

VALIUZ

Auchan

× Intermarché

× chronodrive

# TECHNICAL SPECIFICATIONS

2026

The prerequisites for

# Onsite Activations

2026 Technical specifications.



Prerequisites: [Brand Guidelines](#)

# Guidelines

## Text

The text size must be at least 10px on desktop and 18px on mobile.

## Legal mentions

Legal disclaimers must be integrated into the image:

- Maximum 90 characters (including spaces / up to 3 lines)
- Height of 30px per line

They must appear within areas that are always visible in the format (see "Content Area 1")

## DO

- > Use **a single image without text**
- > Provide context aligned with the **Auchan/Temps forts guidelines**
- > Have a catchy hook that encourages clicks
- > Highlight **promotions or discounts** at the beginning of the text
- > Include legal disclaimers (if needed)

**For ease of use, work from the provided source files.**

## DON'T

- > Do not place important elements outside of the designated content areas
- > Do not use white as a background - replace it with a light grey instead
- > Do not add borders around the creative asset - it will be cropped on both sides and at the bottom
- > Avoid using cluttered designs, overly complex backgrounds, or text that is too long
- > Avoid putting too many colors in the creative asset
- > **Fonts:**
  - Avoid using too many different fonts or hard-to-read typefaces
  - No vertical text
- > **Legal mentions:**
  - Respect the character count limitations

Prerequisites: [Brand Guidelines](#)

# Creative

## assets.

Examples of DOs & DON'Ts

On Secondary Banner and Square Banner formats



X > No text in the visual area (upper part)



X > Text too long (left side)  
 > No text in the visual area (right side)



X > Text too long (left side)  
 > No text in the visual area (right side)



X > Image zone: No text in the visual  
 > Text zone: Headline too long



Prerequisites: [Brand Guidelines](#)

# 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 specific visual identity guidelines.**

## 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.

Prerequisites: [Brand Guidelines](#)

# Photoshop Help (1/2)

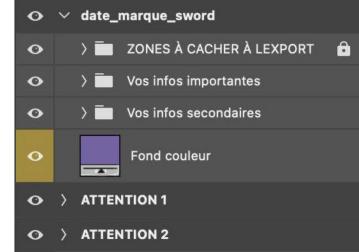
All the layers in the Photoshop file are named to assist you in the best possible way.

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: [Brand Guidelines](#)

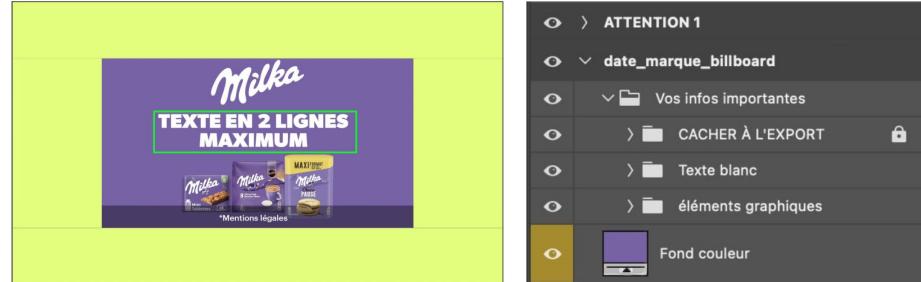
## Photoshop Help (2/2)

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: [Brand Guidelines](#)

# 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.

Prerequisites: **Brand Guidelines**

# 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

Contextualization - Mobile App



# HOME IMPACT

- > BANNER (AUCHAN)
- > SWORD HP (AUCHAN)
- > QUADRIPTYCH (INTERMARCHÉ)



Format :

# Banner (1/2)

Availability :

- Desktop
- Mobile
- App

Assets to provide:

- 1 visual pour le web (Desktop & Mobile)
- 1 visual for the App (dimensions 1200x534px)
- 1 CSS background color
- Text elements

Technical requirements:

- File Type : JPEG or PNG
- Maximum file size: 50MB

Secondary Banner Desktop & Mobile : [Click here](#)

Secondary Banner APP : [Click here](#)

**Creative guideline → No CTA on the visual, not too much writing on the visual**

Desktop & Mobile



APP



Format :

## Banner (2/2)

### CSS & Text

In addition to the visuals (for Web Desktop/Mobile and App), you must also provide:

- One CSS background color
- The text elements

All texts will appear in white.

The CSS color must comply with accessibility standards for white text: [Click here](#)



Specifications	Naming
1 CSS Color	#000000
2 topText (Date)	Max 30 characters (optional)
3 title (Main Title)	Max 25 characters
4 subTitle (Subtitle)	Max 30 characters (only if essential)
5 buttonText (CTA label)	Max 22 characters / 1 line max

Format :

# Sword Display

## Availability:

- Desktop
- Mobile
- App

Only one visual is required for all formats, whether Desktop or Mobile (web & app).

There are two content areas that remain visible across all screen resolutions.

Home page

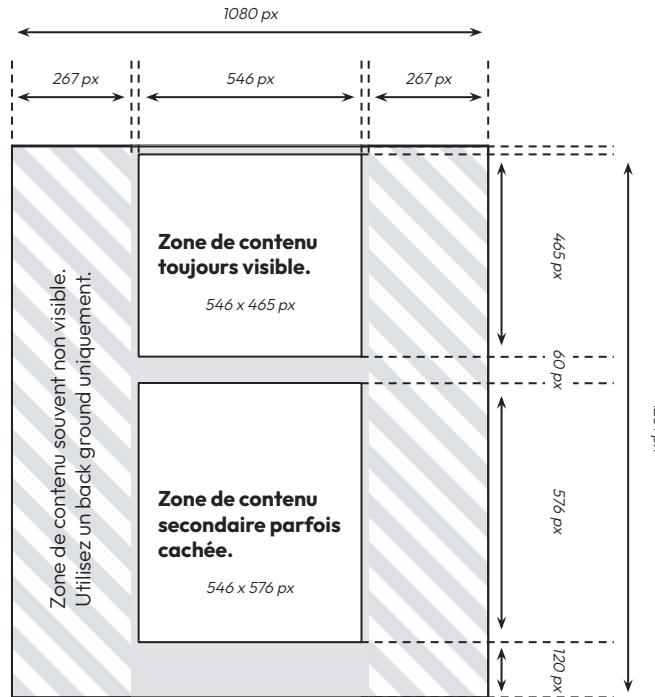
For carousel formats, ensure a minimum of 3 products are promoted.

## Technical requirements:

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

**PSD SWORD :** [Click here](#)

**SIZE :** 1080 x 1251 px



Examples :



2026 Technical specifications.

The prerequisites for

# Quadriptych

Your key campaigns announced  
by preempting the Homepage

## **A maximum of 100 EANs**

(with a technical minimum of 6 EANs held by the store and ideally  
at least 12)



Prerequisites: **Quadriptych**

## **Slogan to be provided**

A slogan will be added above the quadriptych. Please send it at the same time as the creative assets. It will then be implemented by the technical team.

