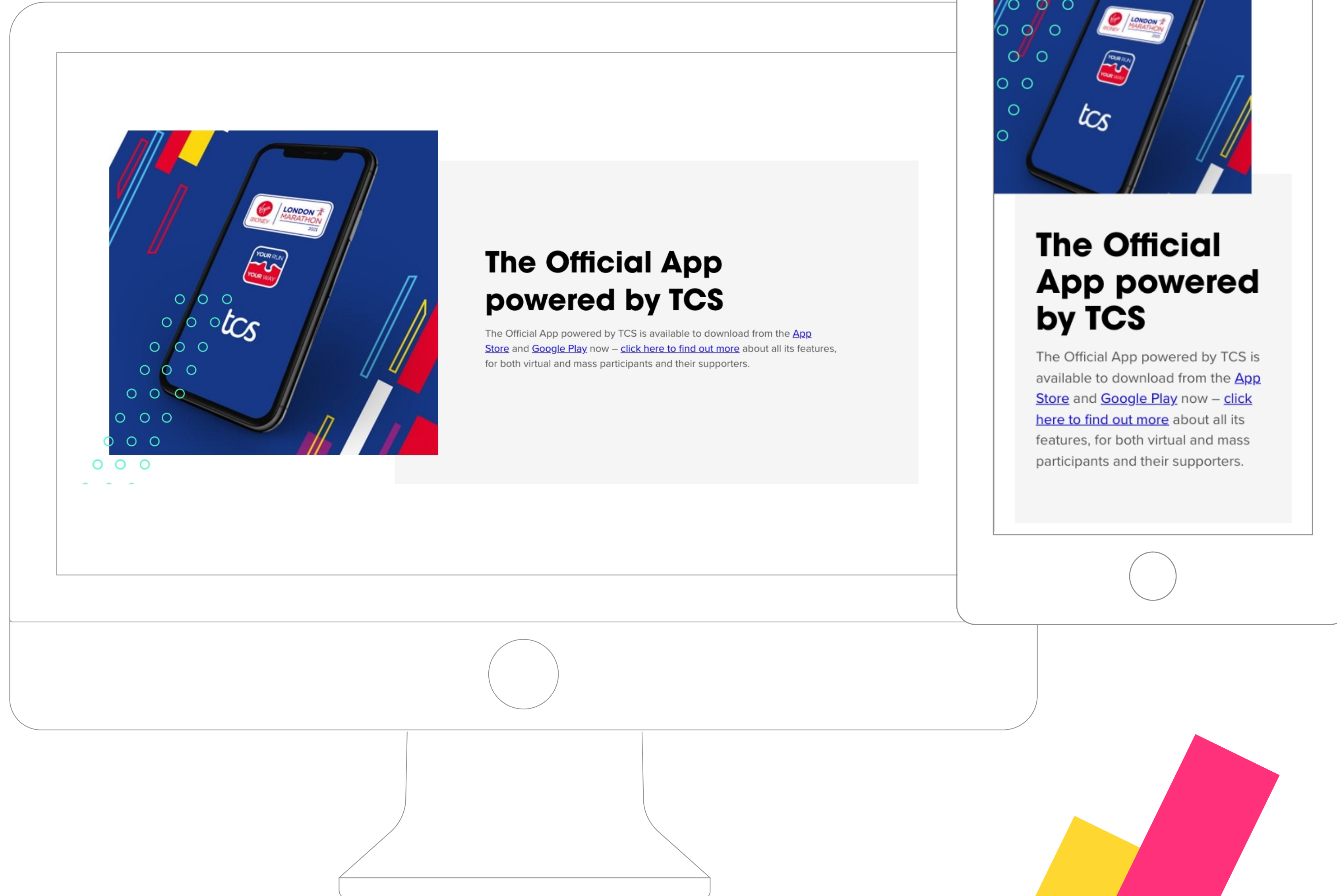


Feature component



Specs

Layout can be reversed to display image on the right and text on the left.

