

Website Brand Guidelines

Supplier requirements

MYER MY STORE

Supplier requirements

1UP Hero Banner

Supplier asset requirements

3 x assets are loaded into the CMS and scaled to desktop, tablet and mobile devices accordingly.

Artwork must be provided in all of the below specs:

Desktop: 1600x534px

Tablet: 1260x630px

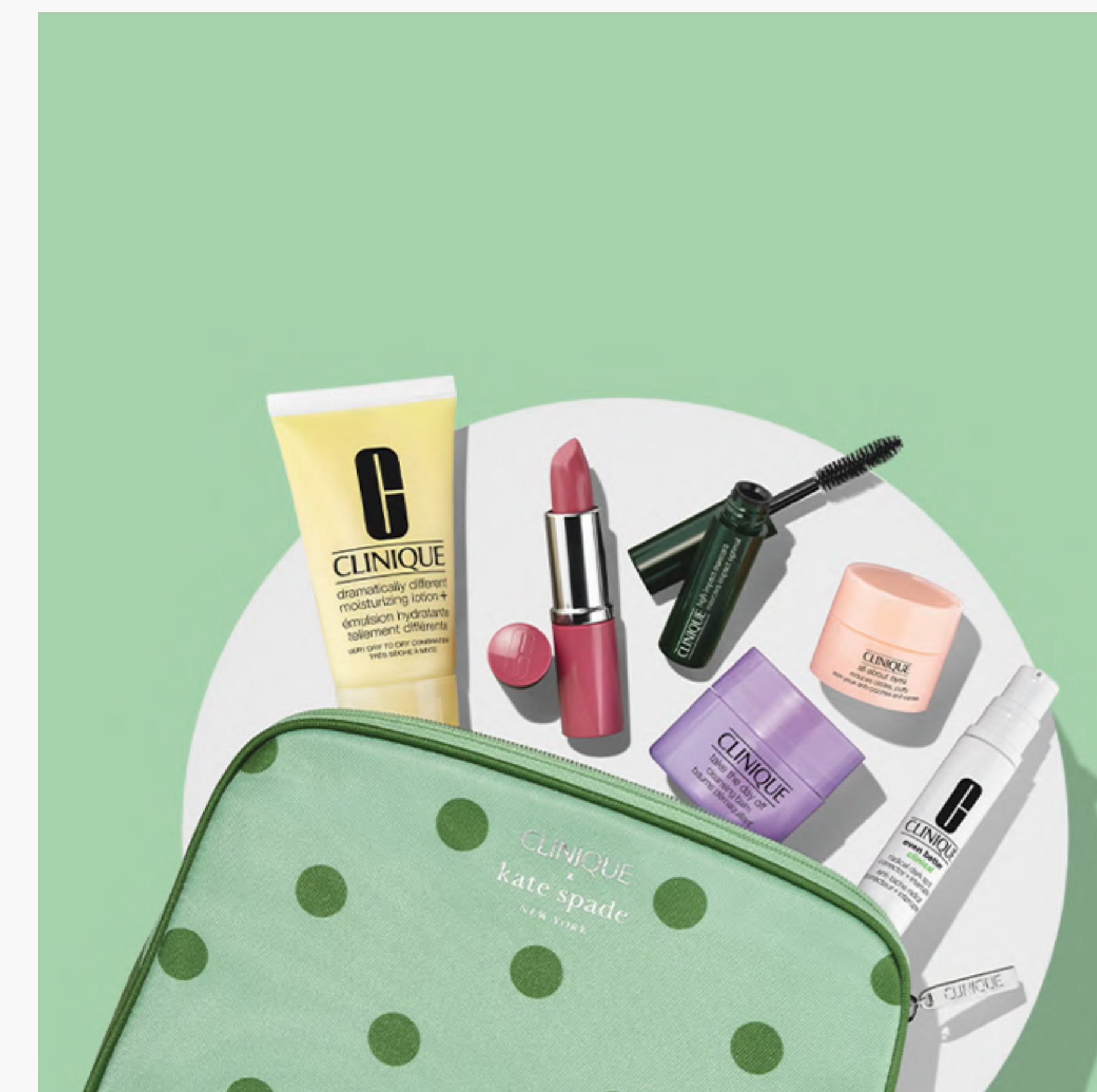
Mobile: 767x767px

Please note:

- To be supplied as high res png's or high res layered PSD.
- To be kept under 5mb.
- No copy or CTA's should be added to the tile, images only.

Clear space for text and CTA:

A headline, body copy and 1 x CTA will sit within the module space so please keep a clear space in mind for this.



1UP Hero Banner

Supplier text requirements

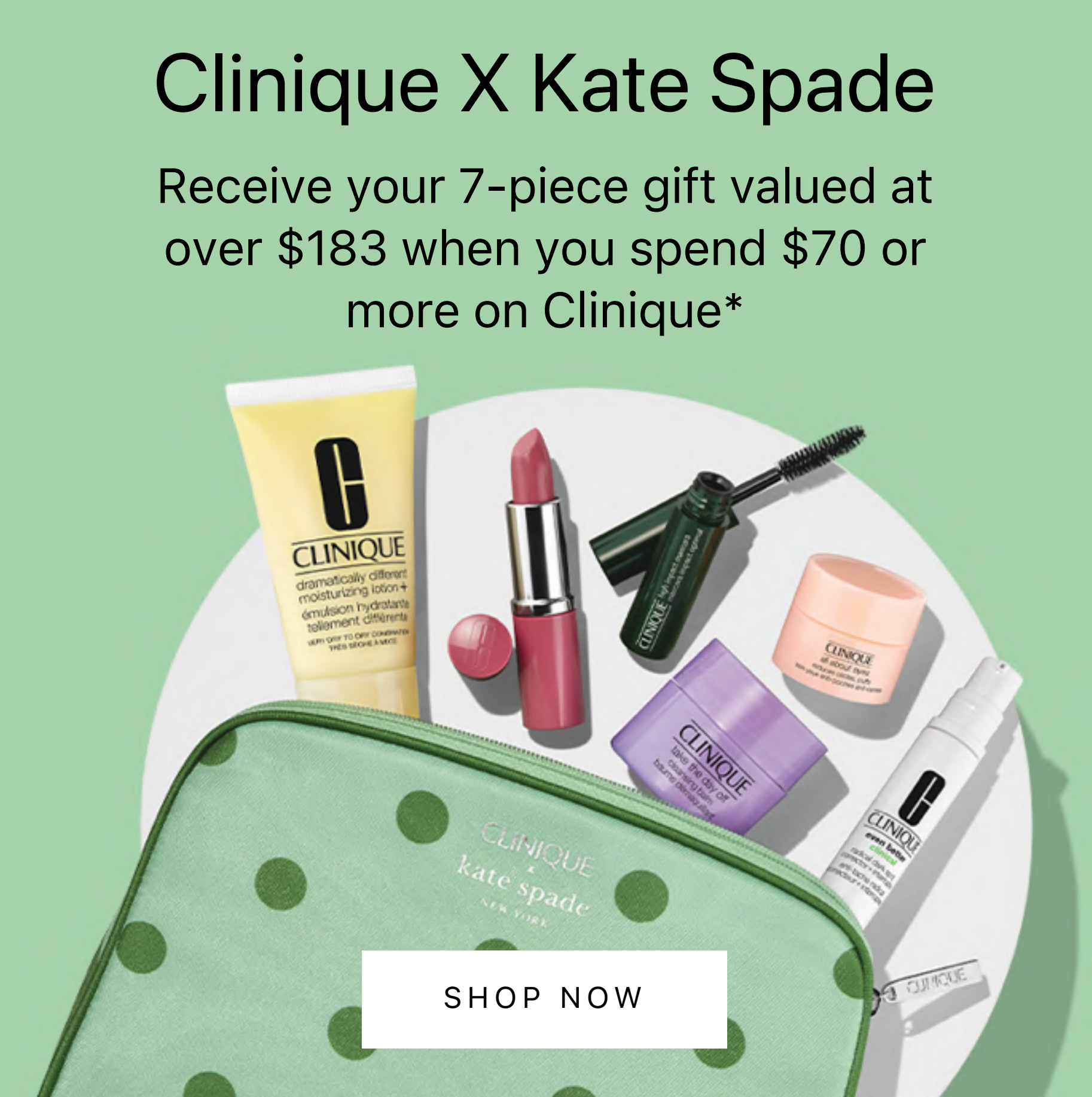
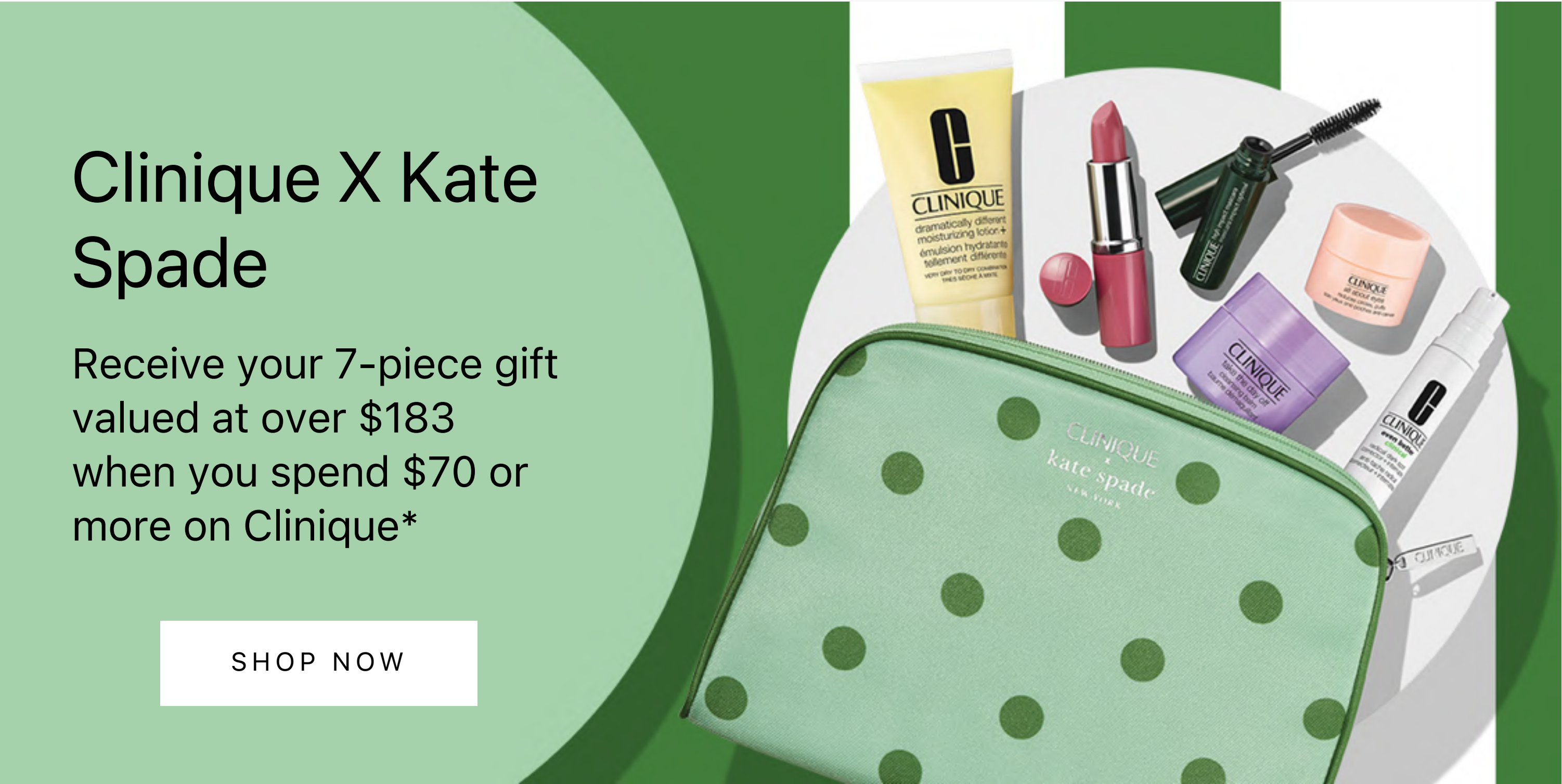
Example showing text and CTA elements added into the images post asset being supplied.

Text:

A headline, body copy and 1 x CTA will sit within the module space so please keep a clear space in mind for this.

