



LOVE THE
MOMENT

CORPORATE

— *CI Lookbook* —

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LOVE THE MOMENT

The new umbrella campaign unites the Bathroom & Wellness and Tableware divisions by giving them a common identity. The “common denominator” can be found in common psychological consumer behaviour: nothing is more valuable than the time spent on your own and with others - Villeroy & Boch are adding quality to this time. This brand message makes Villeroy & Boch relevant to the target audience on a consensual and contemporary level, thus creating a common system of values between customers and the brand.



BASIC ELEMENTS

01.01 LOVE THE MOMENT TILE *p. 05*

01.02 VILLEROY & BOCH LOGO *p. 06*

01.03 TYPOGRAPHY *p. 08*

01.01 LOVE THE MOMENT TILE

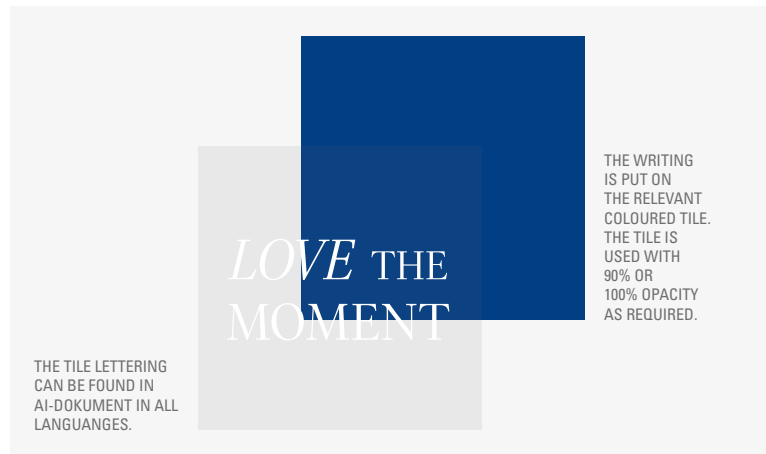
The “Love The Moment” tile consists of two elements: the white lettering and a coloured background.

If the tile is on an image or overlaps one or several images, the opacity of the background colour is 90%.

If the tile is used as an individual element on a white background, the opacity of the background colour is 100%.

There are different tile data formats, adapted to the intended use, for the purpose of communicating the brand.

The tile can be given a different colour only in connection with a collection, see page 11.



BRAND COLOUR		OPACITY	
PANTONE 280 CMYK 100 75 00 20 RGB 000 065 132 HEX #004183	100% OPACITY	90% OPACITY	
LANGUAGE VARIATIONS			
ENGLISH	GERMAN	FRENCH	
ITALIAN	SPANISH	PORTUGUESE	
POLISH	RUSSIAN	CHINESE	

*TO BE USED FOR THE INTERNATIONAL MARKET WHEN THERE IS NO EQUIVALENT AVAILABLE IN THE LANGUAGE VARIATION (E.G. SCANDINAVIA).

01.02 VILLEROY & BOCH LOGO

The logo identifies the brand as the sender for all advertising material.

The Villeroy & Boch logo has an aspect ratio of 9: 5, which can be easily transferred to the grid for the layout (see “Grid”). The logo design and its proportion ratio cannot be changed.

An area of clear space has been set around the logo. Communication content such as text, eye-catchers, etc. cannot be placed here in the layout.

For the logo to have the best impact, it is placed on light and calm backgrounds as well as areas in the motifs with less contrast.

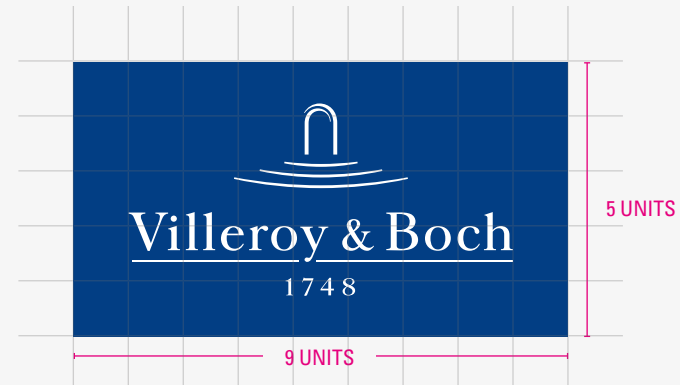
COMMUNICATION LOGO



PANTONE 280
CMYK 100 | 75 | 00 | 20
RGB 000 | 065 | 132

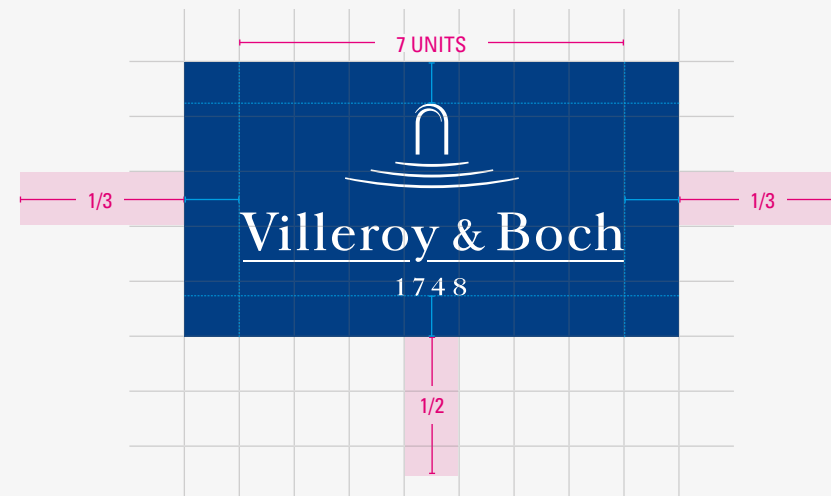


MINIMUM SIZE
20MM / 95 PX WIDE



ASPECT RATIO

The aspect ratio for the design is defined by the grid units (GU). You'll find more information on grids on p. 18.



CLEAR SPACE

The clear space to the left and right is 1/3 of the logo width and to the bottom 1/2 of the logo height. The specified clear space can be transferred 1:1 to the grid.

FOIL-CUT

The width of the white logo lettering is 7 grid units. The logo lettering is evenly positioned in the centre of the blue area.

LOGO AND TILE IN PROPORTION

The “Love The Moment” tile is always square. Its size is defined by the width of the Villeroy & Boch logo.

If there does not seem to be an obvious link between the design of the tile and the logo, then the tile should be placed to suit the look of the layout.



01.03 TYPOGRAPHY

Two fonts are used in the communication. Both have several faces that allow for varying designs.

The primary font is the **Villeroy & Boch Corporate Font**. It is used for headlines, subheads, copy, etc. and is thus the brand-specific font.

Univers LT is mainly used for smaller writing or technical explanations and should therefore be used as the secondary font.

The typography is usually set at 70% black.

