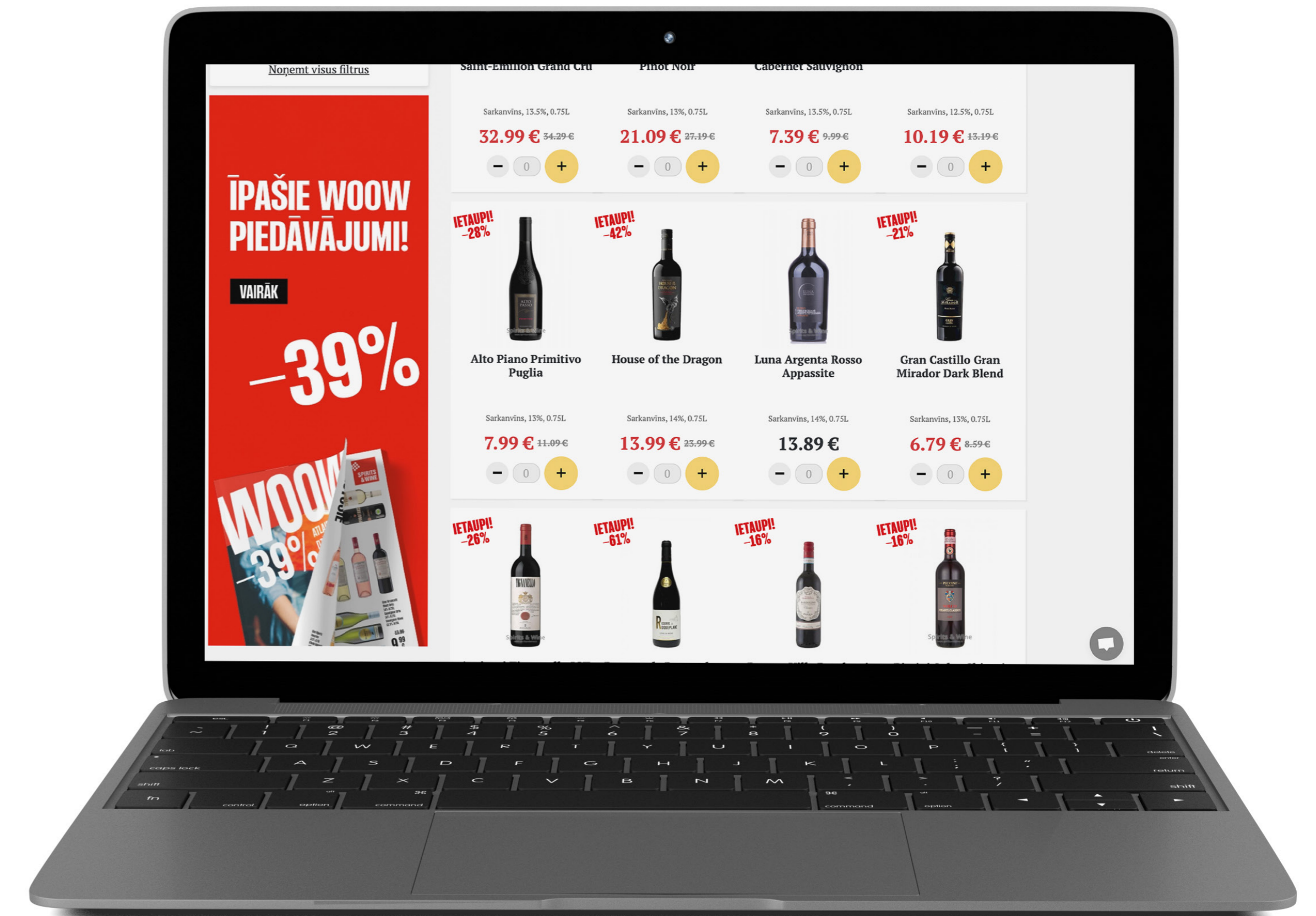
# HERO/MIDDLE/BOTTOM TECHNICAL PARAMETERS

- ✓ RGB color system
- ✓ Submittable 2 sizes:
  - **desktop 3125x730 px**
  - **mobile 1500x600 px**
- ✓ Resolution 75 dpi
- ✓ WITHOUT disclaimer (integrated disclaimer in homepage)
- ✓ The file must be submitted in **.webp** (lossy) format
- ✓ The CTA (button to link) uses the one in the file
- ✓ Use the sample in the file for pricing
- ✓ Max file size **2 Mb**



