

JohnstonPress

Webpage Takeover Styleguide

Version 7.0, November 2016

How to Use The Template

On the right is an example of the formats and designs you need to create. It consists of psd artboards in the correct sizes that can be exported directly as pngs.

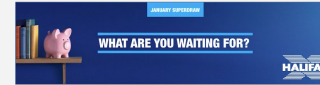
1. Wallpaper 1920px X 1024px
2. Billboard 970px X 250px
3. Leaderboard 728px X 90px
4. Half Page MPU 300px X 600px
5. MPU 300px X 250px
6. Mobile banner 320px X 50px

Formats accepted gifs, jpgs and 3rd party tags (wallpaper format - jpg)

1. Wallpaper 1920px X 1024px
max file size - 200kb



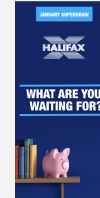
2. Billboard 970px X 250px
Max file size - 70kb



3. Leaderboard 728px X 90px
max file size - 50kb



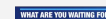
4. Halfpage MPU 300px X 600px
Max file size - 70kb



5. MPU 300px X 250px
max file size - 50kb



6. Mobile banner 320px X 50px
max file size - 25kb



Webpage Takeover Example

Here is an overview of the design process our designers take to transform banners and MPU's into a Web Page Takeover blurred background

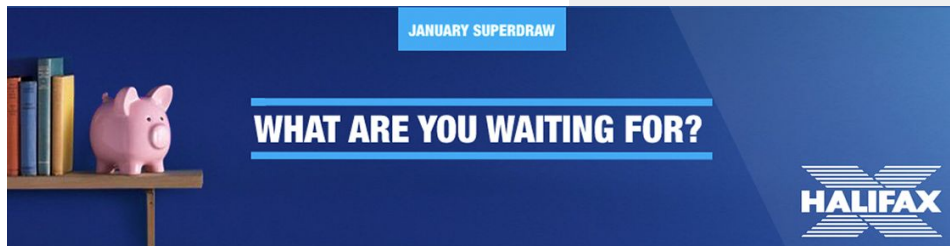
Use the logo or part of it to create a tiled pattern in the background using brand colours and elements.



How we Create a Blurred Background

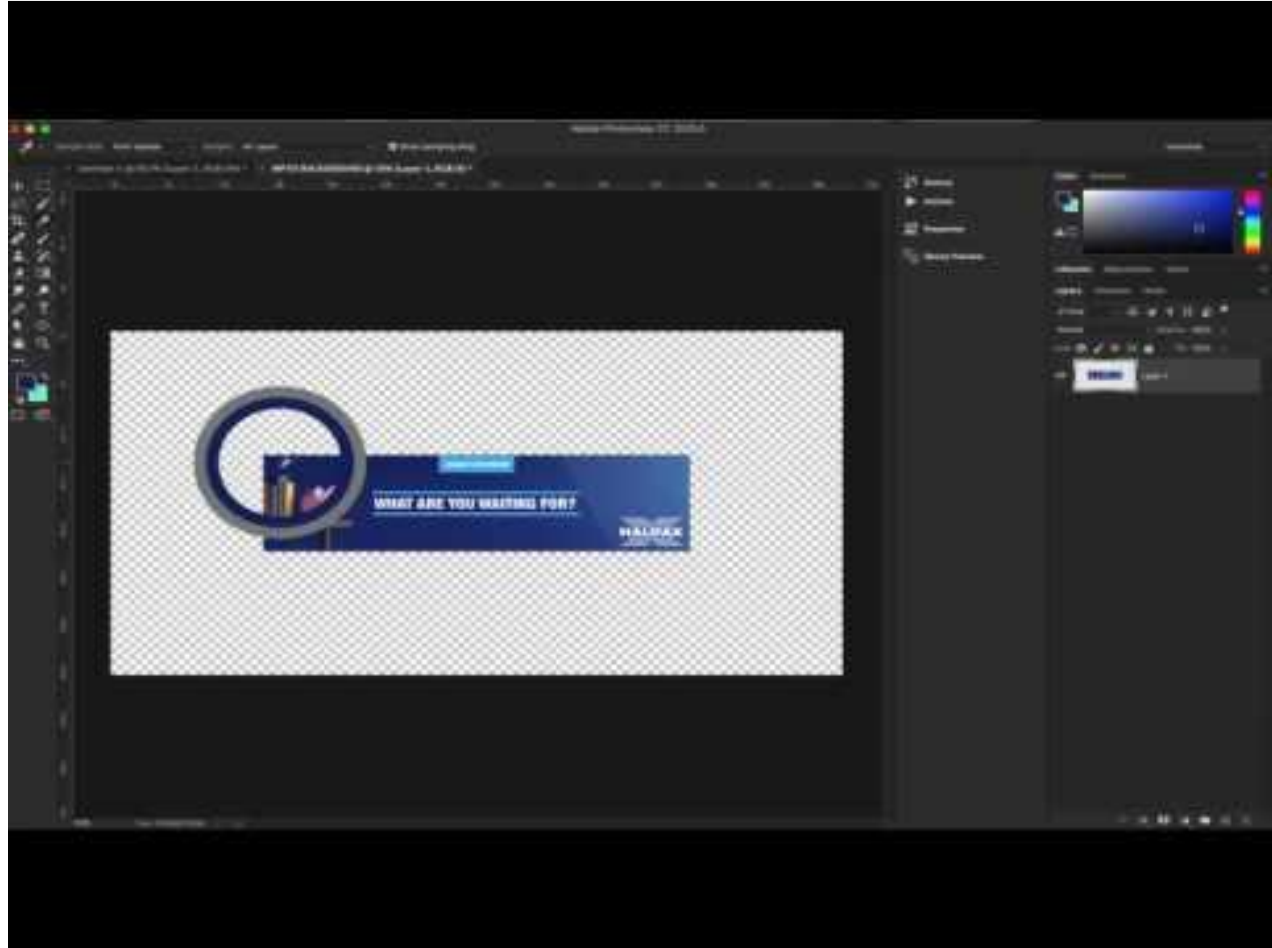
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How we Create a Blurred Background

