

Brandpage guide

Components

Brandpages



A Header

The header component is a standard component, and is therefore **not** included in the total number of components (3 components Basic / 5 components Premium). The header on desktop is 1138x224 pixels. As the screen gets smaller (responsive), the left side of the header image cuts off. It is therefore imperative that the main elements are in the center and to the right of the center. The brand name is placed above the image in html text. Text on the image is not recommended. The header image does not show on smartphone.

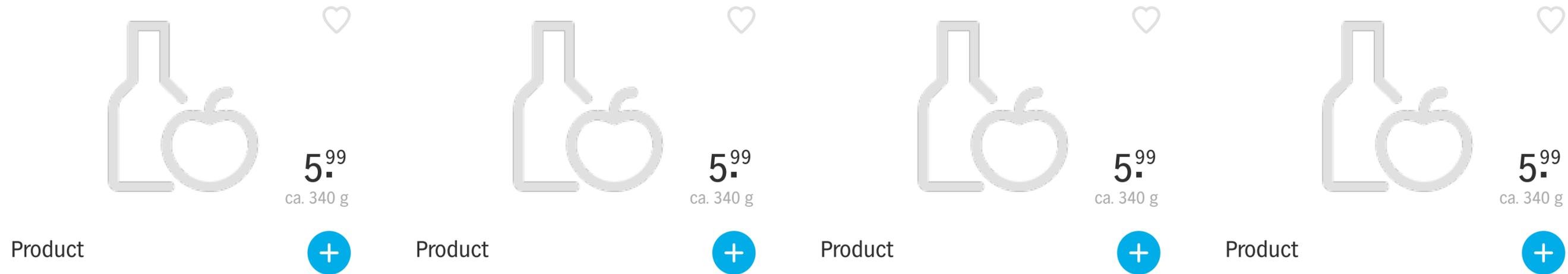
Please note: the 'tiles' below the header image are the shop entrances. These are determined by configuration in an algorithm. Both the image and subtitle can not be adjusted on the brand page.

- ✓ Header Component is **not** included in the total number of components
- ✓ Image is 1138x224 pixels
- ✓ Submit image in Photoshop and JPG file
- ✗ Image does not have a white background
- ✗ Image does not contain text
- ✗ 'Tiles' below the header can not be edited

Title

Subtitle text

[Optional seemore >](#)



B Productlane

The productlane is the primary element that allows customers to add products to their cart. This component is not included in the total number of components. The productlane consists of 4 products next to each other on a desktop. On mobile this is 2 products next to each other in duplicate (4 total). The maximum number of products in 1 productlane is 8 products. The blue optional seemore link (top right) is only possible when a deeper shop entrance with multiple products in the same category can be linked.

Please note: all products are displayed again at the bottom of the brand page. This is automatic and can not be modified.

- ✓ Component is **not** included in the total number of components
- ✓ Title and (optional) subtitle are no more than 4 words
- ✓ Products are delivered in NASA or wi-numbers

1 Article

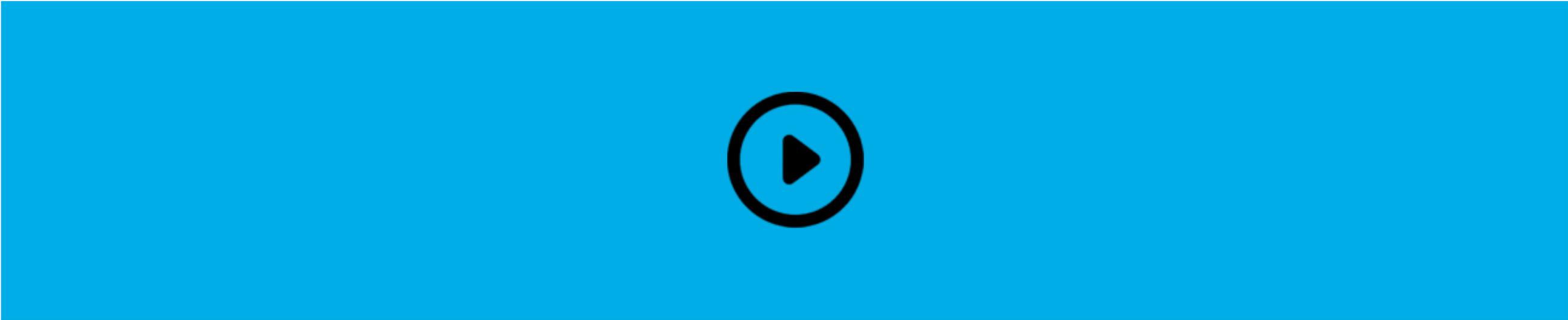
The article component is suitable as an information block or explanation of a product or subject. Text with- or without an image can be used for this component. The image can be placed on the left or right of the text. It is important that the text is short and concise with a maximum of 4 to 5 sentences, in order to keep the visitor's attention.

