

VALIUZ × INFINITY
ADVERTISING

Auchan × Intermarché × chronodrive

TECHNICAL SPECIFICATIONS

2025

The prerequisites for

Onsite Activations

2025 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**

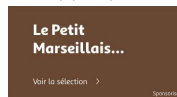
Creative assets.

Examples of DOs & DON'Ts

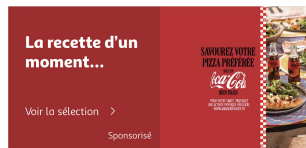
On Secondary Banner and Square Banner formats



- ✗ > No text in the visual area (upper part)



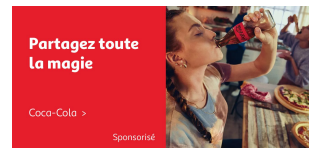
- ✗ > Text too long (left side)
- > No text in the visual area (right side)



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



- ✗ > 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)

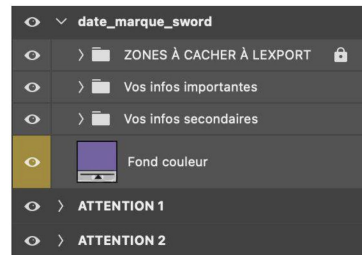
All the layers in the Photoshop file are named to assist you in the best possible way.

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 PDS: [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**

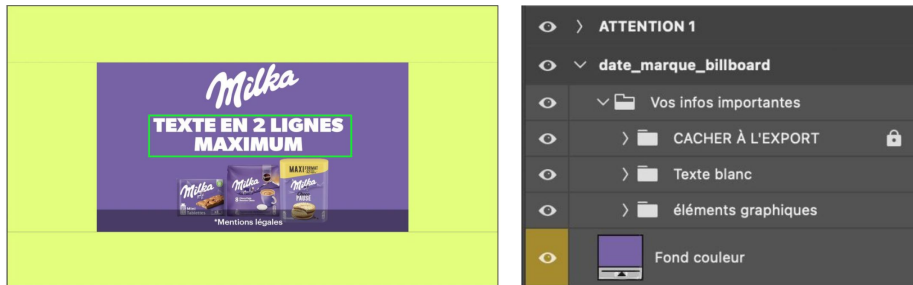
Photoshop Help (2/2)

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.



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



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



- ✅ 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:

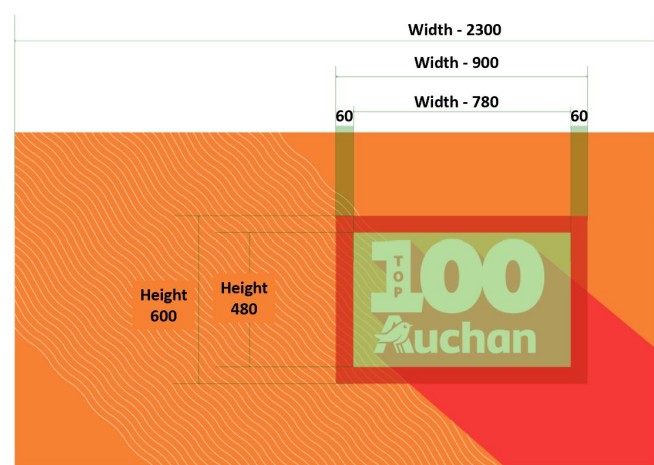
- ☐ File Type : JPEG or PNG
- ☐ Maximum file size: 50MB

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



Size - Desktop & mobile :

2300x1200 px
(but with a fixed image of 900x600px)

APP



Size - App :

1200x534 px
>Fixed image on the left of 600x534 px
>Bleed area on the right of 600x534 px

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

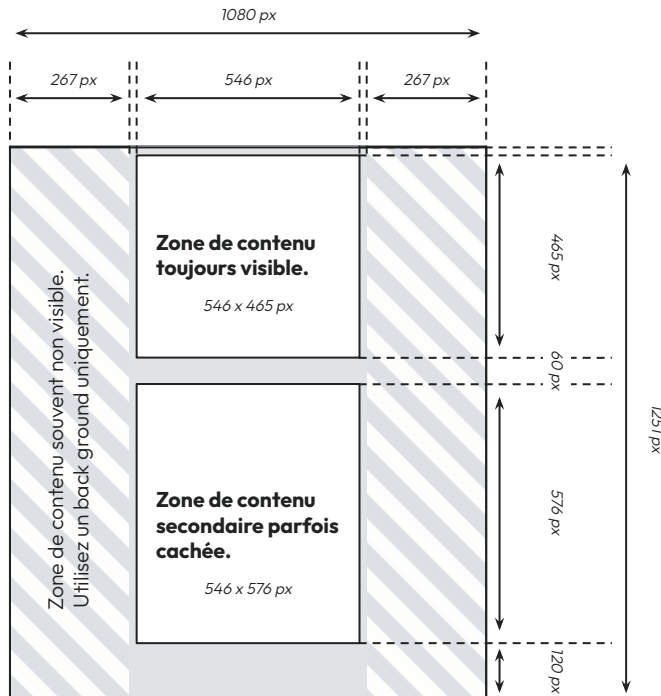
For carousel formats, ensure a minimum of 3 products are promoted.

