VALIUZ x chronodrive

Technical Specifications for Chronodrive .

2025 Edition

VALIUZ

Prerequisites for

Display
Activations.

2025 Technical Specifications.

Prerequisites: **The graphic charter**

Typography.

The use of the fonts from the graphic charter is essential as it promotes consistency and fluid reading.

During a major communication campaign with a specific creative universe, it is possible to adopt the visual elements of that campaign.

Note: The following elements are recommendations to be used in case the brand does not have a specific graphic charter.

THE FONTS

We use 2 fonts for the commercial animation as well as for the application and the web.

❏ The title should be no more than 2 or 3 lines depending on the formats (25 characters max on 2 lines and 38 max on 3 lines).

❏ A green box is present on the Photoshop file to define the text area; please respect it.

❏ The tagline (mandatory) in: **GIBSON HEAVY** (always in uppercase)

❏ The legal notice (optional) in: **Graphik - Medium**

It is preferable to use the fonts in WHITE, but it is possible to use Charcoal or other colors as long as the tagline remains legible on the background.

⚪ White #FFFFFF   ⚫ Black #1E2324

For ease, use the source files that have been provided.

CREATIVE LAYOUT

For small format creative assets (mobile or possibly tablet), it is advised to include at least 2 visuals, including the brand logo.

Depending on the situation, it is possible to add one more visual (product or other) depending on the available space.

For large format creative assets (web or tablet), it is advised to include a maximum of three visuals, such as:
-   3 product visuals
-   2 product visuals and 1 logo

It is recommended to have a tagline, positioned as shown in the attached PSDs. However, creative assets without a tagline are also accepted.
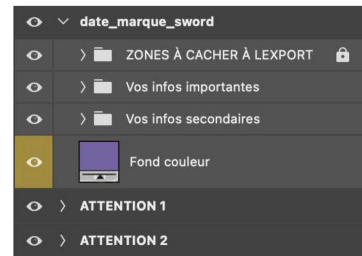
Photoshop Help (1/2)

All the layers in the Photoshop file are named to assist you in the best possible way.

The **TOTEM and SWORD** formats adjust depending on the device used, which means the visual may be cropped.

Therefore, you must be careful not to exceed the defined areas.

TOTEM PSD : Click here

SWORD PSD : Click here

When exporting, remember to uncheck the layers named "HIDE ON EXPORT" and export your file in PNG format.

☐ The area outlined in green is the text boundary to respect, which does not include the logo.

■ The pink area will be visible on the app and mobile web formats.

■ The blue area will be added to the burgundy area on tablet and desktop formats.
Since most Chronodrive customers browse on mobile, we recommend concentrating the most important elements, such as the **logo and tagline**, in the burgundy area here, and using the remaining space for packaging or a textured background that aligns with your brand image.

■ The yellow areas are "bleed areas" that will not be used, as they are invisible on tablet and desktop formats. Therefore, nothing should be placed in these areas except for the background of the image.
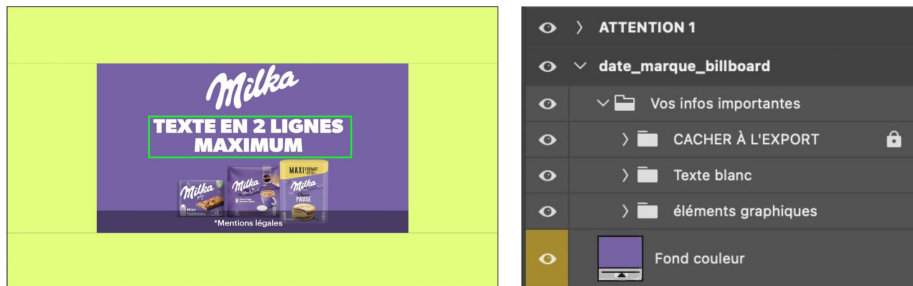
Prerequisites: **The graphic charter**

Photoshop Help (2/2)

All the layers in the Photoshop file are named to assist you in the best possible way.

The **BILLBOARD** formats adjust depending on the device used, which means the visual may be cropped.