- ✓ Image is square or rectangular; landscape (min. 500px wide)
- ✓ Submit image in Photoshop and JPG file
- ✓ Indicate preference for image on the left or right of the text
- ✓ Image and text on mobile are displayed one below the other
- ✓ Short and concise text (max. 4 to 5 sentences)
- ✓ Optional blue CTA button below the text (with URL)
- ✗ No URL's outside the ah.nl domain



Title text

Ut vitae vestibulum nibh. Donec fermentum placerat nulla nec gravida nullam lobortis ipsum in scelerisque facilisis. In sit amet magna nisl vestibulum dictum, magna ac porttitor gravida, felis magna ultricies risus, in malesuada turpis diam sed risus. Aliquam suscipit volutpat sem vitae tempus.



Title text

Subtitle text

2 Video

The video component displays a video in a pop-up, after a visitor clicks or taps on the component. The image in the component is 1114x232 pixels on desktop and 343x232 pixels on mobile. As the screen gets smaller (responsive), the left and right sides of the image cut off. It is therefore imperative that the most important elements are in the middle. A still (screenshot from the video) is often used for the video, as this is an invitation for visitors to watch the video. A title and subtitle can be placed at the bottom the video. Text on the image is not possible.

- ✓ Image on desktop is 1138x224 pixels
- ✓ Image on mobile is 343x232 pixels
- ✓ Submit image in Photoshop and JPG file
- ✓ Title (and CTA) is supplied separate from the video
- ✓ Video is delivered in YouTube URL or as a separate file
- ✗ Image does not have a solid white background



Title

Ut vitae vestibulum nibh. Donec fermentum placerat nulla nec gravida nullam lobortis ipsum in scelerisque facilisis. In sit amet magna nisl vestibulum dictum, magna ac porttitor gravida, felis magna ultricies risus, in malesuada turpis diam sed risus. Aliquam suscipit volutpat sem vitae tempus.

[Optional seemore >](#)

3 Rich Content Lane

The Rich Content Lane (RCL) is comparable to the article and is suitable as an information block or explanation of a product or product group. Extra to the RCL is that, in addition to the text and image, it contains 1 to 5 products. For example, the RCL is ideal for the introduction of one or more products or a product group. Text and image are always on the left side of the products. It is important to keep the text short and concise with a maximum of 4 to 5 sentences, in order to keep the visitor's attention.

- ✓ Image is 720x360 pixels
- ✓ Submit image in Photoshop and JPG file
- ✓ On mobile image, text and products are displayed (in this order) one below the other
- ✓ Short and concise text (max. 4 to 5 lines)
- ✓ Products are delivered in NASA or wi-numbers
- ✓ Optional blue seemore link below the text (with URL)
- ✗ No URL's outside the ah.nl domain

Title products:



AH Zaden en noten mix
2.89 per stuk



AH Zaden en noten mix
2.89 per stuk



AH Zaden en noten mix
2.89 per stuk



AH Zaden en noten mix
2.89 per stuk



AH Zaden en noten mix
2.89 per stuk



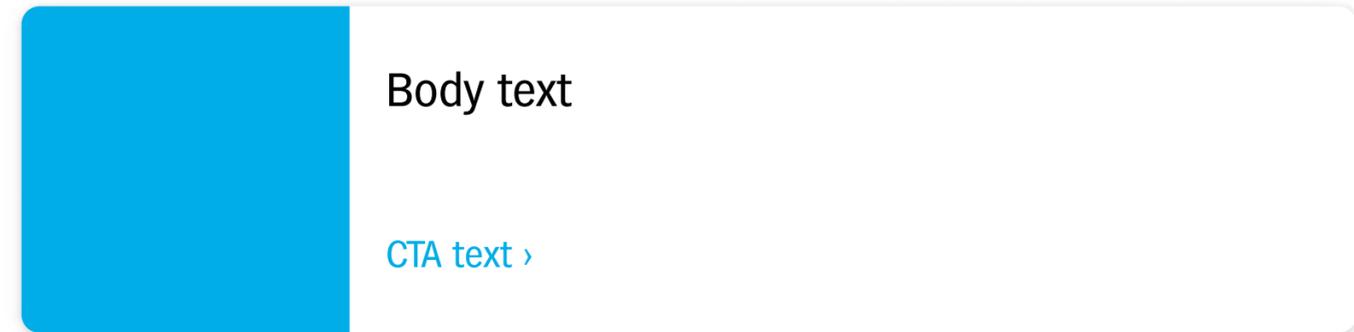
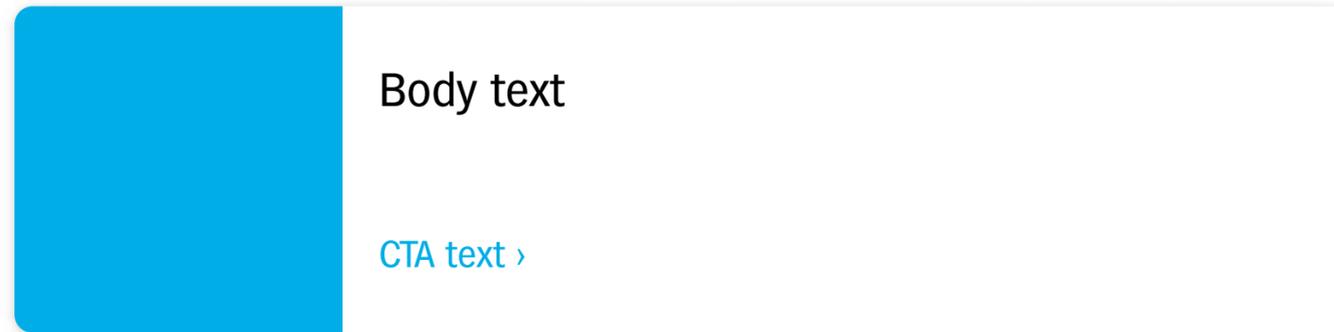
A title text is placed here

The CTA is placed here ›

4 Advertorial

The advertorial component is a broad banner (image) with title text and optional CTA with an underlying URL. Text is placed on the image in html and does not need to be placed in the image itself. As the screen gets smaller (responsive), the left and right sides of the advertorial image cut off. It is therefore necessary that the most important elements are placed in the middle.

- ✓ Image on desktop is 1440x224 pixels ([download template](#))
- ✓ Image on mobile is 768x112 pixels ([download template](#))
- ✓ Submit image in Photoshop and JPG file
- ✓ Title (and CTA) is supplied separate from the image
- ✓ Titel: maximaal 40 tekens
- ✓ Call to Action (CTA): maximaal 35 tekens
- ✗ No URLs outside the ah.nl domain
- ✗ Image does not have a white background

