

Homepage Hero

Creative Specs

- 1

Background image

Image size 1800x1375px.
See page 2 for further details.
- 2

Sponsored Destination

City and country name of featured destination (sentence case only) e.g. Antalya, Turkey.
- 3

Marketing Message

Max 70 Characters (with spaces, sentence case only). Translations must be supplied if running across several locales. The marketing message should be inspirational, in the form of a call to action and give an indication of what to expect when clicking the link.

If the destination is closed or restricted entry, the message must reflect this.
- 4

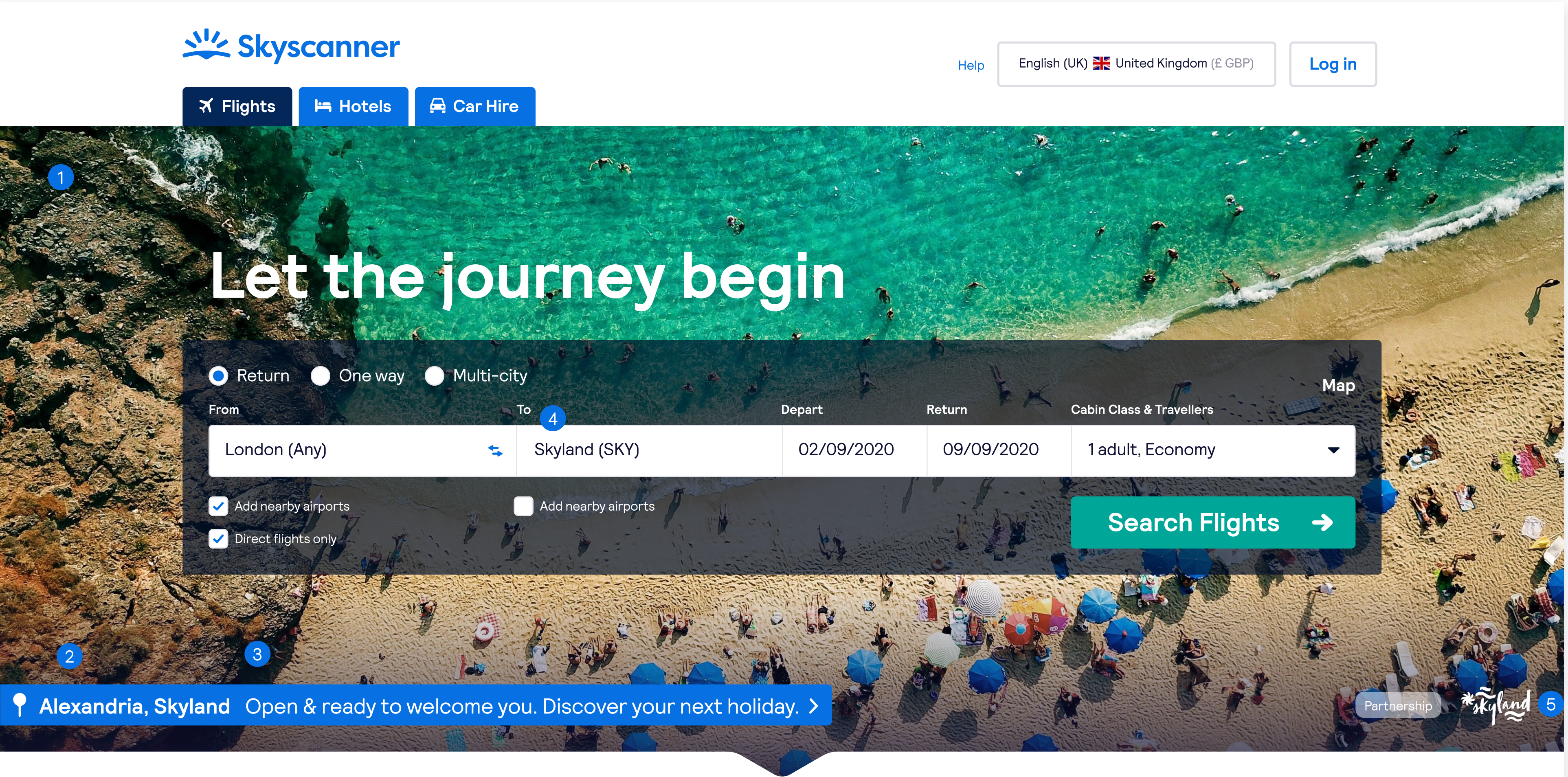
Destination Pre-fill (Optional)