Specific requirements :

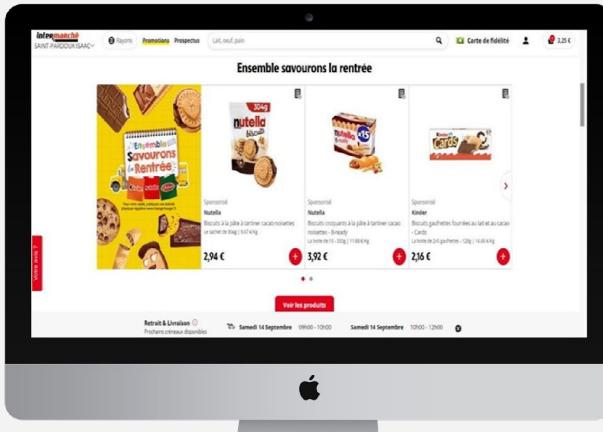
- Maximum 50 characters
- Short text (4/5 words)
- Preferably different from the ad, without verbs
- Avoid excessive punctuation (example of what not to do: Delicious, rich, melting chocolate!)

Example of what works :Intensely rich chocolate

**The slogan must be sent within the same deadlines as the creative assets**

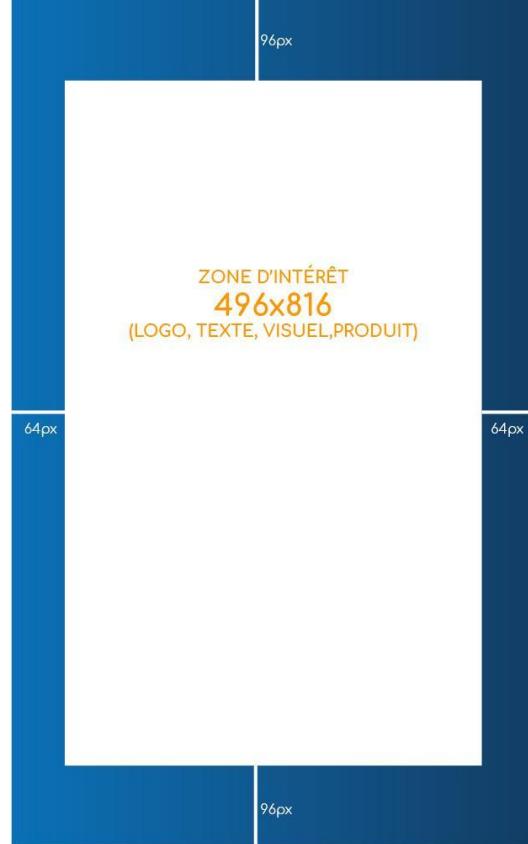
Prerequisites: **Quadriptych**

# Desktop



Height: 1008 px

Width : 624 px



EXAMPLE :

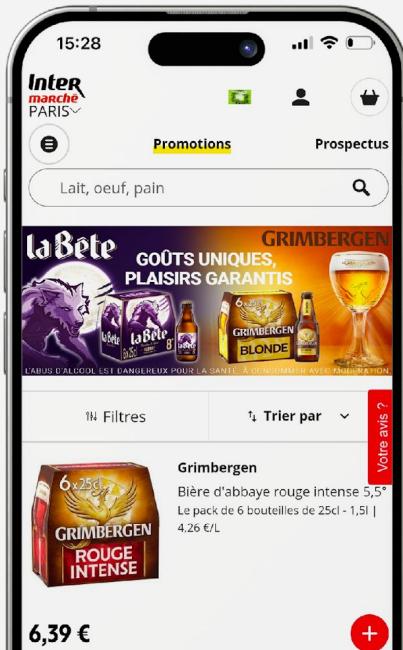


**Weight :** 150 KB  
**Format :** JPEG OR PNG

Width: 1077 px

Prerequisites: **Quadriptych**

# Mobile Web



Height: 330 px



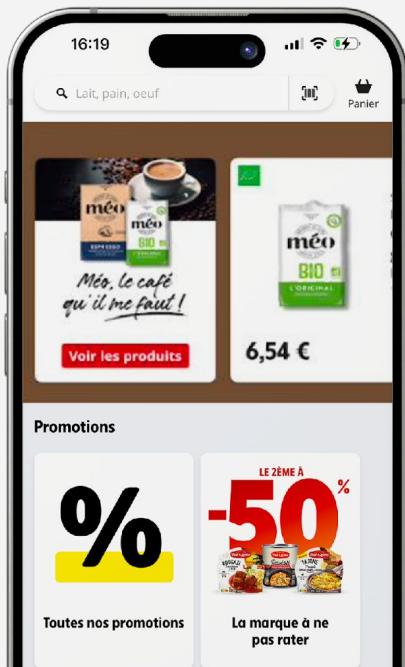
**Weight:** 150 KB  
**Format:** JPEG OR PNG

## EXAMPLE :

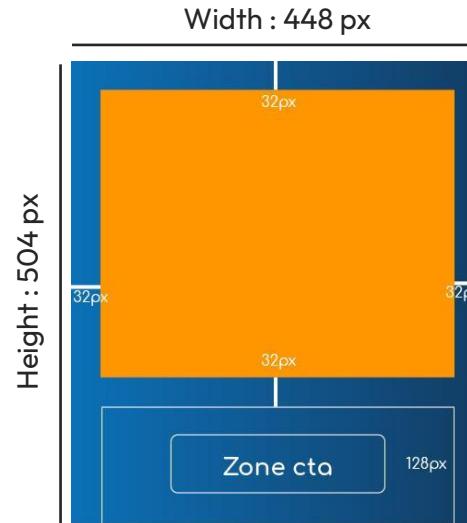


Prerequisites: **Quadriptych**

# Application



EXAMPLE :