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 :



2025 Technical specifications.

The prerequisites for

Quadriptych

Your key campaigns announced
by preempting the Homepage

A maximum of 50 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 :

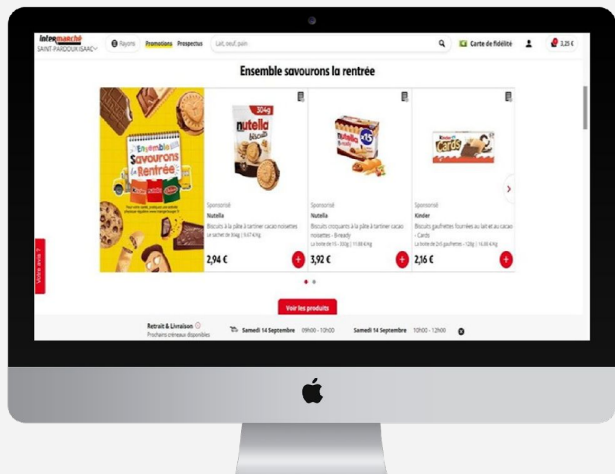
- Maximum 50 characters
- Short text (4/5 words)
- Preferably different from the ad, without verbs
- Avoid excessive punctuation (example of what not to do: Delicious, rich, melting chocolate!)

Example of what works :Intensely rich chocolate

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

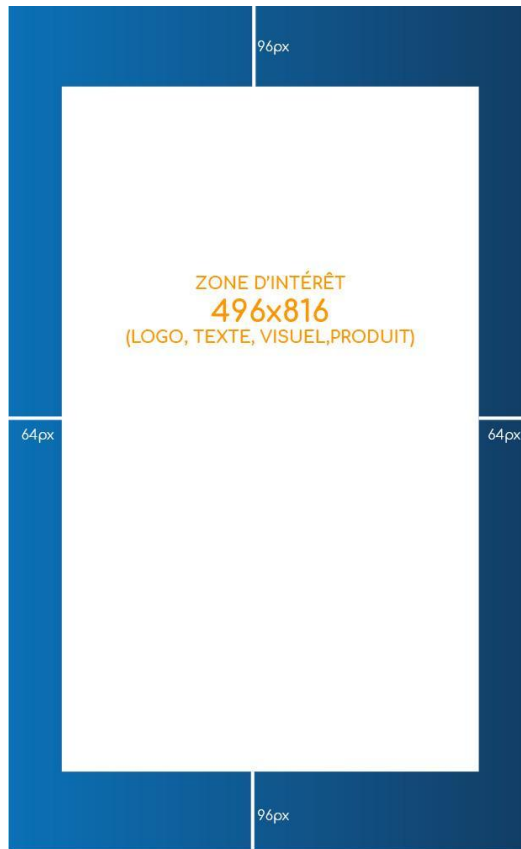
Prerequisites: **Quadriptych**

Desktop



Height: 1008 px

Width : 624 px



EXAMPLE :

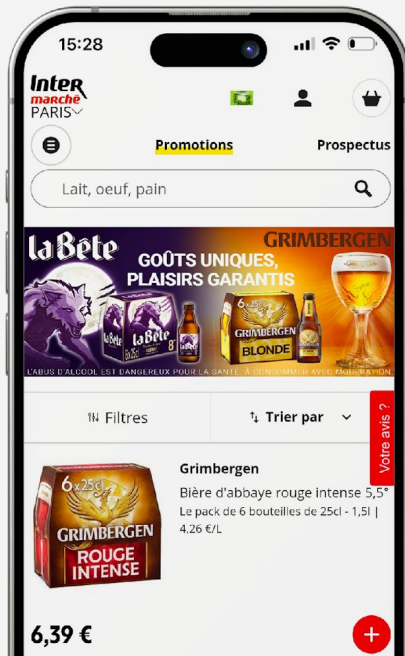


Weight : 150 KB

Format : JPEG OR PNG

Prerequisites: **Quadriptych**

Mobile Web



Width: 1077 px

Height : 330 px



Weight : 150 KB
Format : JPEG OR PNG

EXAMPLE :



Prerequisites: **Quadriptych**

Application

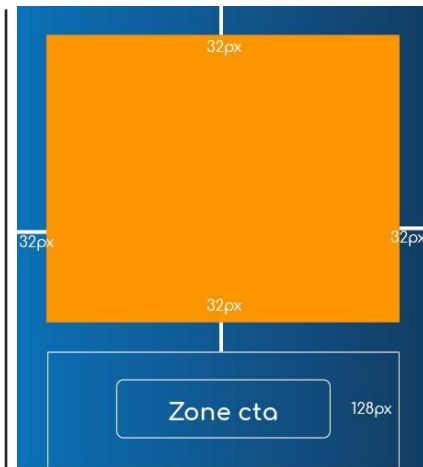


Height: 600 px



Weight : 150 KB
Format : JPEG OR PNG

Height : 504 px



Prerequisites: **Quadriptych**

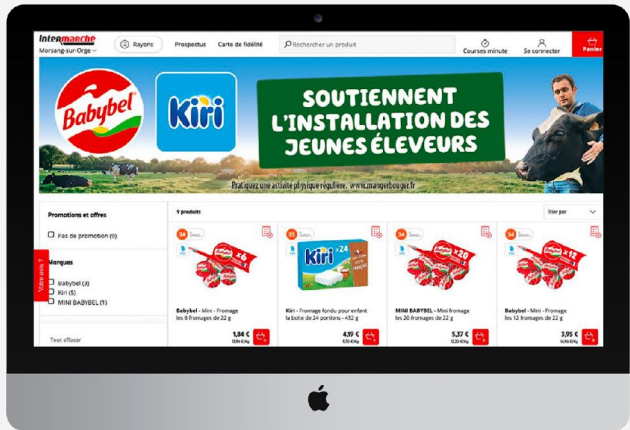
Header Web

Height: 500 px

Width : 2048 px

2048px x 500px

Weight : 150 KB
Format : JPEG OR PNG

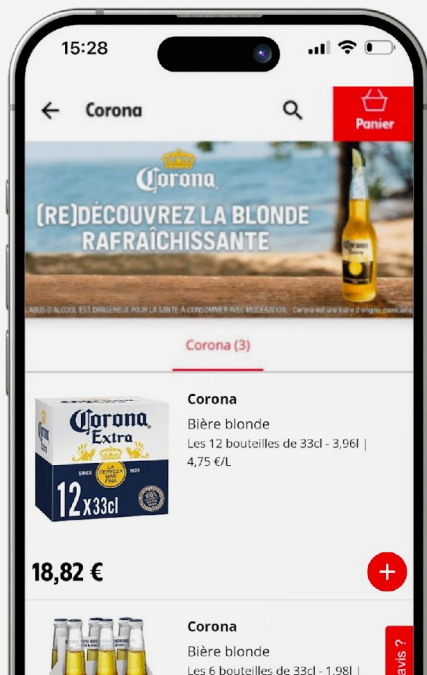


EXAMPLE :



Prerequisites: **Quadriptych**

Header App



Height : 480 px

Width : 1125 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.