Autopopulate the 'To' field in our flight search which your desired city/airport.
- 5

Logo

White logo, landscape aspect ratio, with transparent background to be supplied as PNG. Please crop your image to the edges of your logo. No white space or empty pixels to the left or right of the logo are allowed.

Max height 24px
Width can be between 80-160px depending on how big your logo is at 24px high
If possible, supply at 2x or 3x sizes above to ensure sharp appearance on high resolution/retina screens.



Recommendations for you

Search everywhere >

Homepage Hero

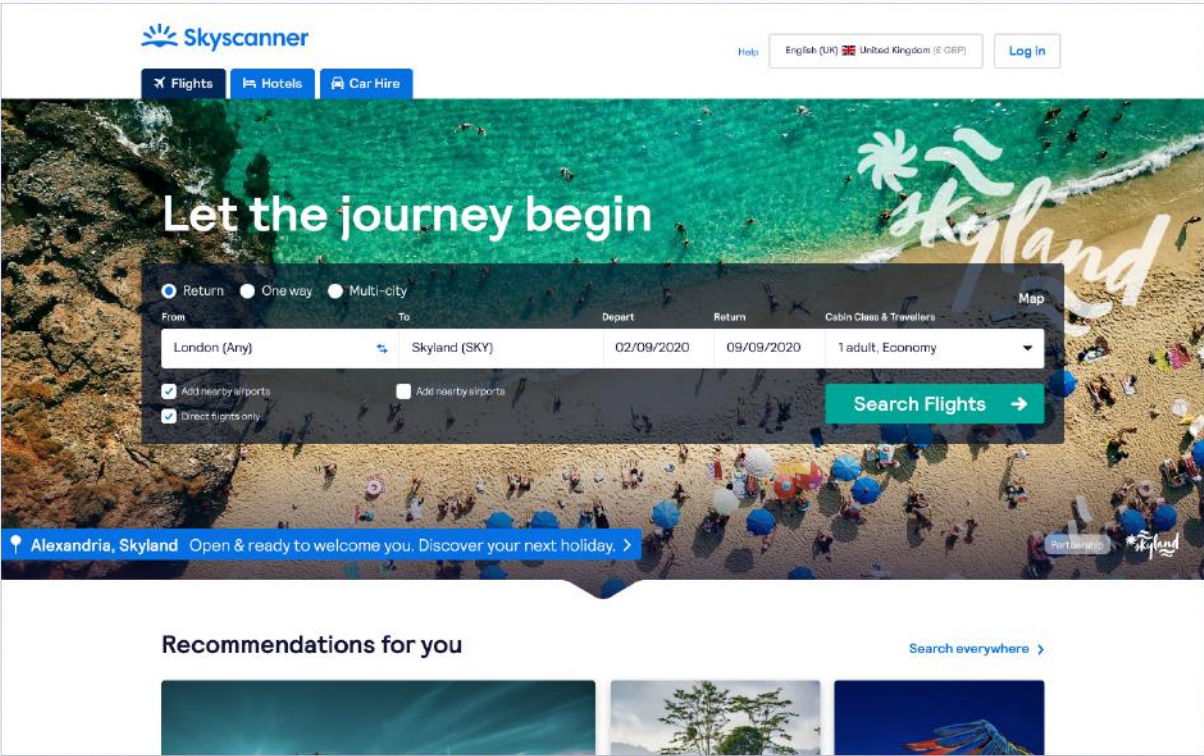
Background Image Guidance

The background image will act as a visual answer to the statement of "Let the Journey Begin". The team at Skyscanner will offer you a selection of fully approved and licenced images to choose from. But should you wish to provide your own, please follow the guidelines here.

