

# TBS DIGITAL CHANNELS

## BRAND ASSET GUIDELINES



6 FILES PER BRAND  
+ 1 FILE PER SKU

BRAND LOGO \*3 FILES\*  
GLASSWARE PAIRING \*3 FILES\*  
SKU IMAGE \*MINIMUM 1 FILE\*

RGB  
COLOUR SPACE

TRANSFER ALL FILES TO: [ecommercesupport@thebeerstore.ca](mailto:ecommercesupport@thebeerstore.ca)

Files received according to specifications will be uploaded within 5 business days.

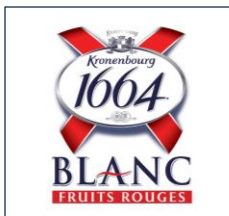
### BRAND LOGO

- 1**
- brand logo
  - 356W x 330H pixels
  - less than 100KB
  - 72ppi for screen
  - WEBP format

- 2**
- brand logo
  - 1068W x 990H pixels
  - less than 1MB
  - 72ppi for screen
  - JPG format

- 3**
- brand logo
  - 356W x 330H pixels
  - less than 100KB
  - 72ppi for screen
  - JPG format

ASSET COMPOSITION SHOULD INCLUDE THE BRAND LOGO ONLY, EXAMPLES BELOW



### GLASSWARE PAIRING

- 4**
- glassware pairing
  - 322W x 344H pixels
  - less than 100KB
  - 72ppi for screen
  - WEBP format

- 5**
- glassware pairing
  - 850W x 838H pixels
  - less than 1MB
  - 72ppi for screen
  - JPG format

- 6**
- glassware pairing
  - 322W x 344H pixels
  - less than 100KB
  - 72ppi for screen
  - JPG format

ASSET COMPOSITION SHOULD INCLUDE PRODUCT & GLASSWARE ON A WHITE BACKGROUND, EXAMPLES BELOW



multiple sku example

mixed pack example

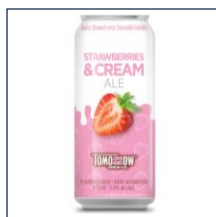
### SKU IMAGE

- 7**
- sku image
  - 850W x 838H pixels
  - less than 500KB
  - 300ppi for screen
  - PNG format

ASSET COMPOSITION SHOULD INCLUDE EACH SKU AS A SINGLE OBJECT ON A TRANSPARENT BACKGROUND, EXAMPLES BELOW



bottle pack example



single can example



can pack example



mixed pack example