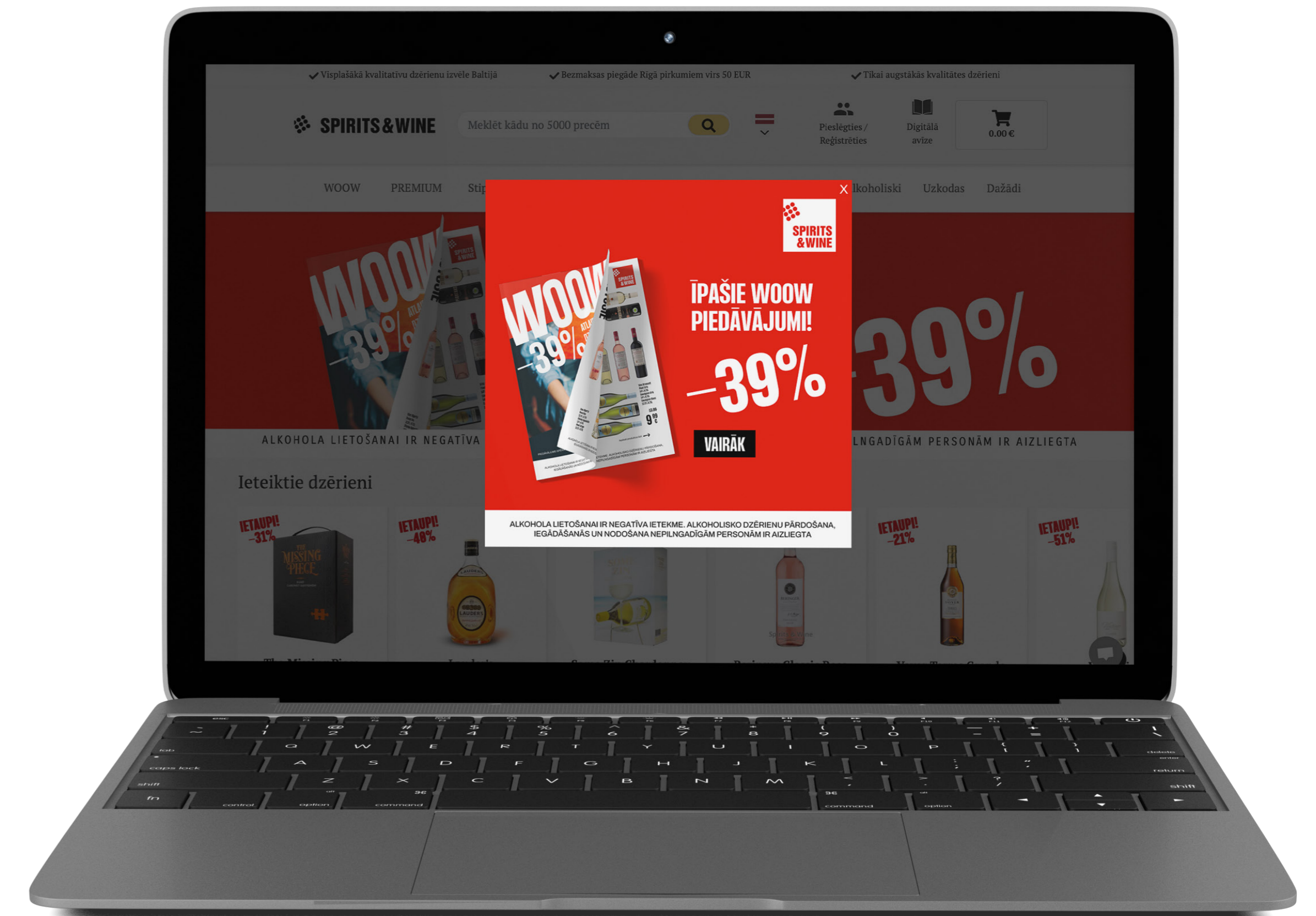
# SIDE TECHNICAL PARAMETERS

- ✓ RGB color system
- ✓ Submittable size: **desktop 800x2000 px**
- ✓ Resolution 75 dpi
- ✓ WITHOUT disclaimer (integrated disclaimer in homepage)
- ✓ The file must be submitted in **.webp** (lossy) format
- ✓ The CTA (button to link) uses the one in the file
- ✓ Use the sample in the file for pricing
- ✓ Max file size **2 Mb**





# POP-UP TECHNICAL PARAMETERS

- ✓ RGB color system
- ✓ Submittable size: **desktop 1600x1600 px**
- ✓ Resolution 75 dpi
- ✓ WITH disclaimer (10% from the layout)
- ✓ The file must be submitted in **.webp** (lossy) format
- ✓ The CTA (button to link) uses the one in the file
- ✓ Use the sample in the file for pricing
- ✓ Max file size **2 Mb**





# DISPLAY CTA

- ✓ Do not change CTA text
- ✓ Two color options are allowed
- ✓ Size of CTA:
  - desktop (HERO/SIDE/POP-UP) 190x83 px
  - mobilde (HERO) 160x70 px
- ✓ The font to use to display CTA text  
PP Formula Condensed Bold
- ✓ Colors to use for background of text:
  -  RGB 228/25/10  
HEX e4190a
  -  RGB 0/0/0  
HEX 000000
- ✓ CTA are movable by design necessities