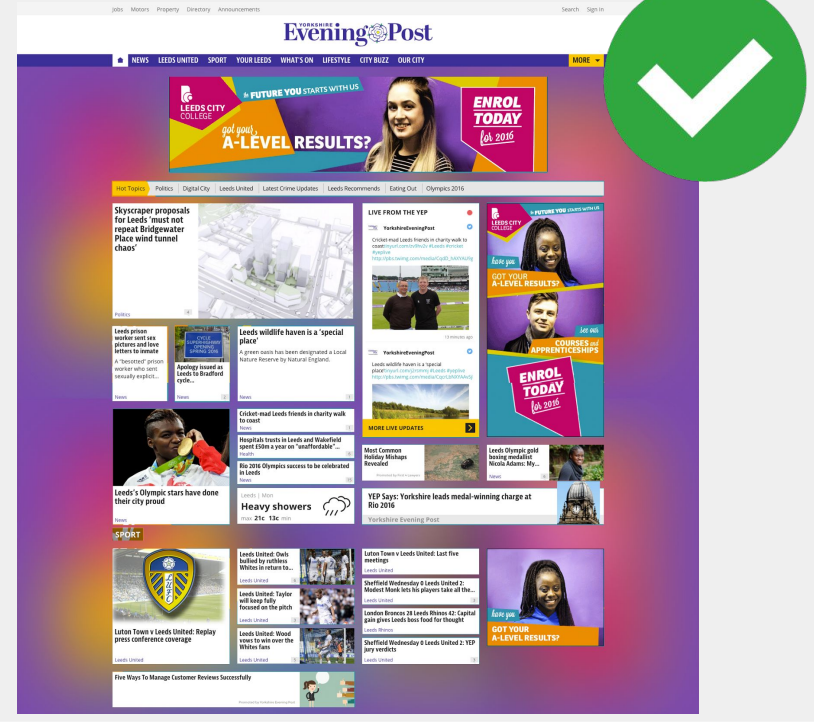
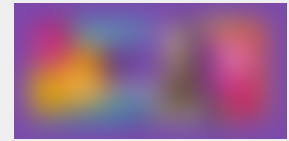
Here is an overview of the design process our designers take to transform banners and MPU's into a Web Page Takeover blurred background



Take the Ad and blur it to create the background

Why are we doing it?

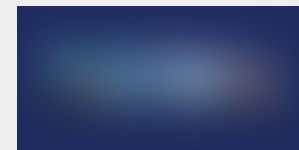
Our audience are struggling to read the content. The balance is to keep reader engaged on the page + to increase dwell time and click the advert



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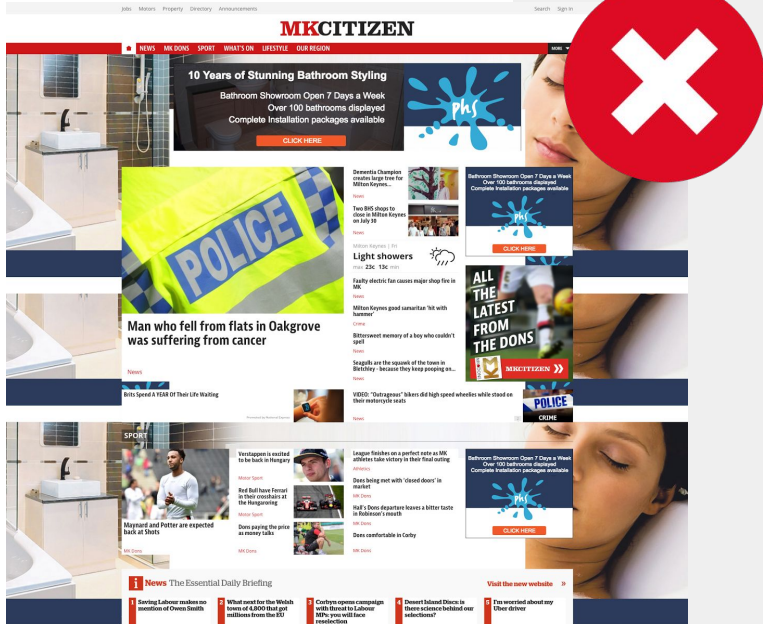
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The background features two large, semi-transparent, light blue letters, 'J' on the left and 'R' on the right, rendered in a classic serif font. The 'J' has a prominent, rounded tail that curves to the left. The 'R' is a tall, upright letter with a curved top and a horizontal base. The text 'Thank you.' is centered between the two letters.

Thank you.