DIGITAL BANNER ADVERTISING GUIDELINES

Version 1.0 – March 2017

This document is subject to periodic revision.
Please check **www.leeds.ac.uk/comms**
to make sure you have the most recent version.

Contents

SECTION ONE

SIZE, LOGO AND MARGINS

Formats and sizes

Advert sizes

Name	Size	Margin	Logo
Skyscraper	120x600px	10px	100x28px
Wide skyscraper	160x600px	10px	138x40px
Small square	200x200px	6px	100x28px
Vertical rectangle	240x400px	10px	138x40px
Square	250x250px	10px	138x40px
Inline rectangle/MPU	300x250px	10px	138x40px
Mobile leaderboard	320x50px	6px	100x28px
Large mobile leaderboard	320x100px	6px	100x28px
Large rectangle	336x260px	10px	138x40px
Banner	468x60px	6px	100x28px
Leaderboard	728x90px	10px	138x40px

Please note: examples are not actual size.

Mobile leaderboard

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Banner

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Leaderboard

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Small square and square

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Large mobile leaderboard

UNIVERSITY OF LEEDS

Inline rectangle/MPU

UNIVERSITY OF LEEDS

Skyscraper

UNIVERSITY OF LEEDS

Wide skyscraper

UNIVERSITY OF LEEDS

Vertical rectangle

UNIVERSITY OF LEEDS

Large rectangle

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Logo

Pixel logo – specification and size

There are two sizes of pixel logo which have been specifically created for use on screen. These are:
• 100x28px
• 138x40px

You can request a copy of the pixel logo by contacting websolutions@leeds.ac.uk

Name	Size	Logo
Skyscraper	120x600px	100x28px
Wide skyscraper	160x600px	138x40px
Small square	200x200px	100x28px
Vertical rectangle	240x400px	138x40px
Square	250x250px	138x40px
Inline rectangle/MPU	300x250px	138x40px
Mobile leaderboard	320x50px	100x28px
Large mobile leaderboard	320x100px	100x28px
Large rectangle	336x260px	138x40px
Banner	468x60px	100x28px
Leaderboard	728x90px	138x40px

250x250px

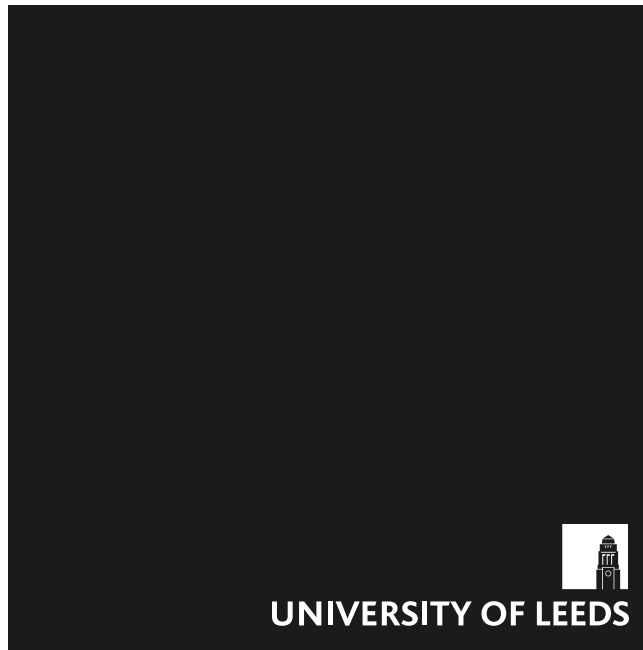
320x50px

Logo

250x250px

250x250px

250x250px

Do
Do use the correct pixel logo for the size of advert. See page 5 for list.

Don't
Don't use the standard University logo. Use the pixel logo.

Don't
Don't use the pixel logo any larger than 138x40px.

