

Guidelines

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



01.

Teasing

Website homepage

Summary

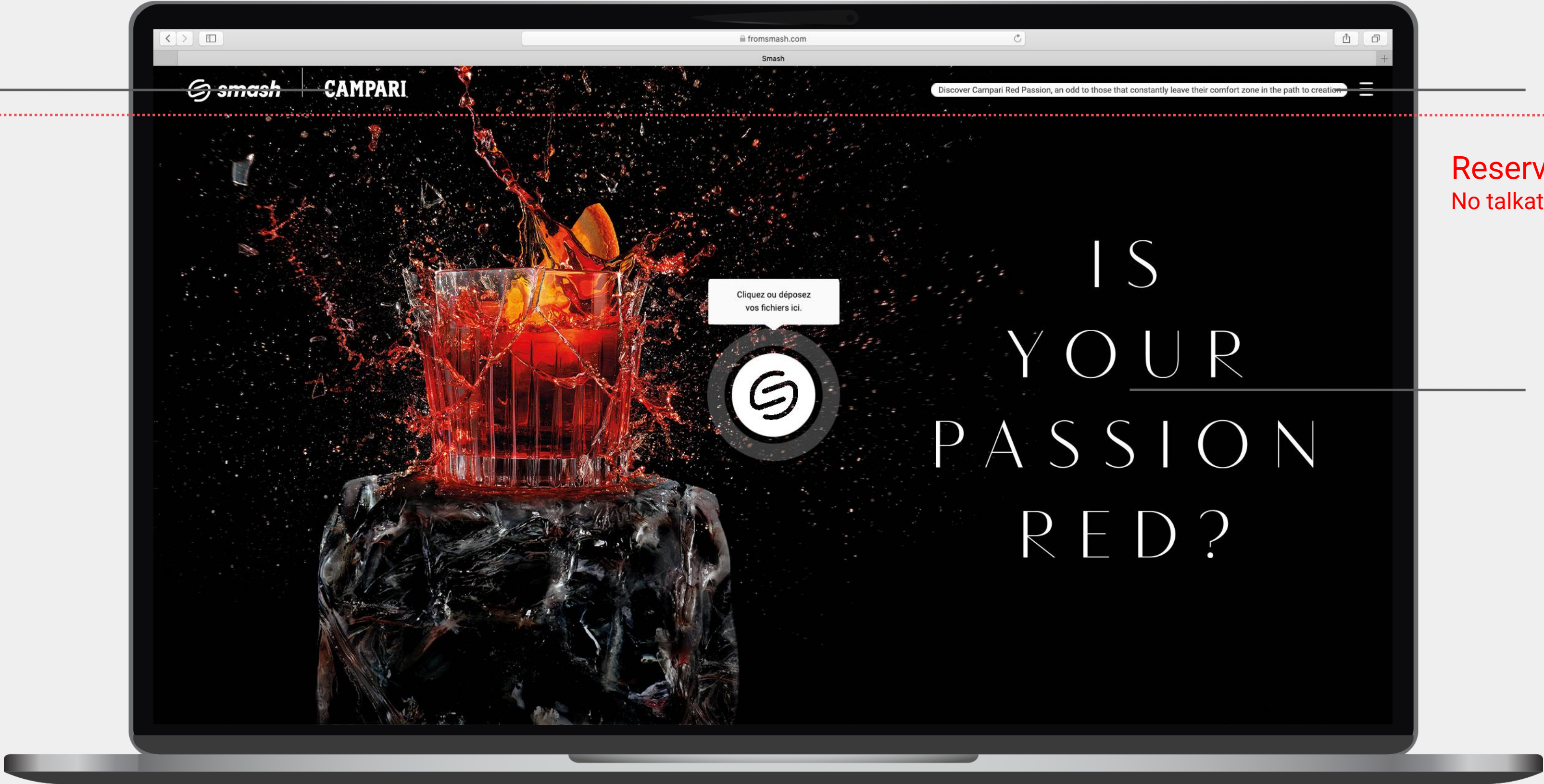
02.

Reveal

Uploading/downloading
pages

01. Teasing

Website homepage



Your logo

Caption

Reserve area.
No talkative elements in the upper part.