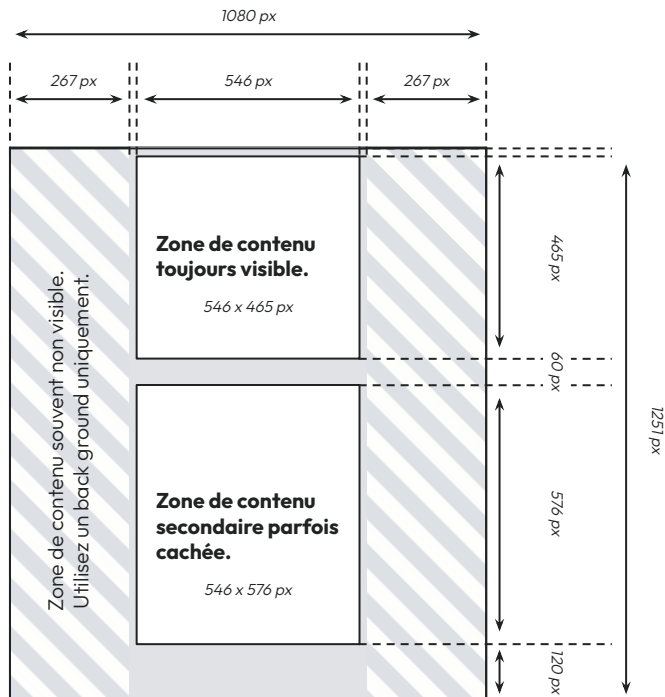
Technical requirements:

- ☐ 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.

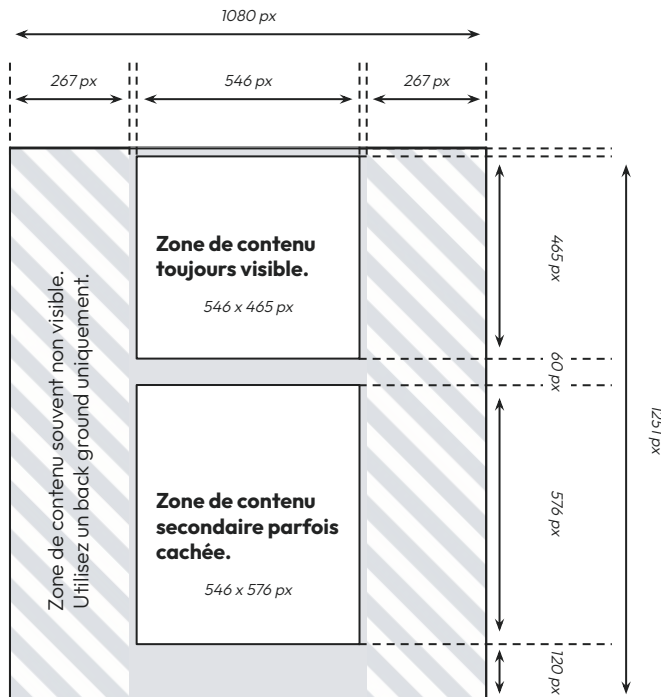
Technical requirements:

- ☐ 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](#)

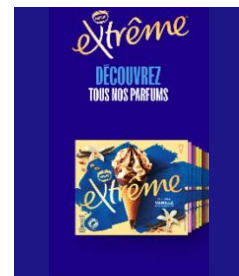
SIZE : 1080 x 1251 px



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).

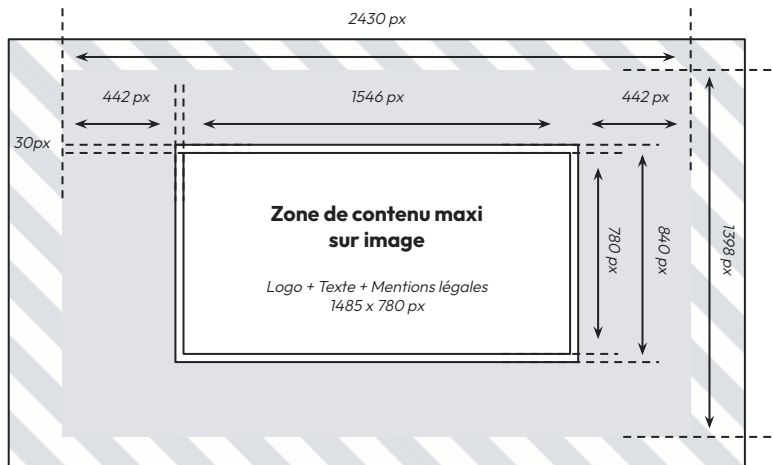
Two content areas remain visible across all screen resolutions.

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](#)

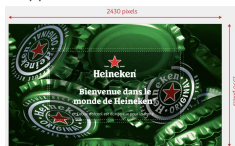
SIZE : 2430 x 1398 px



Billboard Display : Same dimensions as Chronodrive.



