

TIER 3

# HOMEPAGE HERO GUIDELINES



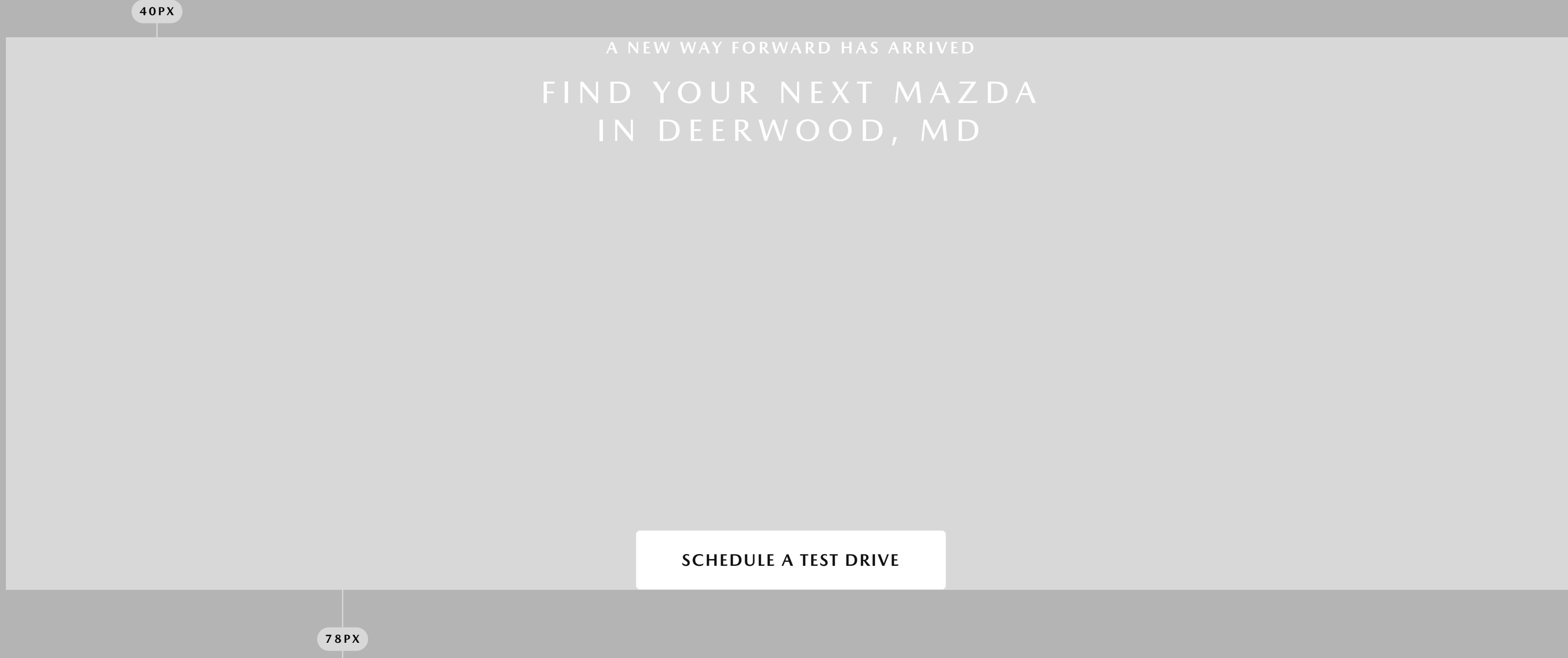
There are only 2 designed hero assets for Tier 3 homepage, desktop and mobile. Simple.

## DESKTOP HERO 1920 x 540

SAFE AREA 1202 x 422 | TOP MARGIN 40PX | BOTTOM MARGIN 78PX

Depending on your software application, your primary creative asset may vary. Designing within Sketch and Adobe XD, your main design will be 1920 x 540 and you will export @2x / retina at 3840 x 1080. If using Adobe Photoshop, you'll want to create your primary asset at 3840 x 1080 and export this original size, as well as the 1x version, 1920 x 540.

Placing your headlines, copy and CTAs within the SAFE AREA will ensure your content does not overlap with code-based pagination, scroll arrows and other various interactive elements. This SAFE AREA is universal and applies to all hero sizing.

