S A L E

ThemeForest
Marketing Image
Guidelines

Sale ends 24 June 2022, 1:59pm (UTC)
Hi there!

Thanks for being part of our upcoming up to 50% off sale. We’ve created these marketing images and guidelines to help you:

✔️ Officially associate your item as part of the Envato Market Sale on your item page.
✔️ Promote your sale item to your social media following or email lists.
✔️ Maintain a cohesive look and feel to the campaign so customers recognise your sale item and have a consistent purchase experience.

In this ThemeForest pack:

The relevant artwork is attached to your email for you to use in your promotion.

- **Item Preview Strip**
  590 x 60px

- **Item Page Banner**
  616 x 215px

- **Social Media Image**
  1080 x 1080px
How to use:

Item Preview Sale Strip

1. Add strip to Item Preview

Affix the sale strip at the base of your item preview image (place the strip on top of your image using the program you designed it with). You may need to adjust the content on your image to accommodate the sale strip.

2. Add Item Preview to Item Page

Go to the Edit page of your item, select Update Item & Tags, then upload your new preview image under Theme Preview.

Add this comment in the Message to Reviewer field to help us action your update quickly.

Your item preview will look like this:
How to use:

**Item Page Banner**

![Item Page Banner Image](image)

Add this image to your item page description. You may use this in addition to or instead of the Item Preview Sale Strip.

1. **Add Item Page Banner to HTML Description**

   ✅ Go to the Edit page of your item, select Update Description. Copy and paste the HTML code (provided in the email we sent you) at the top of the HTML Description section.

   ![Edit Page Screenshot](image)

   **Update Description**

   **Enter New Details**

   **Key Features**

   Highlight what makes your item unique or a key selling point. They appear on search result pages next to an image of your item. Max 45 characters per line. No HTML or img allowed. Do not repeat features or keyword spam. [Key Feature guidelines](#)

   **HTML Description**

   HTML or plain text allowed, so avoid.

   This field is used for search, so please be descriptive! If you’re linking to external images, please mind the page load speed, use few, compress them and host them on a fast server or CDN.

   ![HTML Description Screenshot](image)

   ![Gutenberg Optimization](image)

   **Gutenberg Optimized**

   Yes, No, NA

   ![Gutenberg Optimization Screenshot](image)
How to use:

Social Image

Promote your item in the Envato Market Sale on social media using the 1080 x 1080 image.

Complement the sale artwork with a preview of your sale item using Instagram’s carousel function.

Need a hand?

We’re here to help! For questions or feedback on this guide, drop us an email: communitymarketing@envato.com