Examples :



Desktop



Format :

Billboard Display

Availability :

- ✓ Desktop
- ✓ Mobile
- ✓ App

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

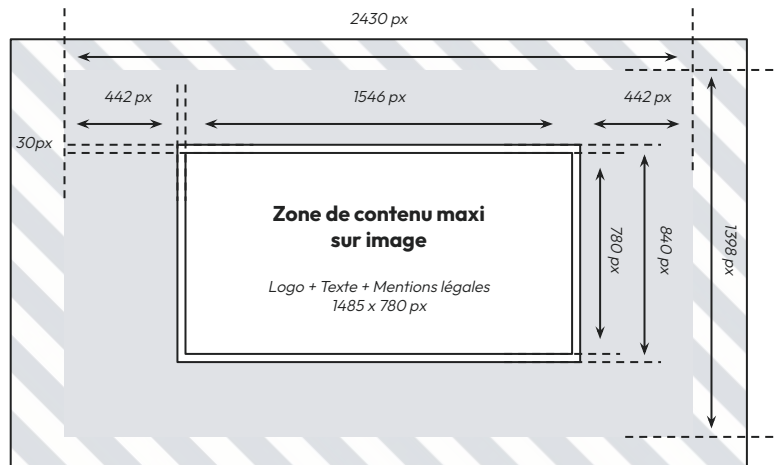
Two content areas will be visible regardless of screen resolutions.

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

Examples :



Original video
format 9:16



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

2025 Technical specifications.

The prerequisites for

Diptych

Enhance add-to-cart within
your affinity universes.

A maximum of 50 EANs can be set up, with up to 6 variants.

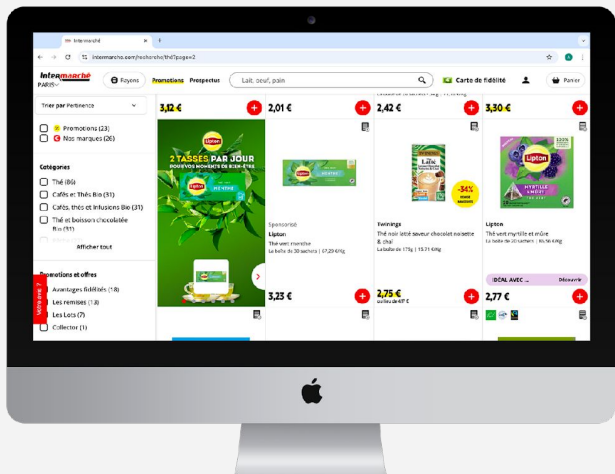
EANs are managed by prioritization versus store availability
(with a minimum of 5 EANs carried for the diptych to be
displayed).



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 :

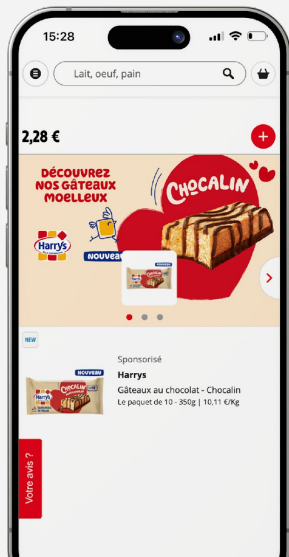


Prerequisites: **Diptych**

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.



Height : 836 px



Weight : 150 KB
Format : JPEG OR PNG

EXAMPLE :

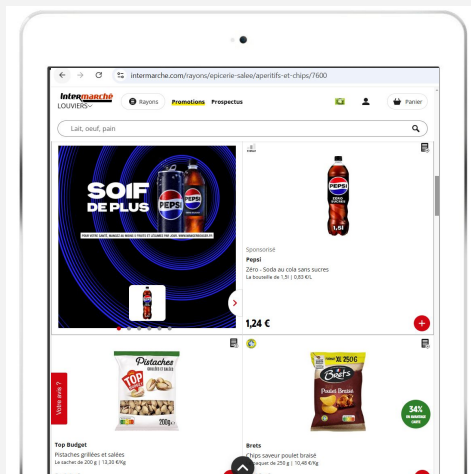


Prerequisites: **Diptych**

Tablet Web

Two columns (responsive)

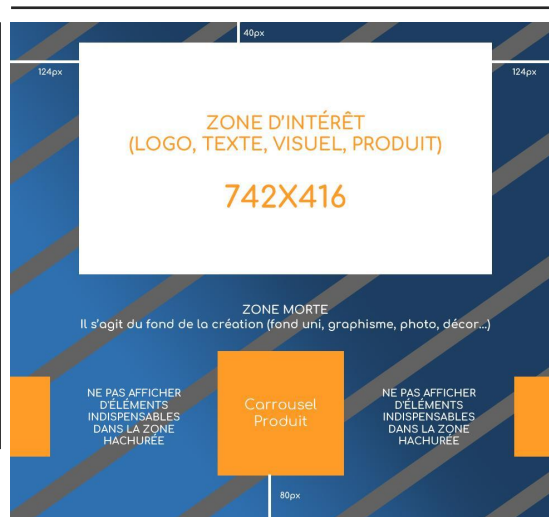
Provide images without text or other information at the bottom of the image, as this area may be hidden by the carousel.



Width : 990 px

EXAMPLE :

Height : 896 px



Weight : 150 KB

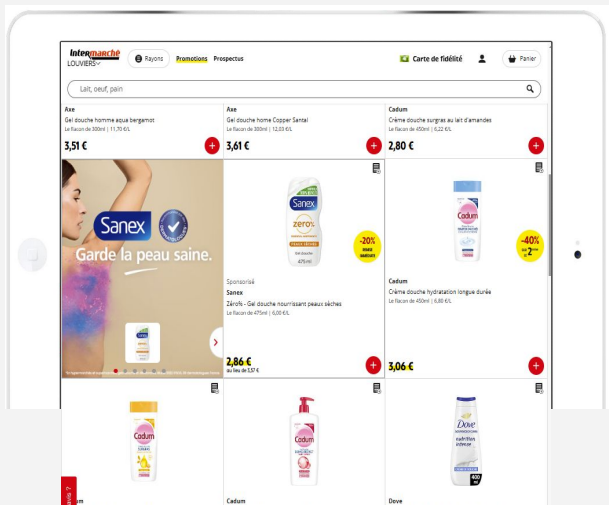
Format : JPEG OR PNG

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



EXAMPLE :



Weight : 150 KB

Format : JPEG OR PNG

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.