Villeroy & Boch

VilleroyBoch regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !“\$% & /()=?`

VilleroyBoch bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !“\$% & /()=?`

Univers LT 45 light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !“\$% & /()=?`

Univers LT 65 bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !“\$% & /()=?`

Univers LT 57 condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !“\$% & /()=?`

VilleroyBoch italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !“\$% & /()=?`*

VilleroyBoch bold italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !“\$% & /()=?`*

Univers LT 55 roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !“\$% & /()=?`

Univers LT 67 condensed bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !“\$% & /()=?`

COLLECTION COMMUNICATION

02.01 COLLECTION COLOURS *p. 10*

02.02 COLLECTION ICONS *p. 11*

02.01 COLLECTION COLOURS

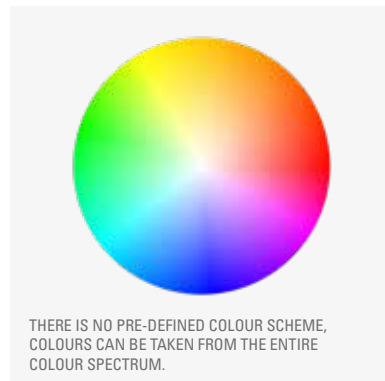
The entire colour spectrum, with all its different levels of brightness and saturation, can be used to select the tile colours.

The collection colour is generated from the corresponding décor colour of a collection or adapted to a colour from the scenario motif.

In principle, a defined collection colour should be used consistently in all advertising material.

Colours are not exclusive to specific collections, so they can be used for several collections.

If the “Love The Moment” tile is used without an obvious link to a collection, then the tile remains in the brand colour.



EXAMPLE FOR COLOUR GENERATED FROM A DÉCOR



*LOVE THE
MOMENT*

EXAMPLE FOR COLOUR GENERATED FROM A SCENARIO



*LOVE THE
MOMENT*

COLLECTION COLOUR EXAMPLES

TABLE

BRINDILLE
100 | 90 | 10 | 00

ROSE SAUVAGE
20 | 50 | 12 | 05

MANUFACTURE
30 | 94 | 74 | 30

ITS MY MATCH
78 | 25 | 73 | 08

BATHROOM

ANTHEUS
60 | 20 | 25 | 35

MEMENTO 2.0
05 | 77 | 100 | 15

COLLARO
00 | 65 | 47 | 00

FINION
07 | 25 | 57 | 00

02.02 COLLECTION ICONS

Collection icons placed in the layout have a minimum height of 2 grid units (with long collection names) to a maximum of 3 grid units (with short collection names) in a visually appropriate size.

When projecting a collection icon, the caption should not be less than 7 pt. to ensure the captions (Collection, Food specials) are still legible.

Long collection names can be spread over two lines and in exceptional cases over three.

The overview opposite shows a possible approach.

Food Specials such as “Coffee Passion” are projected 0.5 GU larger than the standard collection icons due to a different font.

MANUFACTURE

— *Collection* —

MANUFACTURE
ROCK BLANC

— *Collection* —

COFFEE PASSION

— *Food Specials* —

VISUALS

03.01 POETIC REALISM *p. 13*

03.02 TABLEWARE
MOOD BOARD *p. 14*

03.03 BATHROOM & WELLNESS
MOOD BOARD *p. 15*

03.01 POETIC REALISM

It might look “beautiful” - but it only does its job if it looks real.

We combine editorial photography with advertising lifestyle photography. Authentic and personal, bursting with life. That’s how a visual language is created for the Villeroy & Boch brand.



03.02
TABLEWARE MOOD BOARD



03.03
BATHROOM & WELLNESS MOOD BOARD



DESIGN PRINCIPLE

04.01 DESIGN GRID *p. 17*

04.02 BUILDING BLOCKS *p. 20*

- WITH THE LOVE THE MOMENT TILE

- WITHOUT THE LOVE THE MOMENT TILE

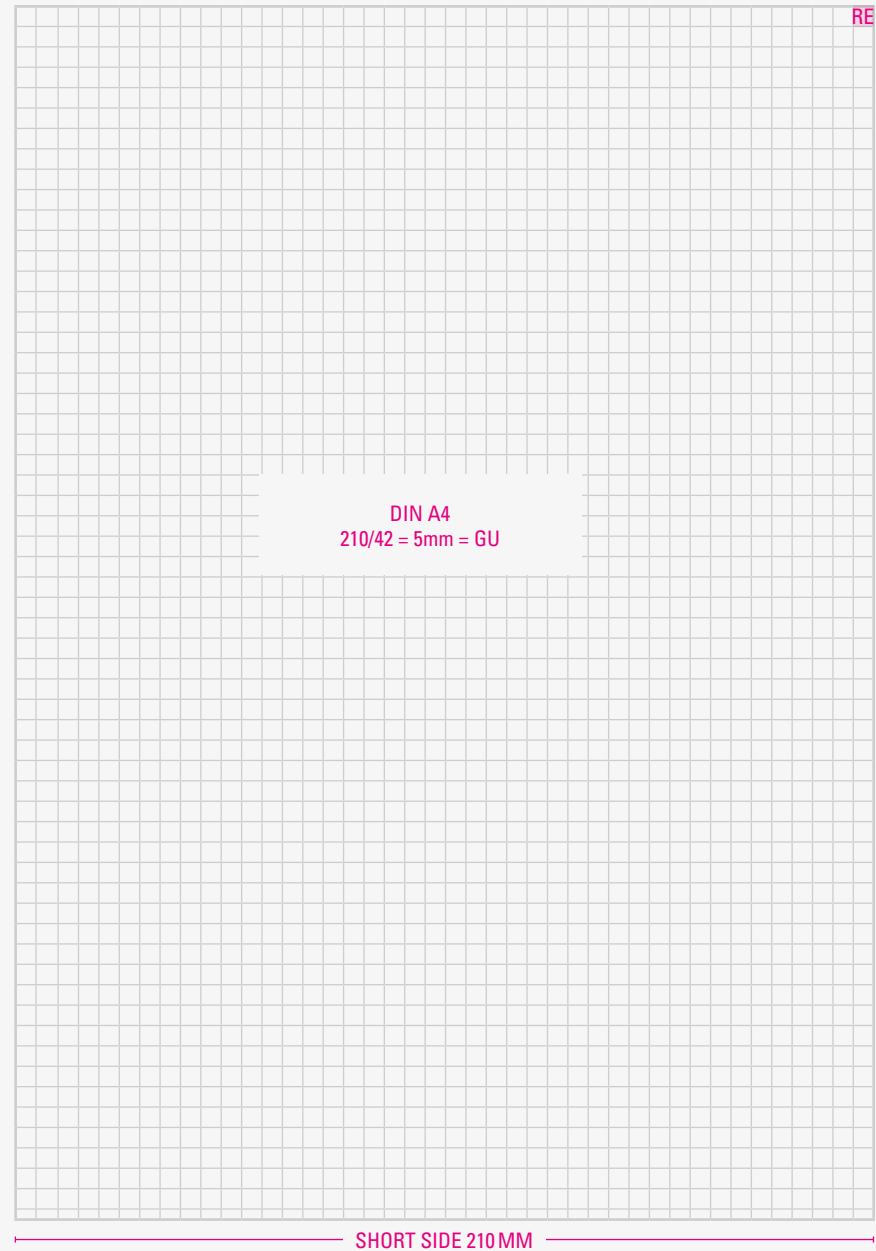
04.01 DESIGN GRID

All layouts are determined by a grid to ensure that all advertising material has a uniform appearance.

