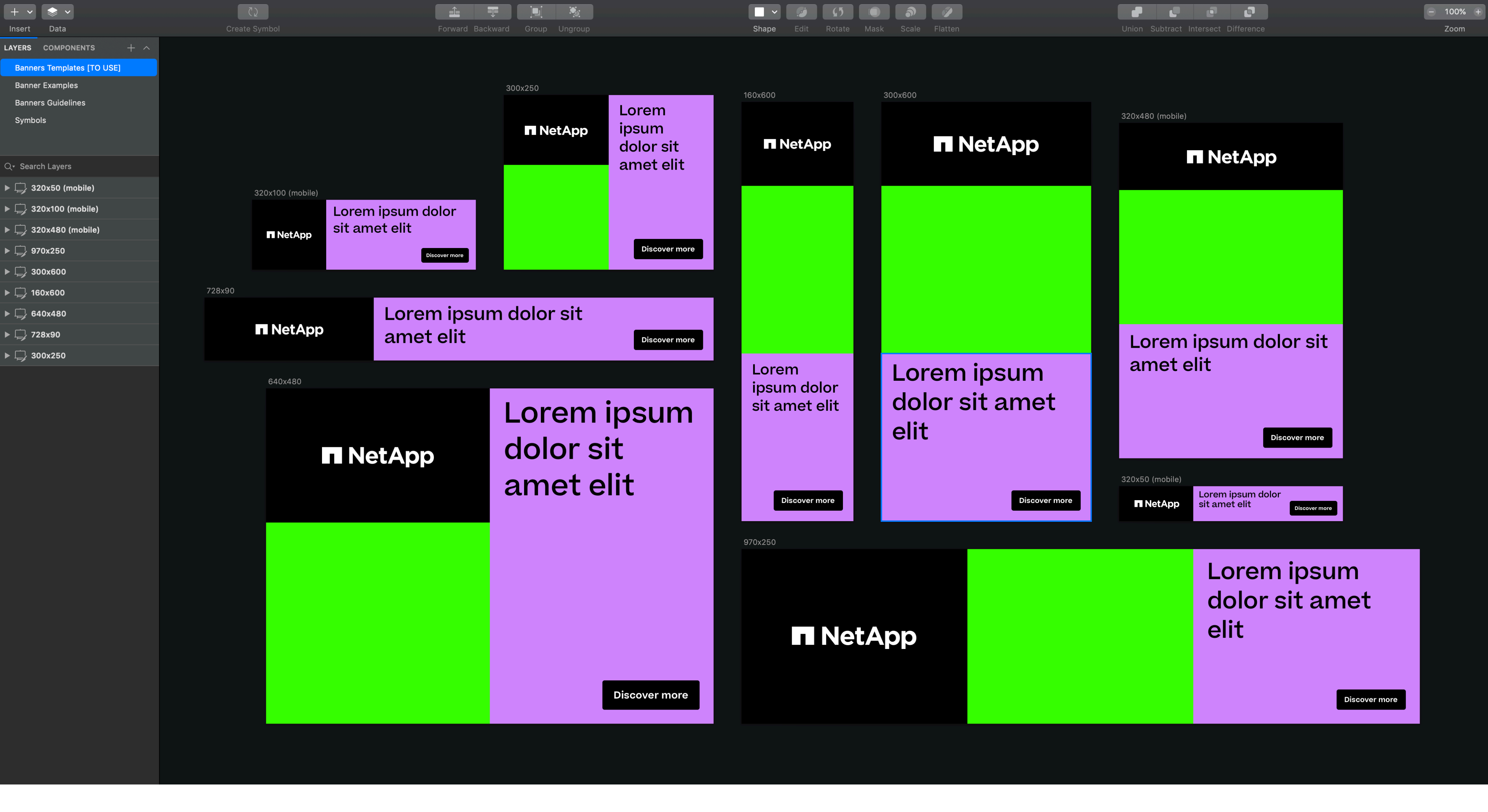


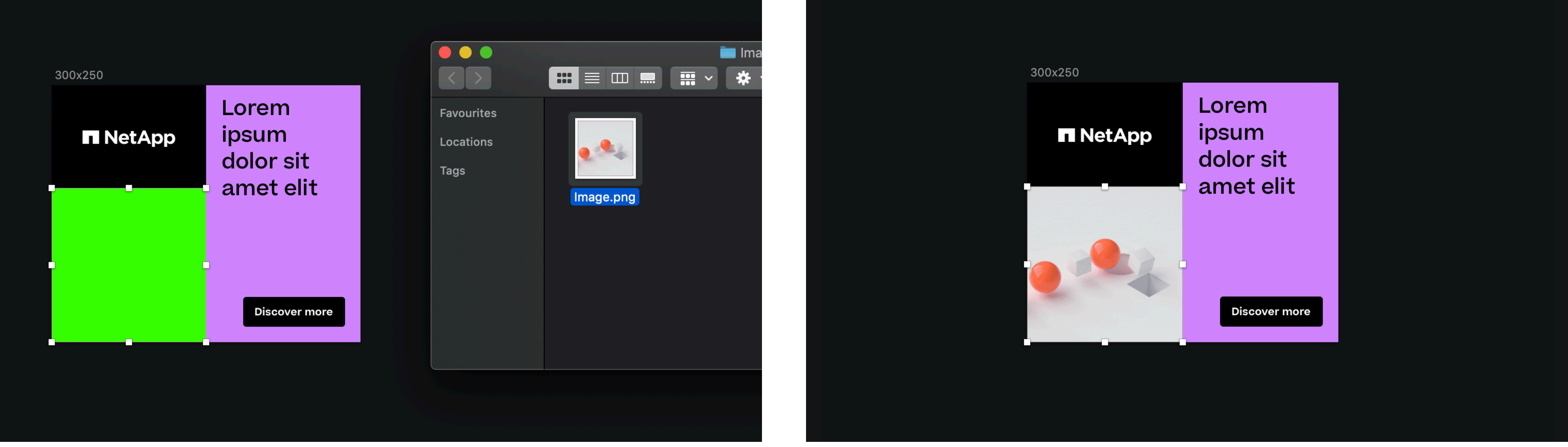
Web banners

How to use this file

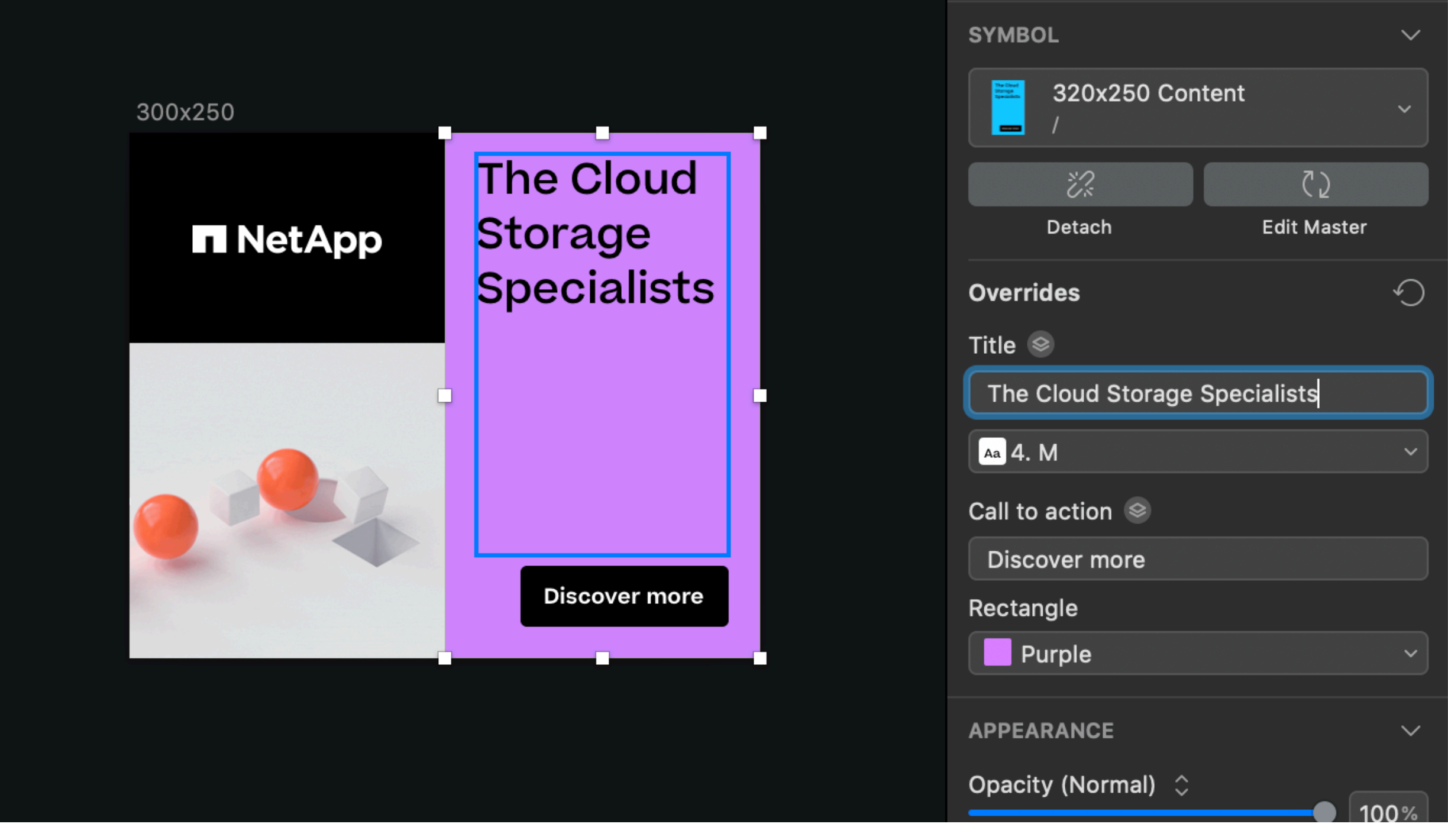
Firstly, navigate to the “Banners Templates [TO USE]” page in the left sidebar. Then select which banner size you'd like to create. Copy and paste that artboard to make a new version.