Background content
(image or video)

Background image: 2 000 X 1125 px

01. Teasing

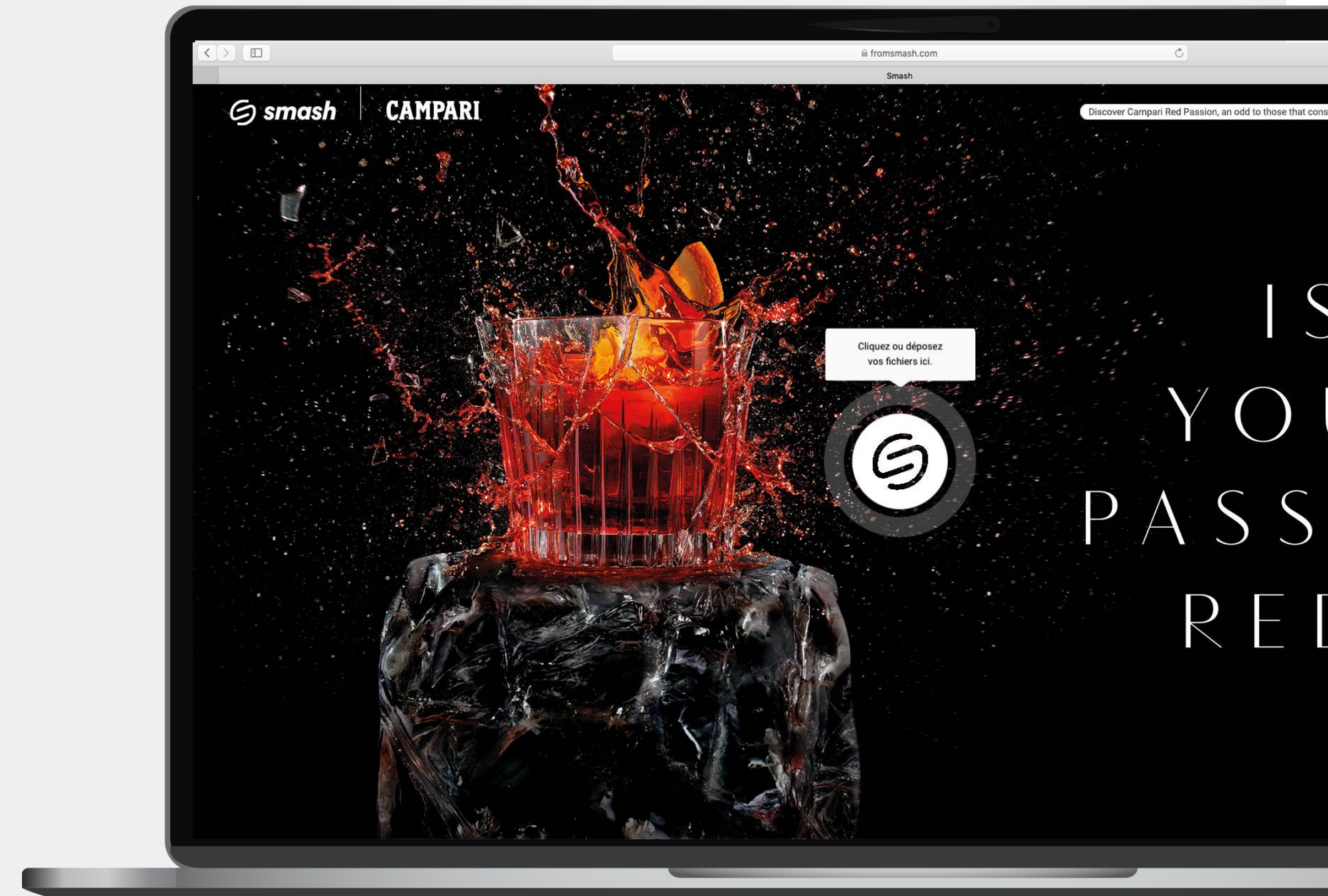
Website homepage

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.



