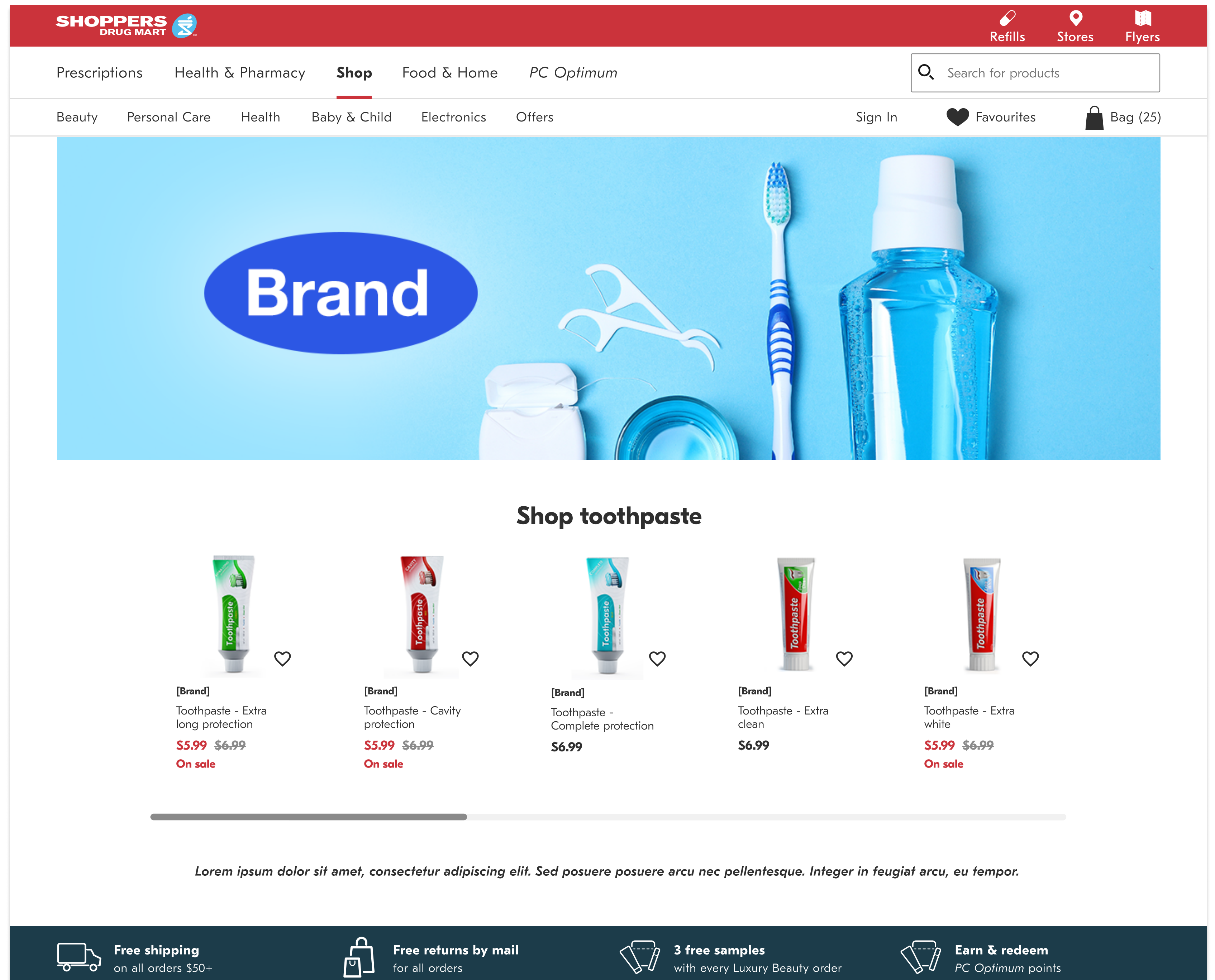


Shoppers Drug Mart® Brand Hub Guide

Brand Hub

The brand hub landing page consists of a **hub hero**, a **product carousel**, and legal copy if applicable.



Hub Banner

Hub banner images may contain text, but font size must be at least **30pt** at **2x** dimensions, **15pt** at **1x** dimensions. Text in banner images is best limited to logos, short slogans, etc.

