



# MPU

**Artwork dimensions:** 300px width x 250px height

**Allowed formats:** JPEG, GIF (Maximum 3 frames)

**File size:** Less than 1MB

## Styling

Use actual event imagery or owned imagery

Preference for simple background images where text will be overlaid (or alongside) as it improves the clarity of the text and messaging. For example, steer away from using mass crowd shots which appear 'messy'

Min text size 16px due to responsive ads resizing for mobile – avoid text becoming too small to be legible

Ideally position charity logo in the corner to avoid proximity to text

Lead with one main brand colour on the ad for maximum prominence (avoid multiple colours which can be distracting)