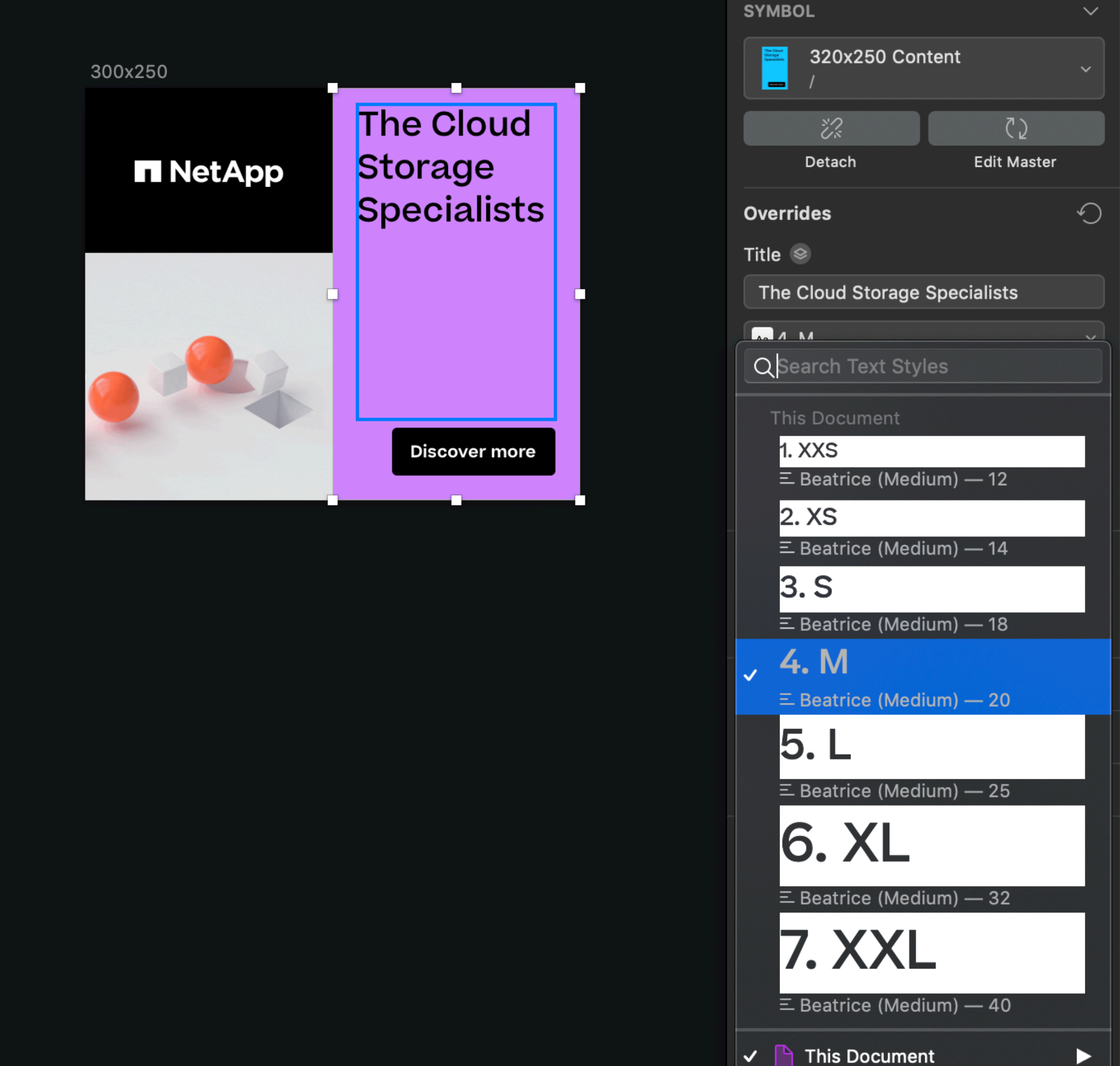
Once duplicated, start by adding in the image you'd like to use for your banner. Select the green box, then drag and drop your image onto it from your desktop. Resize within the masked box as you like



