



STADA MODULE LIBRARY

09/10/2018

MOSQUITO

INFECTIOUS DIGITAL BRAND COMMUNICATION



Web Image / Video Guidelines

These guidelines apply to images and videos in all modules.

- Resolution: 72 ppi for images, 1080p for video
- File format: Dependent on the type of media:
 - JPG for photographs
 - PNG for images with transparency, icons, packshots, and line drawings
- Image size: Image sizes are module specific — they are given in the 'description' section of each module (as width x height in pixels). If a module supports the upload of separate mobile and desktop images, both sizes are given.
- Mobile images: Some modules support the upload of separate desktop and mobile images — these are listed below. For all other modules, only a single image can be uploaded — this image will get resized and/or cropped by the CMS to accommodate different screen sizes.
 - Module 15: Hero banner
 - Module 31: Page Banner
- Video: Some modules support the use of video content (YouTube hosted) — these are listed below.
 - Module 15: Hero Banner Section
 - Module 23: Image / Video Gallery
 - Module 34: Product Details
 - Module 43: Video



1a. Grid Section — Example with 1 column



Description:

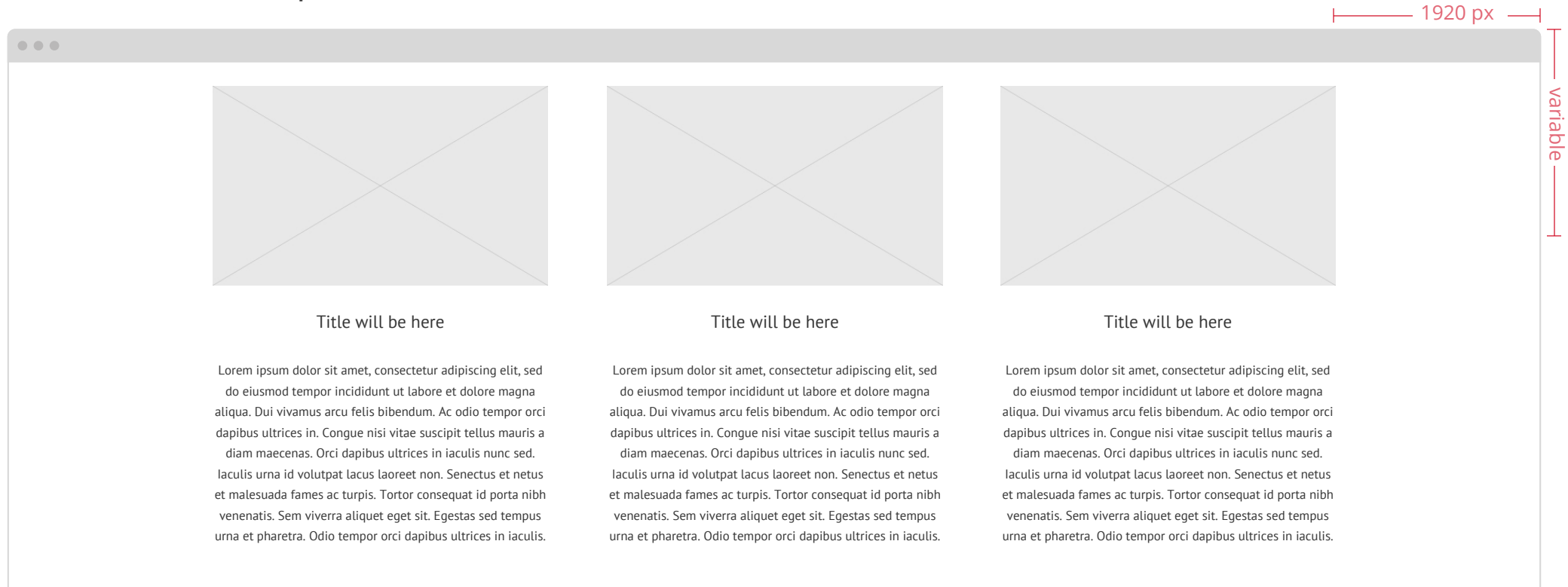
- Generally used to create blog articles. A grid section is very flexible — it can be made up of 1, 2, 3, or 4 columns and can include headings, body copy and/or images.
- Image size: 690 x 461 px (no separate mobile image)

Variations:

- All elements are optional and can be combined in different ways, for example a Grid Section can be made up of:
 - heading + body copy + image
 - body copy + video
 - only body copy



1b. Grid Section — Example with 3 columns



Description:

- Generally used to create blog articles. A grid section is very flexible — it can be made up of 1, 2, 3, or 4 columns and can include headings, body copy and/or images.
- Image size: 690 x 461 px (no separate mobile image)

Variations:

- Number of columns can vary from 1-4
- All elements are optional and can be combined in different ways, for example a Grid Section can be made up of:
 - heading + body copy + image
 - body copy + image
 - only body copy



2. Accordion Section



Description:

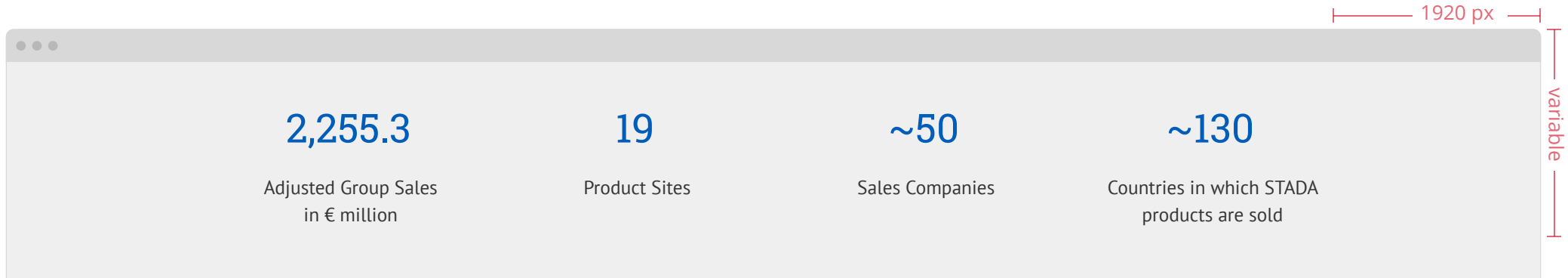
- An accordion to display large amounts of information e.g. FAQs

Variations:

- N/A



3. Animated Stats



Description:

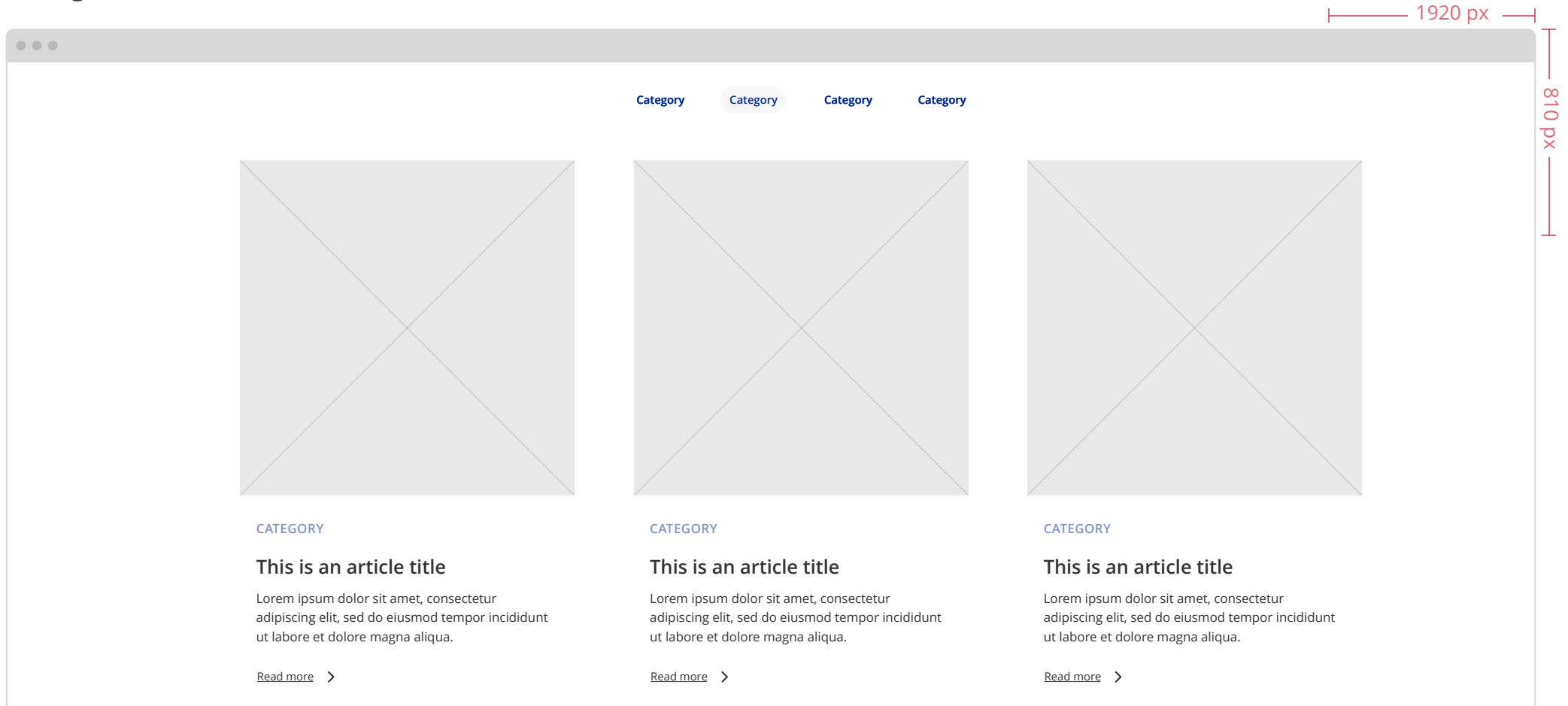
- A banner with animated statistics i.e. numbers count upwards as user scrolls

Variations:

- Colour of statistics is customisable



4. Blog — All Posts



Description:

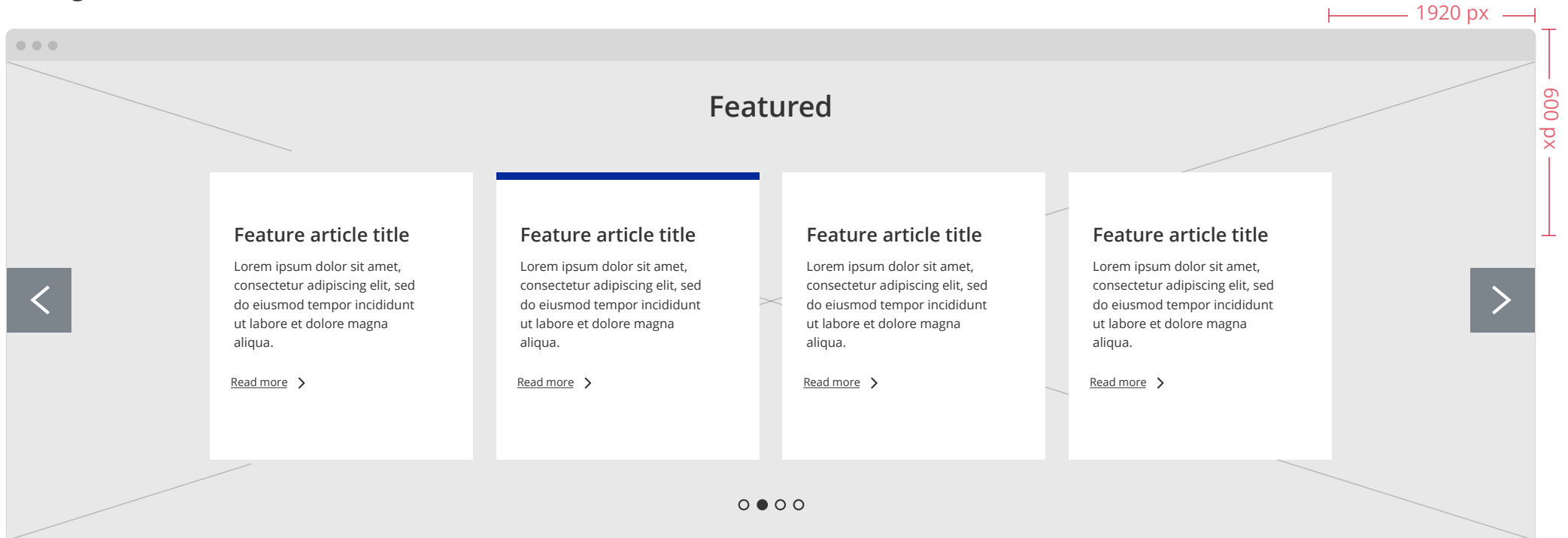
- A grid of posts that can be filtered by category
- Image size: 950 x 950 px (no separate mobile image)

Variations:

