

# Guidelines

For a good use of the expression spaces of the service...  
And above all to enhance your brand ;-)

**01.**

**Teasing**

Website homepage

**Summary**

**02.**

**Reveal**

Uploading/downloading  
pages

## 01. Teasing

# Website homepage

Guidelines

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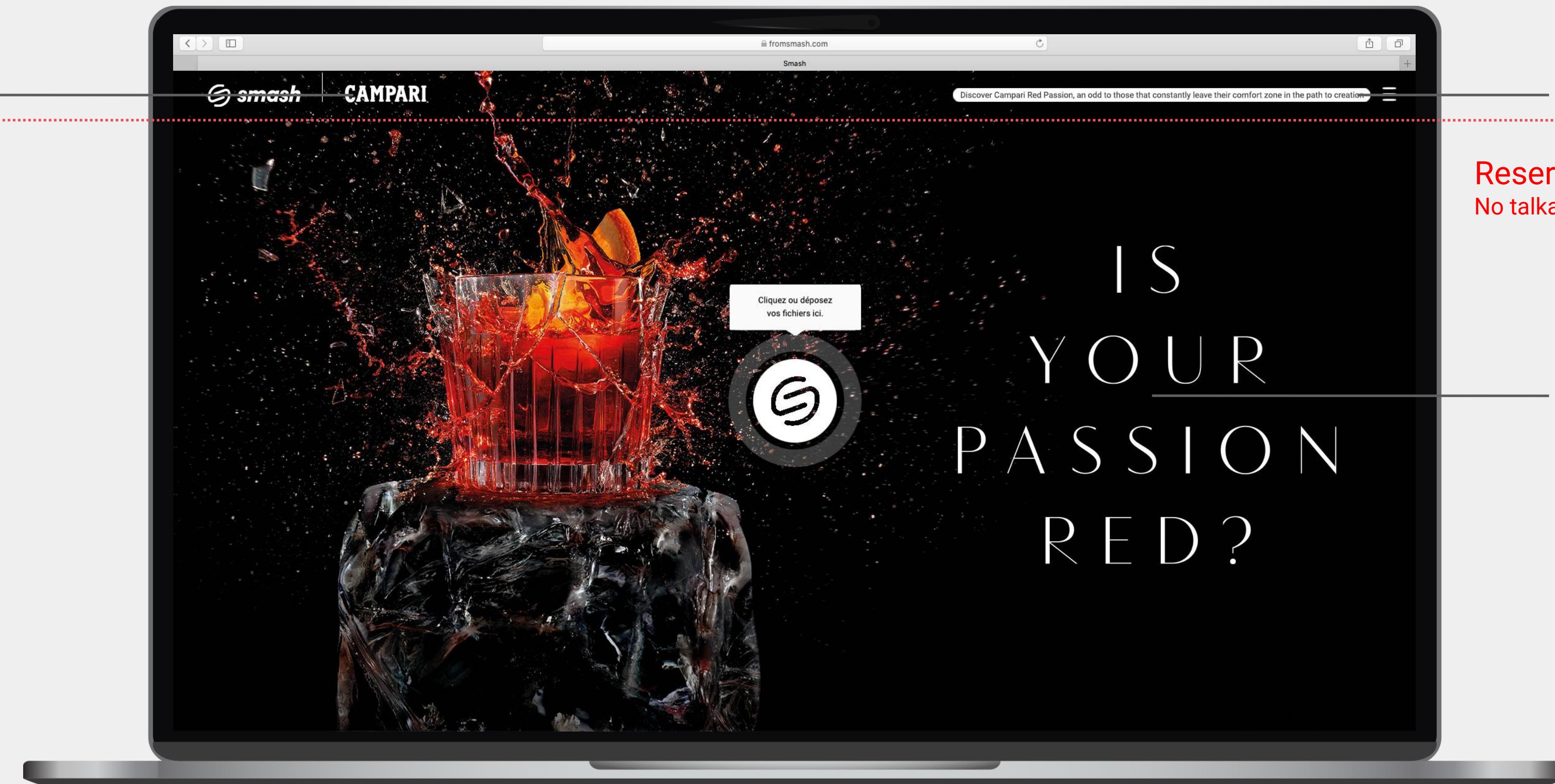
August 2022

Your logo

Caption

Reserve area.  
No talkative elements in the upper part.

