



# Sainsbury's Main Trolley Specification

Trim size & visual aperture: 240mm

Trim size & visual aperture: 226mm



New New and improved

40% 100% 20% ~~£3~~ £2 each

Sainsbury's Sainsbury's live well for less

Subject to availability. Selected stores only. Excludes Centrals and Locals

## THE TROLLEY

Trolley frame	Is double sided positioned at the end of the trolley. One poster faces inwards towards the shopper and the other faces outwards.
MediaTrak™ barcode	Each poster contains a MediaTrak™ barcode that is inserted by our printers. (Size: 4mm (H) x 24mm (W))

## THE POSTER

Creative Size	226mm H x 240mm W + <b>3mm bleed in both directions</b>
File Type	PDF
Colour Mode	CMYK Four colour process. NO PANTONE or SPECIAL COLOURS. <b>NOTE:</b> Artwork that has solid black areas should be set at <b>30%C 30%M 30%Y 100%K</b> to enable the ink to dry on the substrate used. Maximum of 240% total ink saturation. The only exception to this is QR codes. If used, these must be <b>single colour - 100% black</b> in order to be scanned correctly.
Resolution	300 dpi ss

## OTHER REQUIREMENTS

Deadline	Artwork must be supplied <b>three weeks</b> prior to the in-charge date
Lenticular (3D displays)	Quotes available on request
Sainsbury's Branding	Artwork should include: 'Subject to availability. Selected stores only. Excludes Centrals and Locals.' on the bottom left of the creative.

## SAINSBURYS LOGO

Sainsbury's Tagline Logo	<ul style="list-style-type: none"> <li>Use Sainsbury's tagline logo unless Beer, Wine or Spirits</li> <li>Typically positioned in the bottom right</li> <li>The absolute minimum width for the tagline is 24mm</li> <li>The minimum amount of clear space around the tagline logo is equal to the capital S - (see page 2 for details)</li> <li>For formats where the logo size is not specified, the general rule to determine the logo's size is to multiply the diagonal length by 0.13 for portrait and 0.1 for landscape</li> <li>All logo usage is subject to approval</li> </ul>
Exclusively at Sainsbury's logo	Used for products that are exclusive to Sainsbury's stores

Sainsbury's  
Sainsbury's  
*live well for less*

Exclusively at  
Sainsbury's

**SAINSBURYS LOGO DETAILS EXPLAINED**



The masterbrand logo is typically positioned in the bottom right but can be positioned freely on campaign advertising.



The absolute minimum width of the masterbrand logo is 27mm in print.



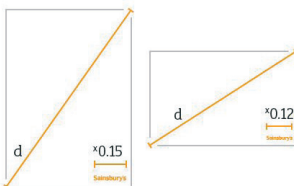
The LWFL logo is typically positioned in the bottom right but can be positioned freely on campaign advertising.



The absolute minimum width for the LWFL logo is 24mm in print.



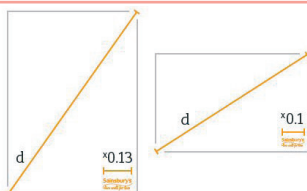
The minimum amount of clear space around the masterbrand logo is equal to the capital S. For campaigns where the masterbrand logo is positioned freely, it must have twice that amount of clear space all around it.



For formats where the logo size is not specified, the general rule to determine the masterbrand logo's size is to multiply the diagonal length by 0.15 for portrait, and 0.12 for landscape.



The minimum amount of clear space around the LWFL logo is equal to the capital S. For campaigns where the LWFL logo is positioned freely, it must have twice that amount of clear space all around it.



For formats where the logo size is not specified, the general rule is to determine the LWFL logo's size is to multiply the diagonal length by 0.13 for portrait, and 0.1 for landscape.

## ROUNDELS

Font

**Mary Ann Extra Bold**, white in colour

Promotional

Must be the following red and positioned on the top RH side of the advertised product, slightly overlapping. Artwork must now include Ts&Cs. (See page 5 for details)

- CMYK: 0 95 100 0
- PMS: 485 coated
- PMS: 485 uncoated
- RGB: 219 62 52
- Hex: #db3e34
- RAL: 3028



New/New and improved

Must be the following blue and can be positioned anywhere on the artwork as long as they respect Sainsbury's assets and spacing, subject to approval by Sainsbury's.

- CMYK: 80 0 0 0
- PMS: 2995 coated
- PMS: 2995 uncoated
- RGB: 0 169 207
- Hex: #00a9cf
- RAL: 5015



## BEERS, WINE AND SPIRITS (BWS)

Drinkaware Logo

**drinkaware.co.uk**  
for the facts

Never use Sainsbury's tagging logo. Instead always include the 'drinkaware' logo.