**Weight** : 150 KB  
**Format** : JPEG OR PNG



Hexadecimal code  
 for the background



+

#CO2B2B

Width : 2048 px

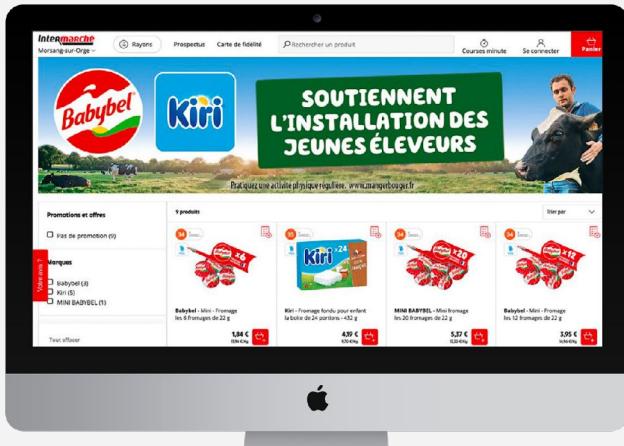
Prerequisites: **Quadriptych**

# Header Web

Height: 500 px

2048px x 500px

**Weight** : 150 KB  
**Format** : JPEG OR PNG

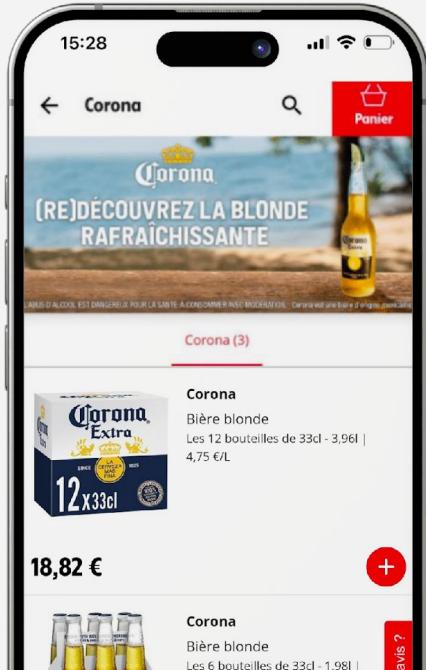


**EXAMPLE :**



Prerequisites: **Quadriptych**

# Header App



Width : 1125 px

Height : 480 px

1125px x 480px

**Weight** : 150 KB  
**Format** : JPEG OR PNG

**EXAMPLE :**



# SHELF IMPACT

- > SWORD (AUCHAN x CHRONODRIVE)
- > BILLBOARD (AUCHAN x CHRONODRIVE)
- > DIPTYQUE (INTERMARCHÉ)



Format :

# Sword Display

## Availability:

- Desktop
- Mobile
- App

Only one visual is required for all formats, whether Desktop or Mobile (web & app).

There are two content areas that remain visible across all screen resolutions.

For carousel formats, ensure a minimum of 3 products are promoted.

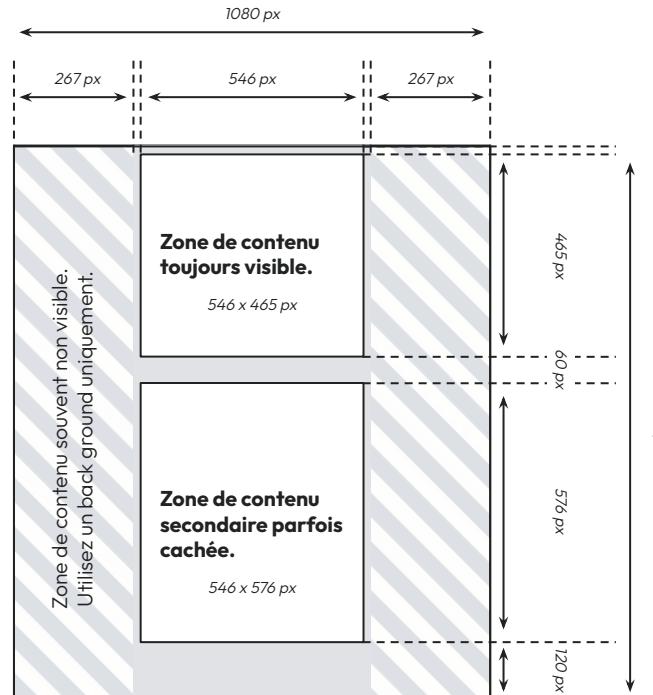
## Technical requirements:

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

If a legal disclaimer is required, it should be placed in the area that is always visible.

PSD SWORD : [Click here](#)

SIZE : 1080 x 1251 px



Sword Display : Same dimensions as Chronodrive.



## Examples :



Format :

# Sword Display

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.

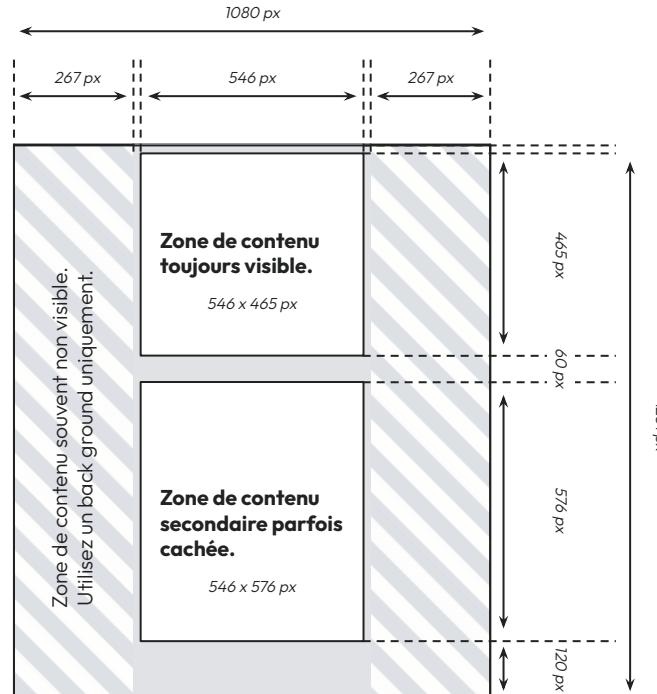
**Technical requirements:**

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

If a legal disclaimer is required, it should be placed in the area that is always visible.

PSD SWORD : [Click here](#)

**SIZE :** 1080 x 1251 px



Sword Display : Same dimensions as Auchan.



Examples :



Format :

# Billboard Display

Availability :

- Desktop
- Mobile
- App

Only one visual is required for all formats, whether Desktop or Mobile (web & app).

Two content areas remain visible across all screen resolutions.

Technical requirements:

- File type: JPEG or PNG
- Proportions: 2430 x 1398- see dimensions in the attached document
- Maximum file size: 50MB

PSD BILLBOARD : [Click here](#)

SIZE : 2430 x 1398 px



Billboard Display : Same dimensions as Chronodrive.



Examples :

Application



Desktop



Format :

# Billboard Display

## 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 the attached document
- Maximum file size: 50MB

**PSD BILLBOARD :** [Click here](#)

**SIZE :** 2430 x 1398 px



Billboard Display : Same dimensions as Auchan.



## Examples :

Application



Desktop



Format :

# Video Responsiveness



Original video  
format 9:16

Examples :



Display on product  
tiles at 9:16 ratio



Display on product  
tiles that are not in  
9:16 format

Blurred  
effect applied  
through video  
duplication

2026 Technical specifications.

The prerequisites for

# Diptych

Enhance add-to-cart within  
your affinity universes.

**A maximum of 100 EANs can be set up, with up to 6 variants.**

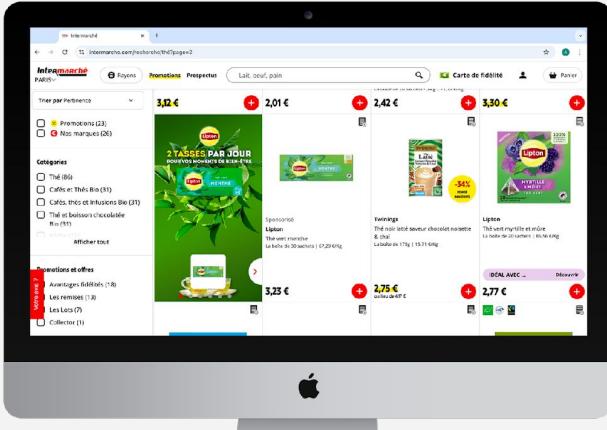
EANs are managed by prioritization versus store availability  
(with a minimum of 5 EANs carried for the diptych to be  
displayed).



