Online Marketing *Style Guide*

OBJECTIVE AND SCOPE:

Determine specifications according to general ad sizes

to streamline production process and focus brand representation.

THE HOW:

Create guidelines for all adjustable elements that can

be carried across all ads and relate to specific dimensions:

- Logo
- Border/Border detail
- Color usage
- Headline
- Sub-heading
- Imagery
- Overlays
- Call to action (CTA)
- Dot whack
- Caret

• Ads contain elements that should be treated
  similarly in every situation (QVC logo,
  border, headline, subhead, CTA and dot whack)

• Sizes are broken down into three categories relating to pixel dimensions:

    Square: 120x90, 180x150, 300x250
    Vertical: 120x600, 160x600, 300x600
    Horizontal: 468x60, 728x90, 300x100
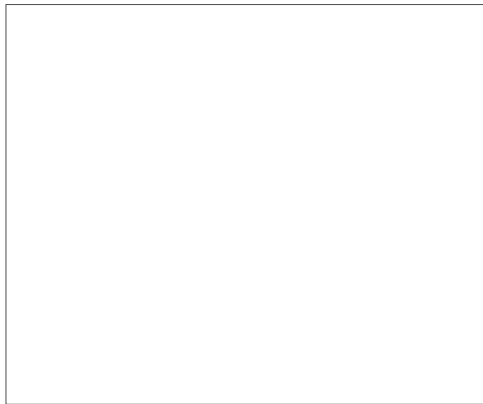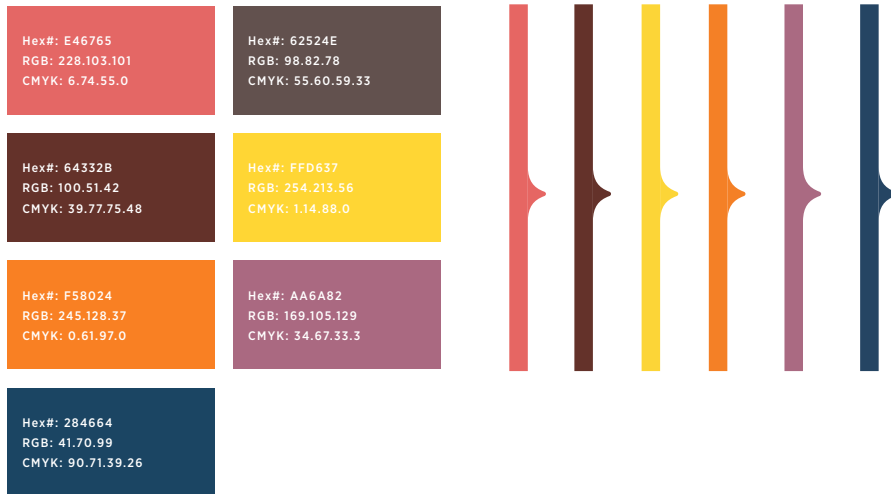
*actual size: 180x150   *proportionate: 160x600   *proportionate: 468x60/728x90

QVC Brand & Storefront Elements

- Use storefront palette, colors and elements
- Use QVC event deck colors when applicable
- Use external brand logos when applicable

Hex#: E46765
RGB: 228.103.101
CMYK: 6.74.55.0

Hex#: 62524E
RGB: 98.82.78
CMYK: 55.60.59.33

Hex#: 64332B
RGB: 100.51.42
CMYK: 39.77.75.48

Hex#: FFD637
RGB: 254.213.56
CMYK: 1.14.88.0

Hex#: F58024
RGB: 245.128.37
CMYK: 0.61.97.0

Hex#: AA6A82
RGB: 169.105.129
CMYK: 34.67.33.3

Hex#: 284664
RGB: 41.70.99
CMYK: 90.71.39.26

All Text (unless storefront color)

RBG 50/50/50

Sample Dot Whack & Element Relationships

- 1 dot whack per banner
- 16 characters max
- **Do not** tilt or rotate violators
- Two color maximum for all ads
- Border & detail same color
  (logo & border can be different colors)
- Border weight remains between 3–6.25pts
- Detail size is visually similar to "QVC"
  lettering and vertically aligned in the middle
- Detail and logo minimum padding of 3px
- **No overlay elements should interfere with logo, border or detail**
       ***this includes CTA and dot whack**

QVC   CALL TO ACTION ▶   Dot Whack!   ▶

QVC

- Use storefront fonts only
- Use QVC event deck colors when applicable
- Use external brand logos when applicable

Sentinel
ABCDEFGHIJKLMNOPQRST
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham (all weights)
ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqrstuvwxyz
0123456789

