

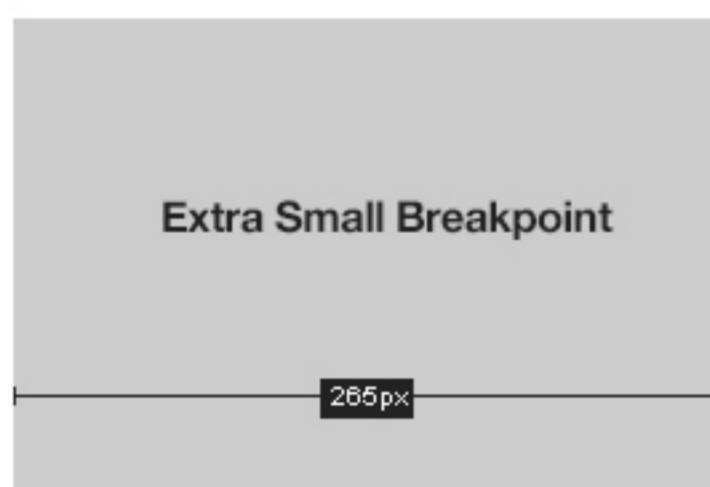
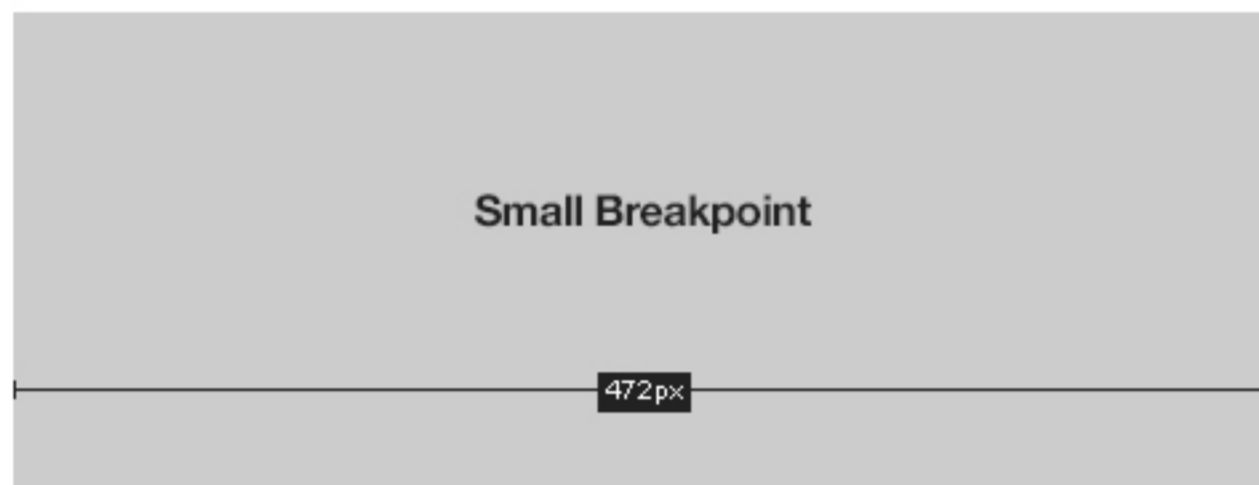
