



Native Homepage Tile

Guide to providing assets

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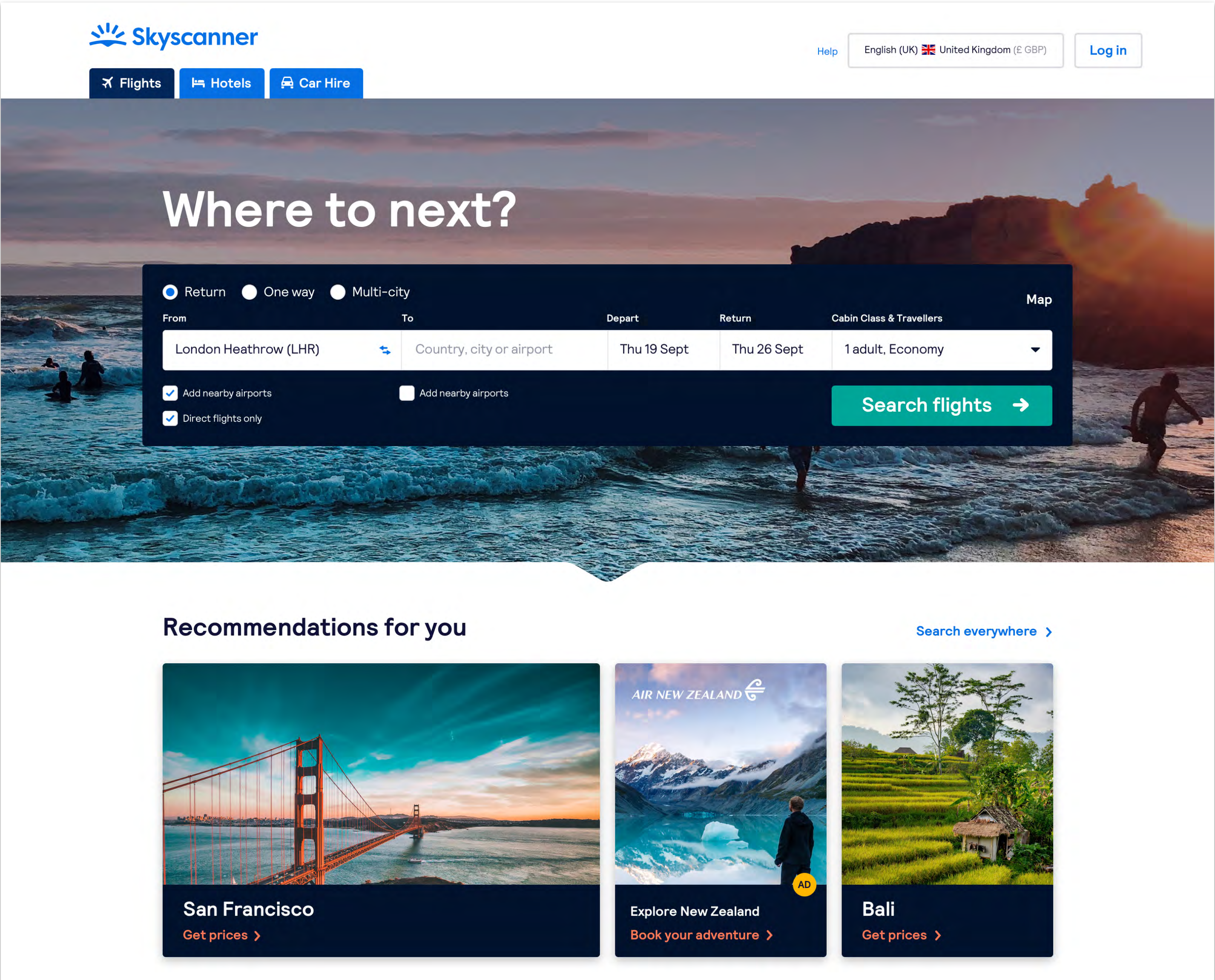
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Overview

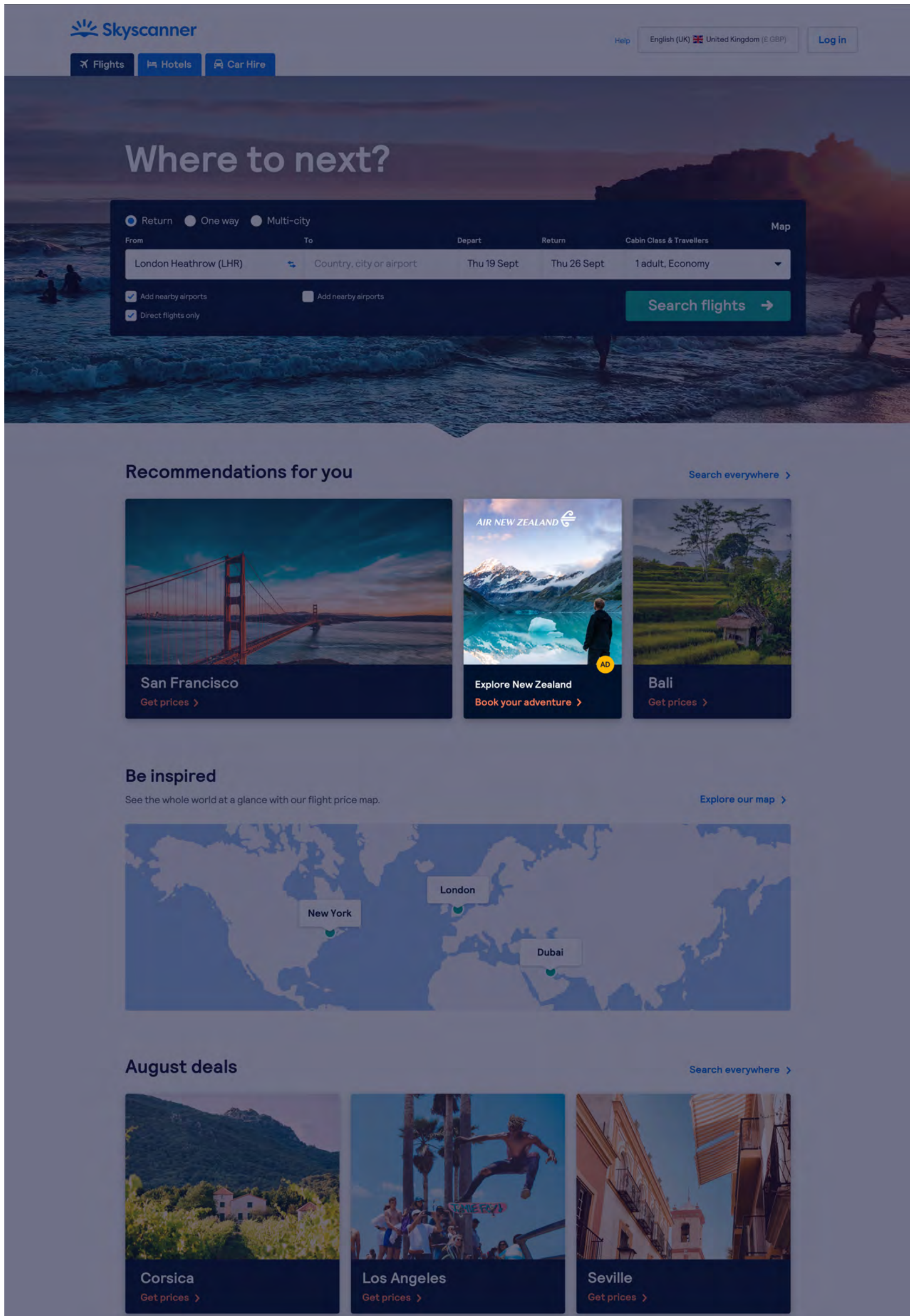
The Native Homepage Tile placement is a responsive unit, meaning it will adapt in size depending on which device it's being viewed on. So it is important to choose your image with this in mind.

This guide will show examples of how the image will appear across desktop, tablet and mobile devices, indicating areas that will be covered up, and ideal focal points. It also takes you through how to provide your logo file.

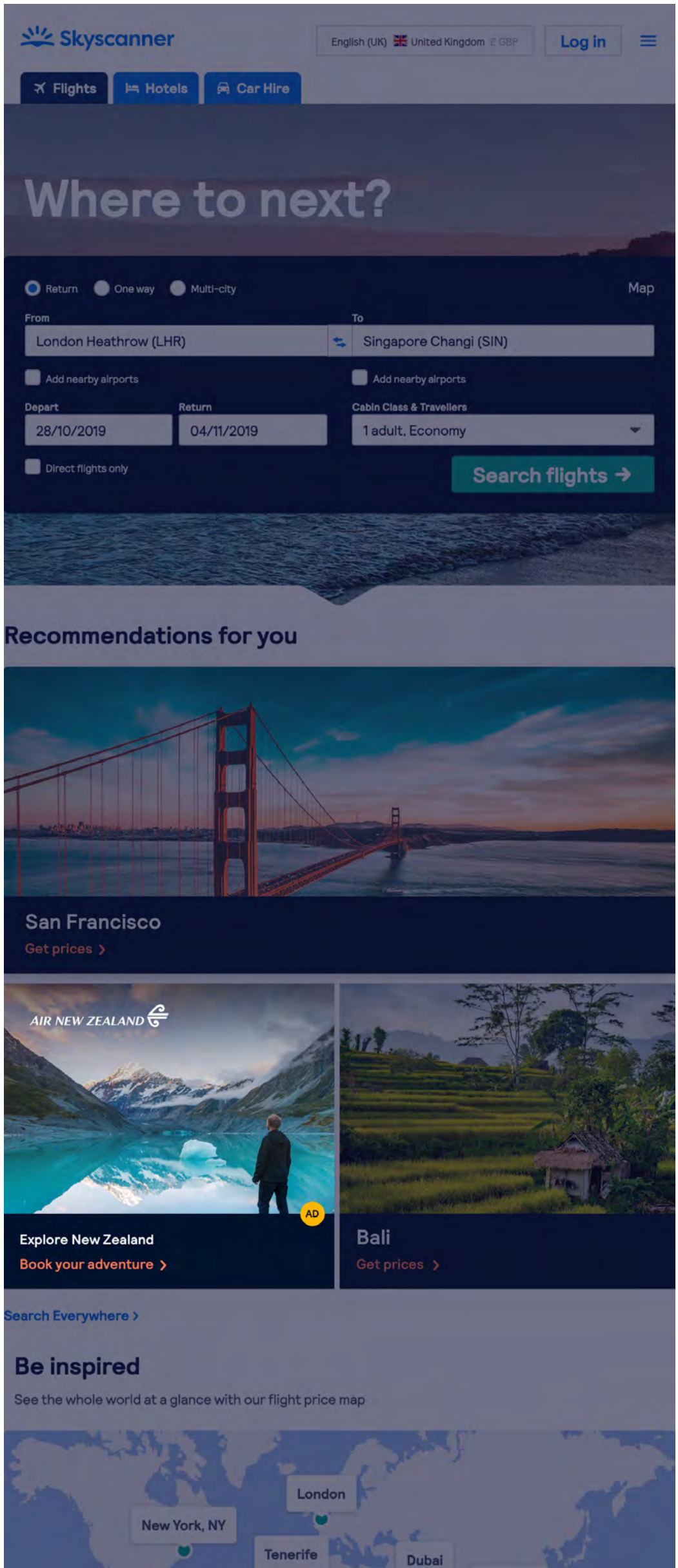
If you are able to, we recommend using our downloadable Adobe Illustrator template in order to test your image. It is not 100% accurate to the live Homepage Tile, but can help give an indication of where your image will be cut off/hidden.