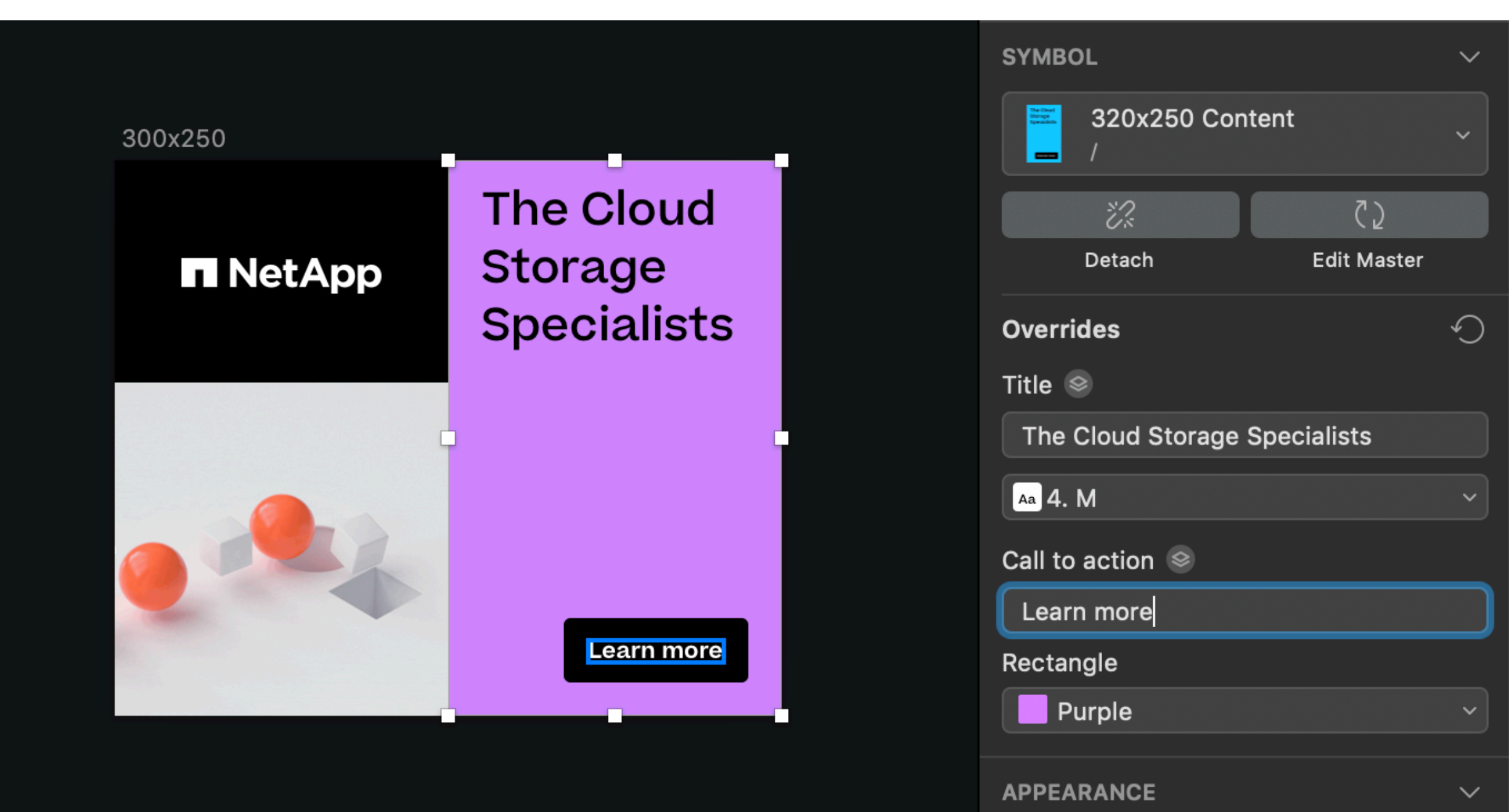
Next, select the purple box to edit the copy on your ad. Once selected, see the right hand sidebar where you can edit the content. Change the “title” to edit the main text.