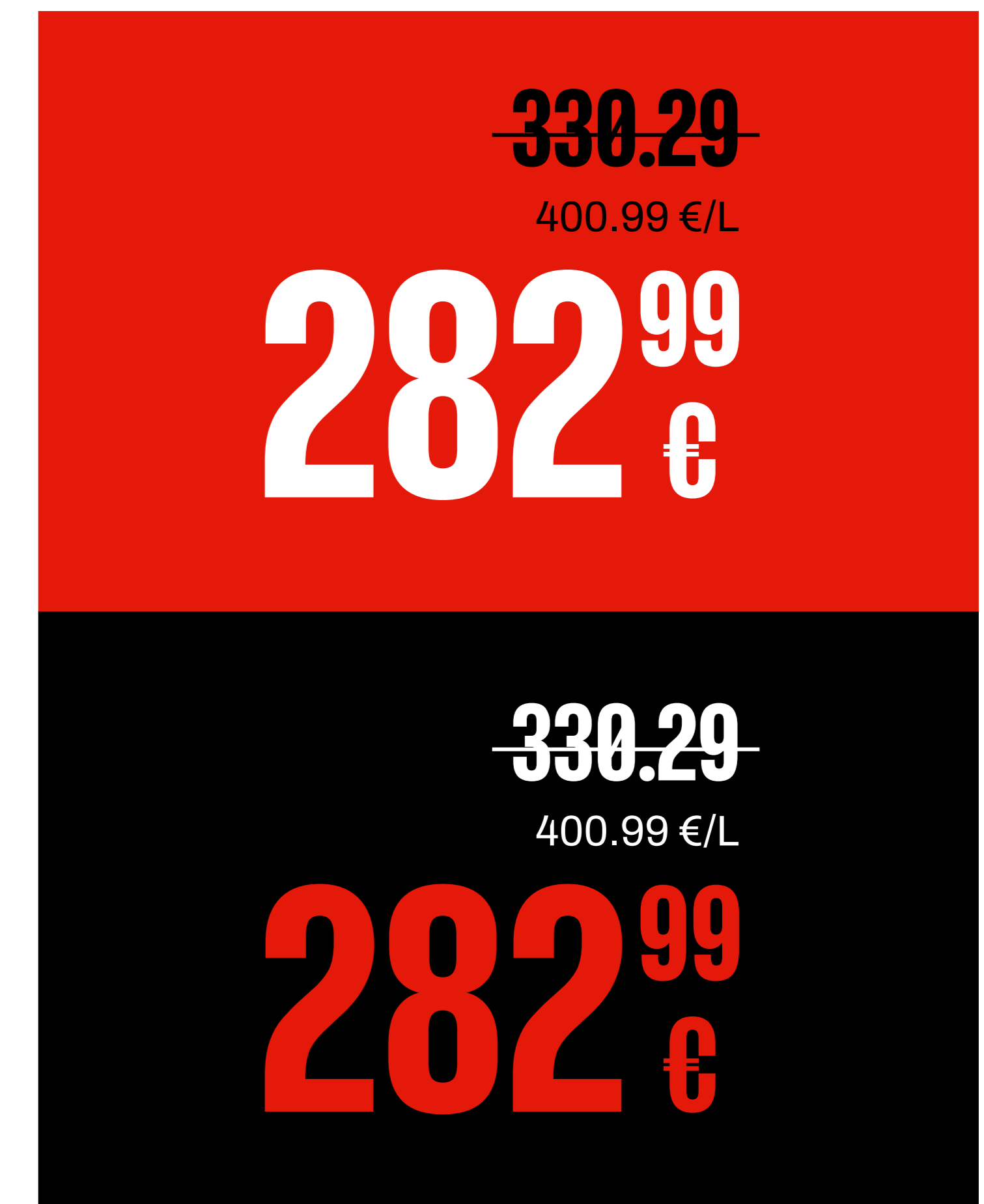
or



# DISPLAY PRICES

- ✓ Need to show 3 prices - base price, the price per liter and the promotional price
- ✓ Prices are displayed in two colors
- ✓ Prices are a free-standing element without any background element
- ✓ The base and new prices are in PP Formula Condensed Bold font, but price per liter in Archivo Regular font.
- ✓ Colors to use:
  - RGB 228/25/10  
HEX e4190a
  - RGB 0/0/0  
HEX 000000
- ✓ It is forbidden to change the proportions of the elements
- ✓ The price size must be the same as that specified in the work file

~~330.29~~  
400.99 €/L  
**282<sup>99</sup>** €





**YOU CAN FIND EVERYTHING YOU NEED **HERE****

\*information, files and templates can be used  
**ONLY** for materials preparation for Spirits & Wine