Background content  
(image or video)



## 01. Teasing

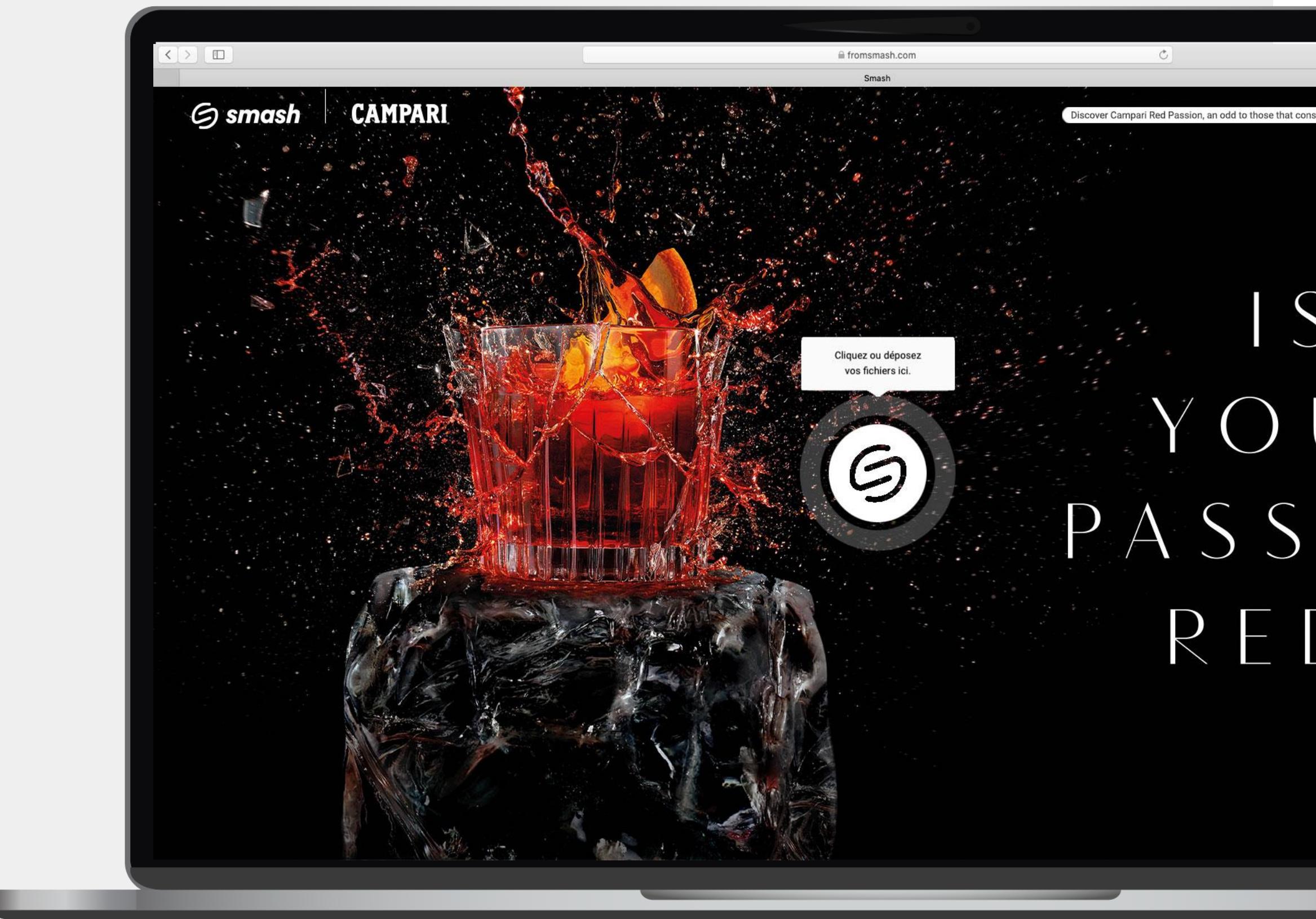
# Website homepage

## Generally speaking...

- Propose uncluttered visuals (photos, illustrations, videos).
- Avoid strong contrasts in the same visual.
- Avoid colours that are too bright, images that are too talkative.
- Avoid texts integrated into the visuals except for short words, or those that are part of a graphic composition...
- Respect the reserve spaces (around the logos, elements of the service (burger menu, legend, loader)).
