

# Native Inline – Brand Banner

Guide to supplying assets

Skyscanner

Help

English (UK) United Kingdom (£ GBP)

Log in

✈ Flights

🏠 Hotels

🚗 Car Hire

🔍

London (Any) – Athens (ATH)

1 adult | Economy

◀

Mon 24 Aug

▶

◀

Sat 30 Aug

▶

Show whole month

Additional bag fees may apply

🔔 Get Price Alerts

85 of 1429 results sorted by Best

Sort by Best

Best

£258

3h 35

Cheapest

£256

3h 50

Fastest

£258

3h 35

SkyAirlines

Book with confidence

Make your booking with SkyAirlines now, with the flexibility to change if required.

Flights from £345

Sponsored

It's your world.

We'll help you explore it

Skyscanner

It's your world.

We'll help you explore it

Skyscanner

19:09

84%

✈ London (Any) → New York (Any)

1 adult | Economy

Thu 19 Sep – Thu 26 Sep

Flights

944 results

Filter | Sort

Best

£451

2h 15

Cheapest

£451

2h 18

Fastest

£660

2h 08

SkyAirlines

Book with confidence

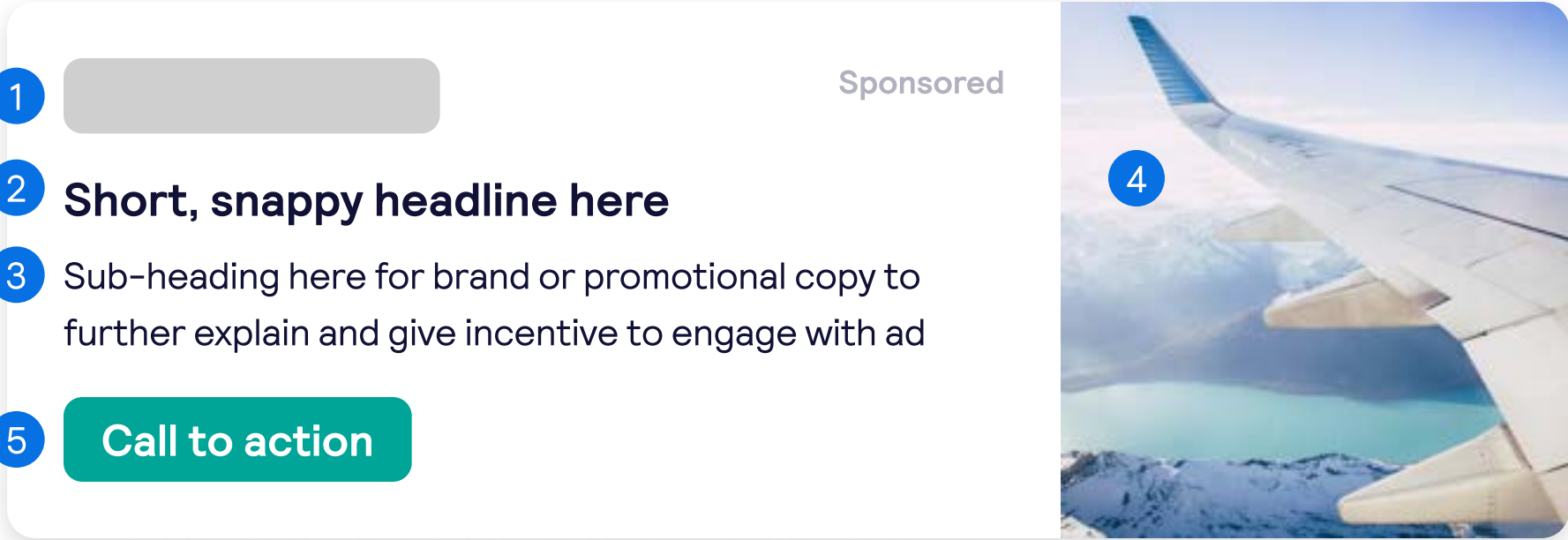
Make your booking with SkyAirlines now, with the flexibility to change if required.

Sponsored

Norwegian

# Native Inline – Brand Banner

## Creative Specs



- 1 Please supply a high res PNG or JPG file (supplying at **x2 or x3 required size** ensures sharpest possible appearance on retina screens)
- Maximum height 32px**  
**Maximum width 160px**  
Please crop to the edges of your logo: no white space/empty pixels to the left or right of the logo are permitted. For example, if your logo is not 160px wide when sized at 32px high, please crop the image file to the natural width of your logo. For examples or further explanation, please see page 3.

Logo will always appear on a white background, so please supply full colour version on a white or transparent background.

- 2 Headline maximum character limit (including spaces): **30** (sentence case only)

- 3 Sub-headline maximum character limit (including spaces): **75** (sentence case only)

- 4 **Image size: 300px wide x 300px high**  
The image will be cropped automatically depending on the size of the device that the banner is viewed on. This size ensures the image resolution is sufficient at the largest size.