Logo

Positioning

Our logo must always appear in the bottom right of the banner advert, aligned to the margin.
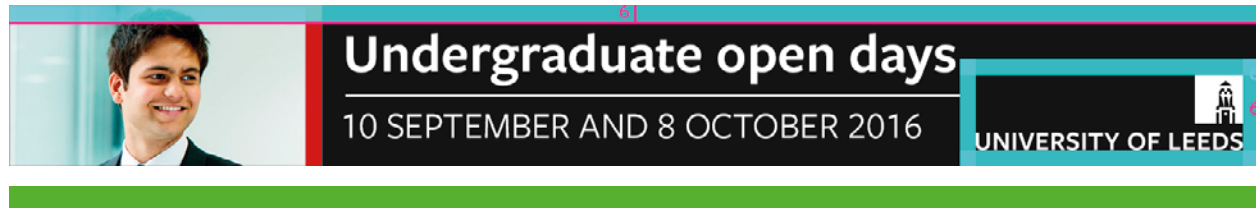
250x250px

120x600px

320x100px

Logo

Clear space and margins

Maintain a margin around the logo equal to the
margin of the banner size of either 6px or 10px.
When to use each of these sizes is explained on
pages 9–11.

468x60px

Do
Do use the same margin applied to the banner around the logo.

468x60px

Don't
Don't place elements inside of the margin around the logo.

Margins

10px margin

Use a 10px margin to align and confine content when using the sizes below. Do not place any typography or the logo outside the margin.

Name	Size	Margin	Logo
Skyscraper	120x600px	10px	100x28px
Wide skyscraper	160x600px	10px	138x40px
Vertical rectangle	240x400px	10px	138x40px
Square	250x250px	10px	138x40px
Inline rectangle/MPU	300x250px	10px	138x40px
Large rectangle	336x260px	10px	138x40px
Leaderboard	728x90px	10px	138x40px

250x250px

Do
Do keep all elements within the 10px margin.

250x250px

Do
Do use the margin to align elements.

Margins

10px margin

250x250px

Don't
Don't place elements outside of the margin.

250x250px

Don't
Don't place elements too far from the margin.

Margins

6px margin

Use a 6px margin to align and confine content when using the sizes below. Do not place any typography or the logo outside the margin.

Name	Size	Margin	Logo
Small square	200x200px	6px	100x28px
Mobile leaderboard	320x50px	6px	100x28px
Large mobile leaderboard	320x100px	6px	100x28px
Banner	468x60px	6px	100x28px

Example of 468x60px layout with a 6px margin.
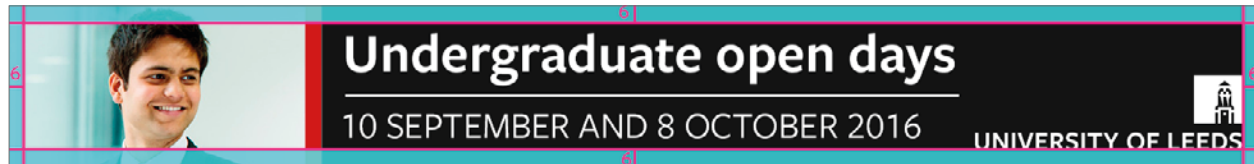
Example of 200x200px layout with a 6px margin.

SECTION TWO

COLOUR

Colour

Core colours

Our corporate website uses three core colours.
When creating an online-only campaign, introduce
some, or all, of these colours into your design to
help maintain a consistent customer journey.

Black

RGB: **R**33 **G**33 **B**33
HEX: **#**212121

Red

RGB: **R**179 **G**27 **B**27
HEX: **#**B31B1B

Gold

RGB: **R**170 **G**143 **B**117
HEX: **#**AA8F75

SECTION THREE

TYPOGRAPHY

Typography

Typeface

Freight Sans Pro is the University typeface for **online-only** banner advertising campaigns.

There are two weights available: Freight Sans Pro Book and Freight Sans Pro Semibold.

Use Freight Sans Pro Semibold for headlines and calls to action and Freight Sans Pro Book for body copy.

If your call to action runs over several lines, you can use Freight Sans Pro Bold as an exception.

Freight Sans Pro

Freight Sans Pro Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMONPQRSTUVWXYZ
($ & £ €)1234567890

Freight Sans Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMONPQRSTUVWXYZ
($ & £ €)1234567890

