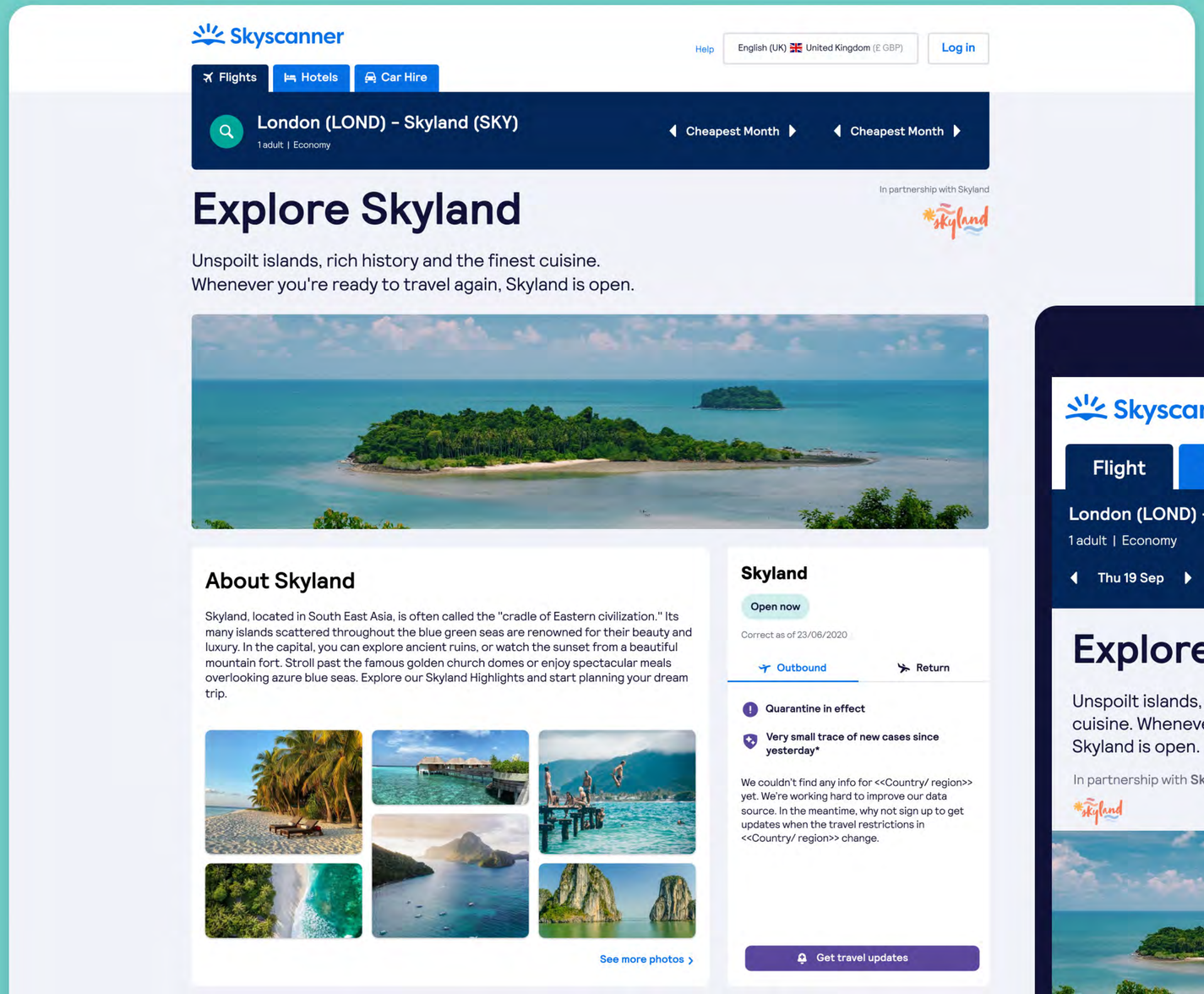
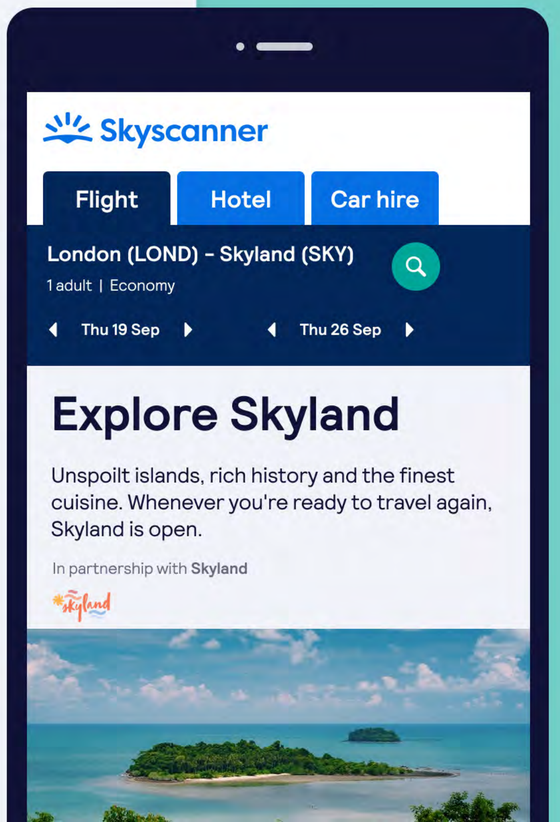
Skyscanner

