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*	RBG COLOUR SPACE

TRANSFER ALL FILES TO: ecommercesupport@thebeerstore.ca

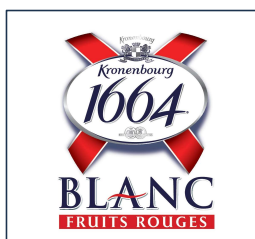*Files received according to specifications will be uploaded within 5 business days.*

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