Title

Max characters

Titles should be short and snappy
(20-30 characters)

Description

Descriptions help to provide further context
and let users know what to expect on click through

Max characters

300 characters max

Image

This can be a static image OR Ambient video

Ambient video

Looping video content
Ideally be no longer than 10-12 seconds
No audio or text
16:9 aspect ratio
MP4 format

Size

518px x 560px

Advice

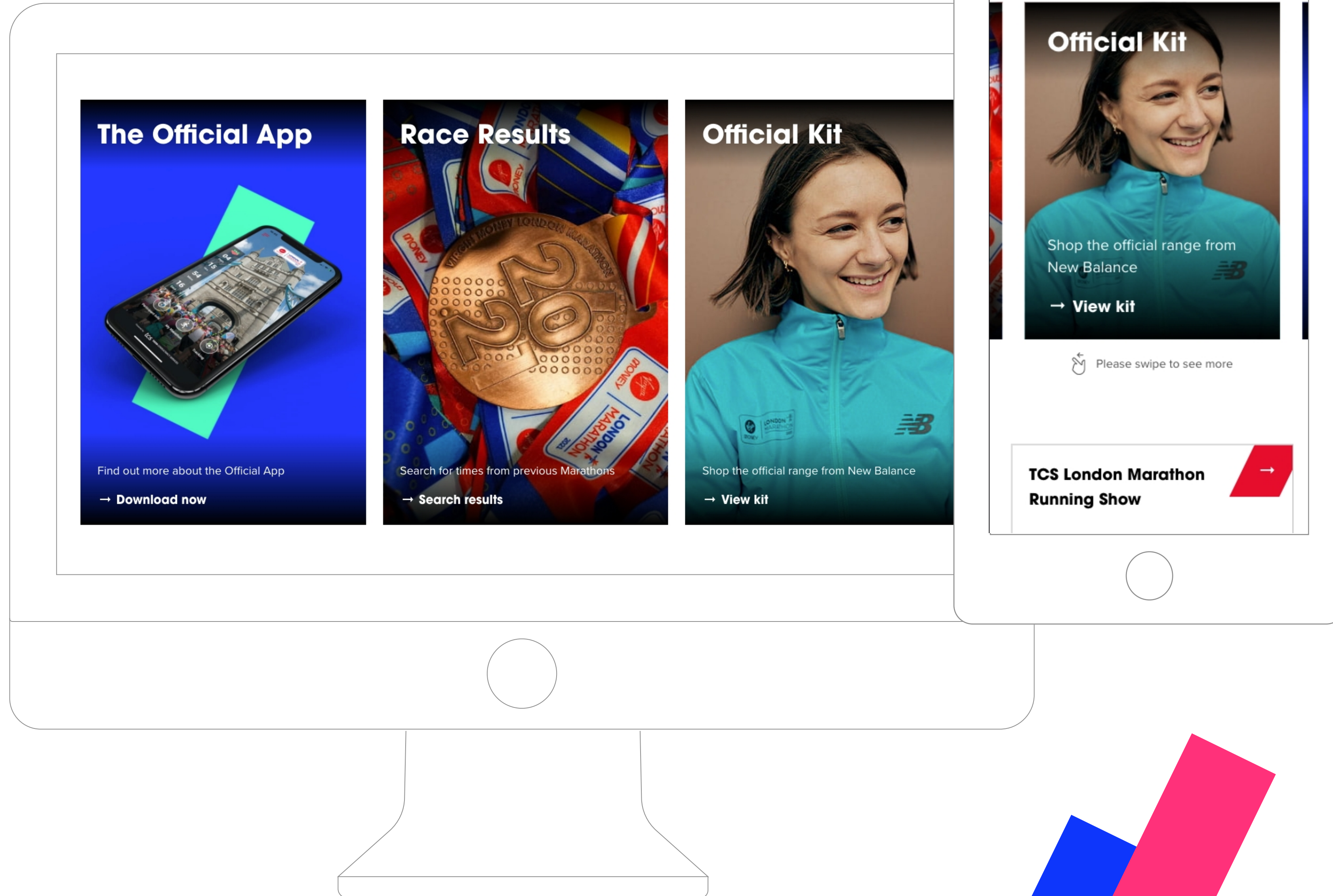
No overlaid text as this will be cropped
across different devices

