

Digital Assets Tenant Guide The Americana at Brand

Caruso

ABOUT THIS GUIDE

This comprehensive guide is available to tenants of The Americana at Brand as a reference when submitting digital assets for placement on our website, e-communications and social media platforms.

In order to provide the best possible support for our tenants, detailed specifications have been provided to promote your brand across our channels. Per our guidelines, all assets must be 100% photography-based imagery, and all submissions must meet the required specifications in order to be considered for placement.

Thank you.

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1.1

WEBSITE | HOMEPAGE

HOMEPAGE BILLBOARD

- Photography-based imagery only
- Image size: 1676 x 1040 pixels, 72 dpi, png or jpg, image must be under 2 MB
- Image live area: 1040 x 1040 pixels, keep all important elements within live area
- No logos or copy on image
- Headline
 - Character count: 19 characters max per line
 - 2 lines max
- Descriptive text
 - Character count: 200 characters max

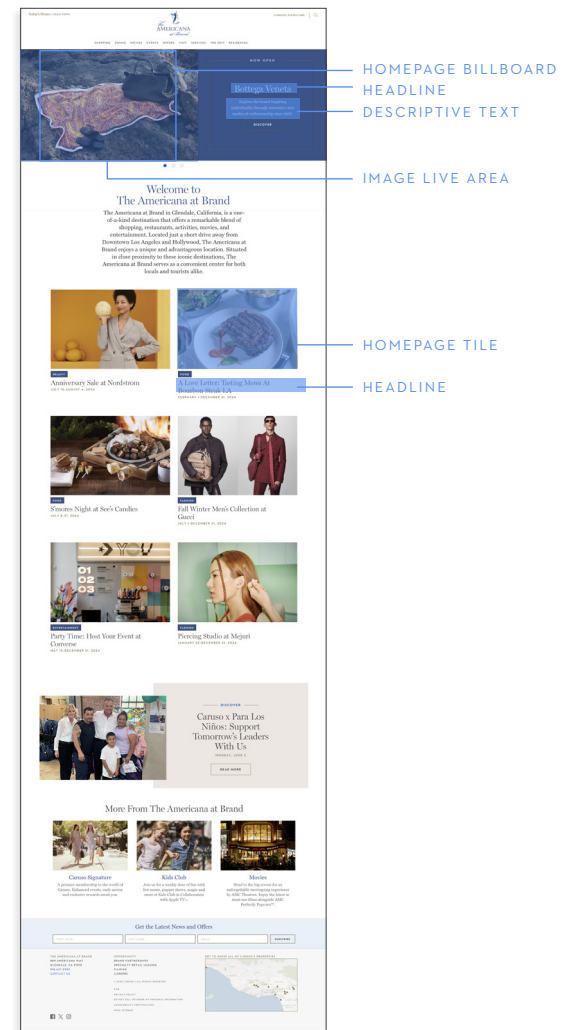
HOMEPAGE TILE

- Image size: 900 x 600 pixels, 72 dpi, png or jpg, image must be under 2 MB
- No logos or copy on image
- Headline
 - Character count: 25 characters max per line
 - 2 lines max

NOTE: IMAGES ARE RECOMMENDED TO NOT HAVE A WHITE BACKGROUND AS THEY WILL BLEND IN WITH THE WHITE BACKGROUND OF THE WEBSITE. IF UNAVOIDABLE TO USE WHITE, ADD A 1 PIXEL BORDER TO IMAGE.