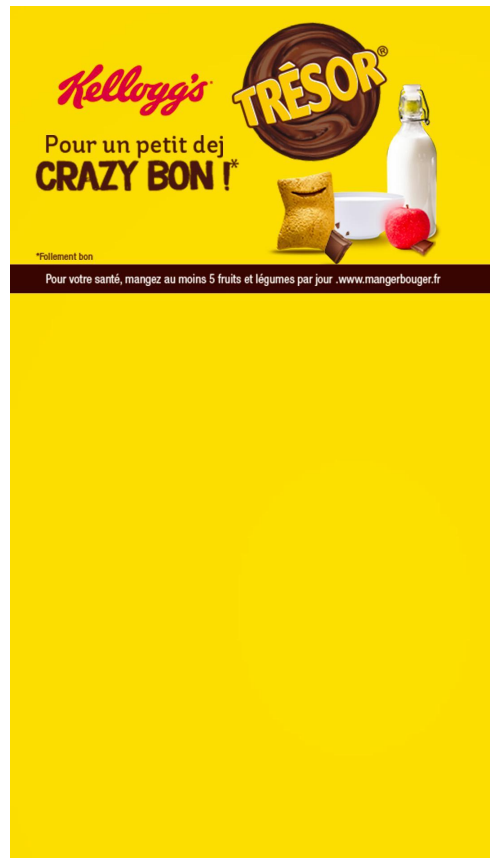
Height: 1900 px

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.

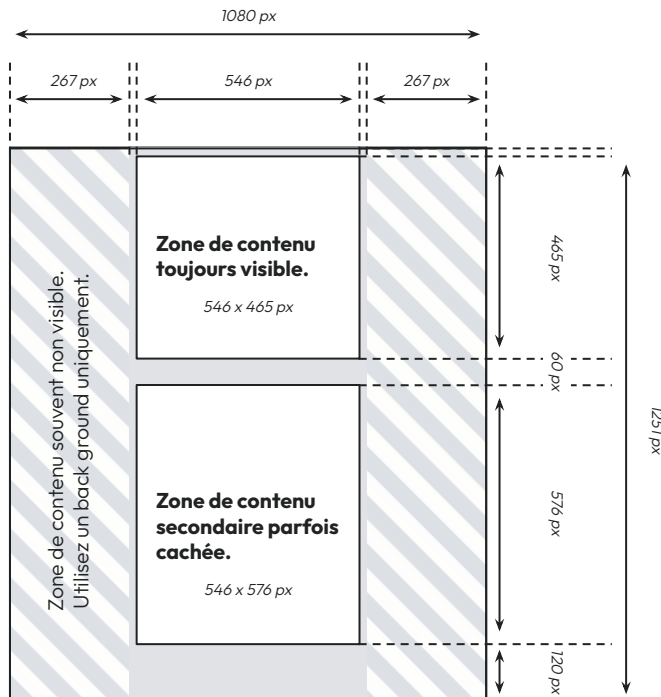
Technical requirements:

- ☐ 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.

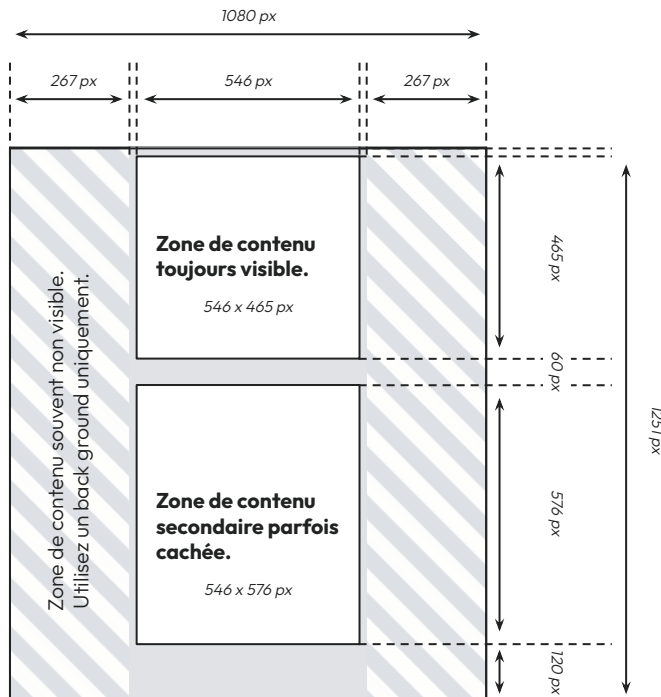
Technical requirements:

- ☐ 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 :