Headline

- Sentinel (Gotham when applicable)

Subhead

- Sentence case
- Gotham Light/Book

CTA

- All caps
- Gotham Medium with caret
- CTA located in color box

CTA Notes

- CTA located at the end of banner messaging and art
- Character max is 16 not including caret
- Color box has equal visual spacing at left/right

Subhead Copy

- Long version max of 35 characters
- Short version max of 20 characters
- Gotham point sizes/leading:

    15/18

    11.5/14.5

    9.75/12.5

    8.75/11.5

Headline with/without External Brand Logo

- Max of 20 characters

Easy
Holiday Returns

Enjoy returns on gifts thru 12/23

Introducing
TIMGUNN

CALL TO ACTION ▸

Square Banners

- Ads above 240px include overlay dot whack
- Ads under 200px exclude CTA and dot whack

- Storefront and 001 images should have a right–sided subject/product with room for copy and logo on left
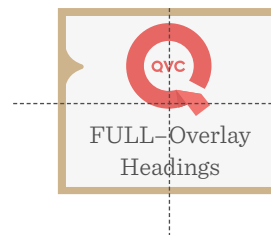
180x150

- Full–bleed imagery with overlay headings
- Utilizes short copy and caret
  - ***no CTA or dot whack**
- 3pt border; overlay max height of 50%

subject/product focal point

Overlay Headings

Overlay sub-headings, short ▸

120x90

- Full–bleed deck imagery
- Full–frame logo and headings
- 3pt border
- Centered logo/headings

FULL–Overlay Headings

300x250

- Image is less than 50% of ad width
- 4pt border
- CTA left aligned; Dot whack as overlay element

Headings Left Aligned

Sub-headings, left aligned, Gotham light

CALL TO ACTION ▸

Dot Whack!
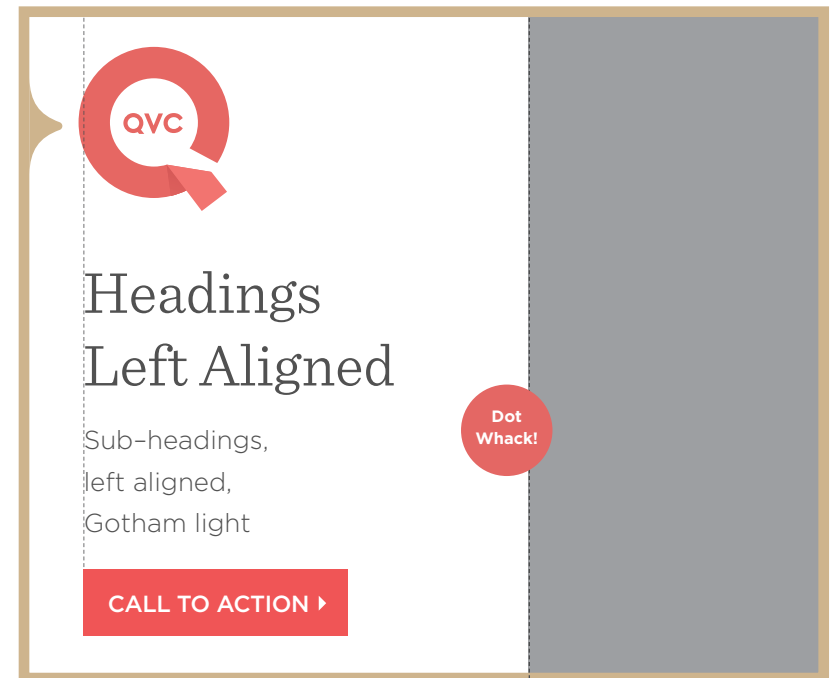
Vertical Banners ···
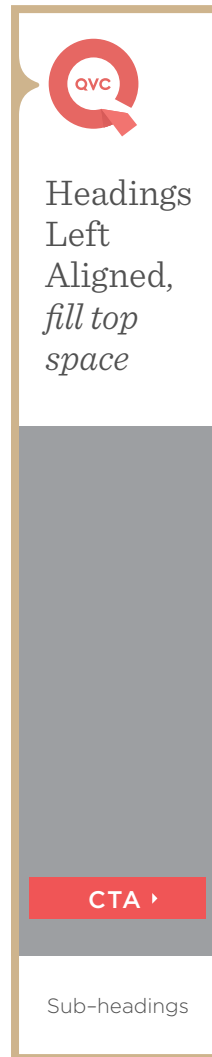
- Ads include side and bottom bleeds