- Provide a monochrome logo that respects the proposed area.

## Ideally...

- Propose visuals that are compatible with the central loader.
- Create a graphic play between the background and the circle.
- Give preference to flat areas in the illustrations.
- If there are several backgrounds (fixed or video) for a same campaign: unity in form.



## 02. Reveal

# Uploading/downloading pages

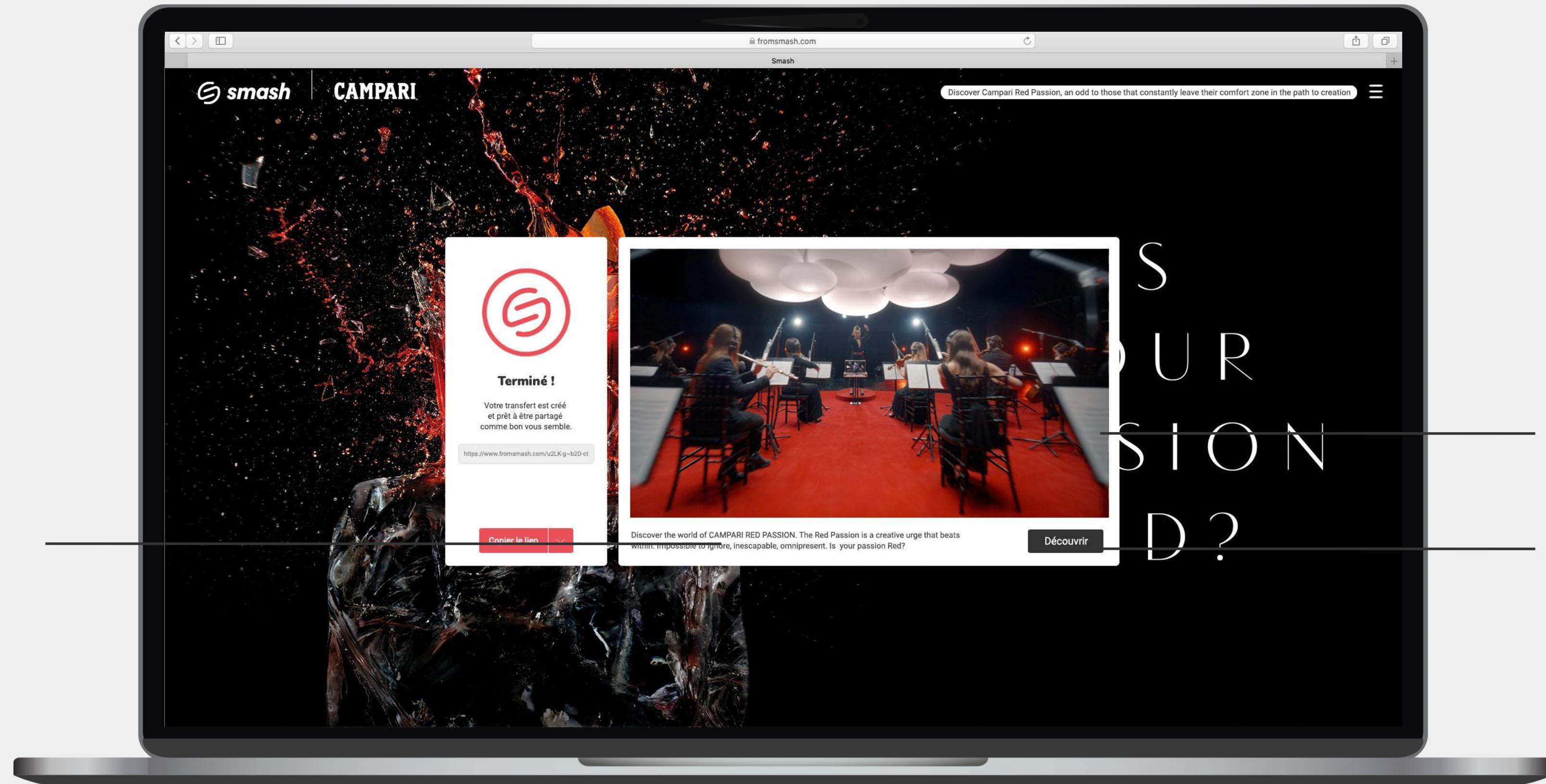
Information and interaction space (+ 90% of clicks on this page)