2025 Technical specifications.

The prerequisites for

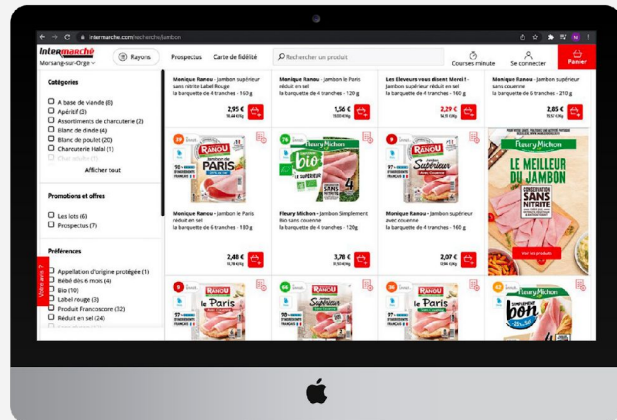
Tile display

Boost add-to-cart
by visiting your store



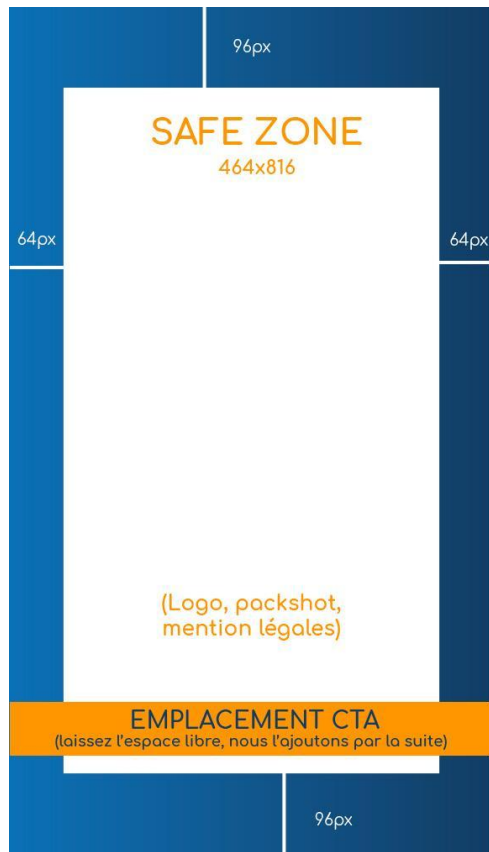
Prerequisites: **Tile Display**

Desktop



Height: 1008 px

Width : 576 px



EXAMPLE :



Weight : 150 KB
Format : JPEG OR PNG

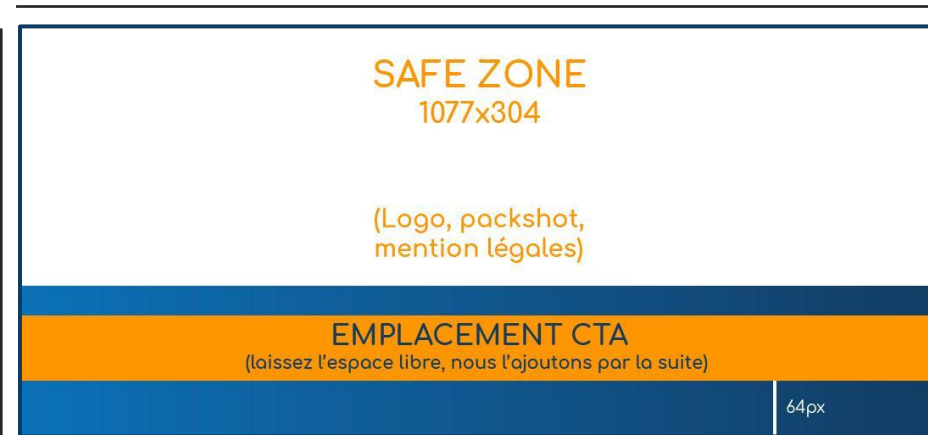
Prerequisites: **Tile Display**

Mobile Web / App



Height: 480 px

Width : 1077 px



Weight : 150 KB
Format : JPEG OR PNG

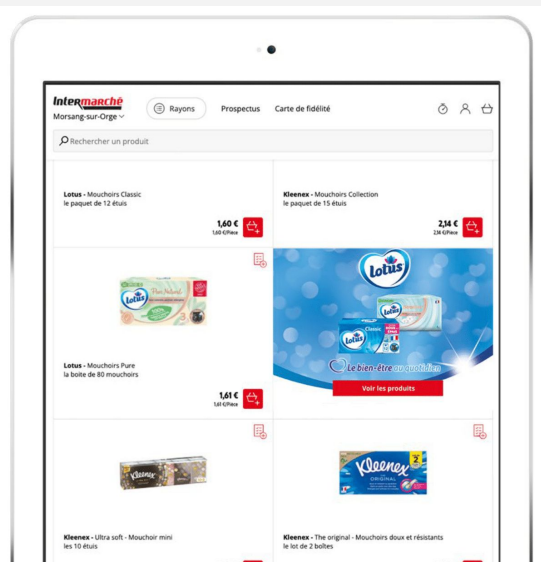
EXAMPLE :



Prerequisites: **Tile Display**

Tablet Web

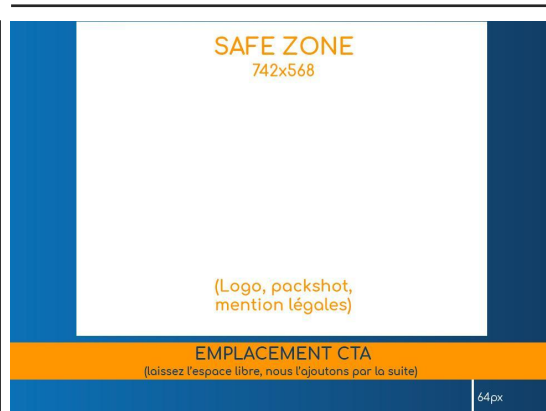
Two columns (portrait)



Width : 990 px

EXAMPLE :