** Images not to scale relative to each other*

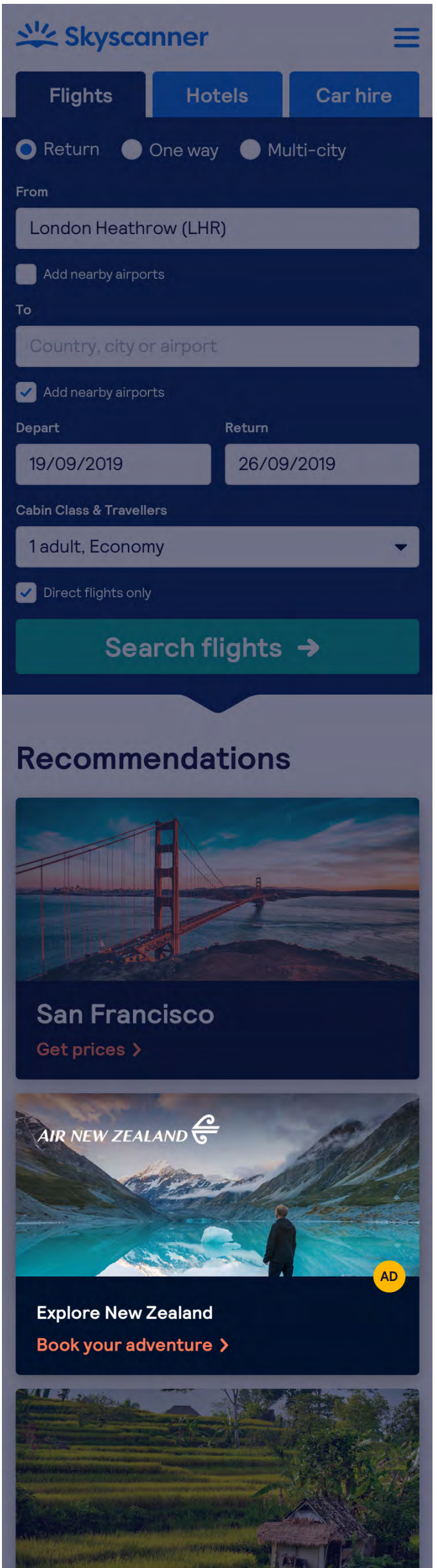
Desktop*



Tablet*



Mobile*



Choosing your image

Crops & focal area: 1

The image size to be provided is **755px wide by 700px high**. This size ensures there is enough image to cover all ratios across all devices.

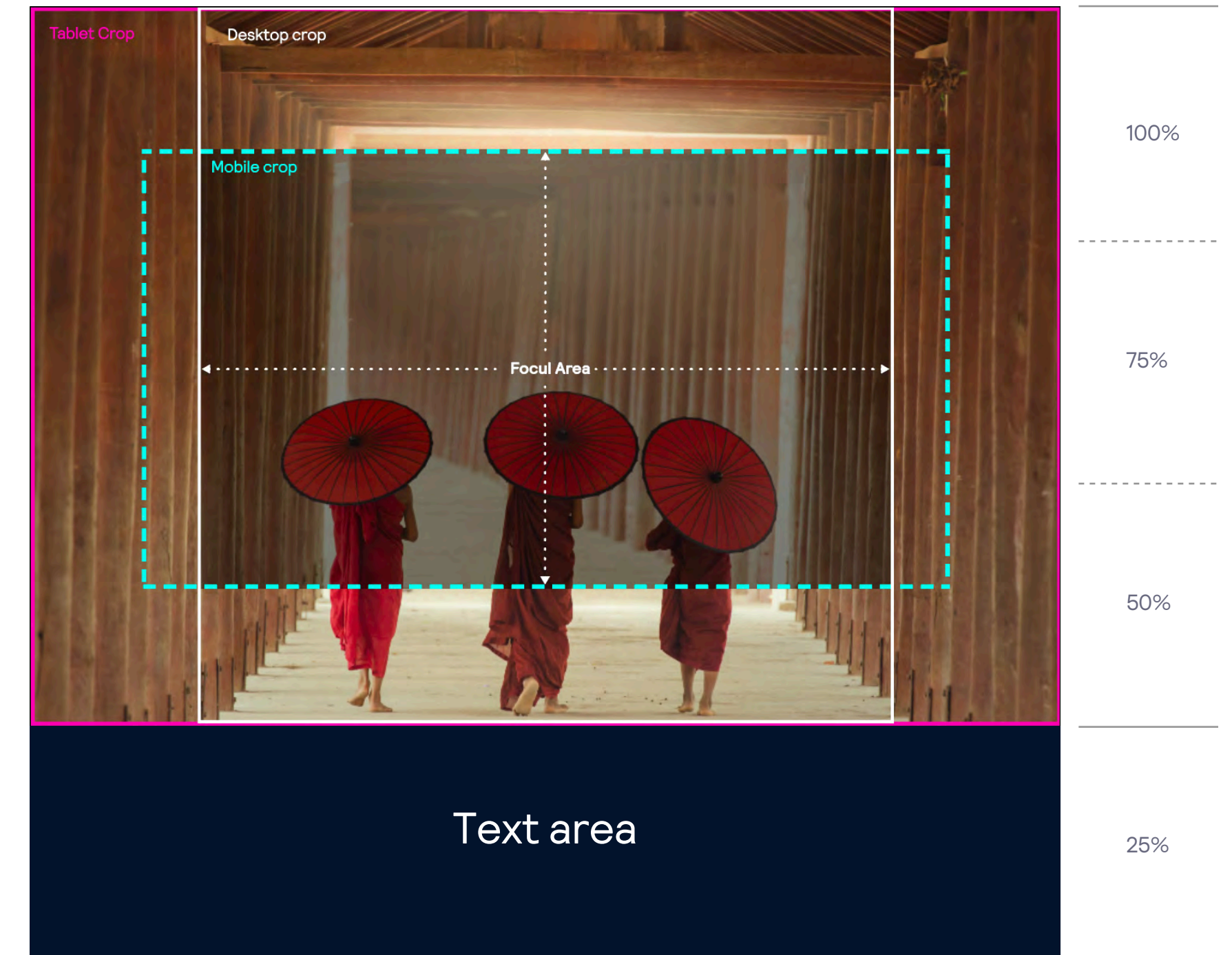
However, roughly **a quarter** of the bottom of the image will be covered by the text area on desktop and tablet, and **one third covered on mobile**.

There will also be some cropping of the right and left sides depending on the device it is showing on.

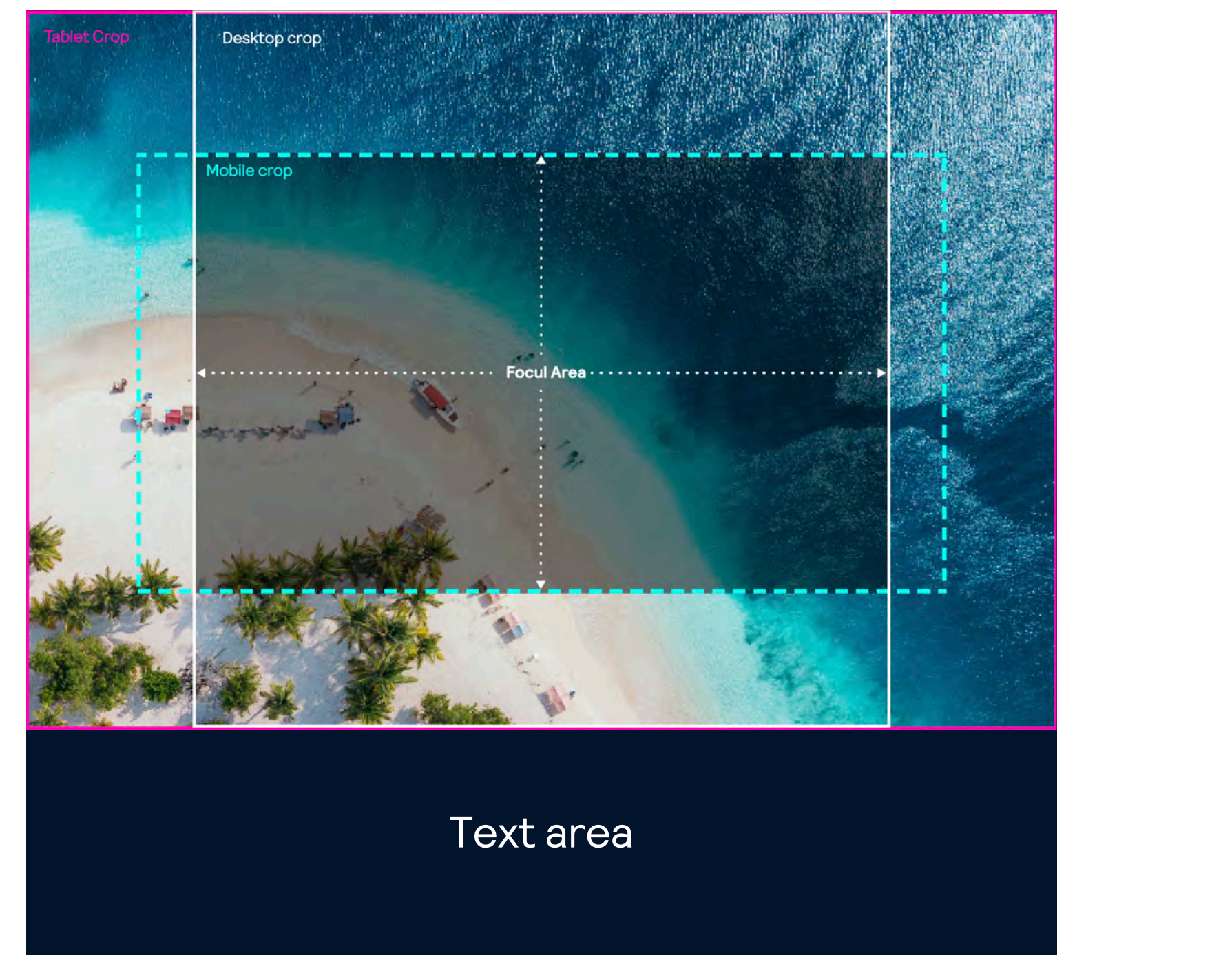
With this in mind, it is best to choose an image with a centred focal point (example A) or an image with multiple areas of focus (example B).

See the next page for how these two images look across devices.