EXAMPLE OF HOMEPAGE BILLBOARD AND HOMEPAGE TILE



1.2

WEBSITE | EVENTS PAGE

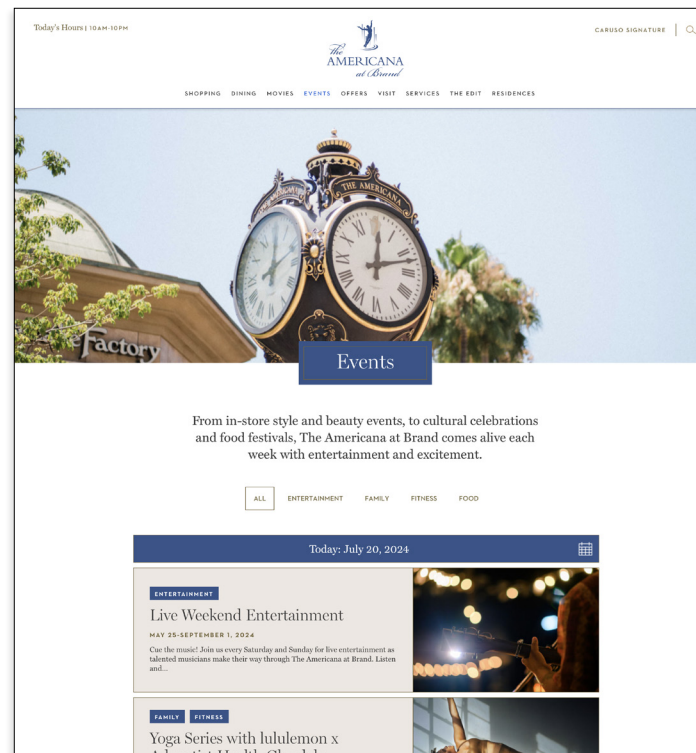
EVENTS PAGE IMAGE

- Photography-based imagery only
- Image size: 900 x 600 pixels, 72 dpi, png or jpg, image must be under 2 MB
- No copy on image

EVENT EXAMPLES

- Concert, fashion show, fitness class, tenant opening, holiday event, etc.

NOTE: IMAGES ARE RECOMMENDED TO NOT HAVE A WHITE BACKGROUND AS THEY WILL BLEND IN WITH THE WHITE BACKGROUND OF THE WEBSITE. IF UNAVOIDABLE TO USE WHITE, ADD A 1 PIXEL BORDER TO IMAGE.



EXAMPLE OF EVENTS PAGE



EVENTS PAGE LISTING

1.2

WEBSITE | EVENTS PAGE DETAIL

EVENT TILE

This is the destination page from the events page listing. The image shown is the same image used on the main events page.

- Photography-based imagery only
- Image size: 900 x 600 pixels, 72 dpi, png or jpg, image must be under 2 MB
- No copy on image
- Headline
 - Character count: 23 characters max per line
 - 2 lines max
- Descriptive text
 - Character count: 350 characters max
- Event date and time
- Event host
- CTA and link (optional)

EVENTBRITE

When using Anyroad for registration purposes, please refer to the requirements on page 15.

NOTE: IMAGES ARE RECOMMENDED TO NOT HAVE A WHITE BACKGROUND AS THEY WILL BLEND IN WITH THE WHITE BACKGROUND OF THE WEBSITE. IF UNAVOIDABLE TO USE WHITE, ADD A 1 PIXEL BORDER TO IMAGE.



EXAMPLE OF EVENTS PAGE DETAIL

1.3

WEBSITE | OFFERS PAGE

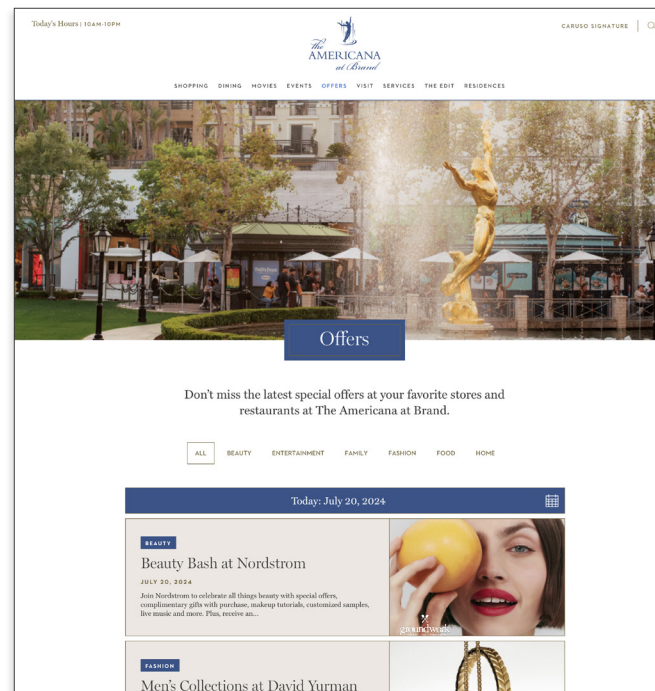
OFFERS PAGE IMAGE

- Photography-based imagery only
- Image size: 900 x 600 pixels, 72 dpi, png or jpg, image must be under 2 MB
- No copy on image