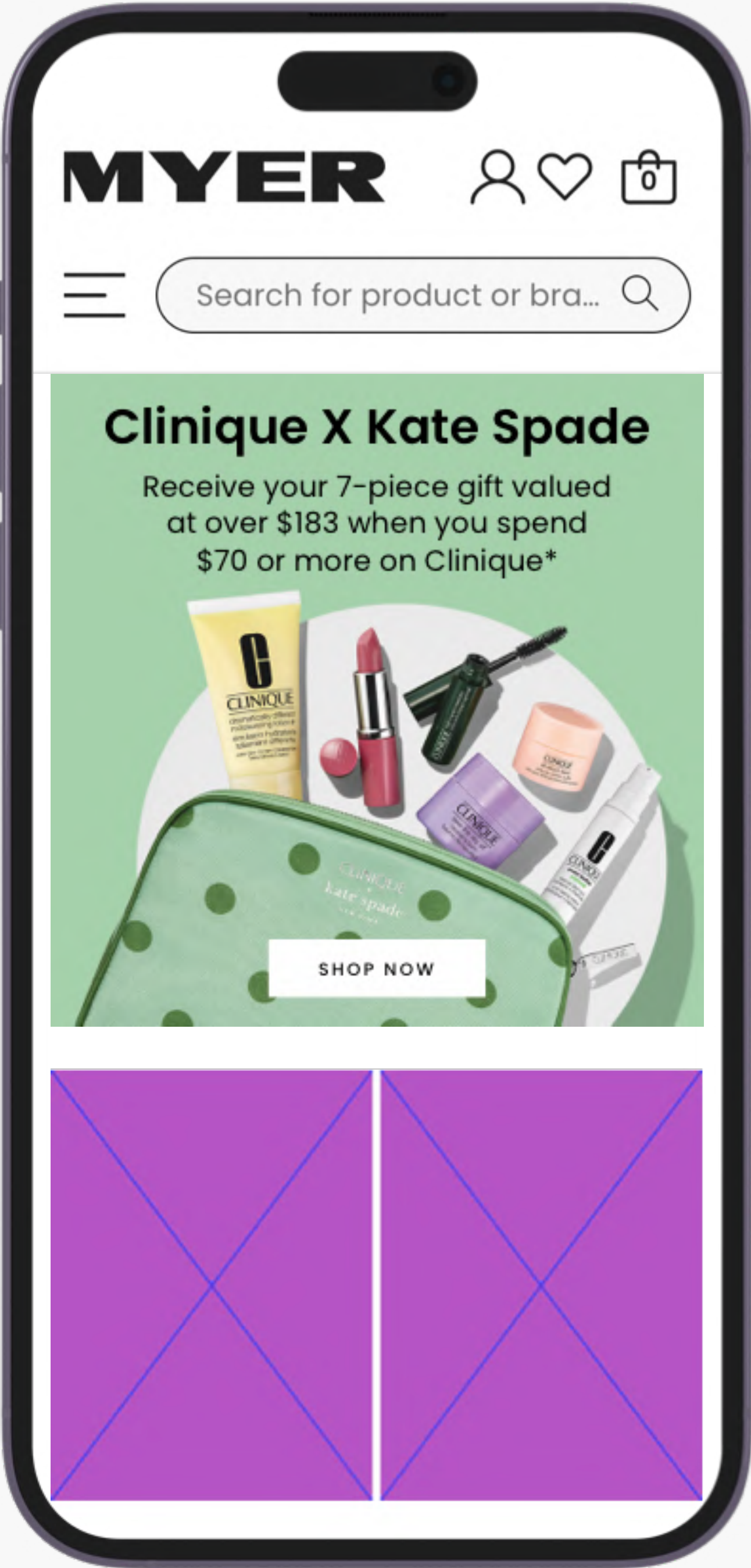
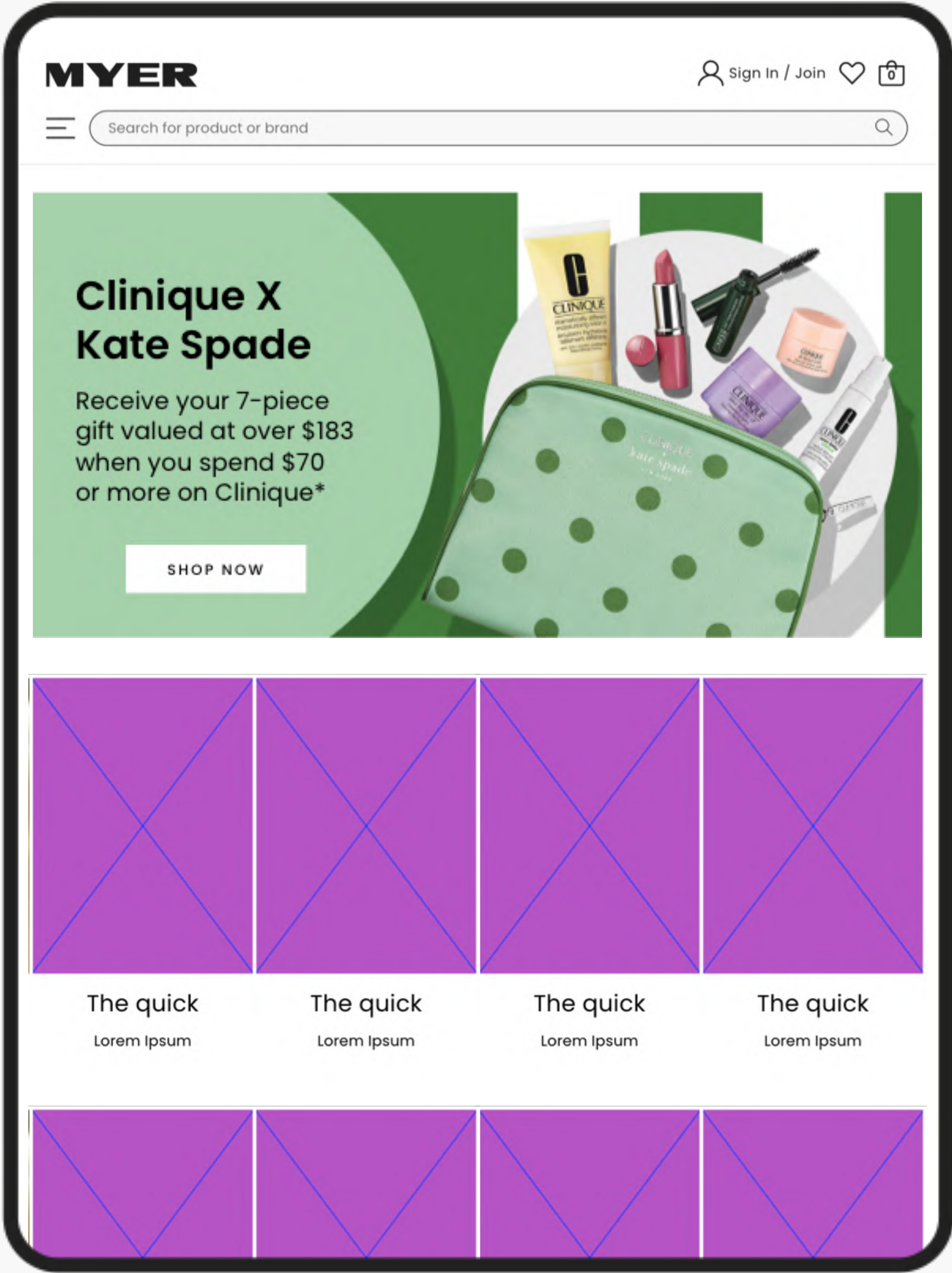
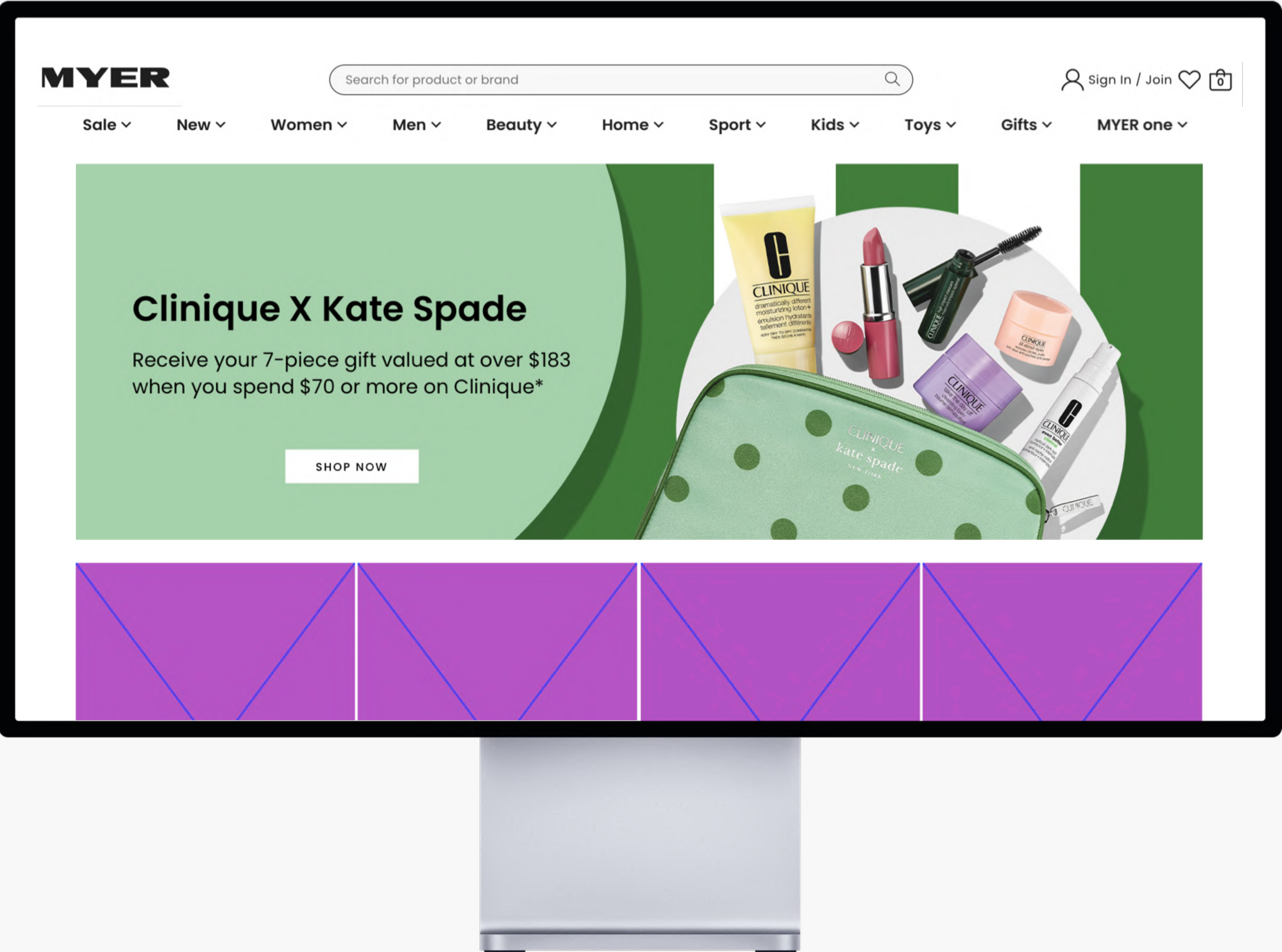
Provide the copy that will appear within the module space.
Please work within the recommended character count:

Headline: 35 characters maximum
Body: 90 characters maximum



1UP Hero Banner

Live Example



Supplier requirements

Master Tile

Supplier asset requirements & examples

Artwork must be provided in all of the below specs:

1x1: 750x750px

2x3: 500x750px

3x4: 563x750px

4x3: 750x563px

3x2: 750x500px

Please note:

- To be supplied as high res jpg's or png's.
- To be kept under 5mb.
- No text or CTA's should be added to the tile, images only.

Text:

A live text headline and body copy will sit below the tile on the website to convey the brands message. Please work within the recommended character count.

1 x line of copy:

Heading max: 9 characters

Subcopy max: 15 characters

2 x line of copy:

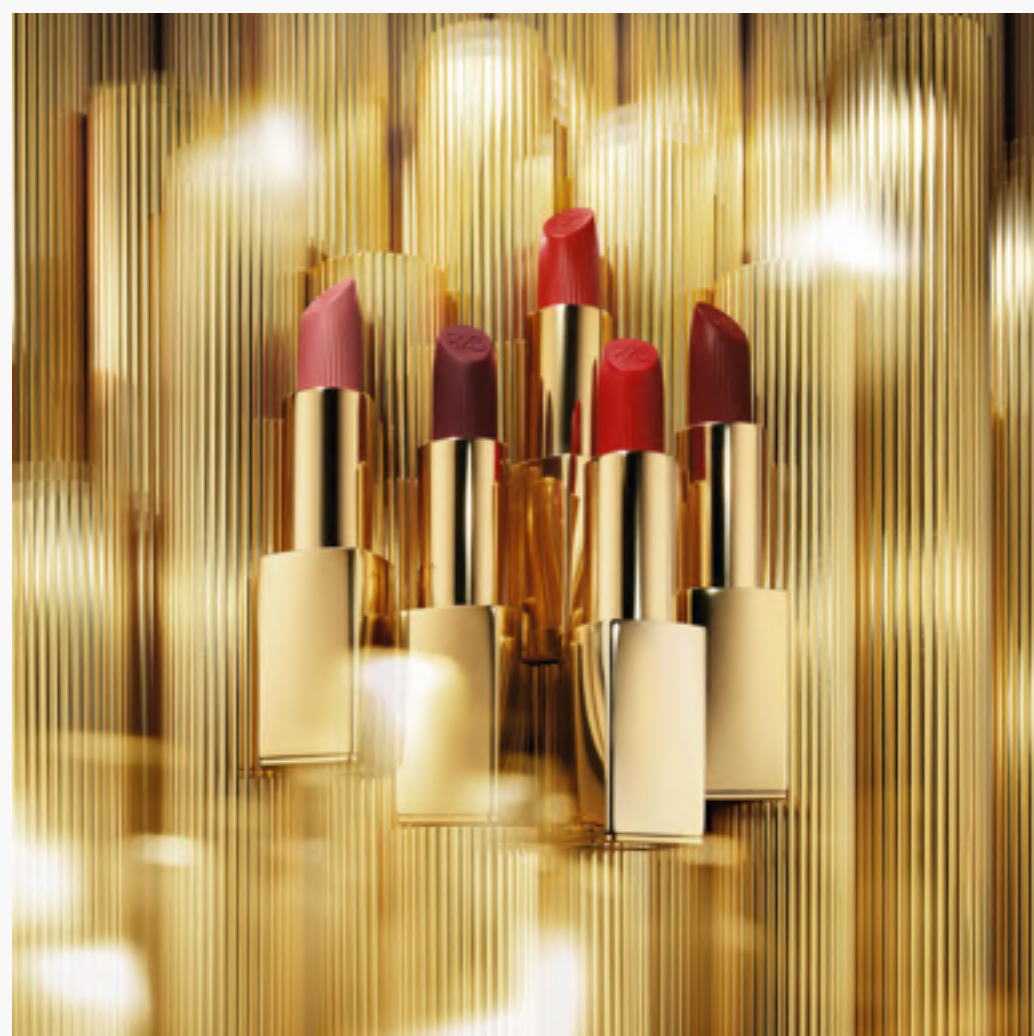
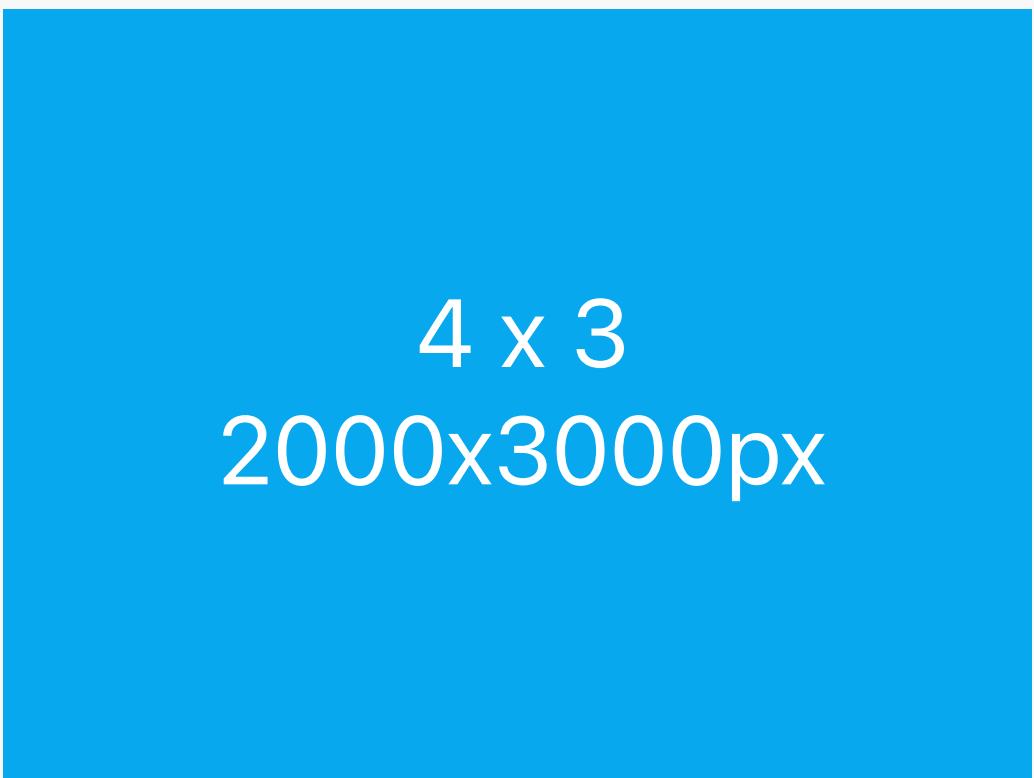
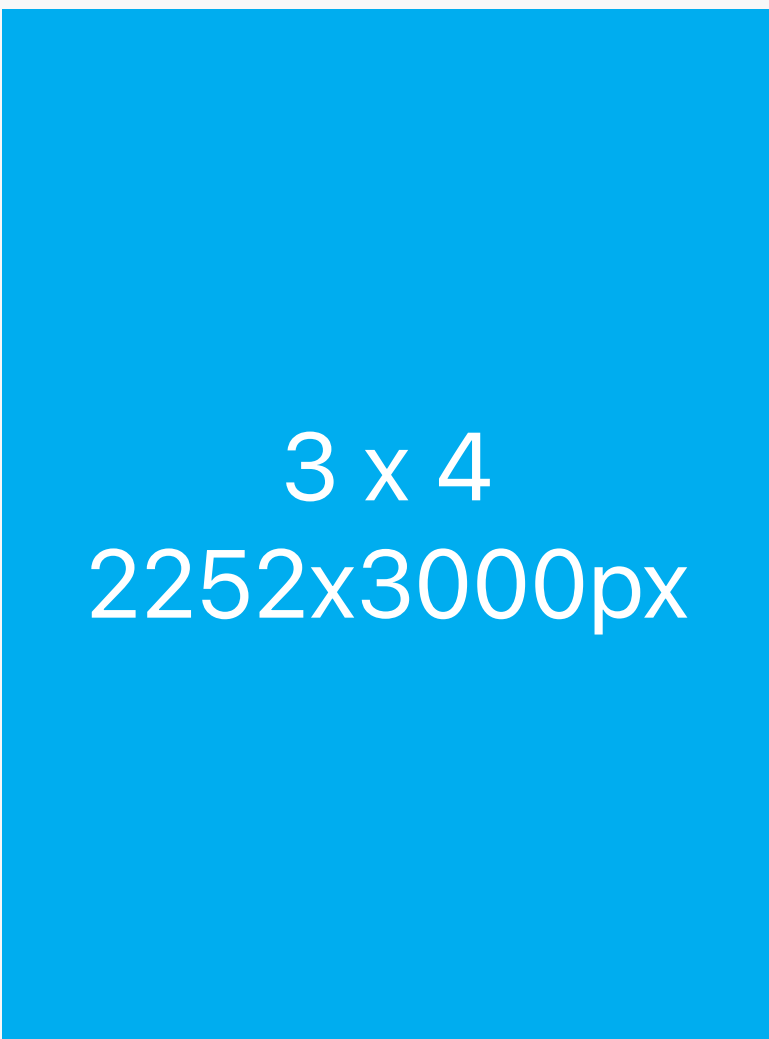
Heading max: 14 characters

Subcopy max: 24 characters

3 x line of copy:

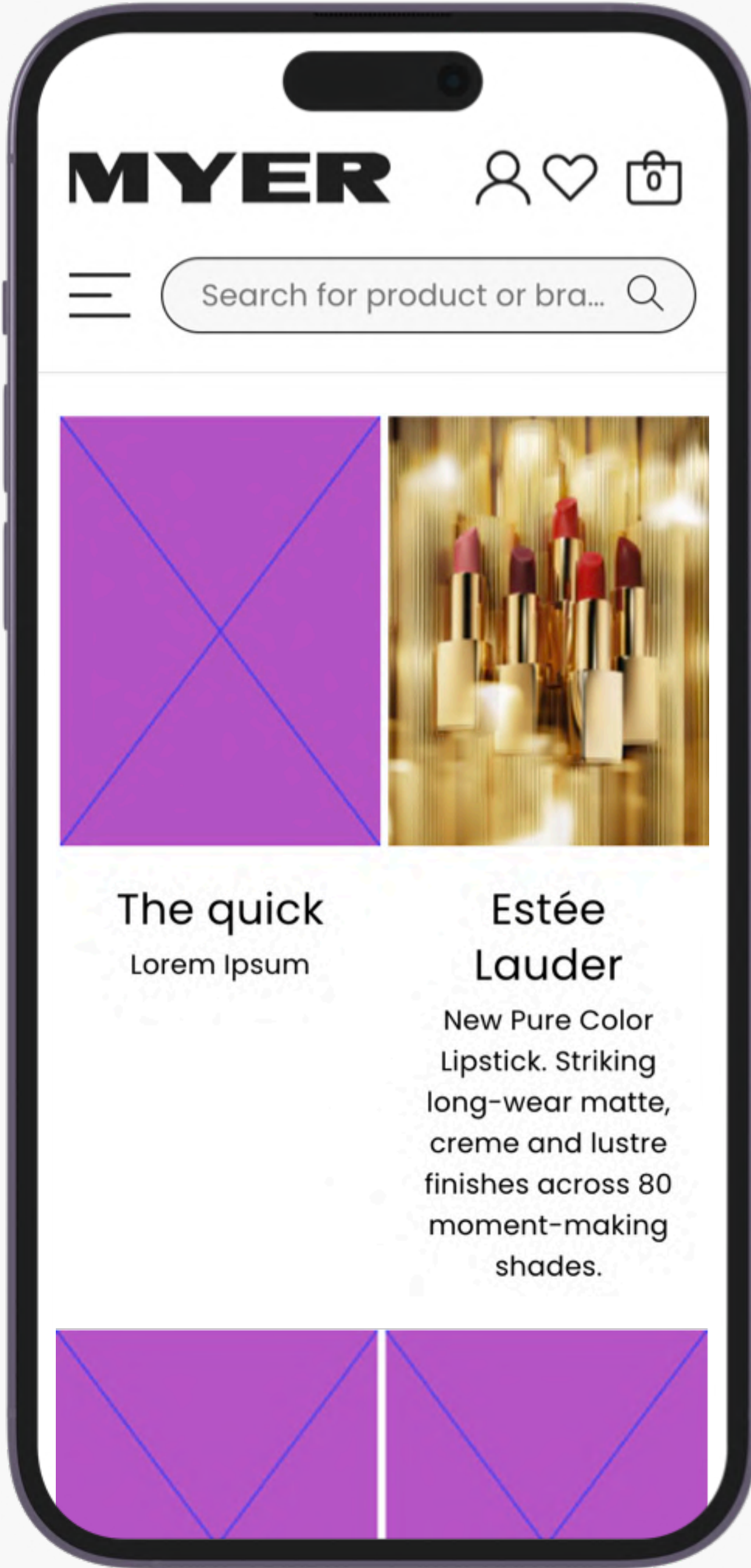
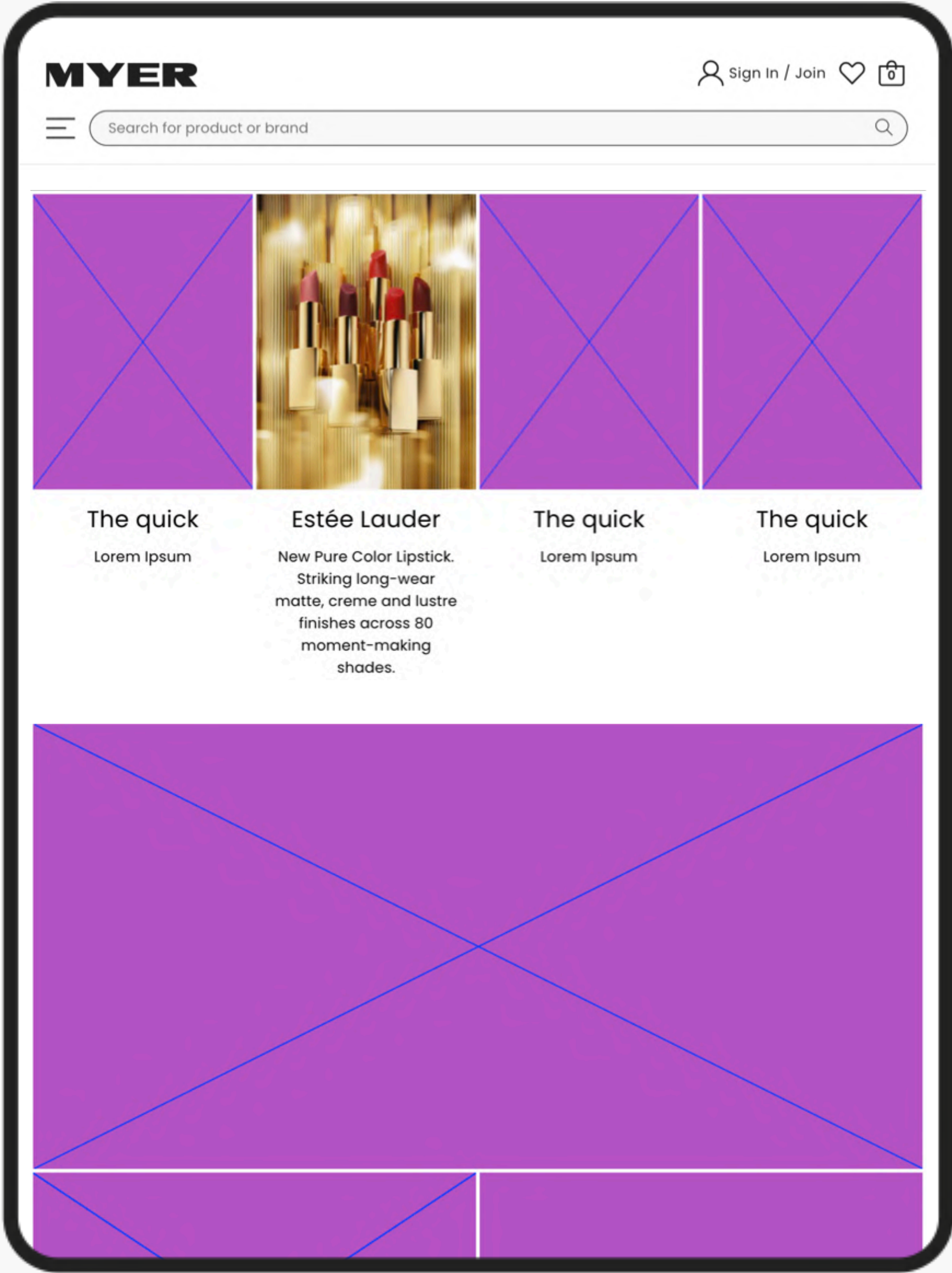
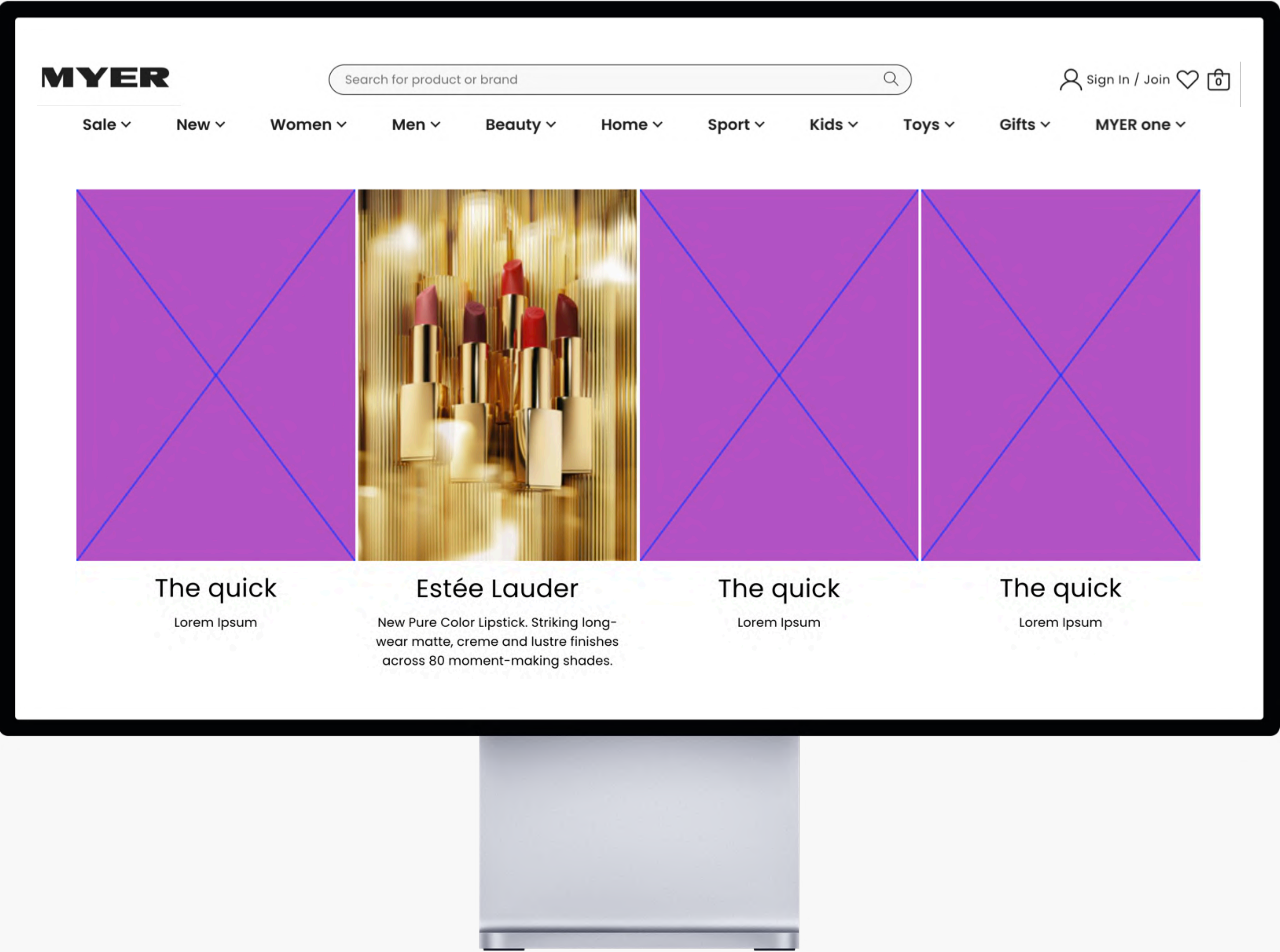
Heading max: 28 characters