A



B



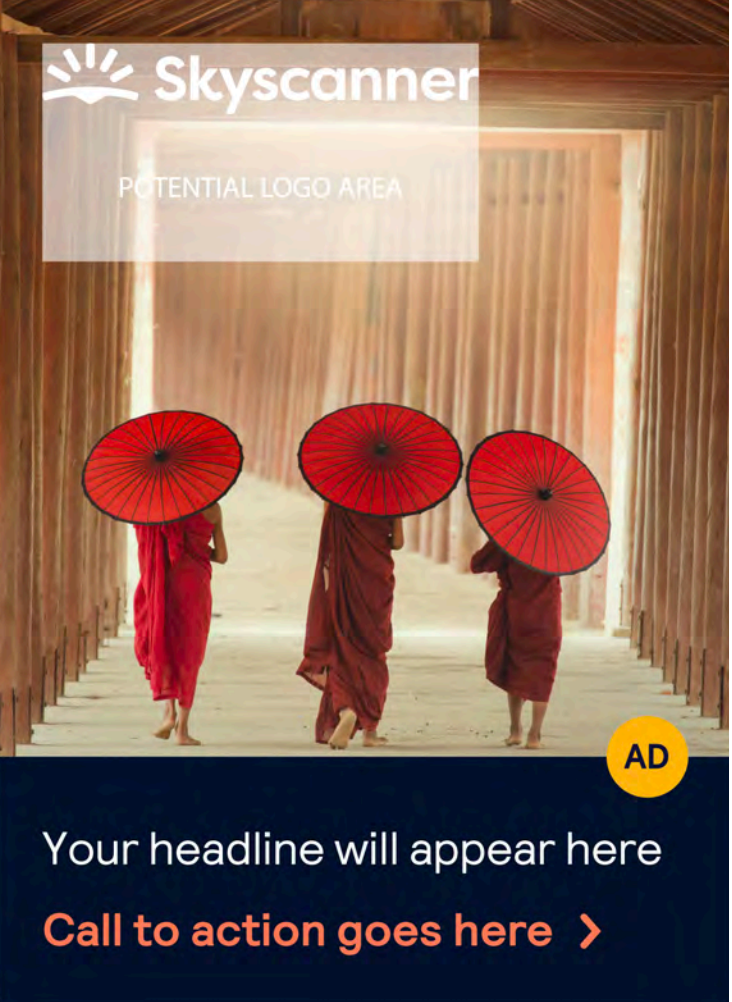
Crops & focal area: 2

Here you can see how the two examples play out across the main desktop, tablet and mobile sizes.

Notice that even with the cropping, the essence and/or subject matter of the image is not lost across devices.