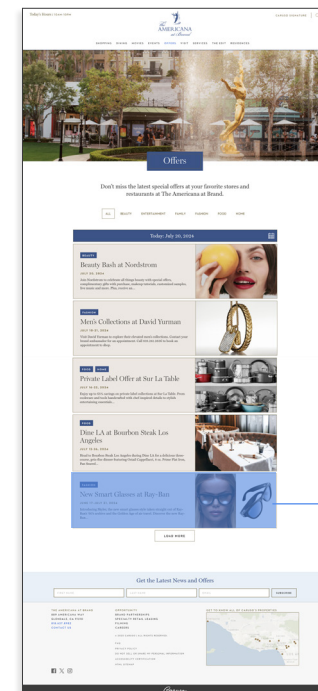
OFFER EXAMPLES

- New collection, sale, promotion, gift with purchase, dining specials, etc.

NOTE: IMAGES ARE RECOMMENDED TO NOT HAVE A WHITE BACKGROUND AS THEY WILL BLEND IN WITH THE WHITE BACKGROUND OF THE WEBSITE. IF UNAVOIDABLE TO USE WHITE, ADD A 1 PIXEL BORDER TO IMAGE.



EXAMPLE OF OFFERS PAGE



OFFERS PAGE LISTING

1.3

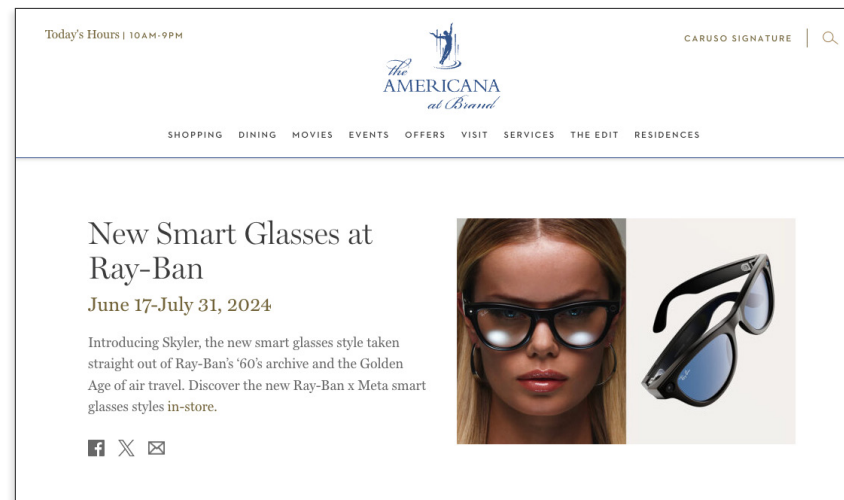
WEBSITE | OFFERS PAGE DETAIL

OFFER TILE

This is the destination page from the offers page listing. The image shown is the same image used on the main offers page.

- Photography-based imagery only
- Image size: 900 x 600 pixels, 72 dpi, png or jpg, image must be under 2 MB
- No copy on image
- Headline
 - Character count: 23 characters max per line
 - 2 lines max
- Descriptive text
 - Character count: 350 characters max
- Offer/promotion start date and end date
- Offer daily time (optional)
- Disclaimers

NOTE: IMAGES ARE RECOMMENDED TO NOT HAVE A WHITE BACKGROUND AS THEY WILL BLEND IN WITH THE WHITE BACKGROUND OF THE WEBSITE. IF UNAVOIDABLE TO USE WHITE, ADD A 1 PIXEL BORDER TO IMAGE.



