



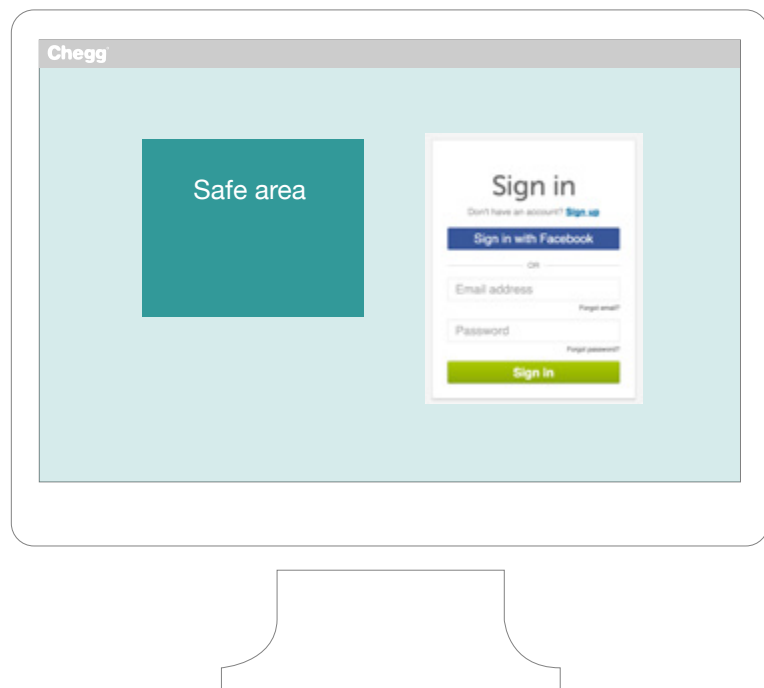
AD STYLE GUIDE

Sign In Takeover



Sign In Takeover

Initial load of Ad



What is it

The Sign In Takeover Ad consists of a full screen background image, 1440x1024px size. The safe area for optimal viewing in most screen resolutions is a 425x500px area left of the sign-in module. All branding, CTA, logo and relevant text must be designed into the wallpaper image and stay within the designated safe area (reference the template for exact location). The entire wallpaper image will be clickable.

Deliverables

- Background Size:** 1440x1024px
- Safe Area:** 425x500px
- File Format:** JPEG preferred, PNG (if size permits)
- Max File Size:** 500KB

