

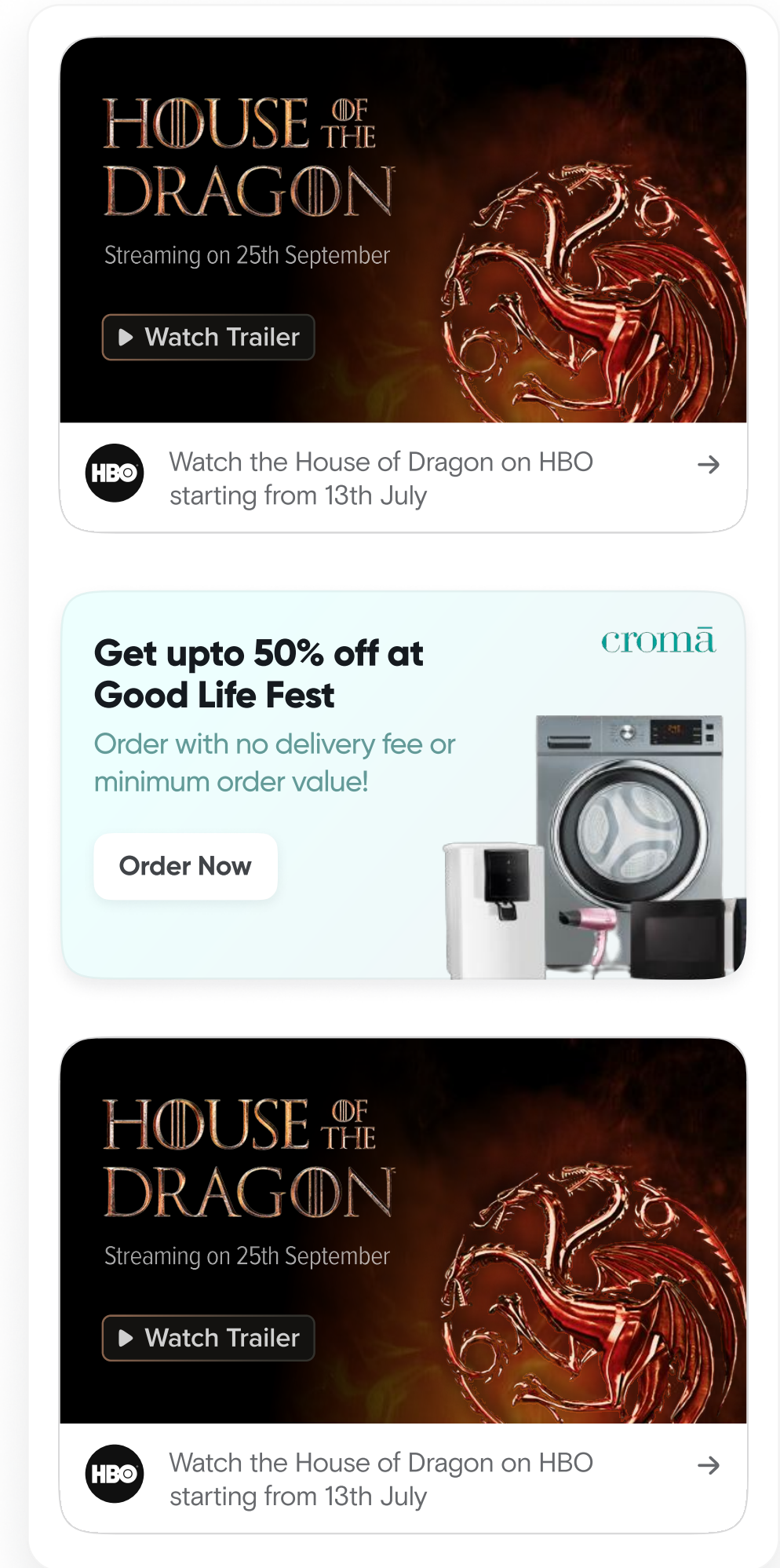
# Guidelines for filler image AD b/w videos