By using a mathematically designed grid, all of the elements are placed according to an established ratio.

As the Villeroy & Boch logo is placed in the top right-hand corner of the layout, it is better to let the grid start in the top right.

GRID EXAMPLE A4 (SCALED-DOWN)



04.01 CALCULATING THE DESIGN GRID

In principle, all layouts based on the DIN aspect ratio (1:1.41) or similar are created with a 42 grid.

The grid is reduced to 30 or 20 from an aspect ratio of 1:2 or 1:3.

Odd grid units are rounded up or down to one decimal place.

The smallest possible grid unit is 2.25 mm.

	SQUARE AND DIN-SIMILAR FORMAT Aspect ratio from 1:1 to 1:2	NARROW FORMAT Aspect ratio from 1:2	EXTREME FORMAT Aspect ratio from 1:3
GRID	42	30	20
TYPE AREA	2 GU margin	2 GU margin	1.5 GU margin
LOGO	9/5 GU	9/5 GU	9/5 GU
LTM TILE	9/9 GU	9/9 GU	9/9 GU
COPY*	45-60% of a GU	45-60% of a GU	45-60% of a GU
HEADLINE*	175-120% of a GU	175-120% of a GU	175-120% of a GU
SUBHEAD*	80-100% of a GU	80-100% of a GU	80-100% of a GU
SMALLEST GU	2.25 mm	2.25 mm	2.25 mm

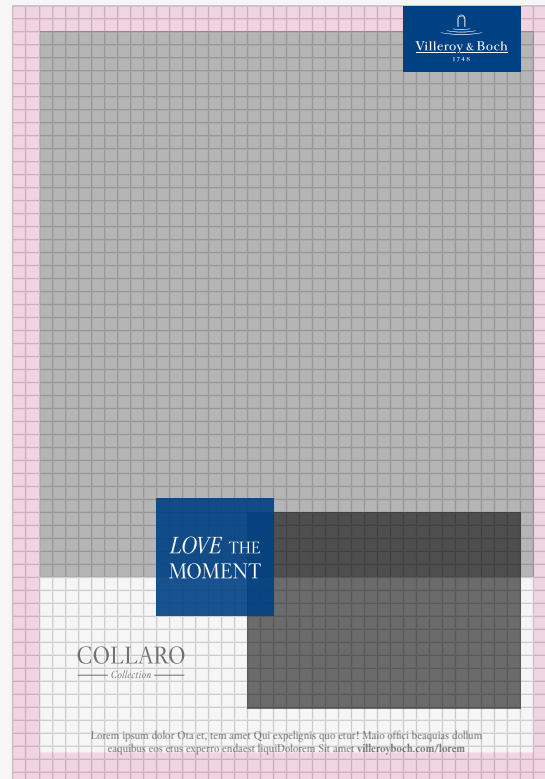
*The percentages are a guide and provide a framework in which the lettering, depending on the amount of text and layout, can be placed. The specifications always refer to the upper-case height of the lettering.

04.01 CALCULATING THE DESIGN GRID

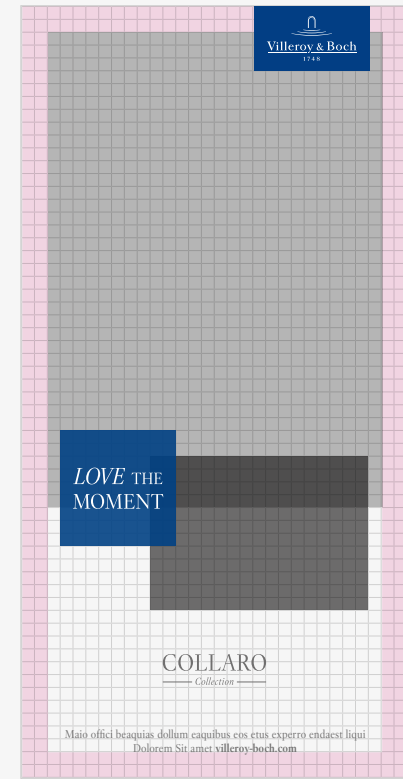
The basic set-ups presented here show our three different layout grids with various aspect ratios.

The layout is explained on the following pages using only the 42 grid.

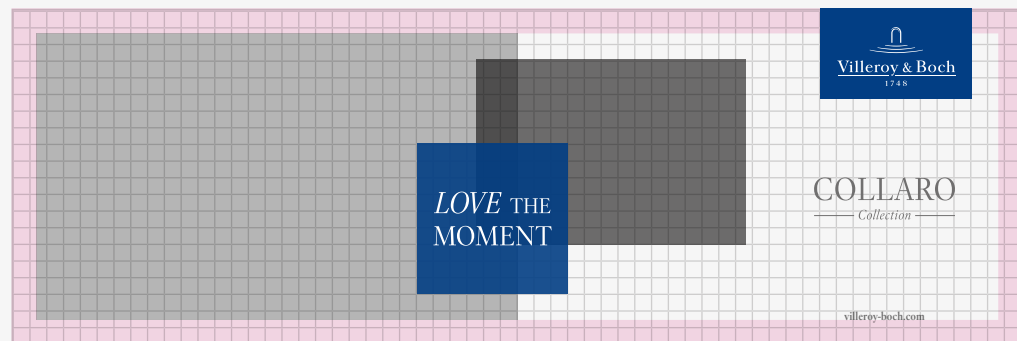
GRID UNITS OVERVIEW



DIN FORMAT / GRID: 42



ASPECT RATIO FROM 1:2 / GRID: 30



ASPECT RATIO FROM 1:3 / GRID: 20

04.02 LOVE THE MOMENT BUILDING BLOCKS

The “Love The Moment” layout is based on a building block system. All or only a few parts of the building blocks shown here are used in every layout. Thanks to the grid and the elements presented here, the layouts have a uniform look.

Every layout has a fixed type area with a margin of 2 GU. No elements can be placed outside of the type area. This is why there is a white frame around the layout.

The main motif shows either people or products. We differentiate here between image and product communication. The counterpart is located in the inset as described below.

The collection icon is always placed in the middle of a white background. The copy always forms the lower border of the layout.

