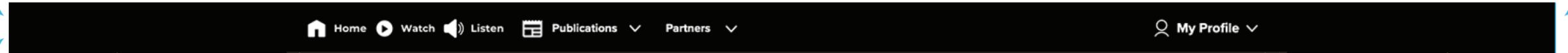


# BACKGROUND BRANDING

1440px

site nav  
50px



Leaderboard goes here

115px

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18 °C



Tuesday, 20 September  
Cape Town

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SAFEZONE

SAFEZONE

90px

135px

135px

90px

900px

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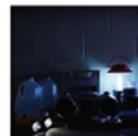


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First Name

eg. John

210px

995px

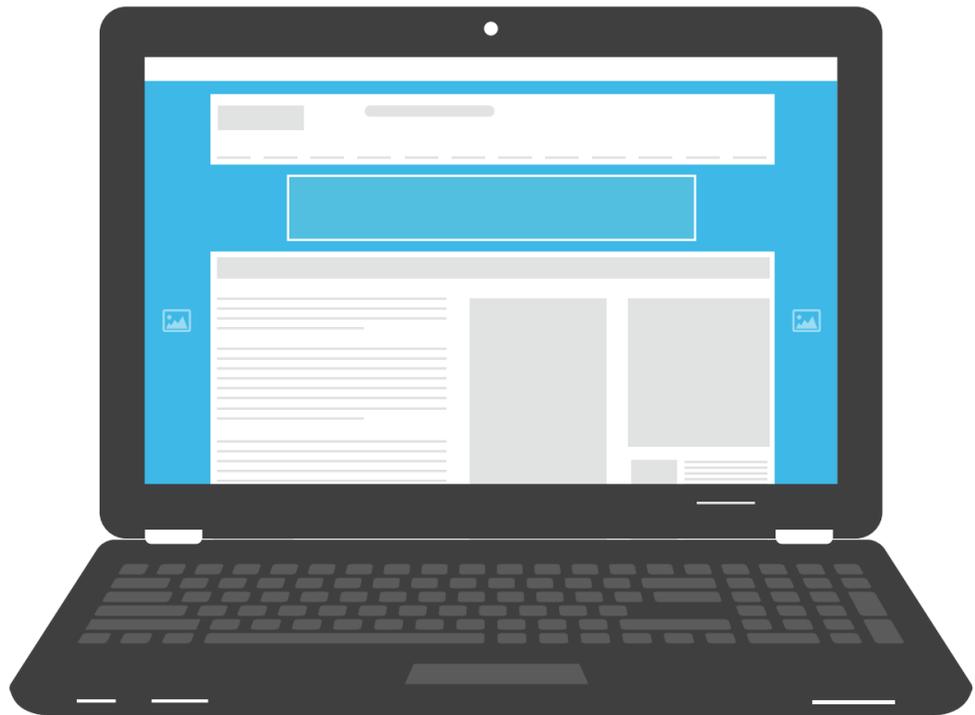


- Will be visible



- Safe zone

# CROPPING



This is a representation of how your wallpaper would appear once it is live.

**Dimensions:** 1440px (width) x 900px (height)  
(Full image dimensions)

**Safezone left and right:** 135x525px  
(Essential information must fit within this space to avoid getting cut off on smaller screens).

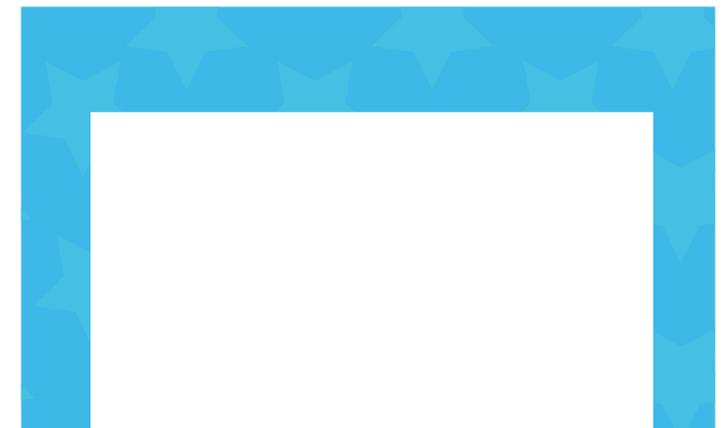
**file format:**Jpeg

It is advised that essential information be confined to the safezone, as all information and imagery outside of that area may get covered by the leaderboard, the site body or get cropped on smaller screens. Limiting essential copy and imagery to the safezone guarantees visibility.

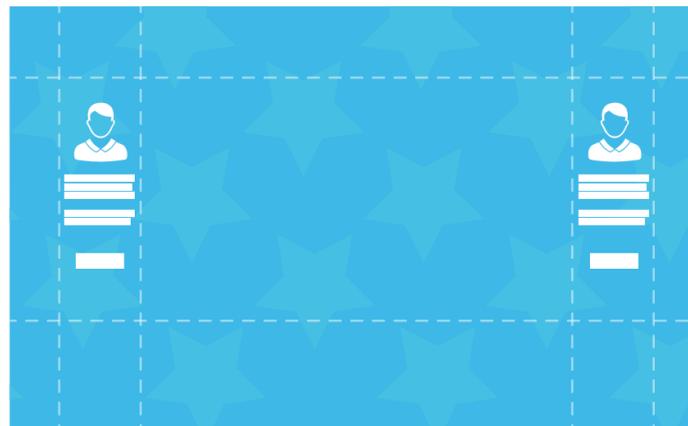
It is also advised that the background branding image is filled in all the way through to avoid unnecessary white spaces on larger screens, as larger screens reveal more of the image and might result in visible white edges or incorrect cropping.