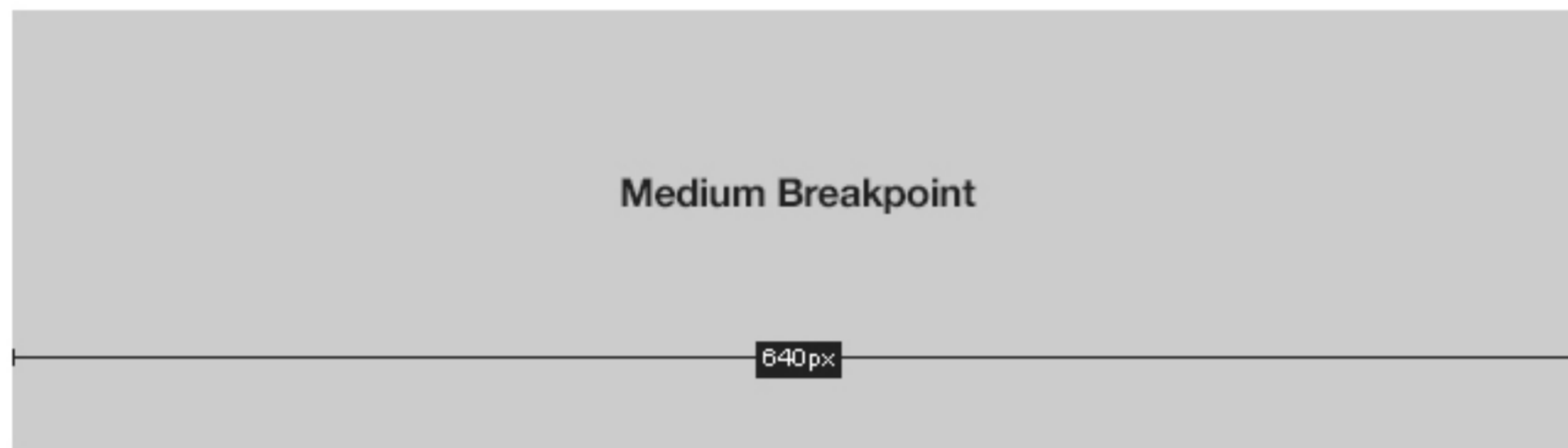
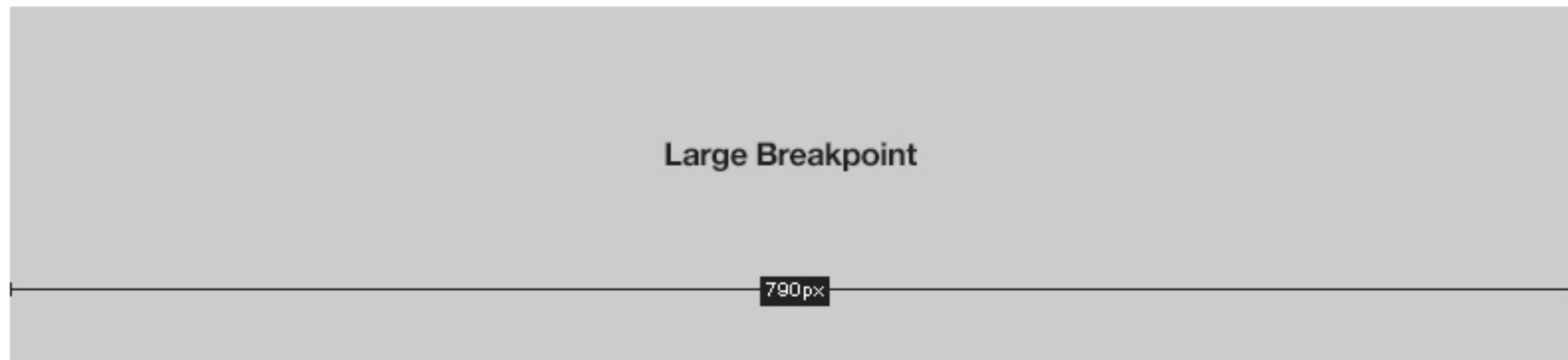
Responsive Banners Overview