EXAMPLE OF OFFERS PAGE DETAIL

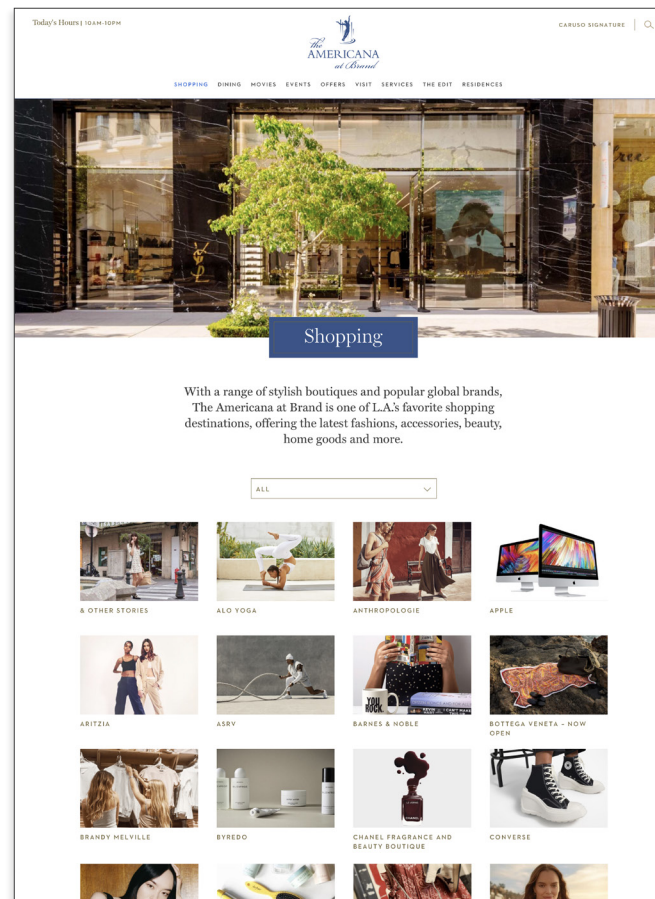
1.4

WEBSITE | SHOPPING PAGE

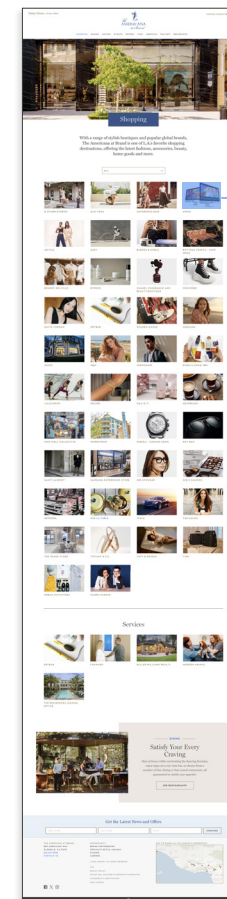
SHOPPING PAGE TILE

- Photography-based imagery only
- Image size: 900 x 600 pixels, 72 dpi, png or jpg, image must be under 2 MB
- No logos or copy on image
- Evergreen or seasonal campaign image (can be refreshed as desired)
- Lifestyle imagery preferred

NOTE: IMAGES ARE RECOMMENDED TO NOT HAVE A WHITE BACKGROUND AS THEY WILL BLEND IN WITH THE WHITE BACKGROUND OF THE WEBSITE. IF UNAVOIDABLE TO USE WHITE, ADD A 1 PIXEL BORDER TO IMAGE.



EXAMPLE OF SHOPPING PAGE

SHOPPING PAGE
TILE

1.4

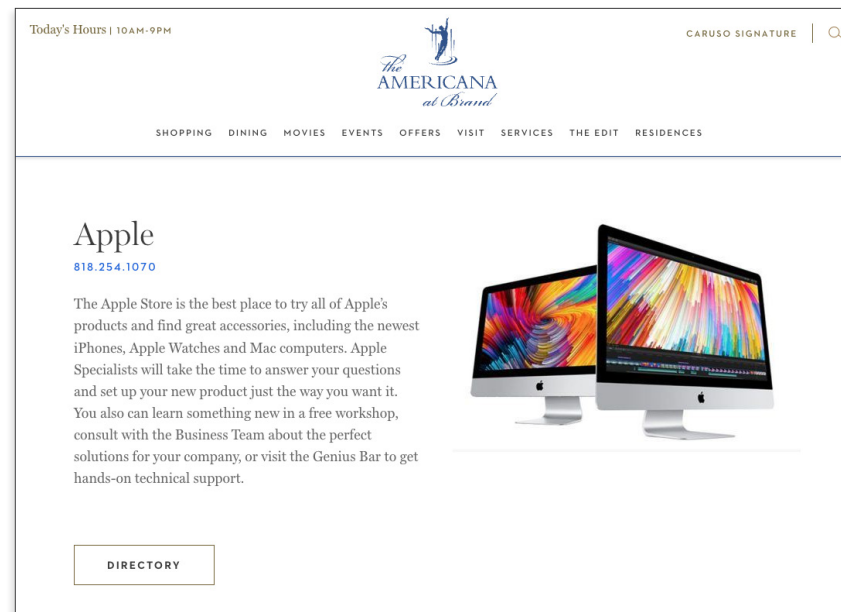
WEBSITE | SHOPPING PAGE DETAIL

SHOPPING PAGE DETAIL

This is the destination page from the shopping page tile. The image shown is the same image used on the main shopping page.