- N/A



5. Blog — Featured Posts



Description:

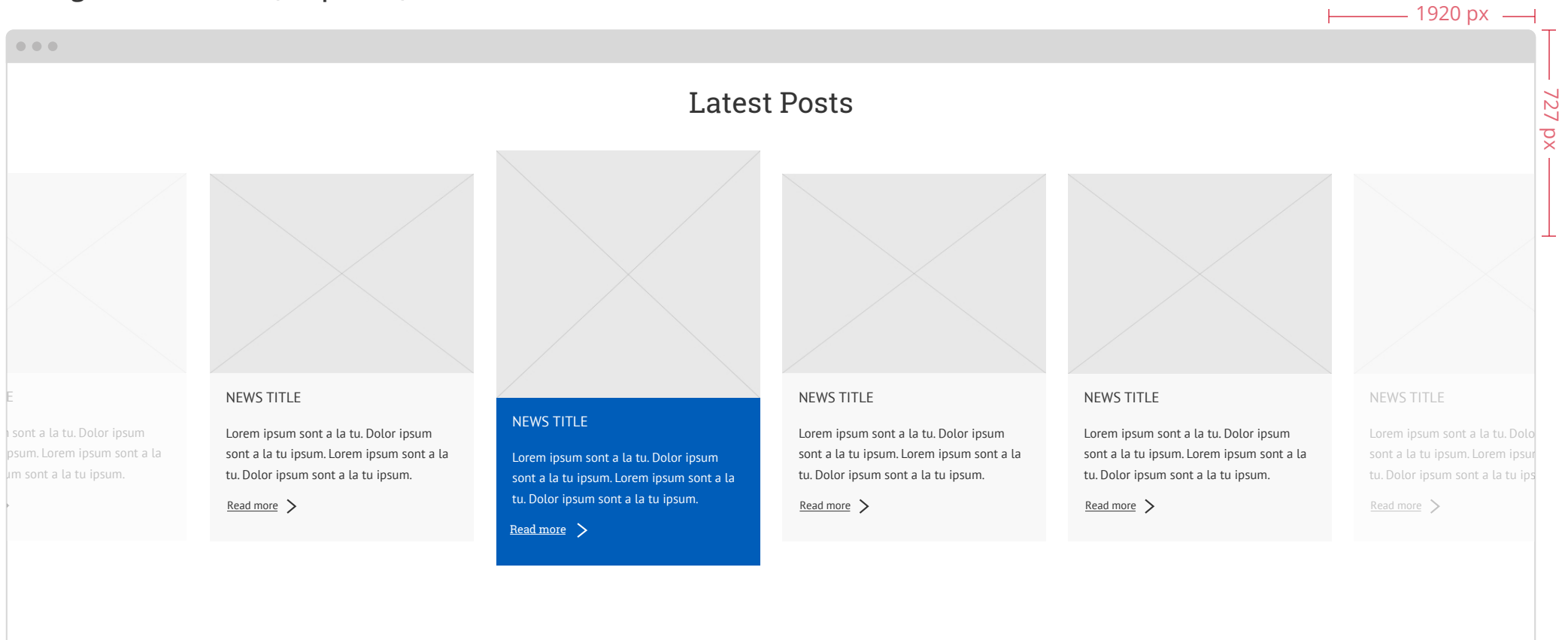
- Displays featured posts on the blog landing page
- Background image size: 1920 x 600 px (no separate mobile image)

Variations:

- N/A



6. Blog — Latest Posts (Corporate)



Description:

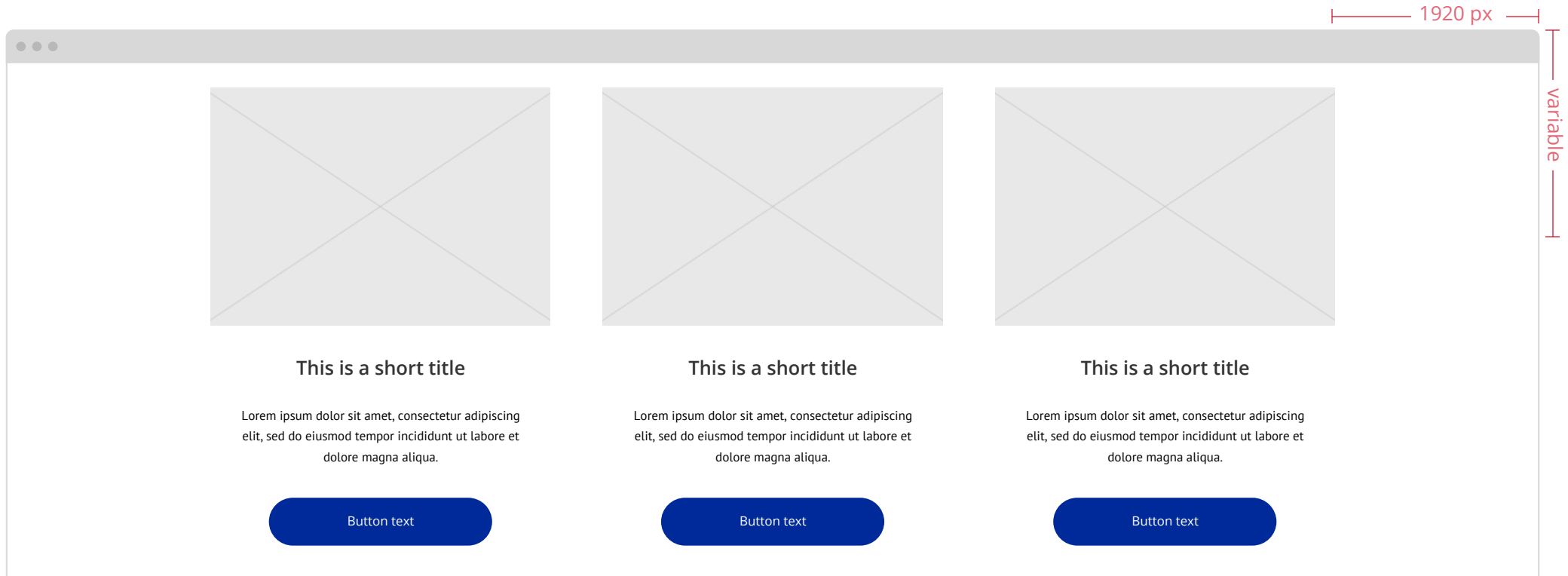
- A carousel showing the latest blog posts
- Image size: 609 x 571 px (no separate mobile image)

Variations:

- Colour of active post is customisable



8. Card Section



Description:

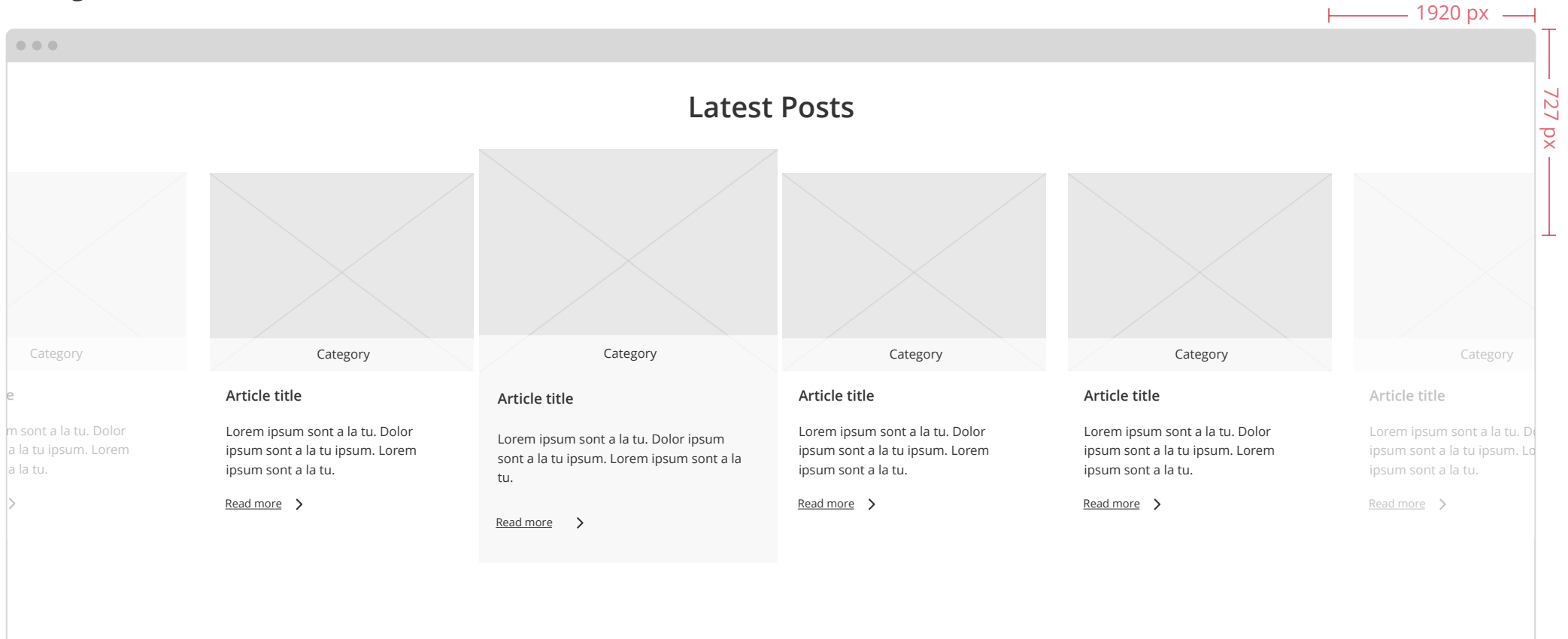
- Displays 3 or 4 image cards side-by-side
- Image size: 609 x 425 px (no separate mobile image)

Variations:

- Titles and subtitles are optional
- Buttons are optional
- Can be a 3 column (3 card) layout or a 4 column (4 card) layout



7. Blog — Latest Posts (Brands)



Description:

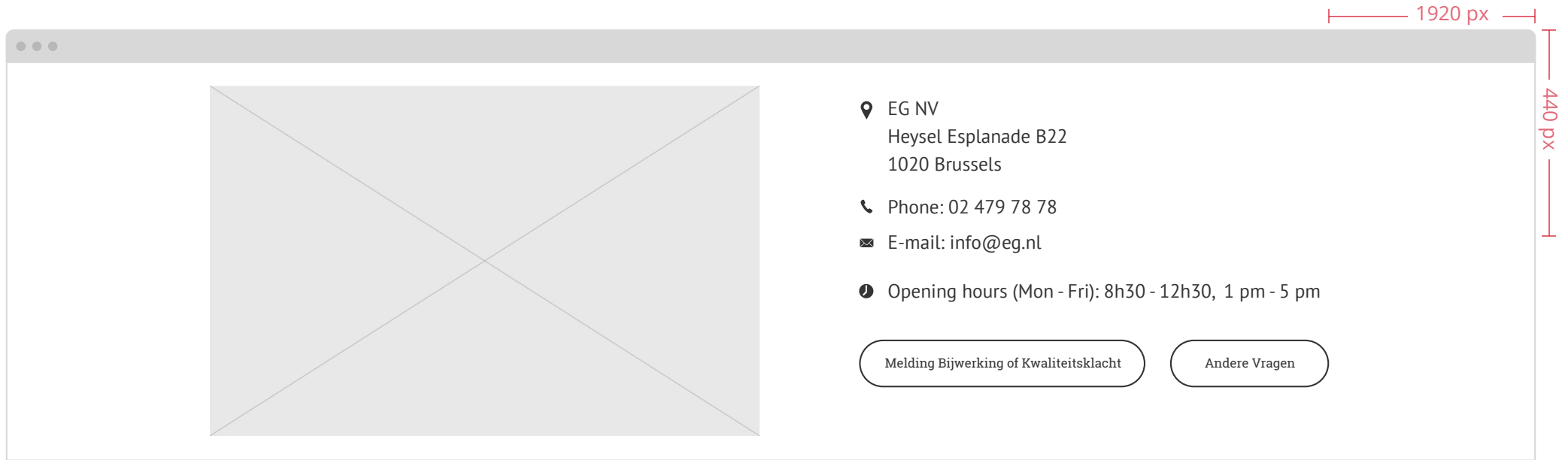
- A carousel showing the latest blog posts
- Image size: 609 x 571 px (no separate mobile image)

Variations:

- Categories are customisable



9. Contact Section



Description:

- A contact section with map & contact details
- Image size: 1189 x 695 px (no separate mobile image)

Variations:

- Type of contact details (i.e. phone, address, email, etc.) are customisable
- Buttons are optional



10. Downloads Section



Description:

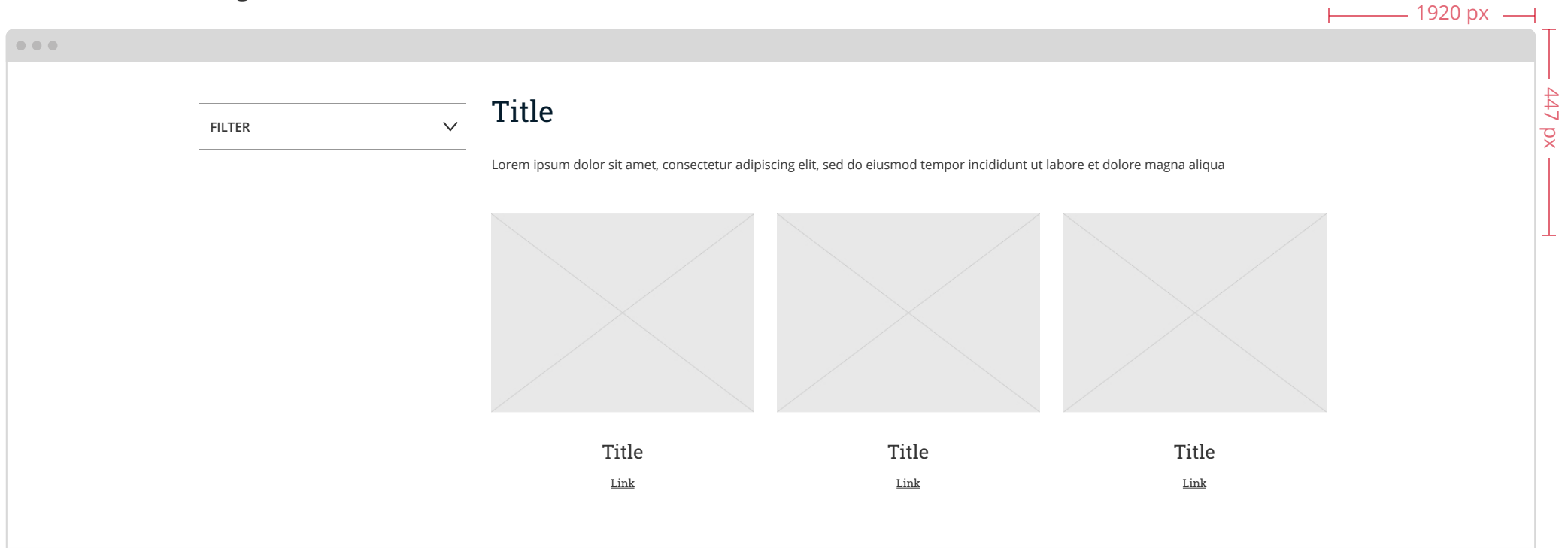
- A row of downloadable items

Variations:

- Maximum 4 items per row — multiple rows can be stacked on top of each other



11. Filtered Card Page



Description:

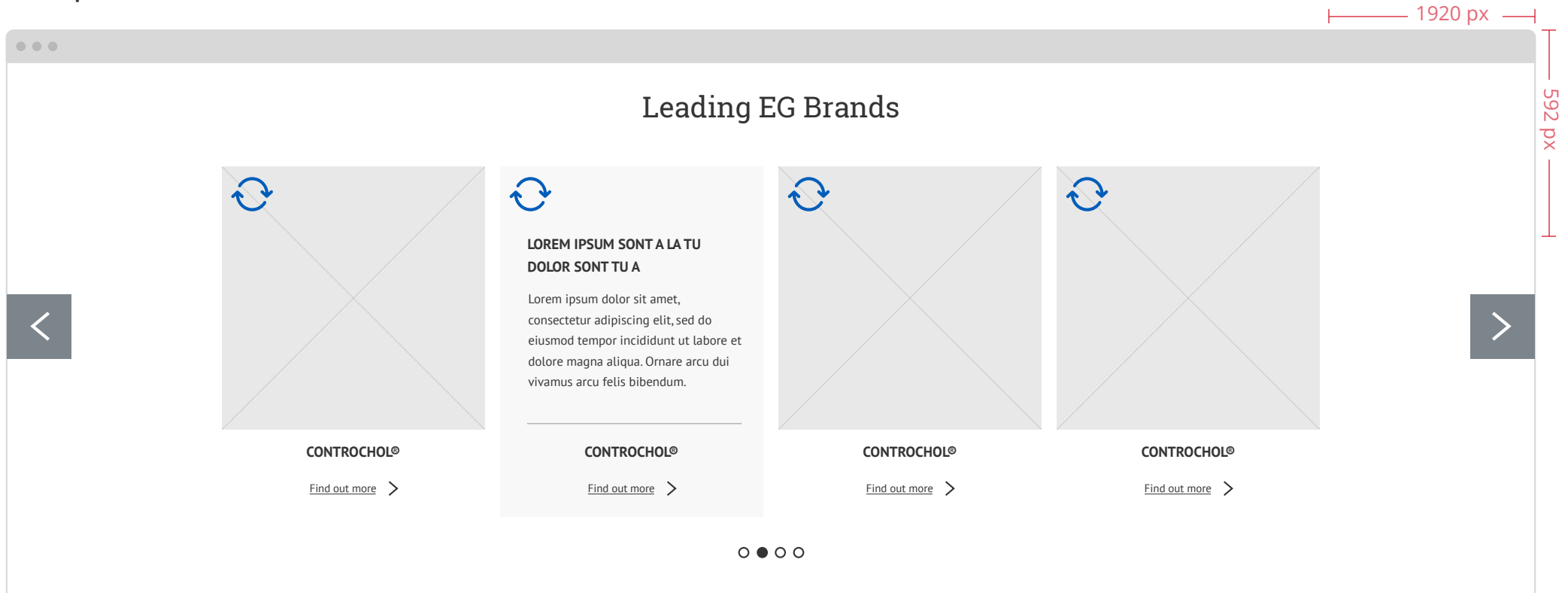
- A page containing cards that link to other pages on the site — cards can be filtered by category using the dropdown filter on the left-hand side
- Image size: 641 x 447 px (no separate mobile image)

Variations:

- Multiple rows of three cards can be stacked



12. Flip Carousel



Description:

- A carousel to display multiple images — cards flip on hover to display an image on one side and text & link on the other
- Image size: 423 x 385 px (no separate mobile image)

Variations:

- N/A



13. Forms — Example A

The screenshot shows a web form titled "FORM TITLE" within a browser window. The form contains the following elements from top to bottom:

- A dropdown menu with the placeholder text "Placeholder text" and a downward arrow.
- A text input field with the placeholder text "Placeholder text".
- A dropdown menu with the placeholder text "Placeholder text" and a downward arrow.
- A label "Title" above a text input field with the placeholder text "Message".
- A blue rounded rectangular "Submit" button at the bottom center.

Red dimension lines indicate a width of 1920 px and a height that is "variable".

Description:

- An example of a form with a submit button and different types of input fields (text input, select from dropdown, text area)

Variations:

- Forms are customisable
- All generic field types are available to be added i.e. text, radio button, checkbox, etc.



14. Forms — Example B

1920 px

variable

Subscribe to our newsletter

Get the latest news, updates and more delivered directly to your email inbox.

example@gmail.com

Hoggar® Night will use the information you provide on this form to be in touch with you and to provide updates and marketing.

I agree to my personal data being stored and used to receive the newsletter

I agree to receive information and commercial offers about Hoggar® Night, eg. updates.

You can change your mind at any time by clicking the unsubscribe link in the footer of any email you receive from us, or by [contacting us](#) at info@stada.de. By clicking below, you agree that we may process your information in accordance with our [Privacy Policy](#).

Subscribe

Description:

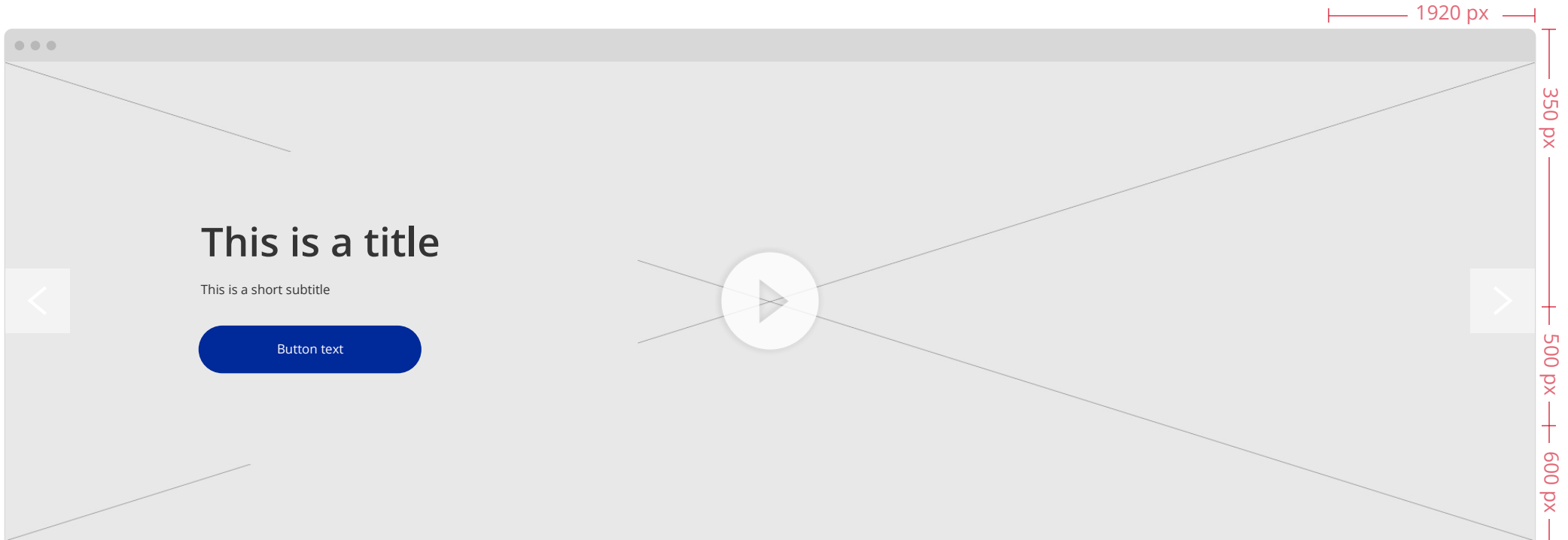
- An example of a form with a text input field, checkboxes, and a submit button

Variations:

- Forms are customisable
- All generic field types are available to be added i.e. text, radio button, checkbox, etc.



15. Hero Banner (short, medium, or tall)



Description:

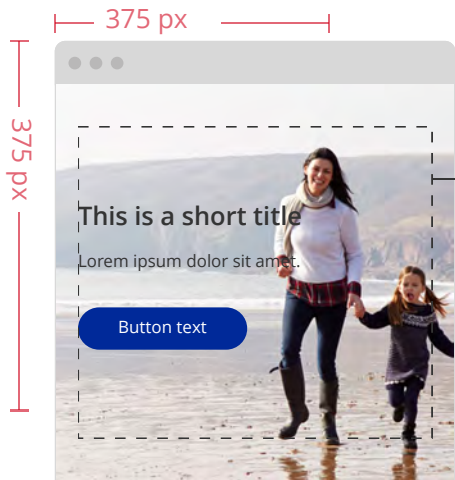
- A hero banner that comes in 3 different height variations
- Can include a play button that plays a YouTube hosted video
- Choose an image that has its focal point on the right-hand side so the title and copy are not obstructed
- Supports upload of separate desktop & mobile images:
 - Desktop image size: 1920 x 350 px (short), 1920 x 500 px (medium), 1920 x 600 px (tall)
 - Mobile image size: 950 x 950 px

Variations:

- Carousel feature is optional
- Choose from light or dark text
- Choose from 3 fixed module heights (short, medium, tall)
- Title, subtitle and button are optional
- Video & play button are optional