Link

What we need

URL for your component to link to

Visual card component



Specs

Title

Titles should be short and snappy

Max characters

30 characters max

Description

Card descriptions should be short and snappy

Max characters

40 characters max

Image

Size

400px x 596px

Advice

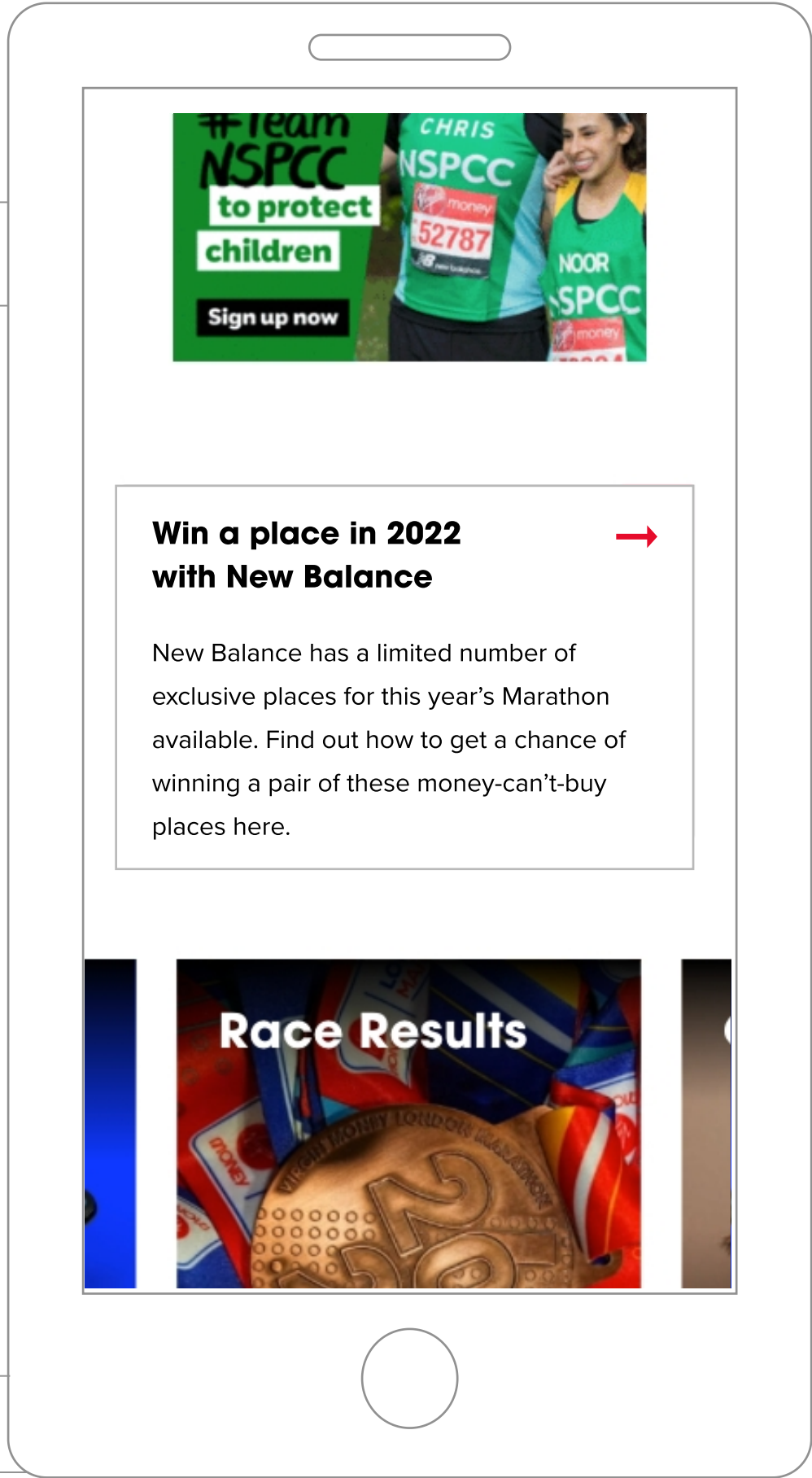
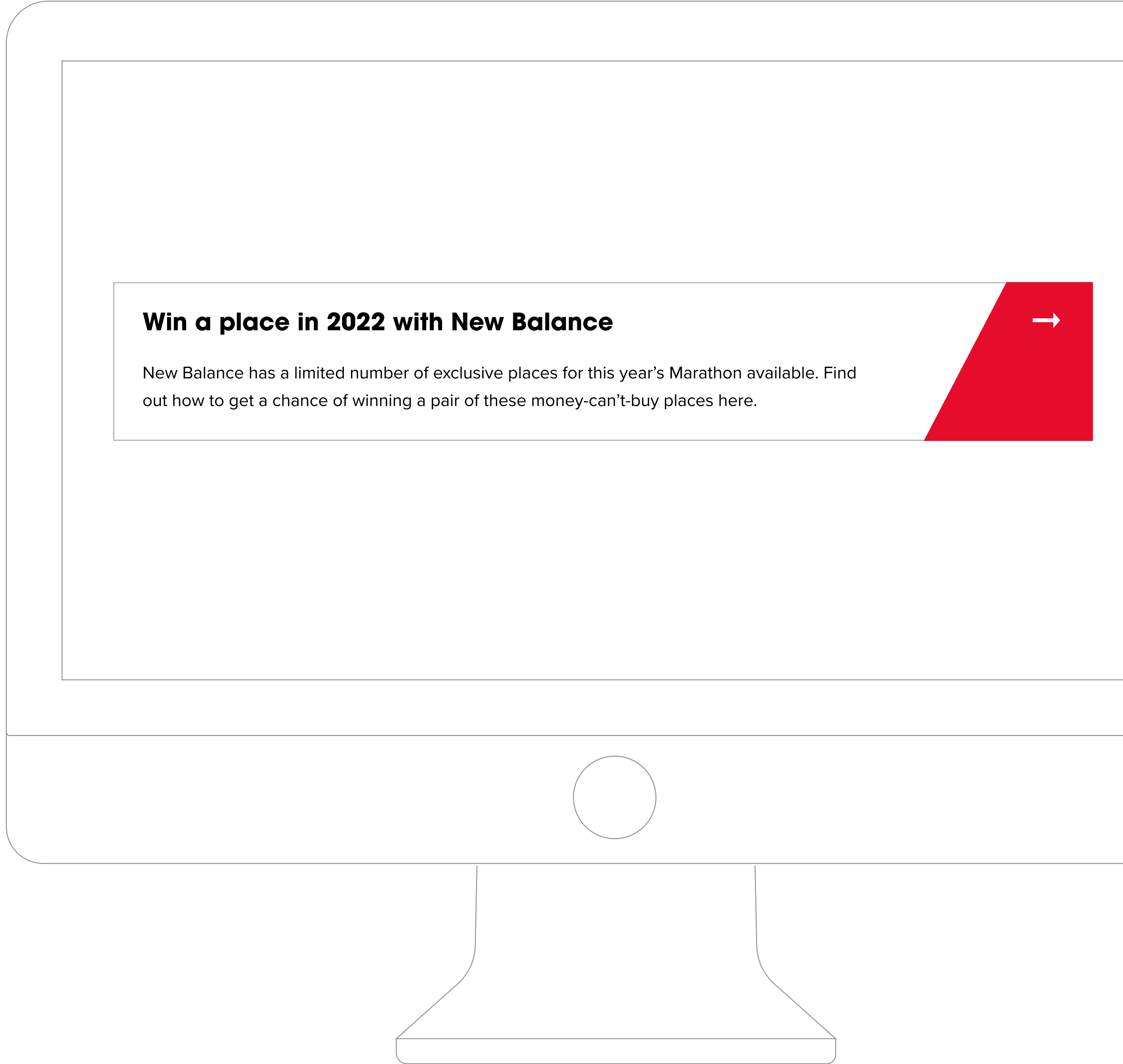
No overlaid text as this will be cropped across different devices