- Photography-based imagery only
- Image size: 900 x 600 pixels, 72 dpi, png or jpg, image must be under 2 MB
- No logos or copy on image
- Tenant name
 - Character count: 23 characters max per line
 - 2 lines max
- Phone number
 - Character count: 350 characters max
- Brand description
 - Character count: 350 characters max

NOTE: IMAGES ARE RECOMMENDED TO NOT HAVE A WHITE BACKGROUND AS THEY WILL BLEND IN WITH THE WHITE BACKGROUND OF THE WEBSITE. IF UNAVOIDABLE TO USE WHITE, ADD A 1 PIXEL BORDER TO IMAGE.



EXAMPLE OF SHOPPING PAGE DETAIL

1.5

WEBSITE | DINING PAGE

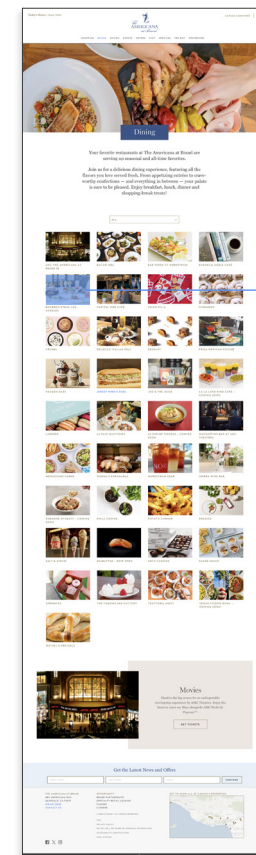
DINING PAGE TILE

- Photography-based imagery only
- Image size: 900 x 600 pixels, 72 dpi, png or jpg, image must be under 2 MB
- No logos or copy on image
- Evergreen or seasonal campaign image
- Stylized food/product shots preferred

NOTE: IMAGES ARE RECOMMENDED TO NOT HAVE A WHITE BACKGROUND AS THEY WILL BLEND IN WITH THE WHITE BACKGROUND OF THE WEBSITE. IF UNAVOIDABLE TO USE WHITE, ADD A 1 PIXEL BORDER TO IMAGE.



EXAMPLE OF DINING PAGE



DINING PAGE TILE

1.5

WEBSITE | DINING PAGE DETAIL

DINING PAGE DETAIL

This is the destination page from the dining page tile. The image shown is the same image used on the main dining page.

- Photography-based imagery only
- Image size: 900 x 600 pixels, 72 dpi, png or jpg, image must be under 2 MB
- No logos or copy on image
- Tenant name
 - Character count: 23 characters max per line
 - 2 lines max
- Phone number
- Tenant description
 - Character count: 350 characters max
- Menu(s)
 - Provide PDFs or web links for menus
- Reservation options such as OpenTable, walk-in only, call for reservations, etc.
- Service details such as breakfast, lunch, dinner, catering, food delivery service, etc.

NOTE: IMAGES ARE RECOMMENDED TO NOT HAVE A WHITE BACKGROUND AS THEY WILL BLEND IN WITH THE WHITE BACKGROUND OF THE WEBSITE. IF UNAVOIDABLE TO USE WHITE, ADD A 1 PIXEL BORDER TO IMAGE.



EXAMPLE OF DINING PAGE DETAIL

2.1

E-COMMUNICATIONS | DEDICATED E-MAIL

DEDICATED E-MAIL:

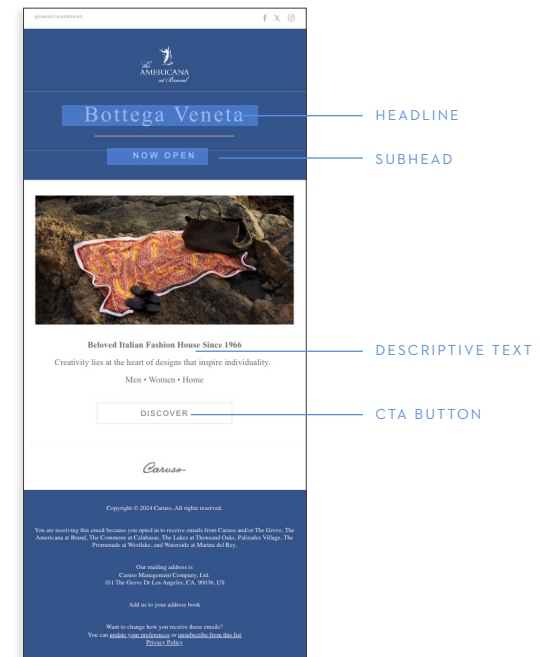
Dedicated e-mail is reserved for new store openings or event partnerships and is subject to availability.

