

NOTINO

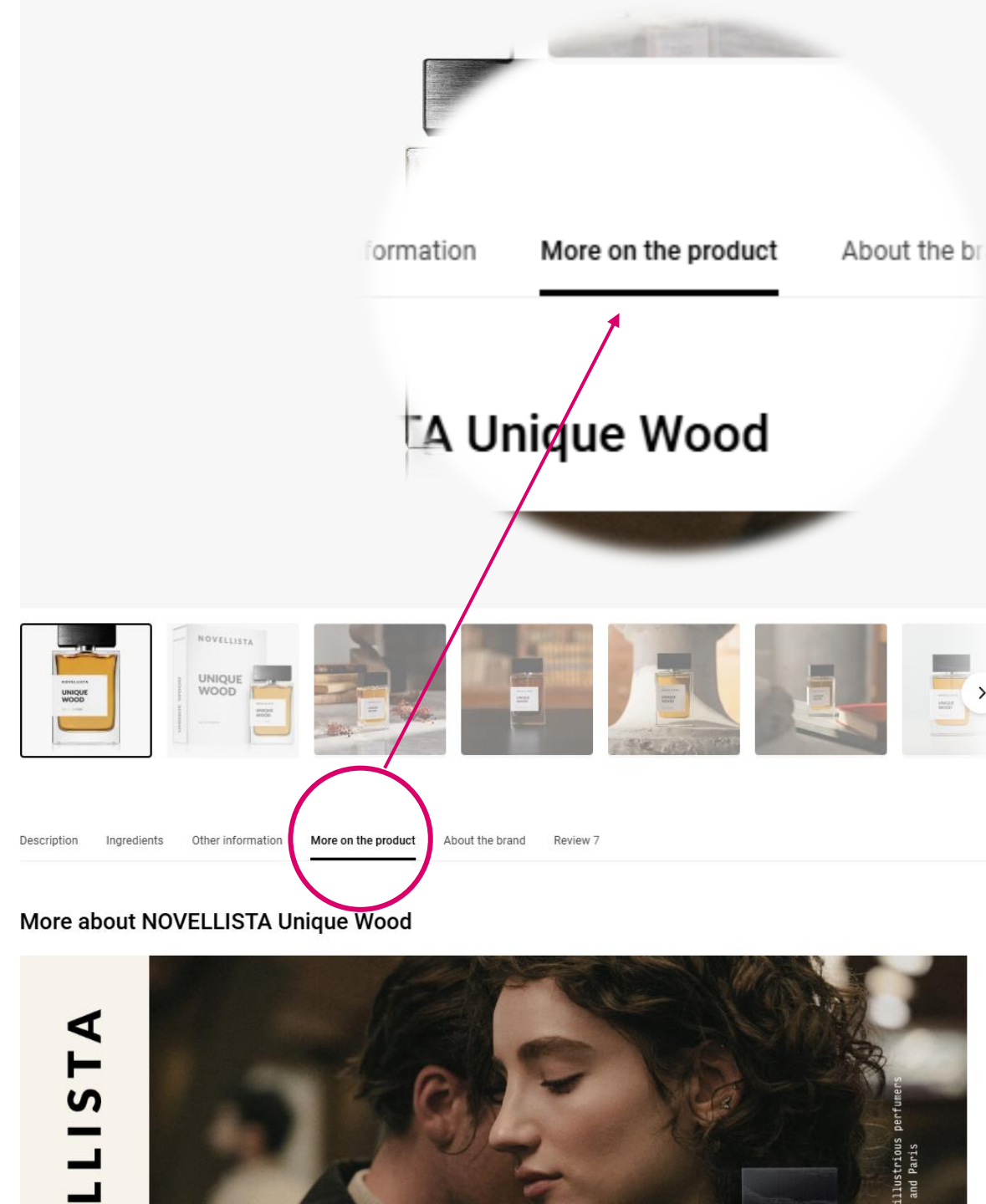
Rich Content

Option A

Guidelines ENG

Rich Content at NOTINO

- images, banners, icons, texts and videos
- list of supported components
(below the „More on the product“ tab)



NOTINO

Texts

General information about copy

- ✓ **recommended character count per Rich Content:**
1 000 – 2 000 (varies depending on content length)
- ✓ **unique**, written exclusively for Notino
- ✓ shorter texts that **engage and educate** the customer
- ✓ **high language quality**



Basic rules

1. The sentence begins with a capital letter and ends with a dot.
2. use these quotation marks („“)
3. be careful of **2x** versus **2×**