Country Explorer

Guide to supplying assets





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Landing Page Creative Specs

1. **Marketing message**
Max 175 characters (with spaces, sentence case only). Translations must be supplied if running across several locales.

2. **Logo**
Full colour logo
PNG with transparent background
Max width 150px*
Max height 48px*

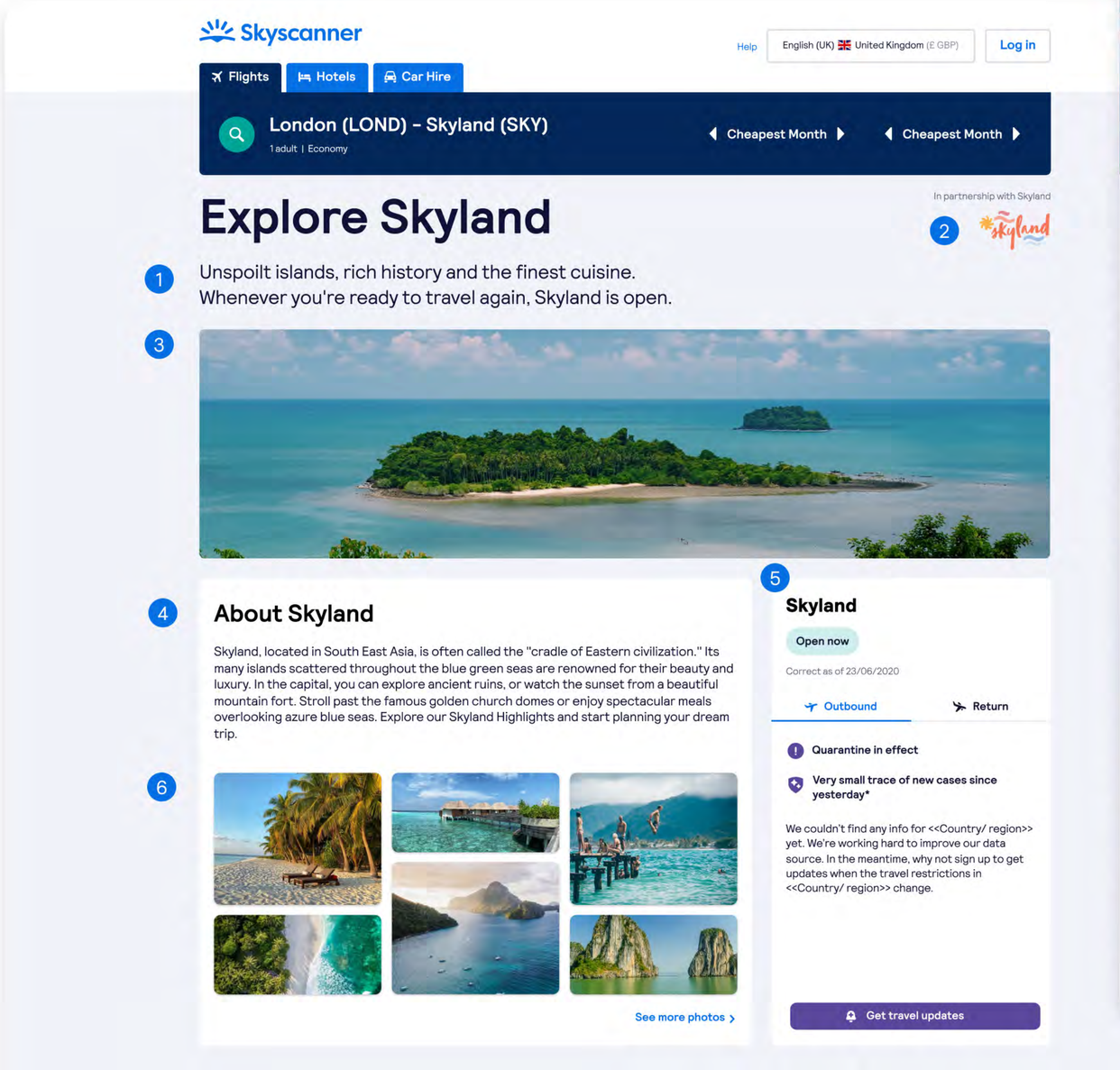
*Whichever of the two suits your logo shape best. Please see page 3 for detailed guidance on this.

