



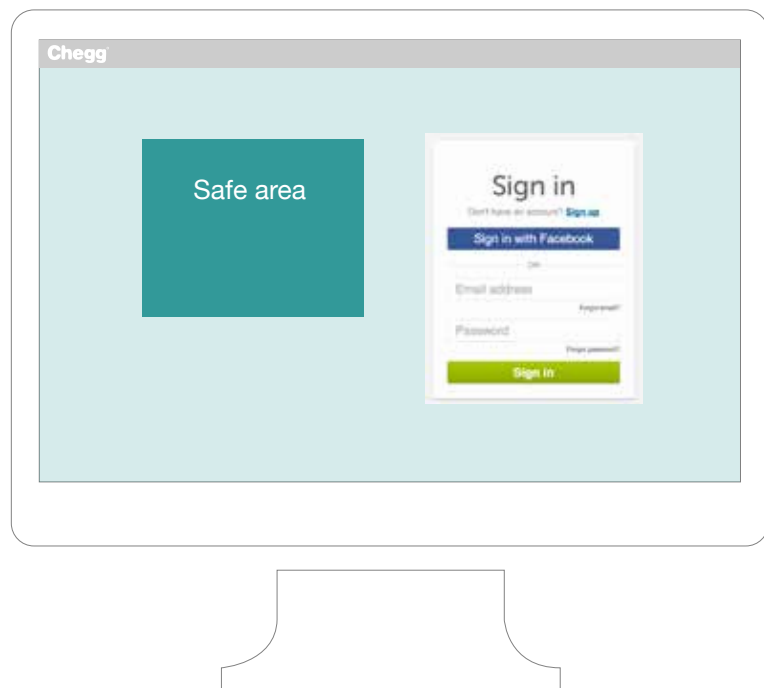
AD STYLE GUIDE

Sign In Takeover



Sign In Takeover

Initial load of Ad



What is it

The Sign In Takeover Ad consists of a full screen background image, 1440x1024px size. The safe area for optimal viewing in most screen resolutions is a 425x500px area left of the sign-in module. All branding, CTA, logo and relevant text must be designed into the wallpaper image and stay within the designated safe area (reference the template for exact location). The entire wallpaper image will be clickable.