Therefore, it is important to be careful not to exceed the defined areas.

BILLBOARDS PSD : **Click here**

When exporting, remember to uncheck the layers named "HIDE ON EXPORT" and export your file in PNG format.

☐ The area outlined in green is the text boundary to respect, which does not include the logo.

🟩 The yellow areas are "bleed areas" that will not be used, as they are invisible on tablet and desktop formats. Therefore, nothing should be placed in these areas except for the background of the image.

Prerequisites: **The graphic charter**

Photos.

Mascots / Humans & Animals
Humans and animals are allowed under certain conditions:

- ❏ The human or animal must be usable across all formats (e.g., no cropping, etc.).
- ❏ The background behind the human must not be too busy; otherwise, it will need to be cut out.
- ❏ The image should not interfere with the readability of the text or the visibility of other elements.

It is possible to use a mascot on your creative assets with the following conditions:
- ❏ The mascot must be related to the product or accompany the logo.
- ❏ The mascot should not be too dominant on the creative asset.
- ❏ The mascot must be usable across all formats.

We allow a maximum of 2 mascots per creative asset.

We pay particular attention to the readability of our creative assets, especially to help visually impaired people!

❌ Here, the use of a visually overwhelming photo is not allowed; the text must always be readable.

✅ The human can appear in the creative asset if it doesn't overload it. They can be cut out to lighten the design.

❌ Some texts are not readable due to the choice of font color against the image background.

✅ Mascots complement the logo and product packaging. They are recurring brand mascots. Their presence is subtle in the creative asset.

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Prerequisites: **The graphic charter**

Backgrounds.

The use of white as a background color on the creative assets is not forbidden, but it is strongly discouraged due to its blending with the app's white background.

Instead of white, we recommend using a pastel or off-white color to make the creative asset stand out.

For example:

F3F3F3   EDE9DE

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Format

Sponsored Product

2025 Technical Specifications.

Format :

Sponsored Product

Availability :

- ✅ Desktop,
- ✅ Mobile
- ✅ APP

A real onsite conversion tool, the sponsored product maximizes product visibility directly on the site/app. Without requiring complex technical specifications, this native solution integrates your products into search results, strategically positioning them at the top of the pages to immediately capture users' attention.

Sponsored products will be available:

> On category pages and search pages:

- ✅ Plots 6 & 7

Note: The sponsored product is only available in cross-selling.

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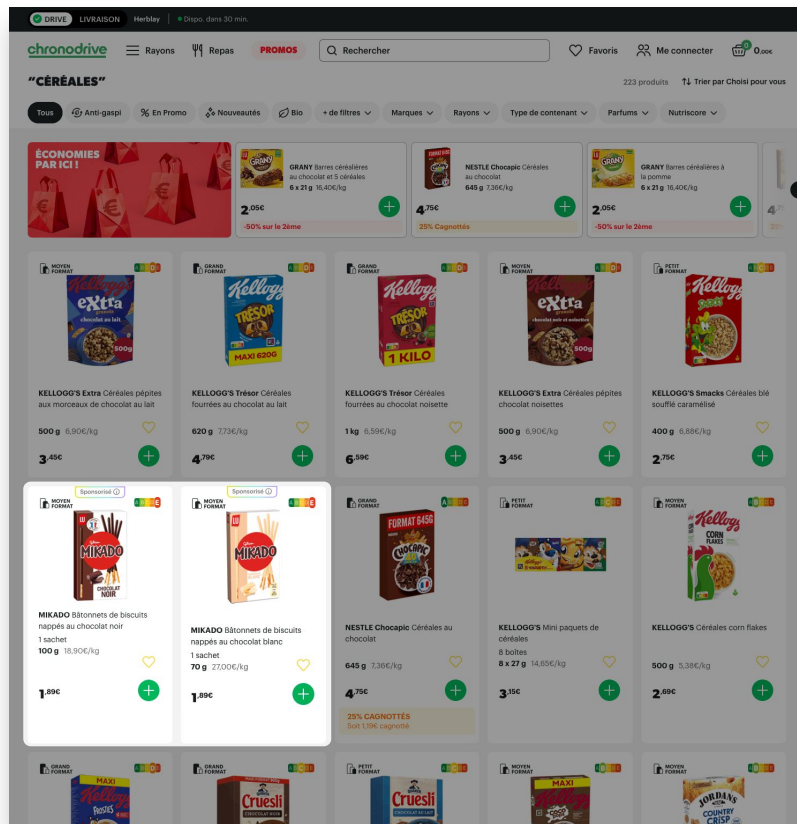
Display Formats