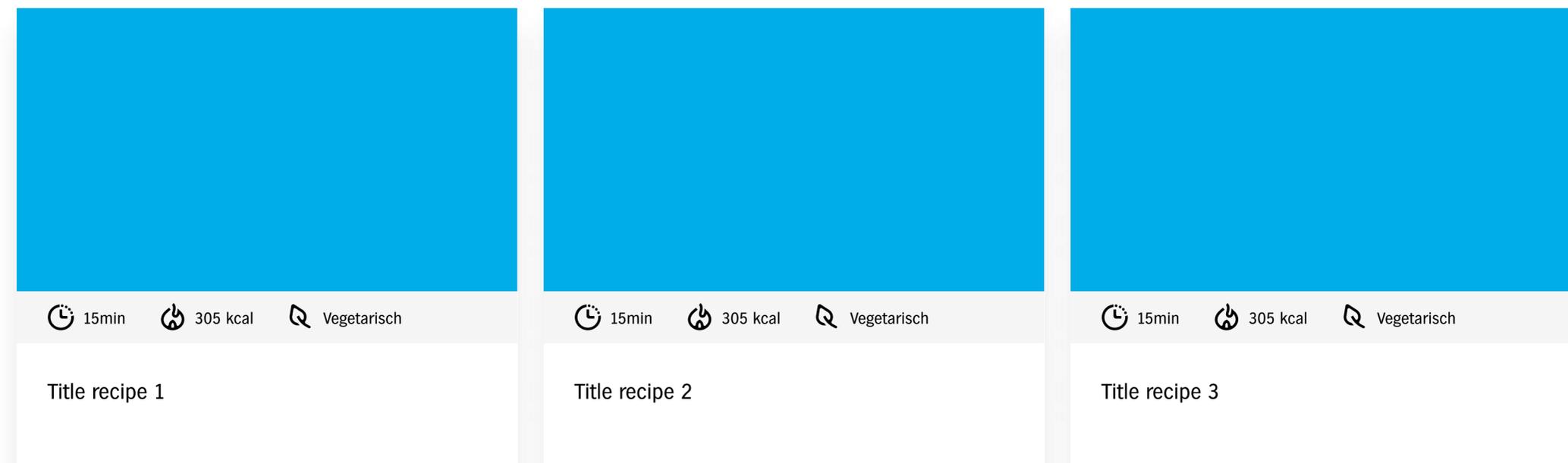


5 Spotlights

The spotlight components are 1 or 2 components next to each other with an image, text and CTA. The spotlight is an entrance to an underlying page, which attracts the customer's attention through a short text and small image. The spotlights are displayed one below the other on mobile.

- ✓ Image is 144x144 pixels on desktop and mobile
- ✓ Body text has a maximum of 35 characters (including spaces)
- ✓ CTA text has a maximum of 25 characters (including spaces)
- ✓ Body + CTA text has a cumulative maximum of 60 characters (including spaces)
- ✗ No URL's outside the ah.nl domain

Title recipes (optional)



6 Custom Recipe Lane / Recepte Lane Allerhande

Custom Recipe Lane

The custom Recipe Lane consists of a minimum of 2 and a maximum of 3 separate recipes that can be filled in freely. A recipe contains an image, description of the preparation, ingredient list with products and recipe information (number of people, time). The recipe component clicks open when a recipe is clicked on. The 'recipe cards' show one below the other on mobile.

Please note: the ingredients of a recipe must all be available on ah.nl. For other ingredients that are brand owned, select AH products as much as possible. In addition, choose products that are proportional to the number of grams / liter, so that customers do not buy more than needed.

- ✓ Image is 708x354 pixels
- ✓ Image does not have a white background
- ✓ 1 title above the component (optional) + 1 title per recipe
- ✓ Recipe writing
- ✓ Ingredient list with URL of each product on ah.nl (available online)
- ✓ Recipe information:
 1. Preparation time
 2. Number of people
 3. Calories per single serving (optional)
 4. Gluten free / lactose free / vegan / vegetarian (optional)

Recipe Lane Allerhande

The Recipe Lane Allerhande consists of 2 or 3 separate recipes that are formatted in Allerhande and contain a Recipe ID. This recipe ID is a unique code that is included in the URL of a specific recipe on Allerhande.nl.

- ✓ URL of a recipe on the Allerhande platform