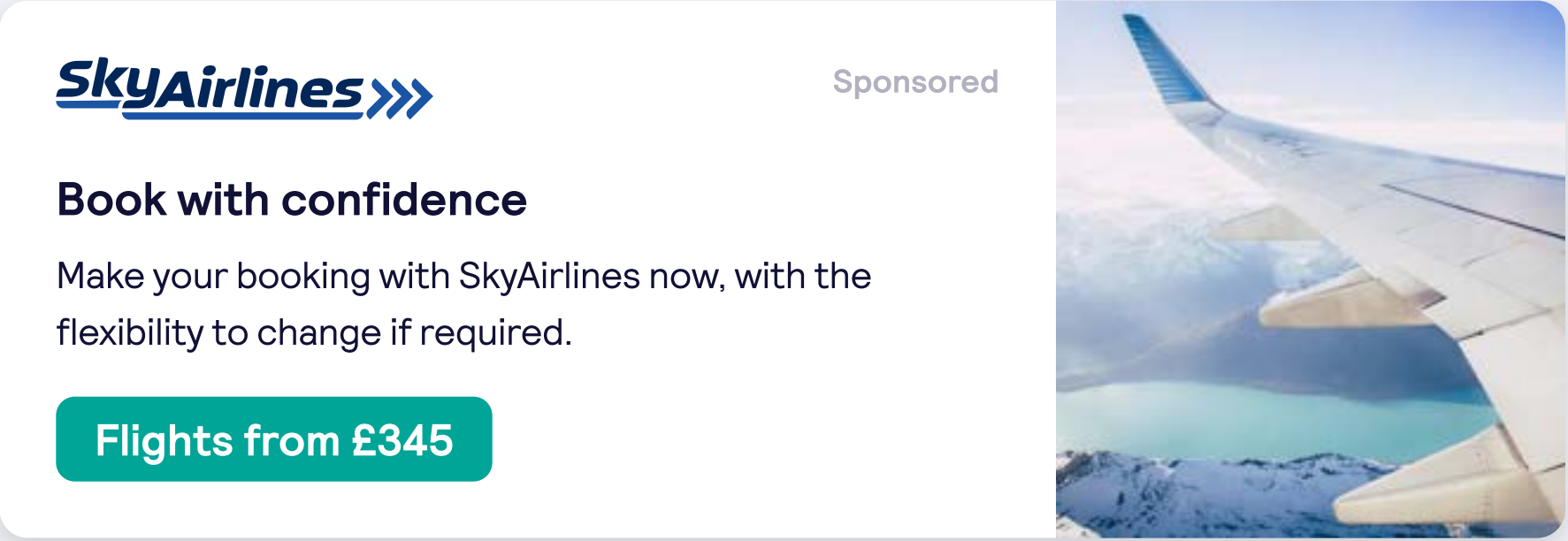
Image cannot included any text overlays. Safe areas and style of image for consideration shown on page 2.

- 5 Call To Action (CTA) button maximum character limit (including spaces): **20** (sentence case only)

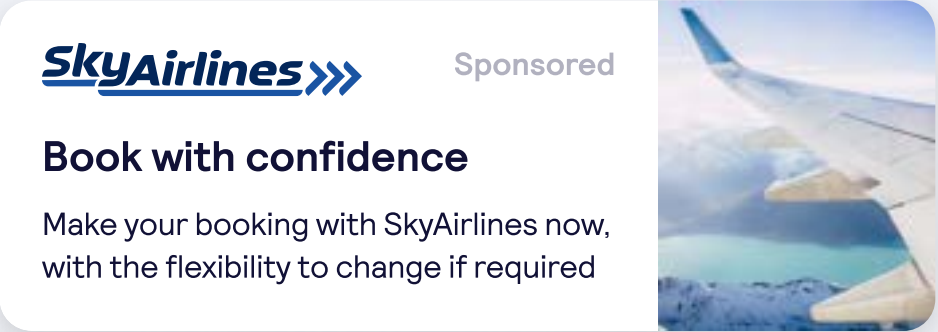
**Please note that the small screen web/app banner does not include a CTA button**