Legal fine print is still subject to the above minimum font sizes. Please provide all required legal fine print in the media plan, to be implemented as live text on the brand hub pages.

Text must meet WCAG accessibility standards. Keep text large and legible, with high contrast against the background. Use a site such as [contrast-ratio.com](#) to evaluate your color contrast.

Any text embedded in these images should also be provided in the media plan spreadsheet, on the **SDM Hub Copy Deck tab**. This text will be included in the alt property of the banner images for accessibility purposes.

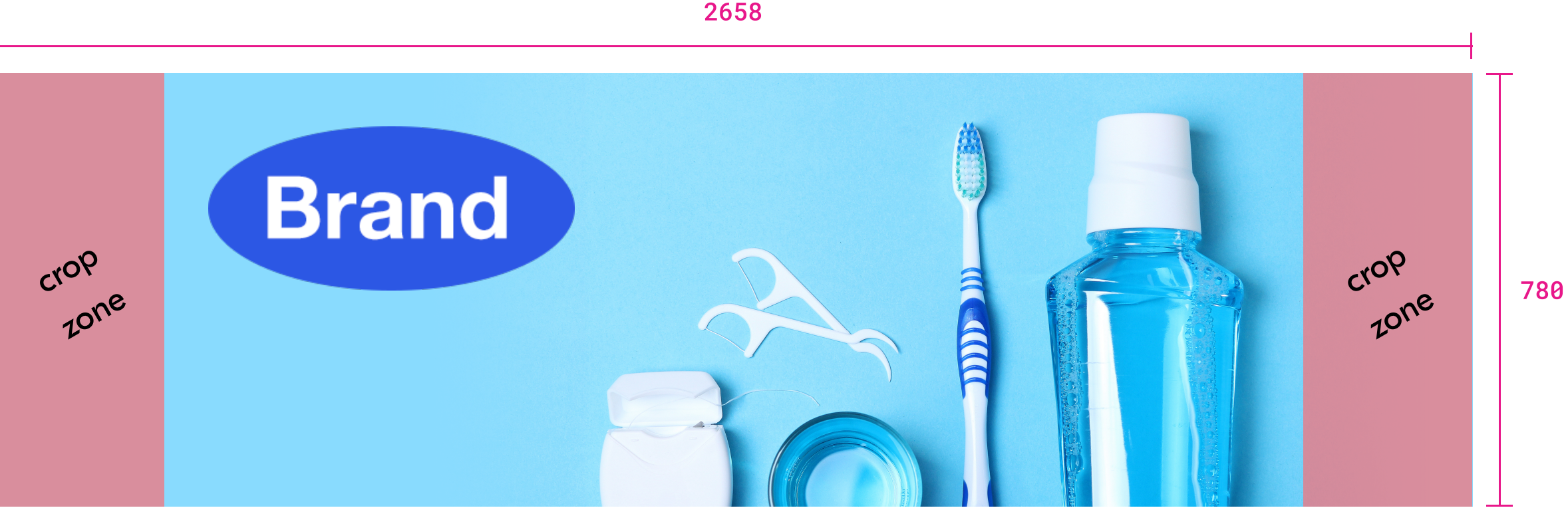
Keep all important content within the safe zone. The area outside the safe zone may be cropped on some displays. Keep key elements such as text and logos within the center safe zone. Background imagery may extend into the crop zone.

Please provide layered production files (PSD, AI) for this image.

Image Specifications

Image dimensions	b1 / Desktop 2x	b2 / Tablet 2x	b3 / Mobile 2x
	2658x780px	2046x736px	1298x608px
	b1 / Desktop 1x	b2 / Tablet 1x	b3 / Mobile 1x
	1329x390px	1023x368px	649x304px
Safe zone	b1 / Desktop 2x	b2 / Tablet 2x	b3 / Mobile 2x
	2050x780px	1298x736px	640x608px
	b1 / Desktop 1x	b2 / Tablet 1x	b3 / Mobile 1x
	1025x390px	649x368px	320x304px
Max. file size - 2x	500kb	Max. file size - 1x	250kb
Min. font size - 2x	30pt	Min. font size - 1x	15pt
File format	.jpg or .png		
File name	2x		
(b1 example)	wkXX_brand_hub-hero_campaign_b1_en_@2x.png		
	wkXX_brand_hub-hero_campaign_b1_fr_@2x.png		
	1x		
	wkXX_brand_hub-hero_campaign_b1_en.png		
	wkXX_brand_hub-hero_campaign_b1_fr.png		