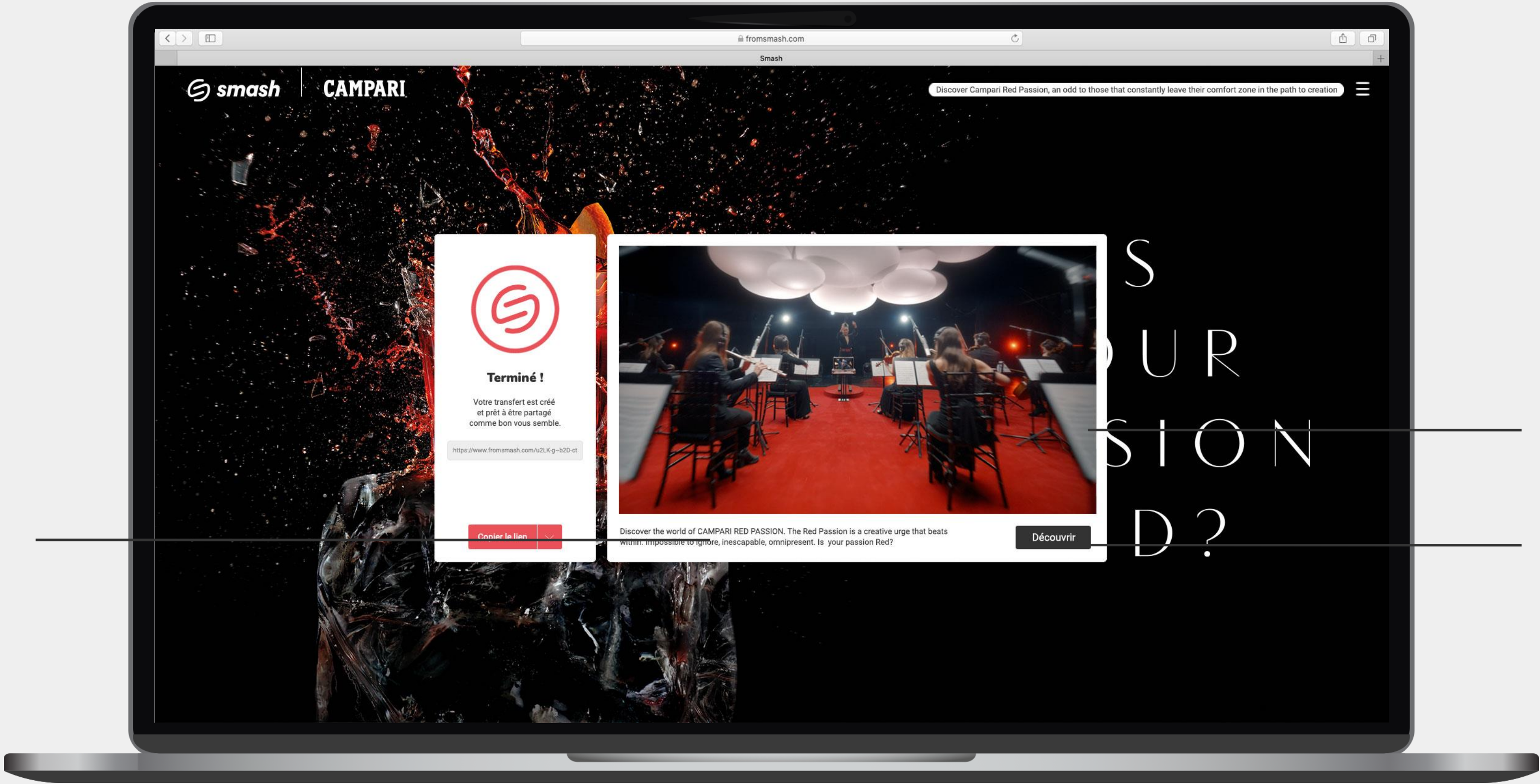


02. Reveal

Uploading/downloading pages

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

Customizable text



Reveal space

Customizable CTA button