Desktop*

A




Skyscanner
POTENTIAL LOGO AREA

Your headline will appear here
Call to action goes here >

AD

Tablet*




Skyscanner
POTENTIAL LOGO AREA

Your headline will appear here
Test your Call to Action length here >

AD

Mobile*



Skyscanner
POTENTIAL LOGO AREA

Your headline will appear here
Call to action goes here >

AD

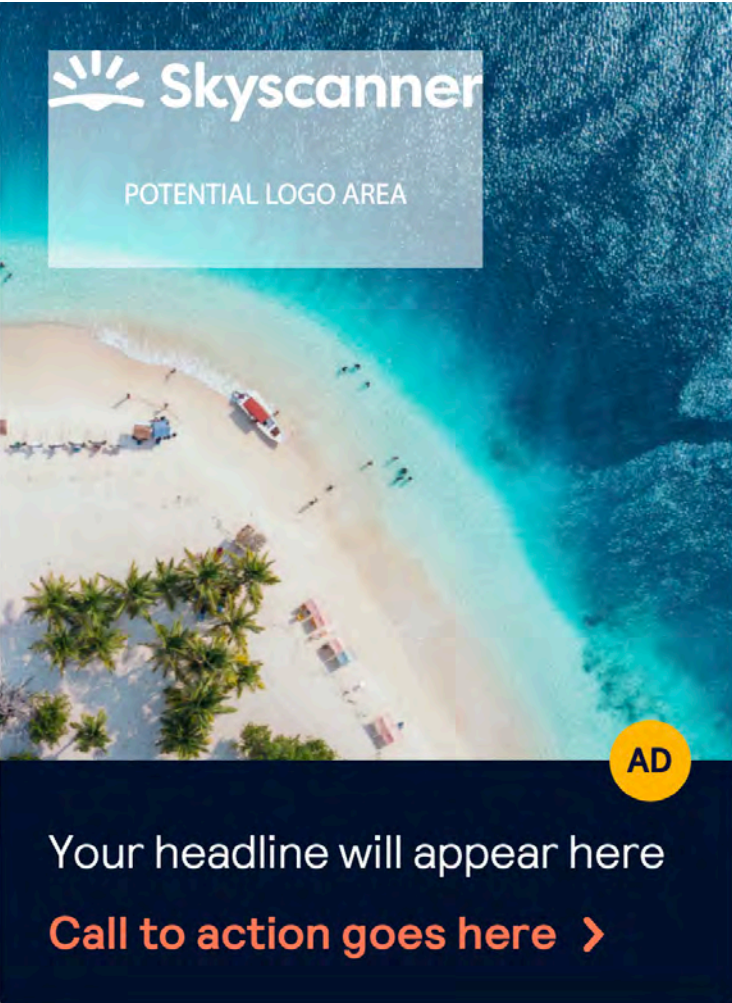
100%

66%

33%

Desktop*

B

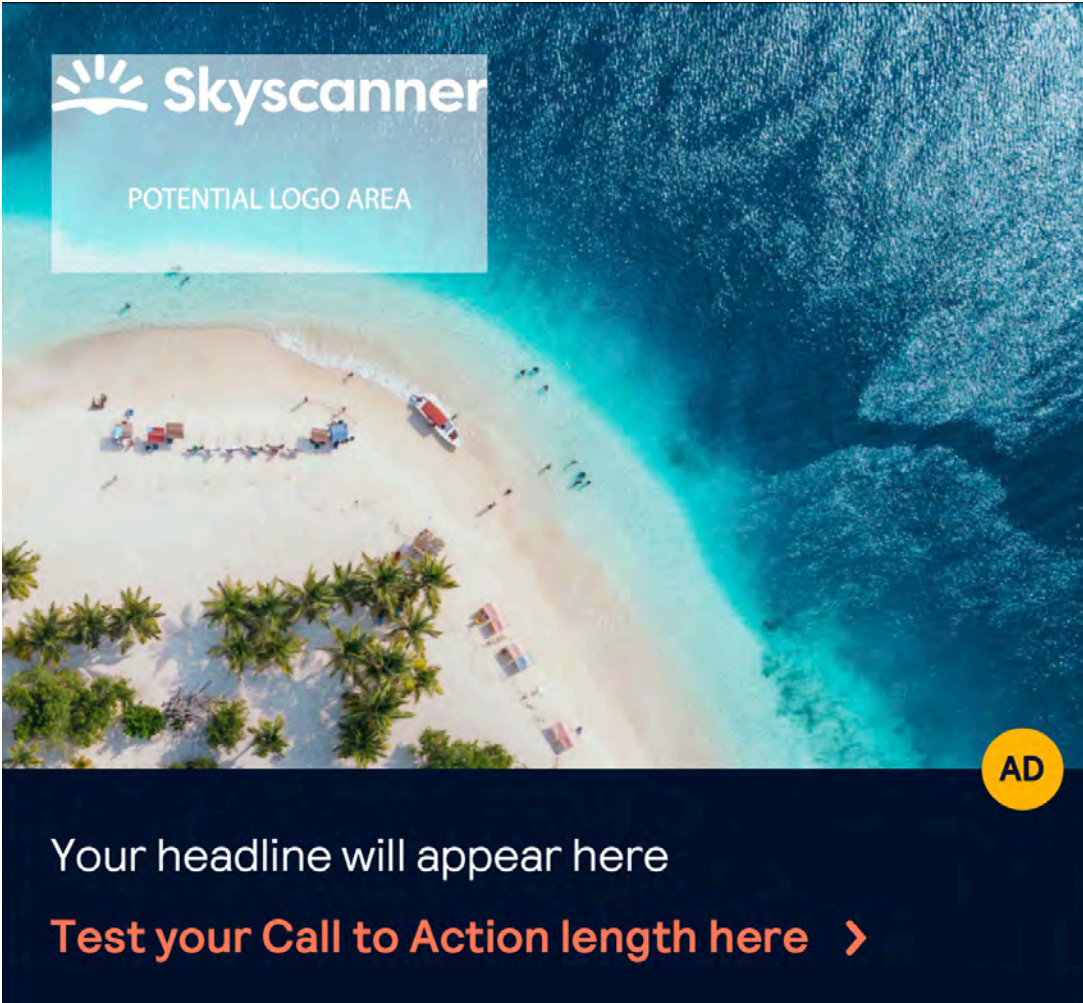


Skyscanner
POTENTIAL LOGO AREA

Your headline will appear here
Call to action goes here >

AD

Tablet*

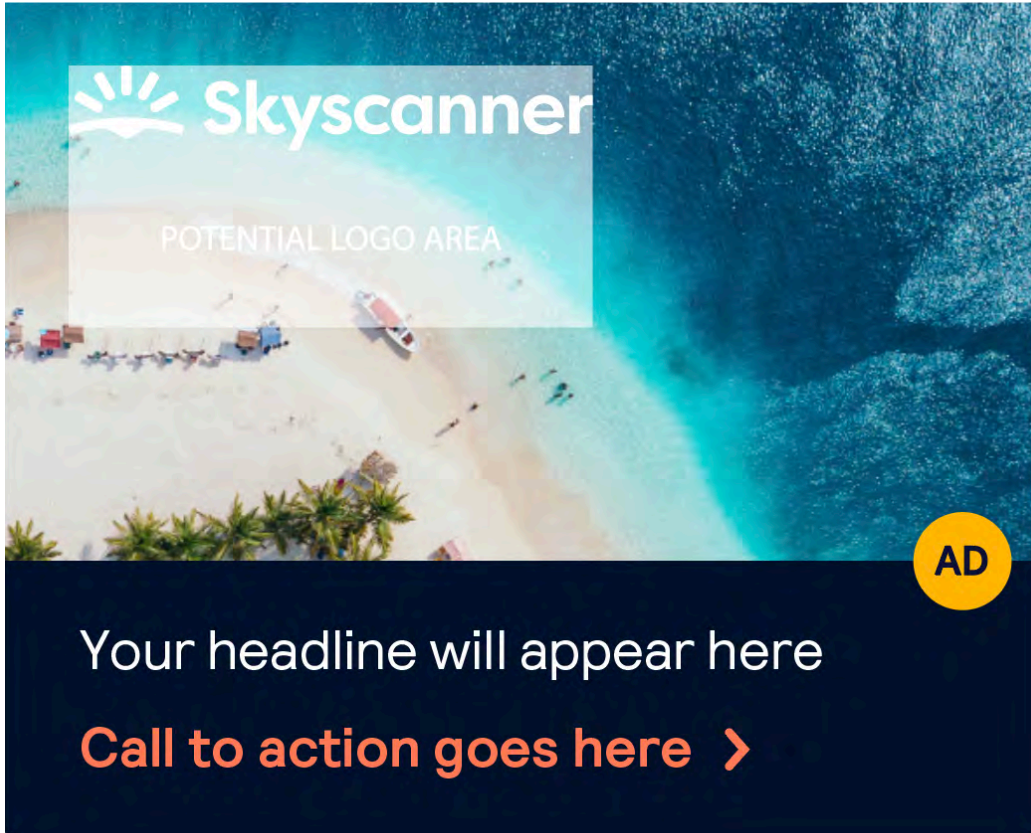


Skyscanner
POTENTIAL LOGO AREA

Your headline will appear here
Test your Call to Action length here >

AD

Mobile*



Skyscanner
POTENTIAL LOGO AREA

Your headline will appear here
Call to action goes here >

AD

* Images not to scale relative to each other

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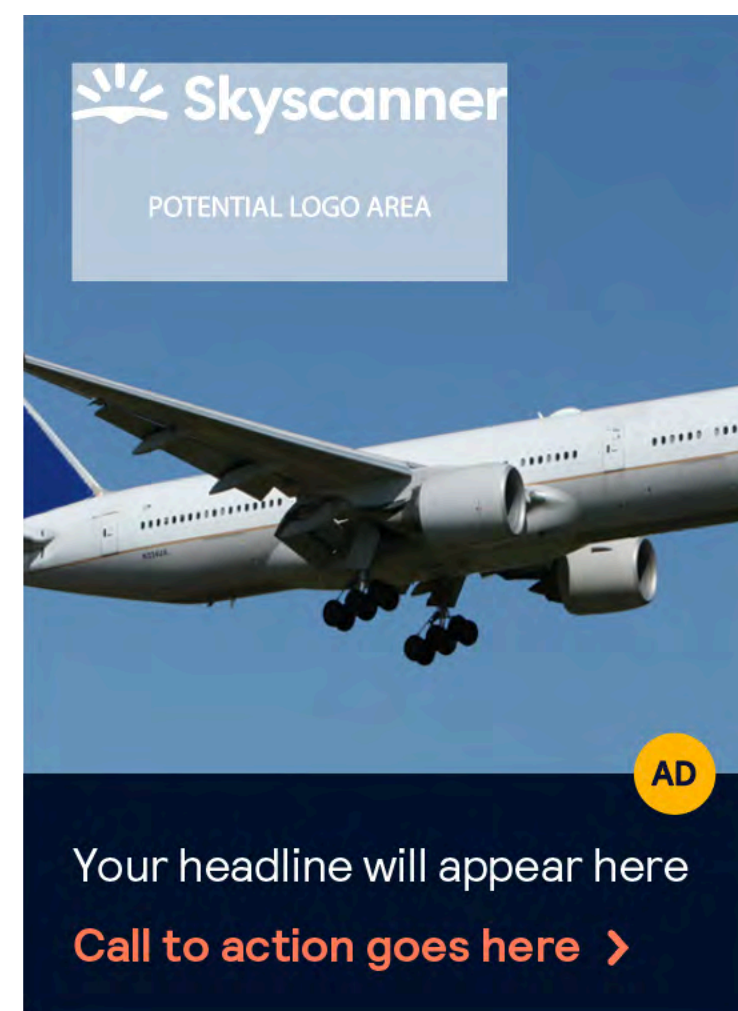
What to avoid: 1

Images where the main subject extends across the whole frame are problematic, especially images of planes.

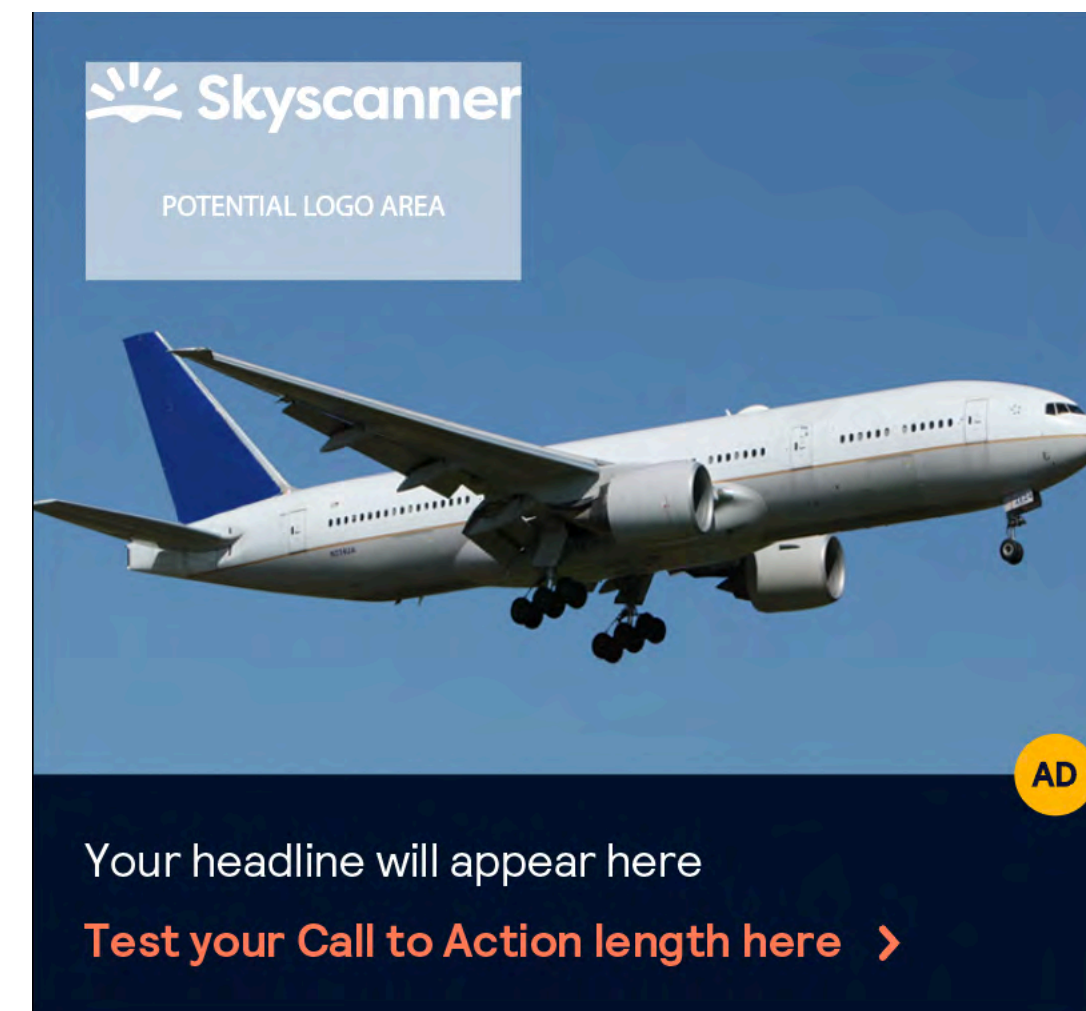
Original image



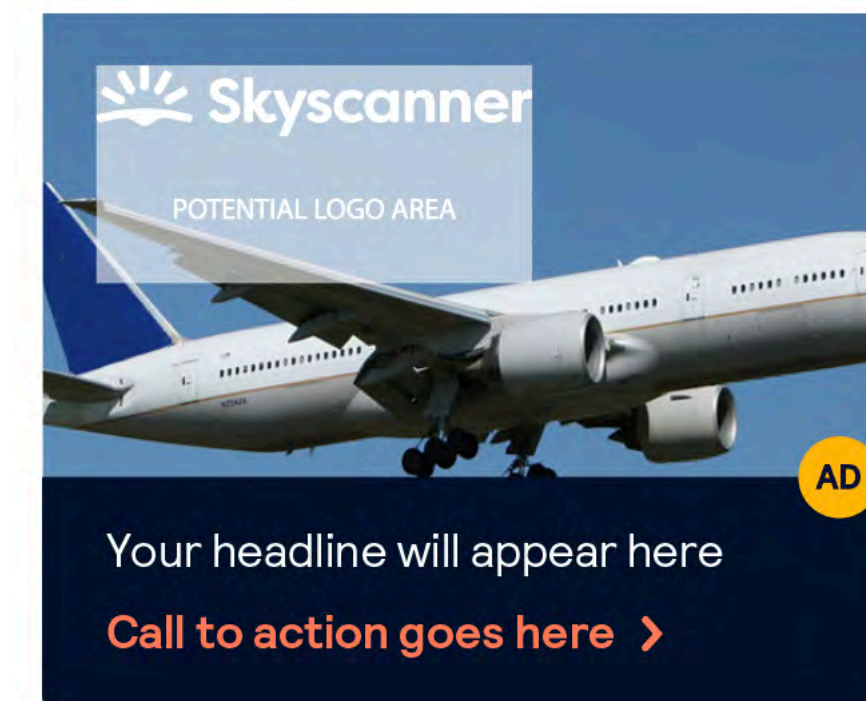
Desktop*



Tablet*



Mobile*



* Images not to scale relative to each other

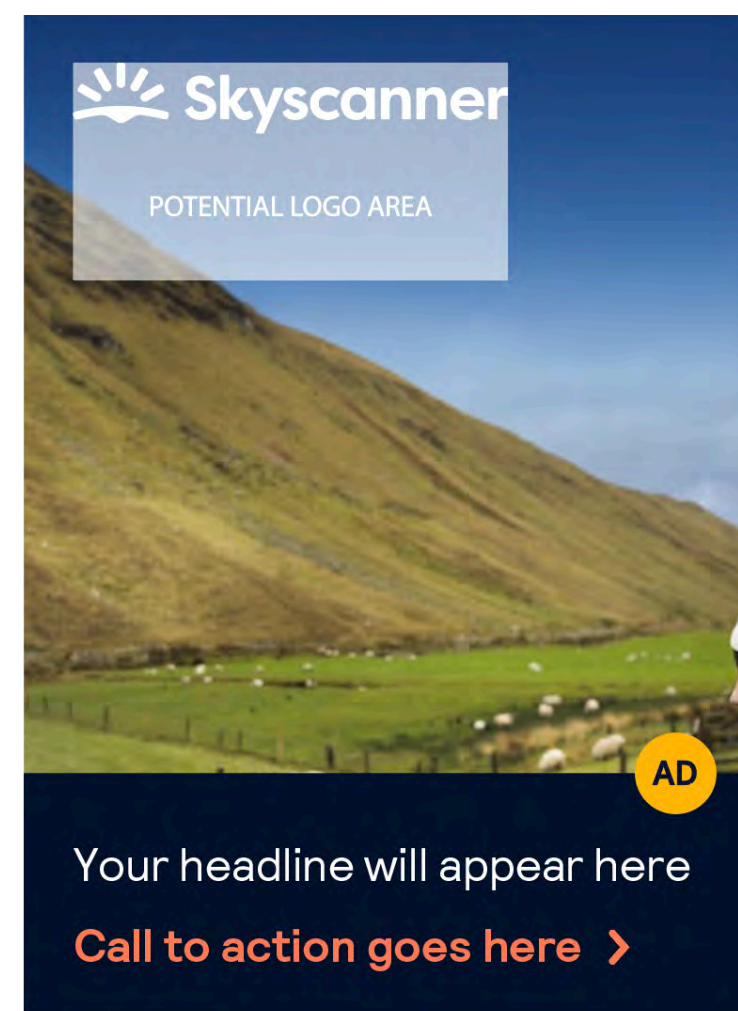
What to avoid: 2

Images where the main subject of the photo is on the edge of the frame, and the centre is very bland.