COMPONENTS

- 1 Villeroy & Boch logo
- 2 Main motif (option A: people, option B: product)
- 3 “Love The Moment” tile
- 4 Inset (option A: product, option B: people)
- 5 Collection icon
- 6 Copy (60% upper-case height of a GU)

SET-UP EXAMPLE A4 (SCALED-DOWN)

1 GU FOR A4 = 5 mm

TYPE AREA MARGIN OF 2 GU

1 Villeroy & Boch logo
9x5 GU
Edge distance 3 GU

2 MAIN MOTIF
9x9 GU
Edge distance 2 GU

3 LTM TILE
9x9 GU
Overlap:
Top 1 GU
Bottom 3 GU
Left 2 GU

4 INSET
9x9 GU
Edge distance 3 GU

5 COLLECTION ICON
Height 2.5 GU
Same distance X or Y to all sides

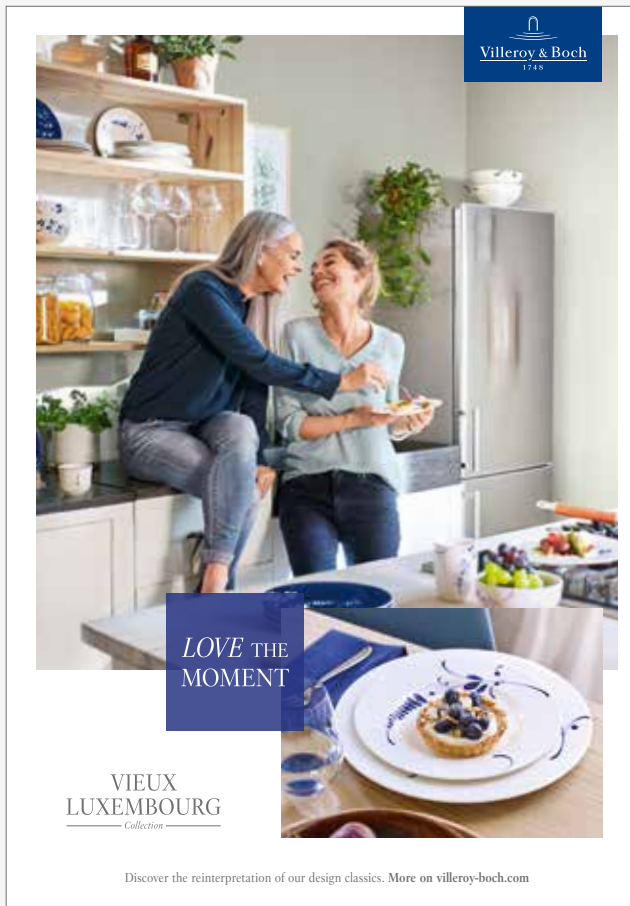
6 COPY
Edge distance 2 GU
Centred horizontally
60% upper-case height of a GU

04.02 BUILDING BLOCKS

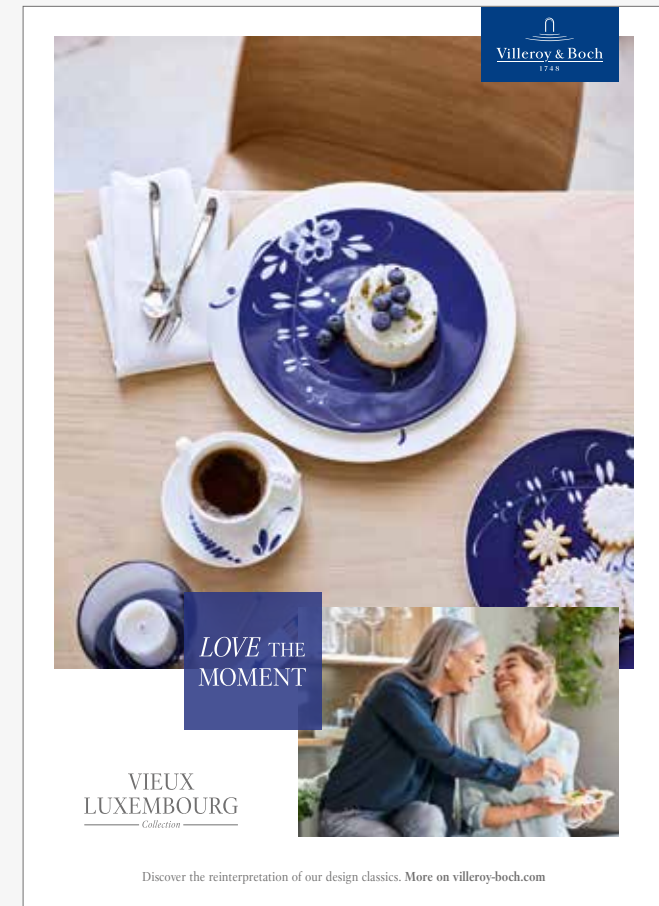
IMAGE AND PRODUCT TABLEWARE

All “Love The Moment” advertising material from Villeroy & Boch Tableware and Bathroom & Wellness are coordinated with each other and create a uniform, cross-departmental image.

IMAGE



PRODUCT

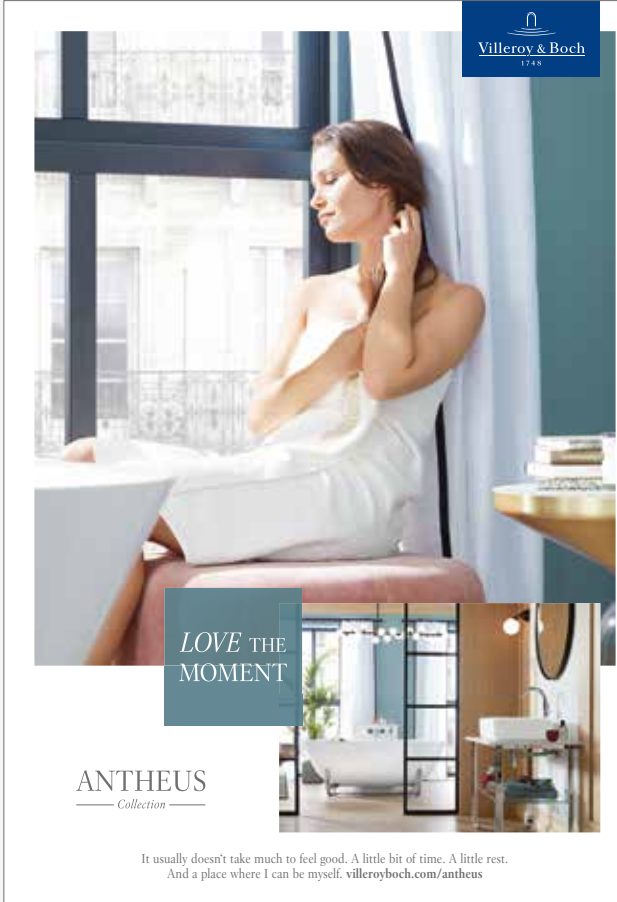


04.02 BUILDING BLOCKS

IMAGE AND PRODUCT BATHROOM & WELLNESS

All “Love The Moment” advertising material from Villeroy & Boch Tableware and Bathroom & Wellness are coordinated with each other and create a uniform, cross-departmental image.