Typography

Typeface

Do
Do use Freight Sans Pro Book and Freight Sans Pro Semibold.
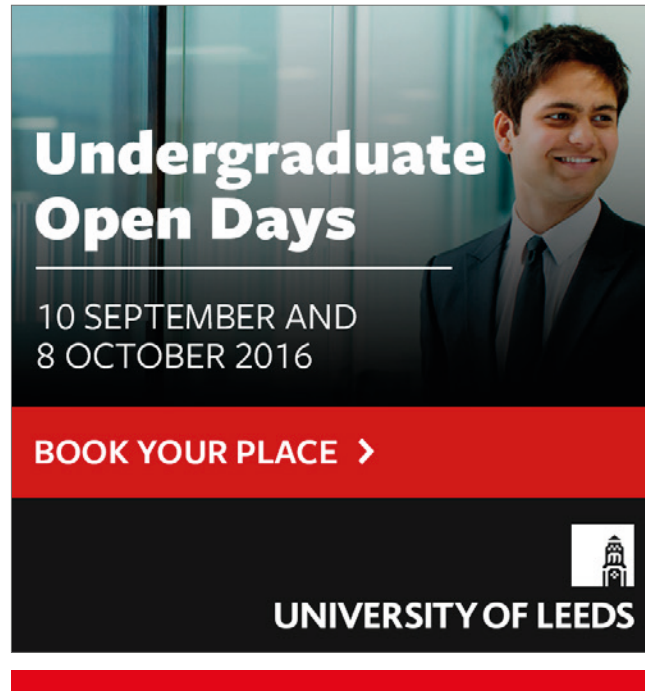
Don't
Don't use other weights in the Freight Sans Pro.

Don't
Don't use other typefaces in the Freight family.

Typography

Masks

Text placed over imagery can be difficult to read. When the images don't have enough contrast, masks should be used to increase readability and accessibility.

You can ensure your text and background colours have enough contrast and are fully accessible by using an online checking tool such as WebAIM. http://webaim.org/resources/contrastchecker

250x250px

Do
Do use masks over images to increase contrast and readability.

250x250px

Don't
Don't use images with a light background without a mask.

Typography

Numbers

Freight Sans Pro has two styles of figures: Oldstyle and Lining figures.

When using numbers, use the alternative Lining figures available in the font. You will find them in the *glyphs* window in InDesign. This will improve legibility and alignment within the typeface.

1234567890

1234567890

Do
Do use the alternative Lining figures for numbers.

Don't
Don't use the default or Oldstyle figures for numbers.

SECTION FOUR

VISUAL HIERARCHY

Visual hierarchy

Headline message

Use font weight, font size and dividers to create a visual hierarchy.

