

THE IMMOWEB ADVERTISING RULES



VERSION FEBRUARY 2015

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SKINNING CUSTOMERS

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SELF- PROMOTIONS









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SELF-PROMOTIONS

Main colors

The 4 main colors are; green, blue, white and the light gray. The dark gray is used instead of the black, for example, for the typography. And the orange is used for the very important elements.

| Colors |  |  |  |  |  |  |
|------------------|---|---|---|---|---|---|
| RGB | R = 180 G = 192 B = 52 | R = 61 G = 108 B = 169 | R = 255 G = 255 B = 255 | R = 245 G = 245 B = 245 | R = 115 G = 115 B = 115 | R = 240 G = 132 B = 0 |
| Hexadecimal code | #b4c034 | #3d6ca9 | #ffffff | #f5f5f5 | #737373 | #f08400 |
| CMYK | C = 34 M = 11 Y = 100 K = 0 | C = 82 M = 58 Y = 8 K = 0 | C = 0 M = 0 Y = 0 K = 0 | C = 3 M = 2 Y = 2 K = 0 | C = 56 M = 47 Y = 47 K = 13 | C = 3 M = 58 Y = 100 K = 0 |
| Pantone | 583 EC | 660 EC | | | | |

The orange color used for an highlighted.

SELF-PROMOTIONS

Correct self-promotions creation

It is important to have a graphic chart for self-promotions so that they are always presented in the same way and can be easily distinguished from other advertising. Our self-autopromotions must be the continuity of our graphic universe.

Half IMU (300 / 125px)



Leaderboard XL (990 / 90px)



IMU (300 / 250px)



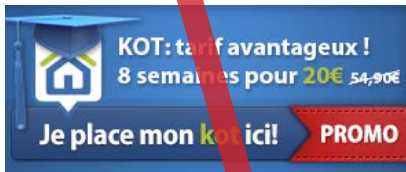
Splash page (630 / 320px)




SELF-PROMOTIONS

Incorrect self-promotions creation


The red will be replaced by orange ! The red is not part of our colors.



| | | |
|---------|---------|---|
| C = 3 | R = 240 |  |
| M = 58 | G = 132 | |
| Y = 100 | B = 0 | |
| K = 0 | | #f08400 |

The black will be replaced by dark blue deriving from our blue Immoweb !
Creativity will certainly not be blocked by the absence of the black.



| | | |
|--------|--------|---|
| C = 95 | R = 33 |  |
| M = 82 | G = 53 | |
| Y = 39 | B = 88 | |
| K = 32 | | #213558 |

Does not correspond to our image !