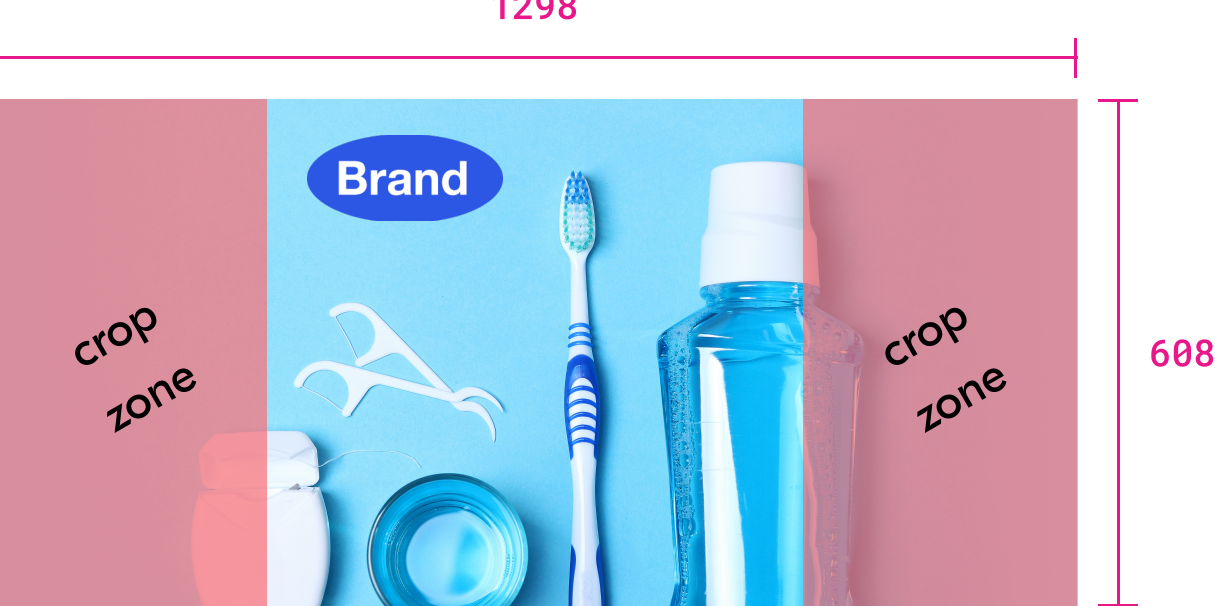
b1 - Desktop



b2 - Tablet



b3 - Mobile

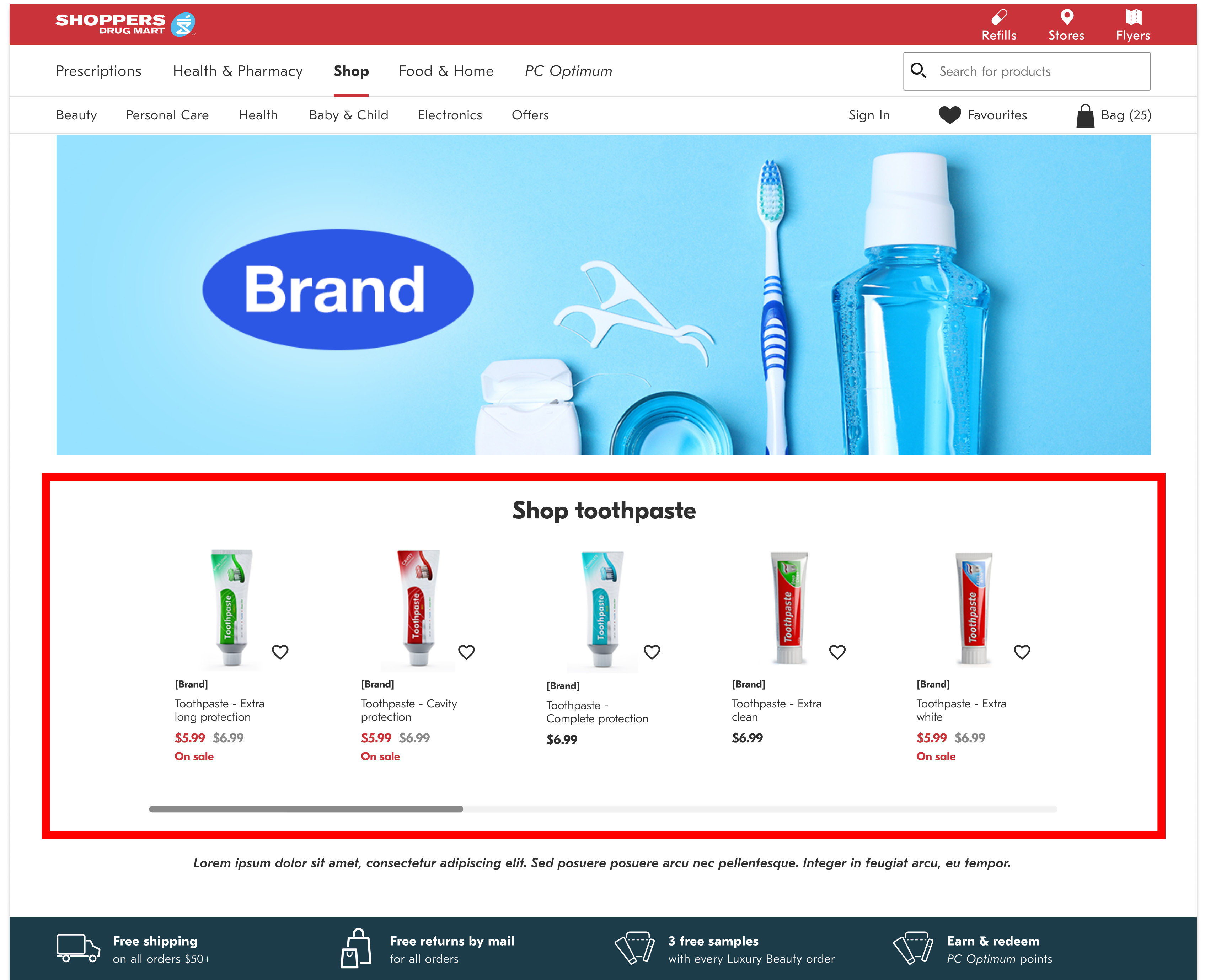


Carousel

Shown here is an example of a carousel, which contains a scrollable selection of products. Optionally, the carousel may also be formatted as a grid. Carousels are accompanied by a headline and optional sub copy.

Please provide the carousel copy in the **Product Carousels** table in the media plan spreadsheet, on the **SDM Hub Copy Deck** tab.

Please provide UPC codes for products available in the media plan spreadsheet, on the **Creative Brief** tab.



URLs for Brand Hubs

A page title must be provided for brand hub URLs.

- Text must be lower case
- Separate words with hyphens. Do not include spaces, slashes, or other special characters
- Keep text as short as possible to avoid truncation in Google search results
- Include relevant page keyword(s)
- Avoid short forms or internal company acronyms. They should be easy to read by the customer

Provide URL title in the media plan spreadsheet, on the **SDM Hub Copy Deck** tab.

Example page URL, required text is highlighted

<http://shop.shoppersdrugmart.ca/baby-diapers>

Copy Deck

Provide all applicable copy in the media plan spreadsheet, on the **SDM Hub Copy Deck** tab.