15. Hero Banner (desktop & mobile example)



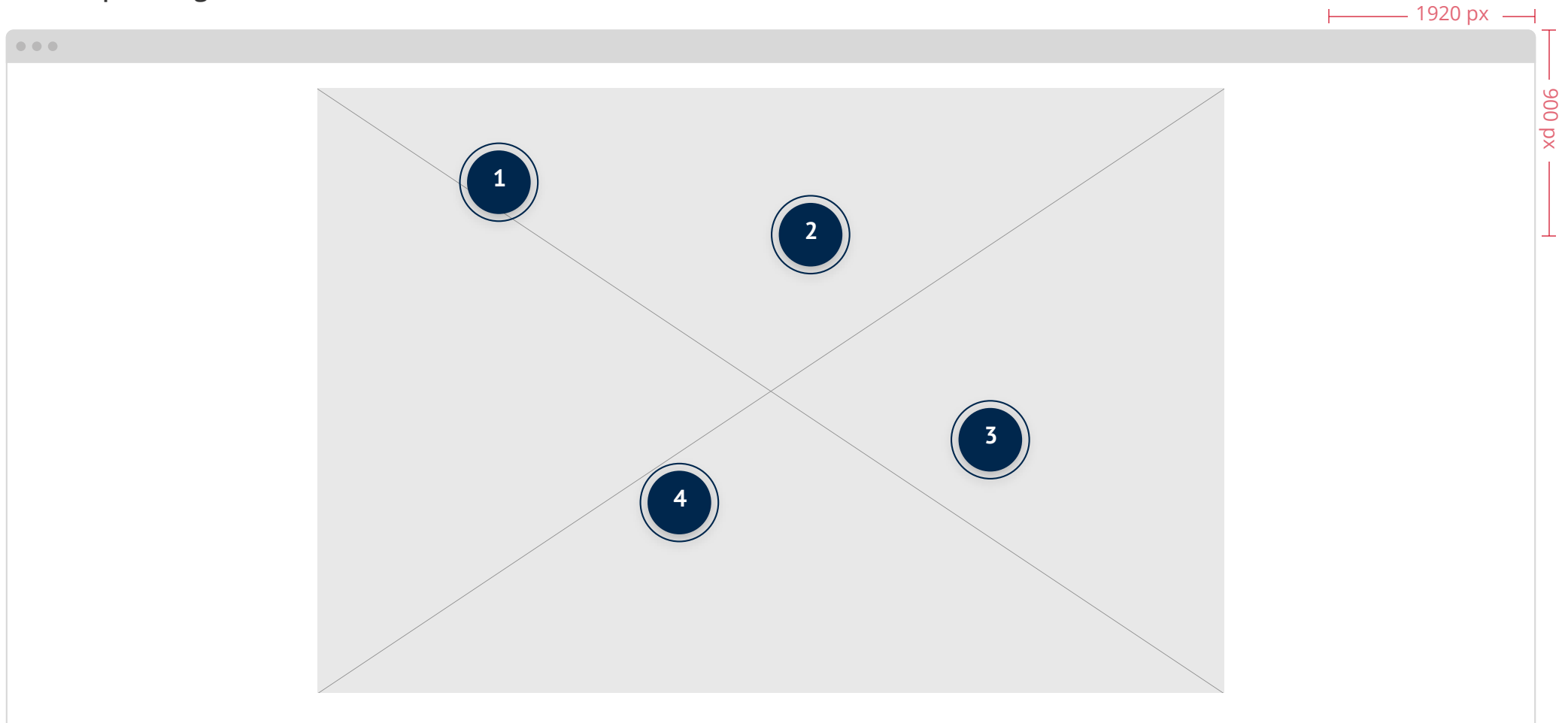
The dotted line represents the area that may be covered by text. The text is always left-aligned and vertically centered in this area.

When choosing an image, make sure there is 'copy space' in your image — empty space that can be covered by text. Choose an image that is not too 'busy' and that has colours that work well with white or black text.

Make sure the focal point of your image will not overlap with the title and other text. In this case, the focal point should be on the right side of the image, with plenty of 'copy space' on the left side of the image.



16. Hotspot Image



Description:

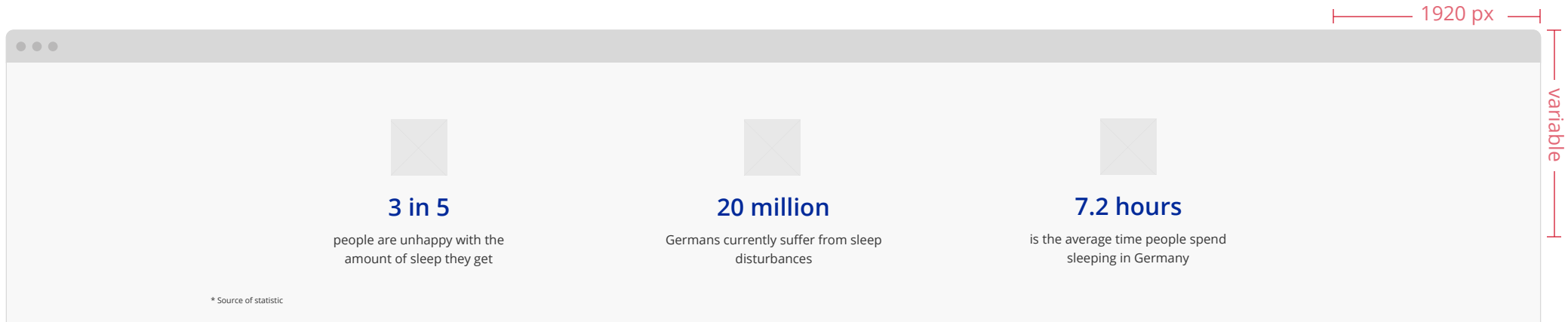
- An image with numbered hotspots — when a hotspot is clicked a modal with an image & description appears
- Image size: 900 x 600 px (no separate mobile image)

Variations:

- Number of hotspots and their location are customisable



17. Icons / Statistics Banner



Description:

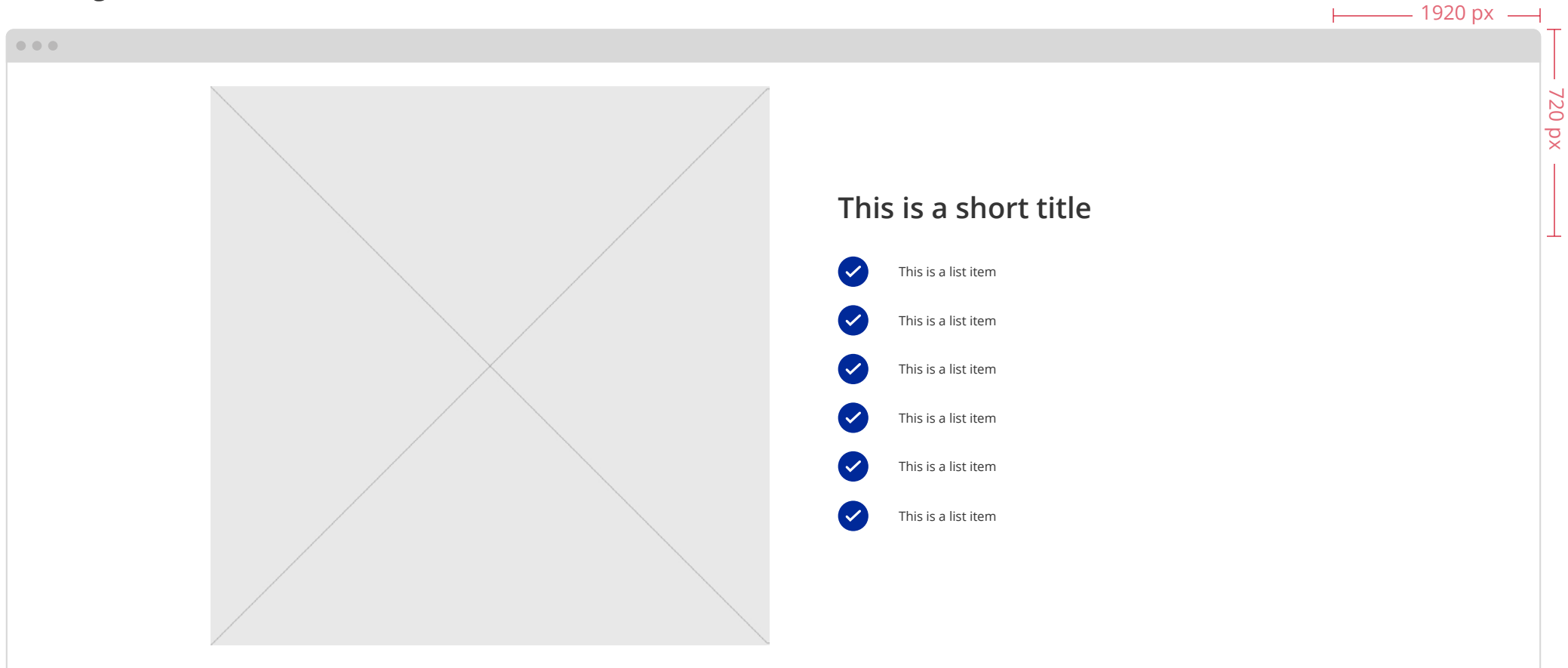
- A banner with 3 custom icons & statistics
- Icon size: 72 x 72 px

Variations:

- Colour of statistics is customisable
- Maximum of 3 statistics / icons



18. Image and List



Description:

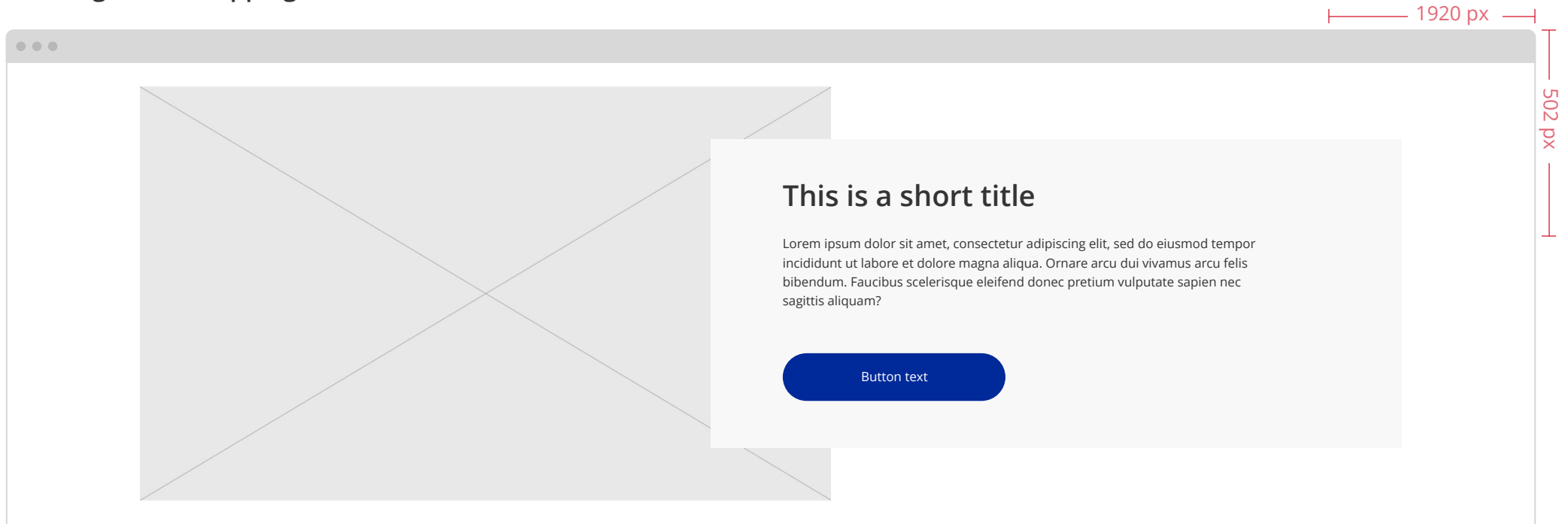
- Displays a bulleted list next to an image
- Image size: 893 x 893 px (no separate mobile image)

Variations:

- Image can be to the right or left of the list
- Colour of bullets is customisable



19. Image & Overlapping Text Card



Description:

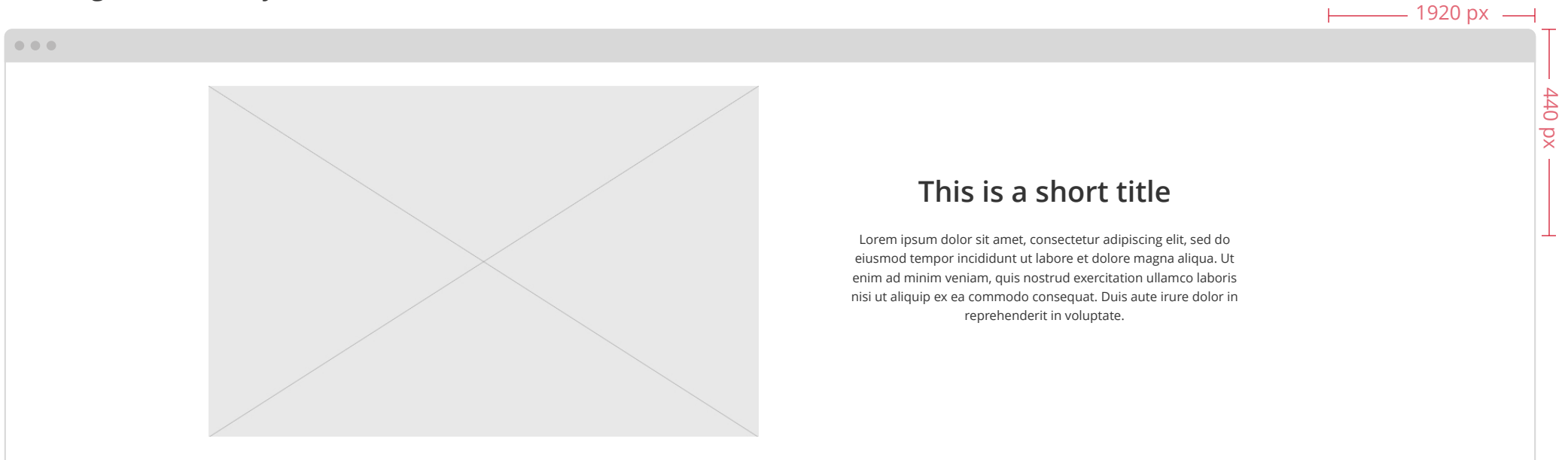
- A section with image, title/subtitle & button
- Image size: 870 x 949 px (no separate mobile image)

