**Banner briefing document**

There are 2 separate actions that can be taken with this form:

1. Submit a brief for the design team to create your banners
2. Follow the guidelines on how to edit banner/s yourself

Contact name Email Department

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Ben Ellwood |  | [Ben.ellwood@historicengland.org.uk](mailto:Ben.ellwood@historicengland.org.uk) |  | Content |

Working job title Brief date Deadline date

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Gosport |  | 28/01/2019 |  | 28/02/2019\* |

Project summary

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| Display ad to promote Image collections of Gosport.  I’d be interested in having more than one image on the ad – something that reflects this is a collection of hundreds of images. But leave that to your judgement about looking naff. If not, then please could we have multiple ads (4-5) with different image on each ad. |

Banner messaging (55 characters max. including spacing and punctuation)

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| --- |
| Discover Historic Gosport  Historic Gosport in photos  Discover the Historic England architectural photo collection  Photos of Gosport collected since 1941  Browse the collection  Explore  PHOTOS \\swnfs01\groups\HE Website\Ad banners\Gosport  or <https://historicengland.org.uk/images-books/photos/englands-places/results?place=Gosport,%20Gosport,%20District%20(DistrictUAMet)&terms=gosport&searchtype=englandsplaces&i=2&wm=1>  I don’t mind which design, and don’t really mind which sizes so happy to take recommendations on that. |

Marketing objectives - What are your aims? What do you want to achieve?

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| + awareness of Historic England + awareness of Zone Heritage Action Zone + use of archive content |

Target audience - Who is the primary target audience?

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| Pie & Pint |

**Submit a brief for the design team to create your banners**

Chose 1 or 2 banner templates:

|  |  |  |
| --- | --- | --- |
| **Tick for preferred choice** | **Banner template number & description** | **Visual example** |
| ☑  Or 3.  Dont mind which. | **Banner template 1** *‘Simple image & text design’* | *\\lsrfs01\groups\NewMedia\Dev and Support\Design\Google Ad banners\BANNER TEMPLATE\Banner Designs 06JUNE18\Concept 1\300x250_Full00.png* |
| ☐ | **Banner template 2** *‘Text only design’* | \\lsrfs01\groups\NewMedia\Dev and Support\Design\Google Ad banners\BANNER TEMPLATE\Banner Designs 06JUNE18\Concept 3\300x250_1.png |
| ☑  Or 1.  Don’t  mind  which. | **Banner template 3** *‘Full image & text overlay design’* | *\\lsrfs01\groups\NewMedia\Dev and Support\Design\Google Ad banners\BANNER TEMPLATE\Banner Designs 06JUNE18\Concept 6\300x250_5.png* |

**Chose a banner size/s** (Please tick the box/es of the banner size/s you require)

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| --- | --- |
|  | **Set 1:** *Core set of recommended sizes (small budget)* |
|  | 300 x 250 *‘Medium rectangle’* |
|  | 336 x 280 *‘Large rectangle’* |
|  | 728 x 90 *‘Leaderboard’* |
|  | 300 x 600 *‘Half page’* |
|  | 320 x 100 *’Large mobile banner’* |

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| --- | --- |
|  | **Set 2:** *Add additional sizes to set 1 if you have a larger budget.* |
|  | 320 x 50 *‘Mobile leaderboard’* |
|  | 468 x 60 *‘Banner’* |
|  | 234 x 60 *‘Half banner’* |
|  | 120 x 600 *‘Skyscraper’* |
|  | 120 x 240 *‘Vertical banner’* |
|  | 160 x 600 *‘Wide skyscraper’* |
|  | 300 x 1050 *‘Portrait’* |
|  | 970 x 90 *‘Large leaderboard’* |
|  | 970 x 250 *‘Billboard’* |
|  | 250 x 250 *‘Square’* |
|  | 200 x 200 *‘Small square’* |
|  | 180 x 150 *‘Small rectangle’* |
|  | 125 x 125 *‘Button’* |

Or enter banner size/s (not listed above) here:

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Supply images

* Please attach images in a .zip file along with this briefing document and send to digital@historicengland.org.uk, Fiona Garnet-Lawson & Chris Walthall
* Please provide a minimum of 3 image options for each concept
* Images must be high resolution (200kb or above or larger than your largest chosen banner size)
* Please provide original files only, not images inside word documents

**If you want to edit banner/s yourself**

Note: Please use the Adobe Photoshop CC application to edit banner artwork and export banners. The provided files will not open in other version of Photoshop (elements) due to the way the file has been setup.

Change the **wording** on the banner:- Do not exceed the 55 character limit  
- Do not alter the size of the text on the banners**.**   
This character count has been defined for all banner sizes based on the minimum font size as defined on all banners.

Change the **colour of text** on the banner:   
- It must be a colour selected from our recommended brand colour pallet. [Click here to view brand colours](https://zpl.io/Vq6LZlm)  
- Must follow accessibility colour guidelines when text is placed on colour or imagery.

Image replacement on banner:   
- Do not change the image on the banner as this image may have been edited to fit to this space.

Compression guidance below when exporting banners.

**Exporting a banner in Photoshop:**

1. Open the .psd file in Photoshop
2. Within the Photoshop file each art board represents a banner. The art board is labelled by the size of the banner, followed by the concept number and the file format e.g. 728x90\_Concept1.jpg.
3. To export a banner, select the art board.
4. Go to File, Export, Save for Web (legacy).
5. In the ‘save for web’ window adjust the image size to keep the compression of the image under 150kb (this compression size is displayed in the bottom left of the window).
6. Change the file format to JPEG.
7. Click Save
8. Your banner is ready to upload!

**Exporting multiple banners in one Photoshop file:**

1. Open the .psd file in Photoshop
2. Within the Photoshop file each art board represents a banner. The art board is labelled by the size of the banner, followed by the concept number and the file format e.g. 728x90\_Concept1.jpg.
3. To save out all the banners go to File, Generate, Image assets. The art board must have .jpg at the end of the name otherwise it will not export.
4. The banners will automatically save into a folder where the .psd file is saved.
5. The banner should be under 150kb.
6. Locate the folder and your banners are ready to upload!