

VALIUZ x KIABI

Technical Specifications for Kiabi.

2025 Edition

Prerequisites for

Display Activations

2025 Technical Specifications



Format :

Totem Display

Search/ Category + PDP

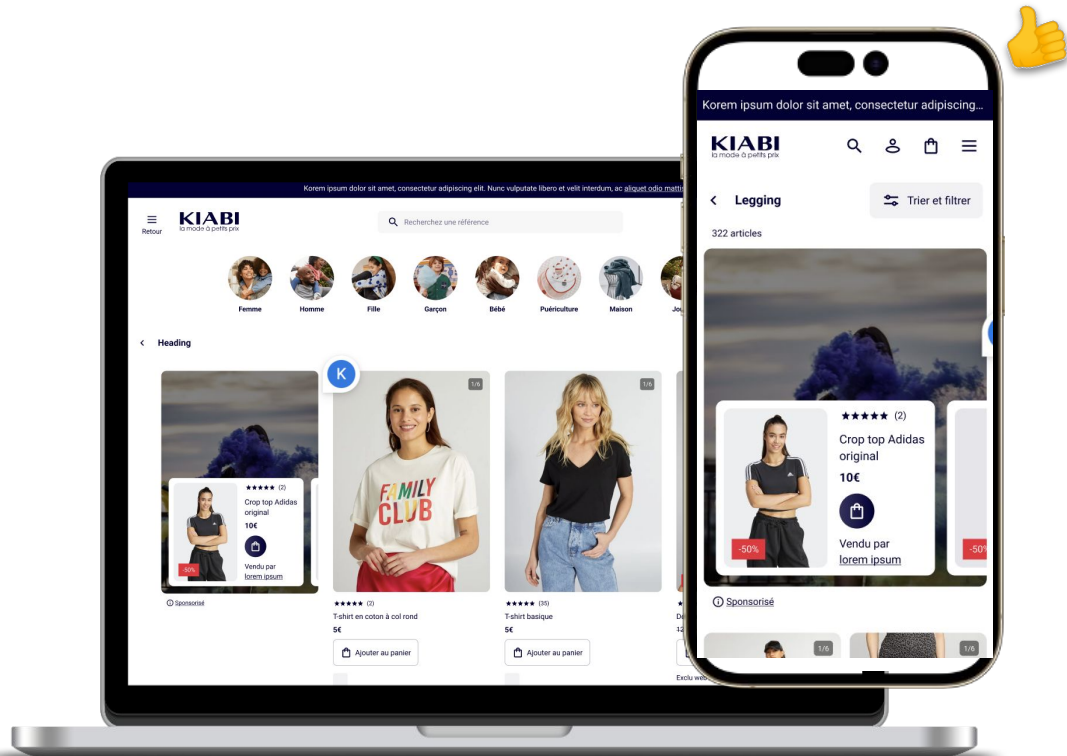
Availability:

- ☒ Desktop
- ☒ Mobile
- ☐ App

Assets to provide:

- ☐ An image: 480 x 640 px (safe zones defined in the PSD)
- ☐ Adding the brand logo to the provided image is recommended
- ☐ Number of products: Between 1 and 5
- ☐ Color Guidelines: The image will not be edited or adjusted by Kiabi. A slightly darker image will help the products stand out more effectively.

PSD TOTEM : [Click here](#)



Format :

Banner

Search/ Category

Availability:

- ☒ Desktop
- ☒ Mobile
- ☐ App

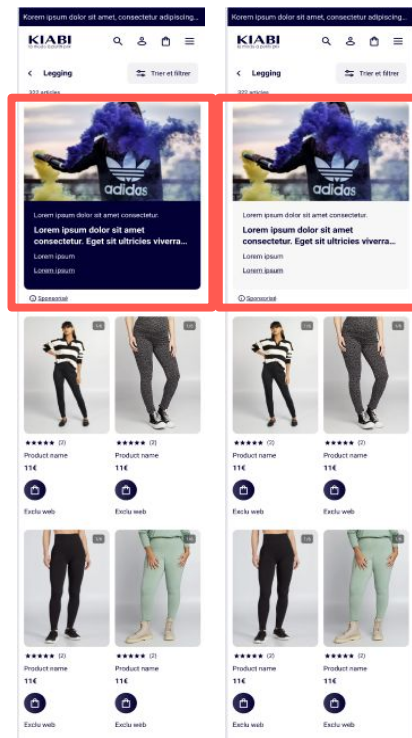
Assets to provide:

- ☐ An image: 480 x 640 px (safe zones defined in the PSD)
- ☐ Texts (font: Roboto):
 - Top text : 48 characters max
 - Title : 38 characters max
 - Subtitle : 36 characters max
 - Call to Action : 36 characters
- ☐ Color Guidelines:
 - Text and background: Free choice
 - Must comply with WCAG readability standards

Text placement & size:

- ☐ Top text : 14 px
- ☐ Title : 18px bold
- ☐ Subtitle : 14px
- ☐ Call to action : 14px

PSD TOTEM : [Click here](#)



To go further:

**We rework your
creative assets to
the correct
technical
specifications**



To go further:

We rework **your creative assets** to the correct **technical specifications**

Do you want to set up a campaign on Kiabi but don't have the cultural resources to adapt your graphic assets?

Our Integrated Studio supports you in adapting your graphic assets for your onsite or offsite campaigns.

Format type: display or video, with a lead time of 14 days maximum after receiving the brief elements.



What do we need?

- ☐ Company logo
- ☐ Advertiser's graphic charter (font, colors, etc.)
- ☐ What is the objective of the advertising campaign?
- ☐ What are the messages? The tone?
- ☐ Who is the target audience?
- ☐ Creative do's and don'ts

VALIUZ

**Any questions?
Contact us.**