Link

What we need

URL for your component to link to

Signpost



Specs

Title

Titles should be kept short and snappy

Max characters	around 20-25 characters max
-----------------------	-----------------------------

Description

Descriptions help to provide further context as to what users can expect to sit behind a signpost

Max characters	200 characters max
-----------------------	--------------------

Image

Size	Image size should be square, recommended size is 130px x 130px
-------------	--

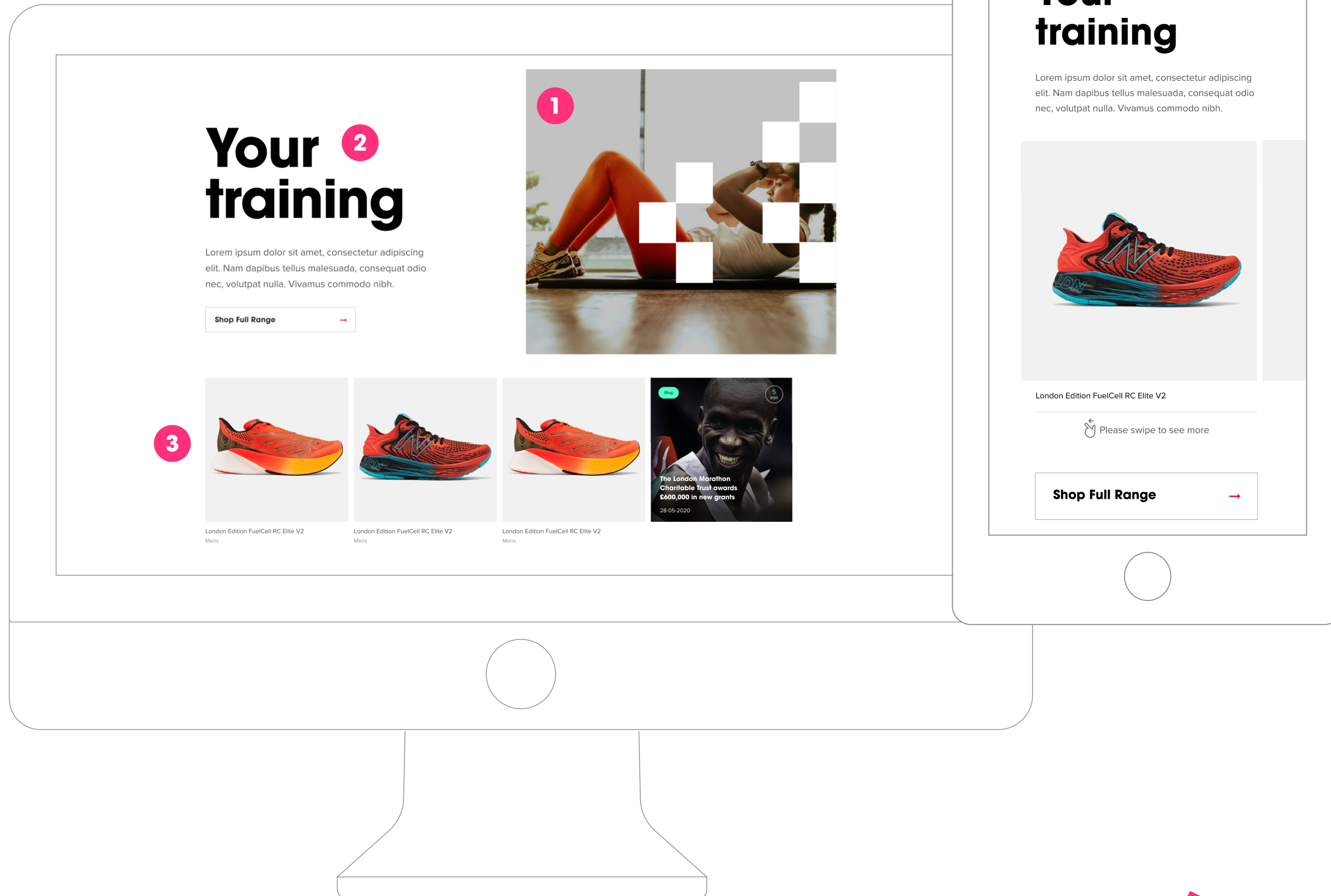
Info	Image will appear pinned to the left of the signpost
	Signposts viewed on smart devices will display as text only versions (due to screen size)
	The same image will be used across all breakpoints

Link

What we need	URL for your component to link to
---------------------	-----------------------------------

Training block

Reserved for official clothing partner.