Height : 712 px



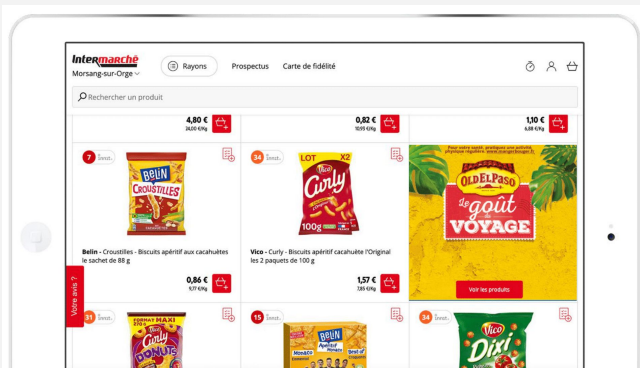
Weight : 150 KB

Format : JPEG OR PNG

Prerequisites: **Tile Display**

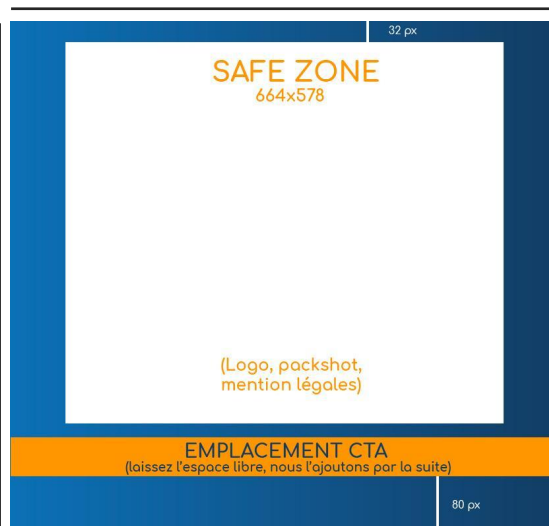
Tablet Web

Three columns (landscape)



Width : 832 px

Height: 770 px



EXAMPLE :



Weight : 150 KB

Format : JPEG OR PNG

Prerequisites: **Tile Display**

Header Web

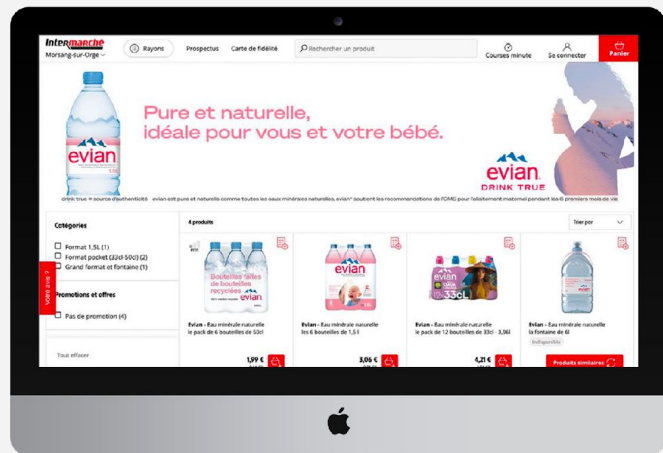
Height : 500 px

Width : 2048 px

2048px x 500px

Weight : 150 KB

Format : JPEG OR PNG

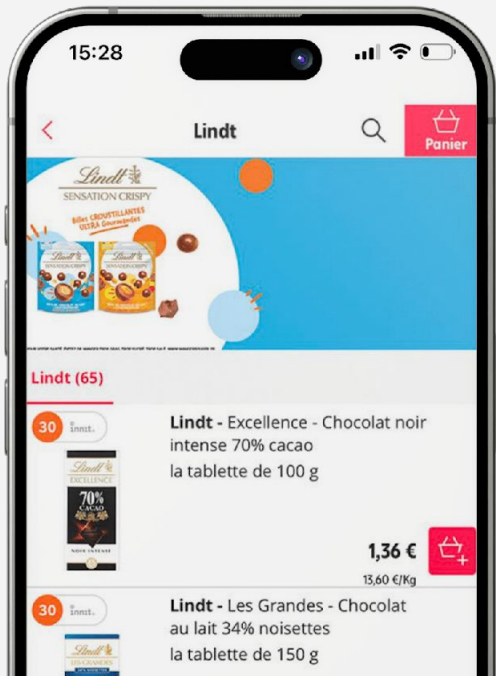


EXAMPLE :



Prerequisites: **Tile Display**

Header App



Height : 480 px

Width : 1125 px

1125px x 480px

Weight : 150 KB

Format : JPEG OR PNG

EXAMPLE :



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.

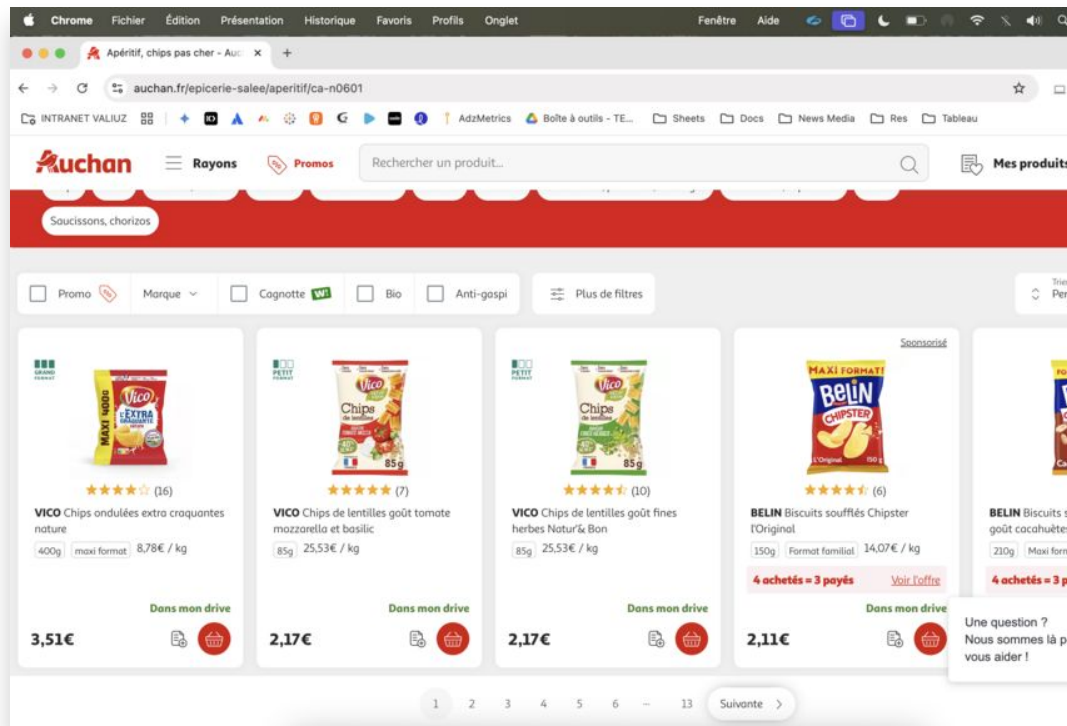
Sponsored products will be available:

> 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

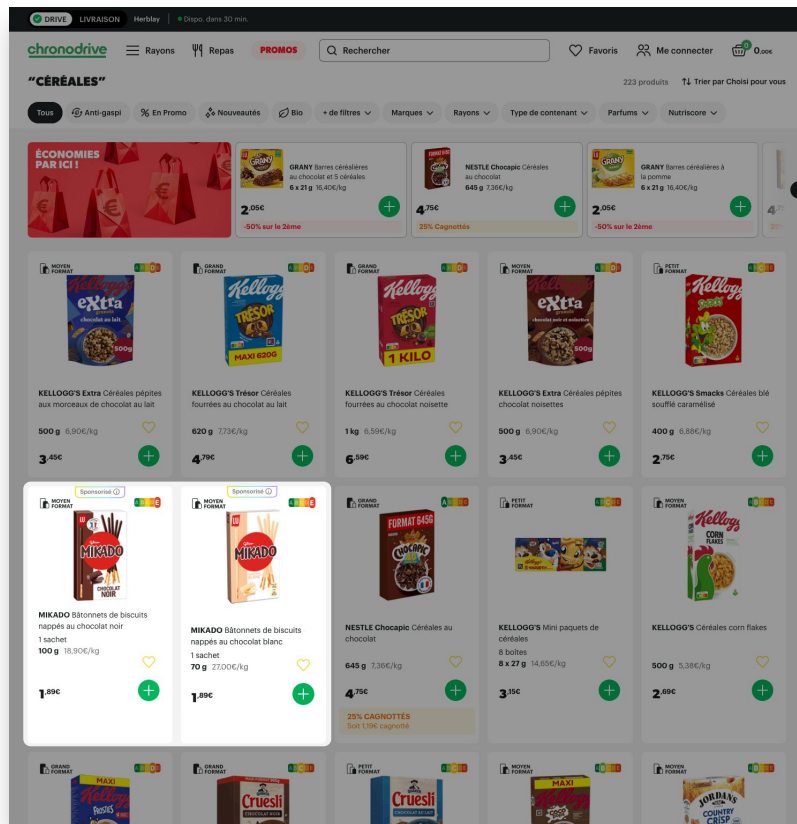
A real onsite conversion tool, the sponsored product maximizes product visibility directly on the site / app. Without requiring complex technical specifications, this native solution integrates your products into search results, strategically positioning them at the top of pages to immediately capture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

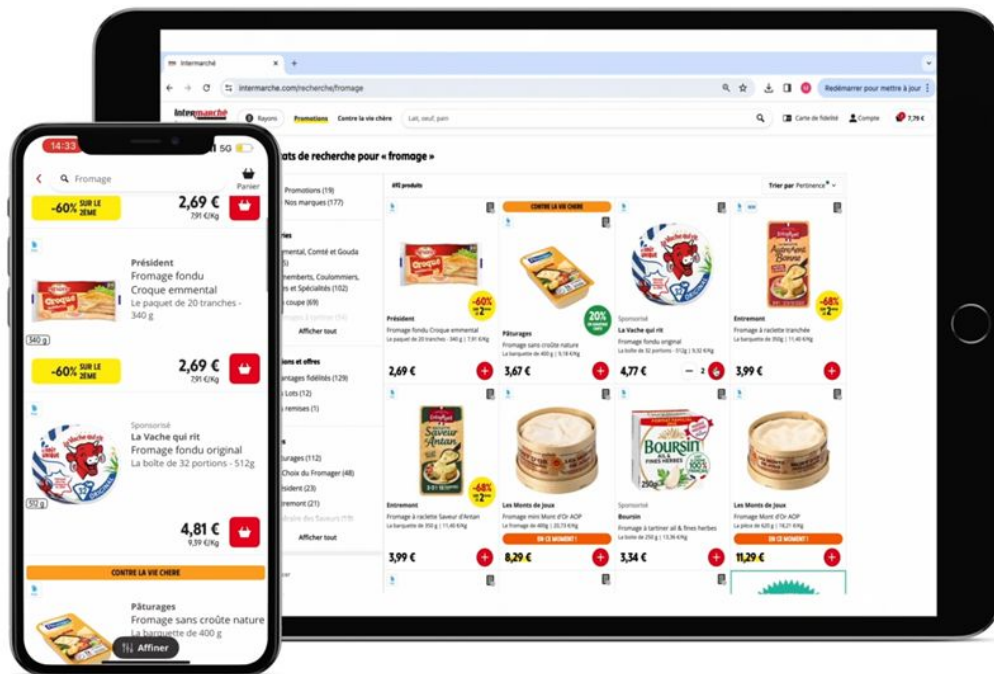
Sponsored products will be available:

> 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.

2025 Technical Specifications.



To go further.

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

Do you want to set up a campaign on a platform but don't have the technical 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.

VALIUZ

**Questions ?
Contact us.**