Guidelines

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August 2022

Customizable  
text



Self promotion : 1920 X 1080 px

Reveal space

Customizable  
CTA button

## 02. Reveal

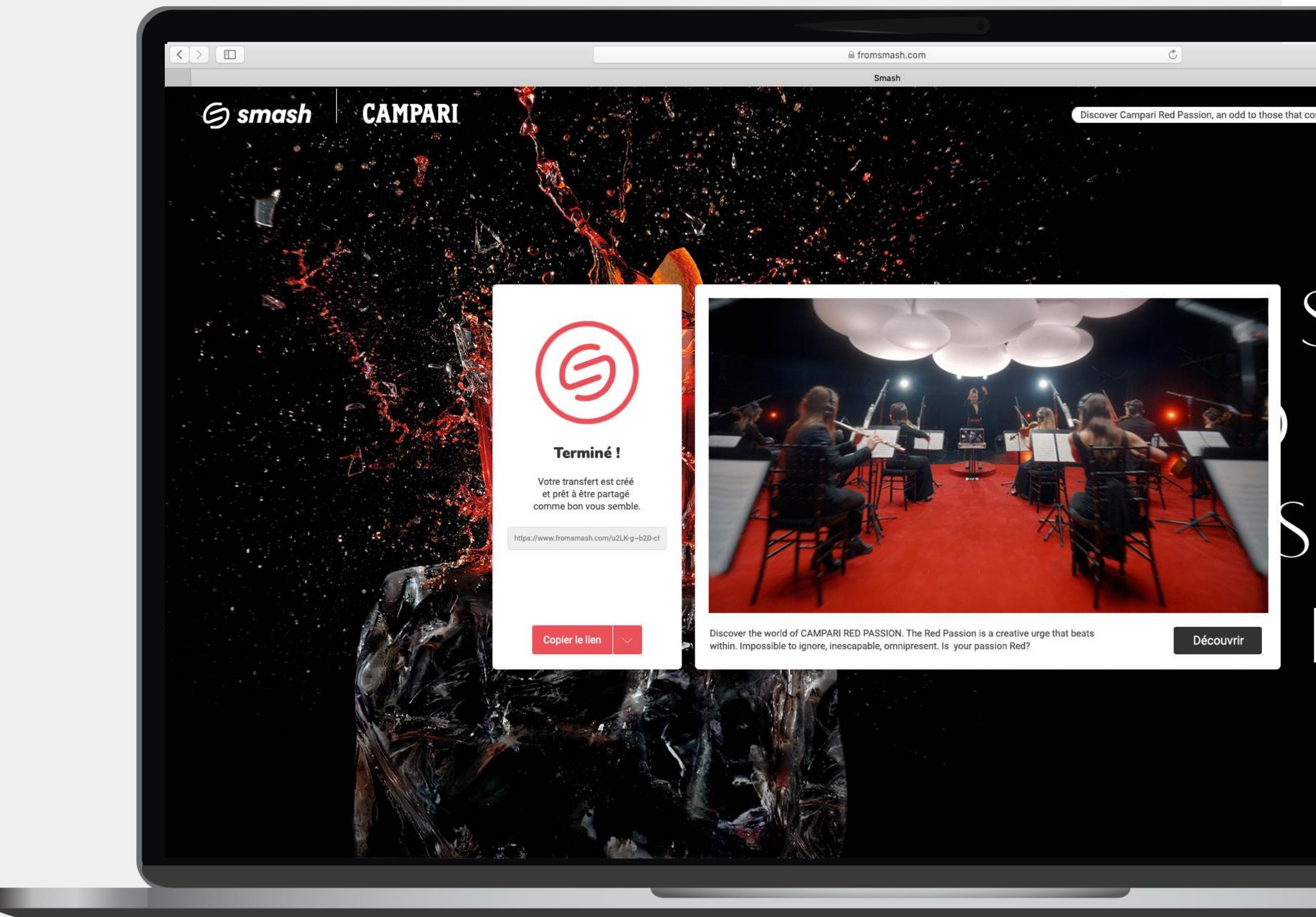
# Uploading/downloading pages

## Generally speaking...

- If needed, propose only a few lines of text (2 or 3 lines) in the visual.
- Don't add a call to action in the visual.
- Take advantage of the two lines of text in the call to action to encourage audiences to click.