## Airline example

Desktop

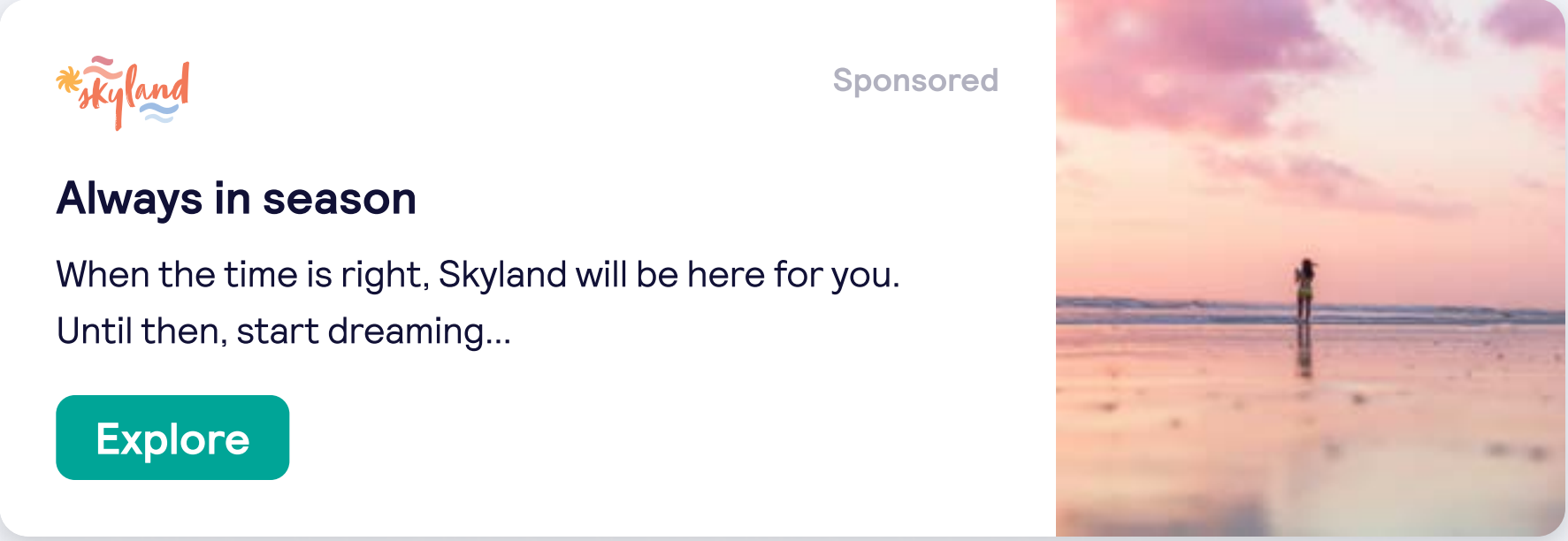


Small screen web/app

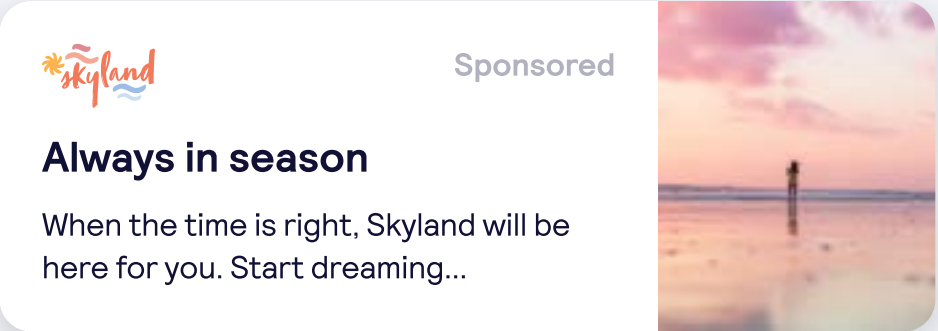


