



BRAND SHOP TECHNICAL SPECS

VERSION 2.5.19



CATEGORY/BRAND NAVIGATION ICONS (EXTERNAL SUBMISSION)

TECHNICAL REQUIREMENTS

- Size – 330x330px with 20px padding included
- 300 dpi, sRGB
- Vertical shot orientation
- PNG (.png) format

CREATIVE SPECIFICATIONS:

- Icon can only show ONE product pack shot or brand logo.
- All product images will be shown straight on, label facing forward. Produce (apples, bananas, oranges, etc.) must be shot as a single item/alone; remove plastic if possible.
- Face/label of package or product should be legible and in focus.
- Retain realistic coloring that is representative of the product.
- Do not feature drop shadows.
- Do not stretch or distort the image.
- Do not feature additional text, logos or vector graphics.
- No animated gifs.
- Product should fit within 280x280 safe zone (see right).
- Depending on where the face/label of the product lies, shoot straight on or over top of the product, either at a 90° angle or 0° angle (horizontal to table or surface).



EXAMPLES: **Examples are not to scale*

Shop Your Favorite Brands



Shop by Category



Milk Alternatives



Yogurt Alternatives



Creamers



Frozen



SMALL E-SPOT (EXTERNAL SUBMISSION)

TECHNICAL REQUIREMENTS

- Desktop Size - 795x304px | Mobile Size - 640x200px
- PNG (.png) format
- File size less than 200kb

CTA BUTTON SPECIFICATIONS:

Button Size

Desktop Spot

48px Standard Button



Mobile Spot

40px Height Compact Button



Button Attributes

Corner Radius

8px radius on all buttons

CTA Font

Roboto Bold 21pt

Color: #1d1e1f

Button Color

Color fill: #ffffff

Border: #1d1e1f 1px stroke

Padding

Padding: 16px

Spacing

16px on L/R of CTA verbiage



EXAMPLES: **Examples are not to scale*





LARGE E-SPOT (EXTERNAL SUBMISSION)

TECHNICAL REQUIREMENTS

- Desktop Size - 1600x304px | Mobile Size - 640x200px
- PNG (.png) format
- File size less than 200kb

CTA BUTTON SPECIFICATIONS

Button Size

Desktop Spot

48px Standard Button



Mobile Spot

40px Height Compact Button



Button Attributes

Corner Radius

8px radius on all buttons

CTA Font

Roboto Bold 21pt

Color: #1d1e1f

Button Color

Color fill: #ffffff

Border: #1d1e1f 1px stroke

Padding

Padding: 16px

Spacing

16px on L/R of CTA verbiage



EXAMPLES: **Examples are not to scale*





LARGE E-SPOT – HERO (EXTERNAL SUBMISSION)

TECHNICAL REQUIREMENTS

- Desktop Size - 1600x350px | Mobile Size - 640x266px
- PNG (.png) format
- File size less than 200kb

CTA BUTTON SPECIFICATIONS

CTA BUTTON NOT REQUIRED FOR HERO ESPOTS

Button Size

Desktop Spot

48px Standard Button



Mobile Spot

40px Height Compact Button



Button Attributes

Corner Radius

8px radius on all buttons

CTA Font

Roboto Bold 21pt

Color: #1d1e1f

Button Color

Color fill: #ffffff

Border: #1d1e1f 1px stroke

Padding

Padding: 16px

Spacing

16px on L/R of CTA verbiage



EXAMPLES: **Examples are not to scale*





SMALL TRIPLE E-SPOT (EXTERNAL SUBMISSION)

TECHNICAL REQUIREMENTS

- Desktop Size - 526x304px | Mobile Size - 640x200px
- PNG (.png) format
- File size less than 200kb

CTA BUTTON SPECIFICATIONS

Button Size

Desktop Spot

48px Standard Button



Mobile Spot

40px Height Compact Button



Button Attributes

Corner Radius

8px radius on all buttons

CTA Font

Roboto Bold 21pt
Color: #1d1e1f

Button Color

Color fill: #ffffff
Border: #1d1e1f 1px stroke

Padding

Padding: 16px

Spacing

16px on L/R of CTA verbiage



EXAMPLES: **Examples are not to scale*