Subcopy max: 34 characters



Master Tile

Live Example



Supplier requirements

PLP Hero Banner

Supplier asset requirements

Use:

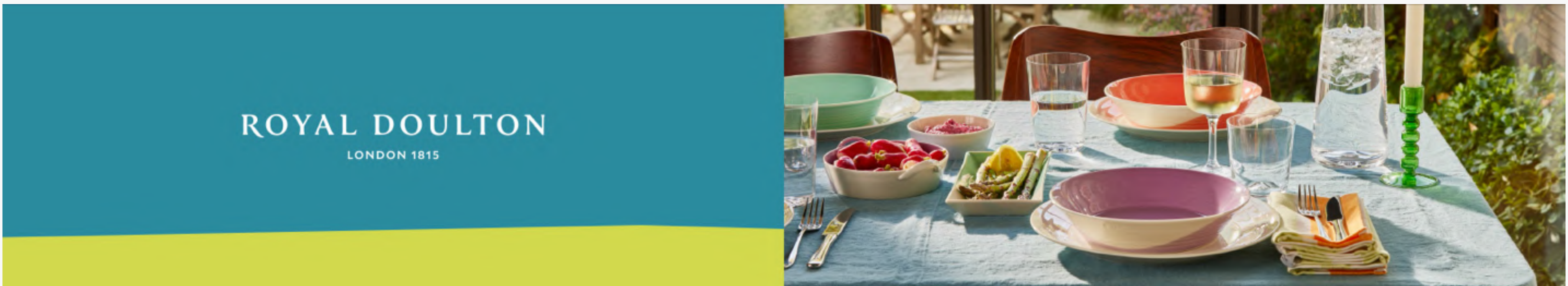
A PLP hero banner is used to hero content on a product listing page. It may be used to highlight a brand moment, convey a campaign message or to house an offer.

CTA:

No CTA's should be applied.

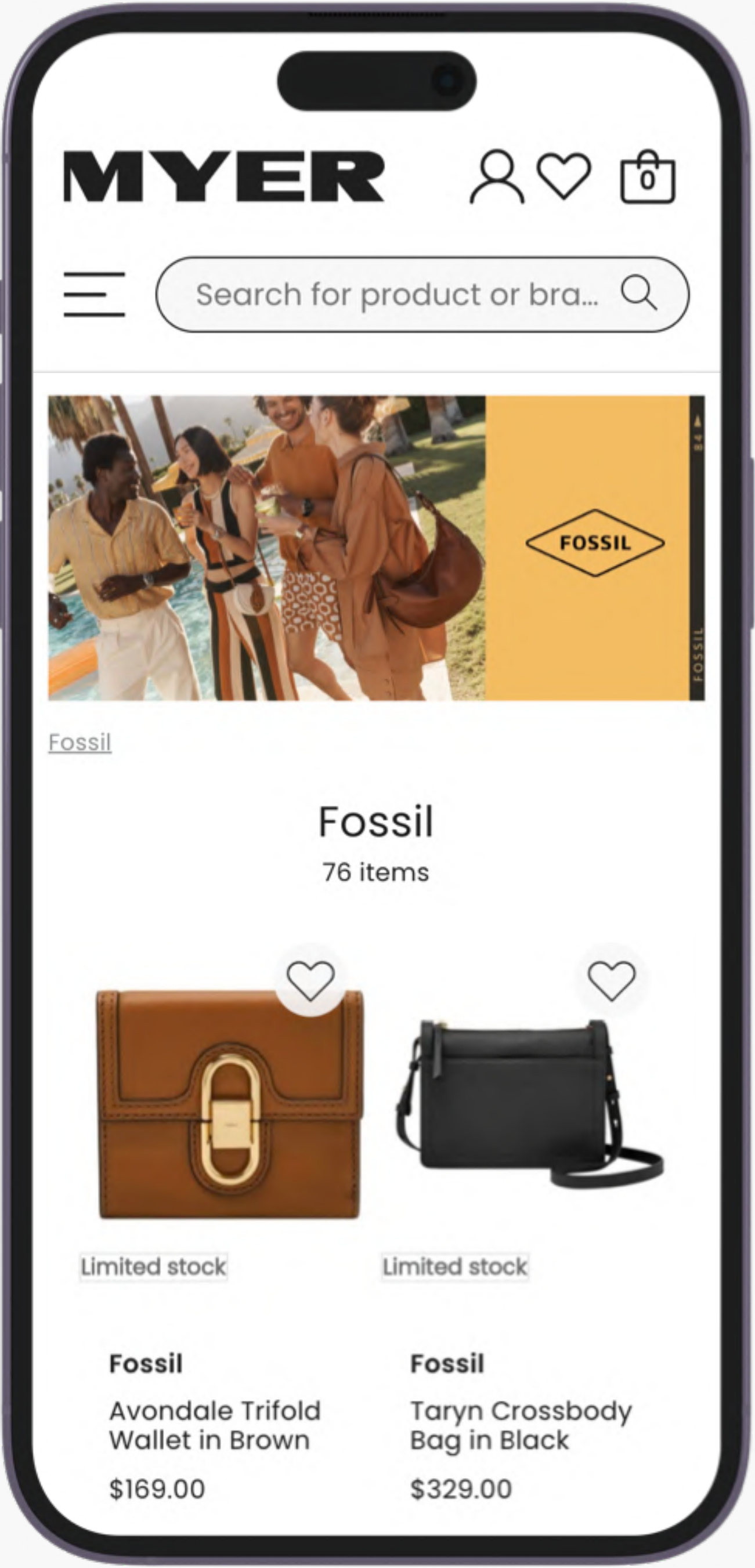
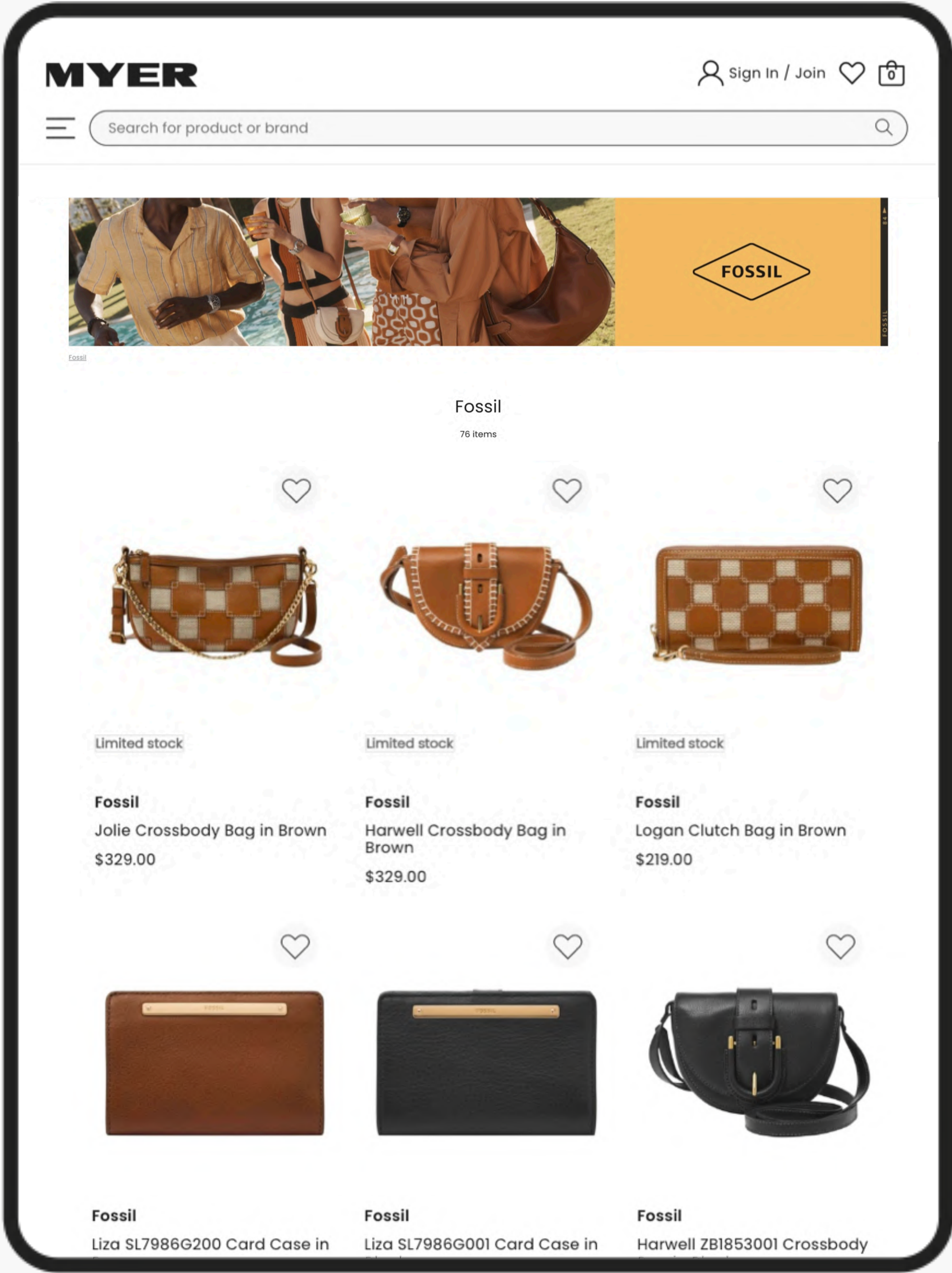
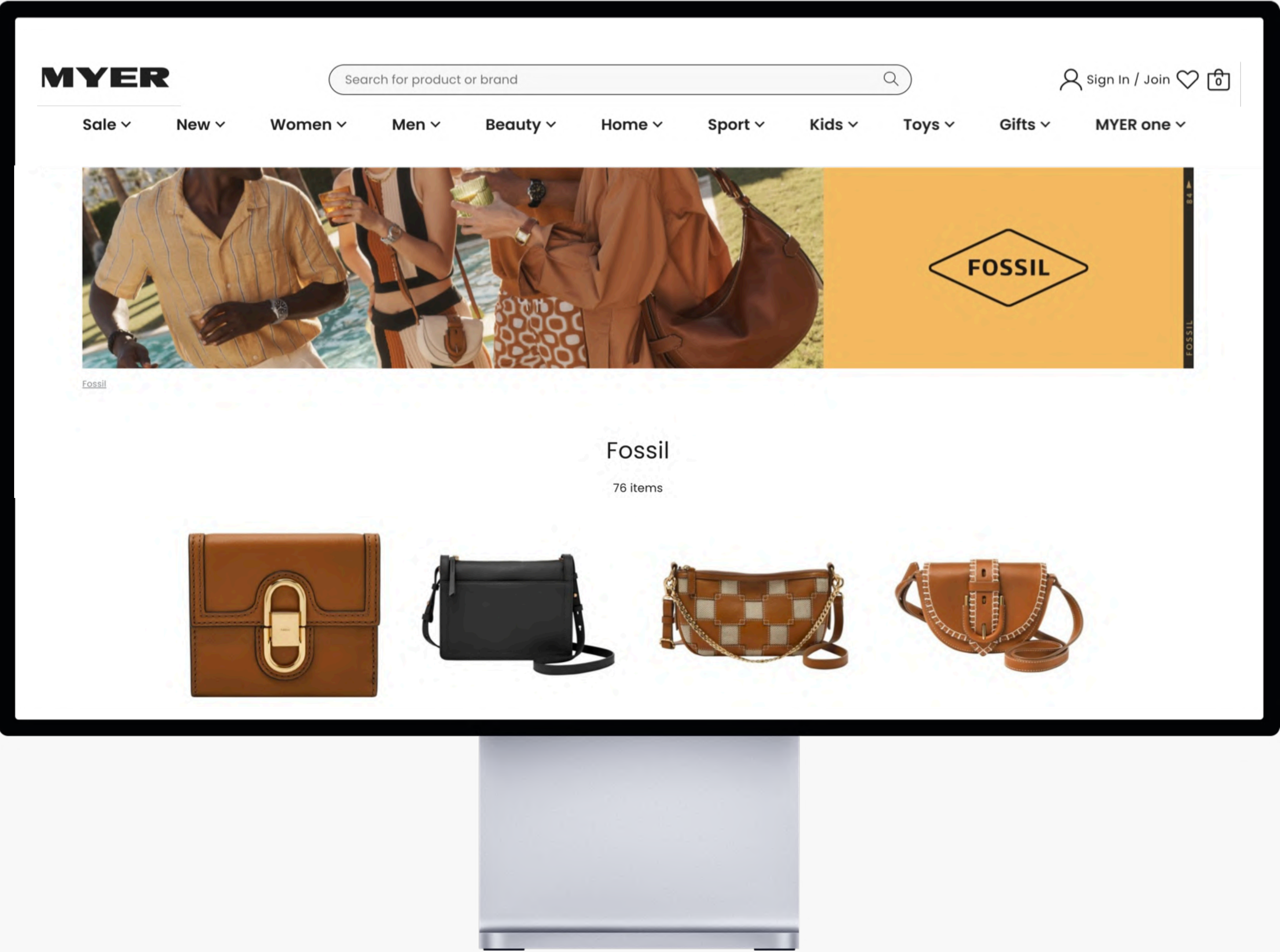
Module limitations:

- The Hero PLP is displayed in the CMS as a flat image.
- PLP Hero Banner's are usually non-clickable
- The mobile dimensions are quite small, campaign headlines or body copy may be removed in order to fit the required content within the space.