Variations:

- Image can be to the right or left of the text
- Button is optional



20. Image & Text — Style 1



Description:

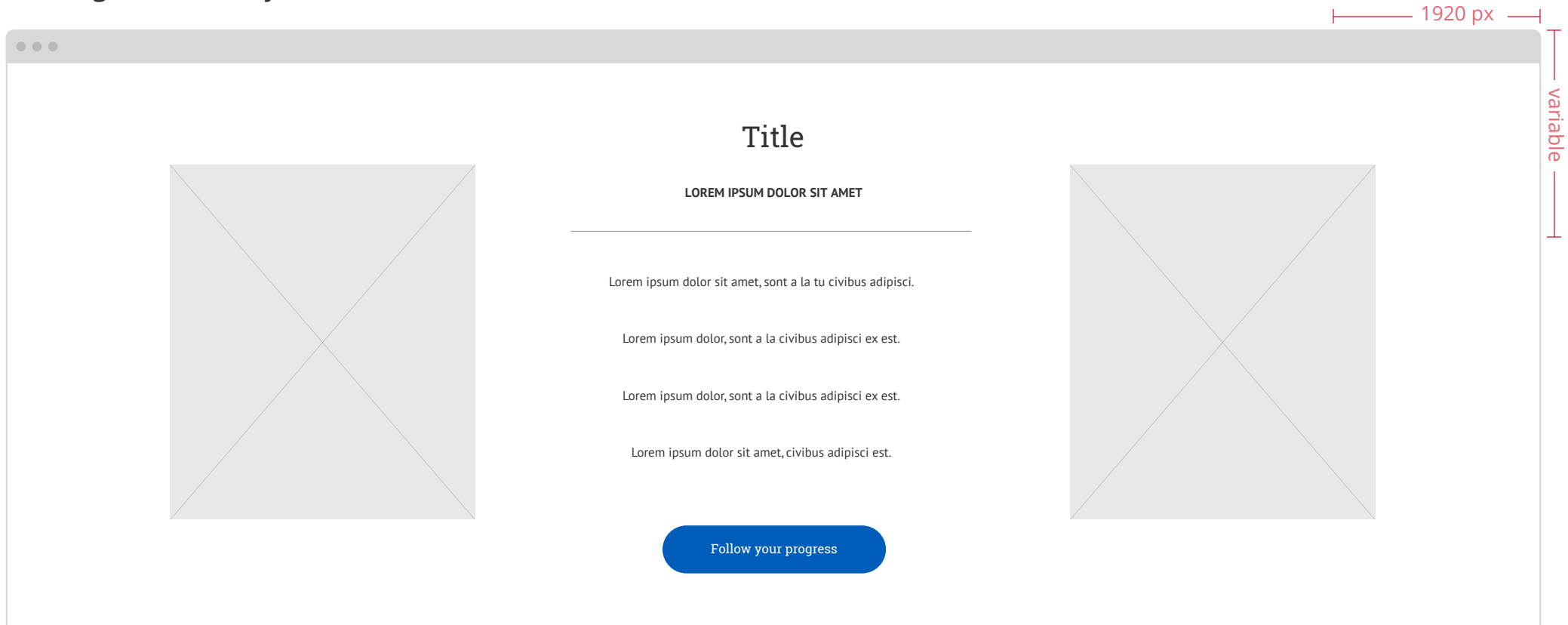
- Displays an image and text side-by-side
- Image size: 893 x 521 px (no separate mobile image)

Variations:

- Image can be to the right or left of the text
- Text can be left aligned or centered



22. Image & Text — Style 3



Description:

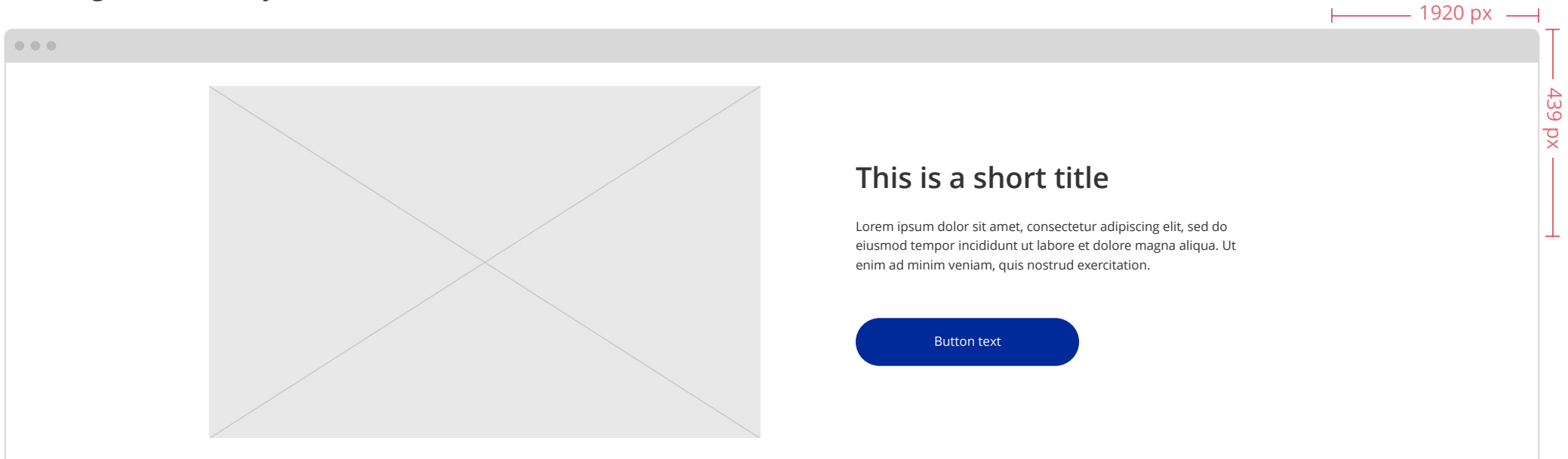
- Displays a title/subtitle & button with images on either side

Variations:

- N/A



21. Image & Text — Style 2



Description:

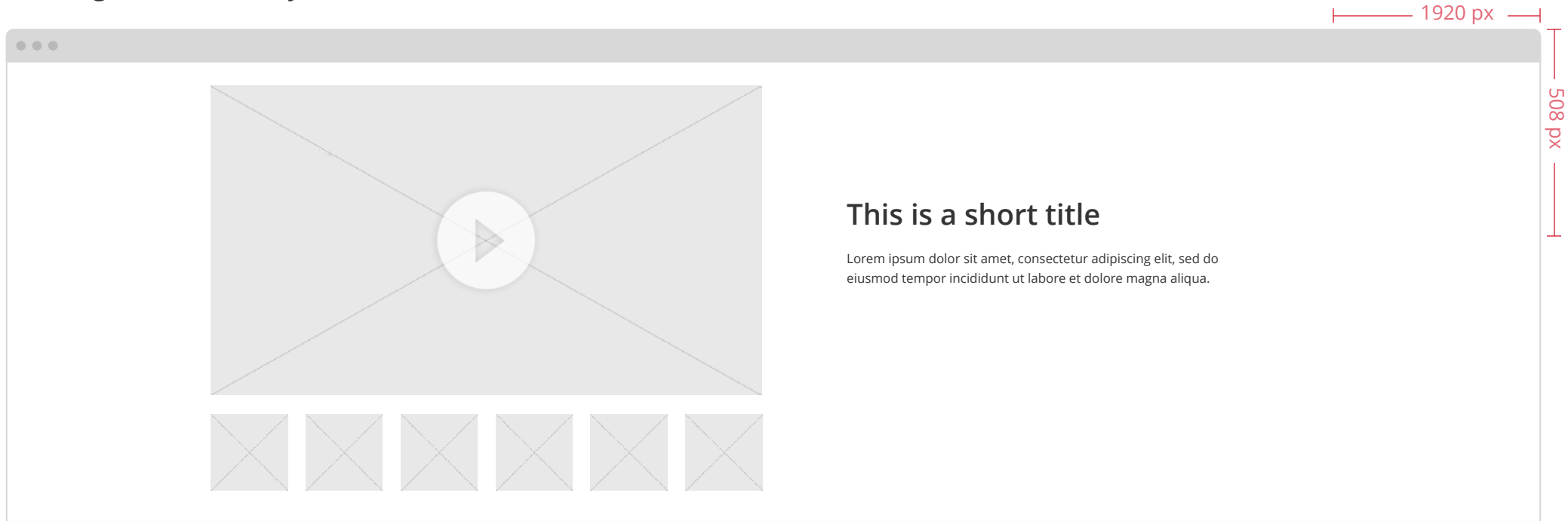
- Displays an image and text side-by-side
- Image size: 893 x 521 px (no separate mobile image)

Variations:

- Image can be to the right or left of the text
- Button is optional
- Title/subtitle & button can be left or centre aligned



23. Image / Video Gallery



Description:

- A gallery to display multiple images or videos
- Image size: 949 x 859 px (no separate mobile image)
- Video: must be hosted on YouTube

Variations:

- Media can be in the form of images or YouTube hosted video
- There is no limit on the number of items



24. Links Banner



Description:

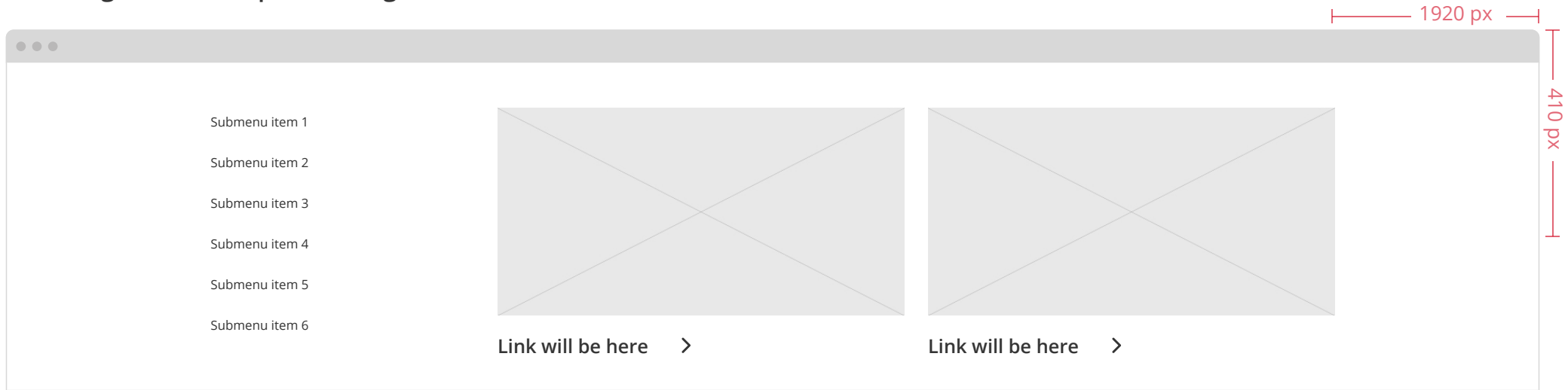
- A banner with title/subtitle & three button links

Variations:

- Background colour is customisable



25. Navigation — Dropdown Megamenu



Description:

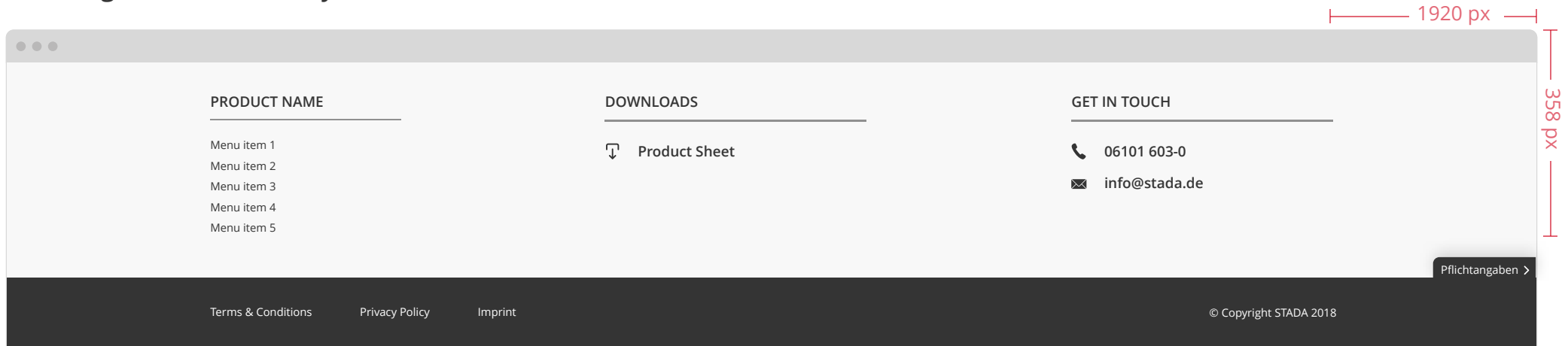
- A dropdown 'megamenu' with sub-menu items and image links
- Image size: 510 x 260 px (no separate mobile image)

