Sainsburys Top Up Trolley Specification

Trim size & visual aperture: 240mm

Trim size & visual aperture: 103mm

SEE 'TERMS & CONDITIONS DISCLAIMER' SECTION ON PAGE 2 OF THIS DOCUMENT

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 MediaTrakTM™ barcode that is inserted by our printers. *(Size: 4mm (H) x 24mm (W))*

THE POSTER

Creative Size	103mm H x 240mm W + **3mm bleed in both directions**
File Type	PDF
Colour Mode	CMYK Four colour process. NO PANTONE or SPECIAL COLOURS.
	NOTE: Artwork that has solid black areas should be set at **30%C 30%M 30%Y 100%K** to enable the ink to dry on the substrate used. Maximum of 240% total ink saturation.
	The only exceptions to this are QR codes and black text in the Nector Roundel. If used, these must be **single colour - 100% black**.

OTHER REQUIREMENTS

Deadline	Artwork must be supplied **three weeks** prior to the in-charge date
Lenticular (3D displays)	Quotes available on request
Sainsbury's Branding	Artwork should include specific text on the bottom left of the creative that is offer-dependant. See the Disclaimer section

SAINSBURYS LOGO

Sainsbury's Tagline Logo	• Use Sainsbury's tagline logo unless Beer, Wine or Spirits • Typically positioned in the bottom right • The absolute minimum width for the tagline is 24mm • The minimum amount of clear space around the tagline logo is equal to the capital S - *(see page 2 for details)* • 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 • All logo usage is subject to approval
Exclusively at Sainsbury's logo	Used for products that are exclusive to Sainsbury's stores

Sainsbury's

## Exclusively at
Sainsbury's

SAINSBURYS LOGO DETAILS EXPLAINED

Sainsbury's

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

Sainsbury's

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

Sainsbury's

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.

d   ˣ0.15   Sainsbury's

d   ˣ0.12   Sainsbury's
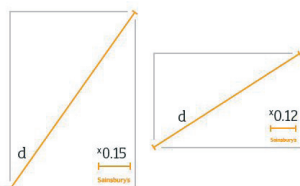
TERMS & CONDITIONS DISCLAIMER

All creatives must include specific small print in the bottom left corner at a size of 15pt.
There are three possible options depending on the promotion/offer (if any):

Nectar badge offer	**'Requires Nectar. Only on eligible products, see shelf edge ticket for details. Subject to availability, limits may apply. While stocks last.'**
Blue 'New' windel call-out	**'While stocks last. See shelf ticket/pack for prices'**
Standard (no promotional call-outs)	**'Subject to availability. Selected stores only. Excludes Locals.'**

WINDELS

Font	**Mary Ann Extra Bold**, white in colour
Promotional	Black text in this roundel (the 'Without Nectar..') must be **single colour - 100% black** (the same as any QR code). All other colours must follow the **CMYK Four colour process**. Artwork must include Ts&Cs. (See page 2 for details)

New / New & Exclusive

Blue

CMYK 80:0:0:0
RGB 0:185:242
Hex #00a9cf

Pantone 2995 Un/Coated
RAL 5015

New/exclusive callout should be placed in the top right-hand corner. If space does not allow this, try to position on right-hand side and use best judgement for placement

✅

New & Exclusive

Small   Large   Small   Large

Note

Windels copy to be formatted as sentence case. Initial cap, remainder lower case. i.e. New & exclusive / Save 25% when you buy 6 or more bottles.
We also use the word "and" where possible, except in New & exclusive where it is short and snappy.

New & exclusive should always be set in Bold.

B = A

A New &
B exclusive

Spacing between top and bottom line should be as shown below.

New &
exclusive X

Use Mary Ann font weights as shown below.

New &
exclusive

Bold

BEERS, WINE AND SPIRITS (BWS)

Drinkaware Logo **drinkaware.co.uk** for the facts	Never use Sainsbury's tagling 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 **UNDER 25?** Please be prepared to show proof of age when buying age restricted products.	Think 25 logo must be displayed on all sampling stands sating 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.

SUPPLIER ADVERTISING

Tagging supplier artwork	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.
Equal standout	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.

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

Masterbrand logo

Exclusion zone
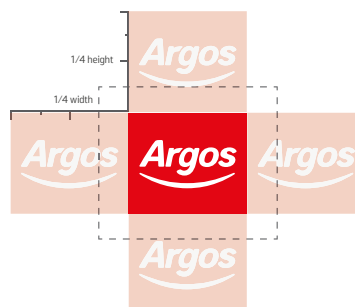
Minimum size of 15mm width

1/4 height

1/4 width

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 offer-depenant small print wording specified in the 'Terms & Conditions Disclaimer' section on page 2.
- 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

How to send artwork

There are three ways to send files:
1. Email file to **artwork@retailmediagroup.com** or contact Redbus operations on **02037736484**
2. Provide RMG with login details for your FTP server so we can download the file from there
3. Request login details for the RMG FTP server so you can upload the file to there