Deliverables

Background Size: 1440x1024px

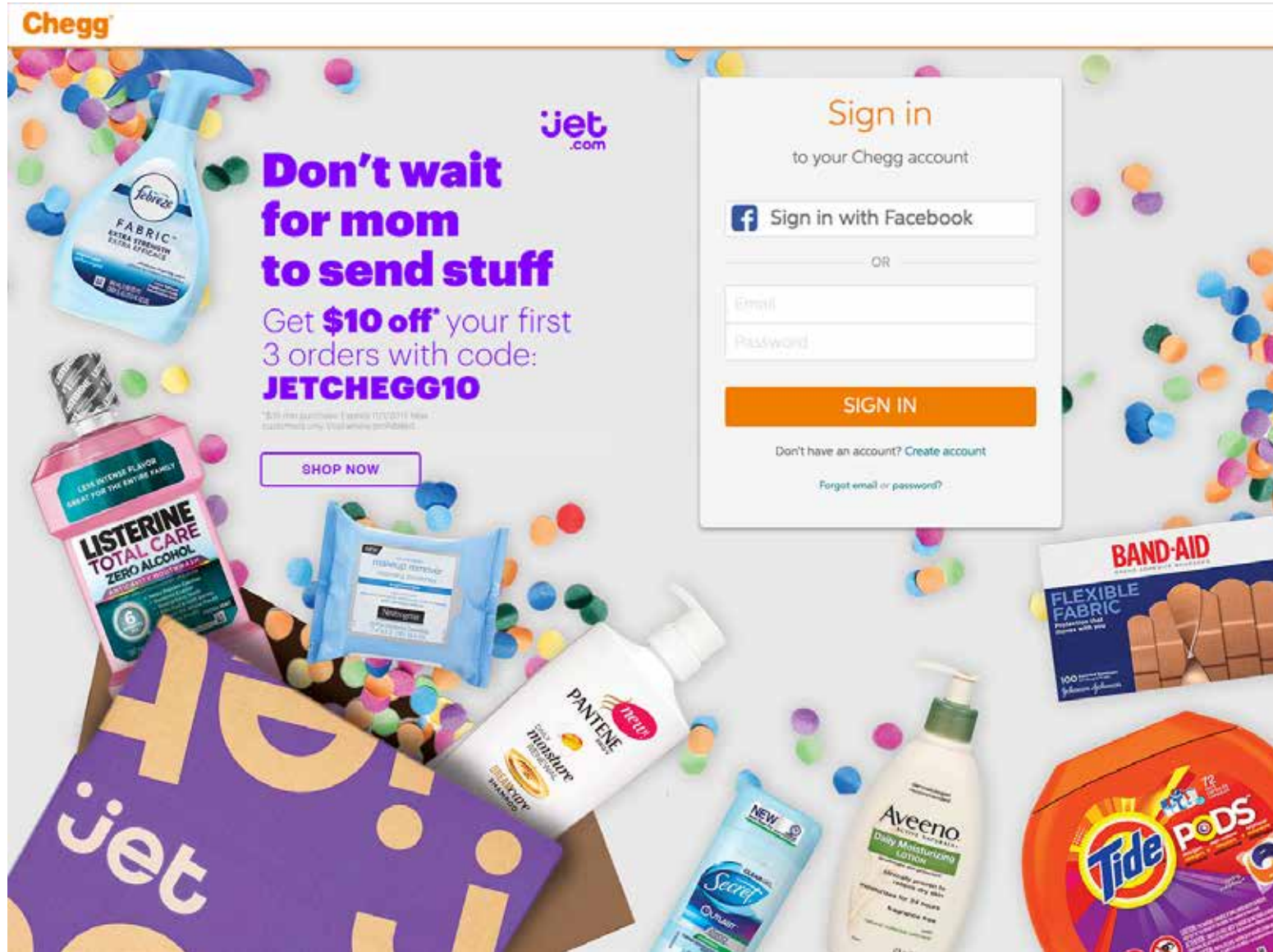
Safe Area: 425x500px

File Format: JPEG preferred, PNG (if size permits)

Max File Size: 500KB

Sign In Takeover

Example



Chegg

Jet.com

Don't wait for mom to send stuff

Get **\$10 off** your first 3 orders with code: **JETCHEGG10**

*\$10 max purchase (ends 12/31/11) New customers only. Void where prohibited.

[SHOP NOW](#)