Prerequisites: **Diptych**

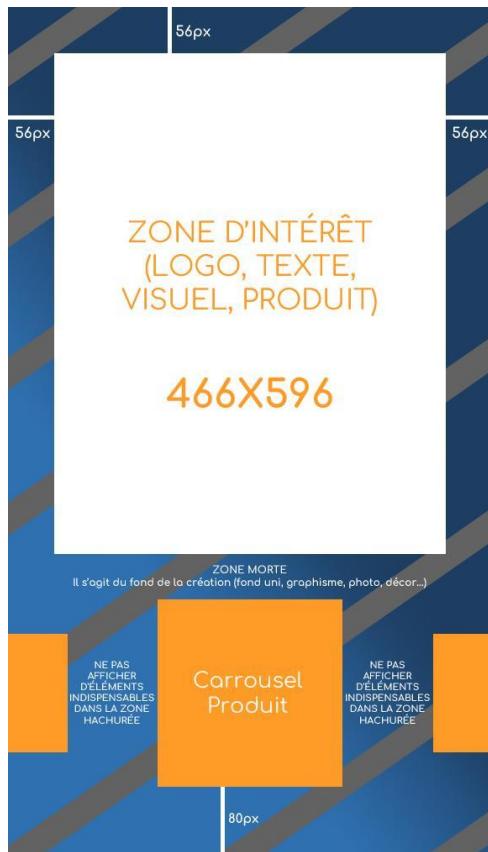
# Desktop

Provide images without text or other information at the bottom of the image, as this area may be hidden by the carousel.



Height : 1008 px

Width : 576 px



**Weight : 150 KB**  
**Format : JPEG OR PNG**

EXAMPLE :



Prerequisites: **Diptych**

# Mobile Web

(responsive)

Provide images without text or other information at the bottom of the image, as this area may be hidden by the carousel.



**Weight :** 150 KB  
**Format :** JPEG OR PNG

**EXAMPLE :**

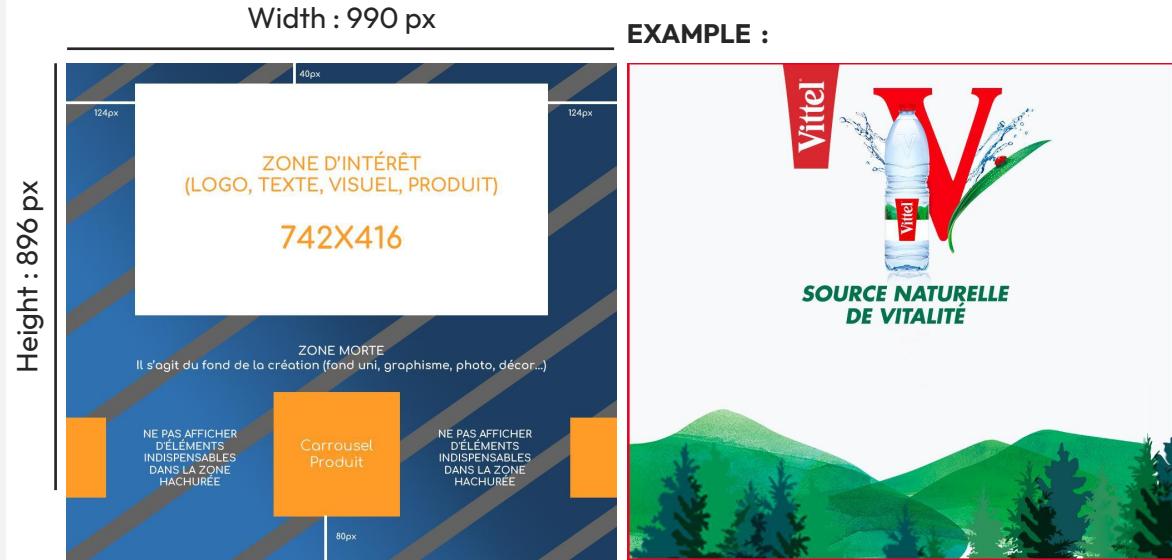
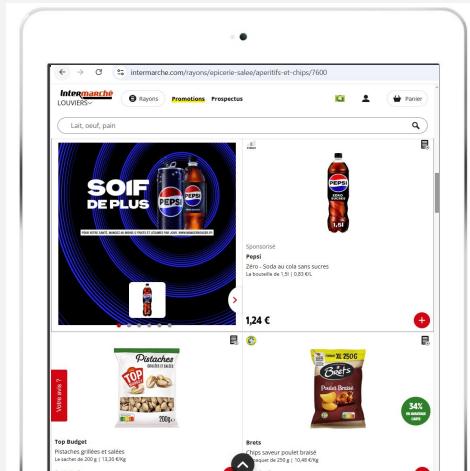


Prerequisites: **Diptych**

# Tablet Web

## Two columns (responsive)

Provide images without text or other information at the bottom of the image, as this area may be hidden by the carousel.



**EXAMPLE :**



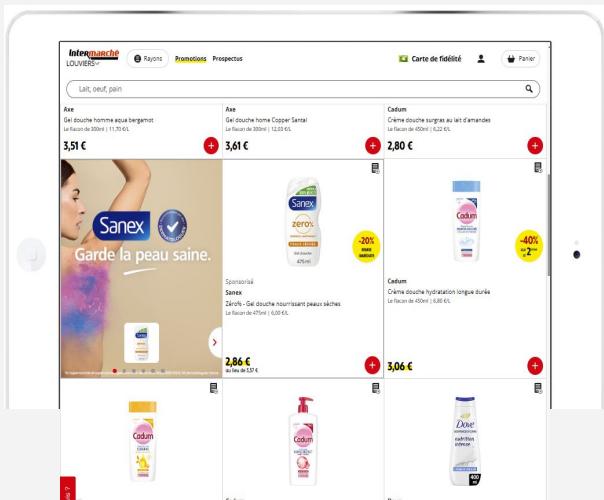
**Weight : 150 KB**  
**Format : JPEG OR PNG**

Prerequisites: **Diptych**

# Tablet Web

## Three columns (responsive)

Provide images without text or other information at the bottom of the image, as this area may be hidden by the carousel.



Height: 770 px

Width : 832 px



**Weight : 150 KB**  
**Format : JPEG OR PNG**

**EXAMPLE :**



Prerequisites: **Diptych**

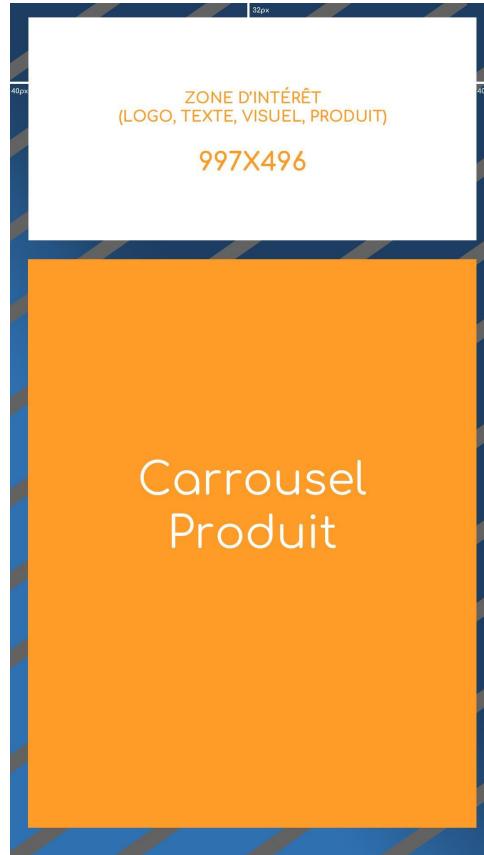
# Application

Provide images without text or other information at the bottom of the image, as this area may be hidden by the carousel.