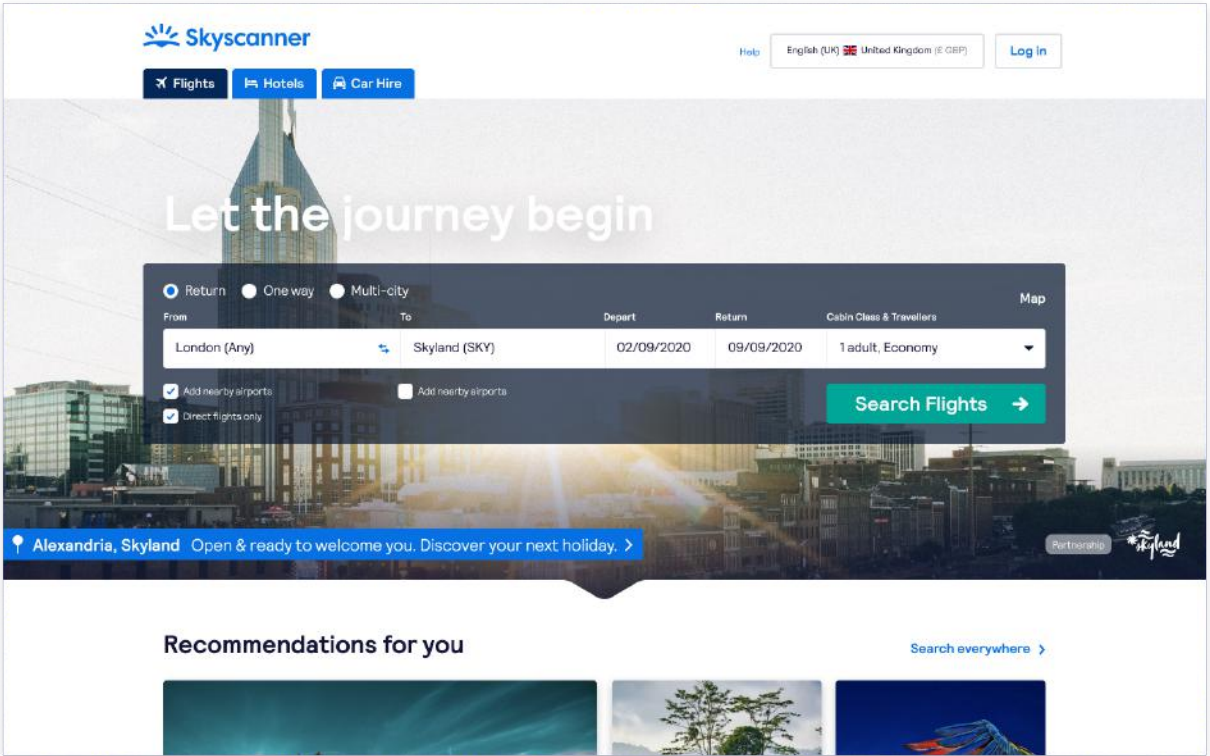
The image should be inspirational and create a desire in the traveller to visit. It should be immediately recognisable as a location or site, and iconically represent and celebrate the sponsored destination.

Consideration should be taken that the search panel will sit on top of and central to the chosen image, so you cannot rely on a single focal point, nor should the image be too light or too busy as a background.