Totem
& Sword

2025 Technical Specifications.

Format :

Totem Display (1/2)

Availability :

✅ Desktop,
✅ Mobile
✅ APP

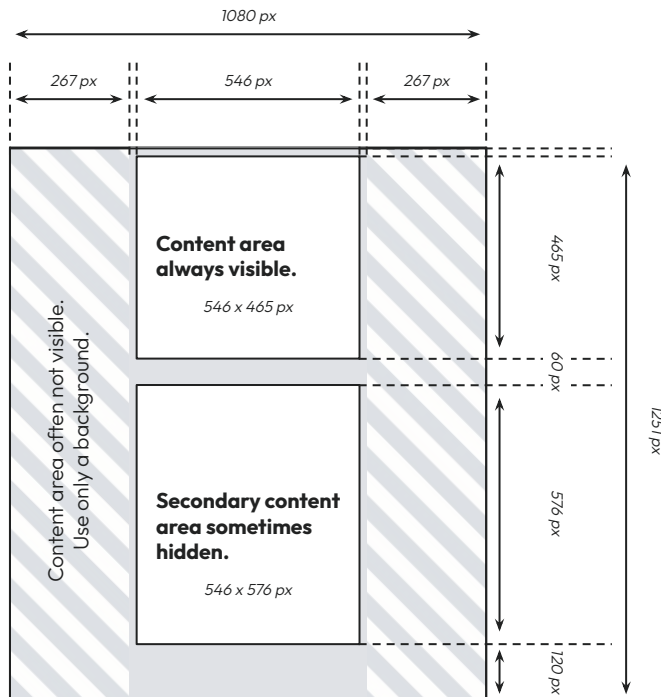Only one visual needs to be provided for both Desktop and Mobile formats (web & app).

Two content areas will be visible regardless of the screen resolutions.

Technical requirements:

❏ File type: JPEG or PNG
❏ Proportions: Portrait (ratio 9:16) see dimensions in attached document
❏ Maximum file size: 50MB

If legal notice, position at the top.

TOTEM PSD : Click here

1080 px

267 px   546 px   267 px

Content area often not visible.
Use only a background.

Content area always visible.

546 x 465 px

Secondary content area sometimes hidden.

546 x 576 px

465 px

60 px

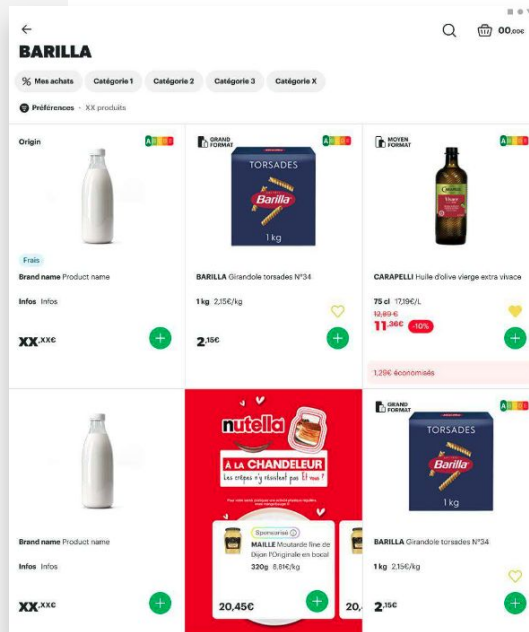576 px

120 px

1251 px

👍

Examples :