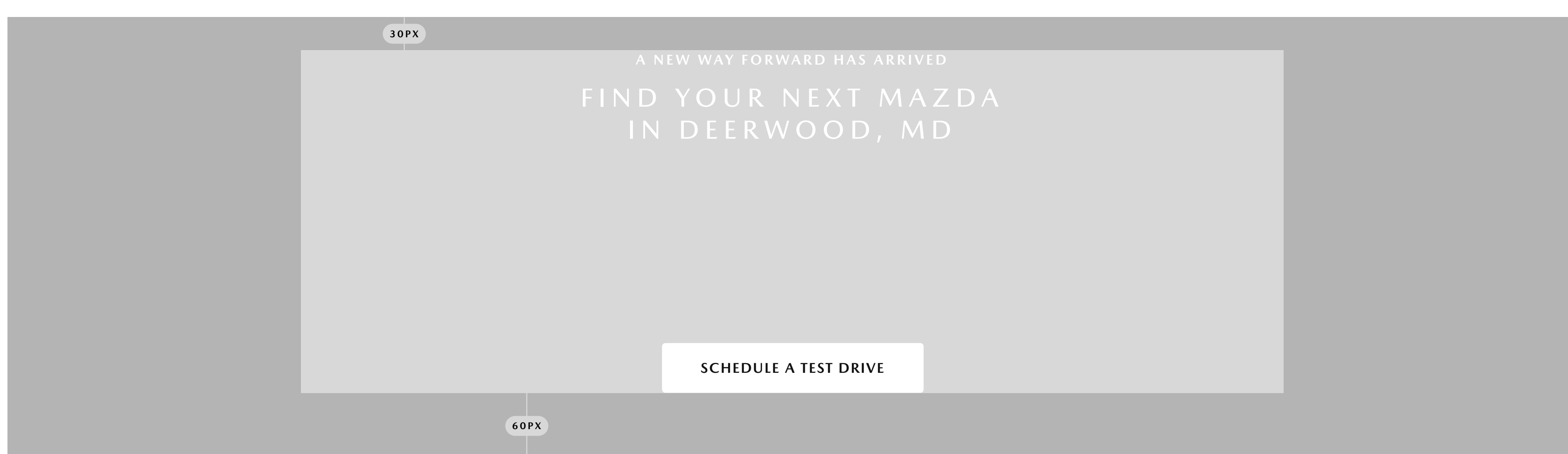


For platforms that cannot accommodate mixed media (video+static) in the main hero, we are permitting the use of a SUB HERO, positioned lower down on the homepage. There is no new asset needed. It will use the same creative and will be scaled down in code by approximately 75% – any body copy or disclaimers will like scale by 1px size (in the event copy falls too small, individual creation guides are provided).