    *If under 160px bottom bleed is not utilized

- All images reach 50% of ad height

- Ads under 160px contain sub-headings at bottom
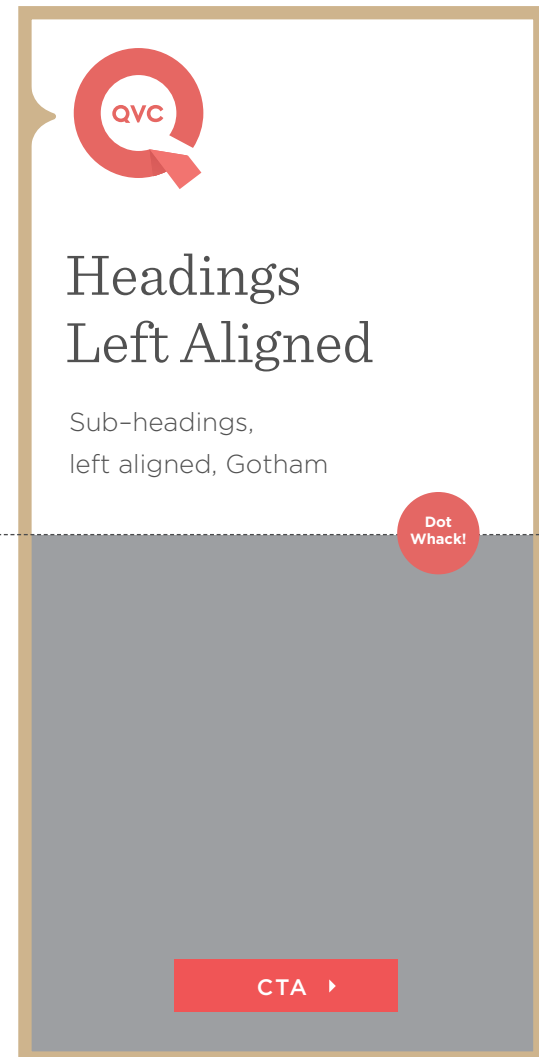 with QVC deck background when applicable

160x600: 4pt border

QVC

Headings
Left
Aligned,
*fill top
space*

CTA ›

120x600: 3pt border

QVC

Headings
Left
Aligned,
*fill top
space*

CTA ›

Sub-headings

300x600: 6.25pt border

QVC

Headings
Left Aligned

Sub-headings,
left aligned, Gotham

Dot
Whack!

CTA ›

Horizontal Banners ....

- Ads include top, bottom and right–sided image bleeds
- Headlines should be left aligned and images should take up 25–50% of space
- Overlay elements may be applied once in each add

468x60/728x90

- Elements vertically aligned middle
- Even spacing between all elements
- 3pt border
- Right–sided image bleed

QVC

Headings Left Aligned
Sub-headings, left aligned, Gotham light

CTA ›

300x100/600x400

- Image is 25–50% of ad width
- 4pt border
- Overlay dot whack

QVC

Headings
Left Aligned
Sub-headings,
left aligned, Gotham

Dot
Whack!

CTA ›

Find Your Perfect Fit

Real fashion for real women in a full range of sizes

SHOP NOW ▸

Find Your Perfect Fit

Laura Geller Beauty

1-day offer! Shop now ▸

FALL FASHION FEST

Get your wardrobe cool-weather ready! ▸

Introducing TIMGUNN

Home décor & bedding from the Project Runway co-host

SHOP NOW ▸

The Magic of *Disney's* *Frozen*

SHOP & SMILE ▶

Treat your little ones to dolls, dresses & more

Easy Holiday Returns

Full refunds thru 1/31/15 on gifts purchased by 12/23

LEARN MORE & SHOP ▶

FALL FASHION FEST

Get your wardrobe cool-weather ready!

SHOP NOW ▶

Introducing TimGunn

Home décor & bedding from the Project Runway co-host & mentor

SHOP NOW ▶

Laura Geller Beauty
1-day offer! 8 pieces for under $60

GET THE LOOK ▸

Find Your *Perfect* Fit
Real fashion for real women in a full range of sizes

SHOP NOW ▸

Holiday Decorations
Get in the spirit with wreaths & festive accents

SHOP NOW ▸

Find Your
Perfect Fit

Real fashion for real women
in a full range of sizes

SHOP NOW ▸

**FALL
FASHION
FEST**

Get your wardrobe
cool-weather ready!

SHOP NOW ▸

The Magic of *Disney's Frozen*
Treat your little ones to dolls, dresses & more

SHOP & SMILE ▸