

# Banner Ad - Conventions by Software Type

## Prototype Software

- Use of grid layout and safe zones
- Readable fonts at small sizes
- Clear visual hierarchy (headline, sub, CTA)
- Brand colors and logos consistently applied

## Image Editing Software

- Consistent file naming and layering
- Web-standard image dimensions (e.g., 728x90)
- Use of RGB color mode for digital
- Exporting at 72 DPI for web use