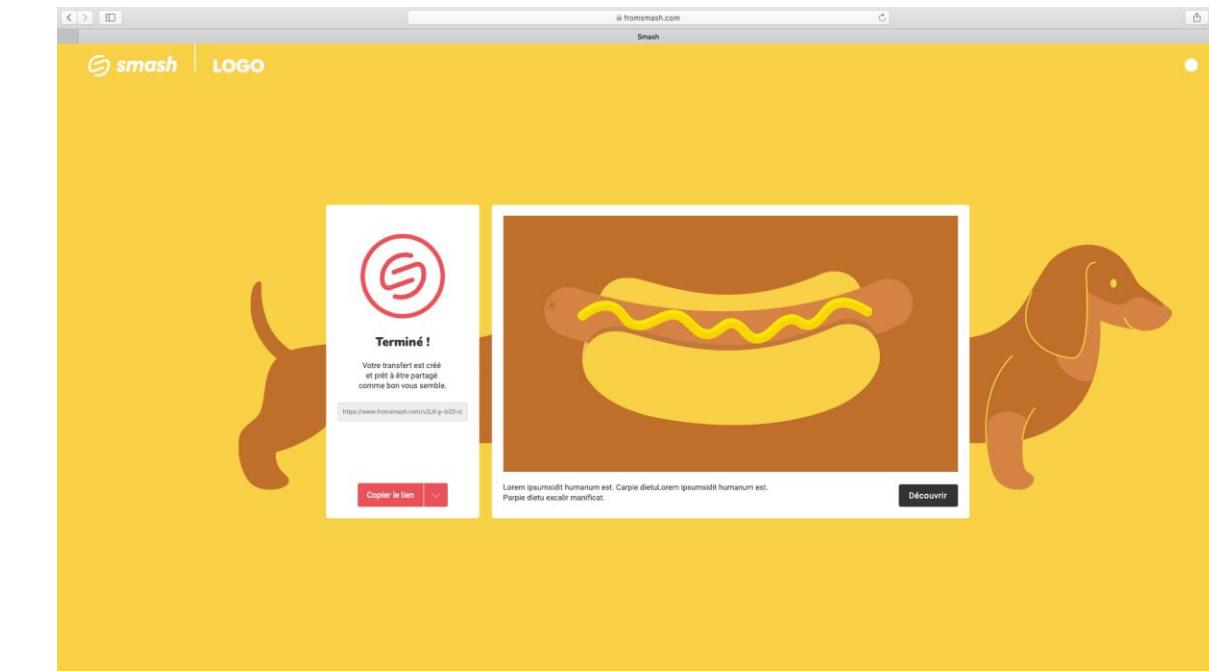
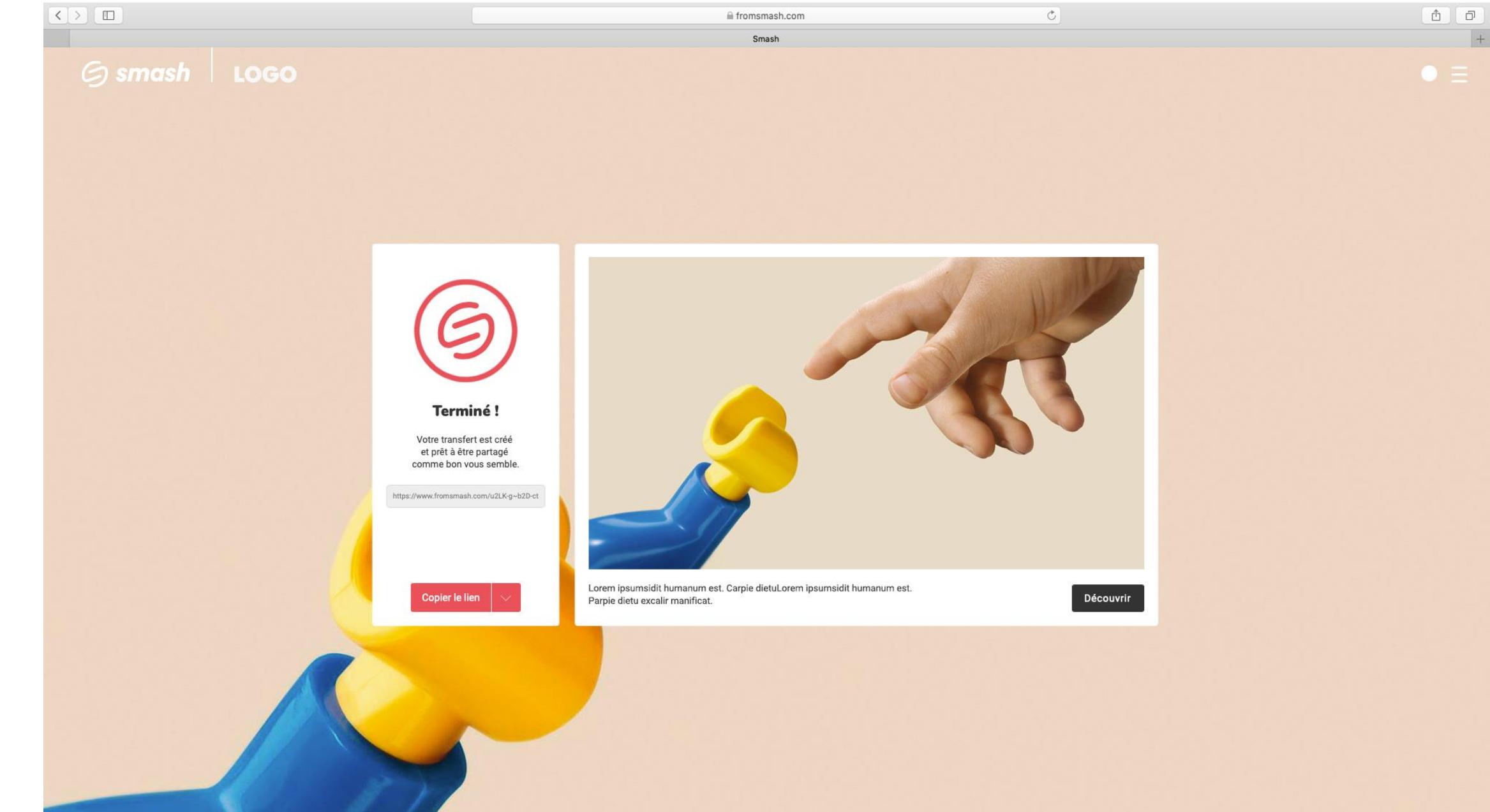
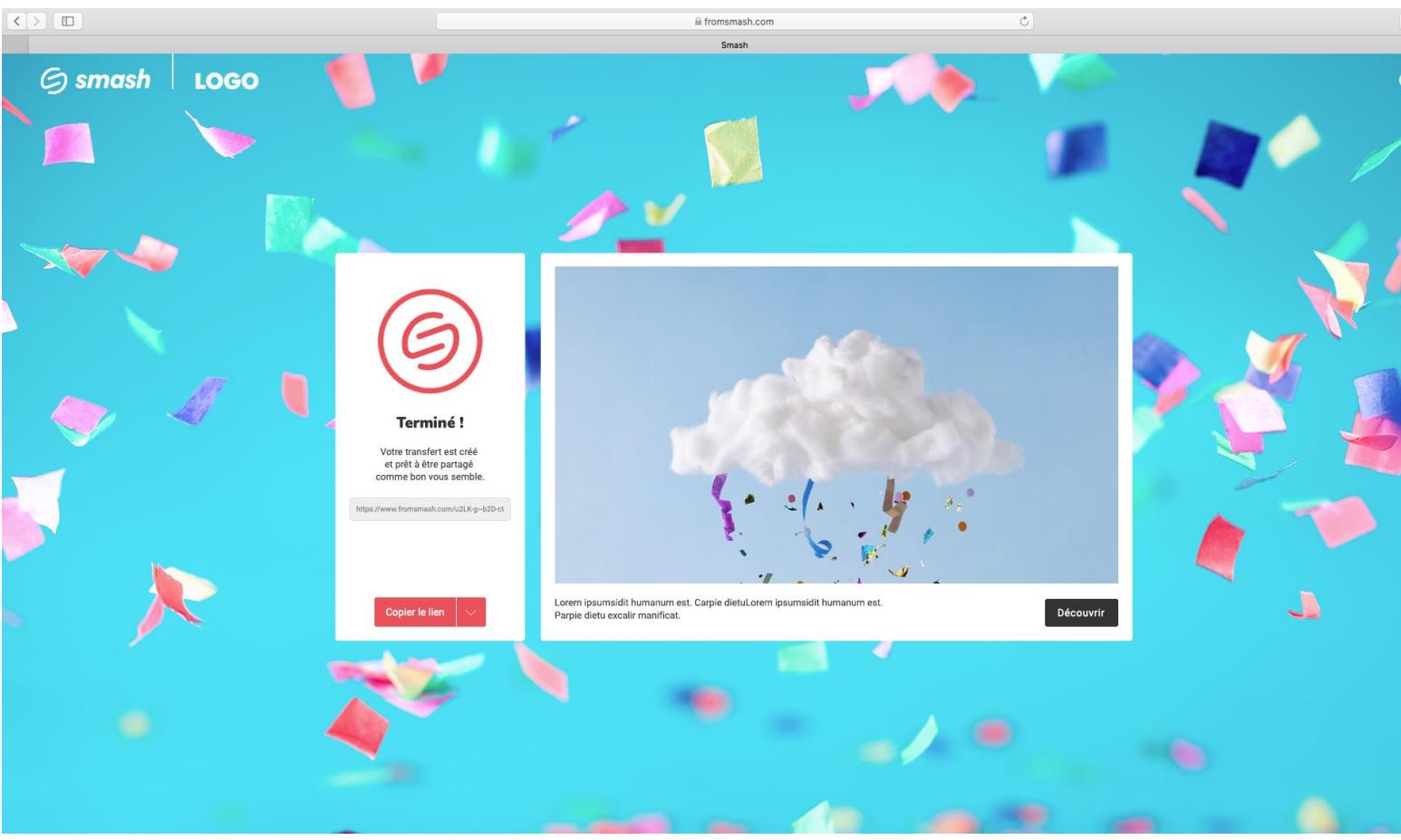
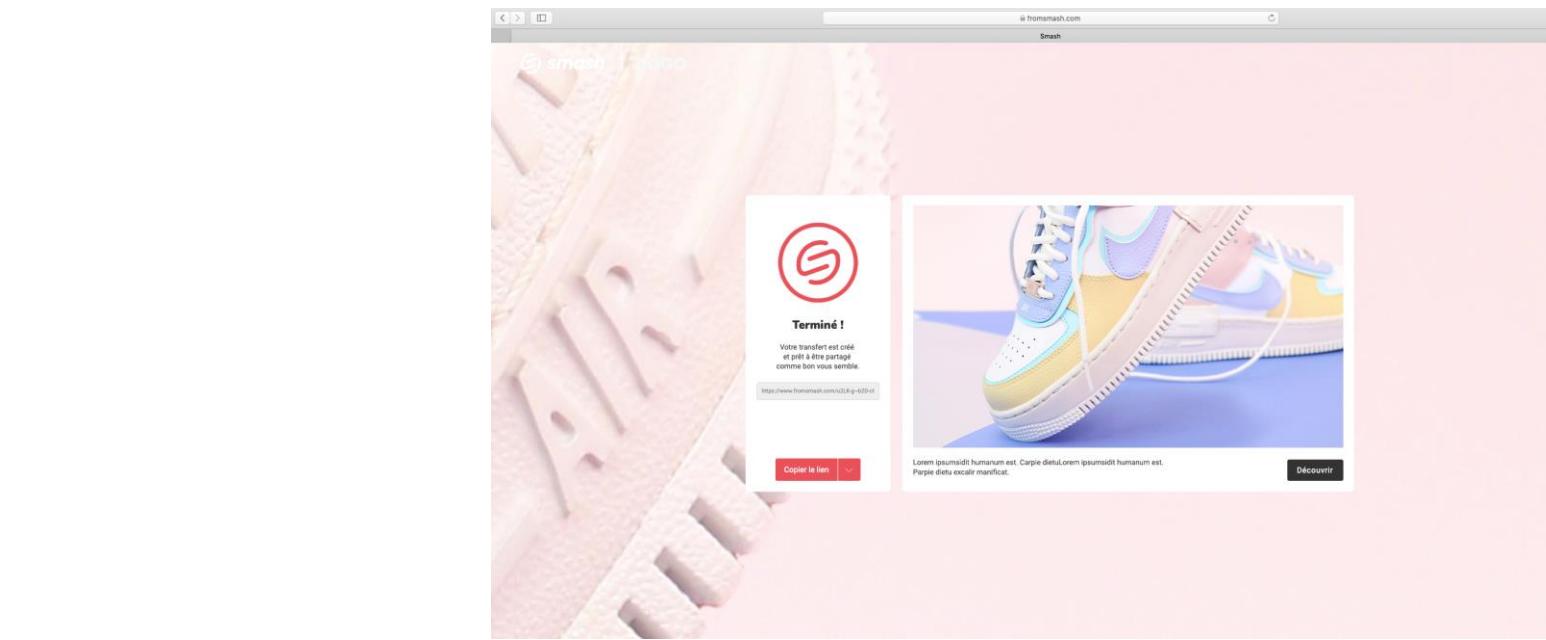
## Ideally...

- Background video recommended.
- Correspondence between the background and the visual if possible.



## 02. Reveal

# Uploading/downloading pages | Do



# In brief...

## TEASING Homepage

- Fixed background or video (Youtube or Vimeo link)
- Background sizes: 2000 x 1125 pixels, of the highest resolution possible
- 1 or more backgrounds depending on the campaign (see with the project team)
- Your logo on a transparent background
- Caption (100 characters max)

## REVEAL Uploading/downloading pages

- Fixed background(s) or video(s) (Youtube or Vimeo link)
- Visual sizes: 1920 x 1080 pixels or same sizes than the background
- 1 or more visuals depending on the campaign (see with the project team)
- Text presenting the partnership (2 or 3 lines max.)
- Customizable CTA button (of your choice) :  
Buy / Book / Order / Subscribe / Contact us / Download / Share / Like / Try / Join us / Play / Follow us / Read / Discover / Watch / More information
- Redirection link

Smash will put all the elements online and will send you test versions for validation!