SELF-PROMOTIONS

Skinning self-promotional



24px

112px

1023px

SKINNING CUSTOMERS

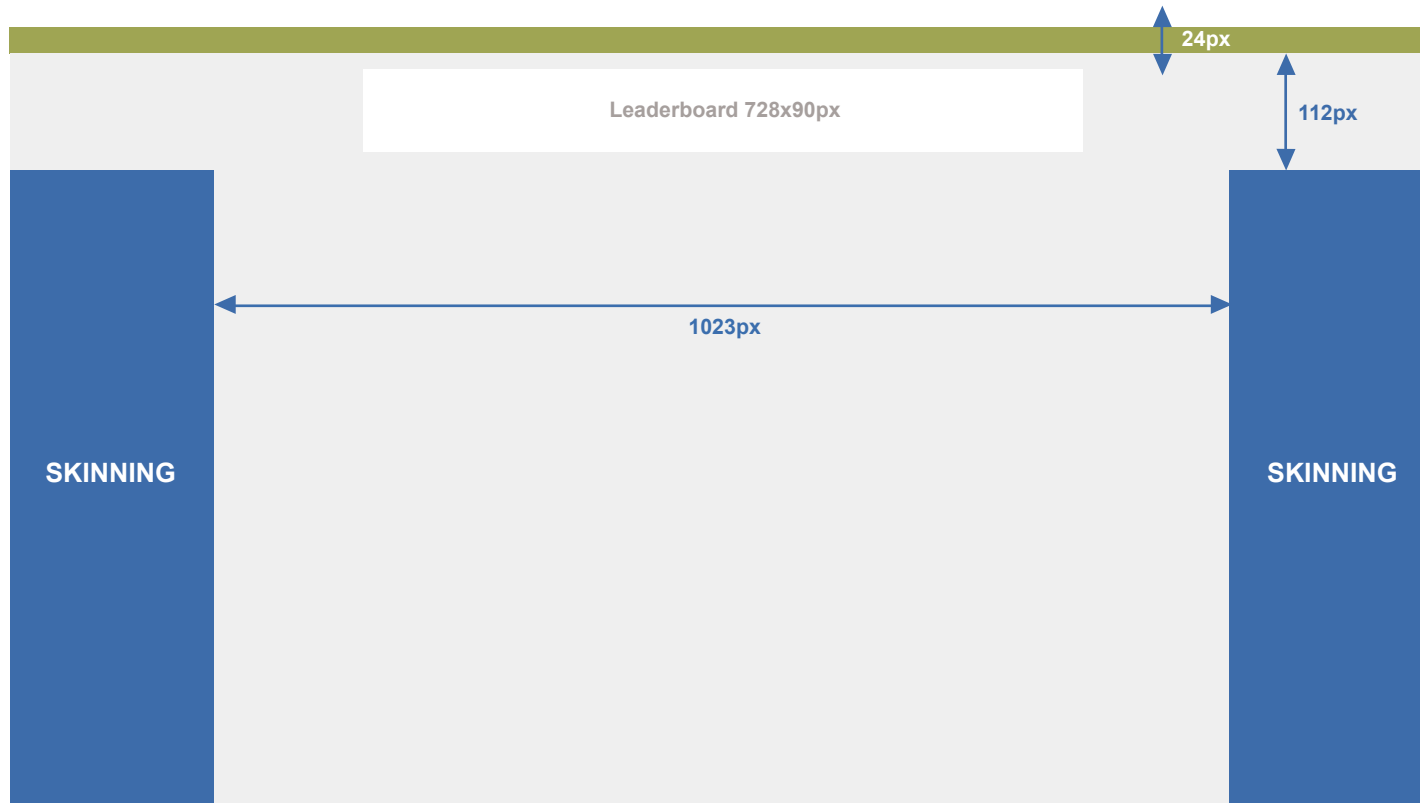


Wireframe skinning
Example of skinning

9
10

SKINNING CUSTOMERS

Wireframe skinning



The blue area is the creative zone for skinning.

SKINNING CUSTOMERS

Example of skinning

The image shows a screenshot of the Immoweb website with several orange overlays that have been added to the page. These overlays contain text and graphics related to ING and renovation services. The website itself features a navigation bar with categories like 'Location de vacances', 'Maisons neuves', 'Bureaux, commerce & industrie', 'Immobilier à vendre', and 'Immobilier à louer'. The main content area includes a search bar, a grid of property listings categorized by 'A vendre' and 'A louer', and a sidebar with various services like 'Acheter', 'Louer', and 'Décorer'. The overlays are positioned on the left and right sides of the page, with one on the top right. The left overlay contains the text 'Ouvrez la porte à vos projets immobiliers.' and 'Demandez votre crédit rénovation ici'. The top right overlay contains 'Ouvrez la porte à vos projets de rénovation' and 'Demandez votre crédit ici'. The right overlay contains 'Ouvrez la porte à vos projets immobiliers.' and 'Demandez votre crédit rénovation ici'. The bottom right overlay features the 'GENERALI Assurances' logo.

Location de vacances | Maisons neuves | Bureaux, commerce & industrie | Immobilier à vendre | Immobilier à louer | FR | NL | EN

Ouvrez la porte à vos projets de rénovation | Attention, emprunter de l'argent coûte aussi de l'argent! | Demandez votre crédit ici | ING

Bienvenue | S'inscrire gratuitement

Utilisateur: | Mot de passe: | GO | [Mot de passe oublié?](#) | [Rafraîchir mon e-mail](#)

ing.be | ING | Le 1er site immobilier belge

134.428 annonces en Belgique
54.977 annonces à l'étranger
1.526.146 photos

A vendre | A louer | Construire | Vacances | Décoration | Placer une annonce | Mon Immoweb | PRO

Accès direct
N° du bien:

A vendre

- Résidentiel: Maisons, Appartements, Garages
- Neuf: Maisons, Appartements
- Construction: Bâtiments, Terrains
- Business: Bureaux, Commerces, Industries

A louer

- Résidentiel: Maisons, Appartements, Garages
- Petit Budget: Kiosks, Colocations
- Vacances: Côte Belge, Ardennes, Etranger
- Business: Bureaux, Commerces, Industries

Immoweb, c'est aussi 20.000... bureaux, commerces et industries
Trouvez votre espace

Quoi de neuf sur Immoweb ?

BIENS NEUFS
Maisons, appartements, parkings
Investissez dans le Neuf!
> DÉCOUVREZ TOUS LES BIENS NEUFS ICI

La Traviata
Victoire PROPERTIES
9 beschikbare panden
1000 - Bruxelles
van 178.000€ à 525.000€

Biens à la une !
Maison basse énergie
Incourt - 160 m²

ing.be | ING | Ouvrez la porte à vos projets immobiliers. | Demandez votre crédit rénovation ici | Attention, emprunter de l'argent coûte aussi de l'argent.

ing.be | ING | Ouvrez la porte à vos projets immobiliers. | Demandez votre crédit rénovation ici | Attention, emprunter de l'argent coûte aussi de l'argent.

GENERALI Assurances