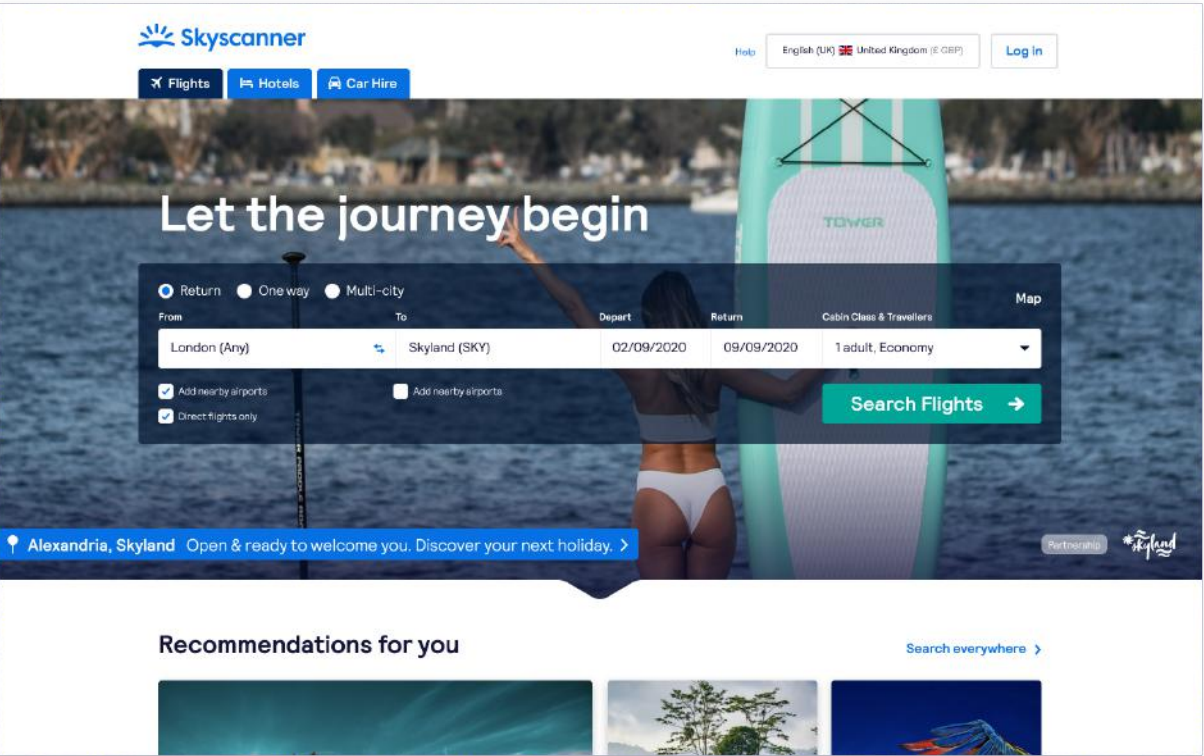
For more in depth guidance on your choice of image, please request our brand guidelines from your Skyscanner contact.