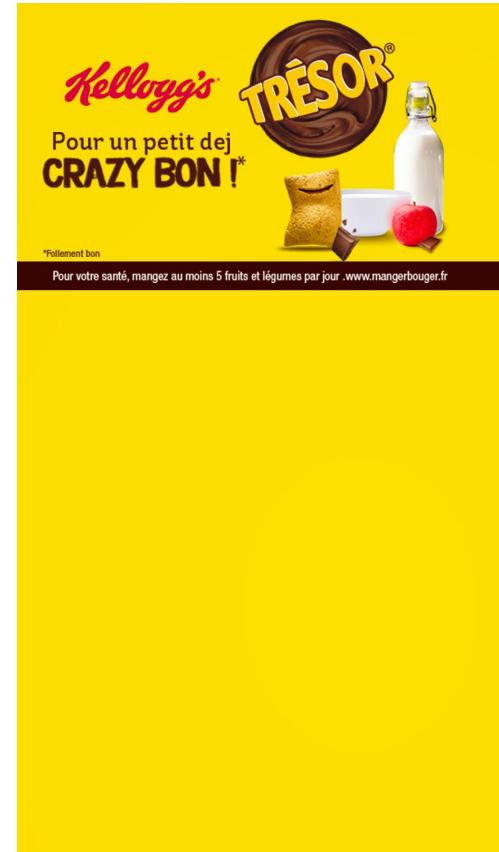
Height: 1900 px

Width : 1077 px



**Weight :** 150 KB  
**Format :** JPEG OR PNG

EXAMPLE :



# SHELF VISIBILITY

- > TOTEM (AUCHAN x CHRONODRIVE)
- > TILE (INTERMARCHÉ)



Format :

# Totem Display

Availability :

- Desktop
- Mobile
- App

Only one visual is required for all formats, whether Desktop or Mobile (web & app).

There are two content areas that remain visible across all screen resolutions.

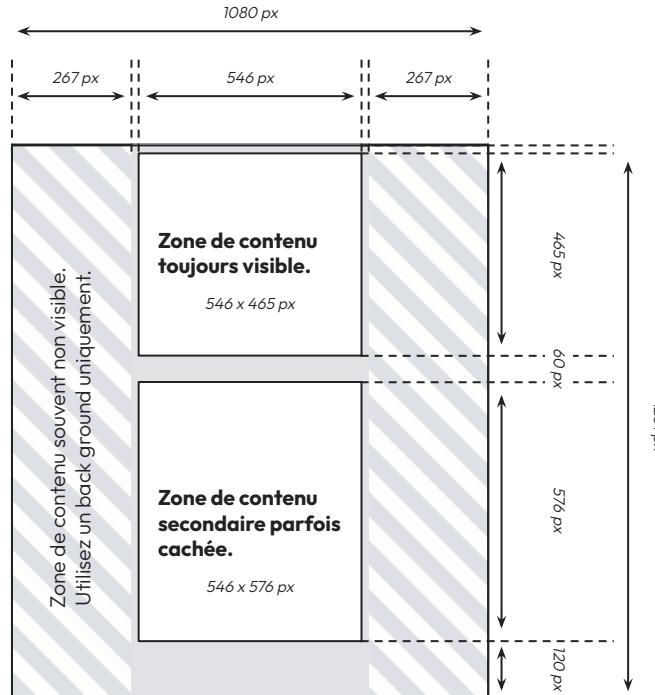
#### Technical requirements:

- File type: JPEG or PNG
- Proportions: portrait (9:16 ratio) - see dimensions in attached doc
- Maximum file size: 50MB

If a legal disclaimer is required, it should be placed in the area that is always visible.

PSD TOTEM : [Click here](#)

SIZE : 1080 x 1251 px



Totem Display : Same dimensions as Chronodrive.



Examples :



Format :

# Totem Display

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.

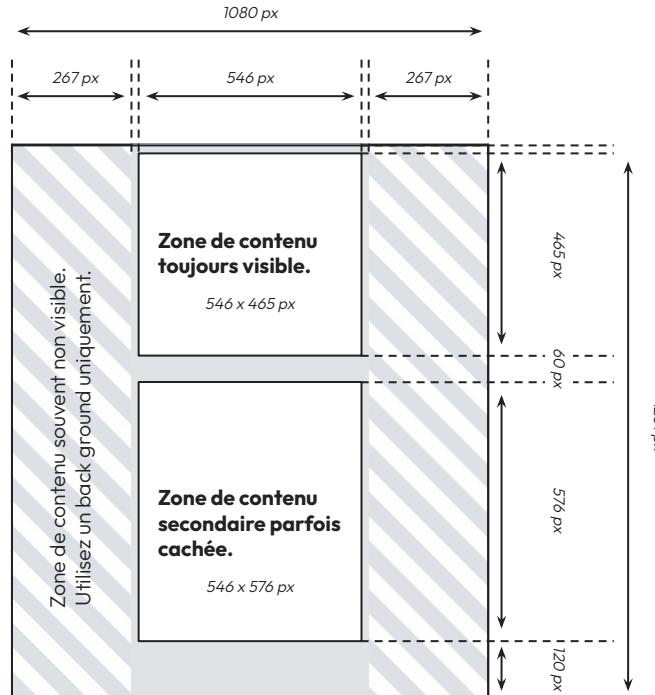
#### Technical requirements:

- File type: JPEG or PNG
- Proportions: portrait (9:16 ratio) - see dimensions in attached doc
- Maximum file size: 50MB

If a legal disclaimer is required, it should be placed in the area that is always visible.

PSD TOTEM : [Click here](#)

SIZE : 1080 x 1251 px



Totem Display Same dimensions as Auchan.