# Construction

## Placement

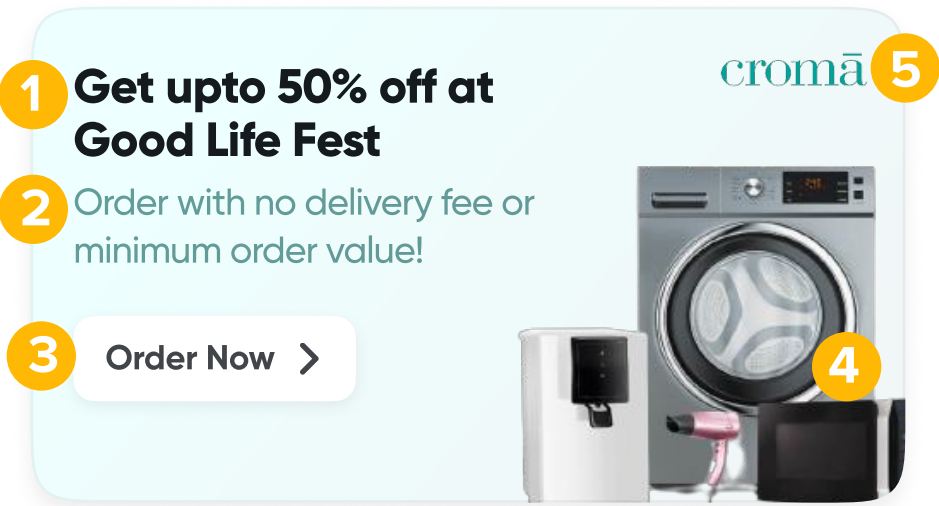
The entry point appears in the order tracking screen for food