Layout: see templates types, see examples here: <https://invis.io/835ENNJDG>.

Template available here: afp://fullpress.rei.com/Digital_Retail/Ecommerce/design-assets/BANNERS/Banner-Templates-v1.psd

Sizes: see below. Note: extra small, small and medium are shown at small width. Large does not change.

Copy Direction: As simple and direct as possible. See template types for further guidance.



Brand

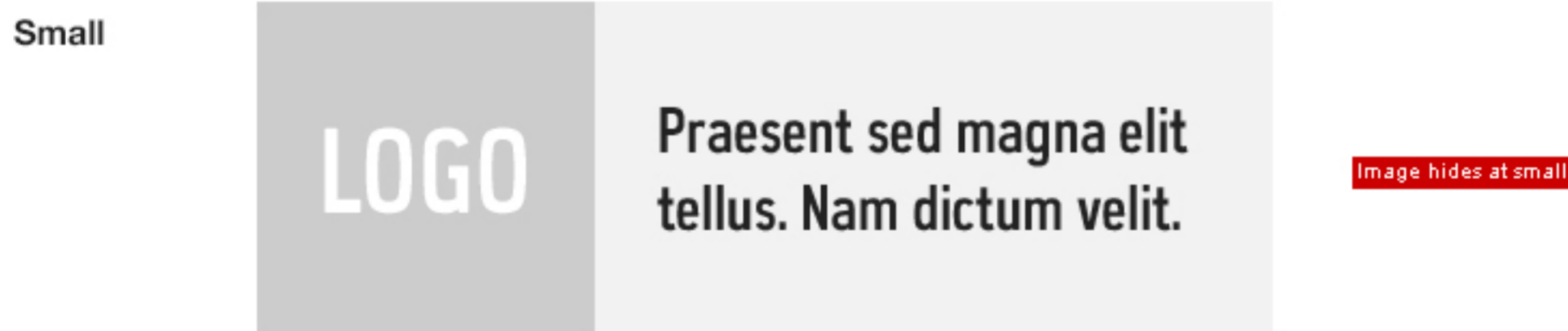
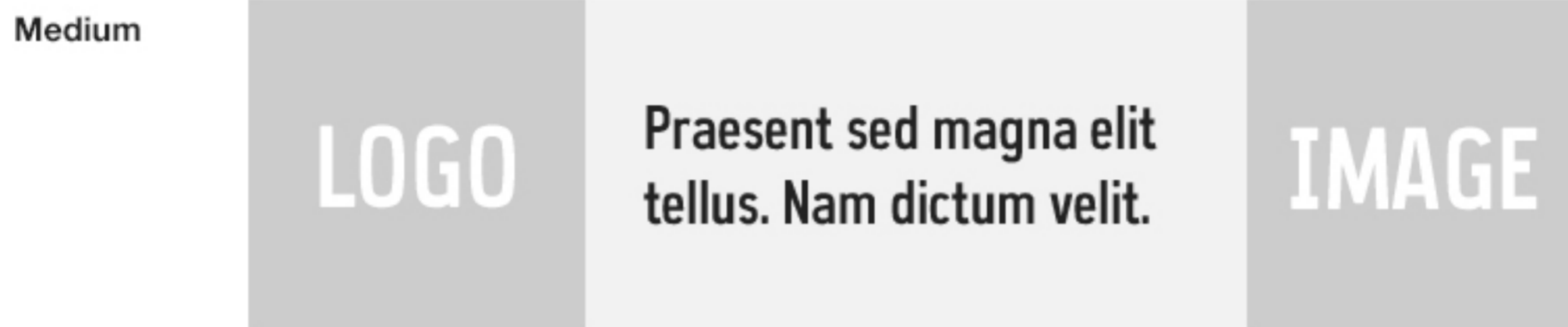
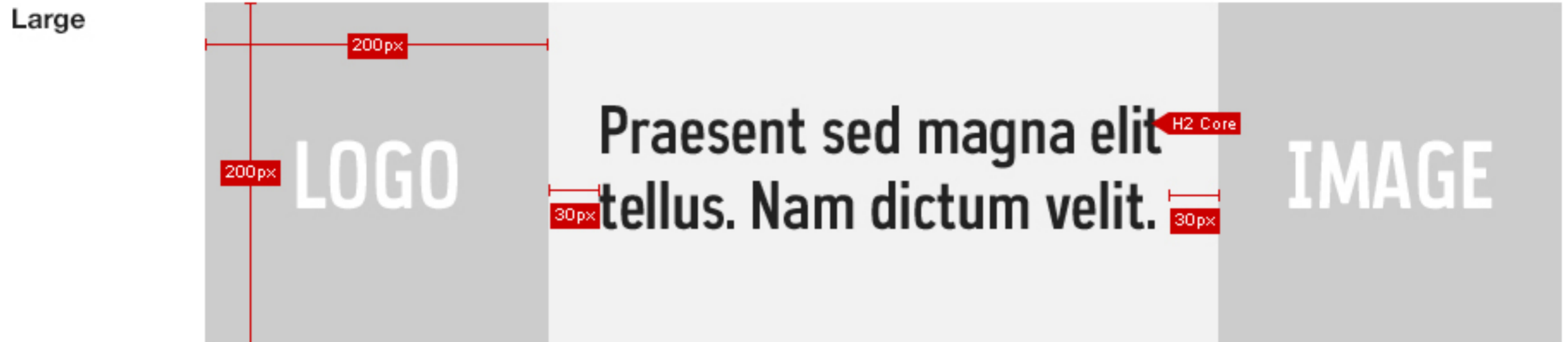
Characteristics: Used to highlight brands and brand specific collections