- Photography-based imagery only
- Image size: 900 x 450 pixels, 72 dpi, png
- No copy on image
- Email subject line
 - Character count: 60-70 characters max
- Headline
 - Character count: 14 characters max per line
 - 2 lines max
- Subhead
 - Character count: 30 characters max
- Descriptive text (live text)
 - Character count: 400 characters max
- Date, time and location
- CTA button text
 - Character count: 110 characters max
- Hashtag (optional)

NOTE: IMAGES ARE RECOMMENDED TO NOT HAVE A WHITE BACKGROUND AS THEY WILL BLEND IN WITH THE WHITE BACKGROUND OF THE E-MAIL. IF UNAVOIDABLE TO USE WHITE, ADD A 1 PIXEL BORDER TO IMAGE.



EXAMPLE OF DEDICATED E-MAIL



2.2

E-COMMUNICATIONS | PROPERTY NEWSLETTER

PROPERTY NEWSLETTER FEATURE

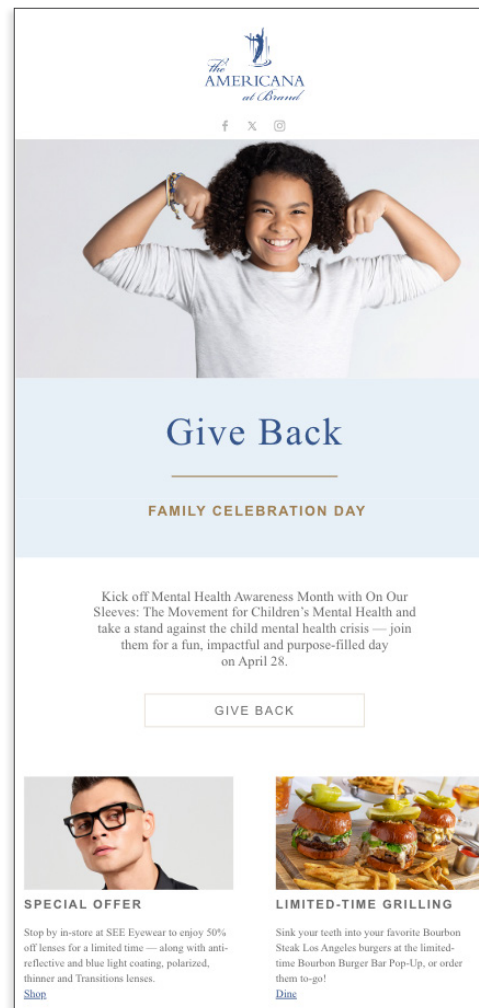
Feature placement is reserved for large-scale events, sales or promotions and is subject to availability.

- Photography-based imagery only
- Image size: 900 x 450 pixels, 72 dpi, png
- No copy on image
- Headline
 - Character count: 16 characters max per line
 - 1 line recommended, 2 lines max
- Subhead
 - Character count: 32 characters max
- Descriptive text (live text)
 - Character count: 250 characters max
- CTA button text

