

Asset Metadata

GENERAL INFORMATION

File name:	SBO.jpeg
Version :	1.0
Reference ID :	209512
File size :	362680 KB
Uploaded by :	Nic Peters
Asset Owner :	Alice Batsford

ASSET TYPE INFORMATION

Asset Type	Guidelines
Expiration Date:	(not set)
Description :	Strongbow wordmark & archer logo 2020

Asset Type Details ::

- Creative Classification

Local Asset

- Brand Constrained List

Brand begins with--Begins with S
Brands--Strongbow (UK)
Sub Brands--Strongbow Original

- Channels

PR,Print,Social Media,OOH,Online

- Sub-channel

Not Applicable

- Campaign

Not Applicable

- Asset Name

LOGO

- Asset Version

JPEG

- Asset Objective

(not set)

- Brand Distribution

Local

- Community of Practice

(not set)

- Must Win Battles

(not set)

- Regions Constrained List

Regions--Europe
Europe--United Kingdom (UK)

- Language

English

- Agency Name

see brand team

- Copyright, Usage and Rights Management

no third party restrictions

- Campaign Date

01 January 2020

- Production Date

01 January 2020

- Incomplete Asset

(not set)

- Dark Market Asset

(not set)

- Sub Categories

(not set)

CATEGORY INFORMATION

Category Name : Cider

BUSINESS ENTITY INFORMATION

TAGS INFORMATION

ACCESS MANAGEMENT INFORMATION

TECHNICAL DATA INFORMATION

FileType :	JPEG
MIMEType :	image/jpeg
ExifByteOrder :	Big-endian (Motorola, MM)
ImageWidth :	3508
ImageHeight :	2481
EncodingProcess :	Baseline DCT, Huffman coding
BitsPerSample :	8
ColorComponents :	3
YCbCrSubSampling :	YCbCr4:4:4 (1 1)
CreatorTool :	Adobe Photoshop 21.0 (Macintosh)
CreateDate :	2020:01:21 11:04:46Z
ModifyDate :	2020:01:21 11:08:36Z
MetadataDate :	2020:01:21 11:08:36Z
Format :	image/jpeg
Orientation :	Horizontal (normal)
XResolution :	300
YResolution :	300
ResolutionUnit :	inches
Software :	Adobe Photoshop 21.0 (Macintosh)
ModifyDate :	2020:01:21 11:08:36

ColorSpace :	sRGB
ExifImageWidth :	3508
ExifImageHeight :	2481
Compression :	JPEG (old-style)
XResolution :	72
YResolution :	72
ResolutionUnit :	inches
ThumbnailOffset :	318
ThumbnailLength :	3071



RELATIONSHIP INFORMATION
