

# Specification

## Dimensions:

- **Width:** 328px
- **Height:** 157px
- **Top:** 472px
- **Left:** 19px
- **Radius:** 16px

## Creative Export:

- Export the creative in 3X resolution - After export creative **size - 984x471. Share the creative in 984x471.**
- Share the final output as a PNG file.

## Text Guidelines:

- **Header:**
  - Font: Proxima Nova
  - Font Size: 17
  - Style: Extra Bold
  - Character Limit: 36 (including spaces)
  - Case: Title Case
  - Maximum of 2 lines
- **Subtext:**
  - Font: Proxima Nova
  - Font Size: 13
  - Style: Regular
  - Character Limit: 36 (including spaces)
  - Case: Sentence case
  - Maximum of 2 lines

## Imagery and Logo Placement:

- Place the imagery on the right, occupying 30% of the design space.
- Position the brand logo at the top right corner.

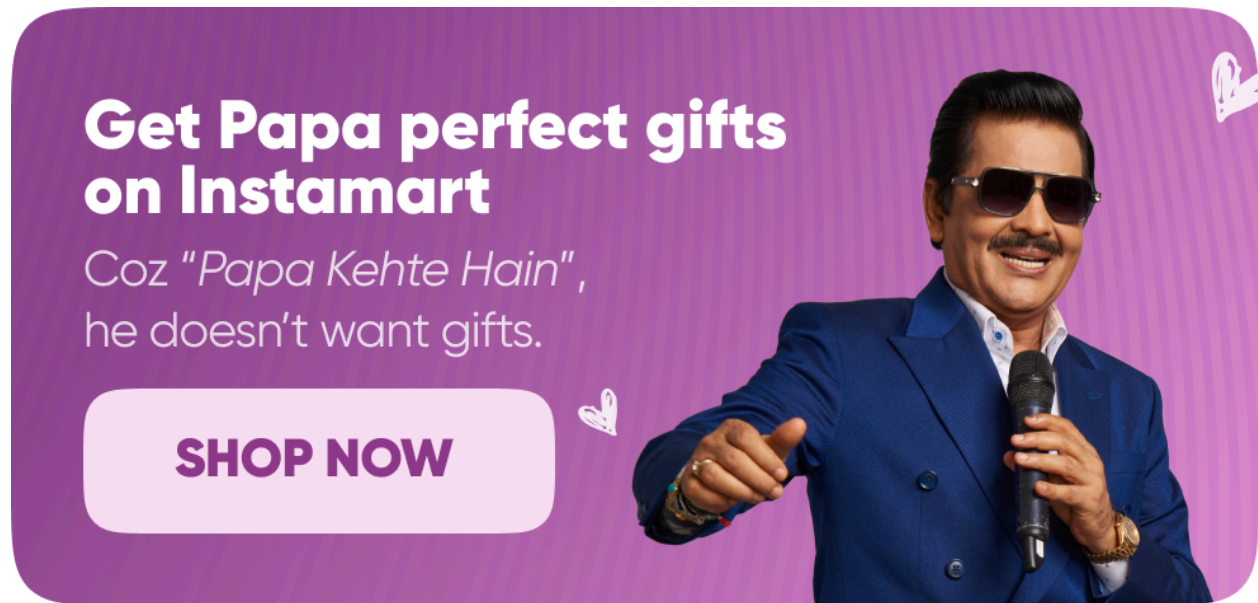
Ensure all elements adhere to these specifications for consistency and optimal visual appeal.

## Creative examples for reference

**Get Papa perfect gifts  
on Instamart**

Coz "Papa Kehte Hain",  
he doesn't want gifts.

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Top 3 most-watched  
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**PANCHAYAT**