Self promotion : 1920 X 1080 px



02. Reveal

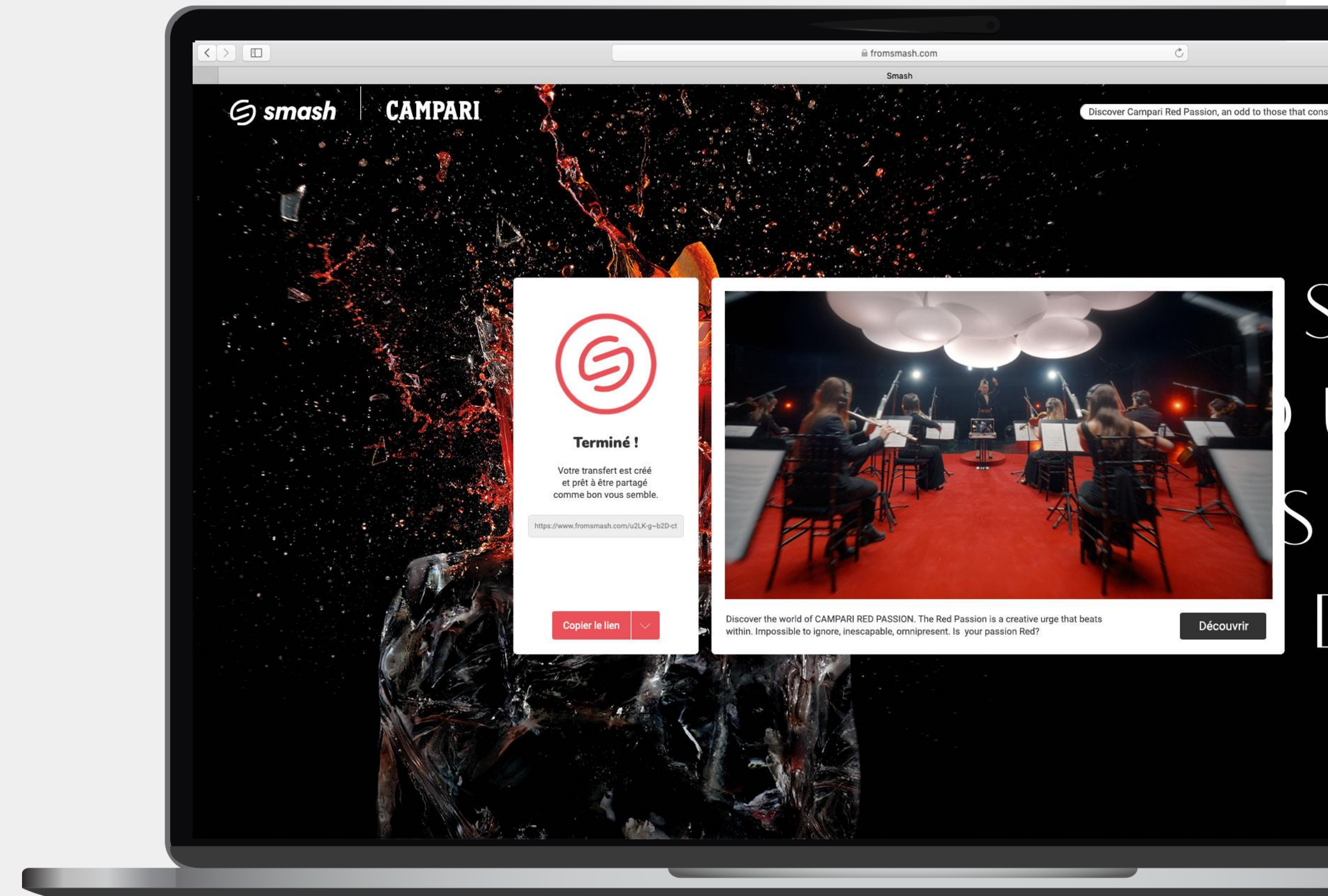
Uploading/downloading pages

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...