PLP Hero Banner

Live Example



1UP In-Feed Tile

Supplier asset requirements & examples

Use:

1UP In-feed Tiles are used to call out key messages whilst sitting amongst products on a product listing page.

Common messaging used may be for gifts with purchase offers or complementary categories to the products being shopped.

3 x assets are loaded into the CMS and scaled to desktop, tablet and mobile devices accordingly.

Artwork must be provided in all of the below specs:

1x1: 750x750px

2x3: 500x750px

3x4: 563x750px

Please note:

- To be supplied as high res png’s or high res layered PSD.
- To be kept under 5mb.
- Tiles can be positioned anywhere within the first page of products.



1UP In-Feed Tile

Supplier text requirements

Examples showing some of the text and CTA options added in post assets being supplied.

Text:

- Image based text can be placed within the image. Please keep text above 18pt and ensure accessibility is met.
- Live text can be positioned below the tile. Supplier to provide the copy that will appear below the tile as the live text. Please work within the recommended character count.

1 x line of copy:

Heading max: 9 characters

Subcopy max: 11 characters

2 x line of copy:

Heading max: 19 characters

Subcopy max: 28 characters

3 x line of copy:

Heading max: 30 characters

Subcopy max: 41 characters

CTA:

- Only 1 x CTA can be used.
- The entire tile can be clickable.
- A live text CTA can be added underneath the tile.
- An imaged based CTA that will sit within the image space.



↑
No CTA or copy added



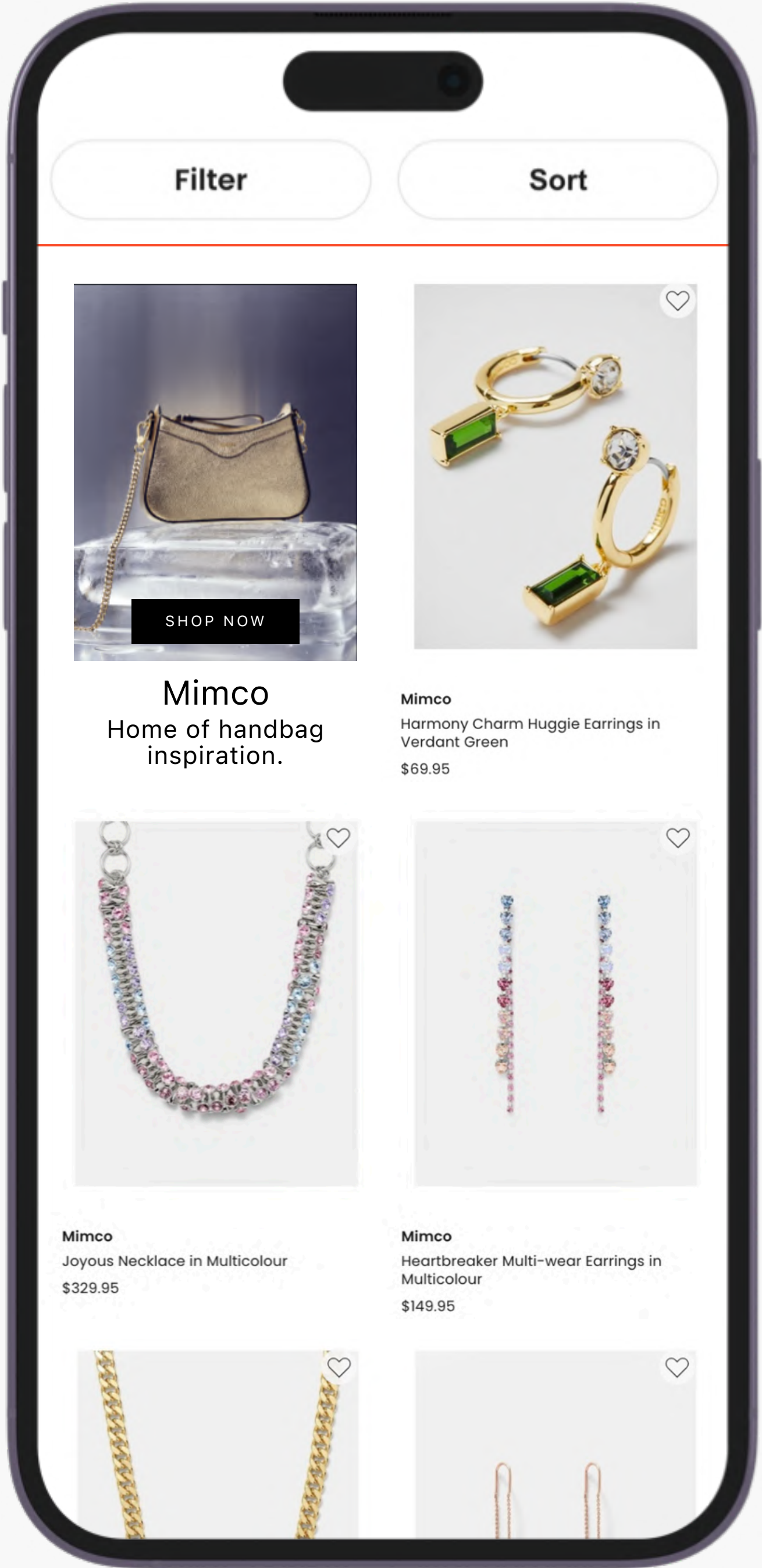
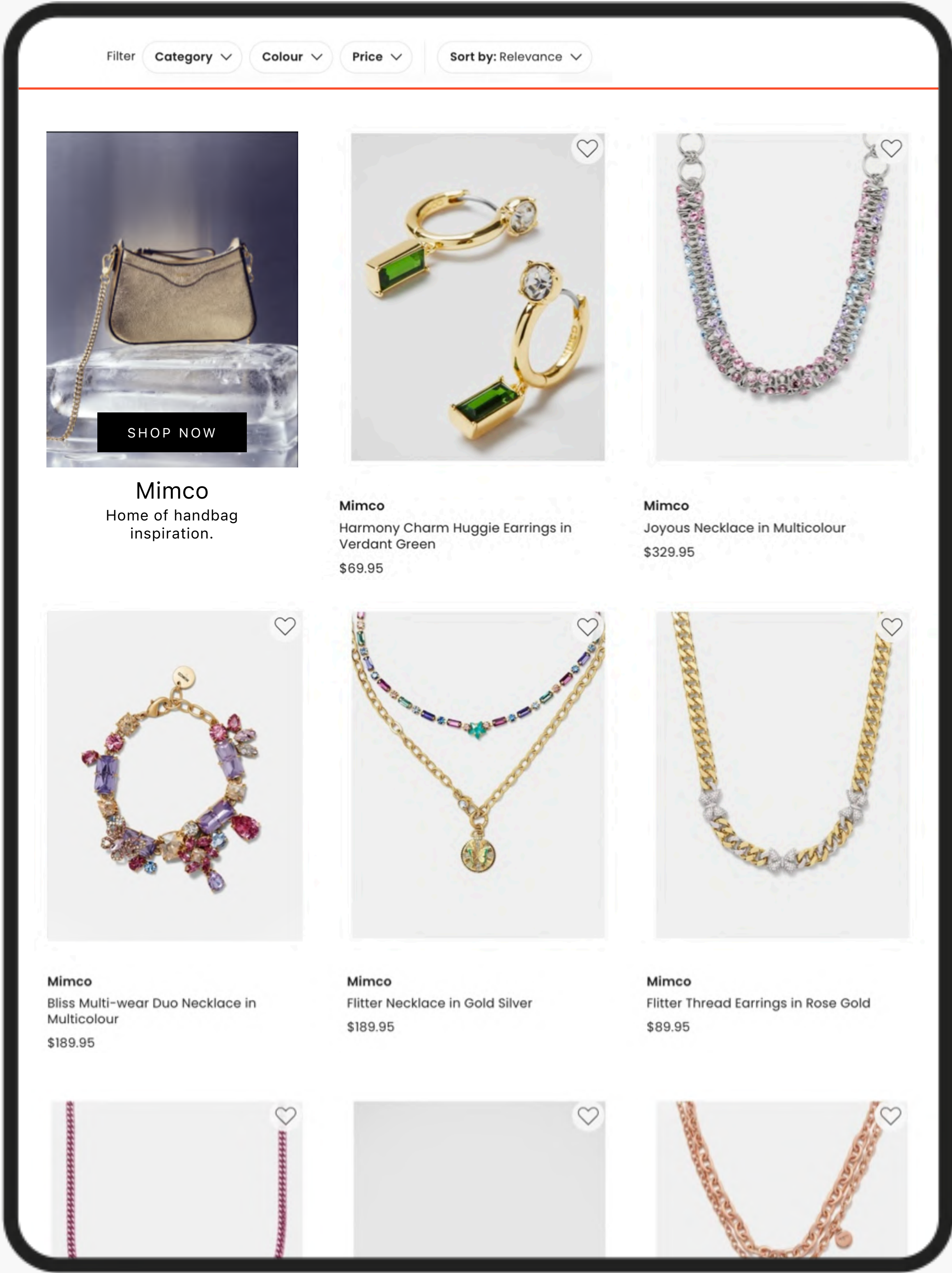
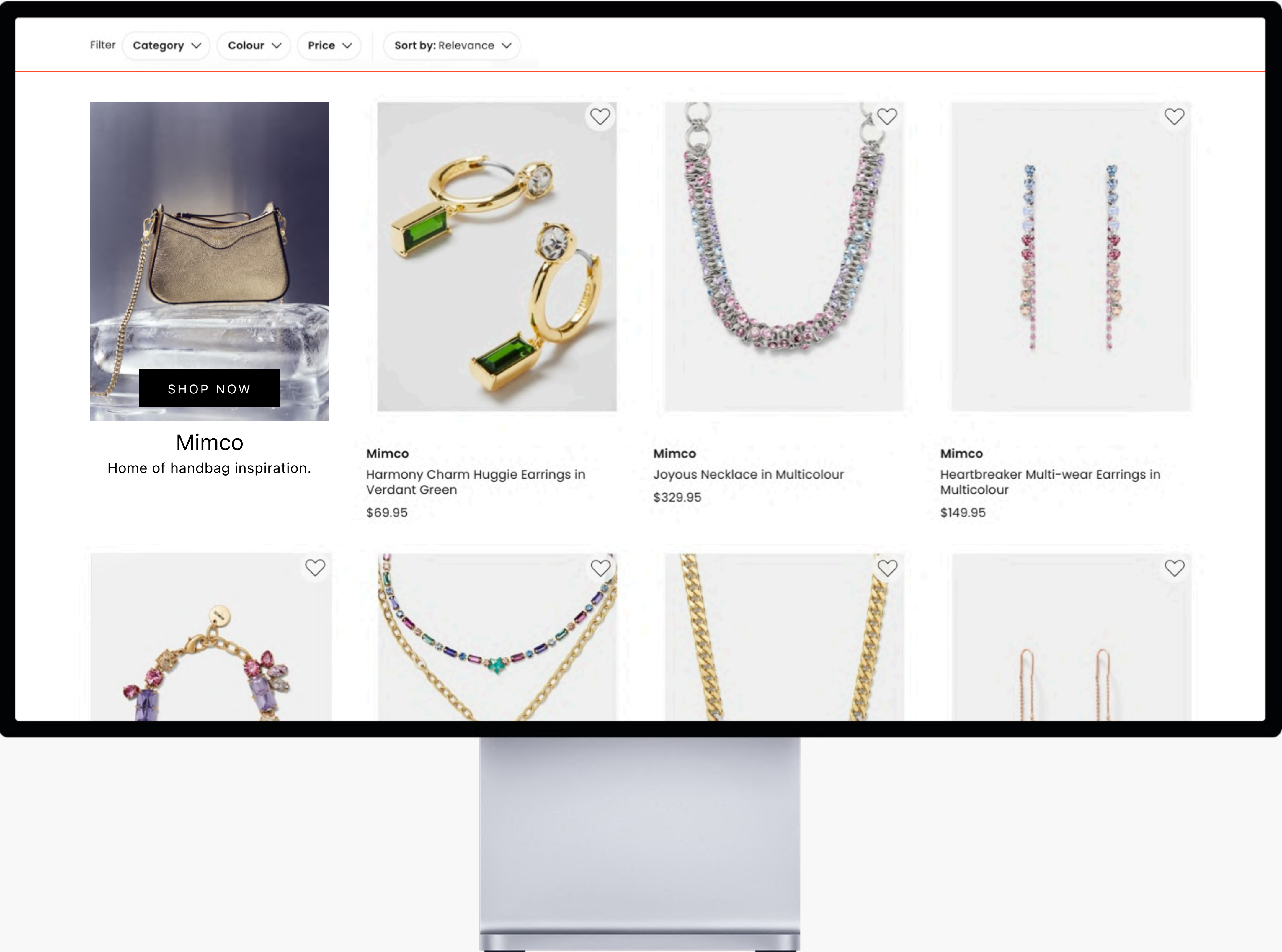
SHOP NOW
↑
Live text CTA added



↑
Imaged based CTA and live text copy added

1UP In-Feed Tile

Live Example



2UP In-Feed Tile

Supplier asset requirements & examples

Use:

1UP In-feed Tiles are used to call out key messages whilst sitting amongst products on a product listing page.

Common messaging used may be for gifts with purchase offers or complementary categories to the products being shopped.

3 x assets are loaded into the CMS and scaled to desktop, tablet and mobile devices accordingly.

