AD Design Plan

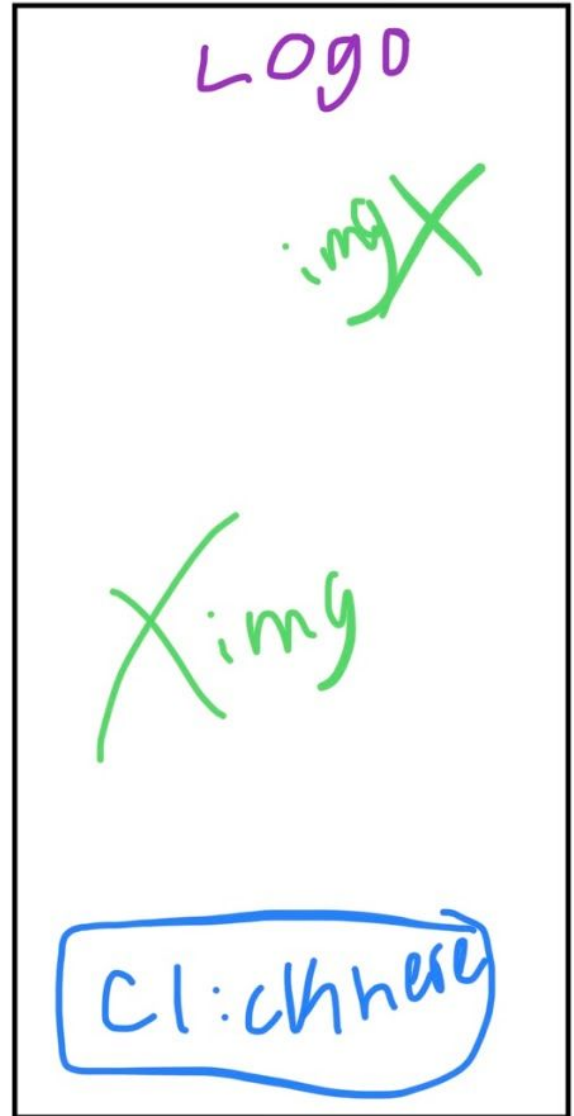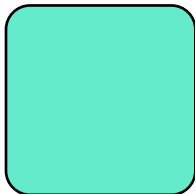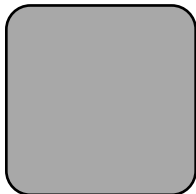|	
What is the Business Type and Name? *Charity, online store, event venue,etc*	Online store, Rainbow Cloud Dog Gear.
What is the Ad for? *Product to be sold, event, informational,etc*	Sell Products.
Who is the target Audience? *demographic based on age, gender, occupation, interest, nationality, etc.*	Dog People.
What is the Targeted Call to Action? *like the page, subscribe to the newsletter, check the line of products, buy products, etc.*	Buy Products.
Where is the Ad going to be placed? *web page, ad network, app,etc*	Web Page.
What are the Ad specifications? *Aspect ratio, dimensions and weight, etc.*	Leaderboard - 728x90(27KB), Half-page - 300x600(61KB), Medium Rectangle - 300x250(38KB), Large Rectangle - 336x280(47KB).
What is the format and delivery size of the Ad? *Gif, jpg, mp4, png, png sequence, animation, etc*	Gif,
How will the Ad be created? *Software or apps, etc.*	Photoshop.
What content elements will be used? *Logo, headline, background image, etc*	Logo.
What design elements will be used? *Tone/Personality, Existing Brand Items, Color Scheme, Typography, Graphics, Images.*	Existing Brand, Color Scheme, Typography, Images.

Leaderboard

Logo Ximg Ximg Click here

Lg Rectangle

Logo Ximg Xing Click here

Half Page

Logo imgX Ximg Click here

Med Rectangle

Logo Ximg Xing Click here

Rainbow Cloud
Dog Gear

Style tile

Images

Colors

Button Ex