Specs

1 Section image

This can be a background image OR Ambient video

Ambient video

Looping video content
Ideally be no longer than 10-12 seconds
No audio or text
16:9 aspect ratio
MP4 format
Doesn't display on mobile

Static image

16:9 aspect ratio
JPEG or PNG
No overlaid text
Doesn't display on mobile

2 Title section

Title

Titles should be short and snappy
(10-20 characters) i.e. Your training

Description

No more than 3 lines

CTA

Please supply:
Link text & Link URL

3 Product section

Max 4 cards. These can either be 'product' or 'article' cards

Product card

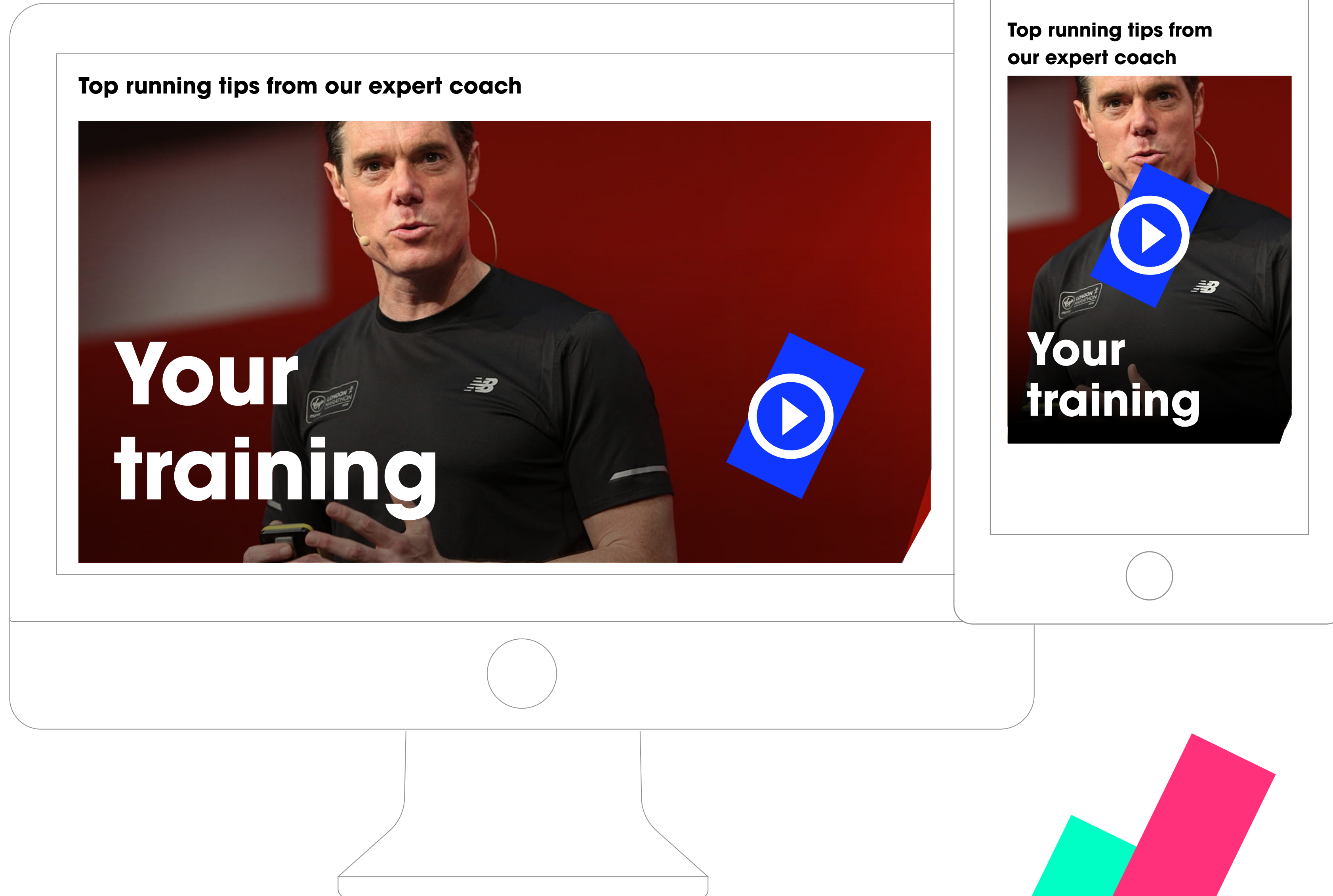
Please supply:
Main image (1:1 aspect ratio)
Hover image (1:1 aspect ratio)
Product title
Product category
Product URL

Article card

If you wish to feature an article on our website to link to from this section, please request specs for article pages separately.