## DMO example

Desktop



Small screen web/app



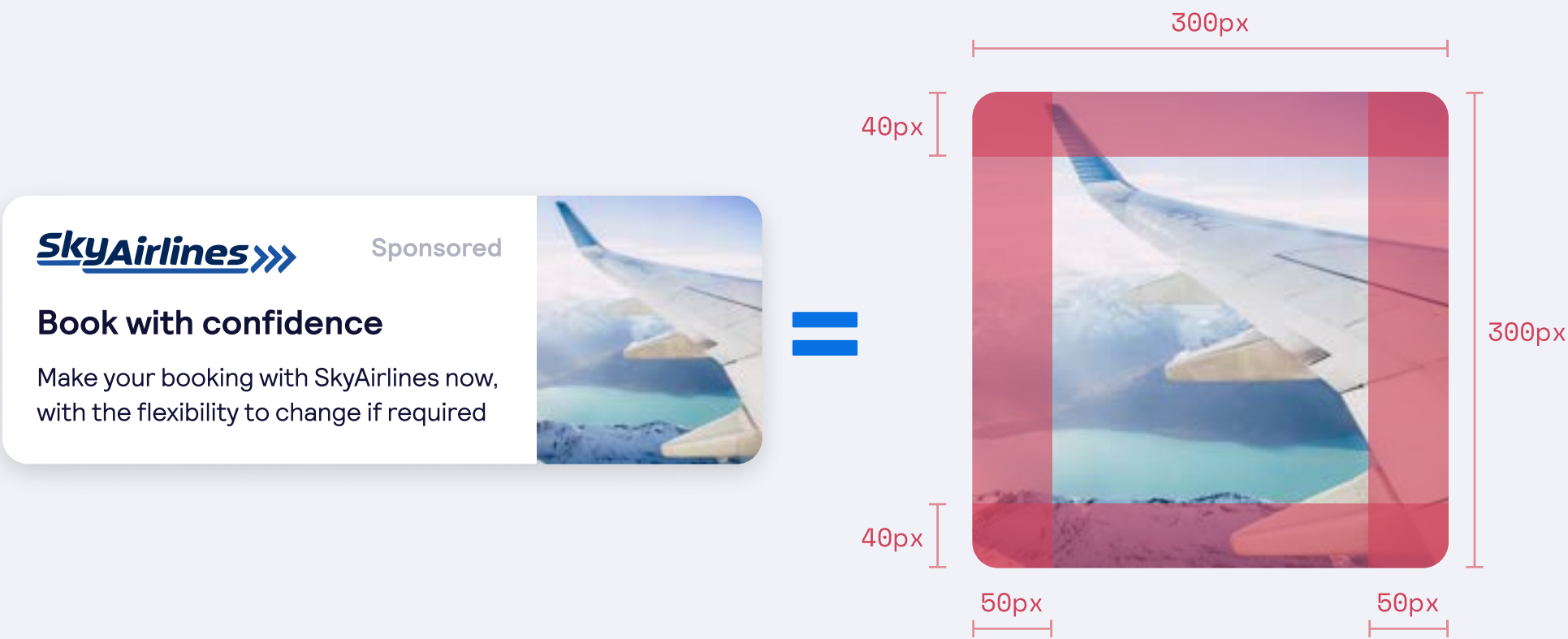
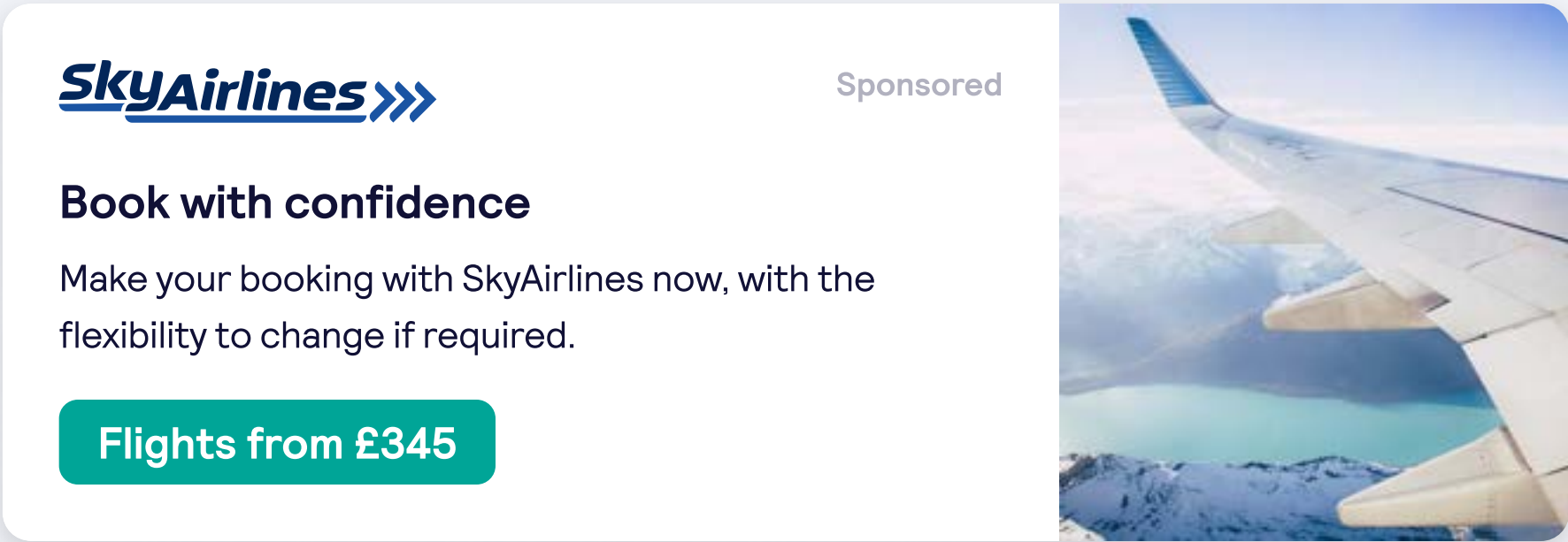