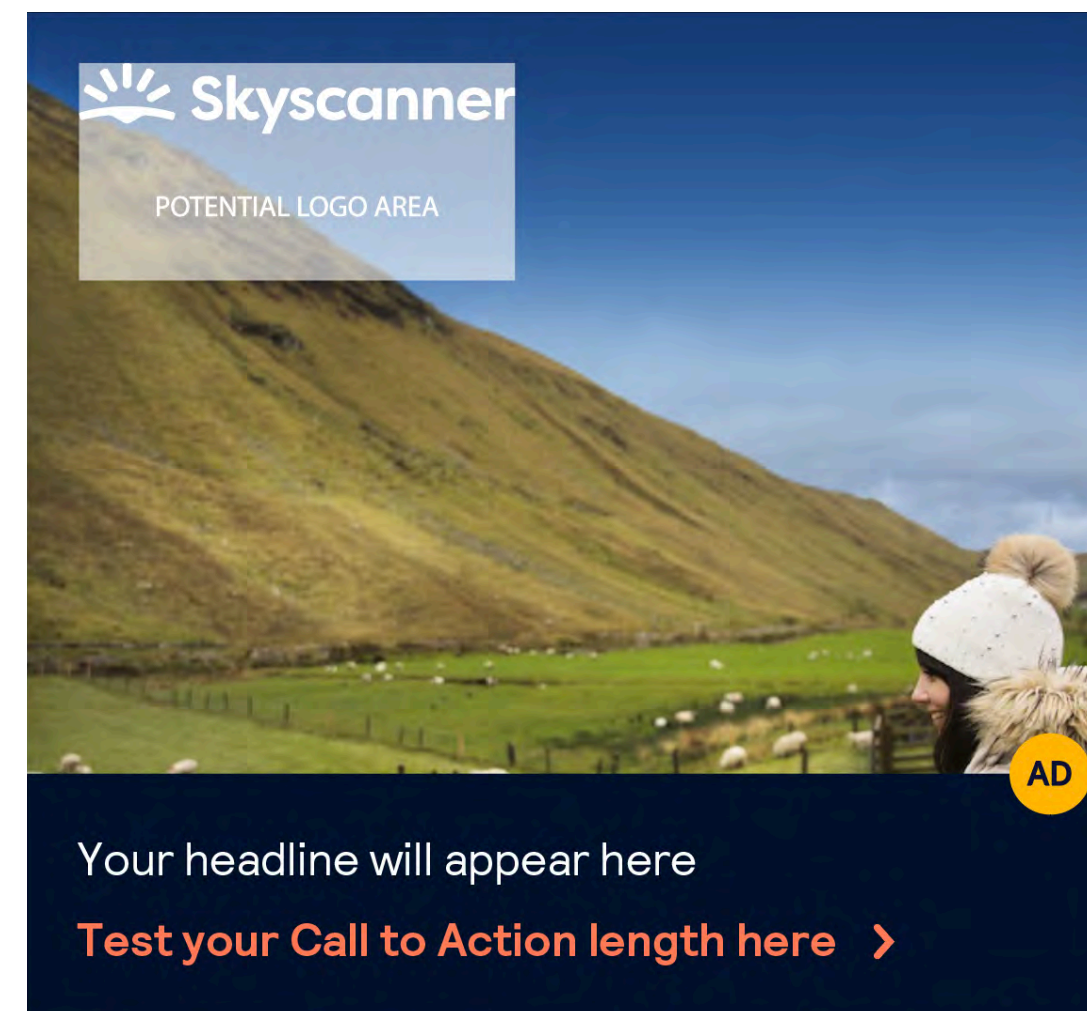
Original image



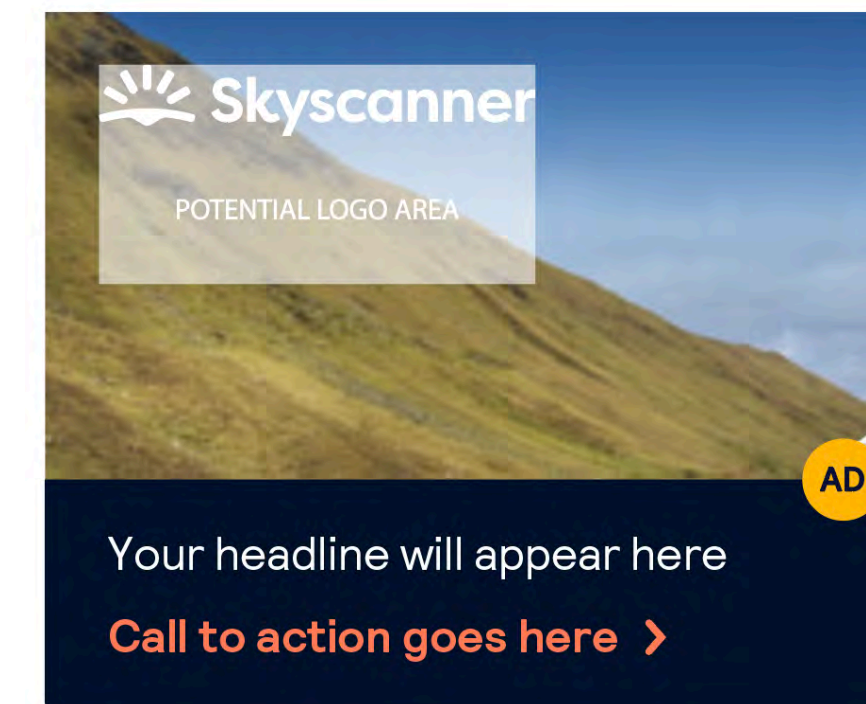
Desktop*



Tablet*



Mobile*

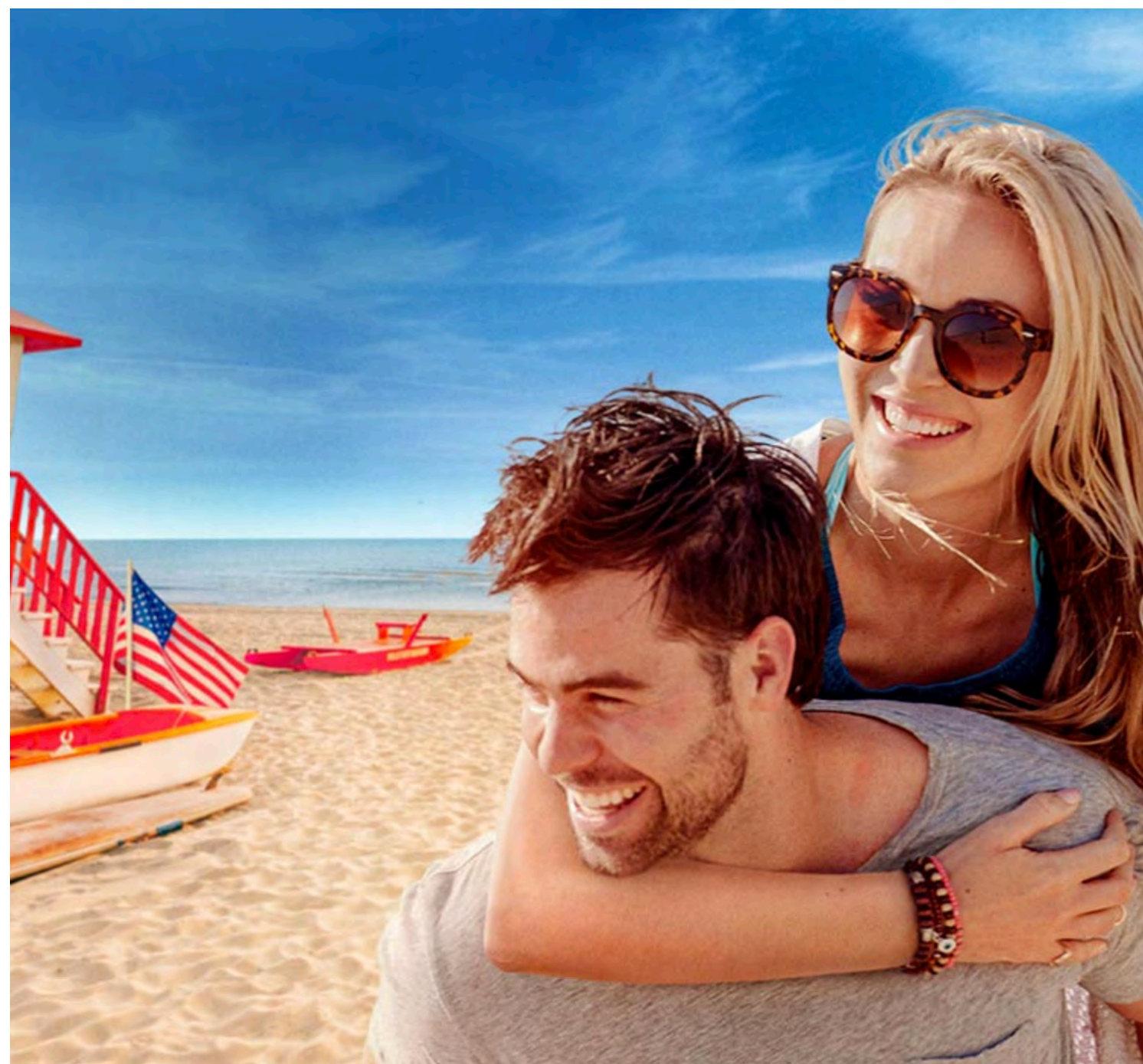


** Images not to scale relative to each other*

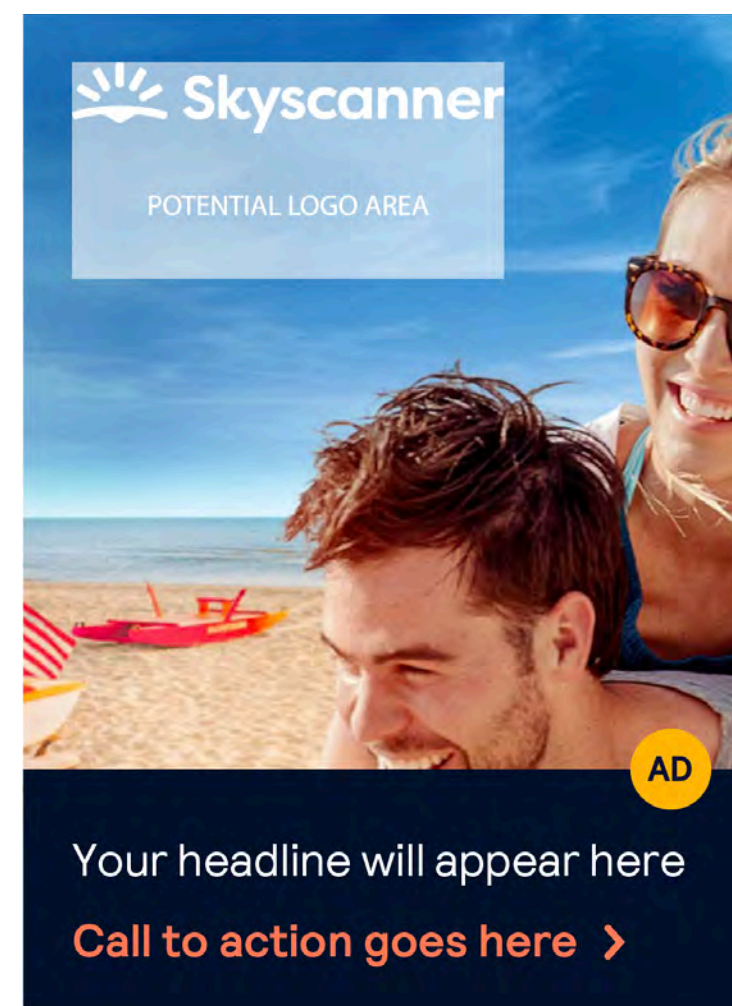
What to avoid: 3

Images where the main subject of the photo is very close to the bottom of the frame. The advert on mobile will be particularly affected by this where the bottom third of the image is covered.