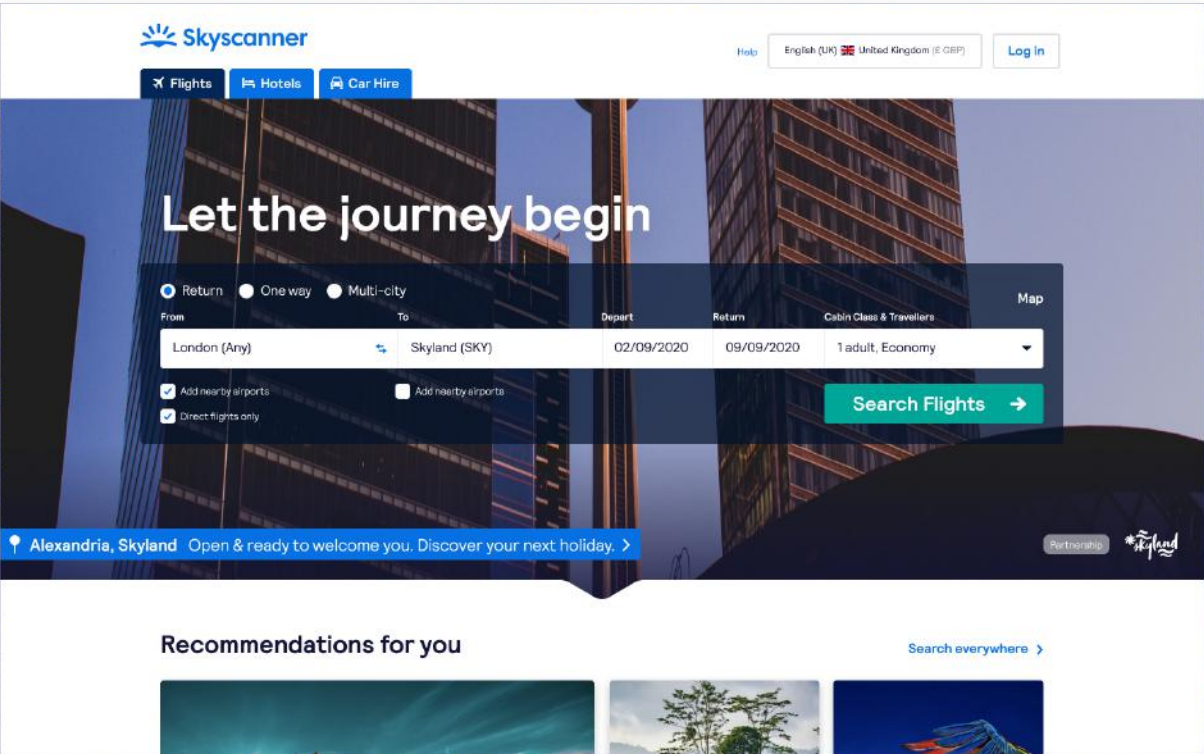
✗ Embedded text or logos



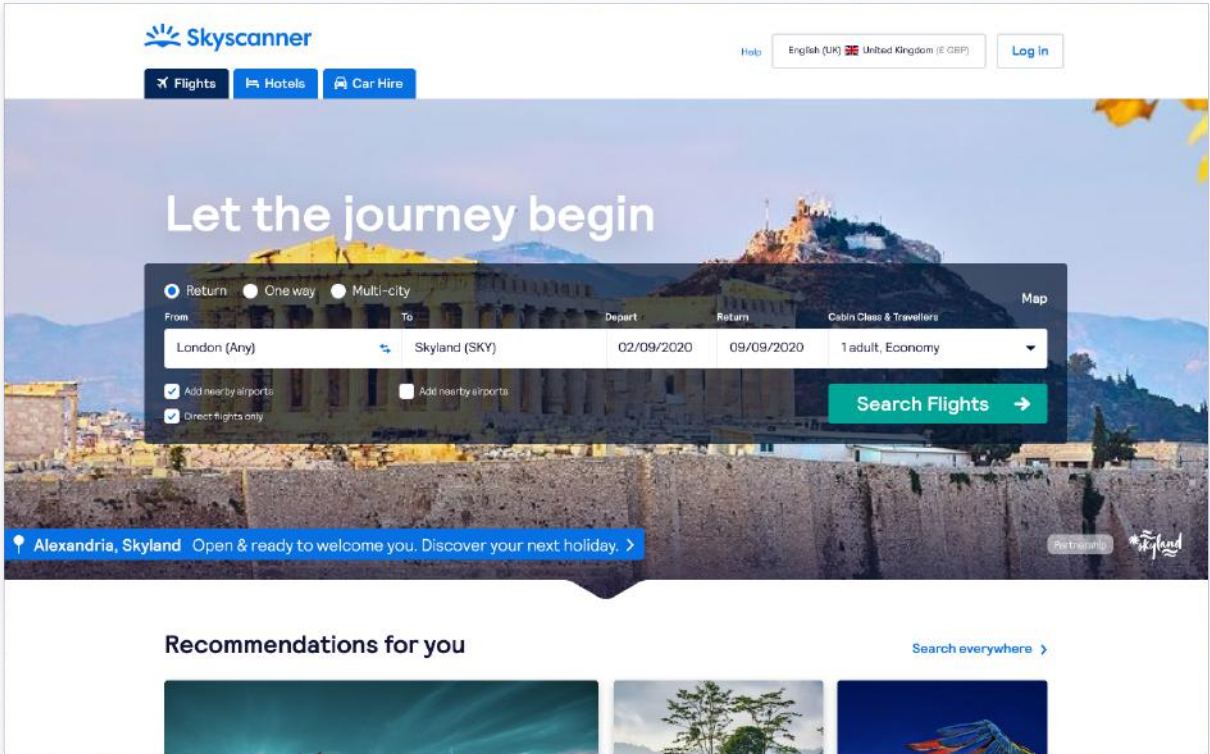
✗ Very light or washed out image



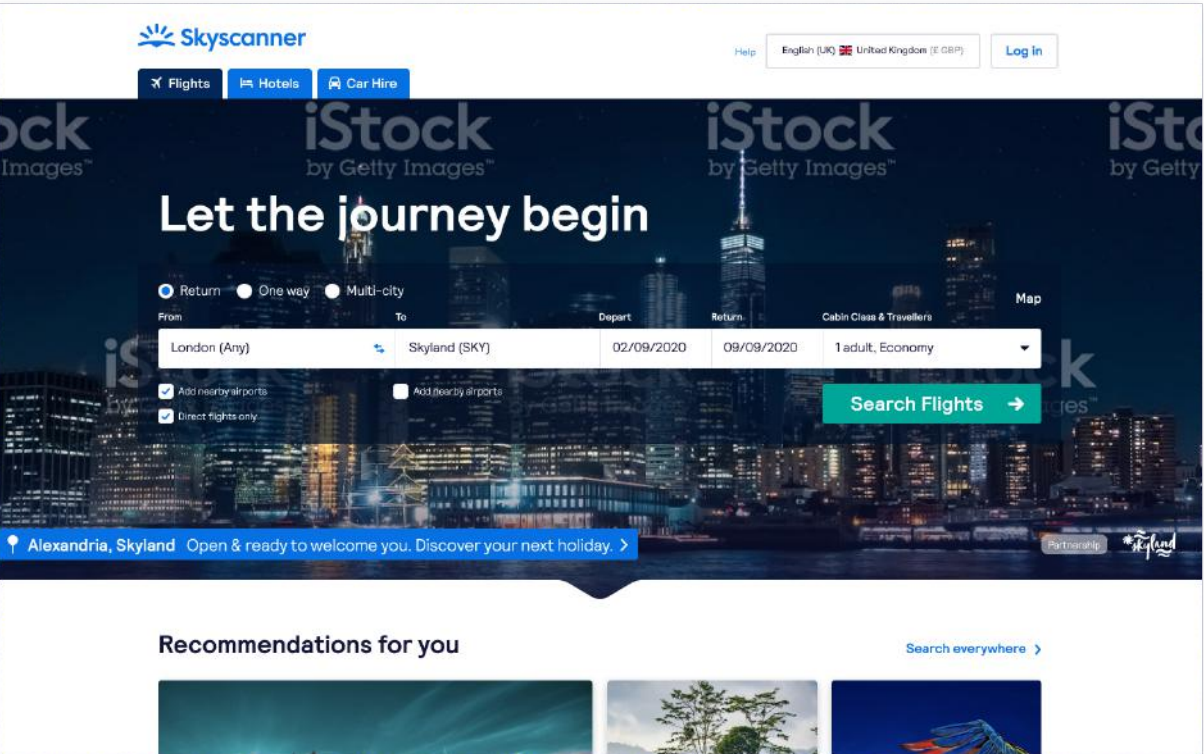
✗ Inappropriate imagery



✗ Lack of context or recognition of place when cropped into format



✗ Low resolution/pixelated image



✗ Imagery you do not have permission to use, including from search engines, e.g. Google images



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For any further questions or feedback, please
get in touch with your Skyscanner contact.

Thank you.