# Native Inline – Brand Banner

Choosing an image

## Cropping

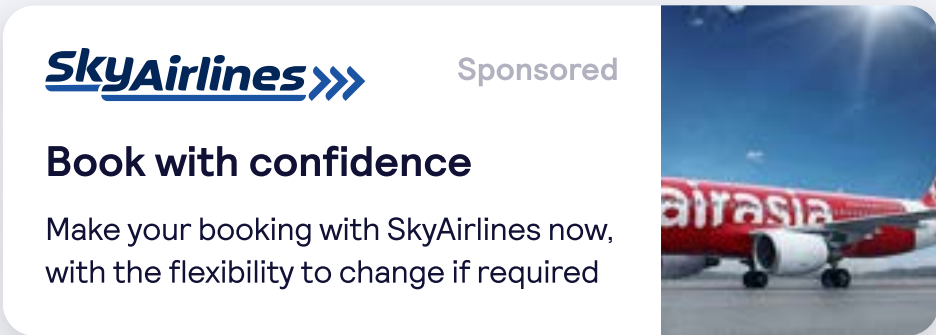
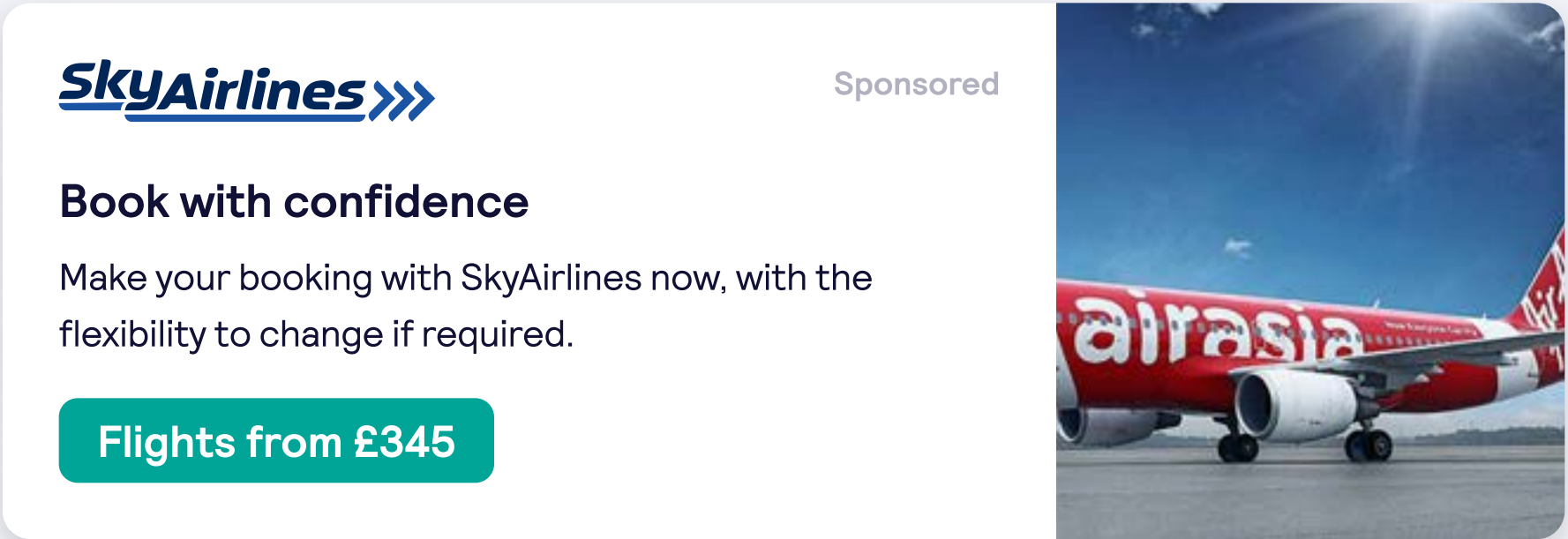
The main image you provide may be cropped depending on size of the device that the banner is viewed on. Please check nothing important sits outside of the safe area shown below.



## Text or communication within the image

We do not permit extra messaging embedded within the image, but if your image does contain aircraft livery or signage, be mindful of the unsafe areas of the image.

✗ Livery obscured by button on desktop, and cropped at edges on small screen



# Native Inline – Brand Banner

Providing your logo file as PNG or JPG

## Horizontal/inline logos

If you have a horizontal/inline (wide) version of your logo, this will work best in the space.

You are not required to fill the space of both maximum dimensions. For example, when your logo is 160px wide, it might be less that 32px high. This is ok – you just need to crop your logo file to the edges of the logo, as per this example:



160 x 32 potential logo area



this logo at 160px wide  
= 26px high



provide your logo cropped to  
160px wide by 26px high


## Vertical/stacked logos

If you only have a vertical/stacked (tall) version of your logo, this will still work in the space, your logo will just appear smaller than a horizontal/inline version. This is due to the nature of the space available on this banner.


Again, you are not required to fill the space of both maximum dimensions. For example, when your logo is 32px high, it might be a lot less that 160px wide. This is ok – you just need to crop your logo file to the edges of the logo, as per this example:



160 x 32 potential logo area



logo at 32px high is 57px wide



provide your logo cropped to  
32px high by 57px wide


## For retina/high resolution screens

If possible, please **provide your logo at x2 or x3 the sizes outlined above**, to ensure your logo looks sharp on all screens and devices.