Artwork must be provided in all of the below specs:

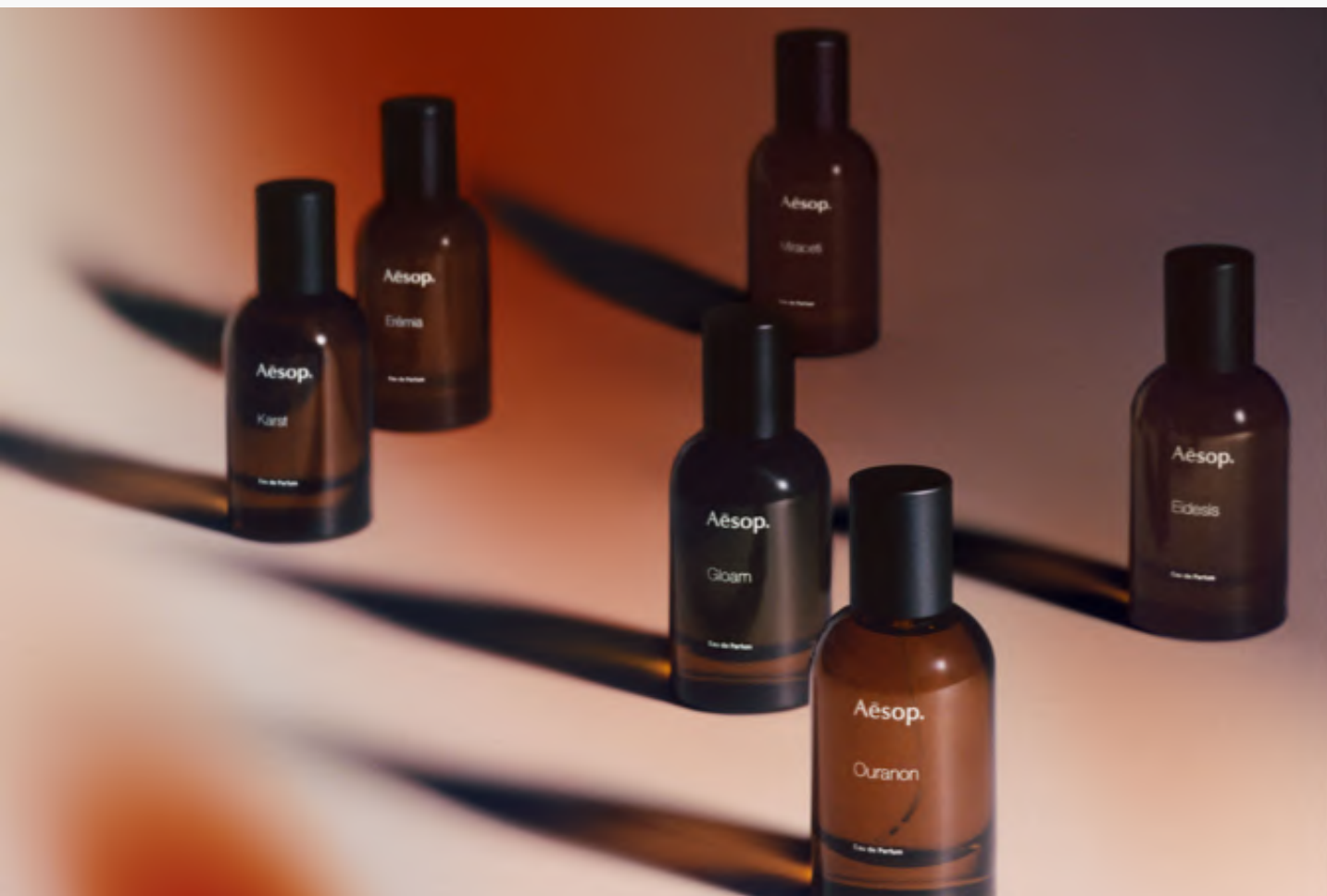
1x1: 750x750px

2x3: 500x750px

3x4: 563x750px

Please note:

- To be supplied as high res png's or high res layered PSD.
- To be kept under 5mb.
- Tiles can be positioned anywhere within the first page of products.



2UP In-Feed Tile

Supplier text requirements

Examples showing some of the text and CTA options added in post assets being supplied.

Text:

- Image based text can be placed within the image. Please keep text above 18pt and ensure accessibility is met.
- Live text can be positioned below the tile. Supplier to provide the copy that will appear below the tile as the live text. Please work within the recommended character count.

1 x line of copy:

Heading max: 30 characters

Subcopy max: 35 characters

2 x line of copy:

Heading max: 64 characters

Subcopy max: 72 characters

3 x line of copy:

Heading max: 89 characters

Subcopy max: 97 characters

CTA:

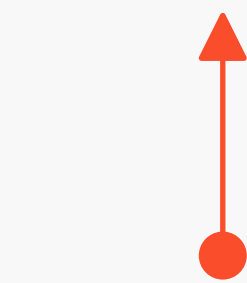
- Only 1 x CTA can be used.
- The entire tile can be clickable.
- A live text CTA can be added underneath the tile.
- An imaged based CTA that will sit within the image space.



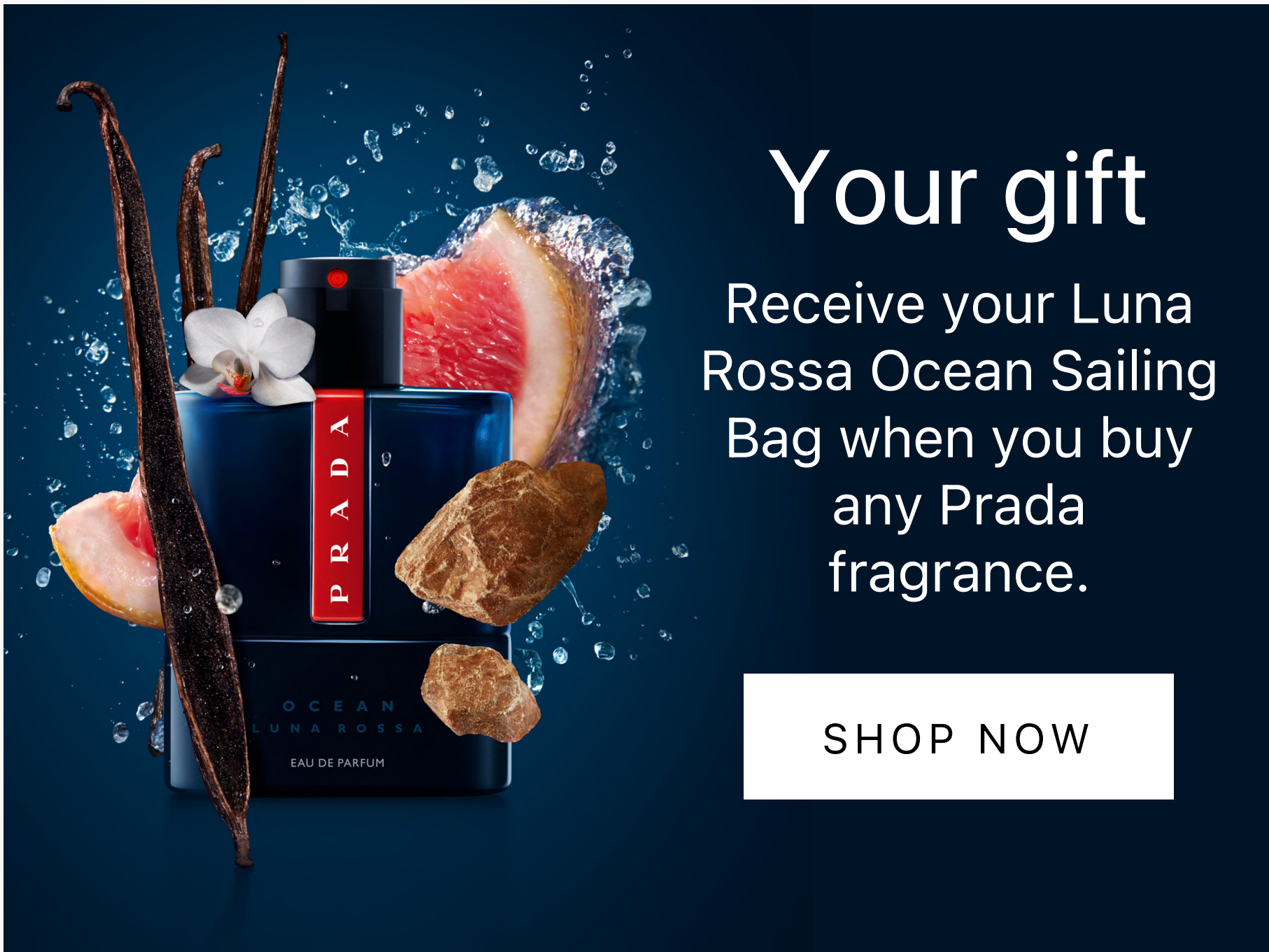
25% OFF

When you buy two or more
on nail polish by Essie

SHOP NOW



Live text heading,
body copy and CTA



Your gift

Receive your Luna
Rossa Ocean Sailing
Bag when you buy
any Prada
fragrance.