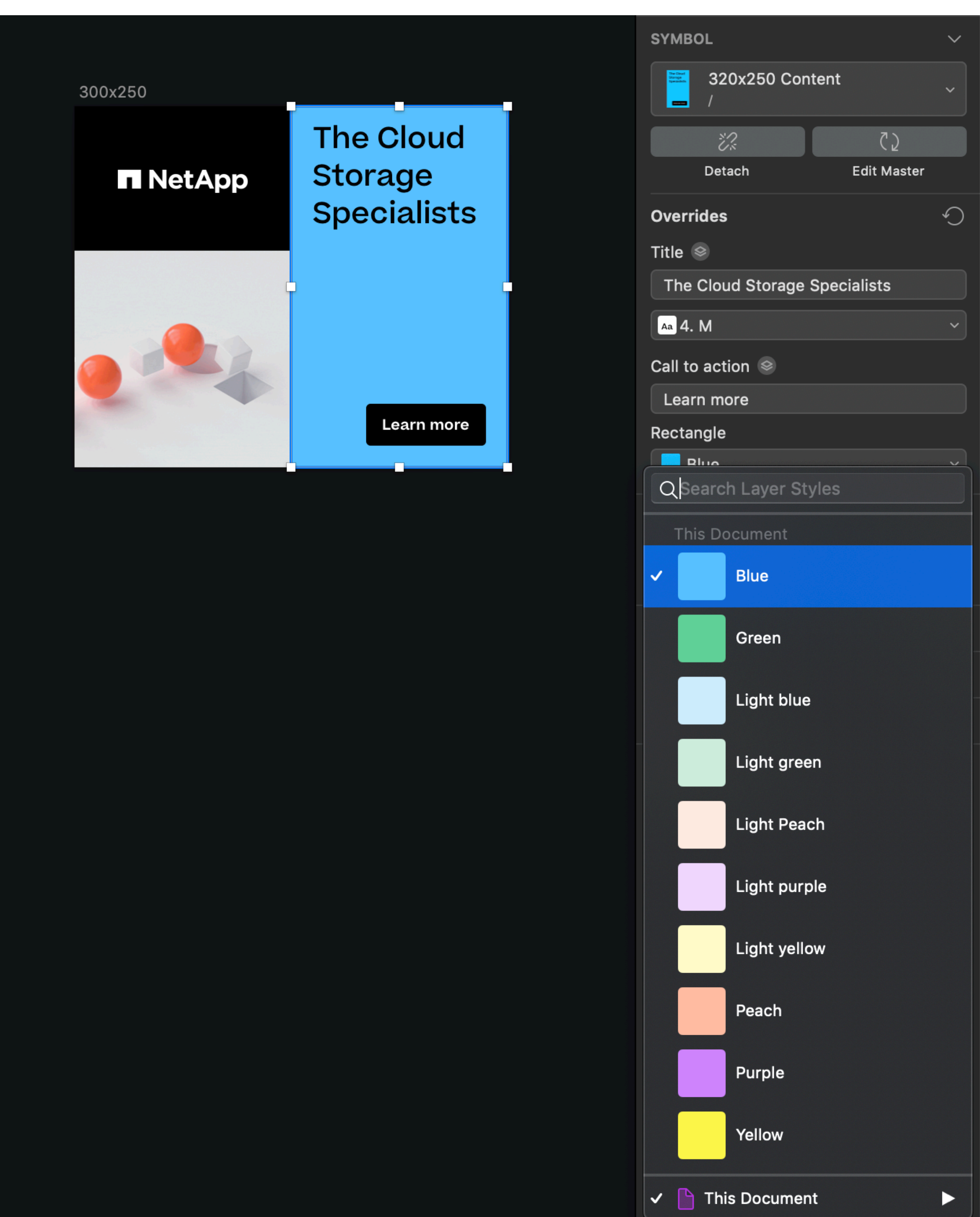
Once you have entered your new text, you can change the size of this text by selecting the size dropdown for the title. Choose the size that means your text is the most legible within the ad



Next, change the text in the call to action button. Try to keep your CTA text to a maximum of 3 words.



Finally, select a background colour for your text area. This colour should balance with the image used. If your image uses a primary brand colour, use a different secondary brand colour for the text area or vice versa.



Your web banner design is now complete. This process can be repeated for any of the banner sizes to create a complete set. There is a page called “Banner Examples” in the left sidebar where you can see some inspiration.