Layout: 4 column logo, 6 column content, 4 column image. Can customize colors in logo section. Elsewhere refer to the ERL.


Styles: Type- H2 Core (H4 at extra small), padding- 30 px

Character Count: 50 (+/- 8)


Image Size: 200 x 200 px




Large Search Banner - Brand - Canada Goose




**Available at our Seattle,
Denver, and SoHo stores.**




Medium Search Banner - Brand - Canada Goose



**Available at our Seattle,
Denver, and SoHo stores.**




Small Search Banner - Brand - Canada Goose



**Available at our Seattle,
Denver, and SoHo stores.**

Extra Small Search Banner - Brand - Canada Goose

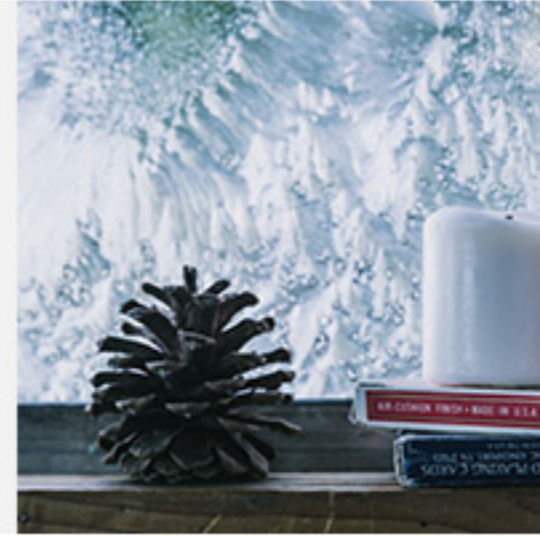


**Available at our Seattle,
Denver, and SoHo stores.**

Large



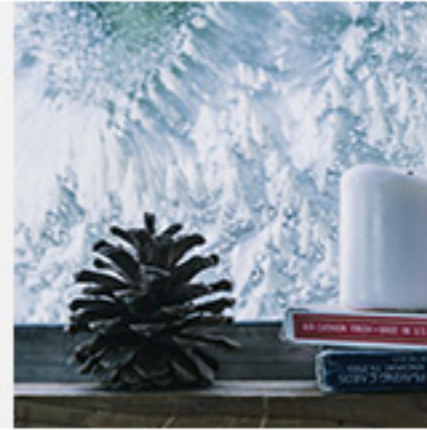
**The most pinned gifts
others love to give.**



Medium



**The most pinned gifts
others love to give.**



Small



**The most pinned gifts
others love to give.**

Extra Small





**The most pinned gifts
others love to give.**

Cycle Brand Banners

Search Banner-Brand-Diamondback (11/10)

| | | |
|---|--|---|
|  | <p>Style and comfort for the joy of biking</p> |  |
|---|--|---|