## DESKTOP SUB HERO 1422 x 400

SAFE AREA 890 x 310 | TOP MARGIN 30PX | BOTTOM MARGIN 60PX

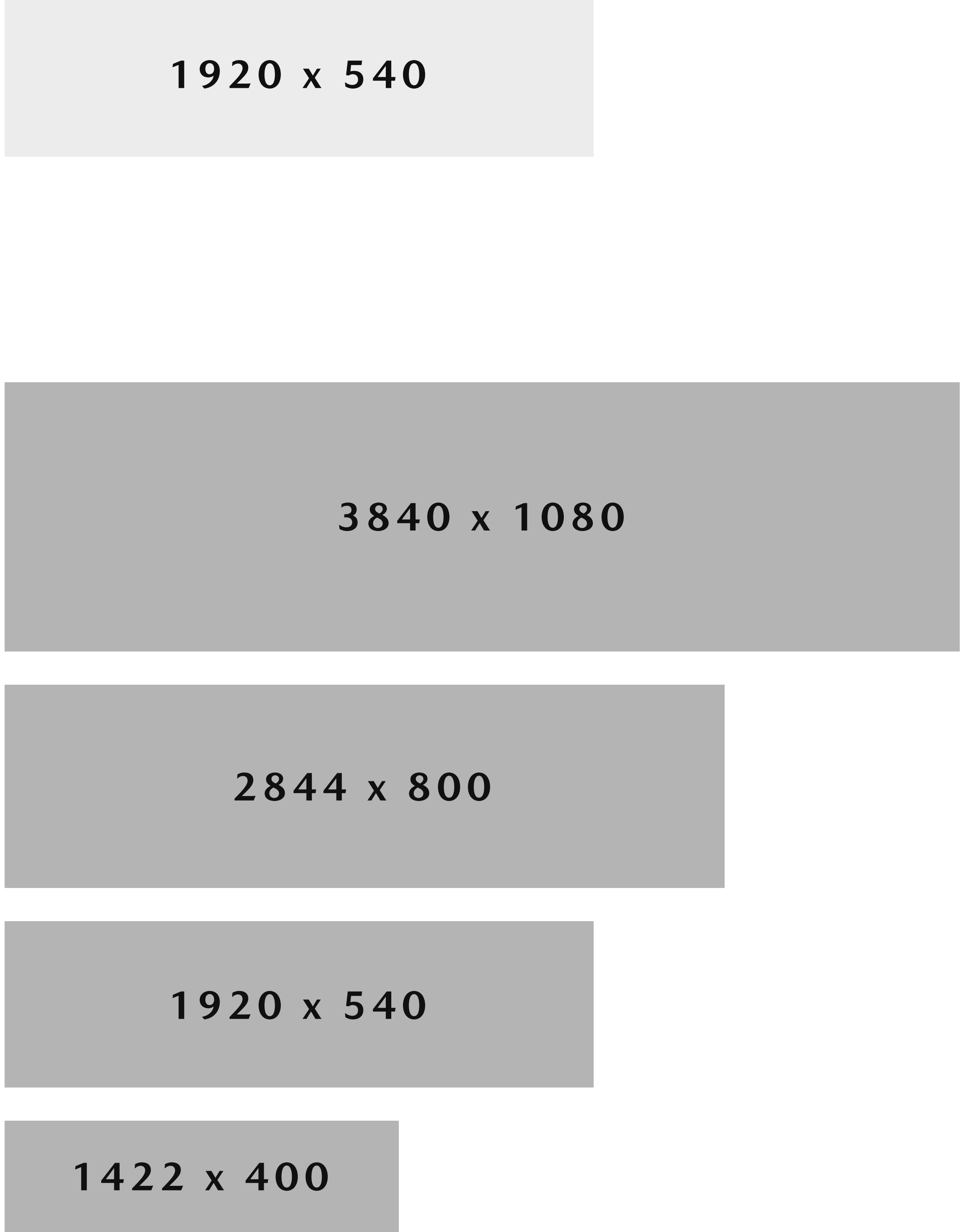
Similarly to the main hero, if you choose to design individual assets for the subhero, you will also export the original 1422 x 400 as well as the @2x retina version, 2844 x 800.



<b>MAIN HERO @2x 3840 x 1080</b>	SAFE AREA 2404 x 844   TOP MARGIN 80PX   BOTTOM MARGIN 156PX
<b>MAIN HERO @1x 1920 x 540</b>	SAFE AREA 1202 x 422   TOP MARGIN 40PX   BOTTOM MARGIN 78PX
<b>SUB HERO @2x 2844 x 800</b>	SAFE AREA 1780 x 625   TOP MARGIN 60PX   BOTTOM MARGIN 120PX
<b>MAIN HERO @1x 1422 x 400</b>	SAFE AREA 890 x 310   TOP MARGIN 30PX   BOTTOM MARGIN 60PX

## DESKTOP EXPORT x4

- MAIN ASSET
- EXPORT 1  
RETINA HERO
- EXPORT 2  
RETINA SUB HERO
- EXPORT 3  
NONRETINA HERO
- EXPORT 4  
NONRETINA SUB HERO