SHOP NOW



Image based text and Image based
CTA added into the image



Gloam Eau de Parfum

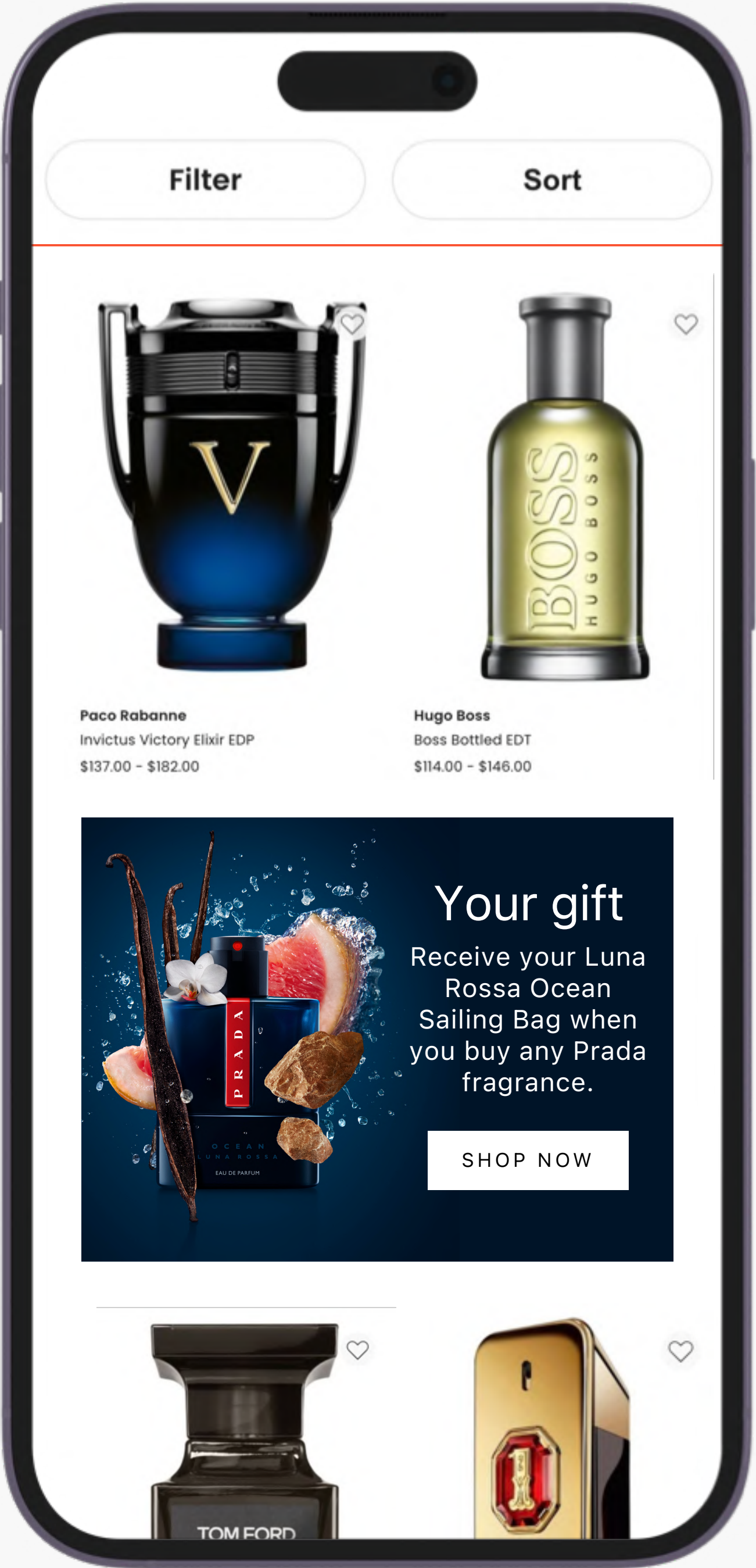
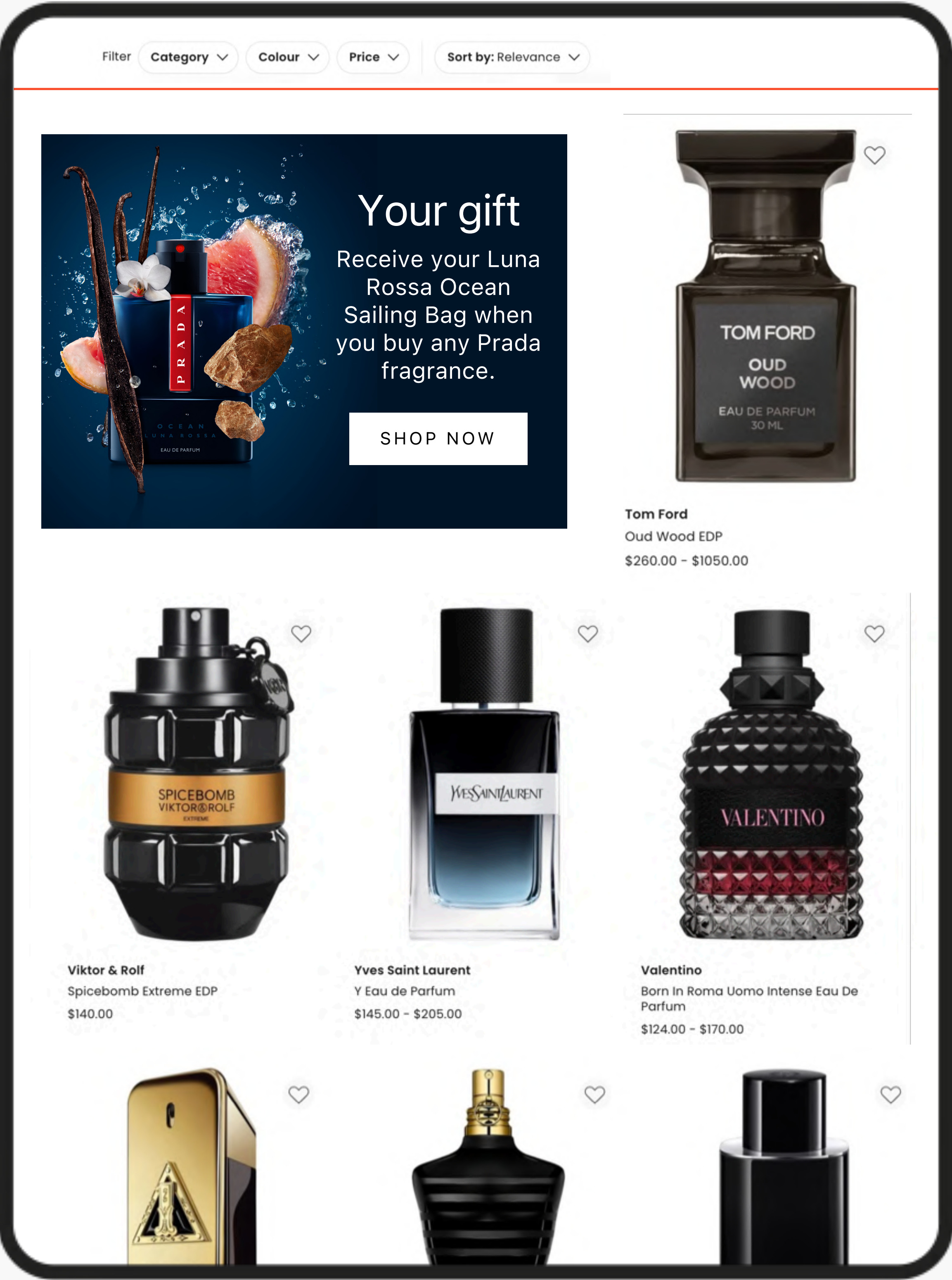
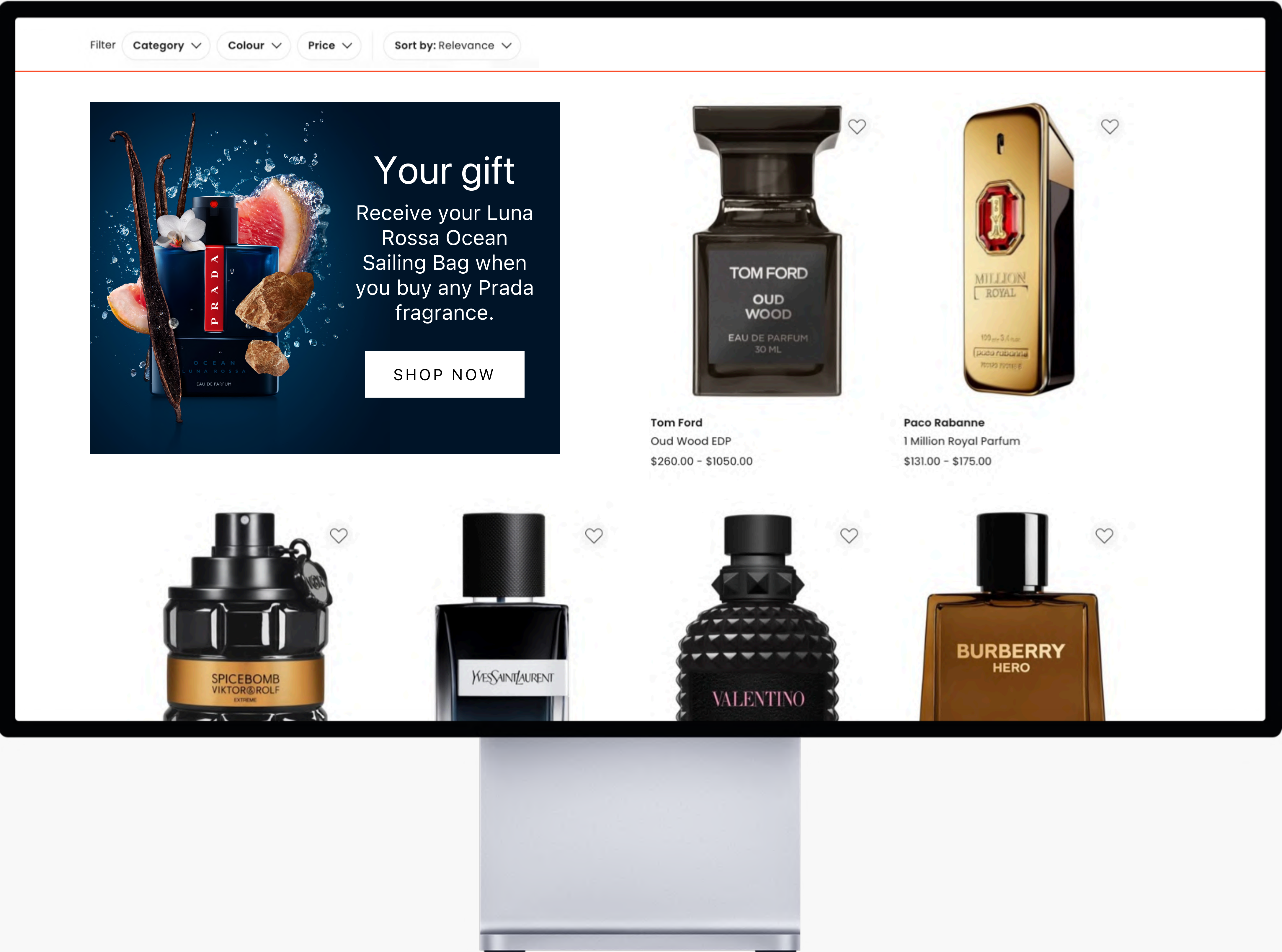
A distinctly floral fragrance
with rich notes of spice.



Live text heading
and body copy

2UP In-Feed Tile

Live Example



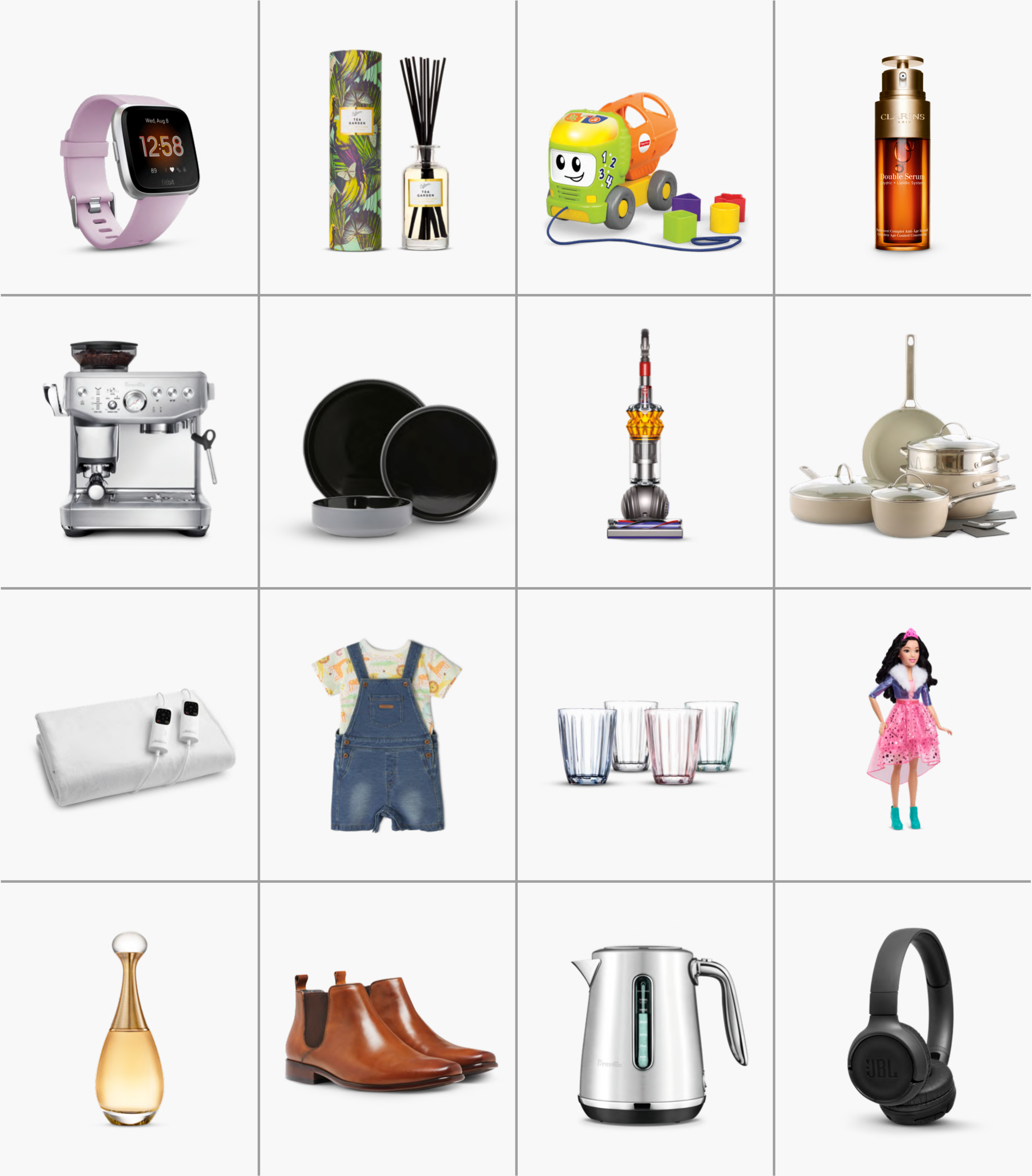
Adhoc ecom images

Supplier asset requirements & examples

Use:

When supplying ecom images to be used on the website please follow the below direction.

- Images should be provided as high res png, tiff or layered PSD files.
- Images should ideally be supplied with transparent backgrounds.
- Images should ideally be supplied with shadowing.
- Colour correcting and the addition of shadowing can be added by the Retouching Team, please allow 7 days for retouching and this should be flagged in the briefing stage.



Adhoc ecom images

Grey background

Please note the preferred flay grey background colour to be used behind images is HEX CODE: #F7F7F7.



Supplier requirements

Adhoc images

Supplier asset requirements & examples

Use:

When supplying images to be used on the website please follow the below direction.

- Images should be provided as high res png, jpg, tiff or layered PSD files.
- Images should ideally be supplied full bleed with safe space around the image so that it can be cropped into portrait and landscape specs.
- The focus product should not be cropped into.
- The focus product should sit in the middle of the image space.
- Ensure the images are colour corrected and not washed out.



Designing for digital accessibility

By designing with accessibility in mind, we will create an inclusive and usable digital experience that meets the needs of everyone, whatever their access needs.

Follow the do's and dont's for best practice.

Accessibility Guidelines:

Familiarise yourself with the accessibility guidelines, such as the [Web Content Accessibility Guidelines \(WCAG\)](#). Understanding these guidelines will help you to create accessible designs that meet the needs of users with disabilities.

Make Text Accessible:

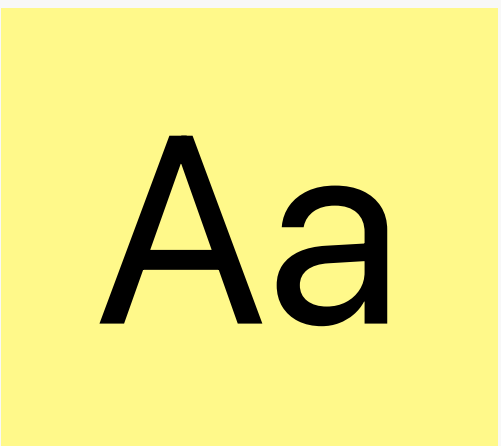
Text is a critical component of a design, and it's important to ensure that it is accessible. This includes using clear and concise language and ensuring that text size and color contrast are appropriate.

Test for Accessibility:

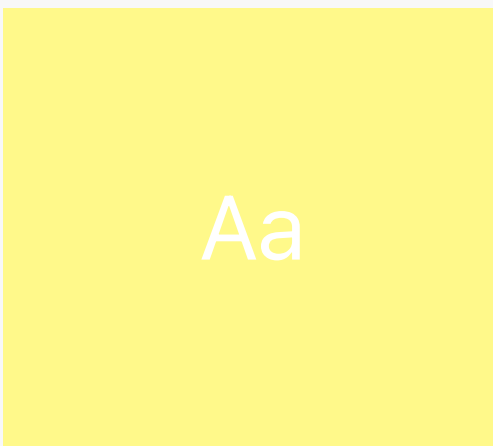
Regularly testing your designs for accessibility is essential to ensure that they are accessible.

CHECK TEXT CONTRAST

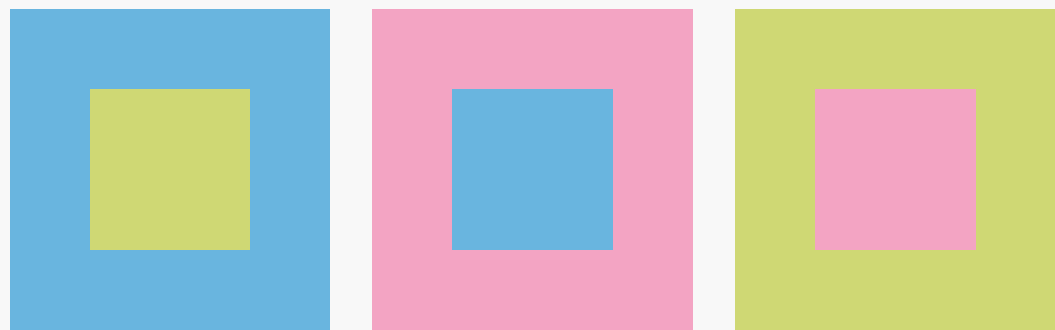
CHECK TEXT ON IMAGE



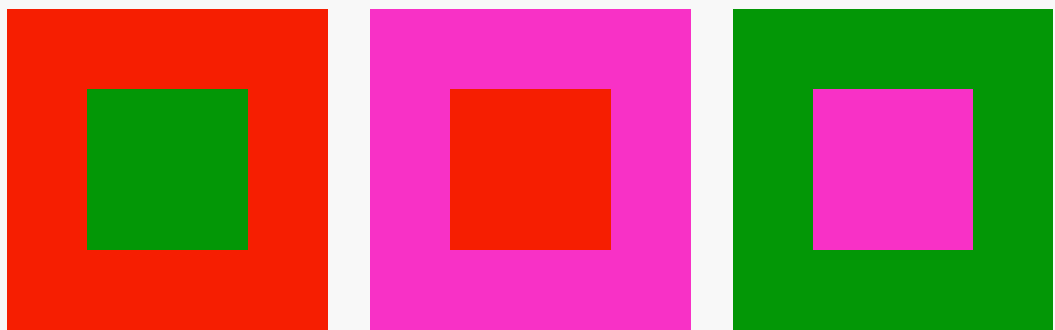
Use good colour contrast and a readable 18pt+ font to ensure legibility.