Search Banner-Brand-Electra (11/10)

| | | |
|---|-----------------------------|--|
|  | <p>Ride at your leisure</p> |  |
|---|-----------------------------|--|



Search Banner-Brand-GHOST (11/10)

| | | |
|---|--|---|
|  | <p>German engineered with smart technology</p> |  |
|---|--|---|

Search Banner-Brand-Cannondale (11/10)

| | | |
|---|---|---|
|  | <p>Award-winning innovation on two wheels</p> |  |
|---|---|---|

Search Banner-Brand-Miir (11/10)

| | | |
|---|--|---|
|  | <p>Well-designed bikes that keep on giving</p> |  |
|---|--|---|

Search Banner-Brand-Novara (11/10)


| | | |
|---|---|---|
|  | <p>Made for a lifetime of cycling—only at REI</p> |  |
|---|---|---|

Search Banner-Brand-Traitor (11/10)

| | | |
|---|--|---|
|  | <p>Bikes of steel from the Pacific Northwest</p> |  |
|---|--|---|

Large Search Banner - Brand - VC Sorel Boots






Stay warm with Tivoli & Conquest – only at REI

[Men's >](#) [Women's >](#)

The banner features two images of Sorel boots on the right side: a grey boot with white laces and a tan boot with dark grey accents.

Medium Search Banner - Brand - VC Sorel Boots





Stay warm with Tivoli & Conquest – only at REI

[Men's >](#) [Women's >](#)

The banner features two images of Sorel boots on the right side: a grey boot with white laces and a tan boot with dark grey accents.

Small Search Banner - Brand - VC Sorel Boots



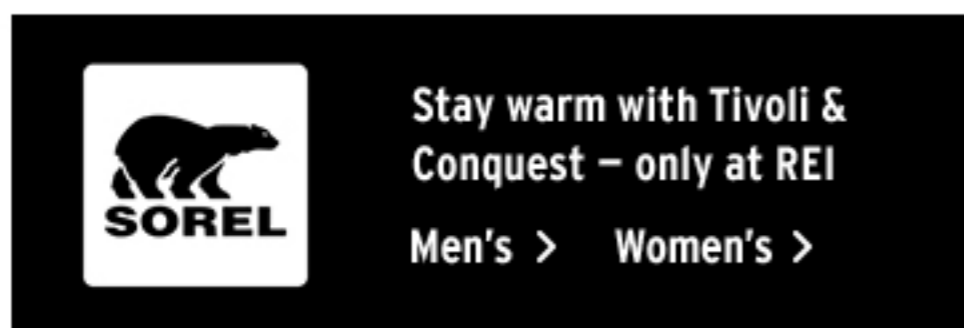



Stay warm with Tivoli & Conquest – only at REI

[Men's >](#) [Women's >](#)

The banner features two images of Sorel boots on the right side: a grey boot with white laces and a tan boot with dark grey accents.

Extra Small Search Banner - Brand - VC Sorel Boots





Stay warm with Tivoli & Conquest – only at REI

[Men's >](#) [Women's >](#)

The banner features two images of Sorel boots on the right side: a grey boot with white laces and a tan boot with dark grey accents.

Content

Characteristics: Highlighting content such as expert advice.

