



Digitally Enhanced Dashboards (DED)

DIGITALLY ENHANCED DASHBOARD (DED)

Format 10

Format 10:

- 2,550 pixels (W) x 180 pixels (H)
- 1,550 pixels (W) x 180 pixels (H)
- 1,950 pixels (W) x 180 pixels (H)
- 1,500 pixels (W) x 180 pixels (H)
- Need creative for all sizes listed above

General Guidelines:

- Allow 140 pixels worth of clear space on both left and right sides (please see 2nd slide for examples)
- 100% pure white background is required
- File Type: PNG or JPEG

Design Suggestions:

- Letters should be no smaller than 8 inches tall
- Use bold fonts/strokes
- Incorporate horizontal format logo/artwork whenever possible
- Call-to action messaging, sales/offer messaging, URLs, (800) numbers, coupon coded, QR codes, etc. Are permitted, subject to NHL review and approval

Delivery:

Email to your Partnership Activation Specialist.

CLEAR SPACE EXAMPLES FORMAT 10

DED IMAGEABLE AREA
2,270 x 180 pixels maximum



DED WIDTH
2,550 pixels

DED IMAGEABLE AREA
1,670 x 180 pixels maximum



DED WIDTH
1,950 pixels

DED IMAGEABLE AREA
1,270 x 180 pixels maximum



DED WIDTH
1,550 pixels

DED IMAGEABLE AREA
1,220 x 180 pixels maximum



DED WIDTH
1,500 pixels

FLOATING WHITE BACKGROUND VS FLOATING LIGHT BACKGROUND EXAMPLES

FLOATING WHITE (USED FOR FORMAT 10 OR FORMAT 3)



FLOATING LIGHT (USED FOR FULL TAKEOVER ONLY)



UNACCEPTABLE USE OF COLOR BACKGROUNDS