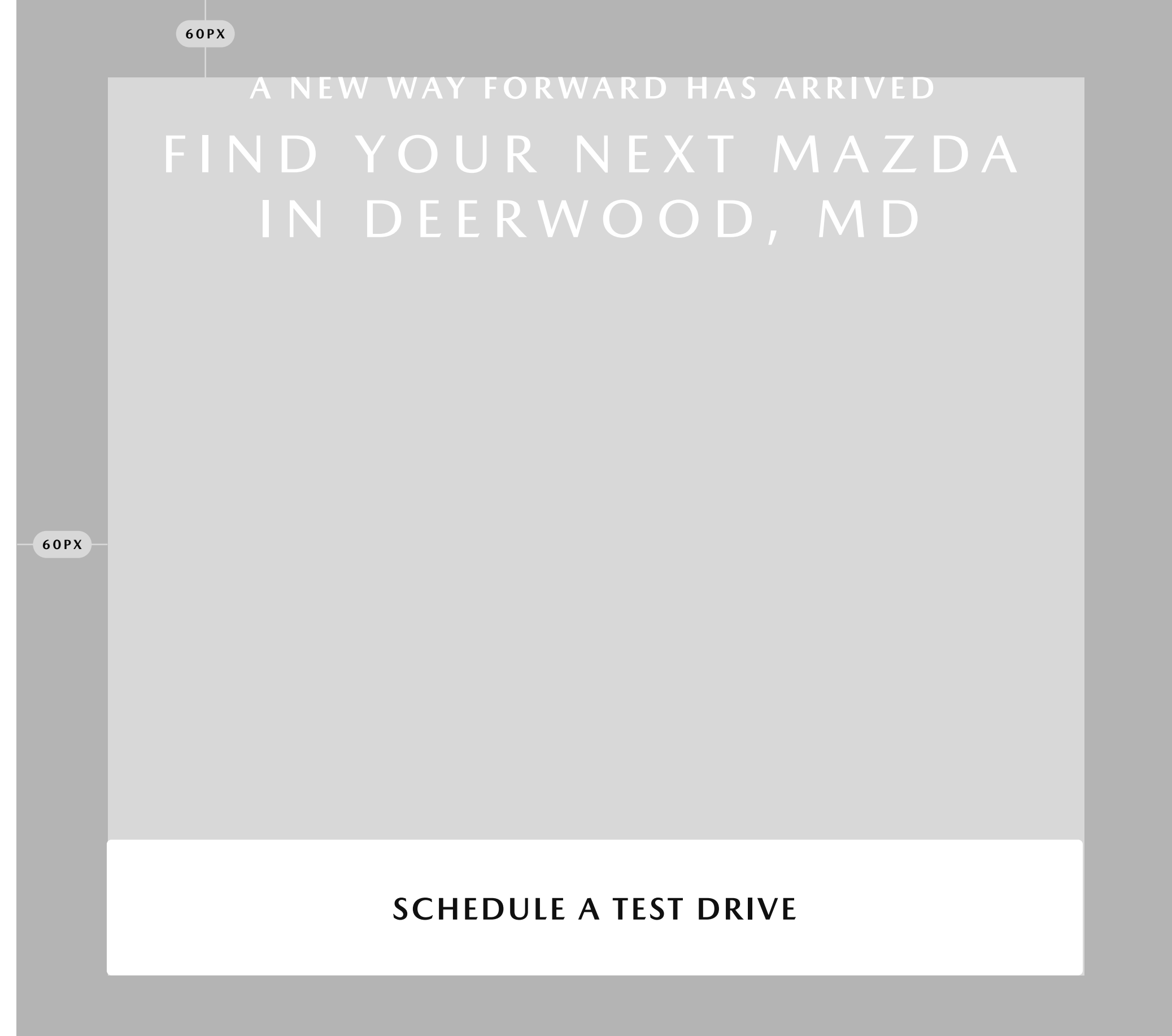
Depending on your software application and starting point, these are your 4 desktop hero exports: 3840 x 1080 / 1920 x 540 / 2844 x 800 / 1422 x 400