For example, the two logos above would actually be provided at:  
Airline example: 480px wide x 78px high (for x3 times)  
DMO example: 96px high x 171px wide (for x3 times)


## Empty pixels/extra white space

Please **do not** provide your logo file with **empty pixels/extra white space either side of the logo**. This will cause an error in the alignment and spacing of the logo within the banner.



logo centred within 160px  
wide space

=




Sponsored

### Always in season

When the time is right, Skyland will be here for you.  
Until then, start dreaming...

Explore



✗ Logo and sponsored badge “floating”

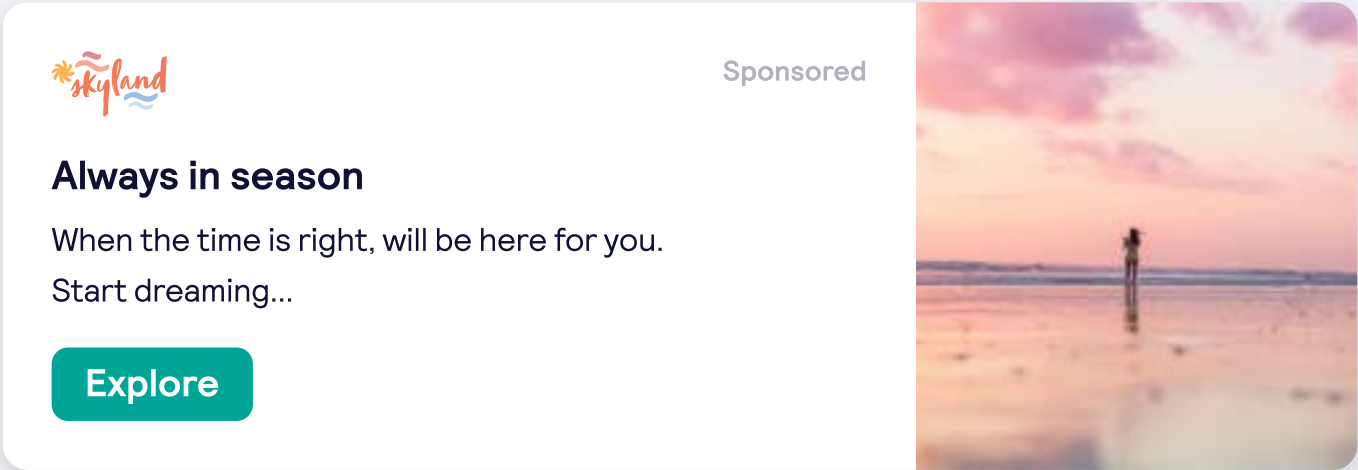
Page 3

# Native Inline – Brand Banner

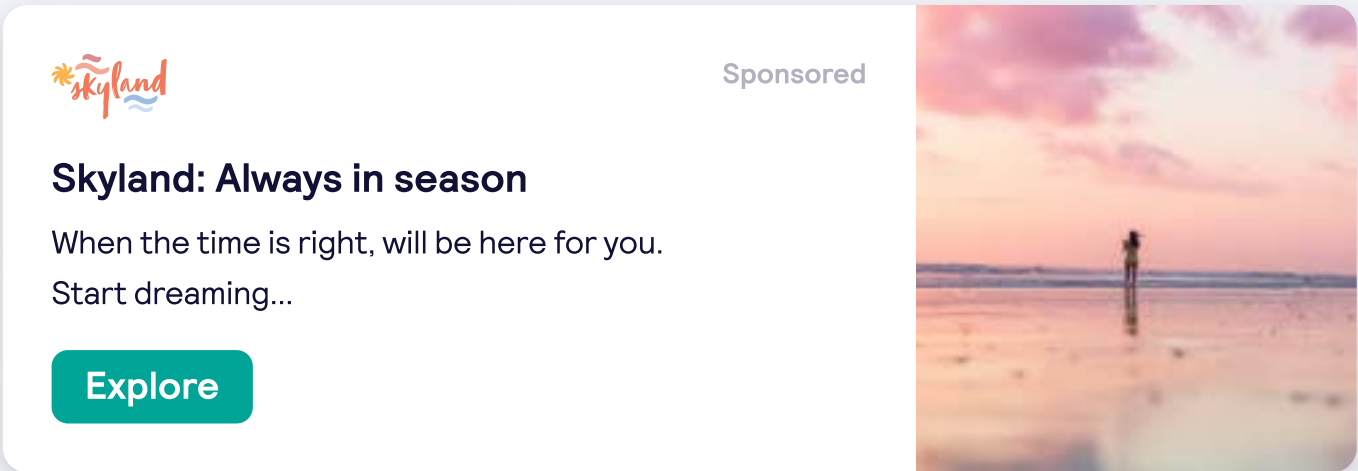
## Messaging and typography

### Include your brand/destination name

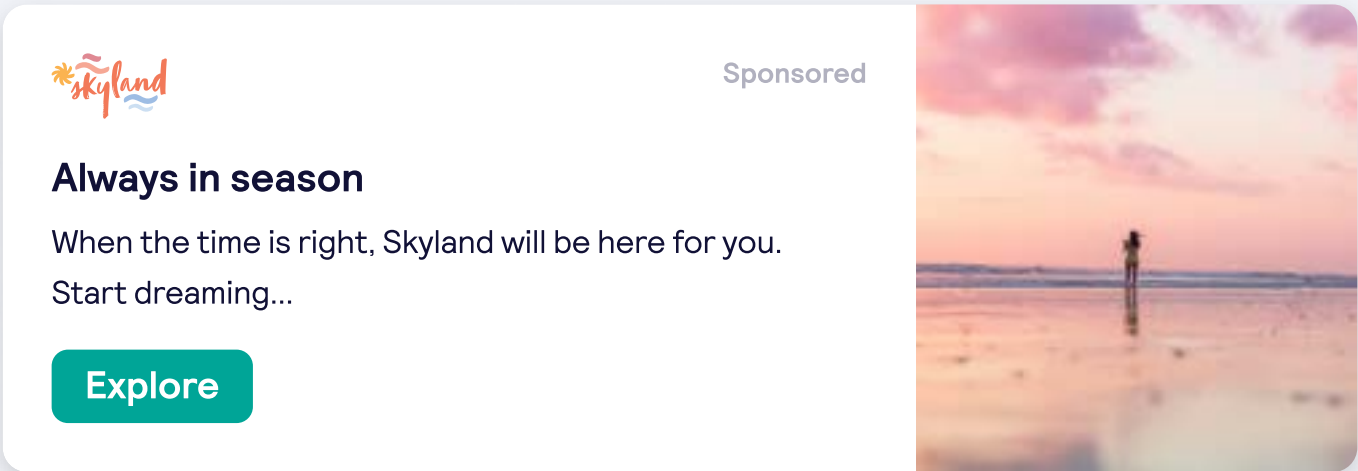
It is important not to rely solely on your logo to convey to the traveller who is speaking to them or what the destination is. Your logo will be relatively small, especially on small screen devices, so it is especially crucial if your logo is mainly image-based or uses playful letterforms, to include the name of your brand or destination in the messaging.