Full width video

Only in exceptional cases and upon approval from Digital Team



Specs

Format

Youtube

Vimeo

Must provide the URL of the video

Title

Titles should be short and snappy

Max characters

18-20 characters max

Cover image

Size

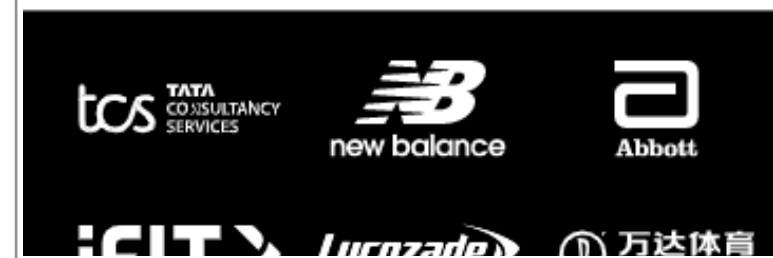
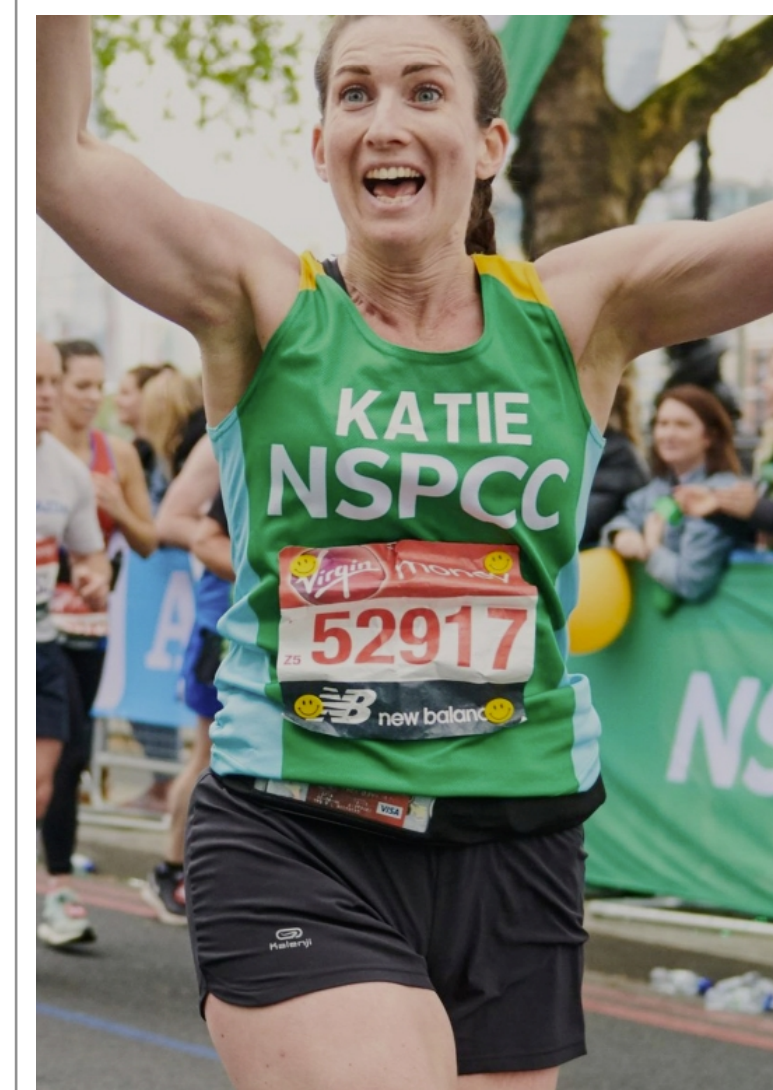
1243px x 670px

Advice

No overlaid text as this will be cropped across different devices

Full width ambient video

Only in exceptional cases and upon approval from Digital Team



Specs

The video will not be full width at default, and the fallback image will be displayed.

On scroll, as the video gets to the top of the screen, it will expand to fill the screen size and autoplay.