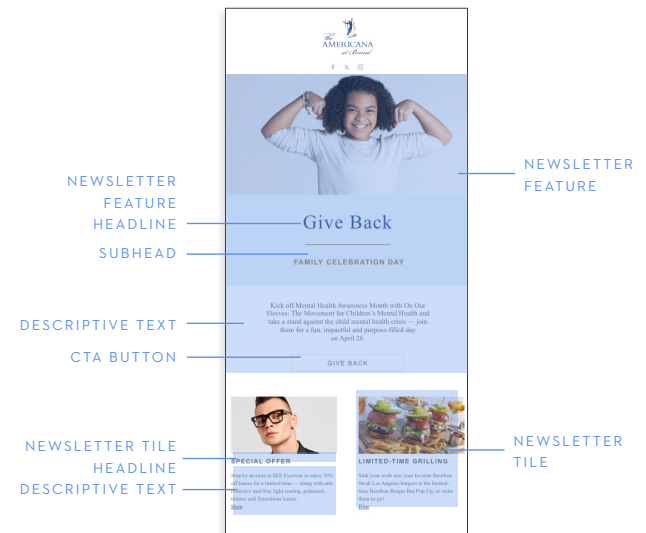
PROPERTY NEWSLETTER TILE

- Image size: 480 x 260 pixels, 72 dpi, png
- No copy on image
- Headline
 - Character count: 20 characters max
- Descriptive text (live text)
 - Character count: 250 characters max

NOTE: IMAGES ARE RECOMMENDED TO NOT HAVE A WHITE BACKGROUND AS THEY WILL BLEND IN WITH THE WHITE BACKGROUND OF THE E-MAIL. IF UNAVOIDABLE TO USE WHITE, ADD A 1 PIXEL BORDER TO IMAGE.



EXAMPLE OF PROPERTY NEWSLETTER



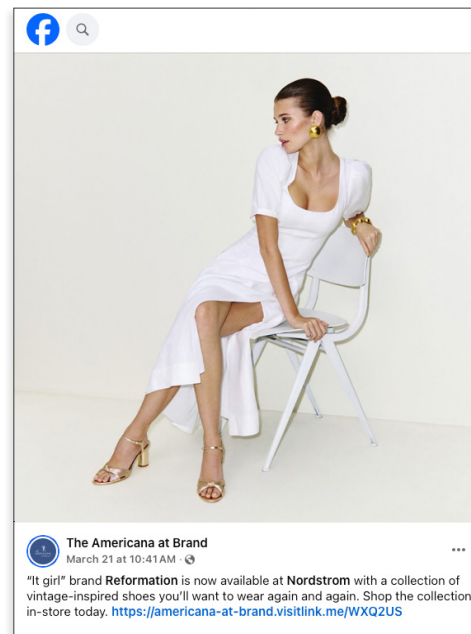
3.1

SOCIAL MEDIA | FACEBOOK ORGANIC POST

FACEBOOK ORGANIC POST

- Photography-based imagery only
- Image size: 1080 x 1080 pixels, 72 dpi, png
- No logos or copy on image
- Descriptive text
 - 170 characters max
- Facebook handle
- Other profiles to be tagged
- No hashtags
- CTA will direct to the event/offer page

NOTE: IF POSSIBLE, PROVIDE SOURCE FILES,
IN CASE REVISIONS ARE NEEDED



EXAMPLE OF FACEBOOK ORGANIC POST

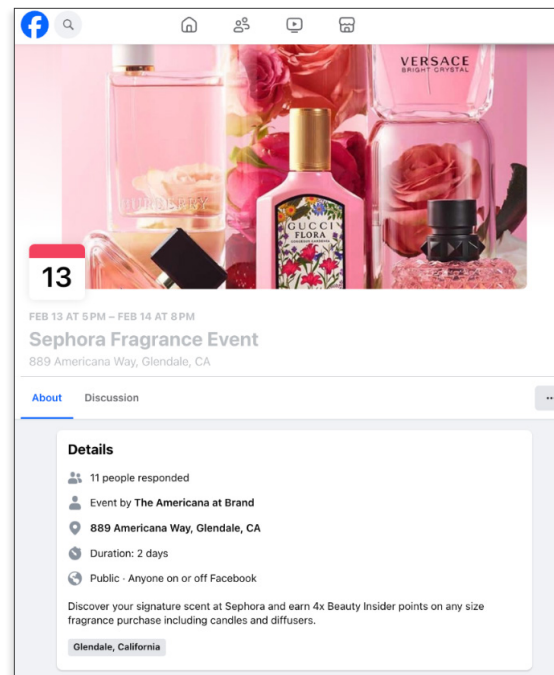
3.1

SOCIAL MEDIA | FACEBOOK EVENT PAGE

FACEBOOK EVENT PAGE

- Photography-based imagery only
- Image size: 1920 x 1080 pixels, 72 dpi, png
- Descriptive text
- Event info
 - Event name (64 characters max and must be titlecase)
 - Date, start time and end time
 - Location
 - Description
 - Link to RSVP
- Other profiles to be tagged