250x250px
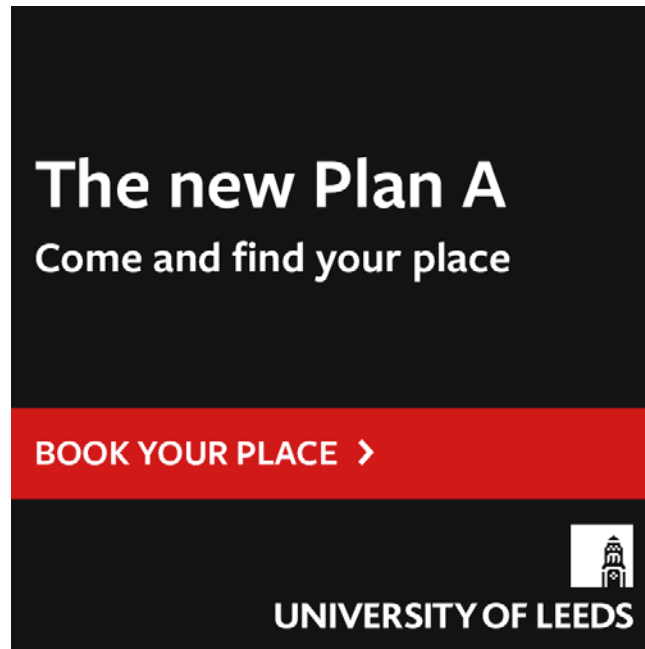
250x250px

Do
Do differentiate between levels of heading with different font sizes.
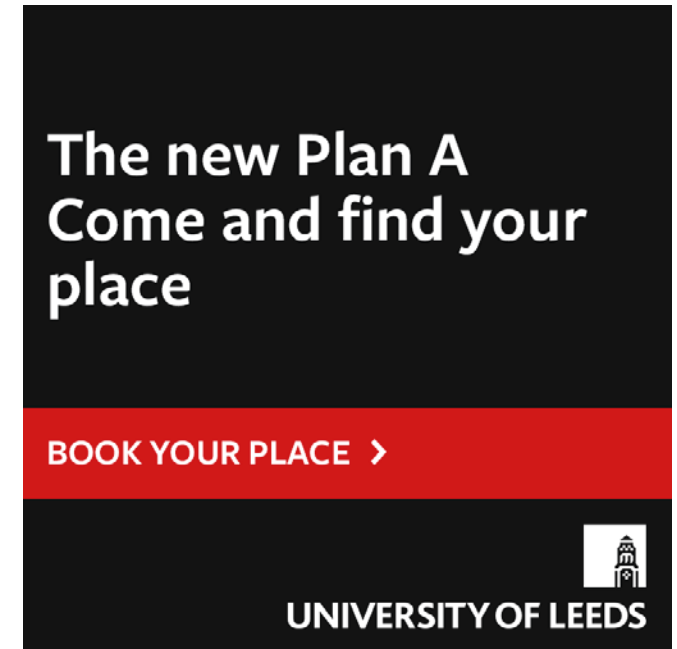
Don't
Don't use the same font size for multiple headings.

Headline message – dos and don'ts

250x250px

Do
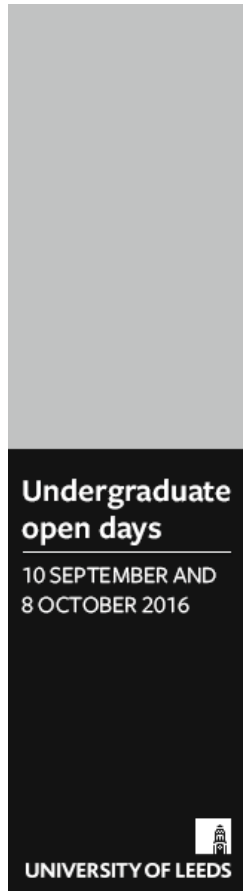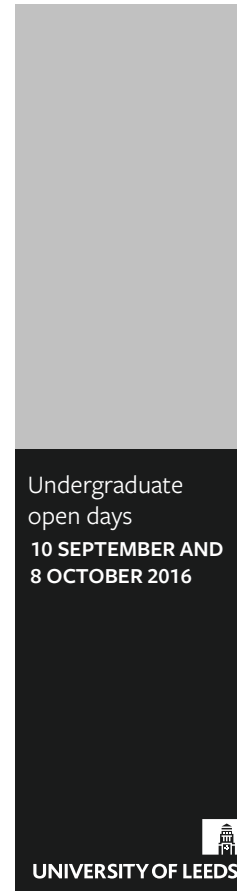Do create hierarchy by using dividers as a visual aid, and using different font weights.
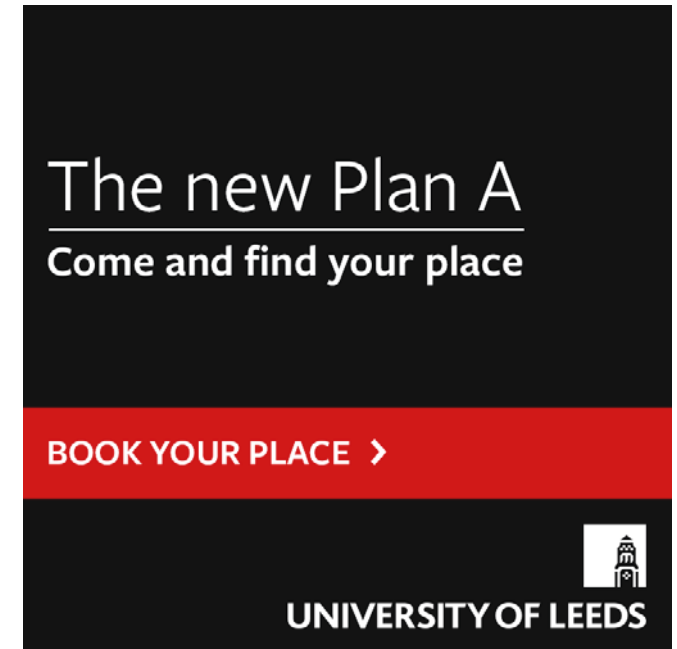
Don't
Don't use font weight so that it disrupts the natural hierarchy.