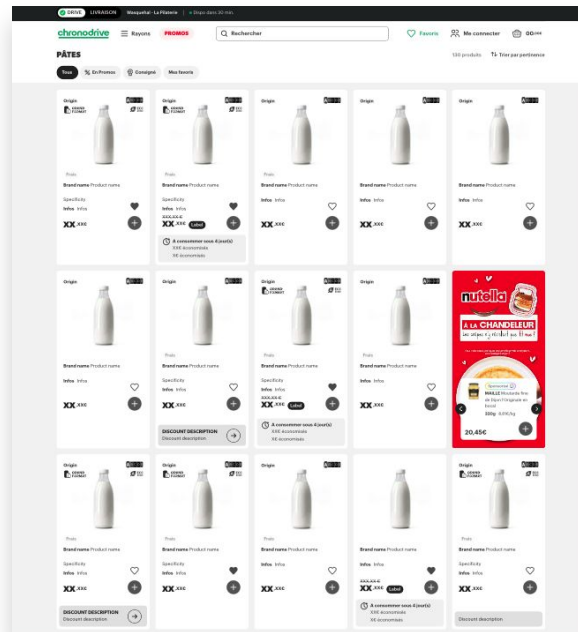Format :

Totem Display (2/2)

Examples :
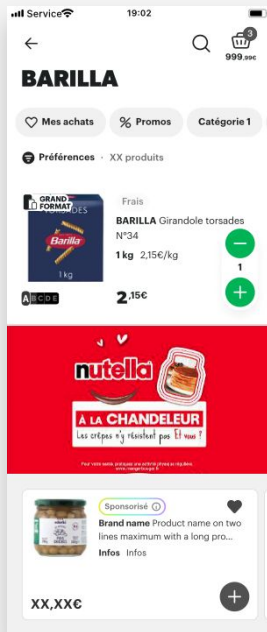
Mobile
(Horizontal format)

Tablet

Desktop

Format :

Sword Display (1/2)

Availability :

✓ Desktop,
✓ Mobile
✓ APP

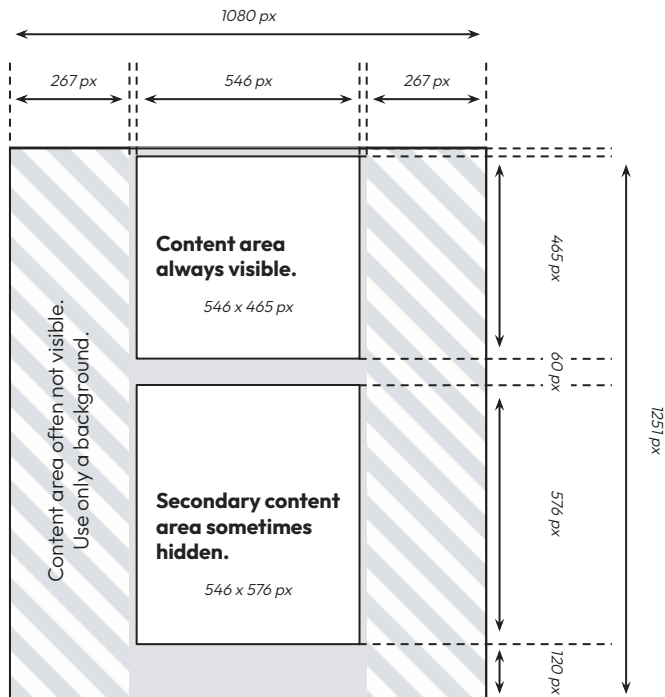Only one visual needs to be provided for both Desktop and Mobile formats (web & app).

Two content areas will be visible regardless of screen resolutions.

Technical requirements:

❏ File type: JPEG or PNG
❏ Proportions: Portrait (ratio 9:16)
 See dimensions in attached document
❏ Maximum file size: 50MB
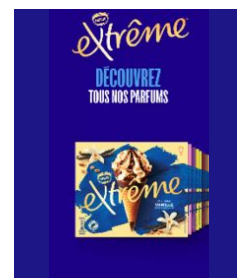
If legal notice, position at the top.