Examples :



2026 Technical specifications.

The prerequisites for

# Tile display

Boost add-to-cart  
by visiting your store

**Maximum of 10 EANs**



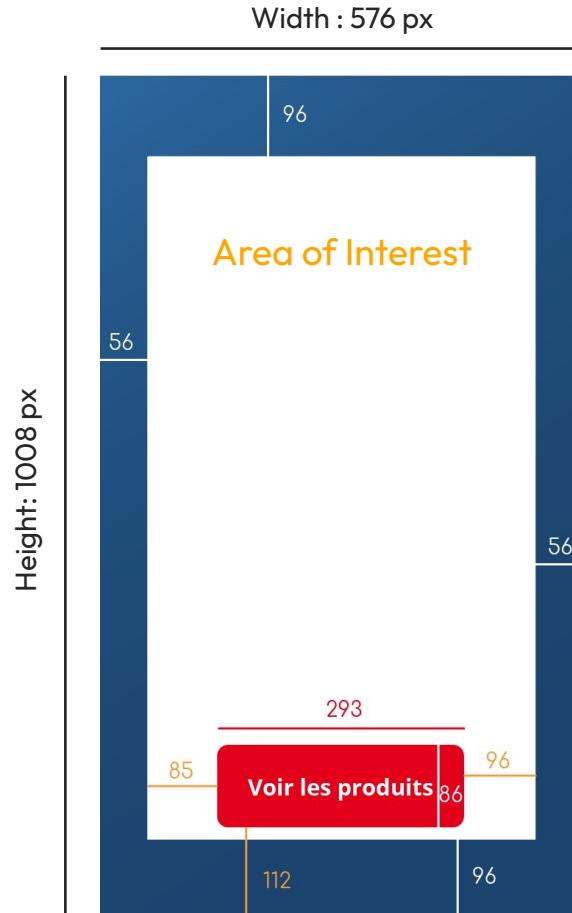
Prerequisites: **Tile Display**

## Desktop

The CTA must be integrated directly into the visuals:



Font-family : Open Sans  
 Font-size : 28 px  
 Font-style : normal  
 Font-weight : Bold  
 Background : #E2001A



**Weight** : 150 KB  
**Format** : JPEG OR PNG

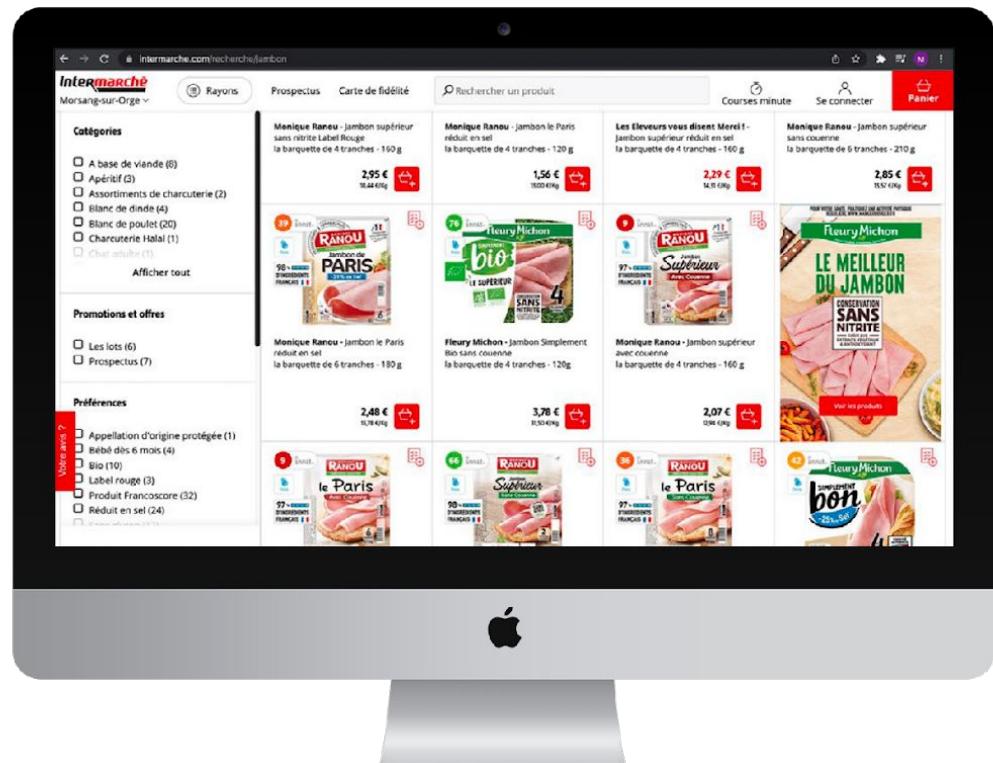
EXAMPLE :



Prerequisites: **Tile Display**

# Desktop

Simulation



Prerequisites: **Tile Display**

# Mobile Web / App

The CTA must be integrated directly into the visuals:



Font-family : Open Sans  
Font-size : 28 px  
Font-style : normal  
Font-weight : Bold  
Background : #E2001A

Width : 1077 px

Height: 480 px



**Weight** : 150 KB  
**Format** : JPEG OR PNG

## EXAMPLE :



Prerequisites: **Tile Display**

# Mobile Web / App

Simulation



Width : 2048 px

Prerequisites: **Tile Display**

# Header Web

Height : 500 px

2048px x 500px

**Weight :** 150 KB  
**Format :** JPEG OR PNG

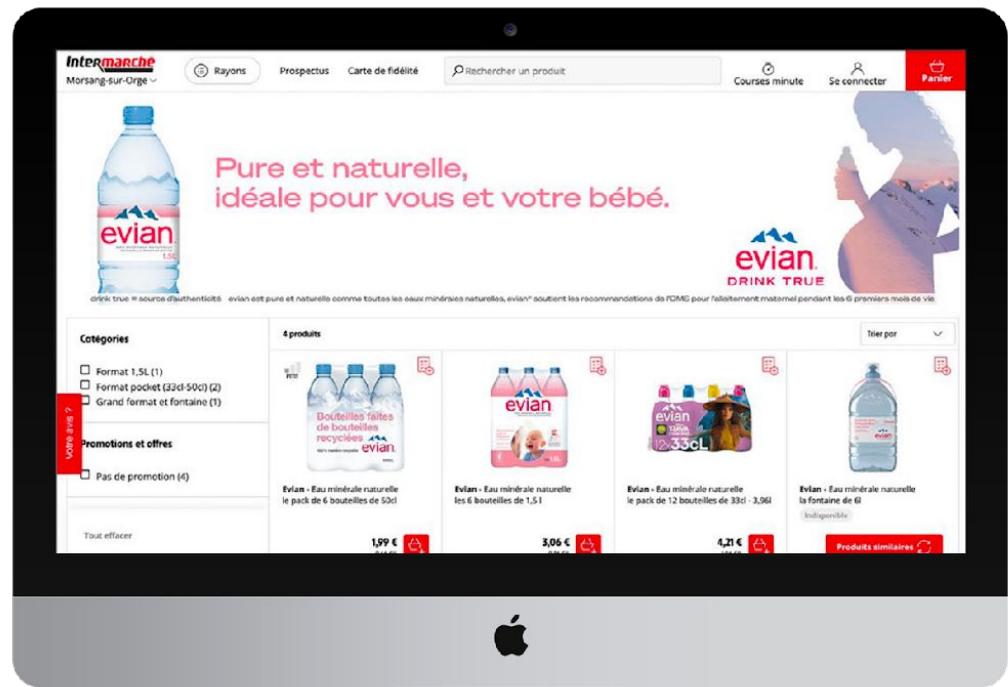
EXAMPLE :