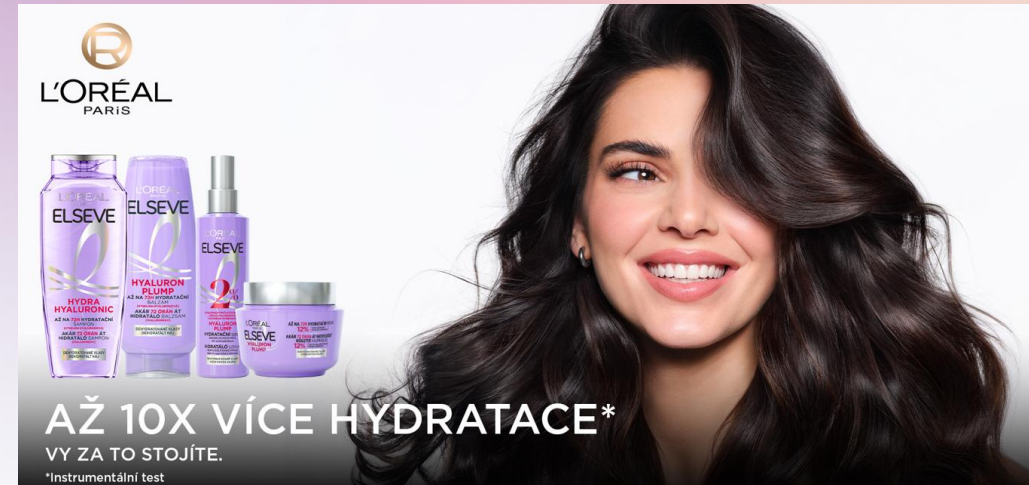


Avoid using the following words:

- new
- our
- luxury
- premium
- prestige
- cruelty free
- no parabens
- antibacterial
- anti-inflammatory

Copy in banners

- texts such as **the brand, product name, or collection** do not need to be translated and can be included in the banner
- banners should not contain too much text (max. 5 words)
- if the banner contains text, it is necessary to deliver localised banners for the required countries



Quality of provided materials



Graphics requirements

- please do not use plus and minus signs (+ and -) in the name of the materials
- maximum size of delivered materials: 400 kB



Copy requirements

- grammatically, stylistically and typographically correct texts without spelling mistakes
- clear texts with a clear message to the customer



In case of **low quality of the materials**, especially texts, the content will be:

1. returned to the partner for editing
2. offered the possibility to consider Rich Content in option B

NOTINO

Graphic

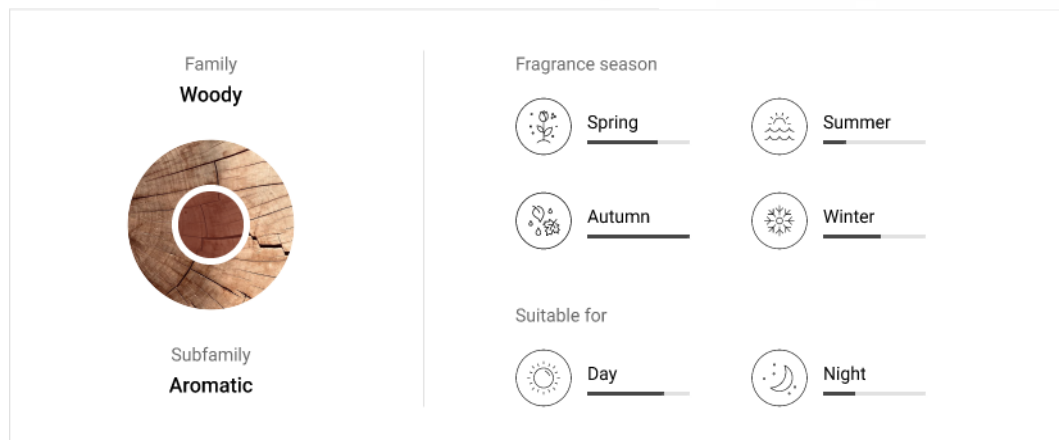
Mobile first

Banners

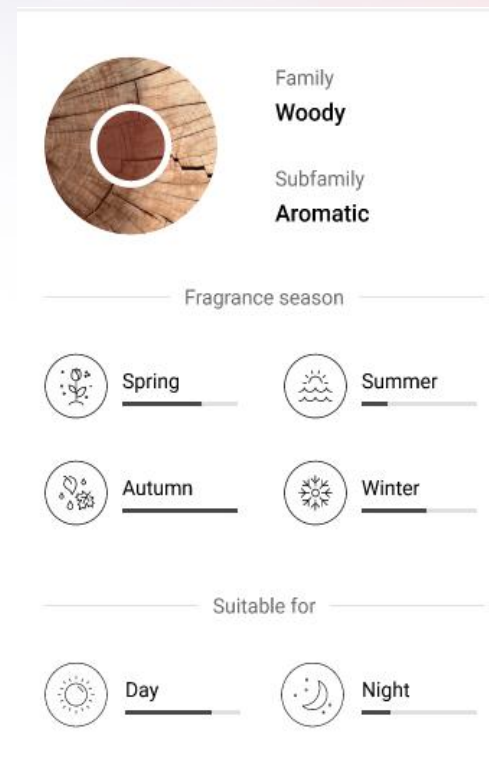
80 % of users visit the Notino website from a mobile device >> content customisation