Visual hierarchy

Visual hierarchy in narrow layouts

160x600px **240x400px** **160x600px** **240x400px**

Undergraduate
open days
10 SEPTEMBER AND
8 OCTOBER 2016

UNIVERSITY OF LEEDS

Undergraduate
open days
**10 SEPTEMBER AND
8 OCTOBER 2016**

UNIVERSITY OF LEEDS

Do
Do create hierarchy by using dividers as a visual aid and by using different font weights.

Don't
Don't use font weight and size so that it disrupts the natural hierarchy.

Visual hierarchy

Visual hierarchy in horizontal layouts

The same principles of font weight, font size and dividers apply to headlines in horizontal banner adverts.

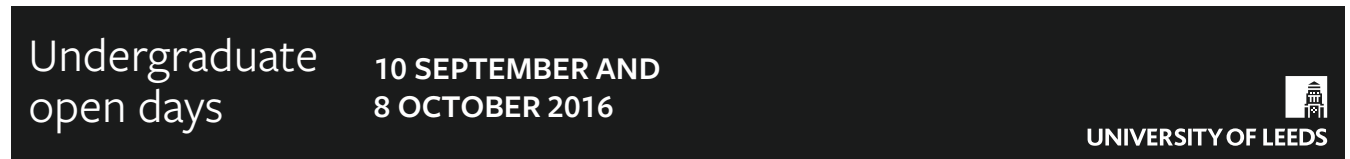Maintain hierarchy vertically from top to bottom, and horizontally from left to right.
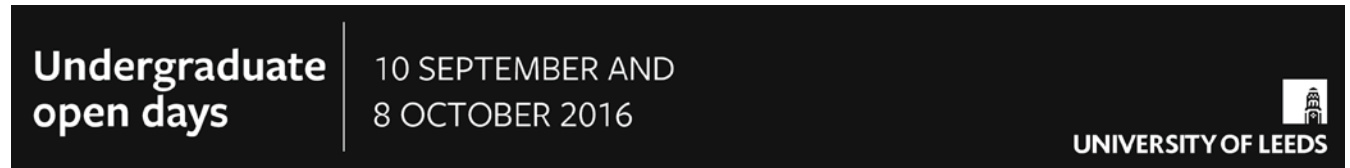
768x90px
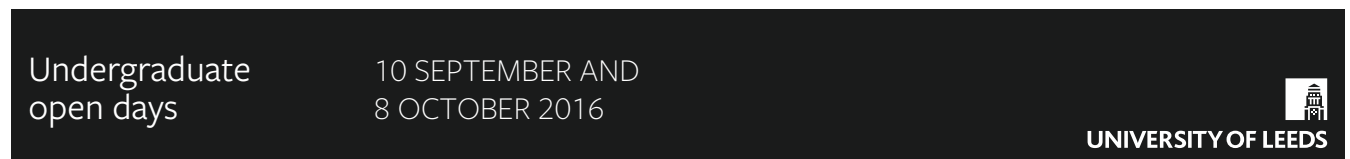

Do
Do maintain hierarchy from left to right.

768x90px

Do
Do maintain hierarchy from top to bottom.

768x90px

Don't
Don't use font weight and size so that it disrupts the natural hierarchy.

Visual hierarchy

Alignment

Text alignment should be consistent. Left alignment is preferable where possible.

250x250px

Do
Do use alignment consistently across all copy.