The card is visible between two video widgets



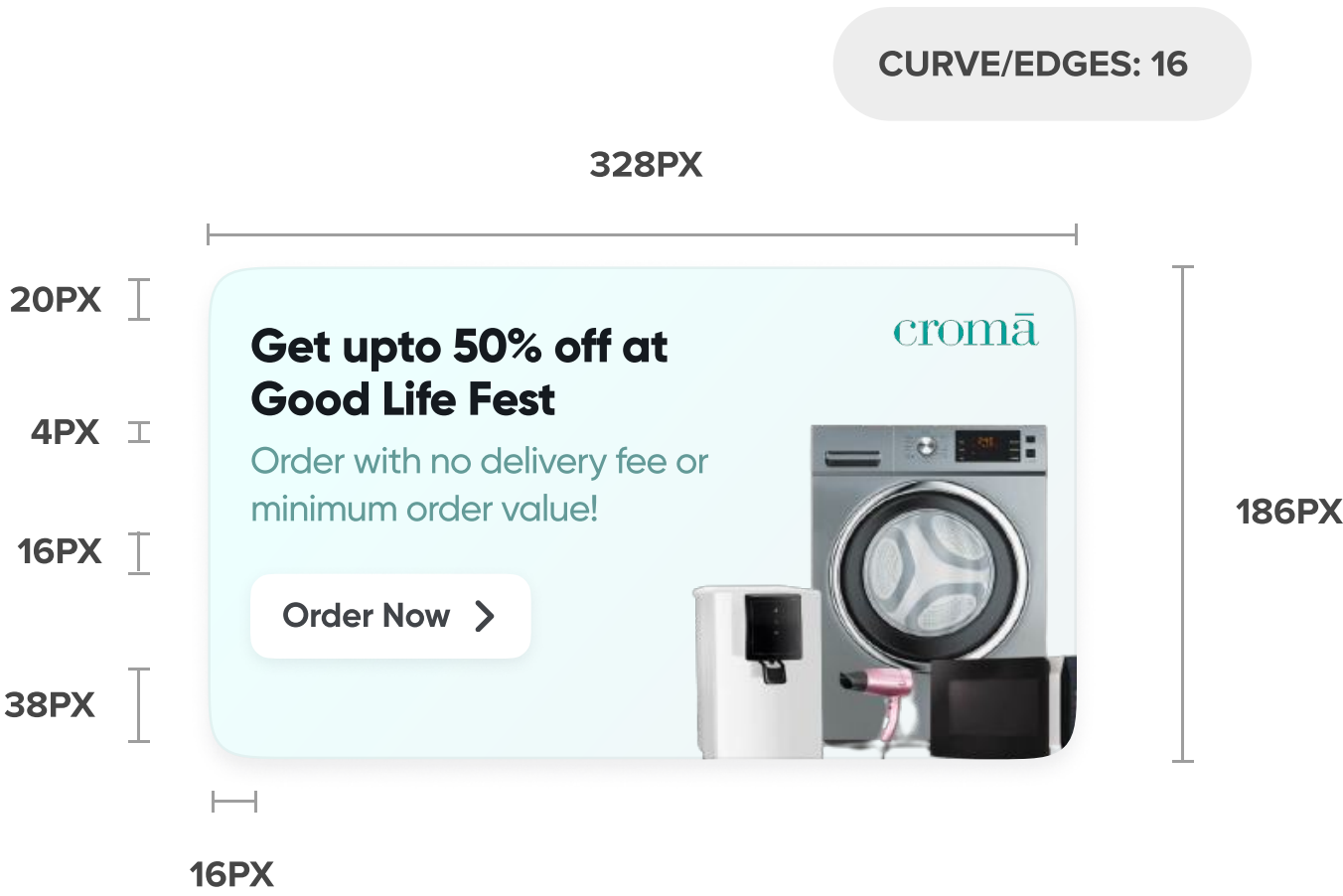
# dimensions

## Breakdown

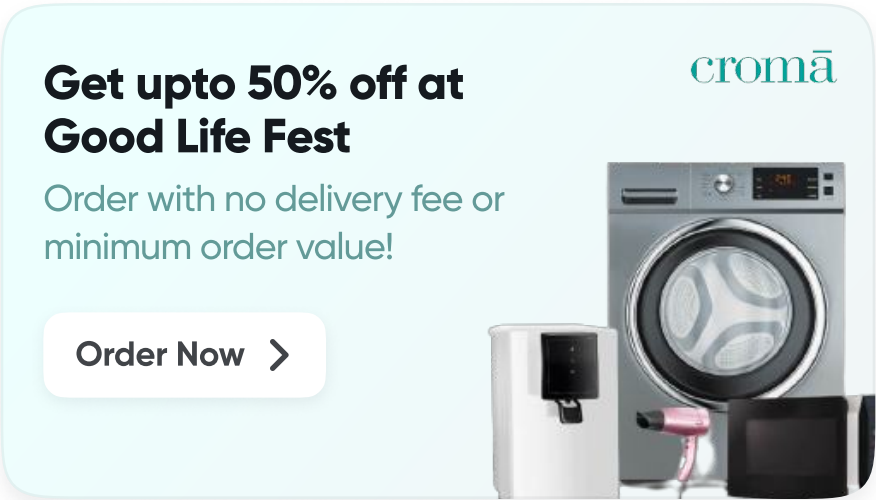


- 1. Header -Max two lines of heading  
( refer slide 3 for details )
- 2. Subtext - max 2 lines of subtext  
communication ( refer slide 3 for details )
- 3. CTA - 10 characters (refer slide 4)
- 4. Background visual - Use 40% of the right  
side of creative for imagery.
- 5. Logo of the brand can be placed on  
top right corner

## Dimensions



# Header & Subtext font specs



**Fonts:**

**Header:**

Gilroy :: 18 :: Extra Bold

**Subtext:**

Gilroy :: 14 :: Medium

**Text Placement:**

**Header** : x axis: 16 :: y axis: 20

**Subtext** : x axis: 16 :: y axis: 64

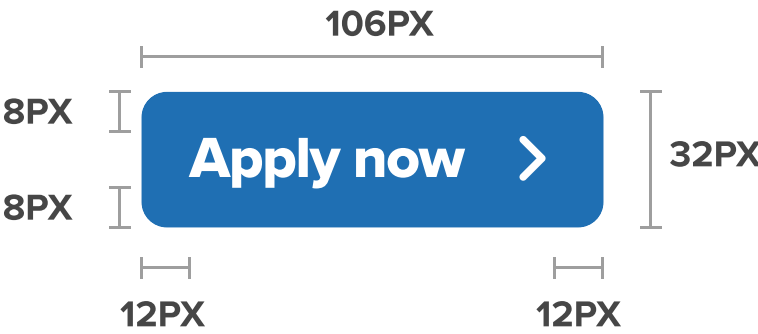
# CTA

## Guideline

- Follow the dimensions on the right
- Use the SVG for the accurate chevron icon

Link for SVG of CTA: [Click here](#)

## Dimensions



### Fonts:

Gilroy : : 13 : : Bold

### Text Placement:

Center aligned

## Export Guidelines

Export the creative in : 4x

Format: png