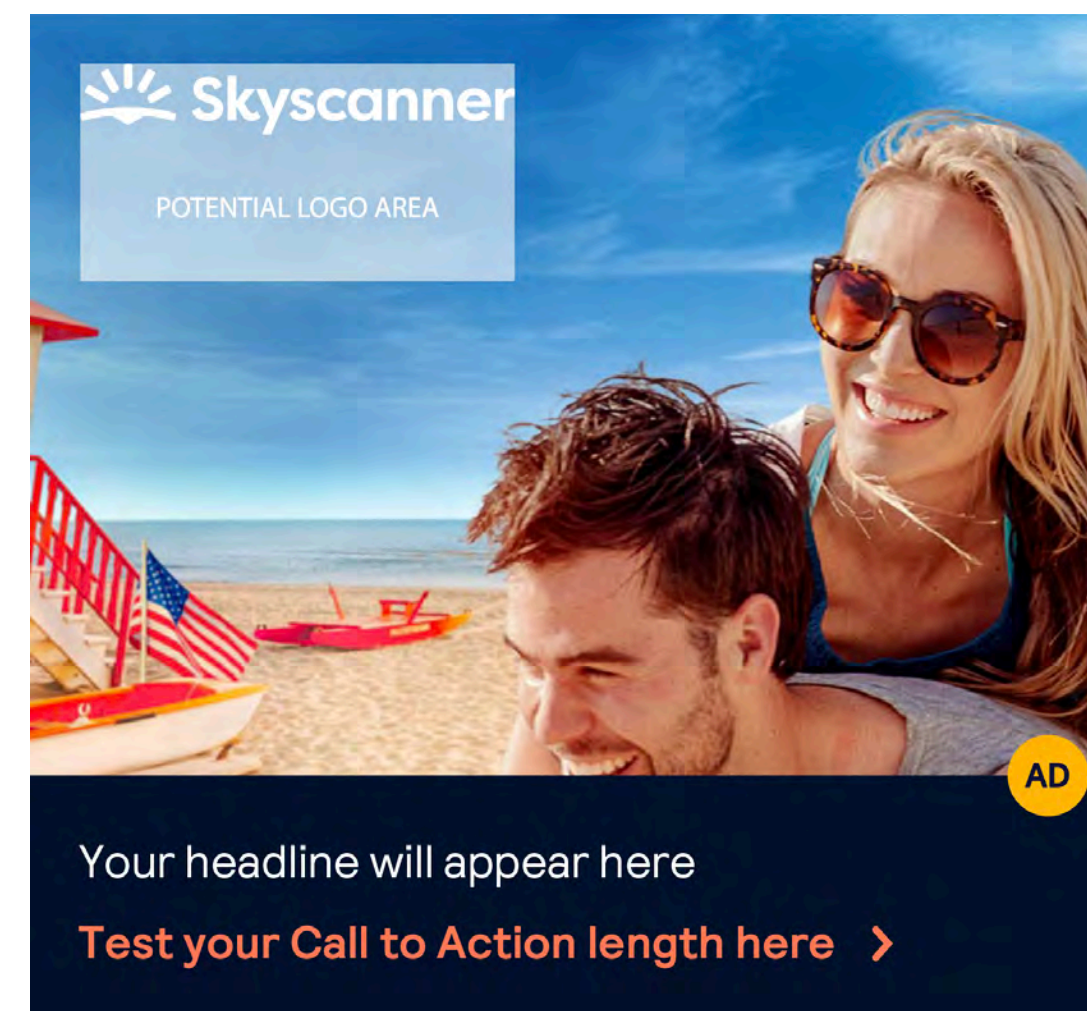
Original image



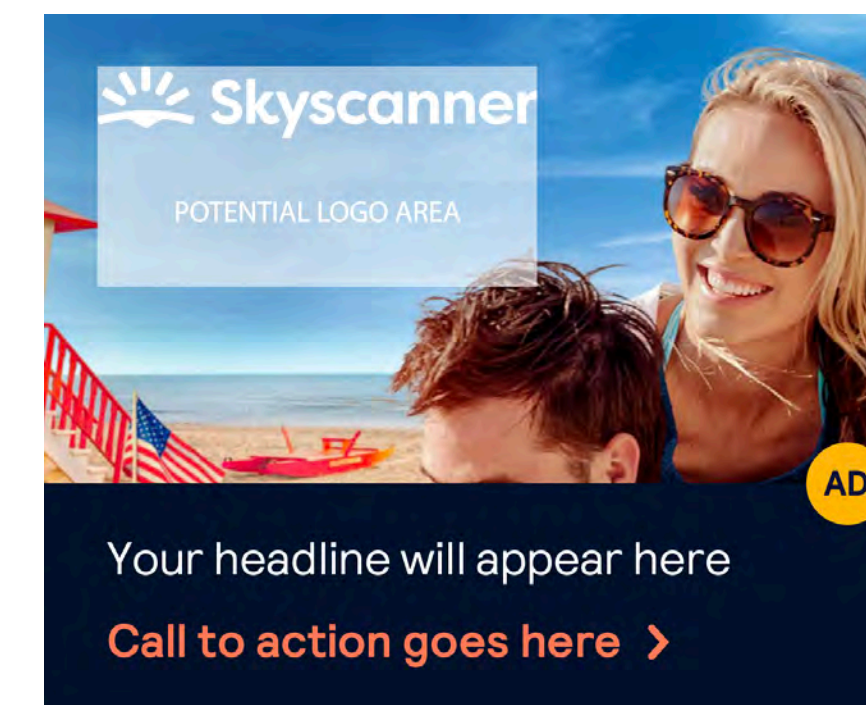
Desktop*



Tablet*



Mobile*

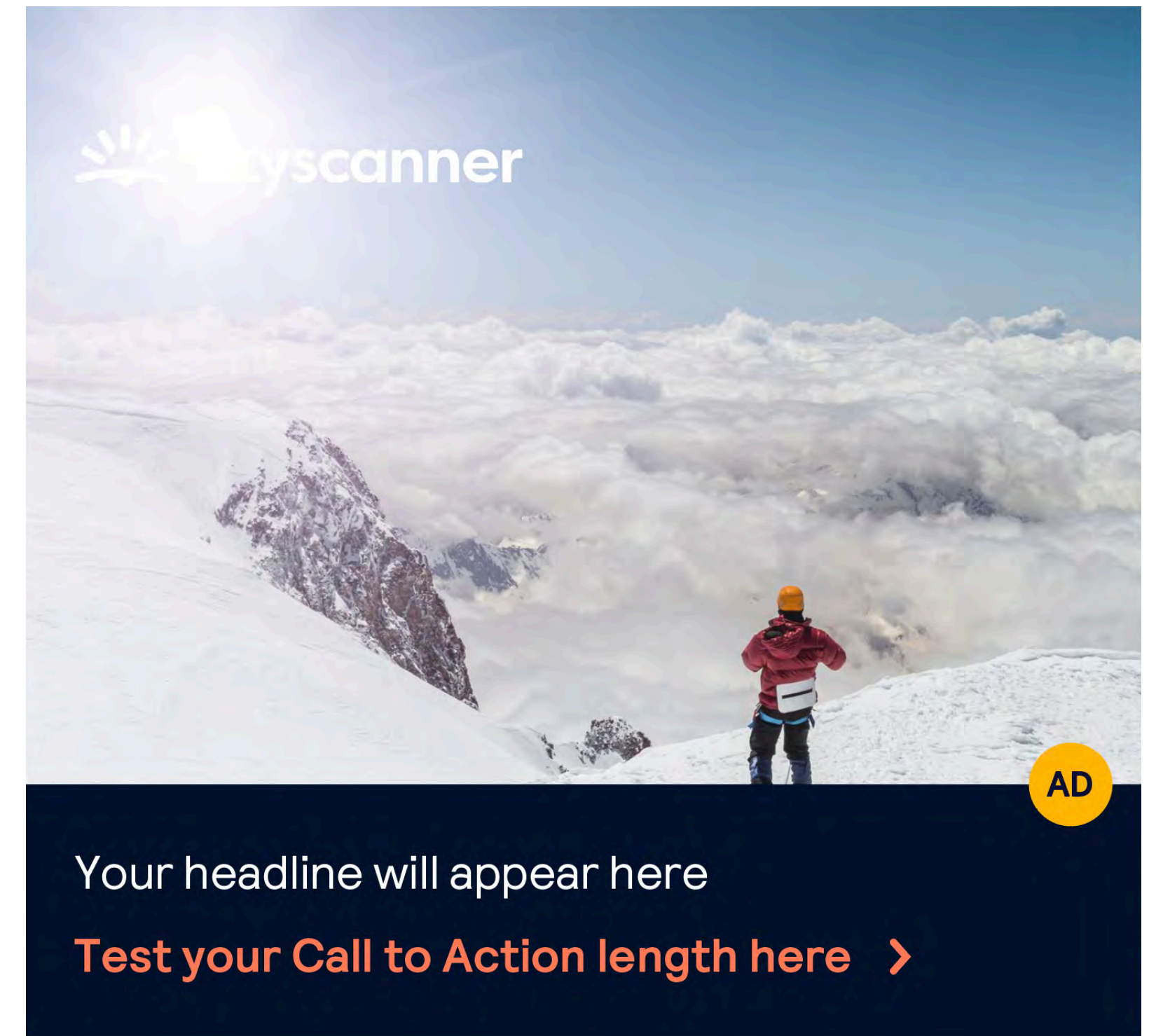
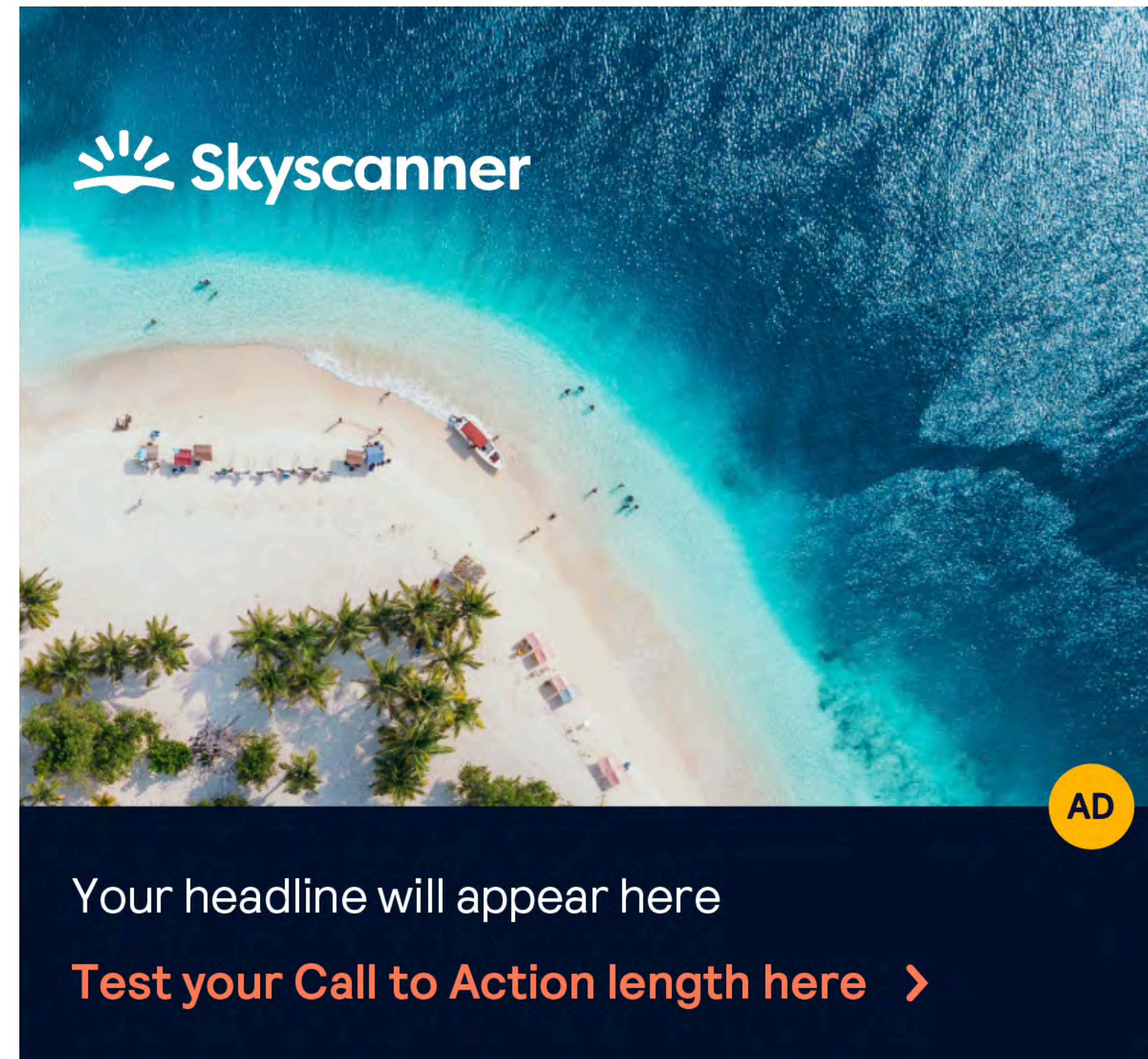