250x250px

Don't
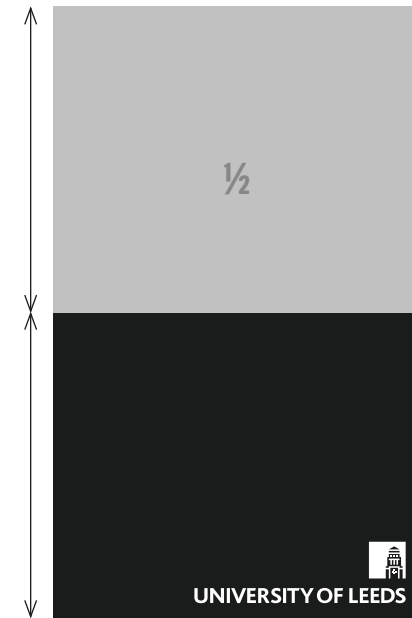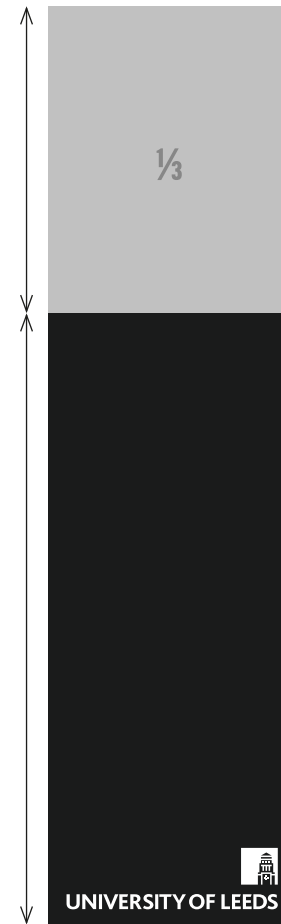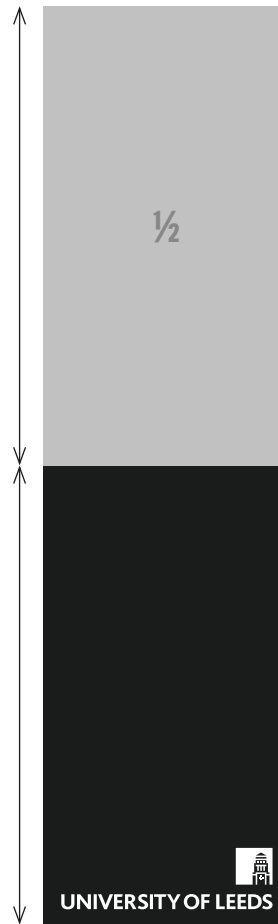Don't use different alignment in the same banner.

SECTION FIVE

IMAGERY

Imagery

Proportions

Use imagery so that it occupies one of the following proportions of the banner:

- 1/4
- 1/3
- 1/2

Key

Image space

Copy space

½

⅓

½

UNIVERSITY OF LEEDS

UNIVERSITY OF LEEDS

UNIVERSITY OF LEEDS

¼

UNIVERSITY OF LEEDS

⅓

UNIVERSITY OF LEEDS

Imagery

People

When using imagery in your banner adverts, remember to:
- use a single subject as the main focus
- use a large enough image to see the face
- avoid compromising text readability
- avoid covering the subject's face with other elements.

250x250px

Do
Do use images with a single subject, where the person's face is clear.

250x250px

Don't
Don't use images where the subject's face is too small or not clearly visible.

Imagery

People

250x250px

250x250px

Don't
Don't use images with more than one subject.

Don't
Don't cover the subject's face with other elements.

Imagery

Abstract imagery and background textures

When imagery of people is not an option, abstract images, building shots or textures can be used to add colour and create a more visually appealing advert.

250x250px

Undergraduate Open Days

10 SEPTEMBER AND
8 OCTOBER 2016

Do
Do use simple imagery with complementary colours.

250x250px

Undergraduate Open Days

10 SEPTEMBER AND
8 OCTOBER 2016

Don't
Don't use imagery without sufficient contrast or with garish colours.

Imagery

Abstract imagery and background textures

250x250px

Do
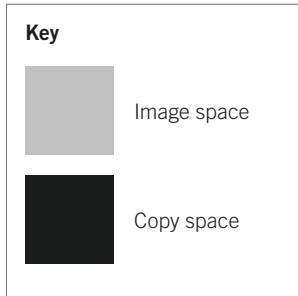Do use building imagery with contrast that does not detract from the headline message.

250x250px

Don't
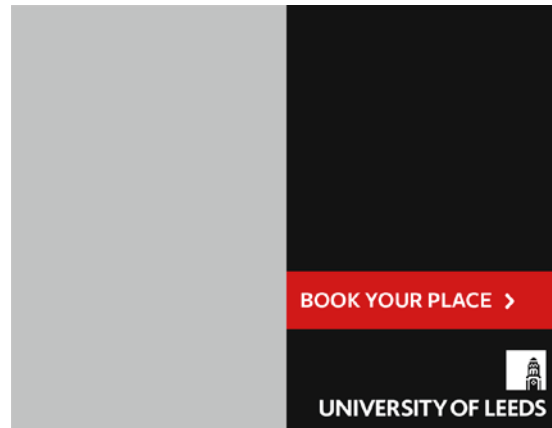Don't use overly busy imagery that detracts from the headline message.

