

Website Banner

Billboard Banner

Guidelines

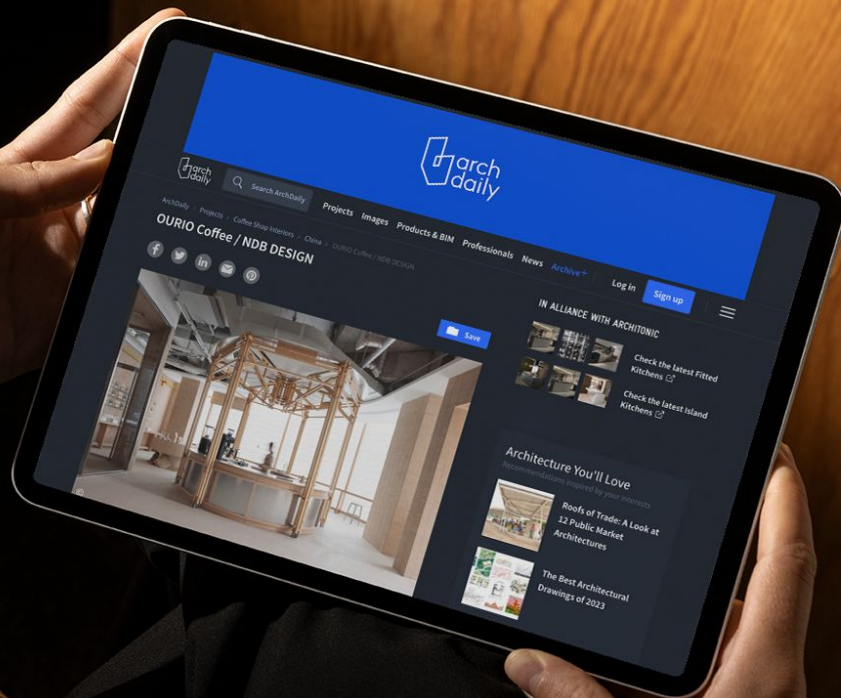




Photo: © Olaf Rohl
Bürgenstock Resort & Spa (Obbürgen, Switzerland)
Aurubis (Manufacturer, [Product Catalog](#))
Rüssli Architekten AG

Billboard Banner Guidelines

One of the goals of our guidelines is to help you enhance your brand awareness by creating successful banners that are cohesive and consistent with our website content, in line with our visual standards.

General

- Keep it simple with minimal text and high-quality images. Our audience is visually-driven.
- The banner should include: Image + Logo + CTA and a short value proposition (if needed).

Guidelines: the image



Your Editorial Article and
Image here



Your Publication on the
Daily Newsletter here

Picture is worth a thousand words

- Always include an image of the product within a real-life setting.
- If the product is not physical (such as a service or an event), please use a relevant image instead.
- Avoid using banners that consist mainly of text or graphics.
- Banners that are primarily or entirely text will not be accepted.

Guidelines: the image

Do's and don'ts for a better performance.

Do's

- Focus on the quality of your images: they should cover the entire banner area.
- Choose a soft, brand-appropriate color palette that aligns with your marketing goals.
- Showcase your products in elegant, sophisticated, or minimal interior settings.
- Ensure it's clear what your company produces or sells, with a strong visual emphasis on your products.
- Avoid using images just to fill space—make every image purposeful.
- Keep the design simple and to the point.

Dont's

- Please avoid displaying products in isolation or out of context (e.g., cut-outs resembling collages or items not shown within a space).
- Refrain from using strong colors (especially fluorescent tones) and avoid featuring people in the imagery.
- Try not to zoom in too closely on the product.
- Additionally, ensure the environment doesn't appear cold or artificial.

Guidelines: the image



Your Editorial Article and
Image here



Your Publication on the
Daily Newsletter here

Simple yet smart

- CTAs are key to converting visitors into leads, so it's essential they stand out.
- Maintain a clean design with minimal elements. The logo, CTA, and text should be placed near each other and close to the edges.
- Keep the text as brief as possible, focusing on communicating the value proposition or conveying crucial information, such as event details.
- Banners that are primarily or entirely text will not be accepted.

Guidelines: CTA, text, logo

Do's and don'ts for a better performance.

Do's

- Use minimal or no text.
- Position the logo and CTA close to each other and near the edges to avoid distracting from the main image.
- Choose the softest shades if there are multiple logo color variations available.
- Include action-oriented language in the CTA (e.g., Discover, Find, Sign Up, Learn, Check).
- Make the CTA stand out by using a distinct color or shape.

Dont's

- The logo and CTA should not obscure key visual elements.
- Do not prioritize the logo over the image.
- The CTA should always be part of a button.
- Avoid using nouns in the CTA; instead, use an action verb.
- This wording is clearer and more professional for client-facing communication.

Comparative visual examples

In the following slides, you will find comparative visual examples from both our most and least successful campaigns.

These examples reflect our users' interests and behavior, which you may want to consider when developing your brand's creatives.

Photo: © Gregori Civera
The Red Wall, La Muralla Roja (Calpe, Spain)
Ricardo Bofill

Comparative visual examples



Strengths

- Warm atmosphere with soft, neutral colors
- Clean design with no unnecessary text or clutter
- Full-coverage image with a non-intrusive logo

Improvements

- Add a CTA and brief product details
- Make the logo slightly more prominent

Weak points

- Excessive text
- The logo/text area takes up too much space

Improvements

- Showcase products in a more appealing setting
- Reduce text (e.g., remove the address)
- Use distinct colors for the logo/text area

Comparative visual examples



Strengths

- Balanced composition with a harmonious color palette
- Elegant, minimalist interiors
- Clear brand message and product offerings
- Appropriate logo section size

Improvements

- Add a CTA

Weak points

- Elements are not balanced
- Image is too small, making details hard to see
- The offer remains unclear despite the amount of text
- Logo and text take up too much space

Improvements

- Add a more prominent CTA
- Enlarge the image on the left
- Make the text clearer and more informative
- Remove distractions like colorful squares to highlight the interior image

Comparative visual examples



Strengths

- The product stands out in a minimalistic setting.
- The promotion is clear and easy to understand.
- The logo is visible but unobtrusive.
- Good composition: logo, text, and CTA are well-balanced.

Improvements

- Change the CTA to "Explore our news" instead of "here."
- Add eye-catching design elements to complement the setting.

Weak points

- Products are displayed in a cluttered environment, creating confusion.
- The intent and company's products are unclear.
- Text covers are too large; more space should be given to the images.

Improvements

- Prioritize images over text in terms of space.
- Reduce the size of text and logos, and group them together.