3. **Hero image**
Optimal size 3144 px wide x 846 px high.
PNG or JPG.
Strictly no text/logos should be embedded into this image.

4. **"About" section copy**
Max character limit is 550 (with spacing).
Translations must be supplied if running across several locales.

5. **Travel restrictions widget (optional)**
This widget is auto-poulated via Skyscanner's API therefore no assets are required.

6. **Photography**
You can provide up to 9 images at any dimension and file size.
The first 6 photos will be shown on the desktop landing page, and on mobile the first 4.
You are not permitted to provide any photos you do not have the rights to share with us and a wider audience.



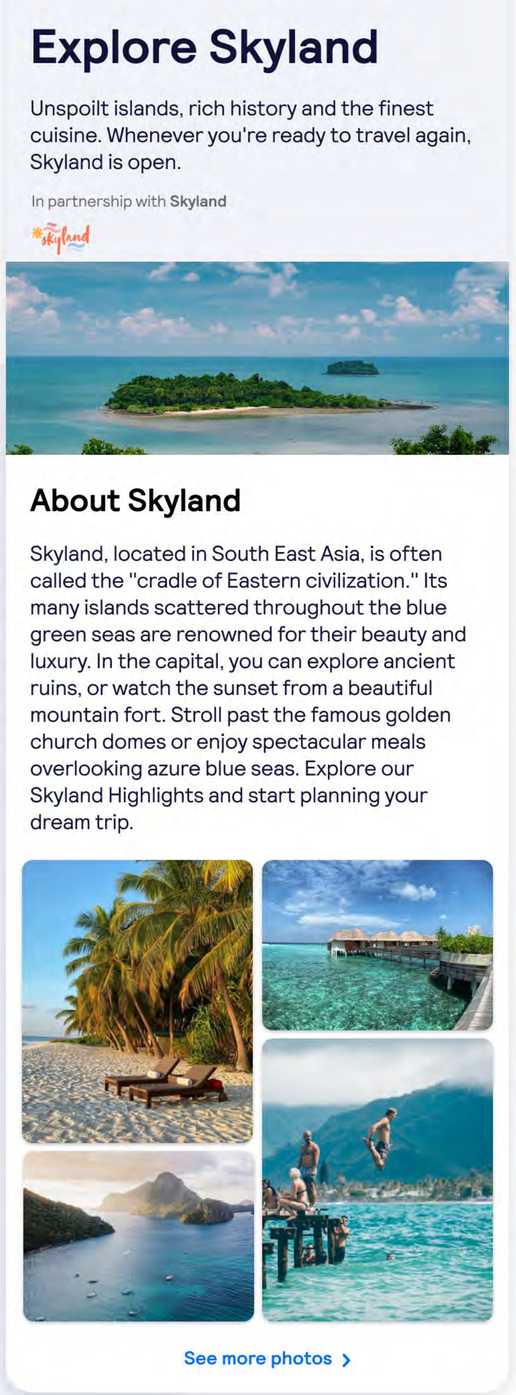


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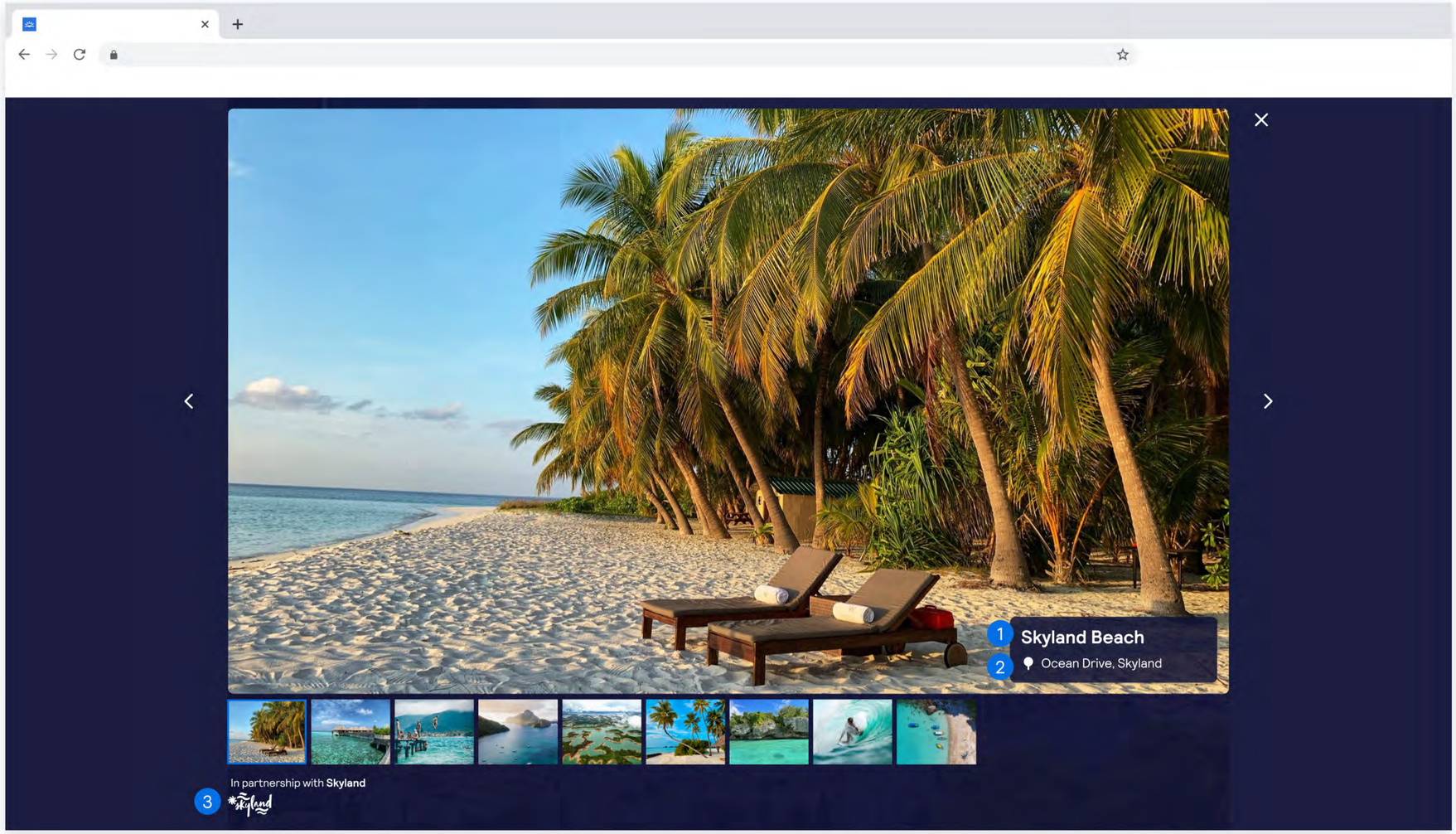
Image Gallery Creative Specs

1. **Image Title**
   Each image requires a title, e.g. Bondi Beach
   Translations must be supplied if running across several locales.

2. **Image Location**
   Each image requires a location, e.g. Sydney, Australia
   Translations must be supplied if running across several locales.

3. **Logo**
   White logo
   PNG with transparent background
   Max width 150px*
   Max height 48px*

   *Whichever of the two suits your logo shape best. Please see page 3 for detailed guidance on this.



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Setting up and supplying your logo files

The maximum logo area is 150px wide by 48px high, however your logo is unlikely to fit this ratio perfectly. Please use the guides below to see which maximum dimension suits your logo best, and provide as a PNG* with transparent background.

Horizontal/inline logos

✗ Logo at 48px high exceeds 150px wide limit

Logo at 150px wide is 25px high

✓ Logo at 150px wide with canvas height clipped to edges

Vertical/stacked logos

✗ Logo at 150px wide exceeds 48px height limit

Logo at 48px high is 86px wide

✓ Logo at 48px high with canvas width clipped to edges

For retina/high resolution screens

* If possible, please **provide your PNG logos (full colour and white) at x2 or x3 the sizes outlined above** to ensure your logo looks sharp on all screens and devices.

You can only do this if you are working with the original vector or SVG logo file. If you only have a PNG logo file to work with, then do not increase it by x2 or x3 as this will degrade the quality. For any assistance needed, please contact the Skyscanner design team via your commercial contact.

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