IMAGE



Villeroy & Boch
1748

LOVE THE
MOMENT

ANTHEUS
— Collection —

It usually doesn't take much to feel good. A little bit of time. A little rest.
And a place where I can be myself. villeroyboch.com/antheus

PRODUCT



Villeroy & Boch
1748

LOVE THE
MOMENT

ANTHEUS
— Collection —

It usually doesn't take much to feel good. A little bit of time. A little rest.
And a place where I can be myself. villeroyboch.com/antheus

04.02 BUILDING BLOCKS

If advertising material is created without the “Love The Moment” tile, the layout is reduced to one motif.

This type of layout is used primarily in B2B communication when the focus is on a product/collection.

The image part in the layout depends on the length of the copy and height of the collection icon.

COMPONENTS

- 1 Villeroy & Boch logo
- 2 Main motif
- 3 Collection icon
- 4 Copy (60% upper-case height of a GU)

SET-UP EXAMPLE A4 (SCALED-DOWN)

1 GU FOR A4 = 5 mm

TYPE AREA MARGIN OF 2 GU

9 GU 3 GU

1

Villeroy & Boch
1748

V&B LOGO
9x5 GU
Edge distance 3 GU

2 MAIN MOTIF

MAIN MOTIF
Edge distance 2 GU

3

COLLARO
Collection

COLLECTION LOGO
Height 3 GU
Same distance X
to the top and bottom

4

Lorem ipsum dolor Ota et, tem amet Qui expelignis quo etur! Maio officii beaquias dolum
 eaquibus eos etus experro endaeat liquiDolorem Sit amet villeroyboch.com/lorem

COPY
Edge distance 2 GU
Centred horizontally
60% upper-case height
of a GU

The diagram illustrates a scaled-down A4 layout on a grid. A pink border represents a 2 GU margin. The layout is divided into a main grey area and a white footer area. The Villeroy & Boch logo (9x5 GU) is positioned in the top right corner with a 3 GU edge distance. The main motif (2x2 GU) is centered in the grey area with a 2 GU edge distance. The footer area contains the 'COLLARO Collection' logo (3 GU height) and a block of copy text (60% upper-case height of a GU), both centered horizontally and with a 2 GU edge distance from the bottom.

04.02 BUILDING BLOCKS

If advertising material is created without the “Love The Moment” tile, the layout is reduced to one motif.

This layout is used primarily in B2B communication when the focus is on a project or innovation.

The height of the image depends on the space required for the headline, subhead and copy.

COMPONENTS

- 1 Villeroy & Boch logo
- 2 Main motif
- 3 Collection icon
- 4 Copy (60% upper-case height of a GU)

SET-UP EXAMPLE A4 (SCALED-DOWN)

1 GU FOR A4 = 5 mm

TYPE AREA MARGIN OF 2 GU

1 Villeroy & Boch logo
9x5 GU
Edge distance 3 GU

2 MAIN MOTIF
Edge distance 2 GU

3 HEADLINE SUBHEAD
Height 3 GU
Same distance X to the top and bottom

4 COPY
Edge distance 2 GU
Centred horizontally
60% upper-case height

9 GU 3 GU

LOREM IPSUM
LOREM IPSUM DOLOREM.
AME DESTRUM VOLUPT.

Lorem eos etus experto endaest liquiDolorem Sit amet villeroyboch.com/lorem

04.02 BUILDING BLOCKS

CAMPAIGN LOOK WITH A PRODUCT FOCUS

The style of the “Love The Moment” campaign look runs through the communication of all advertising material.

Advertising material with a product focus is set up without the “Love The Moment” tile.

If individual products or materials are being promoted, then the collection icon is omitted. Only the product name and product claim are inserted.

PRODUCT WITH COLLECTION ICON



COLLARO

— Collection —

Experience a bathroom that knows how to unite functionality and design in a stylish way: villeroyboch.com/collaro

PRODUCT/INNOVATION WITHOUT COLLECTION ICON



VICLEAN-I 100

INGENIOUSLY DISCREET.
REFRESHINGLY PLEASANT.

Discover the shower-toilet in a revolutionary design: villeroyboch.com/vicleani100

ADVERTISING MATERIAL OVERVIEW

05.01	SHOP WINDOW	<i>p. 27</i>
05.02	POS SUPPORT	<i>p. 28</i>
05.03	LEAFLETS	<i>p. 29</i>
05.04	SALES FOLDER	<i>p. 30</i>
05.05	WORLD OF BATHROOMS	<i>p. 31</i>

05.01 SHOP WINDOW

The depicted shop window banners show an example of a display in the standard formats as per margin.



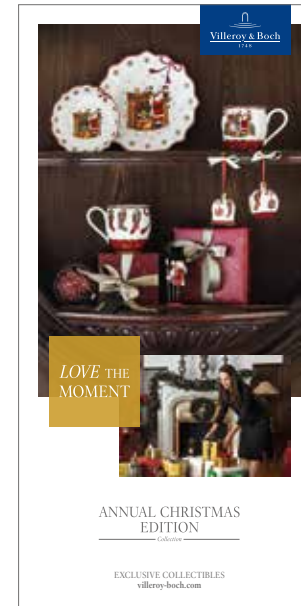
05.02 POS SUPPORT

A range of different advertising material is used to promote sales at point of sale.

The layouts opposite show visualisation examples and serve as a display aid.



POSTER - A1



POSTER - 400x800



POSTER - 400x600

05.03 LEAFLETS

Leaflets are used to present a collection. The inner layout always follows the same design template consisting of a balanced proportion of scenario and product photos.

Moreover, leaflets contain inserts of individual products.

If the advertising material has a product focus, then the cover shows the relevant collection and the back the campaign motto.



LEAFLET - OLD LUXEMBOURG



05.04 SALES FOLDER

Sales folders are promotional advertising material that show the collections and can have a more individual design.

Villeroy & Boch
1772

LOVE THE MOMENT

**YES YOU CAN...
COOK & SERVE LIKE A PRO**

villeroy-boch.com

SALESFOLDER - T1 2019

YES YOU CAN... COOK & SERVE LIKE A PRO

DIE AKTUELLEN TRENDS
PROFIKÜCHE & NATURWUNDER

Zu den wichtigsten Trends gehört professionelles Kochen und Servieren zu Hause. Sie sind so neu, wie Cook & Serve Like a Pro! Das ist ein Erlebnis, das von der eigenen Leidenschaft und dem professionellen Know-how geprägt ist. B. die Manufaktur Kollektion zeigt die wichtigsten „Zutaten“: Hand- und maschinell gefertigtes, Schiefer-Look und einen schwarzen Porzellan- und Stein-Perfektur-Design, das auf dem besten Material der Welt basiert. Das ist ein professionelles Kochen, das Ihnen die Möglichkeit bietet, Ihre Leidenschaft für das Kochen zu zeigen und Ihre Gäste zu begeistern. Mit „Cook & Serve Like a Pro“ zeigt Villeroy & Boch eine neue Generation von Köchen.