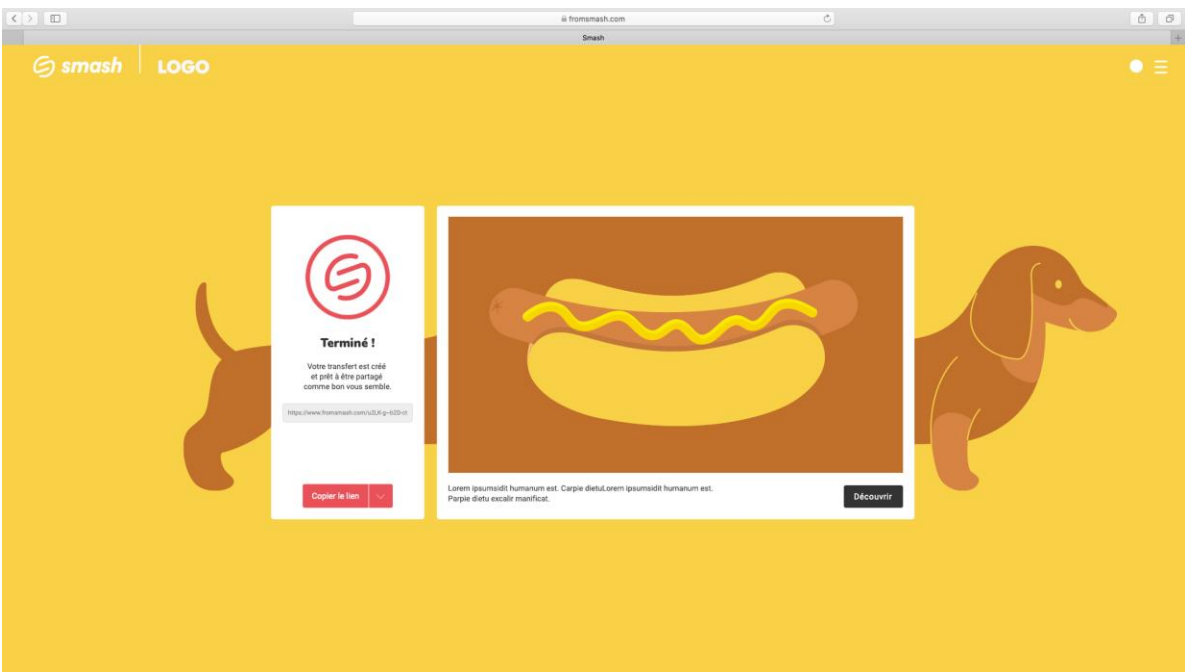
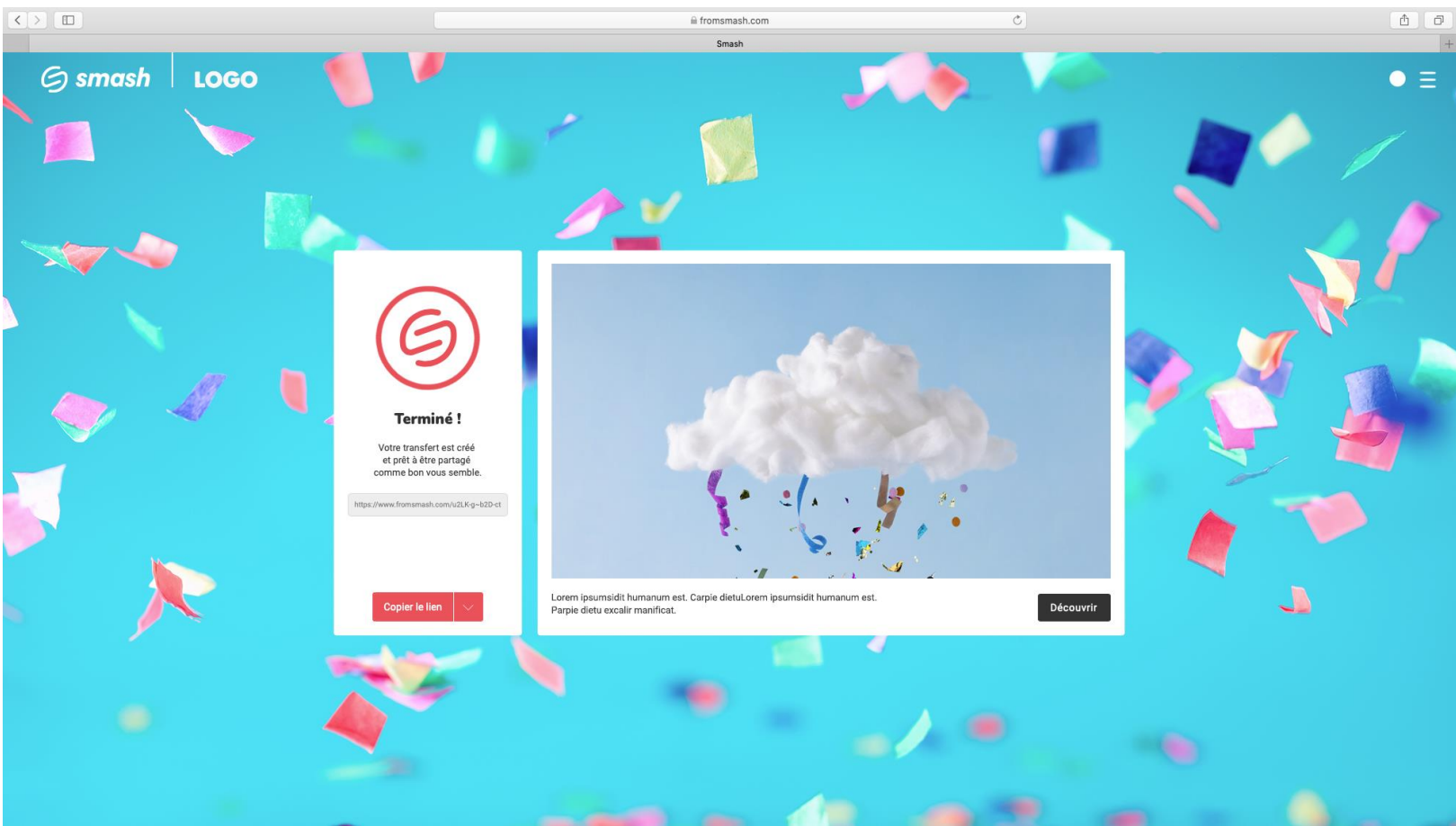
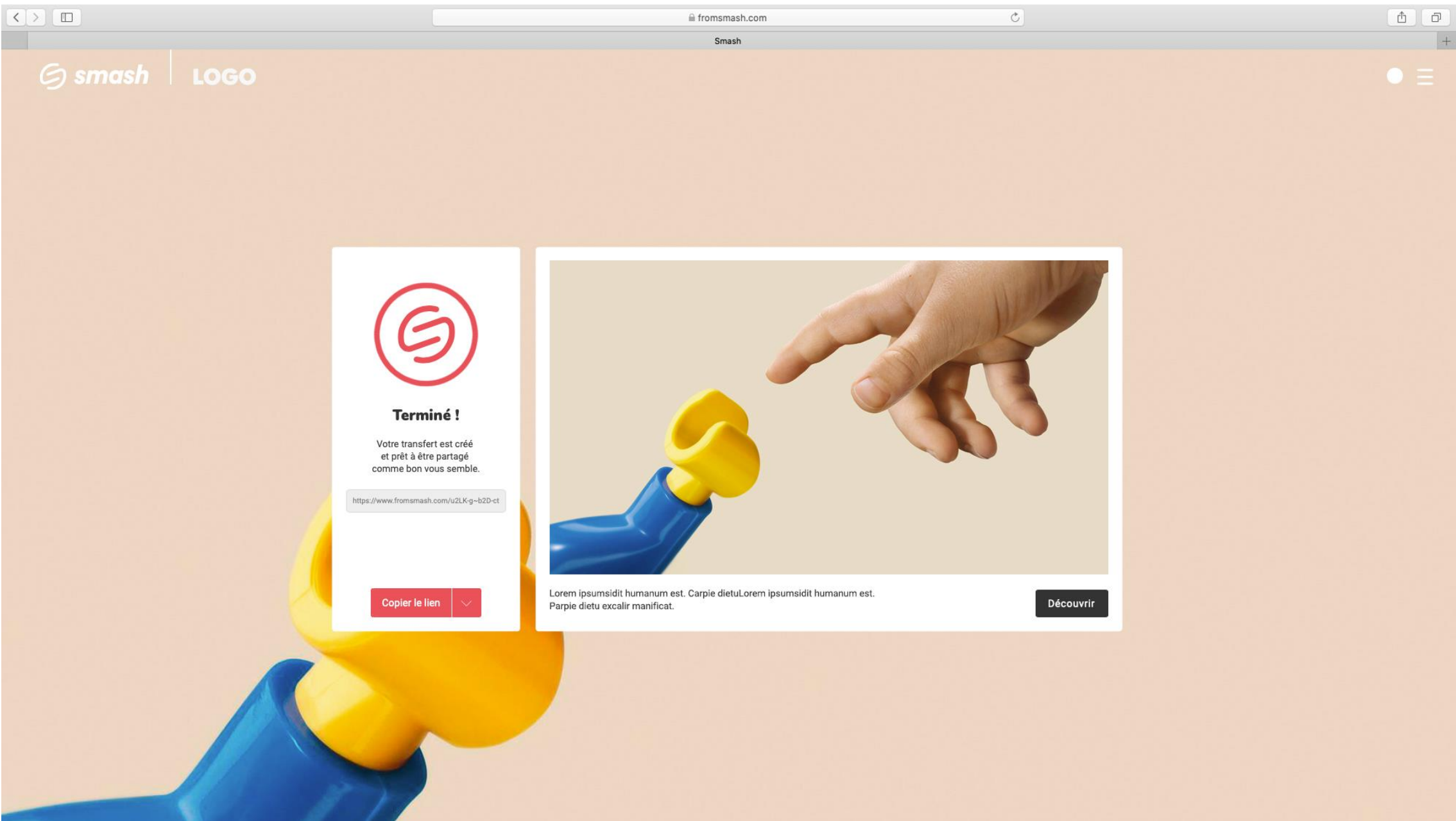