* Images not to scale relative to each other

Logo Considerations

Clear area on image

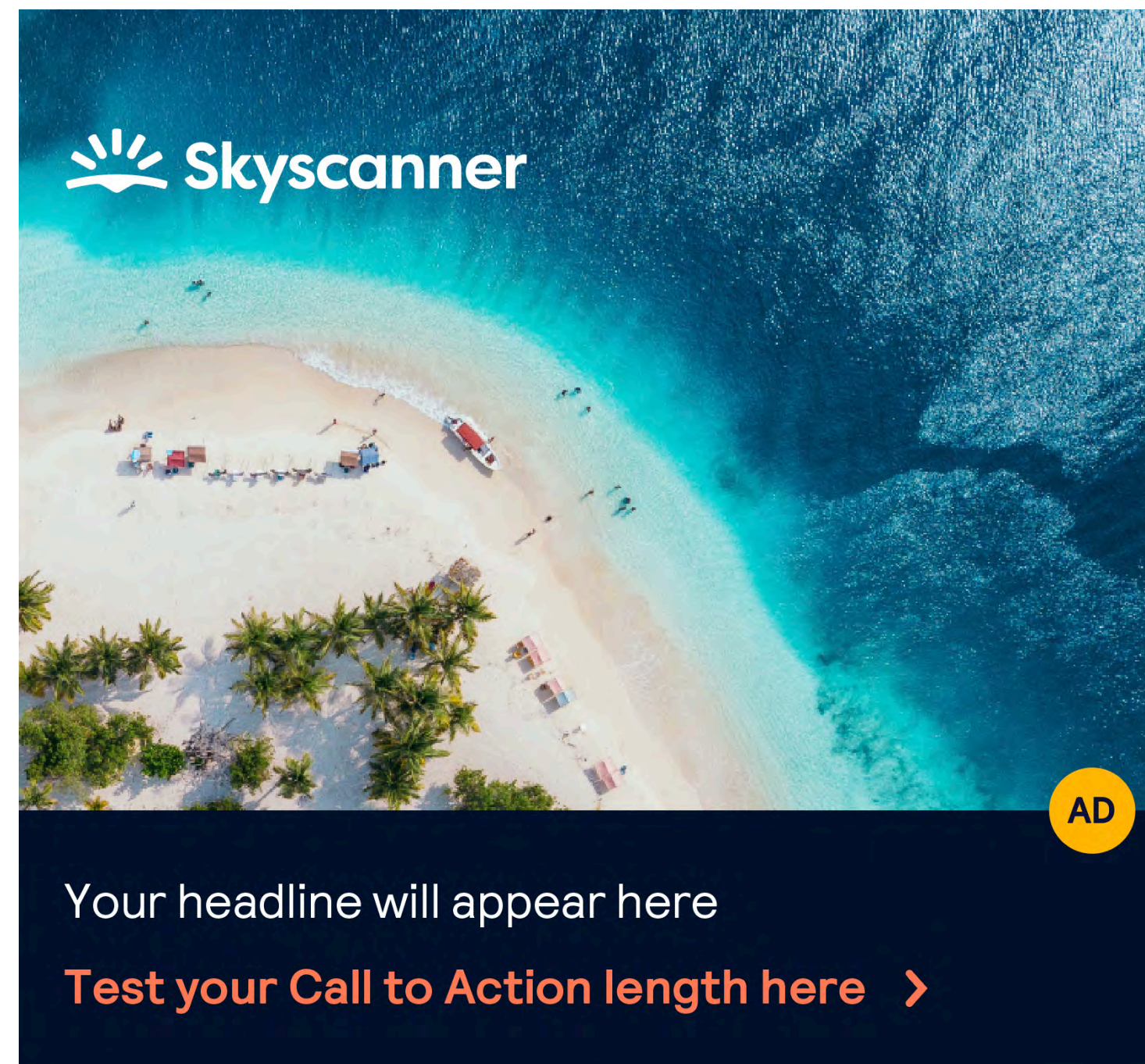
As well as considering the cropping and focal area of your image, the top left of the image needs to allow your white logo to stand out.



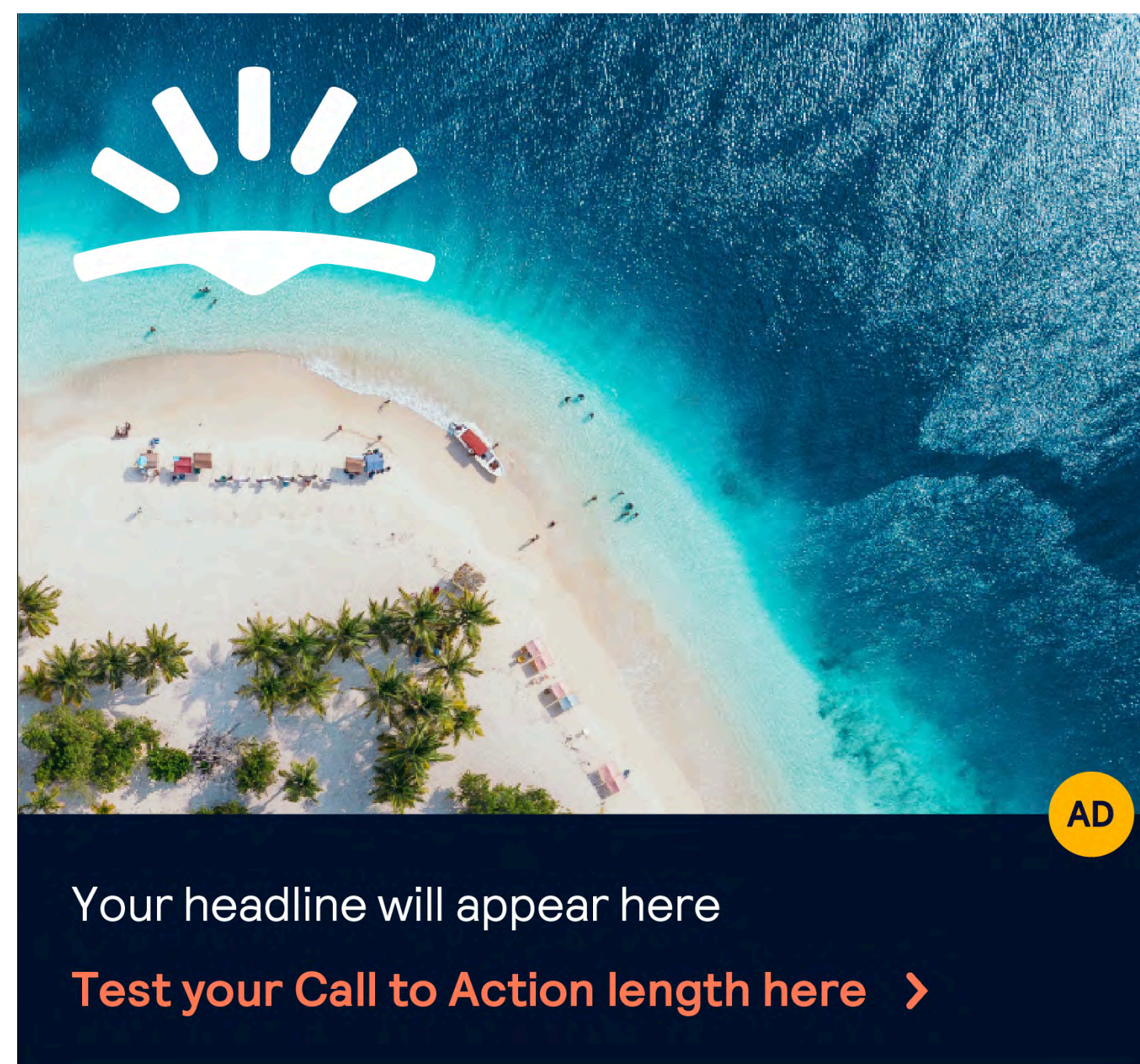
Logo dimensions

The logo dimension required is a maximum width of **300px wide**, and/or a maximum height of **150px high** – whichever allows your logo to be at its largest without exceeding either dimension.
If your logo does not fit the full canvas of your file, it will look small.
You are welcome to provide the logo at x2 or x3 size to ensure sharpness on retina screens.