PSD SWORD : Click here

1080 px

267 px   546 px   267 px

Content area often not visible.
Use only a background.

Content area always visible.

546 x 465 px

465 px

60 px

Secondary content area sometimes hidden.

546 x 576 px

576 px

1251 px

120 px

👍

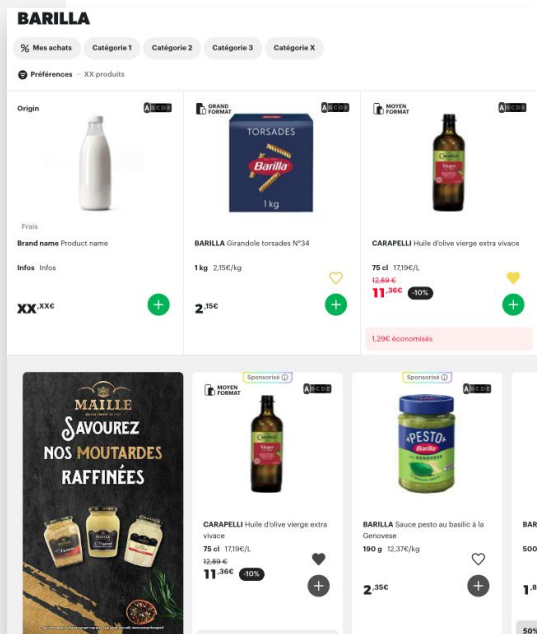Sword Display : Same dimensions as Auchan.

Examples :

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Format :

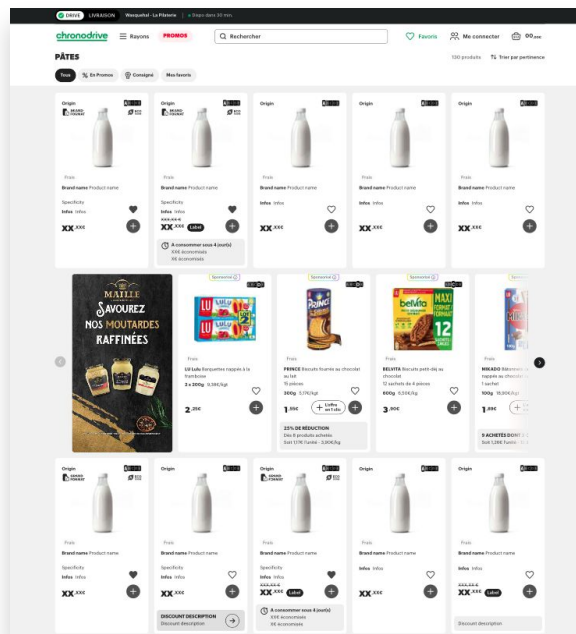# Sword Display (2/2)

Examples :
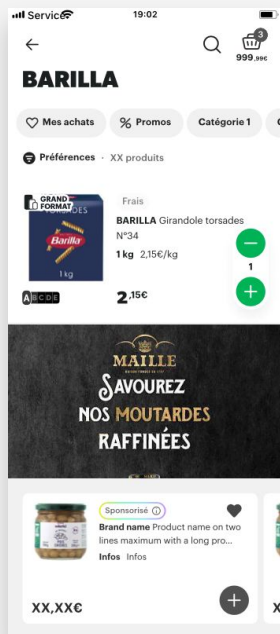
Mobile
(Horizontal format)

Tablet

Desktop

Format :

Billboard Display (1/2)