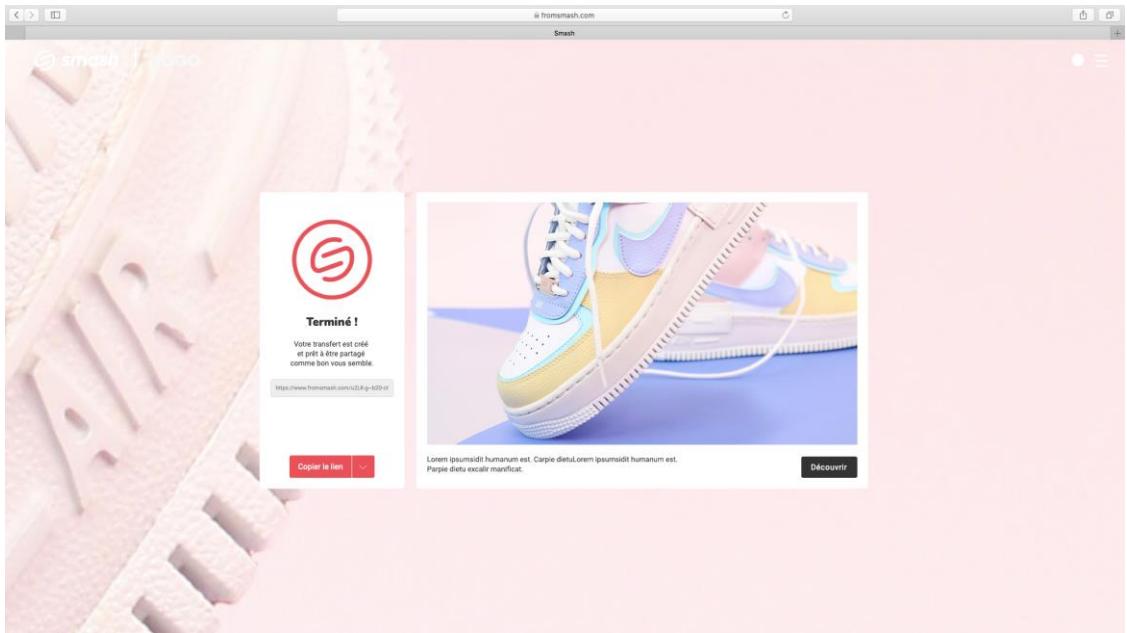
- Background video recommended.
- Correspondence between the background and the visual if possible.





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 × 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!