Imagery

Lifestyle imagery is always subject to approval, and should follow the below guidelines:

1. BWS products should be paired with food
2. People consuming alcohol should be seen to do so in social situations and not alone
3. Images of alcohol should be shown in appropriate portion sizes and correct serving suggestions

Think 25 Logo



Think 25 logo must be displayed on all sampling stands stating it is illegal to purchase/supply alcohol to a person under 18. This should be in a noticeable size and placed in the bottom corner of the artwork.

## ARGOS LOGO - THE MASTERBRAND

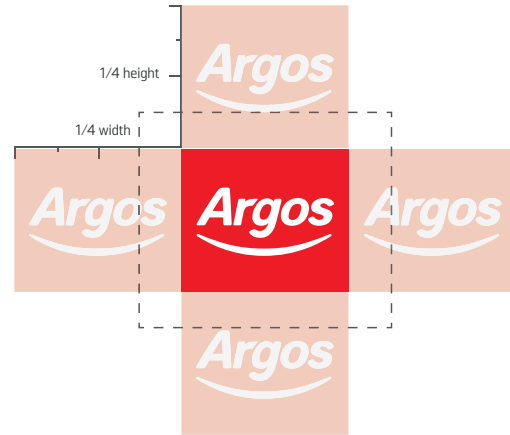
Centre stage, not stuck in the corner

- The masterbrand logo is well proportioned, iconic, and almost square (but not quite). It sits up front and centre. It's part of the action, not just a label down in the corner
- Anything that leaves Argos stores must have the logo on it
- Do not extend or remove the red box
- Such use must always be approved by the Argos Brand Clinic

Give the logo space

- The logo needs a clear, open space to sit in
- All offline creative should adhere to the exclusion zone guidelines. Leave at least a quarter of the logo height clear top and bottom, and a quarter of the logo width clear on each side (See diagram)
- These guidelines also apply to the Argos derivative logos

**Note:** To obtain a copy of the masterbrand logo, please email [argosbrandclinic2@argos.co.uk](mailto:argosbrandclinic2@argos.co.uk)  
Please specify 'print' for the channel you will be using the logo.



Minimum size of 15mm width

### SUPPLIER ADVERTISING

<p>Tagging supplier artwork</p>	<p>Some derivative versions of the logo are used for supplier advertising. If you believe you need a new logo, please get in touch with the Creative and Brand team.</p>
<p>Equal standout</p>	<p>If the logo appears next to other brand logos, care should be taken to ensure there is equal standout, and that the Argos logo does not look too recessive. Logos should be centred vertically where possible, with the Argos word and smile having roughly equal prominence to the wording of other brand marks.</p>

**Note:** To obtain a copy of the masterbrand logo, please email [argosbrandclinic2@argos.co.uk](mailto:argosbrandclinic2@argos.co.uk) Please specify 'print' for the channel you will be using the logo.

Tagging supplier advertising

Examples of tagging



Available at



Exclusive to



In partnership with



## Logo Don'ts



Don't tilt



Don't stretch



Don't use textures within the logo



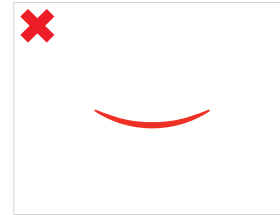
Don't bleed imagery through



Don't change the colour



Don't adjust the type



Don't separate the elements of the logo



Don't recreate the logo in 3D (this is only allowed when the logo is animated)



Don't place the logo on a complicated image. It is best to place the image on a simple, light coloured image



Don't place the logo on a red background. (See page 30 for guidance on what colours you can place the logo on)



Do not use the Argos word mark in red. **This is for internal use only**

### TERMS AND CONDITIONS:

- To adhere with Sainsbury's legal requirements all artwork must feature the following small print wording 'Subject to availability. Selected stores only. Excludes Centrals and Locals.'
- If supporting a price promotion the artwork must also include 'Offer ends DD/MM/YY', or if there is no 'was' price use 'Price valid until DD/MM/YY', ensuring that it is on one line.
- This should be clearly legible in black or white Mary Ann regular font and left aligned (or centred as a second option at the bottom of the creative, subject to approval by Sainsbury's)
- Terms and Conditions text should be sized as per the below guidelines, channel dependant
- All nutritional/legal claims would need to be substantiated and are subject to Sainsbury's approval

Subject to availability. Selected stores only. Excludes Centrals and Locals.

Trolley

15pt

## How to send artwork

There are three ways to send files:

1. Email file to [artwork@redbusmedia.com](mailto:artwork@redbusmedia.com) or contact Redbus operations on **02037736484**
2. Provide Redbus with login details for your FTP server so we can download the file from there
3. Request login details for the Redbus FTP server so you can upload the file to there