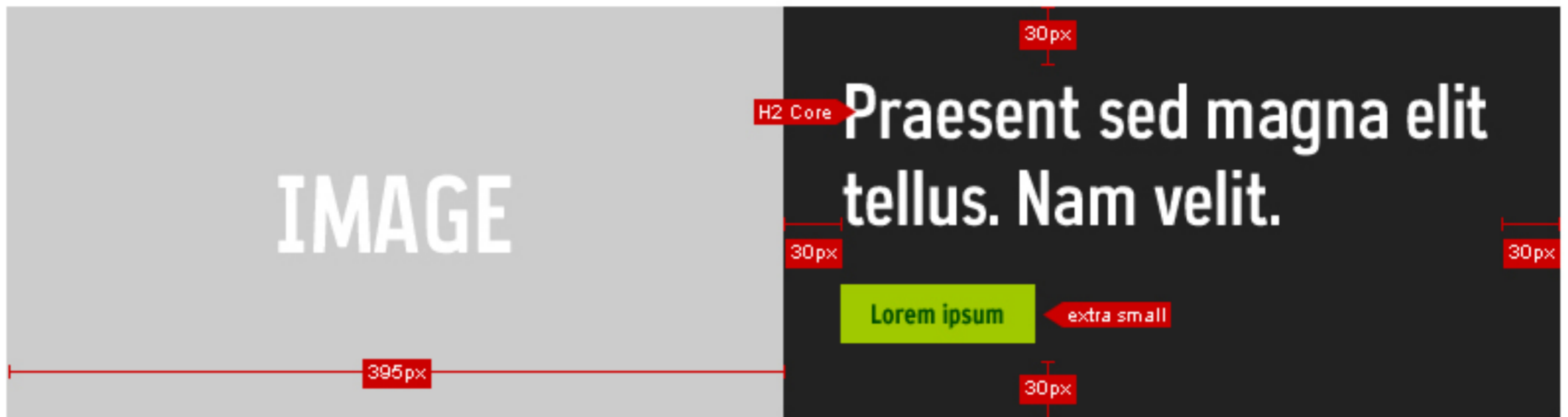
Layout: 50/50 split, Image hides at extra small

Styles: Type- H2 Core #FFFFFF, CTA- extra small, background color- #222222, padding- 30 px

Character Counts: 50 (+/-8)

Image Size: 395 x 240 px

Large



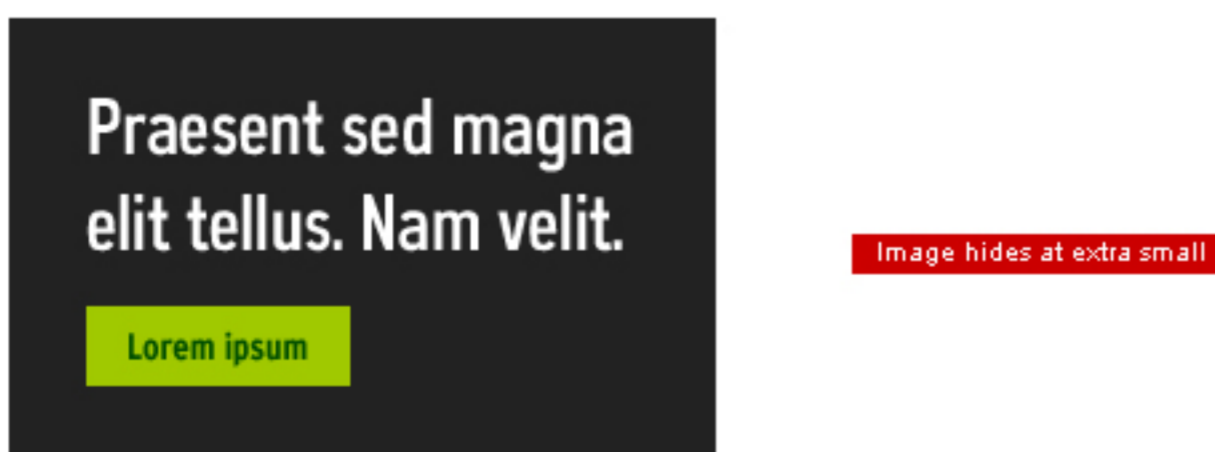
Medium



Small



Extra Small




Large



Visit our Gift Center for more great gift ideas.

Top-brand gifts


Medium



Visit our Gift Center for more great gift ideas.

Top-brand gifts

Small



Visit our Gift Center for more great gift ideas.