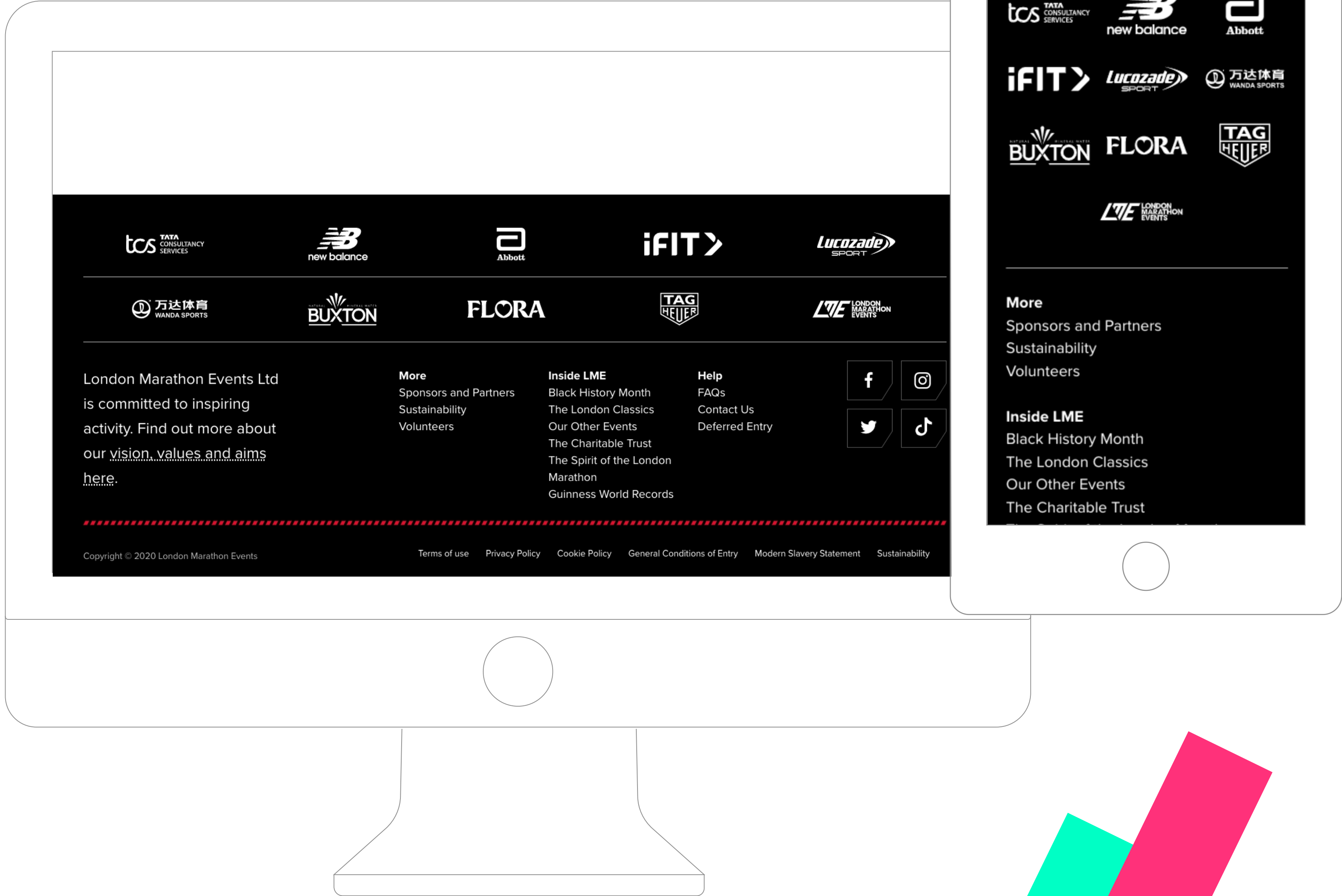
Two videos need to be supplied at different sizes for desktop and mobile.

Formats

<p>Ambient video (desktop)</p>	<p>Looping video content Ideally be no longer than 10-12 seconds No audio or text 16:9 aspect ratio MP4 format</p>
<p>Ambient video (mobile)</p>	<p>Looping video content Ideally be no longer than 10-12 seconds No audio or text 9:16 aspect ratio MP4 format</p>
<p>Fallback image</p>	<p>16:9 aspect ratio JPEG or PNG No overlaid text</p>

Site footer

All result pages will include the site footer as standard.



Specs

Logo	
Format	White out SVG

Link	
URL	Link through to company homepage