✗ Only the logo indicates the destination name



✓ Headline mentions destination name

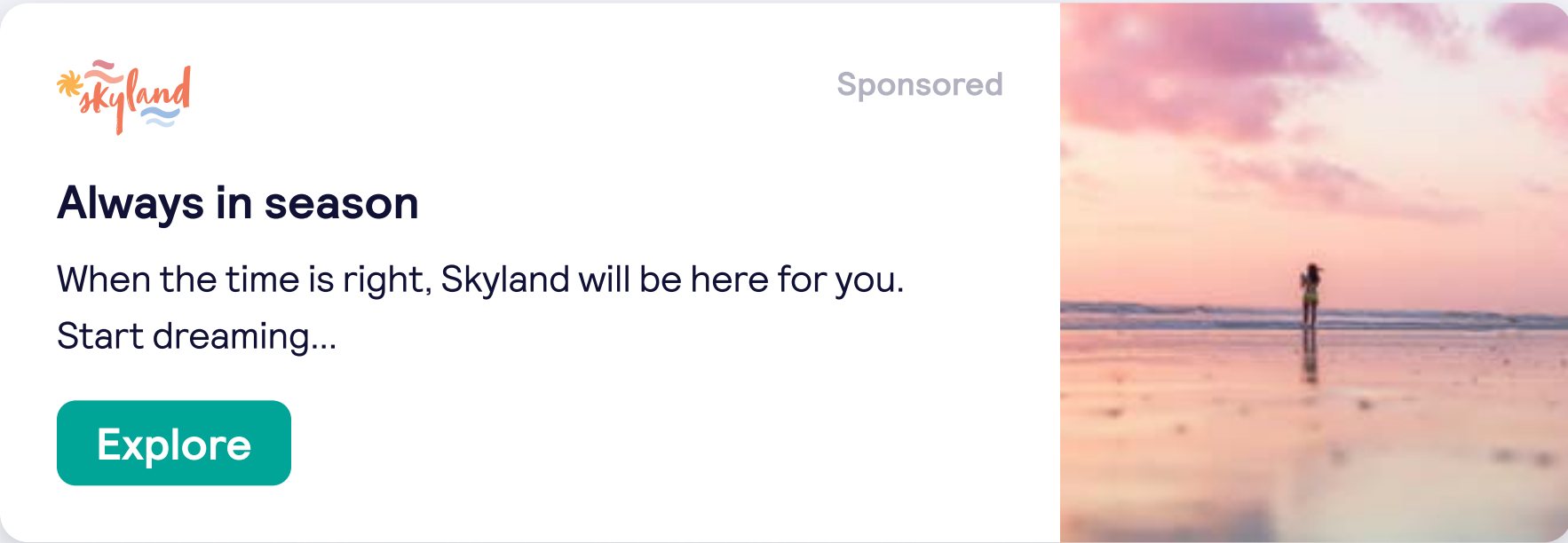


✓ Sub-headline mentions destination name

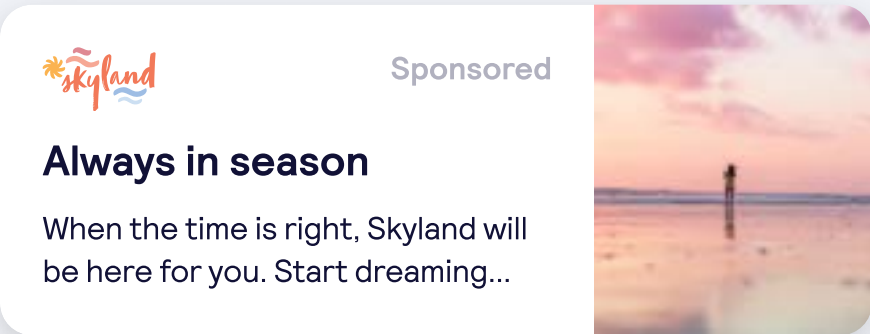
### Include a call to action within your messaging

For our small screen format there is no Call To Action button, so we advise your messaging takes this into consideration.

Desktop with CTA button

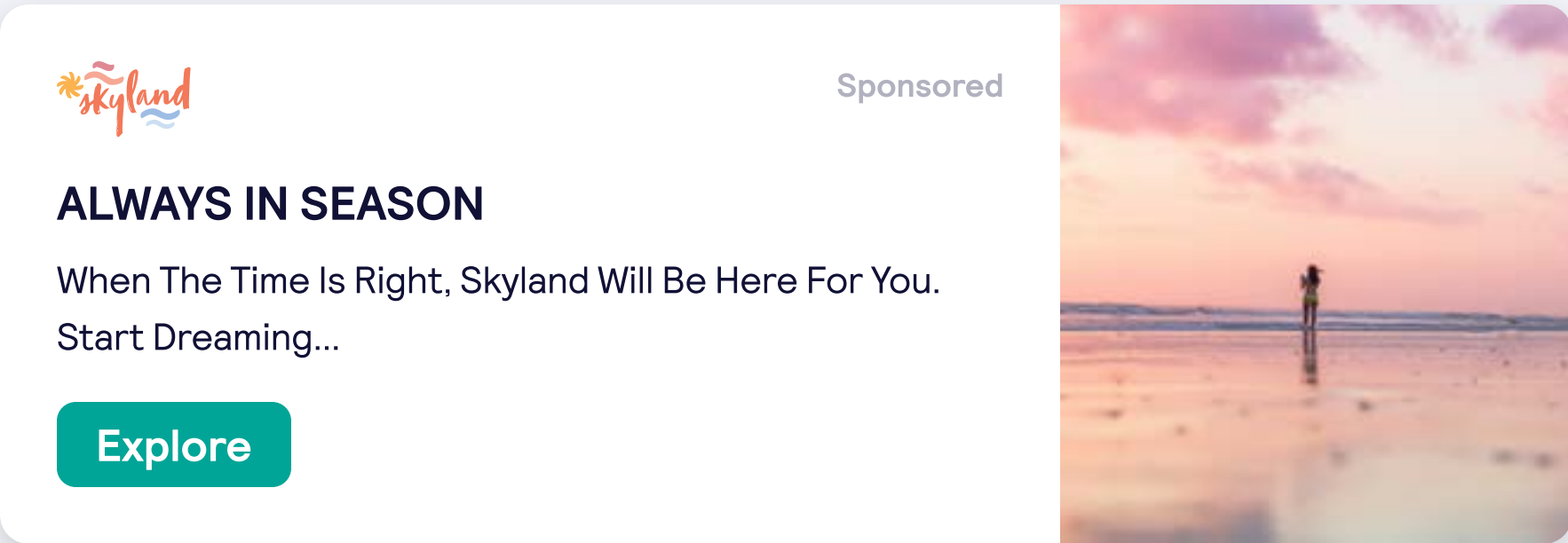


Small screen web/app: no button



### Use sentence case for all messaging

Please do not use ALL CAPS or Title Case for any of the messaging, including the CTA button text. Only the first letter of the first word in a sentence should be capitalised.



✓ Sentence case used for single word CTA

✗ ALL CAPS used for headline

✗ Title Case used for sub-headline





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For any further questions or feedback,  
please get in touch with your Skyscanner  
contact.

Thank you.