SECTION SIX

CALL TO ACTION

Call to action

Call to action layout examples

Key

Image space

Copy space

336x260px

BOOK YOUR PLACE ›

UNIVERSITY OF LEEDS

728x90px

BOOK YOUR PLACE ›

UNIVERSITY OF LEEDS

120x600px

BOOK YOUR PLACE ›

UNIVERSITY OF LEEDS

160x600px

BOOK YOUR PLACE ›

UNIVERSITY OF LEEDS

Call to action

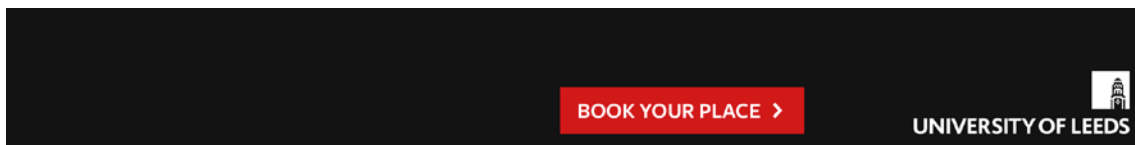## Appearance

The call to action (CTA) should be presented in a bold colour, which relates to the overall campaign and is in high contrast to the rest of the banner advert components.
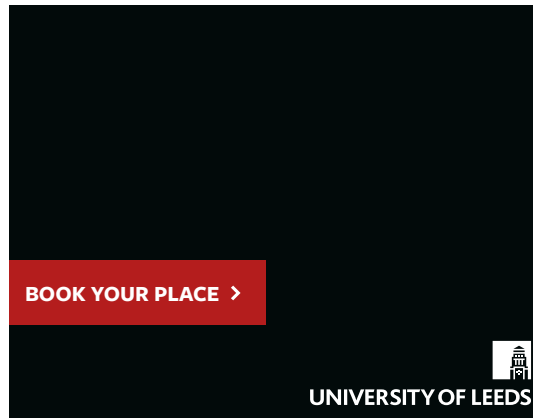
250x250px

300x250px

Examples of bold colour which is in keeping with the overall campaign style.
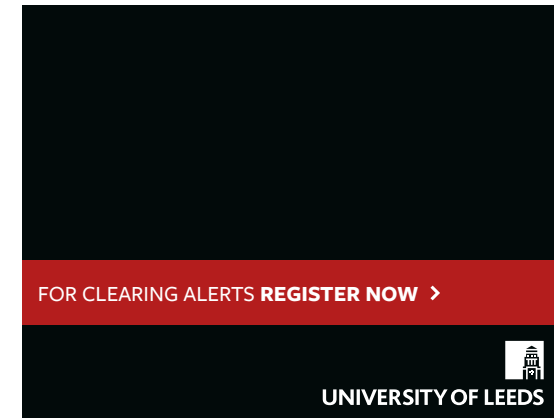
Call to action

Layout and size

The CTA is a flexible element. Although it should be concise, on occasion longer copy is necessary to make it clear to the user what you want them to do.
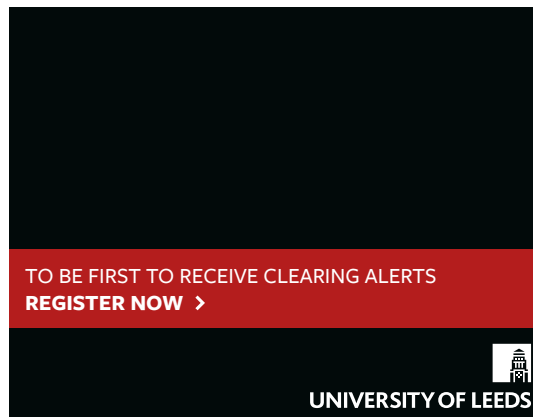
336x260px

BOOK YOUR PLACE >

UNIVERSITY OF LEEDS

Small CTA presented in the bottom left on a landscape banner.

336x260px

FOR CLEARING ALERTS **REGISTER NOW** >

UNIVERSITY OF LEEDS

Single line CTA with additional copy and a bold weight.

336x260px

TO BE FIRST TO RECEIVE CLEARING ALERTS **REGISTER NOW** >

UNIVERSITY OF LEEDS

Multi-line CTA with a bold weight

250x250px

BOOK YOUR PLACE >

UNIVERSITY OF LEEDS

CTAs should be full-width on narrower layouts.