Skyscanner

Sponsored Results - Destination

Guide to supplying assets

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Creative Specs

1 Headline
Name of city to be sponsored

2 Marketing message
Max 113 characters (with spaces, sentence case only). Translations must be supplied if running across several locales.

3 Header image
Optimal size 3840x1646px PNG or JPG
There will be some cropping across different devices, so images should act as a background no matter what crop, and not depend on any focal point of the image. Strictly no text/logos should be embedded into this image.

4 Logo for Web
Full colour logo
PNG with transparent background
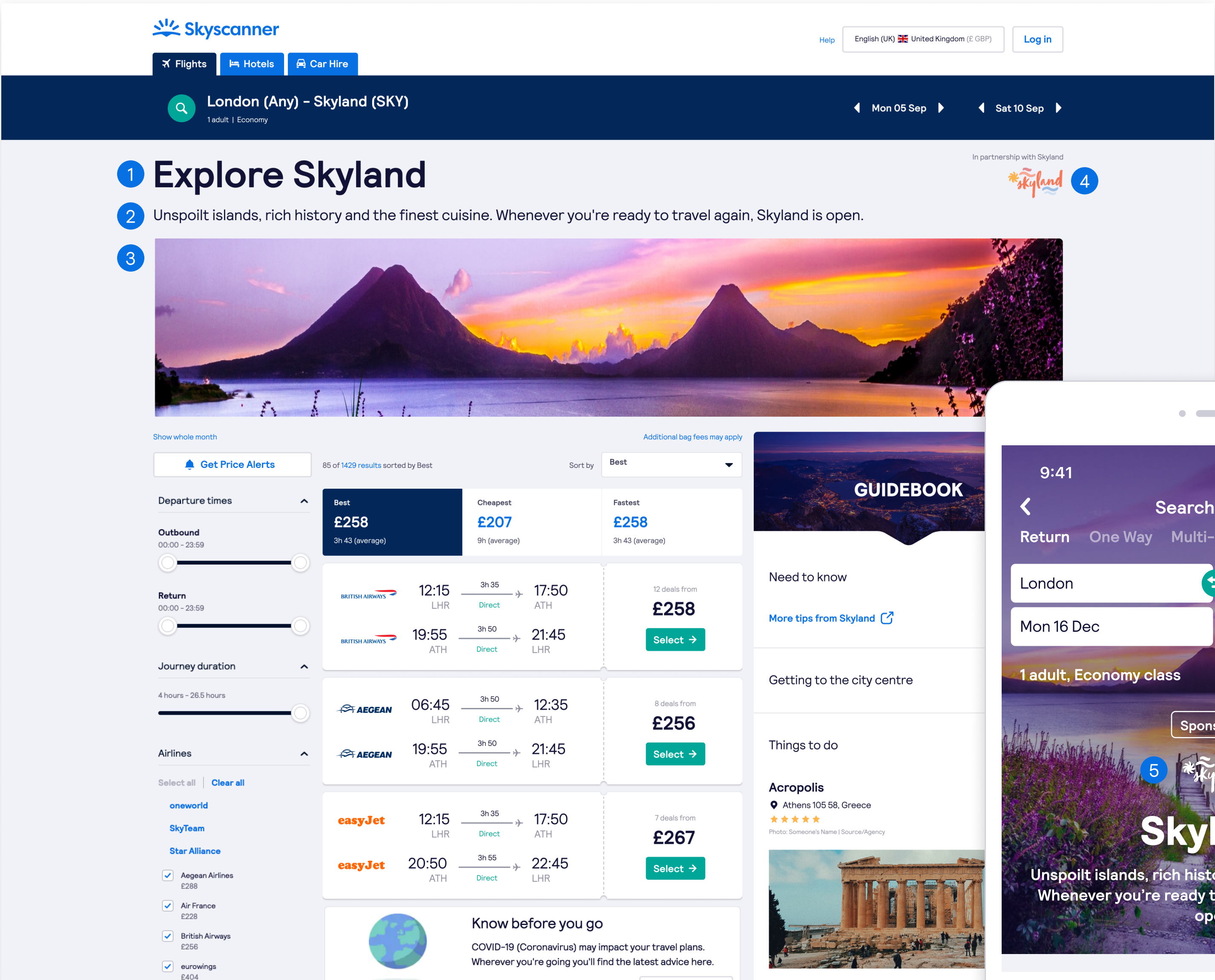Max width 150px*
Max height 48px*

*Whichever of the two suits your logo shape best. Please see page 2 for detailed guidance on this.

5 Logo for App
White logo
PNG with transparent background
Please follow same sizing guidelines as for web

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Setting up and supplying your logo file

The maximum logo area is 150px wide by 48px high, however your logo is unlikely to fit this ratio perfectly. Please use the guides below to see which maximum dimension suits your logo best, and provide as a PNG with transparent background.

Horizontal/inline logos

✕ Logo at 48px high
exceeds 150px wide limit

Logo at 150px wide
is 25px high

✓ Logo at 150px wide with canvas
height clipped to edges

Vertical/stacked logos

✕ Logo at 150px wide
exceeds 48px height limit

Logo at 48px high
is 86px wide

✓ Logo at 48px high with canvas
width clipped to edges

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.

You can only do this if you are working with the original vector or SVG logo file. If you only have a PNG logo file to work with, then do not increase it by x2 or x3 as this will degrade the quality. For any assistance needed, please contact the Skyscanner design team via your commercial contact.

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