CURRENT TRENDS
PROFESSIONAL CUISINE NATURAL WONDERS

One of the most important trends in the moment is cooking and serving like professional at home. "Yes you can... Cook & Serve Like a Pro" provides another look with everything they need to present their own passion under the watchful and steady eye. The Manufacture collection captures this important natural spirit with its natural stone look and a black & white color scheme. The sustainability of the collection always goes into the individuality of each piece. That's the same when it comes to the perfect coffee experience: In most professional kitchens, "Cook & Serve Coffee Like a Pro" shows Villeroy & Boch's coffee expertise.

DIE ZIELGRUPPE DER PERFORMER
ERSTKLASSIGE GENESER

Die Zielgruppe der Performer gibt die - im Brand - in der Hinsicht und beim Kochen. Diese kulinarische Zielgruppe lebt den kollektiven Genuss, die professionellen Details von der Zubereitung und dem perfekten Ergebnis. Und mit dem neuesten Trend bei Porzellan, Glas und Besteck, die perfektionistische Details des Lebens im Blick haben. Sie sind besonders stolz auf ihre kulinarischen Genüsse, die ein typisches Mitglied der Familie von Boch. Die ambitionierten, individuellen und anspruchsvollen Genüsse sind die Performer eine sehr attraktive Kundengruppe für den Handel.

TARGET GROUP OF PERFORMERS
TOP CONNOISSEURS

The Performer target group gives a clear cut: In their career, they are not only working. They high-quality lives exclusive pleasure, professional details as can be found in professional settings and with perfectly as with the latest trends in porcelain, glass and cutlery. What our Bochs is a perfect answer - just like the other members of the Villeroy & Boch family. Performers, as ambitious, individual and demanding customers, are a very attractive customer segment for retailers.

SALES 2 | PAGE 1

villeroy-boch.com

05.05 WORLD OF BATHROOMS

The main Bathroom and Wellness catalogue is directed at consumers and presents the collections in a modern, collage-style layout.



The style of Villeroy & Boch

The style of VILLEROY & BOCH

Style is something quite personal. But how does your individuality find perfect expression in the bathroom? Discover the unmistakable style of Villeroy & Boch and be inspired by our style experts' creative ideas for interior design.

Whether classically elegant or glamorous, artistic and modern or with natural charm – our experts for style and design have illuminated the latest interior design trends for you. On the following pages, you will discover lots of tips and suggestions for realising your individual lifestyle with Villeroy & Boch and making the bathroom your personal place of calm and relaxation. Allow yourself to be inspired.

Whether classically elegant or glamorous, artistic and modern or with natural charm – our experts for style and design have illuminated the latest interior design trends for you. On the following pages, you will discover lots of tips and suggestions for realising your individual lifestyle with Villeroy & Boch and making the bathroom your personal place of calm and relaxation. Allow yourself to be inspired.

STEFAN NILSSON
Stefan Nilsson knows today what it's like drawing of numerous Swedish bathrooms trend some tracks about the latest trends from the fields of design, interior appointments, lighting, food and lifestyle. And shares his findings with us trendsfan.se/blog

PATRICK FREY
Find the simplest, most intelligent solutions to everyday problems – that's the product designer's credo. With high-quality design, he creates intuitive and functional products with which one simply feels at ease. patrickfrey.com

CHRISTIAN HAAS
This designer's hallmark is an especially harmonious blend of materials and individuality from porcelain through lighting to furniture or interior concepts, each of his designs tells a story which reflects the core of the product. christian-haas.com

GESA HANSEN
With an unmistakable love for light wood, the German-Danish designer creates beautiful furniture in Scandinavian style. For Villeroy & Boch, she has created by choice developed an exclusive colour concept that sets individual accents in the bathroom. gesahansen.com

THE STYLE OF VILLEROY & BOCH 11

ANTHEUS
Distinctly elegant

VILLEROY & BOCH
ANTHEUS
LA FLEUR
HERBICIDE

LITERARY REFLECT
The exclusive porcelain sink is inspired by the minimalist aesthetic of the Bauhaus and the Bauhaus style of the Bauhaus school.

PERFECT INTERACTION
Antheus is a high-quality concept bathroom collection from the Bauhaus school of design and architecture, which is designed to last for many years.

Every line makes a statement here and each item has enduring value: the Antheus collection reflects the with classics of the Modern age. Premium materials and for Bauhaus' geometry concepts meet the poetic beauty of Bauhaus design. The clearly defined edges of the washbasin, mirror and bath come together with a small formal effect to create an impression of lightness. The result is a new modern classic – formed from high-quality Thermoform, from Quartz® high-gloss matt, elegant marble and exquisite woods. Marvel at its sophisticated elegance.

villeroy-boch.com/antheus

ANTHEUS 19

ONLINE DESIGN PRINCIPLE

06.01 DESIGN GRID

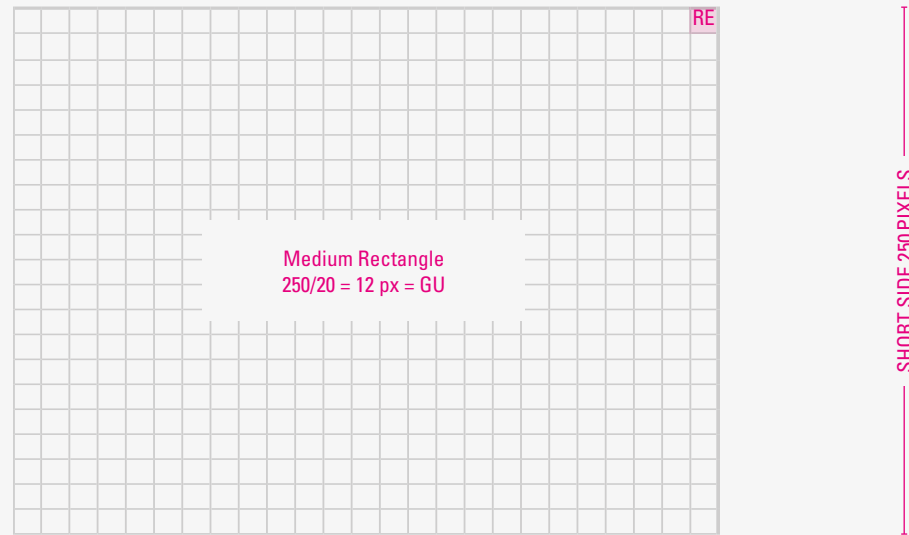
p. 33

06.01 DESIGN GRID

All layouts are determined by a grid to ensure that all advertising material has a uniform appearance.

By using a mathematically designed grid, all of the elements are placed according to an established ratio.