Variations:

- Number of menu items is customisable



26. Navigation — Footer Style 1



Description:

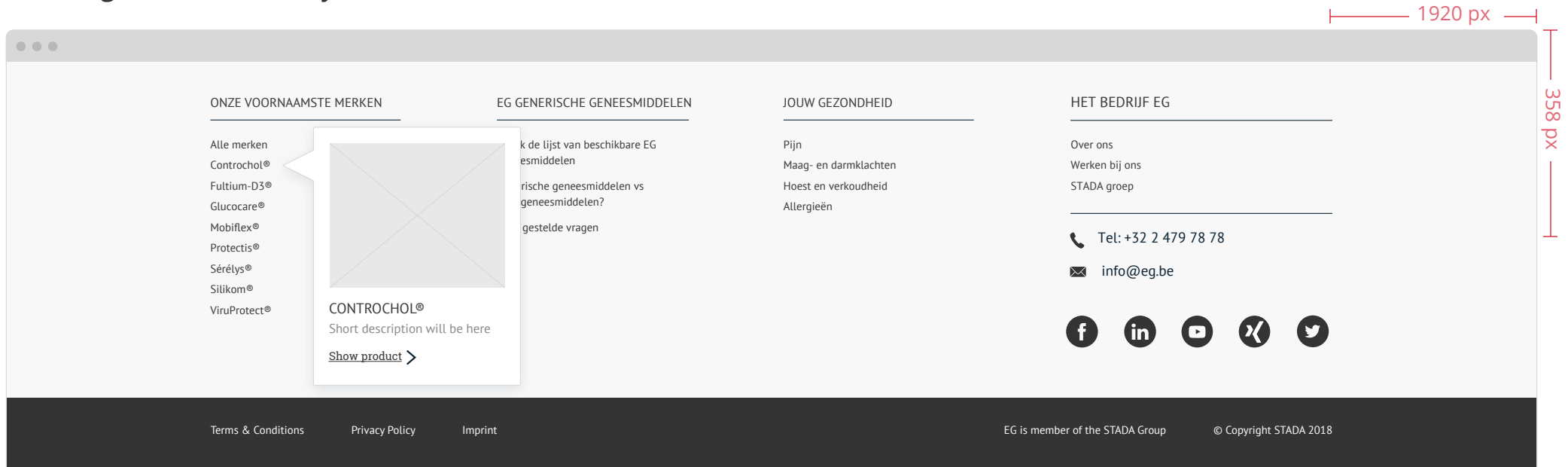
- A footer with site navigation section, downloads section, contact section, and sub-footer

Variations:

- N/A



27. Navigation — Footer Style 2



Description:

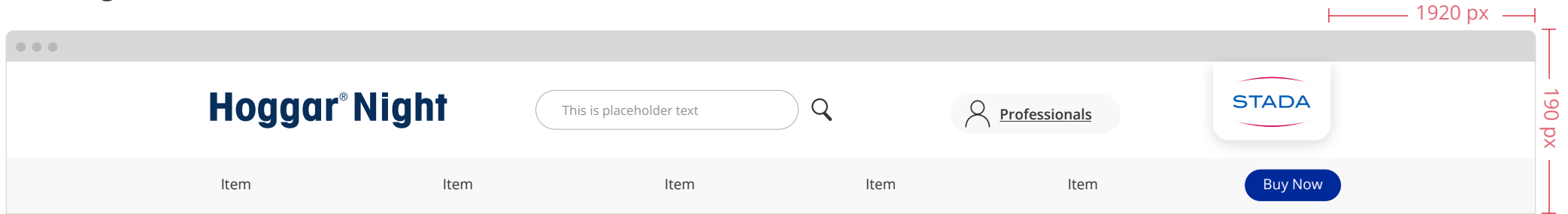
- A footer with site navigation links (with hover preview), contact section, social media links, and sub-footer
- Image size: 577 x 525 px (no separate mobile image)

Variations:

- The navigation links have an optional hover effect



28. Navigation — Header & Menu (Brands)



Description:

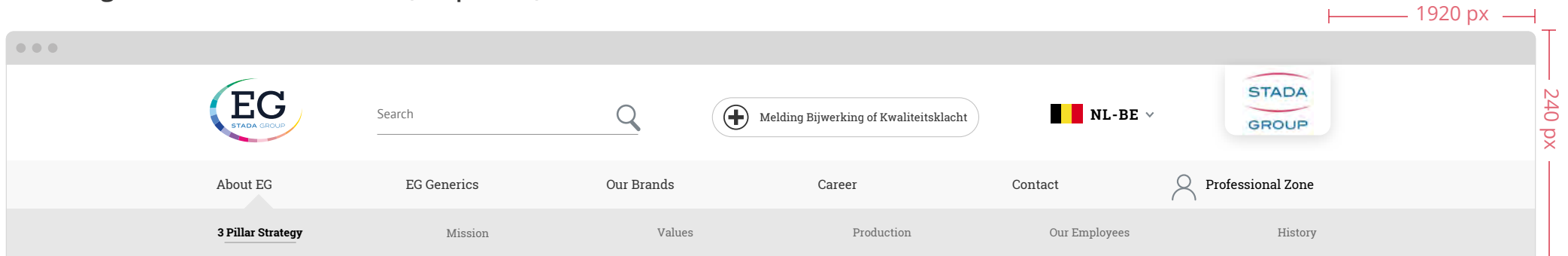
- Page header with primary menu

Variations:

- Number of menu items is customisable
- Professionals section is optional



29. Navigation — Header & Menu (Corporate)



Description:

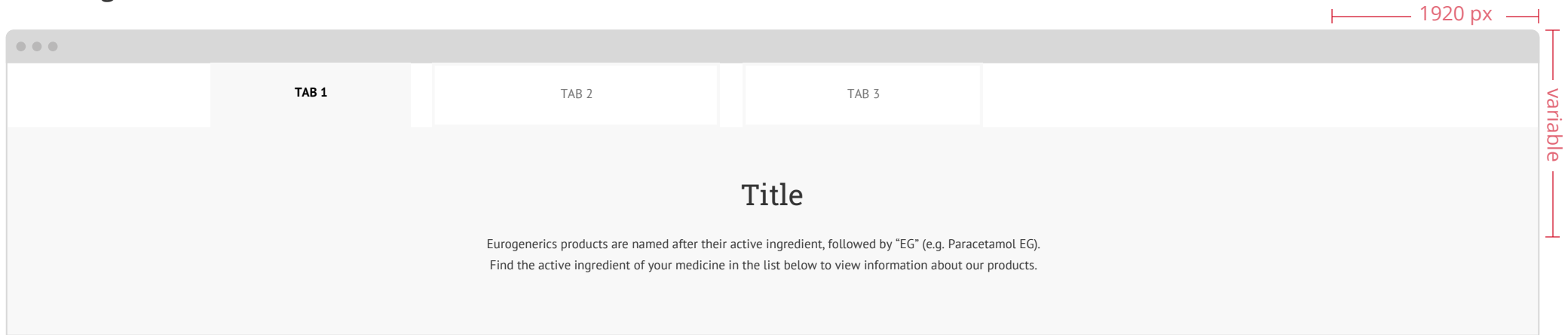
- Page header with primary menu

Variations:

- Number of menu items is customisable



30. Navigation Tabs



Description:

- Tabbed navigation — can be added to any page in order to display more information

Variations:


- The number of tabs is customisable



31. Page Banner



Description:

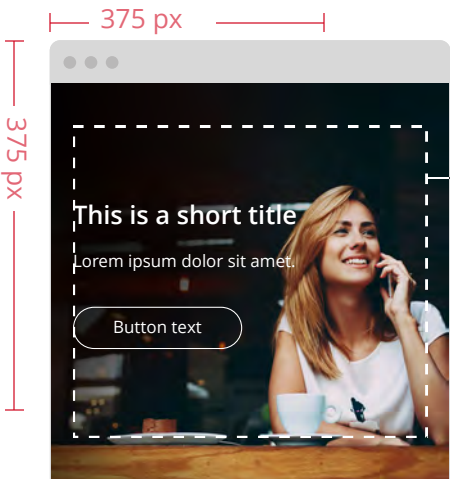
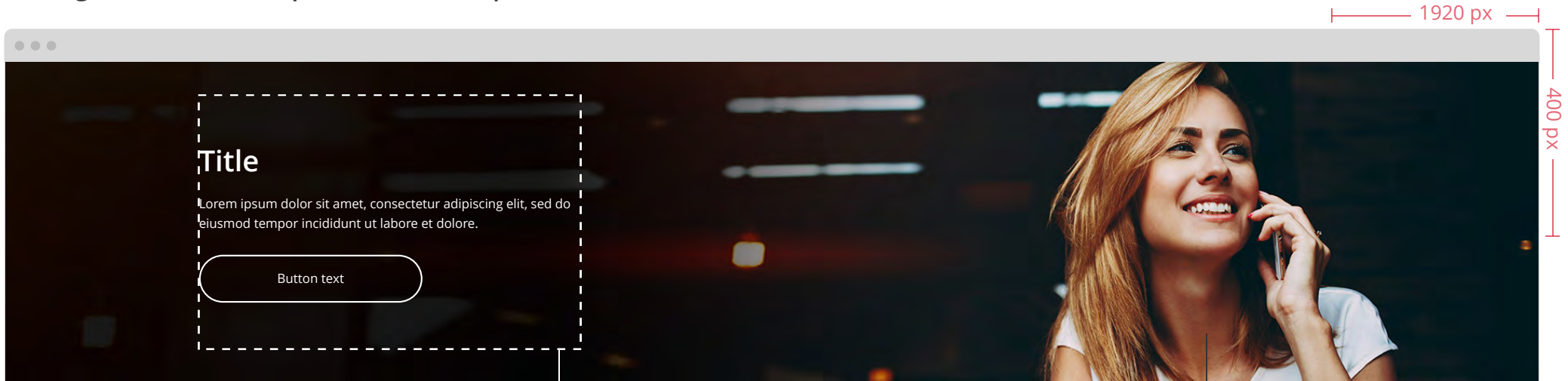
- A banner with background image, title/subtitle & button
- Can be placed anywhere on a page
- Supports upload of separate desktop & mobile images:
 - Desktop image size: 1920 x 400 px 
 - Mobile image / video size: 950 x 950 px
- Image selection — choose an image with a focal point to the left or right of center, so that the focal point does not interfere with the copy / button

Variations:

- Choose from light or dark text
- Text & button can be aligned to the left or right side of the screen
- Button is optional



31. Page Banner (desktop & mobile example)



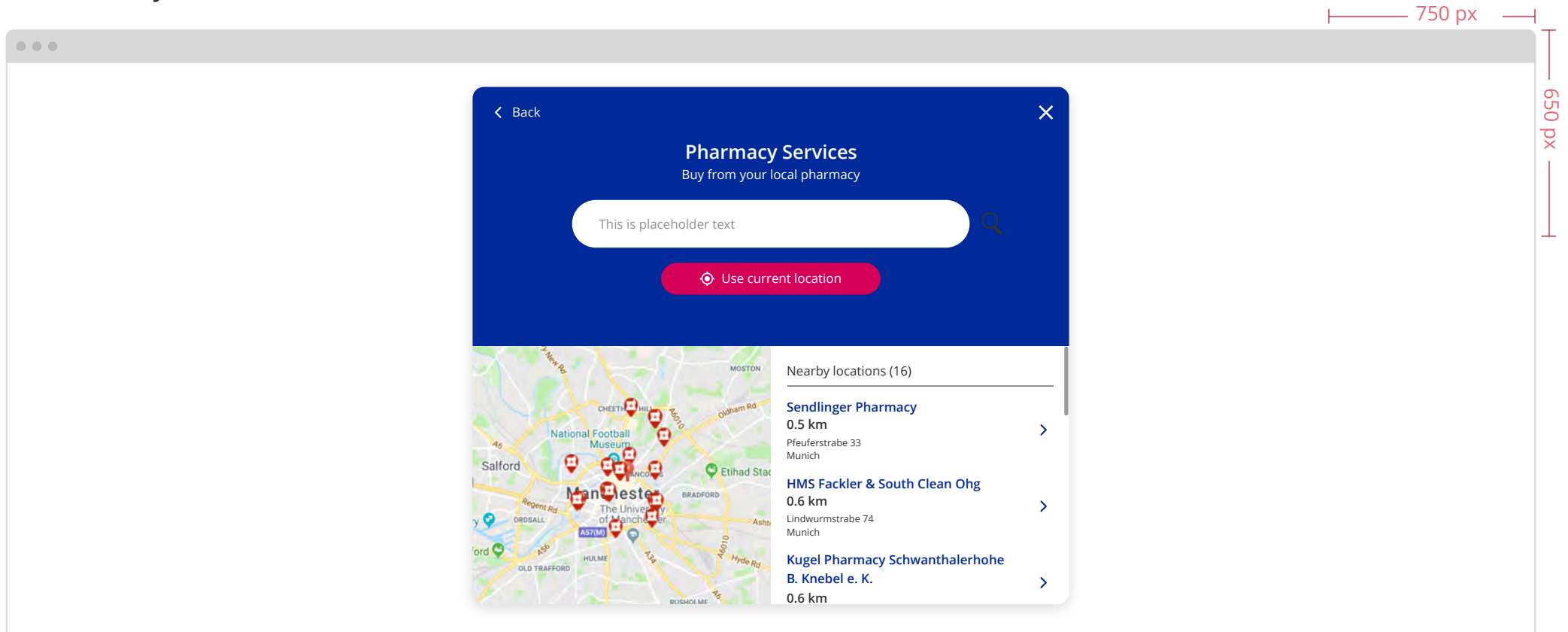
The dotted line represents the area that may be covered by text. The text is always left-aligned and vertically centered in this area.