Use low colour contrast or fonts that are too small. Keep above 18pt.



Use simple colours that allow for high visibility.



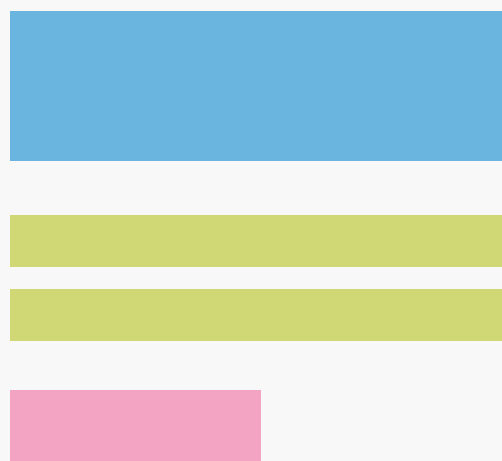
Use bright contrasting colours that vibrate.



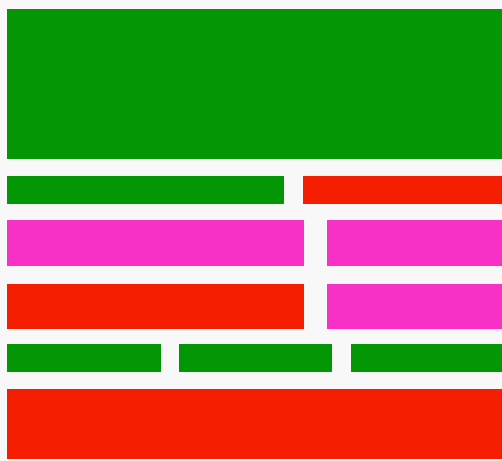
Use a colour block or blurred shadow on images to increase copy contrast.



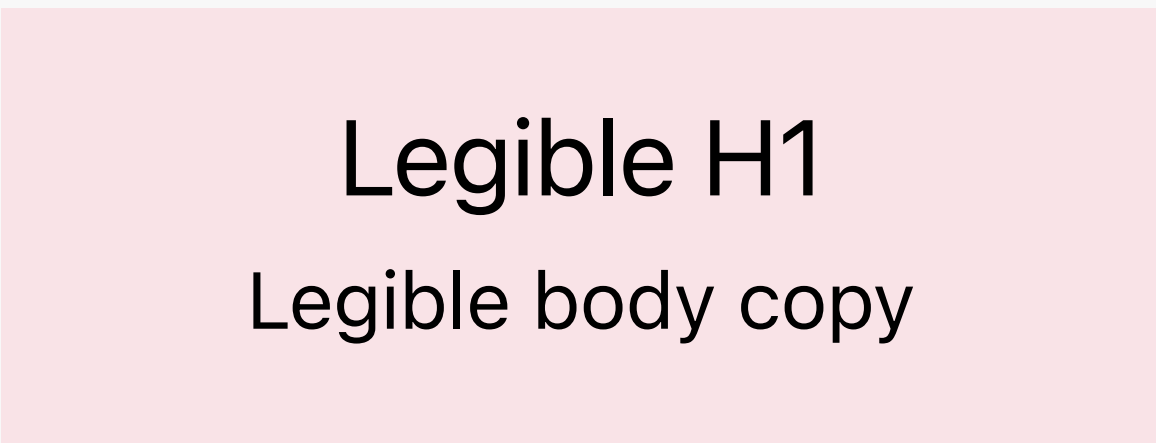
Place low contrast text over images or patterned backgrounds.



Design simple and consistent layouts.



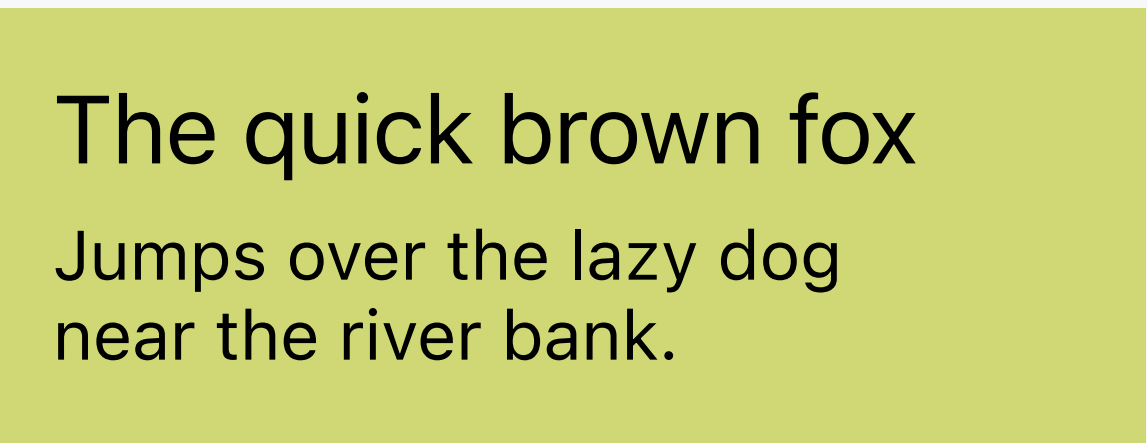
Design complex and cluttered layouts.



Use good colour contrast on a flat HEX coloured background or block.



Place low contrast text over textured or patterned backgrounds.



Align text to the left and keep a consistent layout.



Underline words, use italics or write in capitals.

Designing for digital accessibility

By designing with accessibility in mind, we will create an inclusive and usable digital experience that meets the needs of everyone, whatever their access needs.

Follow the do's and dont's for best practice.

Accessibility Guidelines:

Familiarise yourself with the accessibility guidelines, such as the [Web Content Accessibility Guidelines \(WCAG\)](#). Understanding these guidelines will help you to create accessible designs that meet the needs of users with disabilities.

Make Text Accessible:

Text is a critical component of a design, and it's important to ensure that it is accessible. This includes using clear and concise language and ensuring that text size and color contrast are appropriate.

Test for Accessibility:

Regularly testing your designs for accessibility is essential to ensure that they are accessible.

CHECK TEXT CONTRAST

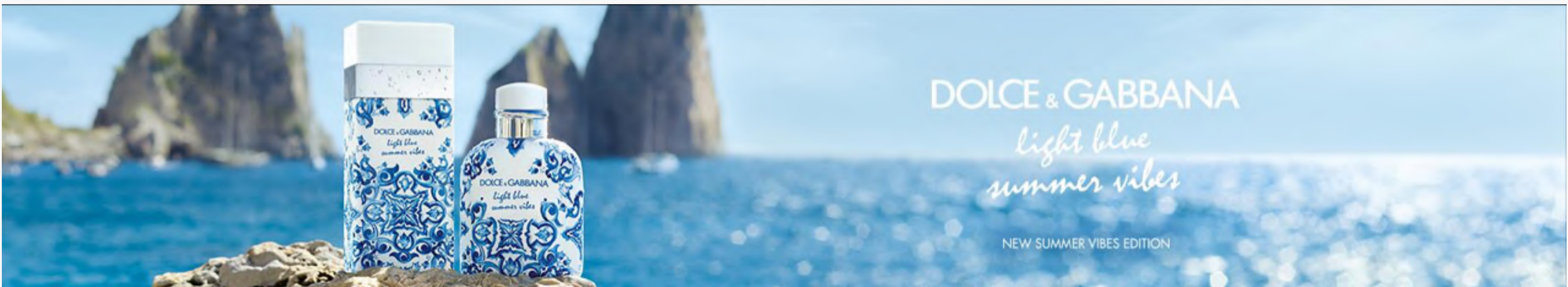
CHECK TEXT ON IMAGE

<https://webaim.org/resources/contrastchecker/>

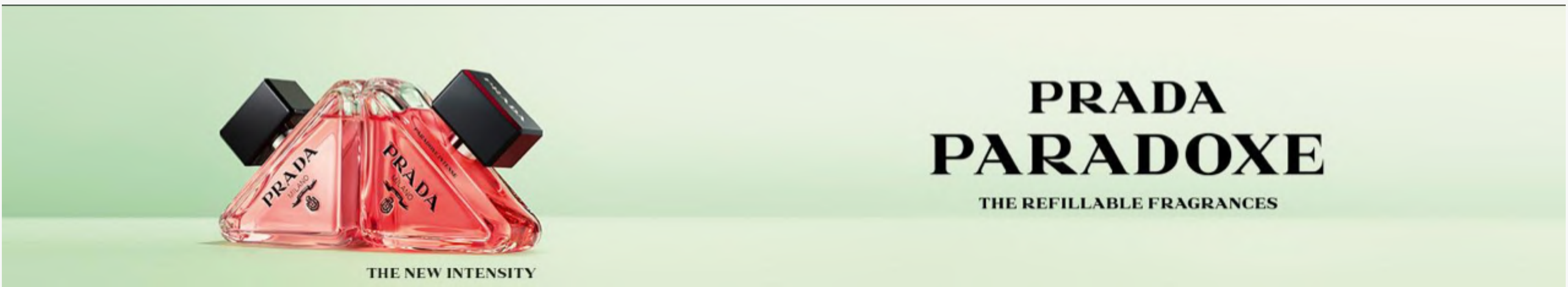
<https://www.brandwood.com/a11y/>



Brand logo and background colour has a safe contrast.



Brand logo and text background does not pass accessibility.



Brand logo and background colour has a safe contrast.



Brand logo does not pass accessibility. Complex font in all caps is hard to read.



The contrasting colour block ensures the brand logo passes accessibility testing.



Brand logo and text background does not pass accessibility.

GWP offer construction

Full Stops:

Full stops are required for GWP offer body copy, but not for headings.

Headings:

Headings are usually the brane name, e.g. Lancôme.

Case:

The first letter of the body copy should always begin with a capital letter.

Headings are not required to be in capitals.

The gift and the brand name should always be title case.

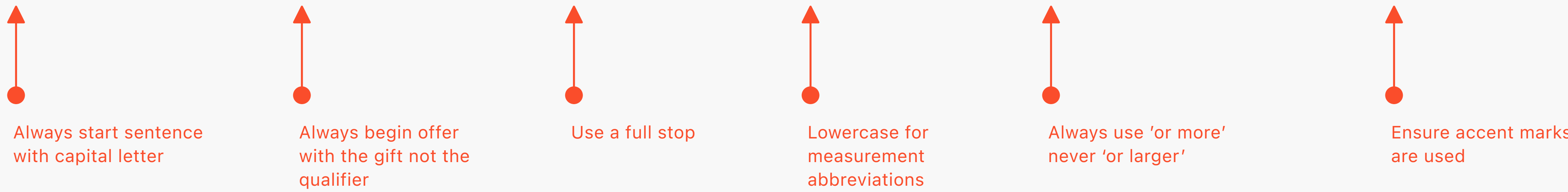
Accents:

Accent marks should always be used. Refer to the brand name styling guide or the live website for references.

GWP Offer Construction - example 1

Lancôme

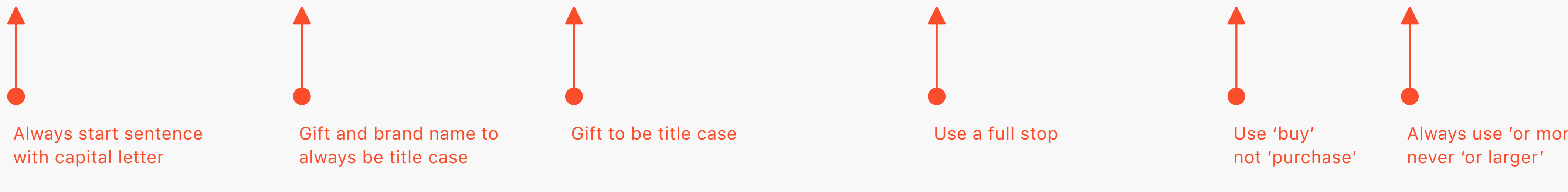
Receive your 7-piece Lancôme gift valued at \$190 when you buy a 50ml or more Lancôme Génifique serum.



GWP Offer Construction - example 2

Versace

Receive your Duffle Bag when you buy a 90ml or more Versace fragrance.



GWP offer construction

Further examples showing best practice.

Accessibility Tip:

Ensure logical reading order. The reading order for screen reader users should align with the visuals. Hence why the free gift should be listed out before the qualifying purchase.



Benefit

Purchase any 2 full sized Benefit products, one being a Fan Fest Mascara, to receive a FREE reversible bucket hat.



Benefit

Receive your Reversible Bucket Hat when you buy any two full-sized Benefit products, one being a Fan Fest Mascara.



Issey Miyake

Receive an Issey Miyake L'Eau d'Issey Pour Homme deodorant stick as your gift, with the purchase of any Issey Miyake male fragrance 100ml or larger.



Issey Miyake

Receive your Issey Miyake L'Eau d'Issey Pour Homme Deodorant Stick when you buy any 100ml or more Issey Miyake male fragrance.



SkinCeuticals

Spend \$250 on SkinCeuticals and receive your choice of SkinCeuticals Discovery or Phyto Kit.



SkinCeuticals

Choose your SkinCeuticals Discovery or Phyto Kit when you spend \$250 on SkinCeuticals.