GRID EXAMPLE MEDIUM RECTANGLE



06.01 CALCULATING THE DESIGN GRID

In principle, all layouts based on an aspect ratio of 1:1 or 1:2 are created with a 20 grid.

The grid is reduced to 15 or 10 from an aspect ratio of 1:2 or 1:5.

Odd grid units are rounded up or down to one decimal place.

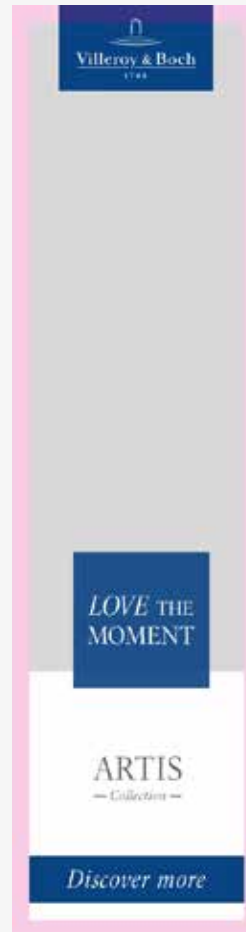
	FORMAT Aspect ratio from 1:1 to 1:2	FORMAT Aspect ratio from 1:2	EXTREME FORMAT Aspect ratio from 1:5
GRID	20	15	10
MARGIN	1 GU margin	1 GU margin	1 GU margin
LOGO	9/5 GU	9/5 GU	18/10 GU
LTM TILE	7/7 GU	8/8 GU	10/10 GU
HEADLINE*	110-160% of a GU	110-160% of a GU	100-80% of a GU

*The percentages are a guide and provide a framework in which the lettering, depending on the amount of text and layout, can be placed. The specifications always refer to the upper-case height of the lettering.

06.01 CALCULATING THE DESIGN GRID

The basic set-ups presented here show our three different layout grids with various aspect ratios.

DESIGN GRID OVERVIEW



ASPECT RATIO FROM 1:2 / GU: 11



ASPECT RATIO FROM 1:1 / GU:12



ASPECT RATIO FROM 1:5 / GU: 9

ONLINE ADVERTISING MATERIAL OVERVIEW

07.01	BANNER ADS	<i>p. 37</i>
07.02	LANDING PAGE	<i>p. 40</i>

07.01 BANNER ADS

These are a few examples of standard format adaptations, which can be set up as a static image or an animated HTML5 banner.

The static format of the Medium Rectangle is an exception in order to allow call to actions and the collection icon to be shown at the same time.

BANNER AD FORMAT OVERVIEW



160x600
Wide Skyscraper (desktop)



300x600 - Half Page (desktop, mobile)



300x250 - Medium Rectangle (desktop, mobile)



728x90 - Leaderboard (desktop)

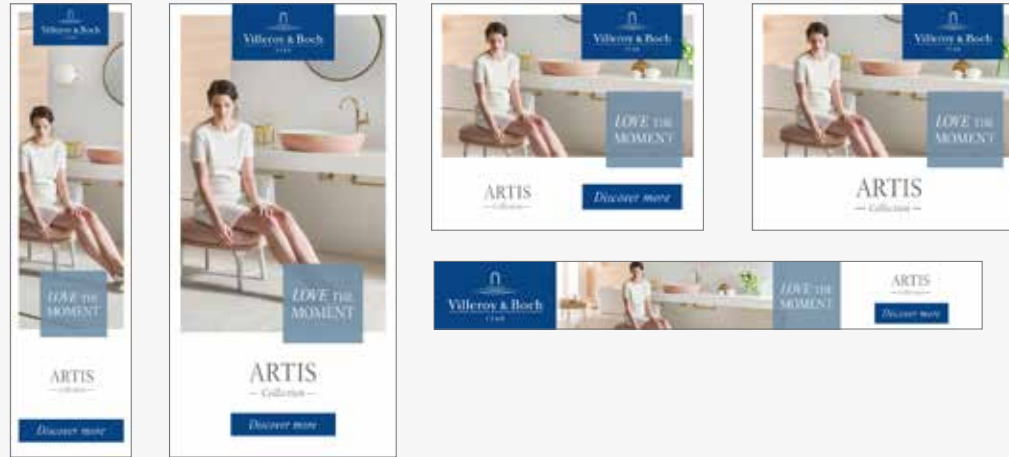
07.01 BANNER ADS

We also differentiate between a people and product focus for web banners. No “Love The Moment” tile will be used in banner ads with just a product focus.

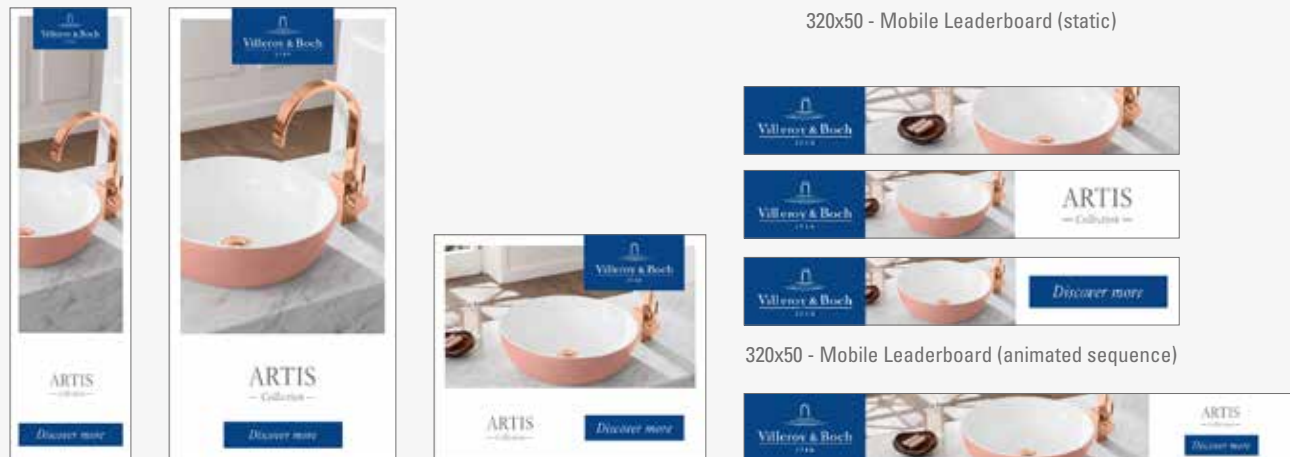
Banner ads in the 320x50 mobile format only have a product focus as the image sections in this small format do not transport enough content-related image information.