## MOBILE HERO 768 x 716

SAFE AREA 648 x 596 | ALL-AROUND MARGIN 60PX

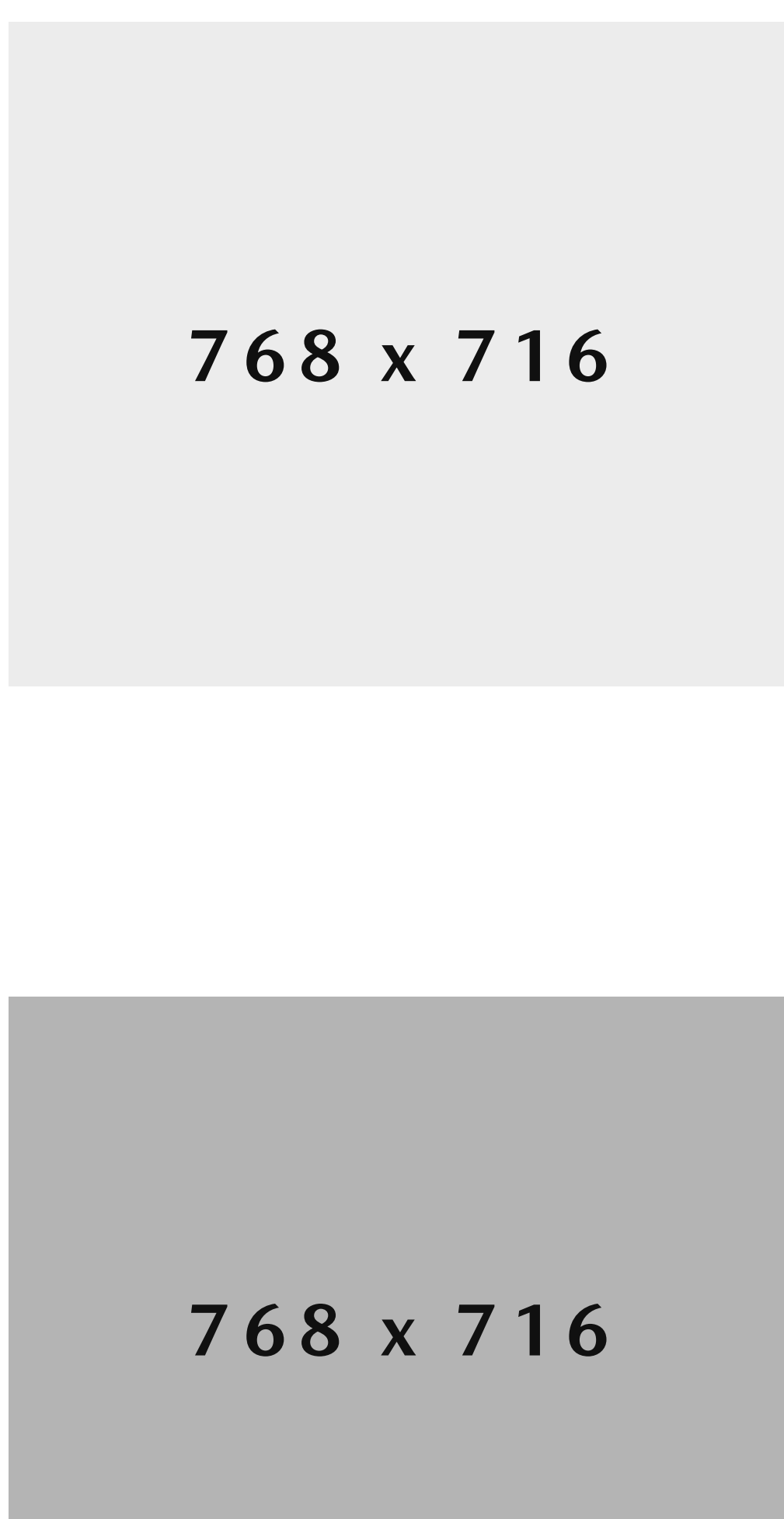
The mobile homepage hero is even simpler. One creative file, one asset export, 768 x 716.

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## MOBILE EXPORT x1

- MAIN ASSET
- EXPORT 1



There is 1 mobile hero export: 768 x 716

<b>MAIN HERO 768 x 716</b>	SAFE AREA 648 x 596   ALL-AROUND MARGIN 60PX
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<b>FINAL DESKTOP EXPORTS</b>	<b>FINAL MOBILE EXPORTS</b>
3840 x 1080	768 x 716
1920 x 540	
2844 x 800	
1422 x 400	

Questions + comments? Please reach out to the Wunderman Thompson Creative Team.