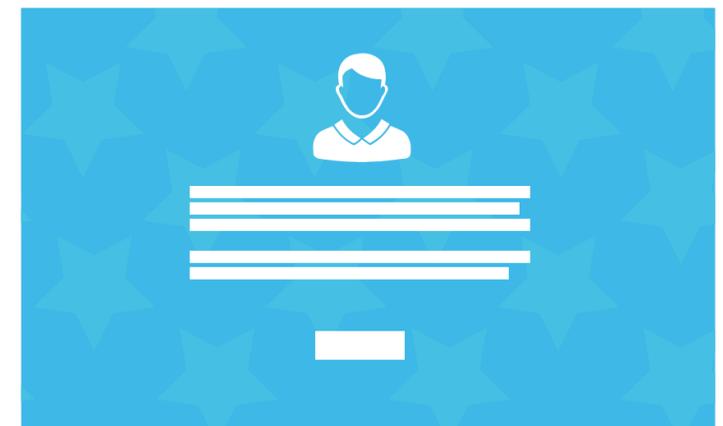
This is the ideal cropping.



This might result in visible white edges or cut off text.

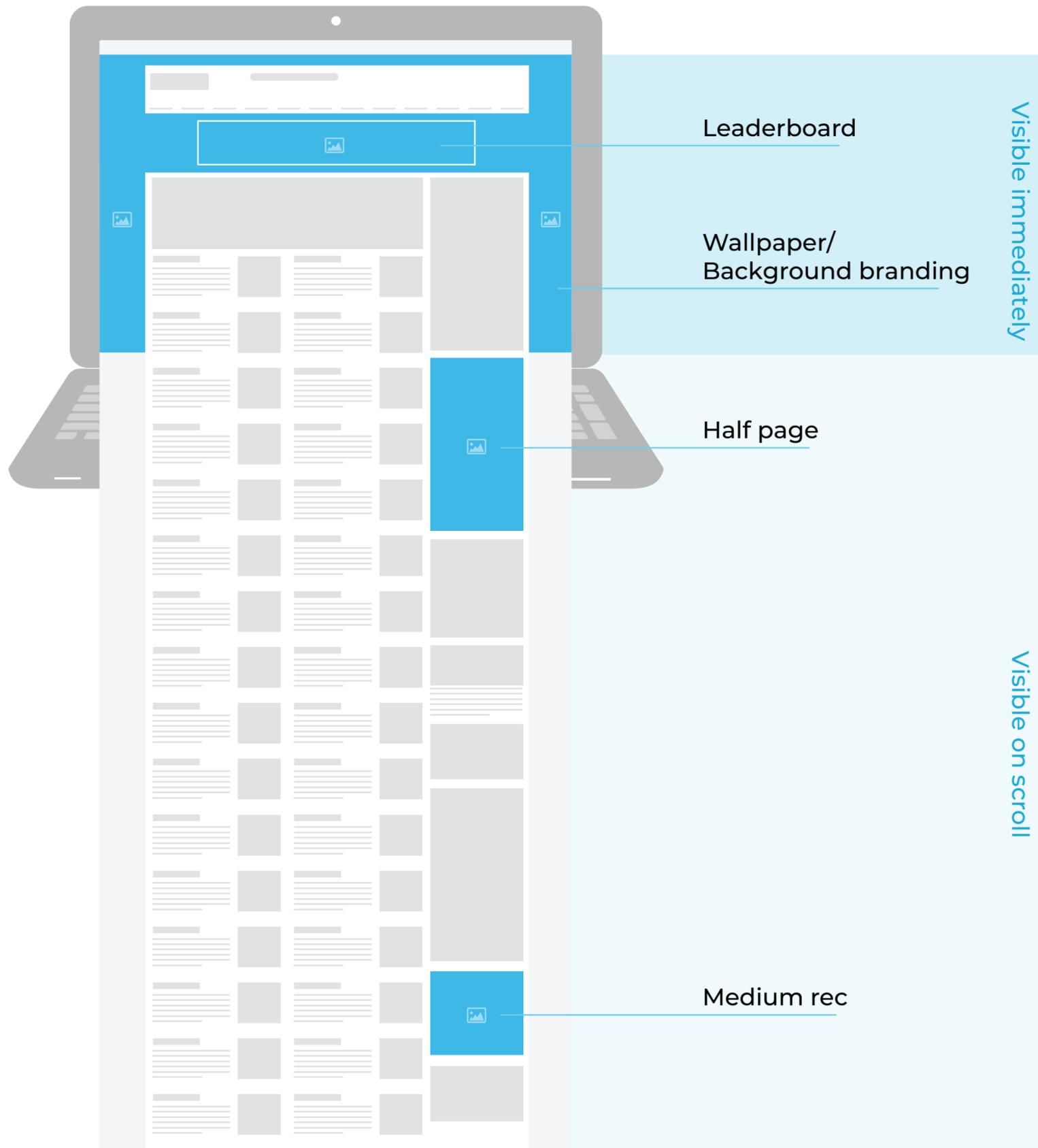


The safe zone has been accounted for and info will be visible across all screen sizes.



This will result important information being invisible to the user.

# PLACEMENT OF HOMEPAGE TAKEOVER ELEMENTS



## Leaderboard

The leaderboard is the uppermost banner in the HPTO. The dimensions are 728px x 90px, it can be a static .jpeg or an animated .gif image.

## Wallpaper

The wallpaper is always visible as the user scrolls, falling behind the site body. The total dimensions are 1440px x 900px and it is usually a static .jpeg image.

## Half page

The half page is a standard 300px x 600px banner and can be a static .jpeg or .gif format.

## Medium rectangle

The medium rectangle is a standard 300px x 250px banner and can be a static .jpeg or .gif format.