Desktop



Mobile



NOTINO

Supported
components

keyVisual

Image

Minimum image width: 1005 px
Optimal image width: 2010 px

Maximum image size: 400 kB

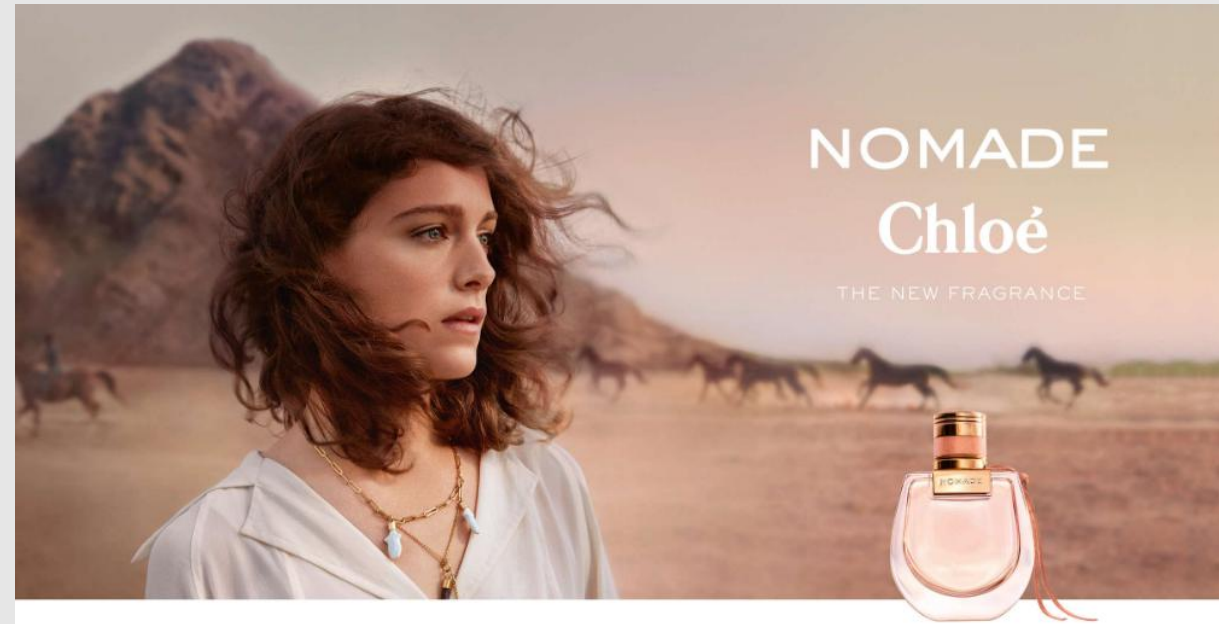
Examples of sizes:

1700 × 883

2023 × 926

1410 × 661

1320 × 660



Layout:
full-width banner

textComponent

Text

Headline: Optimal character count (including spaces): 90

Text: Optimal character count (including spaces): 650

textComponent

You can style the text using the CSS properties. This particular component has a centered header and uses the Helvetica font, instead of the default Roboto.

This is an example of "textComponent", which consists of a standalone paragraph. You can use the "header only" version as well. This particular component will also hide on mobile devices in order to demonstrate the breakpoints.

Layout:

headline + text

fiftyFifty

Image

Minimum image width: 575 px

Optimal image width: 818 px

Maximum image size: 400 kB

Examples of sizes:

760 × 589

470 × 264

351 × 435

499 × 498

Text

Headline: Optimal character count (including spaces): 50

Text: Optimal character count (including spaces): 500

Optimal character count (including spaces): 280–550

fiftyFifty

Contains an image with text portion aside in a 50:50 ratio. You can position the image either to the left or to the right using the "variant" property. This is an example of "v2" variant. This particular portion of the text has a left and right padding set to 16px.



Layout:

image + text

embeddedVideo

YouTube video links only.



Layout:
full-width video

columnsThree/Four/Five

Image

Minimum image width: 575 px

Optimal image width: 818 px

Maximum image size: 400 kB

Examples of sizes:

760 × 589

470 × 264

351 × 435

499 × 498

Text

Headline: Maximum character count (including spaces): 25

Text: Maximum character count (including spaces): 160

columnsThree



Column 1

Contains image, header and paragraph in a three column layout



Column 2

Contains image, header and paragraph in a three column layout



Column 3

Contains image, header and paragraph in a three column layout

columnsFour



Column 1

Contains image, header and paragraph in a four column layout



Column 2

Contains image, header and paragraph in a four column layout



Column 3

Contains image, header and paragraph in a four column layout



Column 4

Contains image, header and paragraph in a four column layout

columnsFive



Column 1

Contains image, header and paragraph in a five column layout



Column 2

Contains image, header and paragraph in a five column layout



Column 3

Contains image, header and paragraph in a five column layout



Column 4

Contains image, header and paragraph in a five column layout



Column 5

Contains image, header and paragraph in a five column layout

Layout:

image + headline + text

imageCarousel

Image

Minimum image width: 1005 px

Optimal image width: 2010 px

Maximum image size: 400 kB

Examples of sizes:

1700 × 883

1700 × 1135

2023 × 926

1410 × 661

1320 × 660

imageCarousel



Layout:

full-width banner with navigation arrows

NOTINO

Today is Yours.
Feel Good.