

# fullbranding at úschovna.cz

Time needed for testing and realization: 2 work-days after providing source materials.

## Composition

- The format of the skin is defined by the space around the main Úschovna panel.
- Two resolution versions are minimum. Three versions are ideal, according to the monitor resolution.

## Materials

- **Materials in all sizes need to be in JPG format and also mounted into prepared templates in PSD format.**
- **Up to 3 creatives per campaign.**
- **Download the templates here:**  
<http://www.tiscalimedia.cz/wp-content/uploads/uschovna-skin-sablony.zip>

## Structure

- **The skin in all formats must gradually merge into one-color from all sizes except the top (the color needs to be provided together with the skin). This applies to right, left and bottom side. The edges must be finished with either one-colored frame or gradient with fade - smoke effect.**
- The middle part of the skin will always be hidden under the Úschovna application window that has various heights (upload and download progress leaves the most space for the skin).
- The width consists of the area used for the main message and borders that could be cropped according to the resolution. The important components of the advert must not intervene with these borders, especially text.
- **Data size of every skin is limited up to 250 kB.**

## Sizes – horizontal

1. Width 1300 px. Is used for resolution up to 1300 px.  
Covers 33 % of users. Visible area used for the main message is 1000 × 600 px.
2. Width 1600 px. Is used for resolution 1301 px – 1600 px.  
Covers 36 % of users. Visible area used for the main message is 1280 × 640 px.
3. Optional; Width 1920 px. Is used for resolution over 1601 px and higher.  
Covers 31 % of users. Visible area used for the main message is 1580 × 910 px

## Sizes – vertical

- Minimum height 1080 px. Covers 91 % of users. Maximum height 1440 px. Covers 99,7 % of users. Longer pages will be completed by one-color background. It is possible to force the exact height of the page so it is not cropped (depends on clients wish).



## Functionality

- To ensure better success of the advert, the skin should correspond with the web-page design and not disturb the user. Skins that are too aggressive or use too much of a contrast are not enjoyable for the user. This increases the margin of those who leave the web-page.
- Components that lead the user to click on the advert (e.g. buttons), must not look like components used by Úschovna (buttons „choose file“, „send“ etc.)
- Advert must not be more expressive than the main panel of Úschovna. It always has to be clear that the main service is Úschovna.
- Advert must not evocate the impression that the web-page is optimized badly (e.g. by using low-quality pictures or cropped pictures).
- Branding must always be approved by Úschovna.

TISCALI MEDIA a.s. reserves the privilege to decline the materials that do not comply with the specification mentioned above.