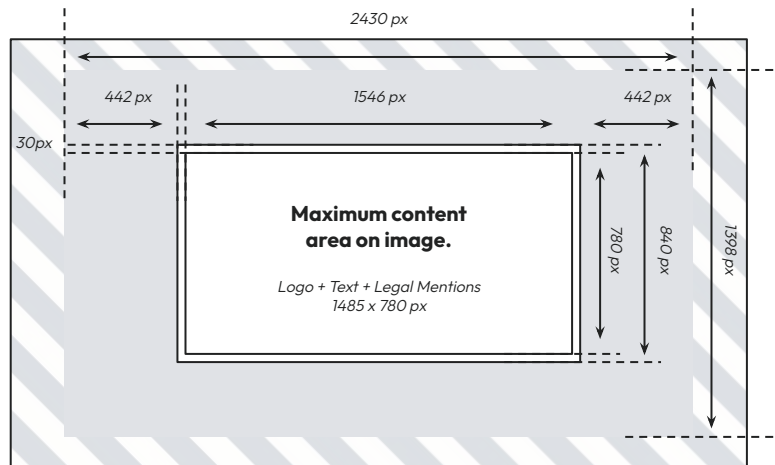**Availability :**

- ✓ Desktop,
- ✓ Mobile
- ✓ APP

Only one visual needs to be provided for both Desktop and Mobile formats (web & app).

Two content areas will be visible regardless of screen resolutions.

Technical requirements:
- ❑ File type: JPEG or PNG
- ❑ Proportions: 2430 x 1398
  See dimensions in attached document
- ❑ Maximum file size: 50MB

BILLBOARDS PSD : **Click here**

2430 px

442 px · 1546 px · 442 px

30px

780 px · 840 px · 1398 px

Maximum content area on image.

Logo + Text + Legal Mentions
1485 x 780 px

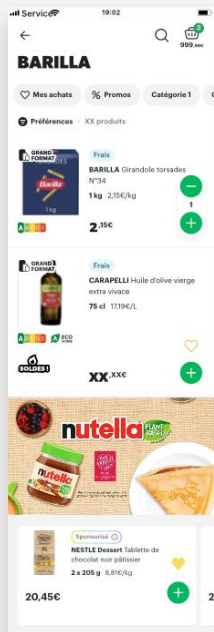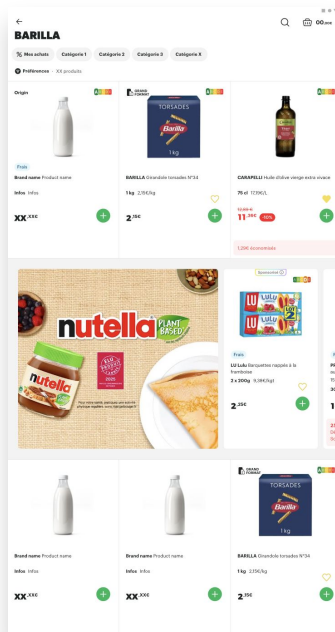**Examples :**

Application

Desktop

Format :

Billboard Display (2/2)

Examples :

Mobile

Tablet
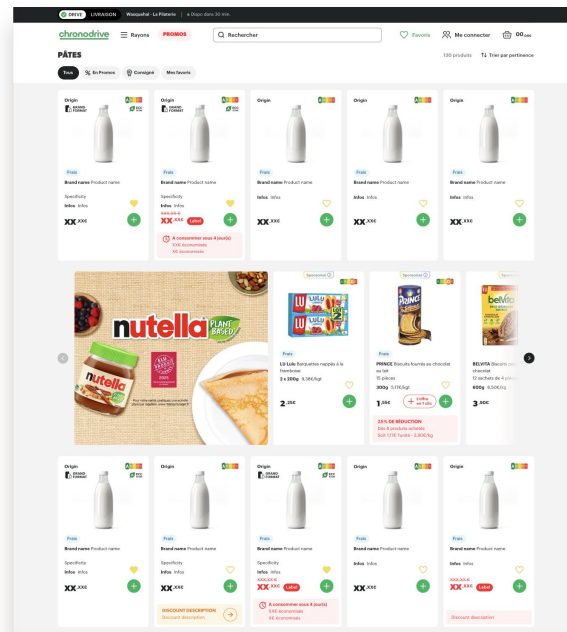
Desktop

VALIUZ

To go further:

We rework your creative assets to the correct technical specifications

2025 Technical specifications

Integrated
Studio

To go further:

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

Do you want to set up a campaign on chronodrive but don't have dedicated 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

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Any questions?
Contact us.