URLs for Shoppers Drug Mart Brand Hubs					
Field	URL	Character Count (Auto)			
EN Landing Page URL		0			
FR Landing Page URL		0			
A page title must be provided for brand hub URLs: <ul style="list-style-type: none">• Text must be lower case• Separate words with hyphens. Do not include spaces, slashes, or other special characters• Keep text as short as possible to avoid truncation in Google search results• Include relevant page keyword(s)• Avoid short forms or internal company acronyms. They should be easy to read by the custom• Example page URL, required text is highlighted in red: http://shop.shoppersdrugmart.ca/baby-diapers					
Brand Hub Banners					
Field	Copy	Character Count (Auto)			
EN Banner Text (transcribe all text embedded in banner image)		0			
FR Banner Text (transcribe all text embedded in banner image)		0			
Shoppers Drug Mart Product Carousels			Shoppers Drug Mart Product Carousel 2 (if required)		
Fields	Copy	Character Count (Auto)	Fields	Copy	Character Count (Auto)
EN Carousel Headline		0	EN Carousel Headline		0
FR Carousel Sub Copy (optional)		0	FR Carousel Sub Copy (optional)		0
EN Carousel Headline		0	EN Carousel Headline		0
FR Carousel Sub Copy (optional)		0	FR Carousel Sub Copy (optional)		0
Shoppers Drug Mart Optional Legal					
Field	Copy	Character Count (Auto)			
Optional EN Legal Copy		0			
Optional FR Legal Copy		0			

Accessibility

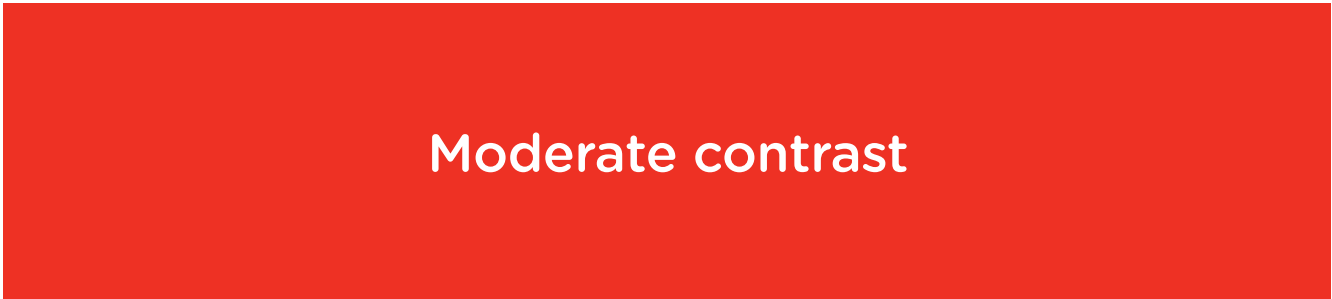
People with low-vision or color blindness can be less sensitive to color contrasts when viewing text and images in digital content. Therefore, it's important to ensure sufficient contrast between text and the background of our content.

Contrast ratio refers to how bright or dark colors appear on screens. Contrast ratios range from 1 to 21 (written as 1:1 and 21:1). The first number, L1, refers to the relative luminance of light colors while L2 is the second number that refers to the relative luminance of dark colors. So 1:1 is bad, and 21:1 is perfect.

- Good:** works with all fonts weights
- Moderate:** works with heavier font weights
- Bad:** avoid at all costs

There are some helpful online tools for checking your color combinations. Check these out and find what works for you:

- contrastchecker.com
- contrast-ratio.com
- accessible-colors.com
- webaim.org/resources/contrastchecker



Contrast ratio: 4.11 : 1



Contrast ratio: 21 : 1



Contrast ratio: 8.14 : 1



Contrast ratio: 1.8 : 1



Contrast ratio: 1.84 : 1



Contrast ratio: 2.68 : 1

Checklist

Hub Banner Copy

Supply your copy in the media plan spreadsheet, on the **SDM Hub Copy Deck** tab.

Hub Banner Image

Dimensions (2x): **2658x780, 2046x736, 1298x608**

Dimensions (1x): **1329x390, 1023x368, 649x304**

Provide high-resolution, layered production files (Photoshop, Illustrator, etc.), including any supporting assets.

Carousel Products

Please provide products’ UPC codes in the media plan spreadsheet, on the **Creative Brief** tab.

Legal

(optional)

Provide optional legal copy in the media plan spreadsheet, on the **SDM Hub Copy Deck** page.

If the program is bilingual, you must provide both English and French.

URL

Provide the page title for brand hub URLs in the media plan spreadsheet, on the **SDM Hub Copy Deck** page.

If the program is bilingual, you must provide both English and French.