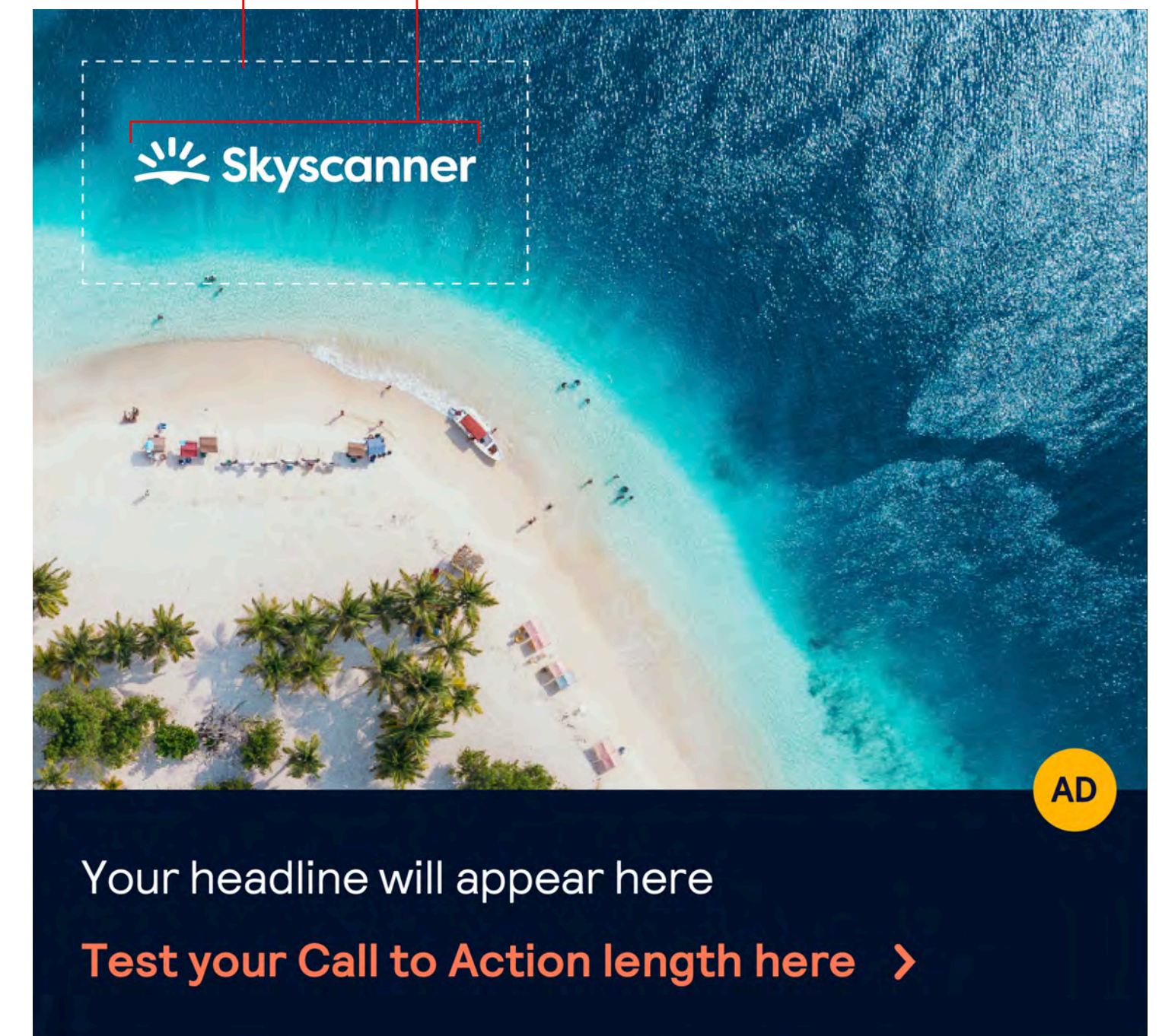
Logo provided at 300px wide x 62px high



Logo provided at 240px wide x 150px high



Logo file is 300x150, but logo itself is only 230px wide

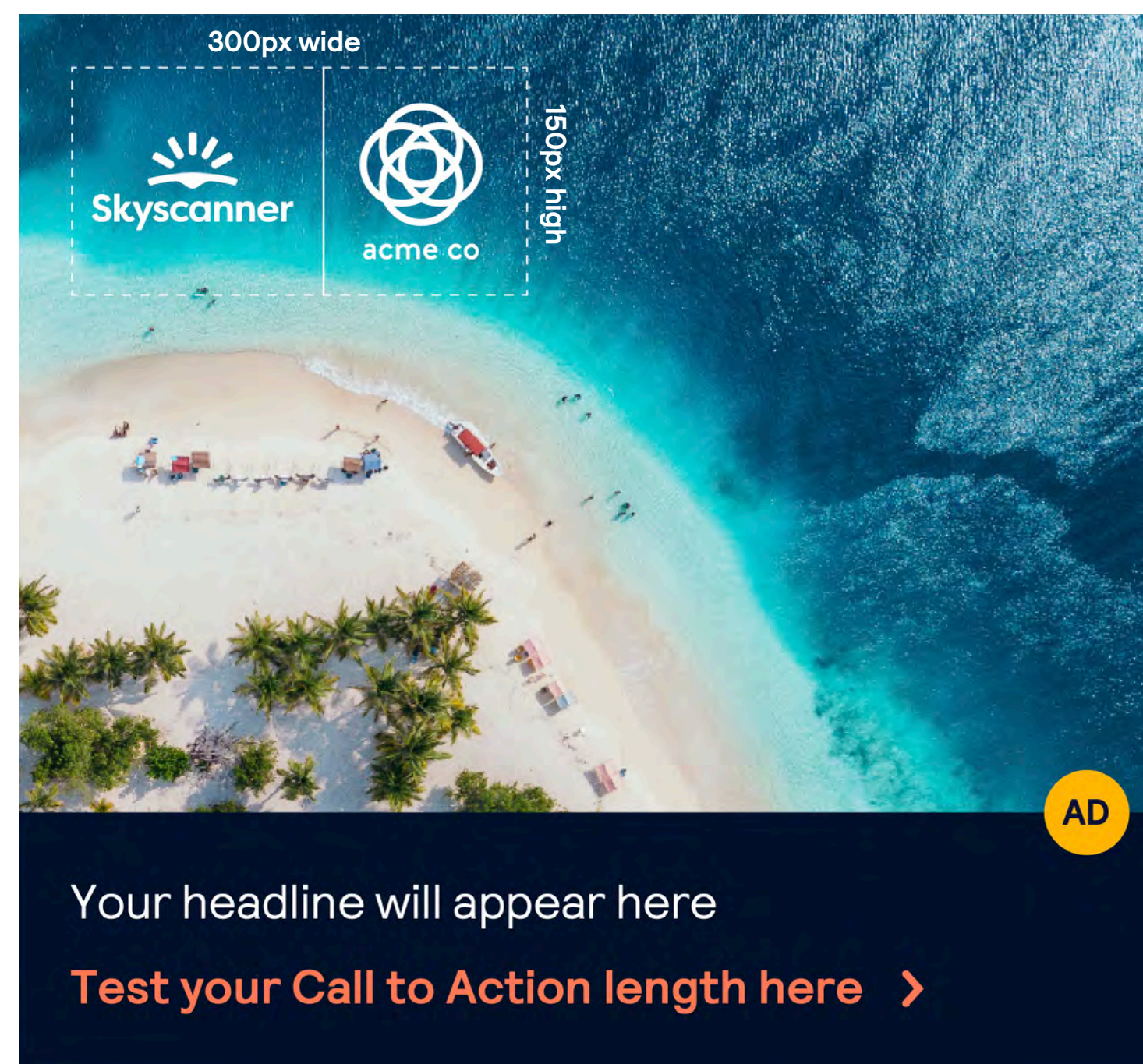


Using two logos

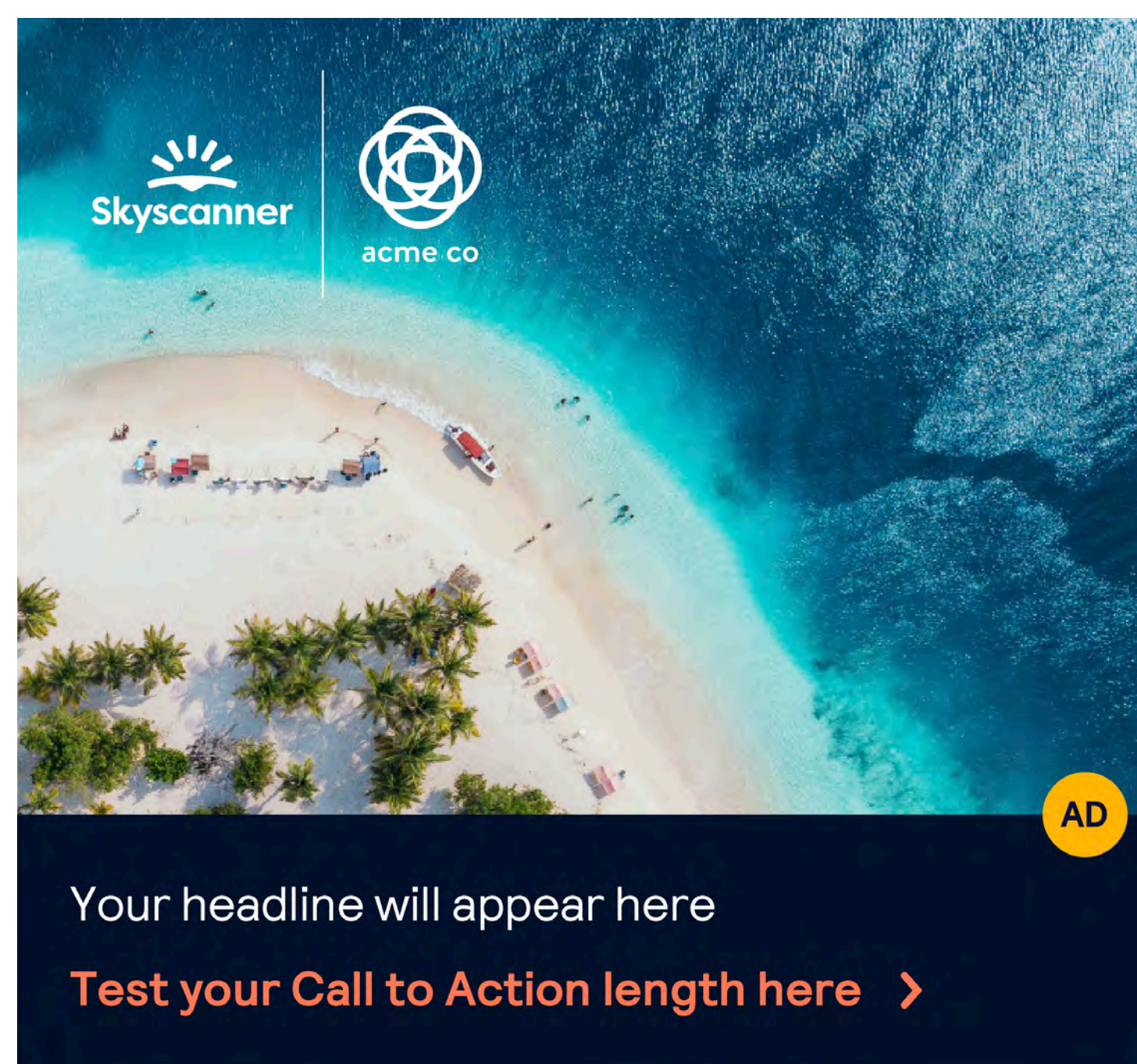
If you would like to promote a partnership and show **two logos**, these need to be locked up* according to both brands' guidelines and **provided as one file** that meets the requirements outlined already.

** Please note that Skyscanner's in-house team cannot assist with the creation of a two logo lock-up.*

The two logos should be provided as a single 300px x 150px file



They will then render as such on the Homepage Tile



Example of a two horizontal logo lock up