BANNER AD DESIGN OVERVIEW

BANNER ADS WITH A PEOPLE FOCUS



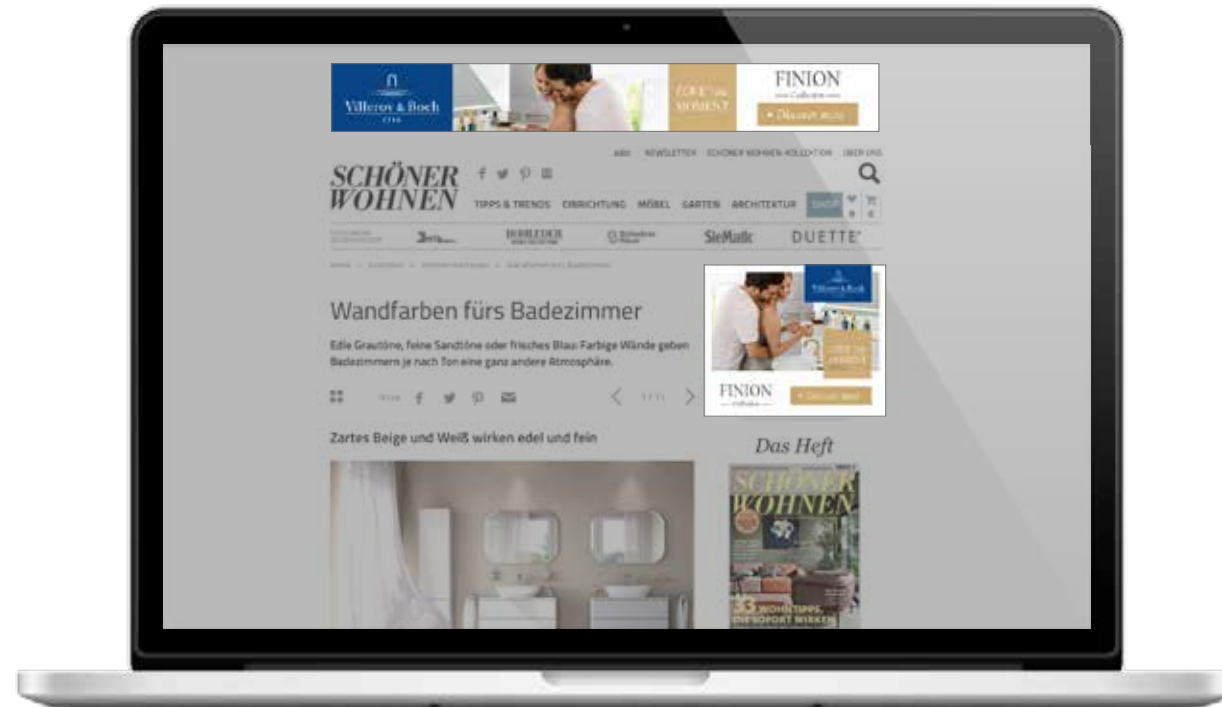
BANNER ADS WITH A PRODUCT FOCUS



07.01 BANNER ADS

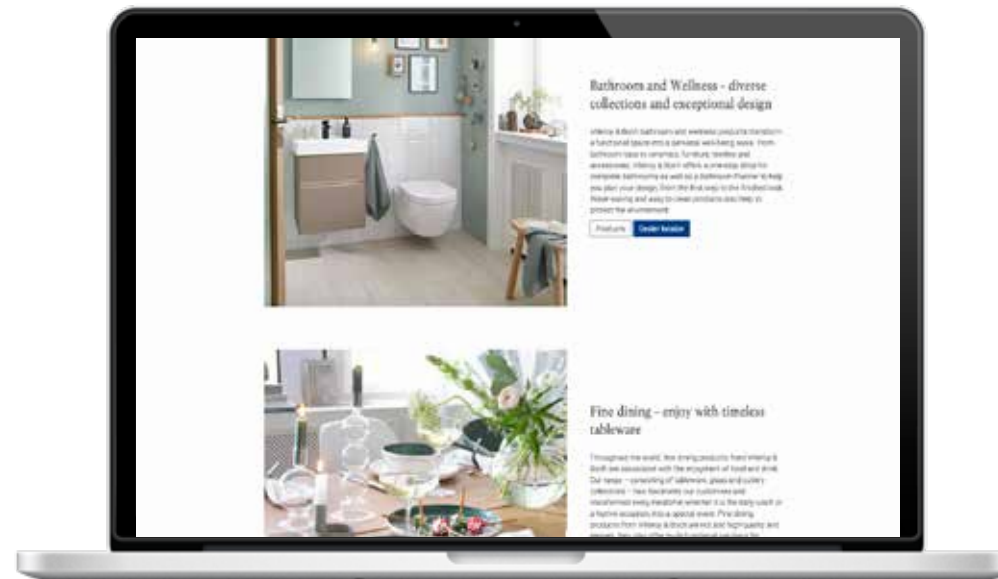
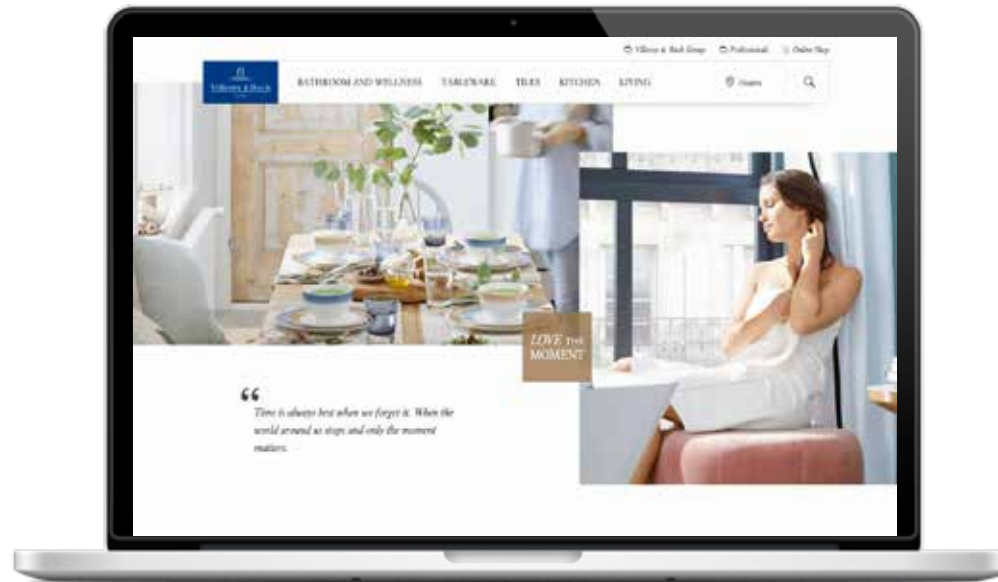
Due to online technical and visual requirements, the set-up of the “Love The Moment” layout is based on different guidelines than classic design.

The standard animated and non-animated Google display ad formats are used to design web banners.



07.02 LANDING PAGE

A cross-divisional landing page has been created for the campaign with the look and feel of “Love The Moment”, including the tile.



07.02 LANDING PAGE

Thematic landing pages with the look and feel of “Love The Moment” are also possible. This is an example of the Bathroom and Wellness bestseller campaign.