NOTE: IF POSSIBLE, PROVIDE SOURCE FILES, IN CASE REVISIONS ARE NEEDED



EXAMPLE OF FACEBOOK EVENT PAGE

3.2

SOCIAL MEDIA | X

X (FORMERLY TWITTER) ORGANIC POST

- Photography-based imagery only
- Image size: 1024 x 512 pixels, 72 dpi, png
- Descriptive text
 - 140 characters
 - Hashtag(s)
 - Other profiles to be tagged
 - CTA will direct to the event/offer page

NOTE: IF POSSIBLE, PROVIDE SOURCE FILES,
IN CASE REVISIONS ARE NEEDED



EXAMPLE OF X (FORMERLY TWITTER) ORGANIC POST

3.3

SOCIAL MEDIA | INSTAGRAM STORIES

VIDEO INSTAGRAM STORY

- Video resolution: 1080 x 1920 pixels
- Video File Size: 4GB Max
- Video Length: 1 to 15 seconds
- No copy on video, lifestyle only

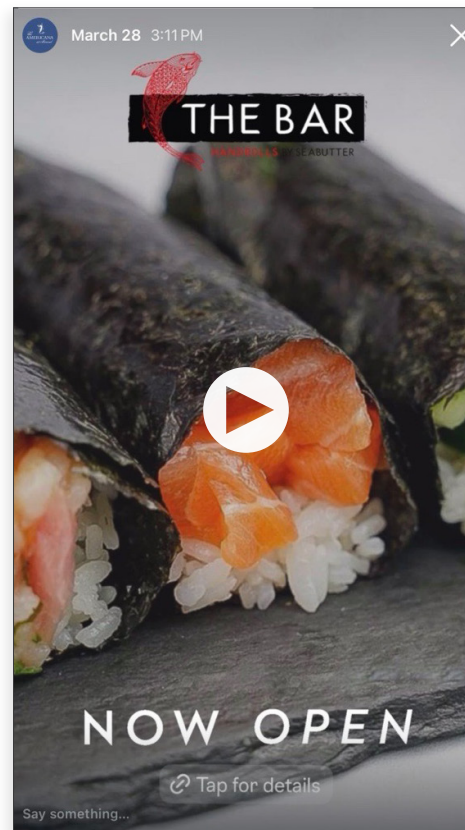
PHOTO INSTAGRAM STORY

- Image sizes:
 - 1080 x 1920 pixels
 - 1080 x 1080 pixels

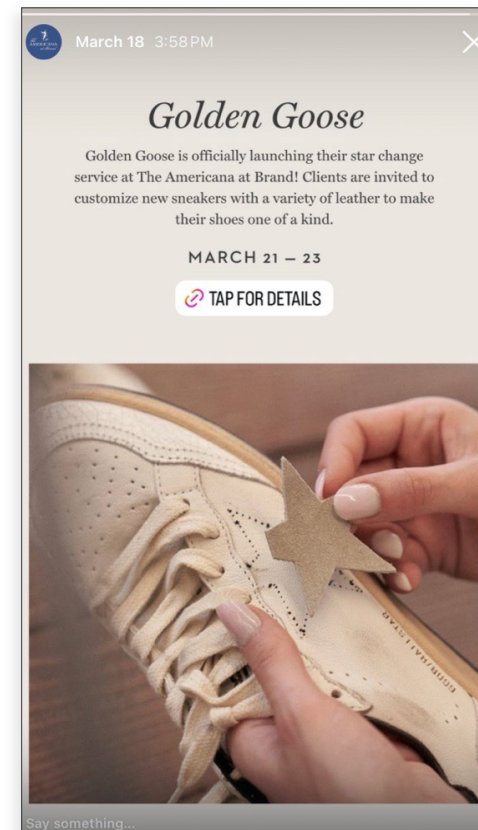
INCLUDE IN STORIES

- Profiles to be blind tagged
- CTA will direct to the event/offer page

NOTE: IF POSSIBLE, PROVIDE SOURCE FILES, IN CASE REVISIONS ARE NEEDED. ALL ASSETS WILL BE SUBJECT TO CARUSO REVIEW AND APPROVAL TO ENSURE ALIGNMENT WITH OUR BRAND STANDARDS AND GUIDELINES.



EXAMPLE OF VIDEO INSTAGRAM STORY



EXAMPLE OF PHOTO INSTAGRAM STORY

Caruso