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## Formats and sizes

### Advert sizes

<table>
<thead>
<tr>
<th>Name</th>
<th>Size</th>
<th>Margin</th>
<th>Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>120x600px</td>
<td>10px</td>
<td>100x28px</td>
</tr>
<tr>
<td>Wide skyscraper</td>
<td>160x600px</td>
<td>10px</td>
<td>138x40px</td>
</tr>
<tr>
<td>Small square</td>
<td>200x200px</td>
<td>6px</td>
<td>100x28px</td>
</tr>
<tr>
<td>Vertical rectangle</td>
<td>240x400px</td>
<td>10px</td>
<td>138x40px</td>
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<tr>
<td>Square</td>
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<td>Inline rectangle/MPU</td>
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<td>6px</td>
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<tr>
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<td>336x260px</td>
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<td>100x28px</td>
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<tr>
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</table>

Please note: examples are not actual size.
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

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

**Do**

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

**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.

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**Do**

- Do keep all elements within the 10px margin.
- Do use the margin to align elements.
Margins

10px margin

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

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

**6px margin**

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Example of 468x60px layout with a 6px margin.

Example of 200x200px layout with a 6px margin.
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.
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
(\$ & £ € )1234567890

Freight Sans Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(\$ & £ € )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.
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

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

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

Do
Do use the alternative Lining figures for numbers.

Don’t
Don’t use the default or Oldstyle figures for numbers.
Visual hierarchy

**Headline message**

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

- **Do**
  - Do differentiate between levels of heading with different font sizes.

- **Don’t**
  - Don’t use the same font size for multiple headings.
Do create hierarchy by using dividers as a visual aid, and using different font weights.

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

Do
Do maintain hierarchy from left to right.

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.

Do
Do use alignment consistently across all copy.

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

Undergraduate Open Days
10 SEPTEMBER AND 8 OCTOBER 2016

UNIVERSITY OF LEEDS

250x250px

Undergraduate Open Days
10 SEPTEMBER AND 8 OCTOBER 2016

UNIVERSITY OF LEEDS

250x250px
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

UNIVERSITY OF LEEDS
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.

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

Don’t
Don’t use images where the subject’s face is too small or not clearly visible.
Don't use images with more than one subject.

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.

Do
Do use simple imagery with complementary colours.

Don't
Don't use imagery without sufficient contrast or with garish colours.
Abstract imagery and background textures

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

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

CALL TO ACTION
Call to action layout examples

Key
- Image space
- Copy space

336x260px

120x600px

160x600px

728x90px

BOOK YOUR PLACE ➔

UNIVERSITY OF LEEDS

BOOK YOUR PLACE ➔

UNIVERSITY OF LEEDS

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.

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.

- Small CTA presented in the bottom left on a landscape banner.
- Single line CTA with additional copy and a bold weight.
- Multi-line CTA with a bold weight.
- CTAs should be full-width on narrower layouts.