When choosing an image, make sure there is 'copy space' in your image — empty space that can be covered by text. Choose an image that is not too 'busy' and that has colours that work well with white or black text.

Make sure the focal point of your image will not overlap with the title and other text. In this case, the focal point should be on the right side of the image, with plenty of 'copy space' on the left side of the image.



32. Pharmacy Finder Modal



Description:

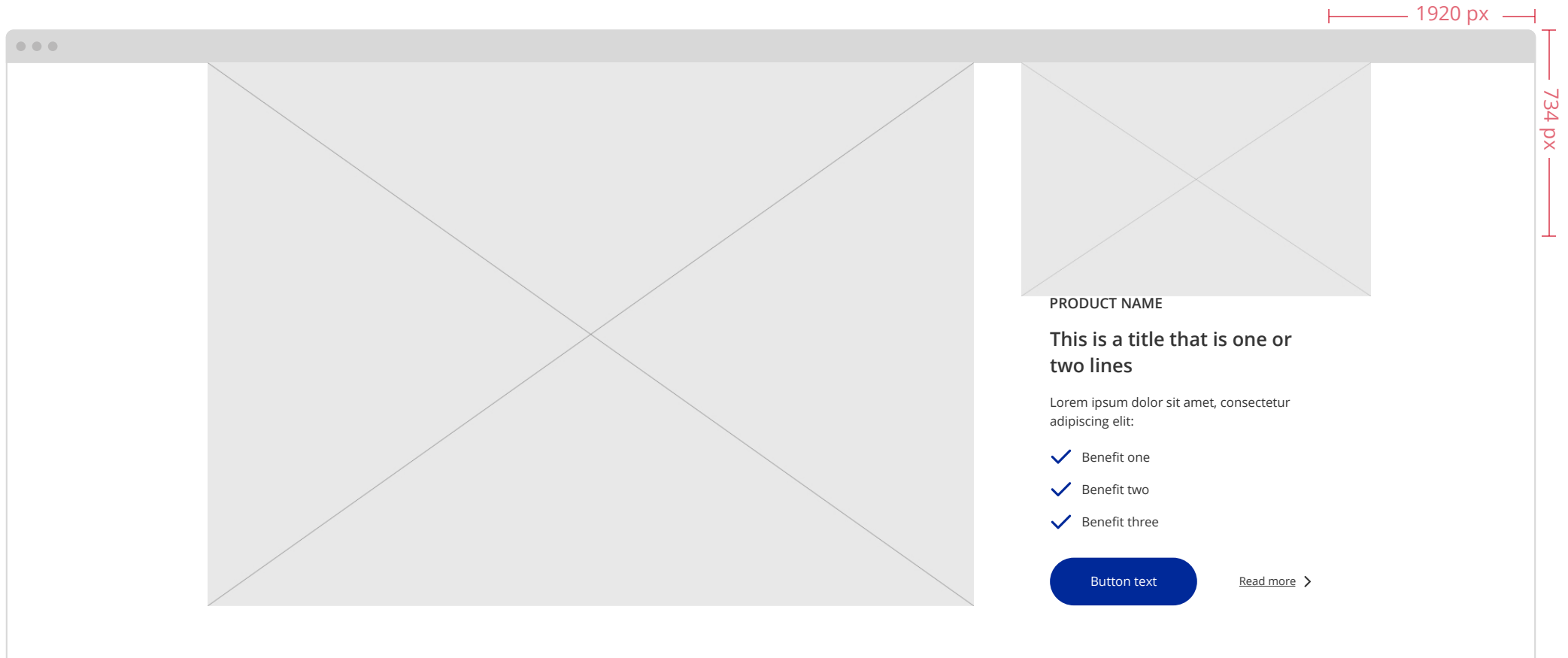
- A shop locator popup

Variations:

- N/A



33. Product Banner



Description:

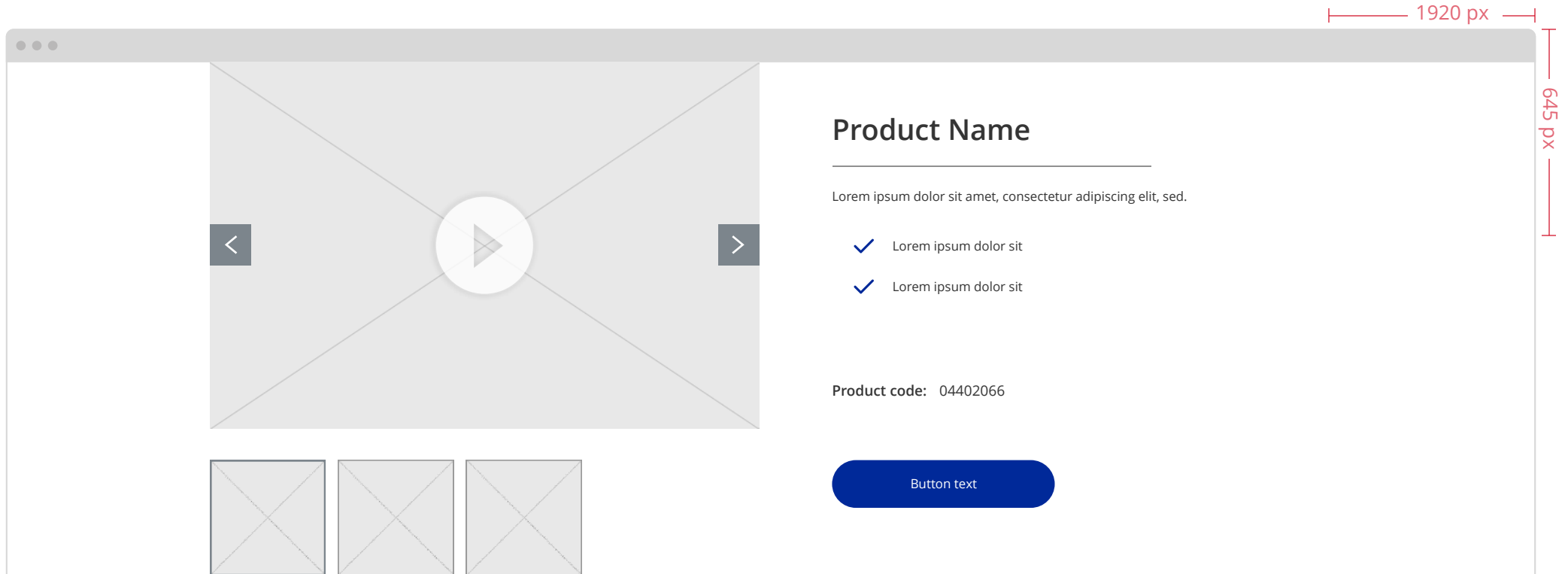
- A banner to feature a single product
- Left image size: 960 x 680 px (no separate mobile image)
- Right image size: 900 x 600 px (no separate mobile image)

Variations:

- Text link is optional



34. Product Details



Description:

- A product details section with an image gallery
- The image gallery can contain a play button that plays a YouTube hosted video
- Image size: 909 x 512 px (no separate mobile image)

Variations:

- Video & play button are optional
- Product code is optional



35. Product Information

1920 px

variable

Drugs	Doxylamine hydrogen succinate
Dosage Forms	Tablet
Dosage	Once a day
Instructions	Instructions for use as PDF (1.51 MB)

Package Sizes	Price*
10 tablets	6,97 €
20 tablets	11,97 €

* Lorem ipsum dolor amet

Description:

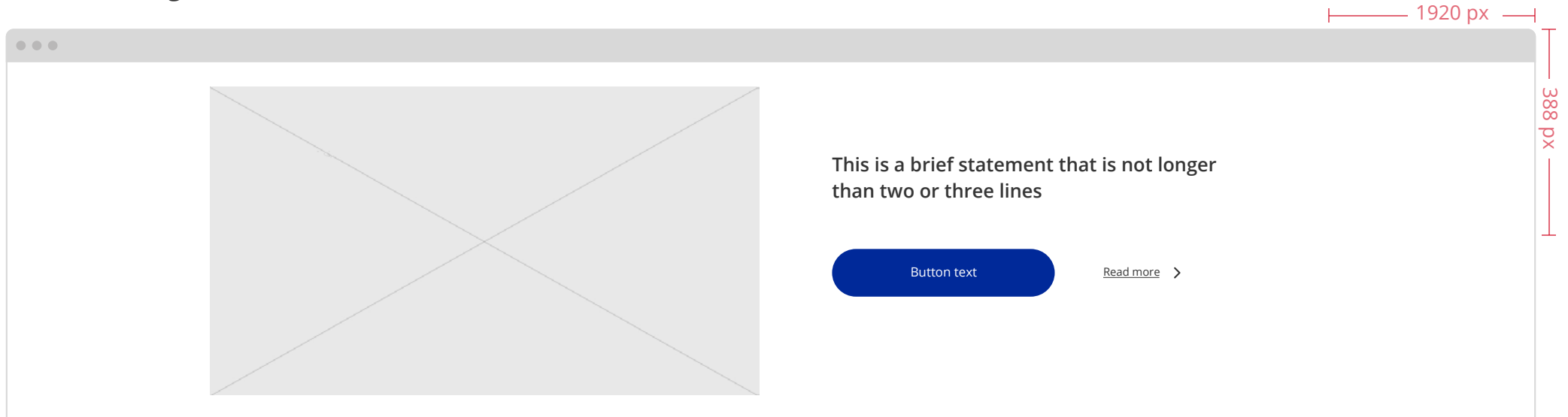
- A tabbed section to display product information in table format or free text format

Variations:

- Display information in table format (as above) or in free text format (e.g. product description)



36. Product Sign Post



Description:

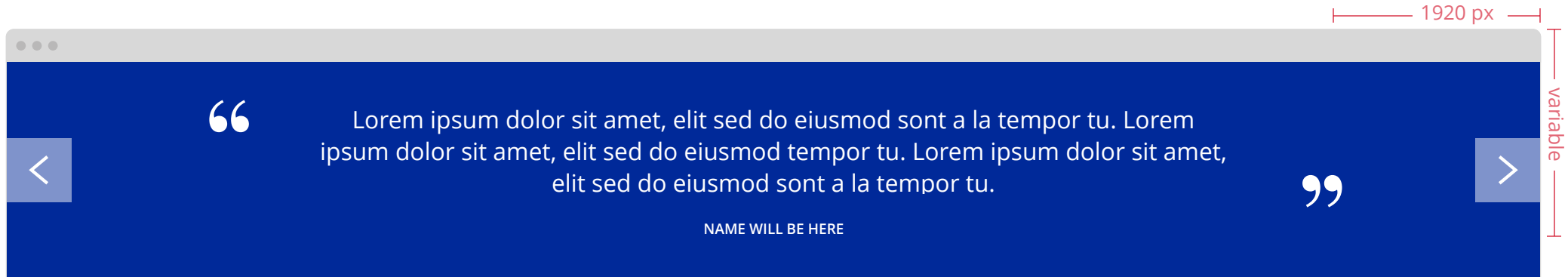
- A product image with a CTA to learn more about the product
- Image size: 909 x 512 px (no separate mobile image)

Variations:

- Text link is optional



37. Quotation Banner



Description:

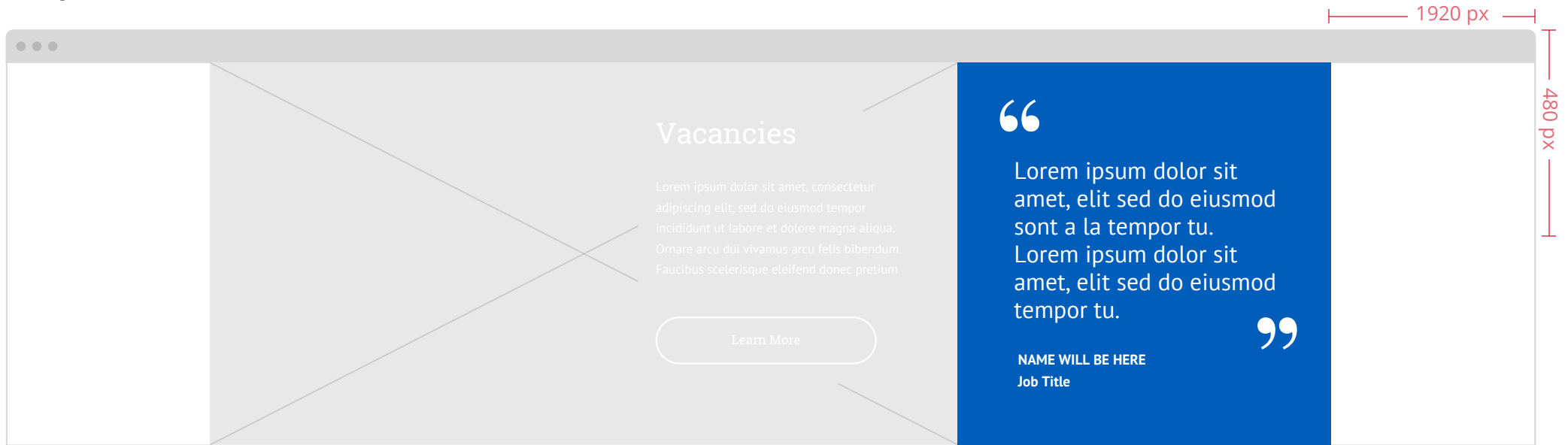
- Displays a single quote with quotation marks — can be used as a carousel to display multiple quotes

Variations:

- Choose from light or dark text
- Background colour is customisable
- Carousel arrows are only used when displaying multiple quotes



38. Quotation Banner with CTA



Description:

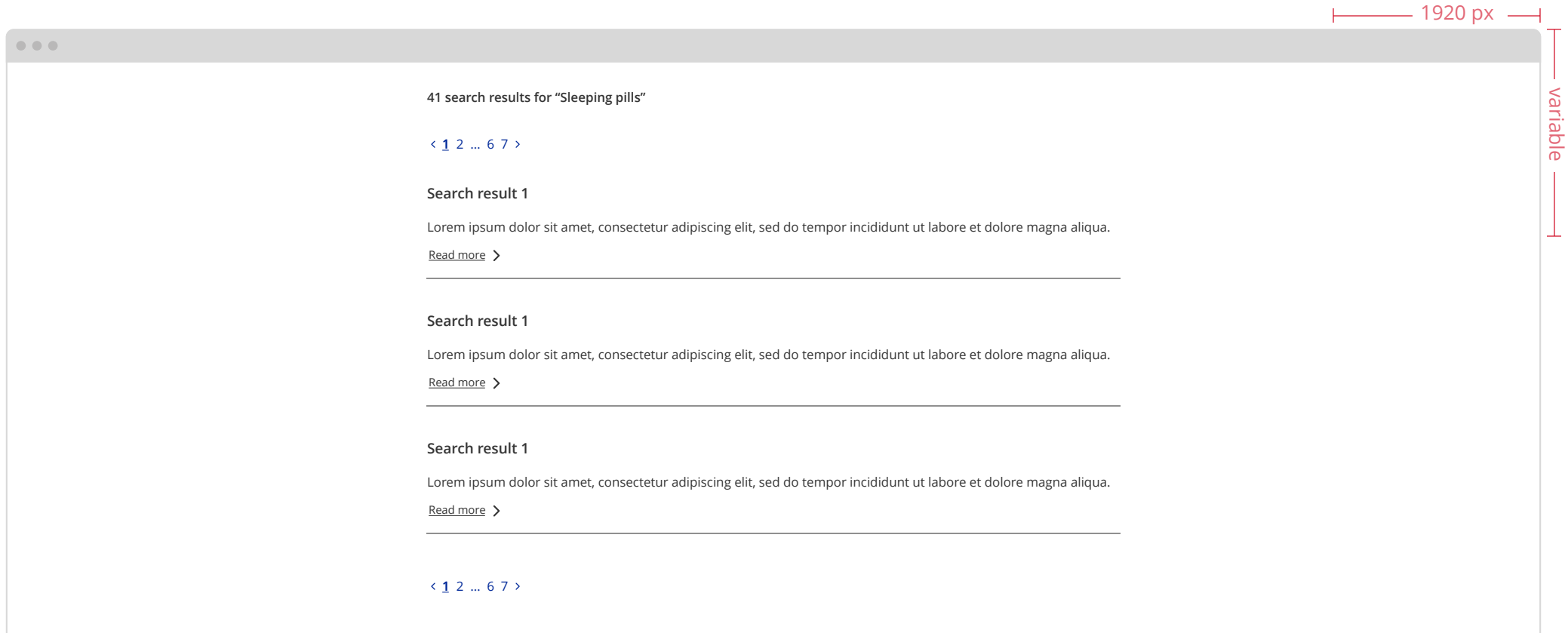
- Displays a quotation alongside a title/subtitle with CTA over a background image
- Image size: 970 x 480 px (no separate mobile image)

Variations:

- Background colour is customisable



39. Search Results



Description:

- A section that displays search results with pagination

Variations:

- N/A



40. Signup Banner



Description:

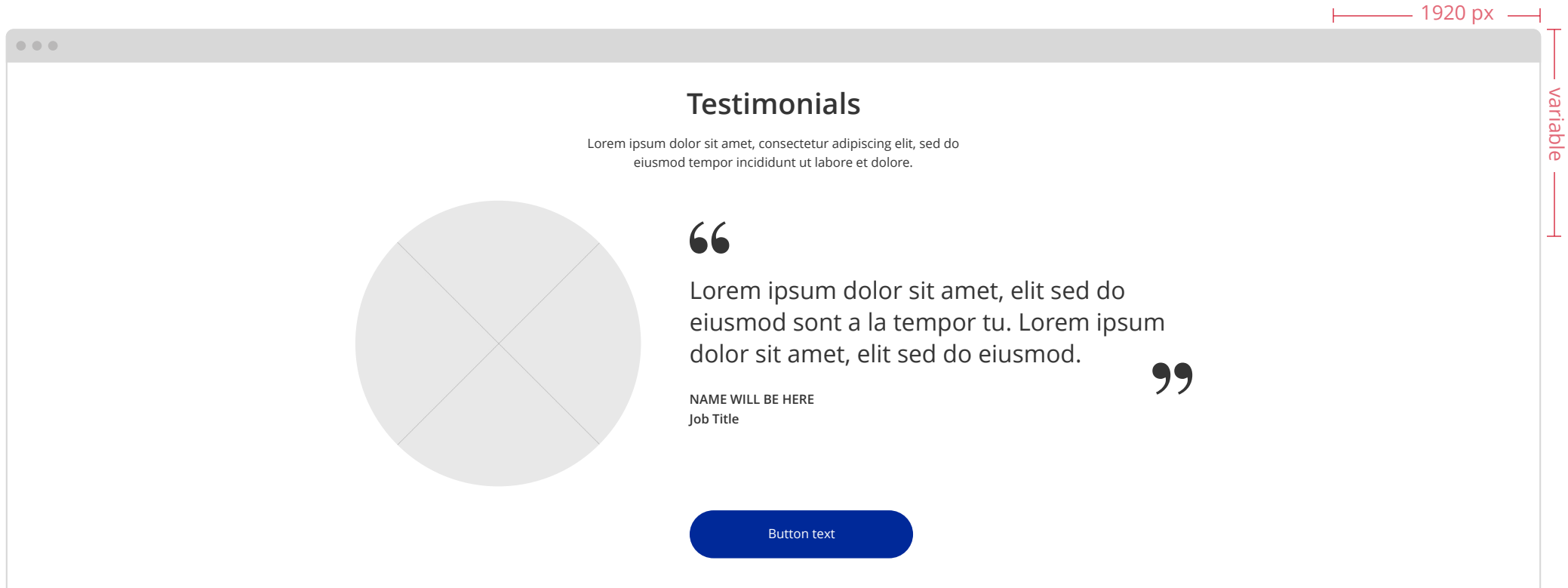
- A newsletter signup module

Variations:

- Background colour is customisable



41. Testimonial Quote



Description:

- A testimonial section with an image and quotation
- Image size: 300 x 300 px (no separate mobile image)

Variations:

- Text link is optional



42. Timeline



Description:

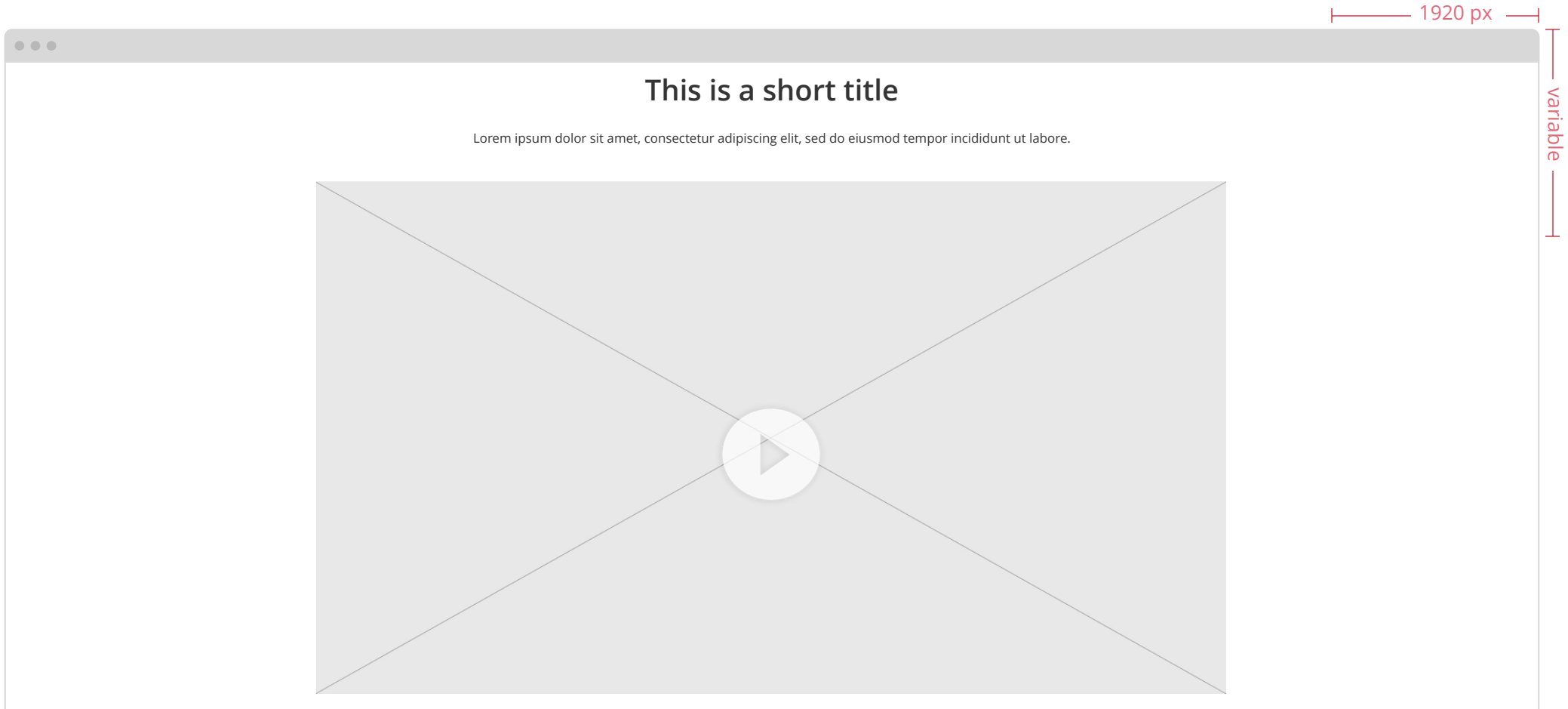
- A timeline section with a vertical layout — the user can either scroll through the timeline or click on the date menu to be taken to the relevant section
- Image size: 385 x 385 px (no separate mobile image)

Variations:

- Length of timeline is customisable



43. Video



Description:

- Displays a single YouTube hosted video
- Placeholder image size: 1140 x 641 px (no separate mobile image)

Variations:

- N/A