Sign In Takeover

Example

Chegg

TUITION *Dr Pepper* GIVEAWAY

ENTER FOR YOUR CHANCE TO COMPETE TO WIN UP TO

**\$100,000
IN TUITION**

ENTER TO WIN

No Purchase Necessary

Sign in
to your Chegg account

f Sign in with Facebook

OR

Email

Password

Sign in

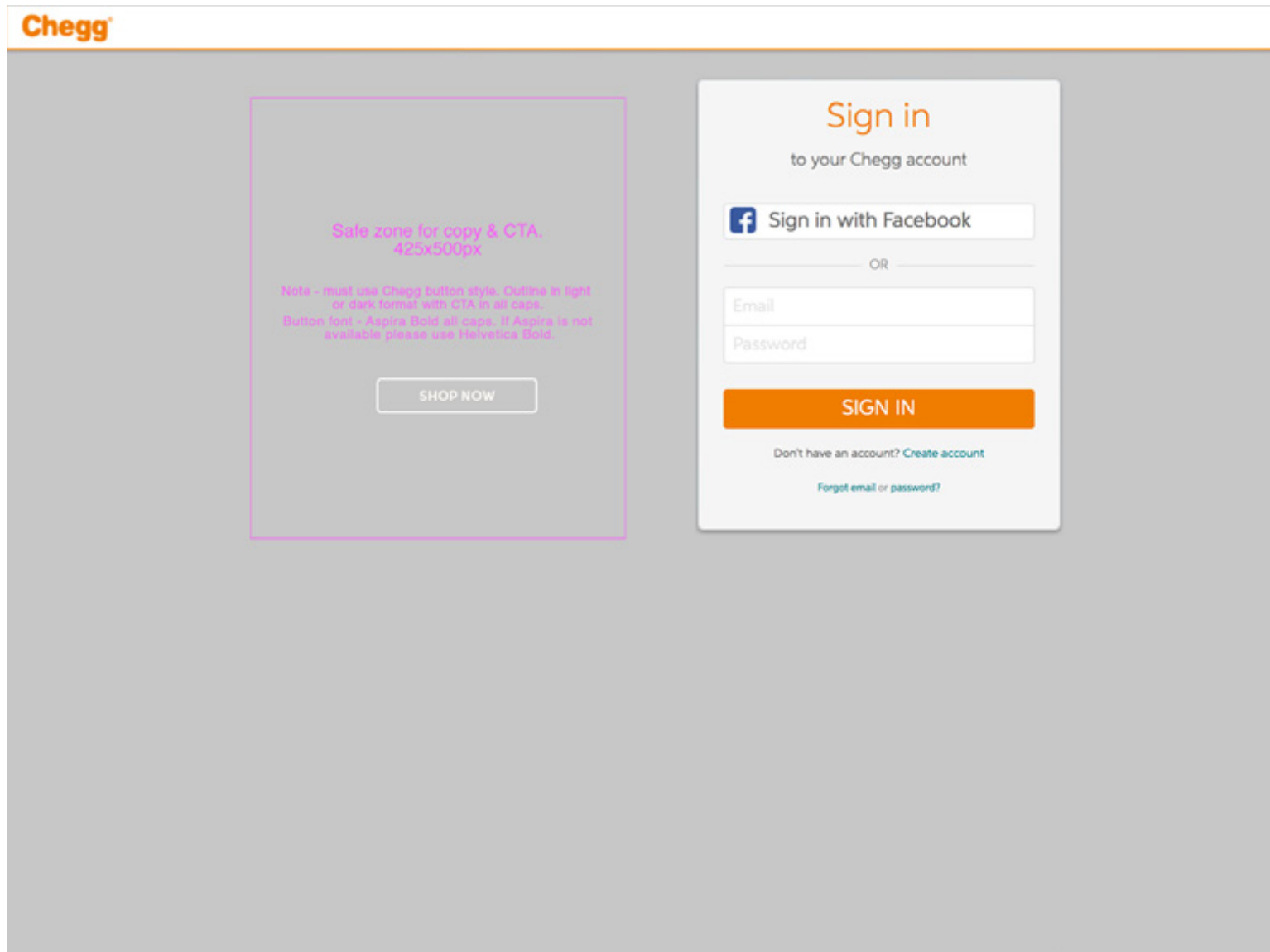
Don't have an account? [Create account](#)

[Forgot email or forgot password?](#)

The advertisement features a woman in a maroon 'Dr Pepper' t-shirt and black leggings on a football field, looking surprised with her hands to her mouth. In the background, there are other people and referees. In the foreground, there are several Wilson footballs in a bucket. The sign-in takeover is a semi-transparent white box on the right side of the image.

Sign In Takeover

Visual Guide



All Branding, CTA, logo and relevant text must be designed into the background image and stay within the designated 425x500px Safe Area

Sign In Takeover

Spec Details

Ad Vendors

Sign In Takeover ads must be served in-house but can accommodate third party tracking.

Best Practices

Large high quality lifestyle images are greatly preferred.

Imagery and copy should be student focused and have a clear concise message.

Where possible, keep to a single font types and font colors to avoid looking busy when paired with other page content.

Button Size Guidelines

Max Height: 35px

Max Width: 320px

CTA Button Colors

Please use outline in either light gray or dark gray.

Audio / Video

Audio: No audio permitted

Animation/Looping: N/A –Static Only