Prerequisites: **Tile Display**

# Header Web

Simulation



Prerequisites: **Tile Display**

# Header App

Height : 480 px

Width : 1125 px



**Weight** : 150 KB

**Format** : JPEG OR PNG

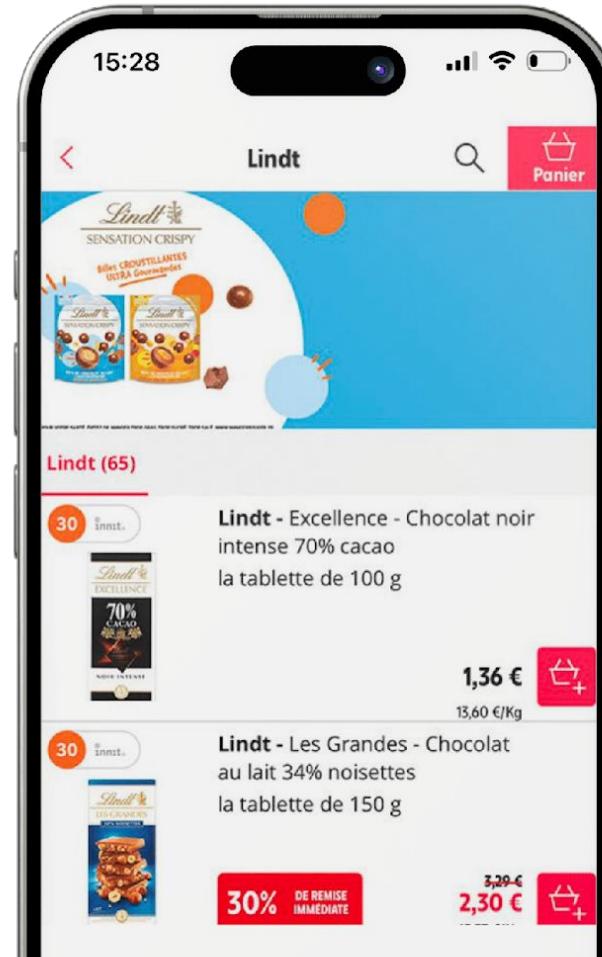
**EXAMPLE :**



Prerequisites: **Tile Display**

# Header App

Simulation



# SPONSORED PRODUCT

(AUCHAN x CHRONODRIVE x INTERMARCHÉ)



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 pages to immediately capture user attention.

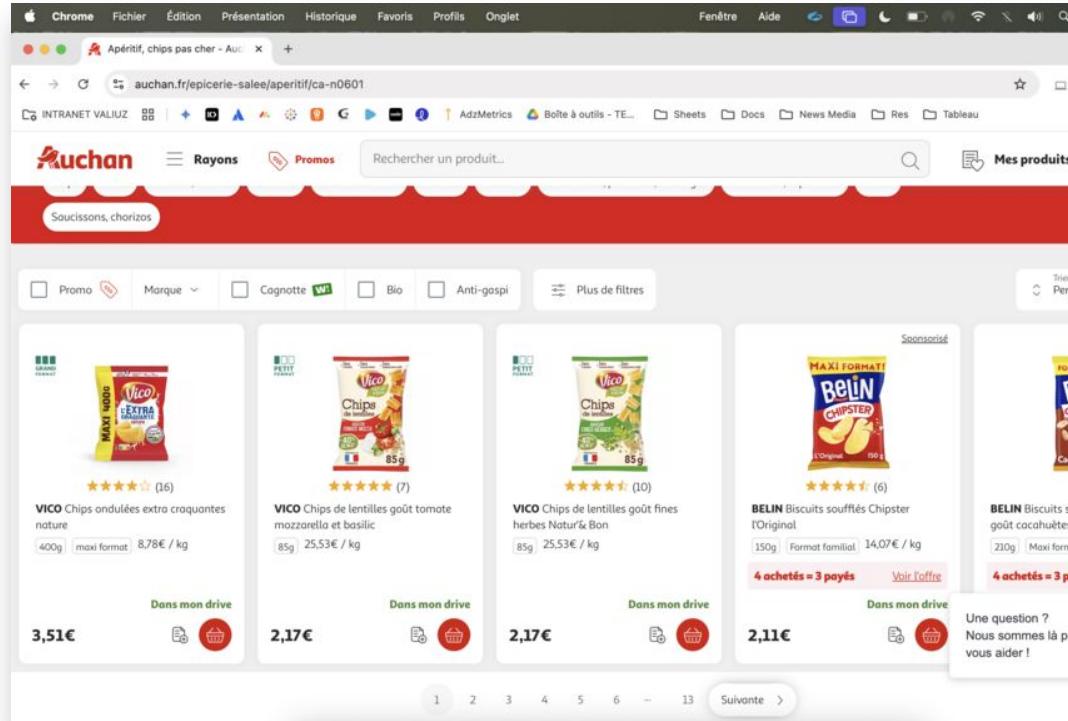
Sponsored products will be available:

> On category and search pages:

- Ad slots 4-5
- Ad slots 17-18-19
- Ad slots 33-34-35

> On product pages

> On cart page: in the lower position



Format :

# Sponsored Product

Availability :

- Desktop
- Mobile
- App

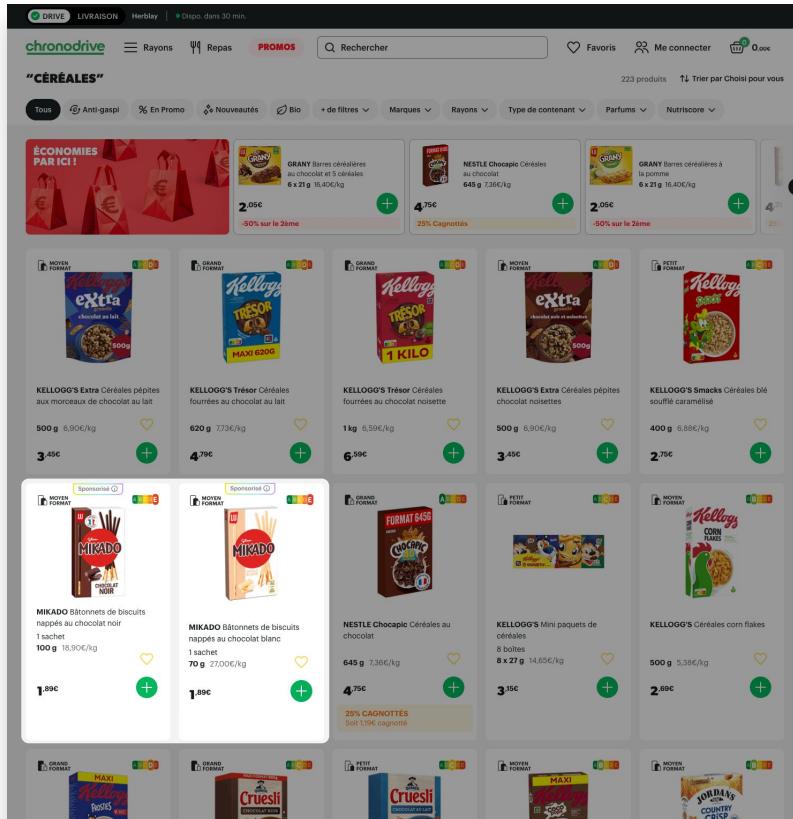
A real onsite conversion tool, the sponsored product maximizes product visibility directly on the site / app. Without requiring complex technical specifications, this native solution integrates your products into search results, strategically positioning them at the top of pages to immediately capture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

Sponsored products will be available:

> On category and search pages:

- Ad slots 6 & 7

NB: The sponsored product is available natively and for cross-selling.