Sign in
to your Chegg account

OR

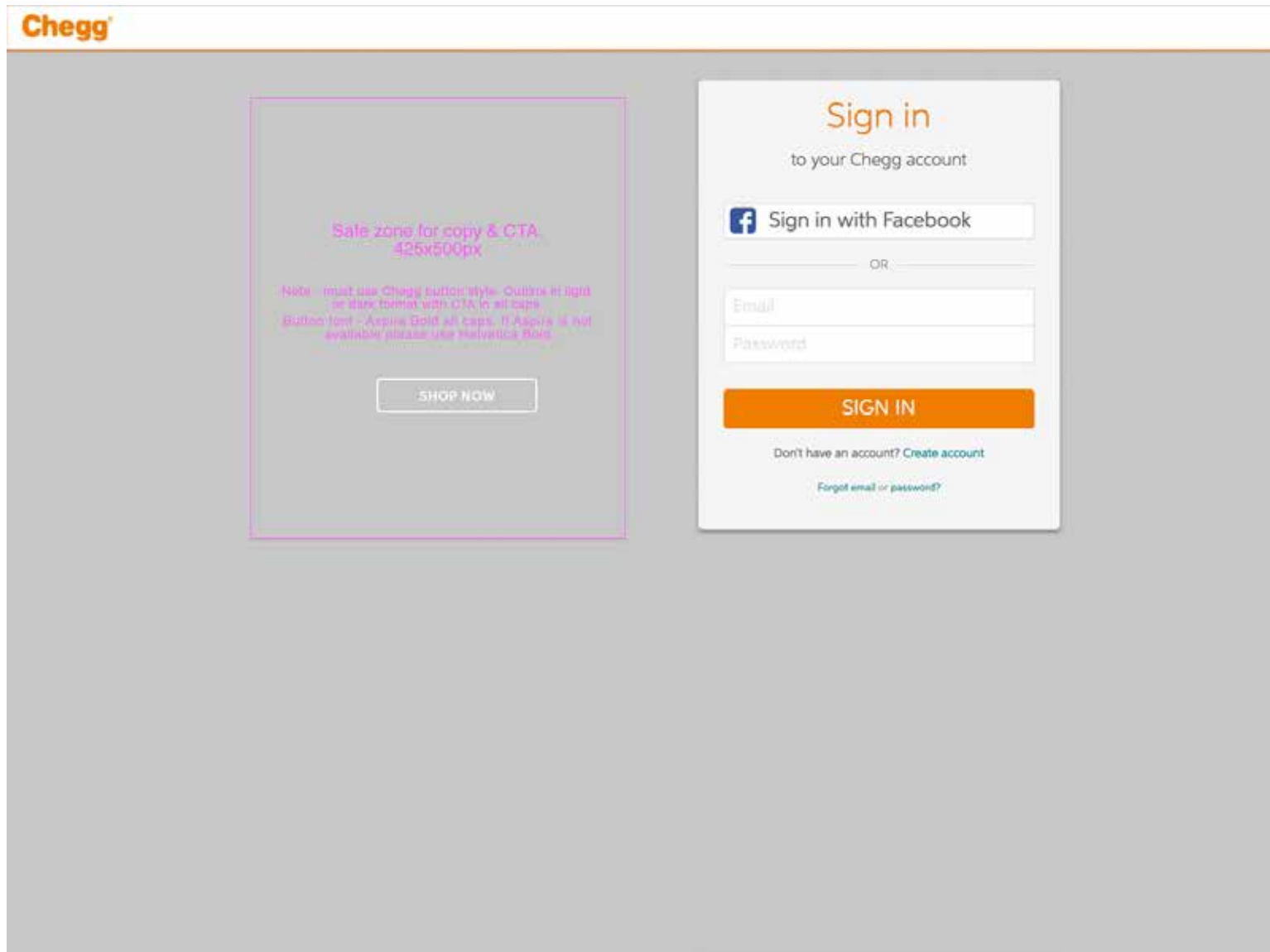
Don't have an account? [Create account](#)

[Forgot email or password?](#)

The advertisement features a purple gift bag with the 'jet' logo, overflowing with various household products including Febreze, Listerine, Pantene, Secret, Aveeno, Band-Aid, and Tide Pods. The background is decorated with colorful confetti.

Sign In Takeover

Visual Guide



All Branding, CTA, logo and relevant text must be designed into the background image and stay within the designated 425x500px Safe Area

Sign In Takeover

Spec Details

Ad Vendors

Sign In Takeover ads must be served in-house but can accommodate third party tracking.

Best Practices

Large high quality lifestyle images are greatly preferred.

Imagery and copy should be student focused and have a clear concise message.

Where possible, keep to a single font types and font colors to avoid looking busy when paired with other page content.

Button Size Guidelines

Max Height: 35px

Max Width: 320px

CTA Button Style

Please use 2 px outline with all caps Helvetica in either #FFFFFF or #DDDDDD.

Do not use Teal - hex #21A69D | Orange - #EB7100

Audio / Video

Audio: No audio permitted

Animation/Looping: N/A –Static Only