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 pages to immediately capture user attention.

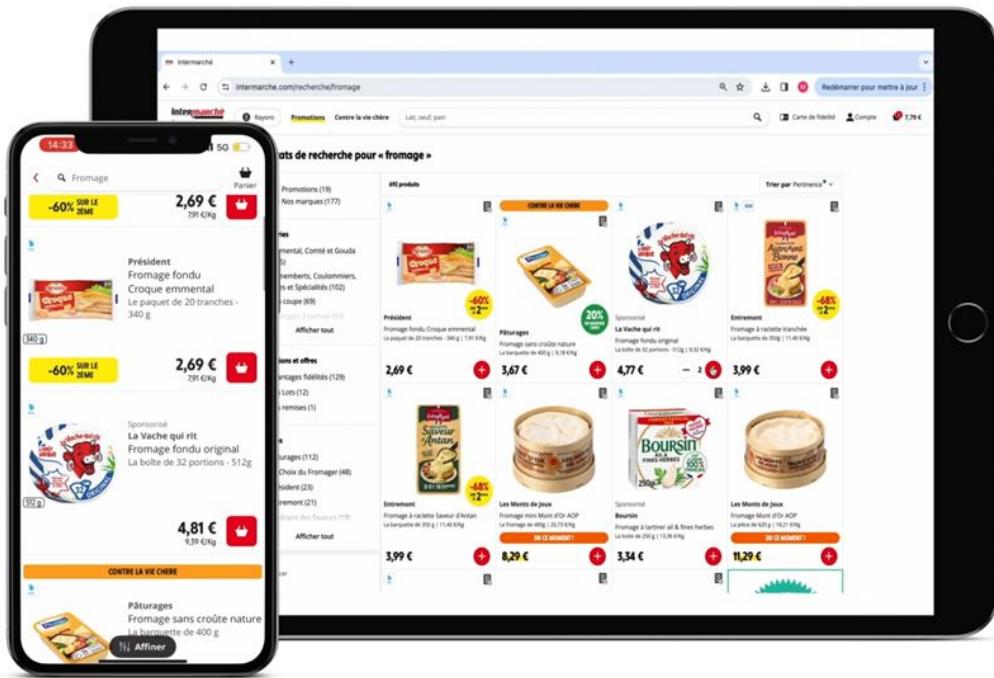
Sponsored products will be available:

> On category pages:

- Desktop - Ad slots 1 & 8
- Tablet landscape - Ad slots 1 & 6
- Tablet portrait - Ad slots 1 & 5
- Web Mobile - Ad slots 1 & 8
- App mobile - Ad slots 1 & 7

> On search results page:

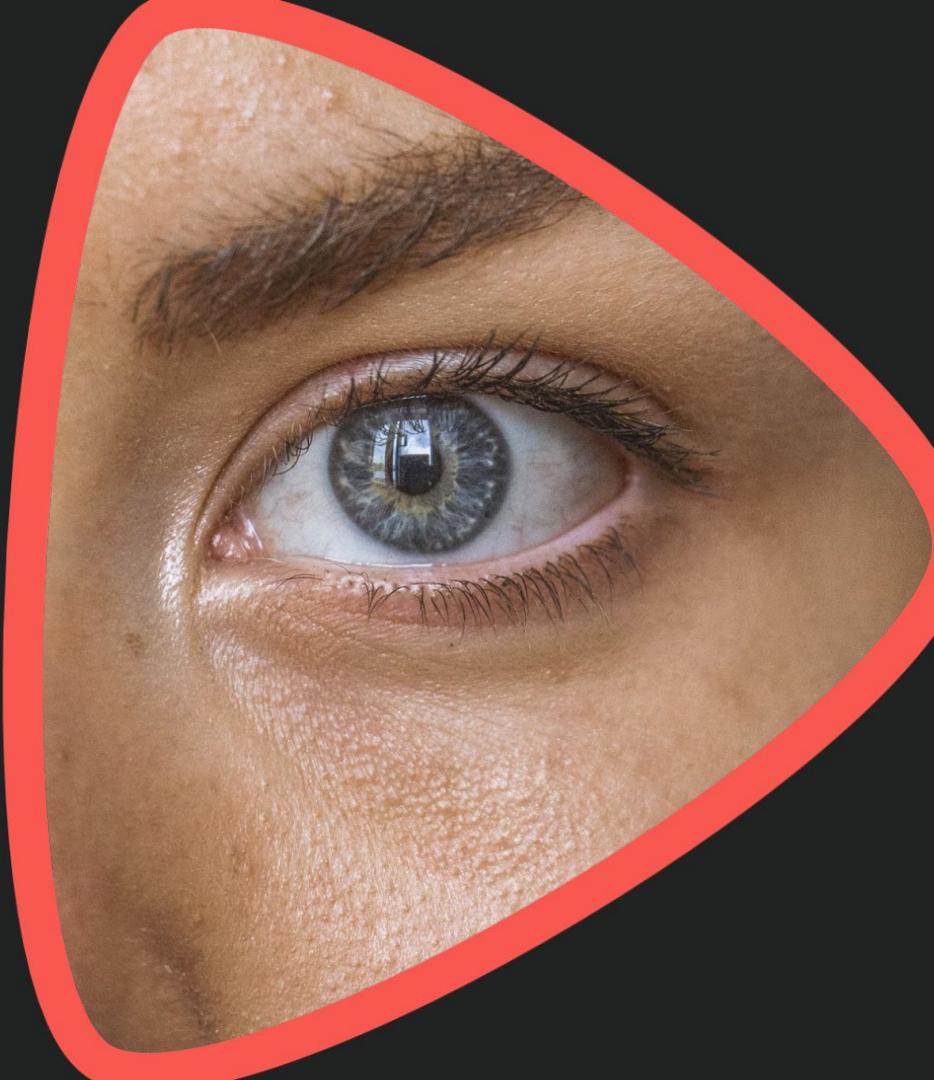
- Desktop - Ad slots 3, 10, 21 & 35
- Tablet landscape - Ad slots 3, 8, 21 & 35
- Tablet portrait - Ad slots 3, 8, 21 & 35
- Mobile Web - Ad slots 3, 11, 21 & 35
- Mobile App - Ad slots 3, 10, 20 & 31



To go further :

**A creative studio at  
the service of your  
performance.**

2026 Technical Specifications.



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, color, etc.)
- What is the objective of the advertising campaign?
- What are the messages? The tone?
- Who is the target audience?
- Creative do's & don'ts



The cherry on top:

## A creative studio at the service of your performance.

Do you want to launch a impactful campaign, but find the creative process challenging, between technical adaptation and optimization for success?

**We bring your creative assets to life and boost their performance.**

We adapt your assets to technical specifications for flawless delivery and provide personalized recommendations to design the most relevant elements and maximize your campaign performance.





**Questions ?  
Contact us.**