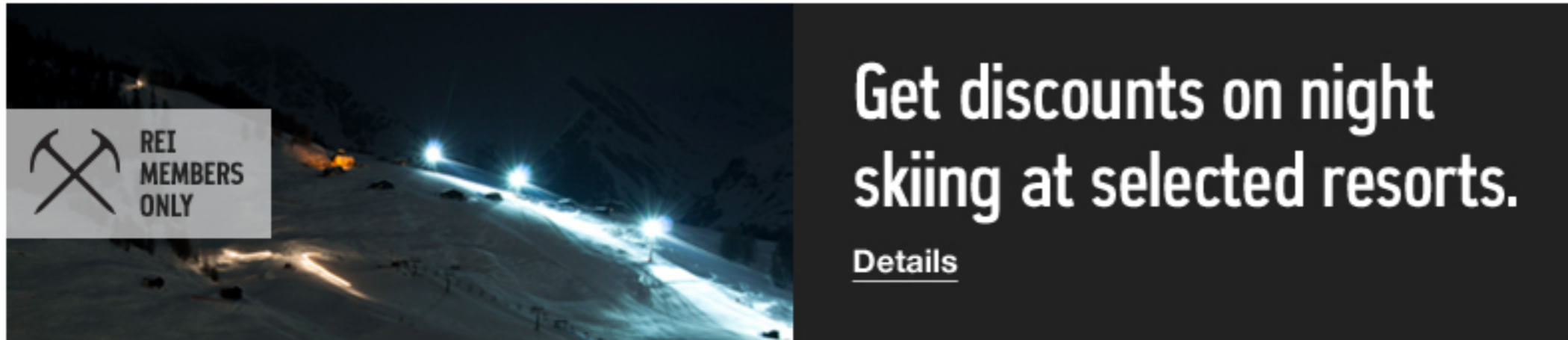
Top-brand gifts

Extra Small

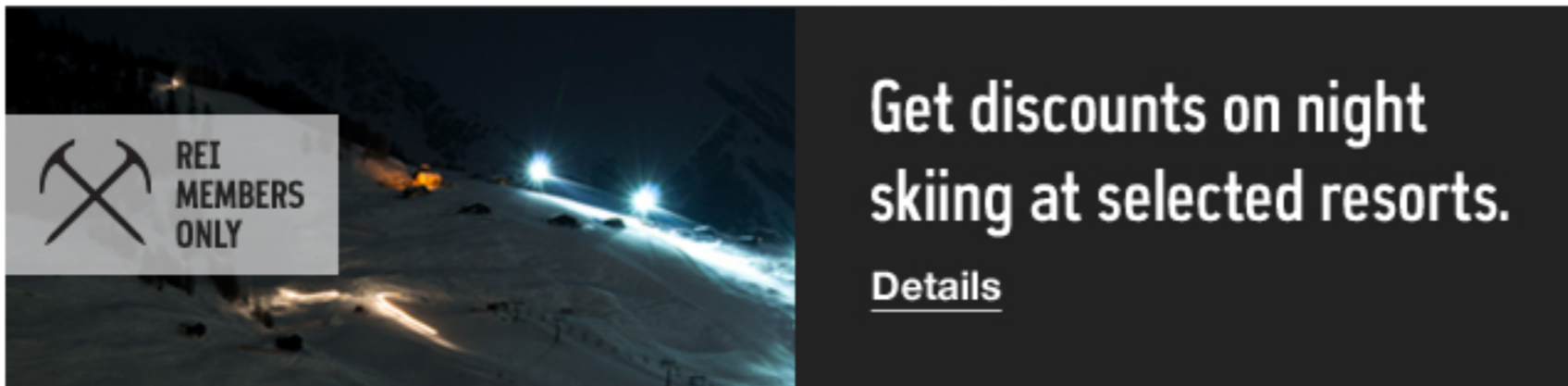
Visit our Gift Center for more great gift ideas.

Top-brand gifts

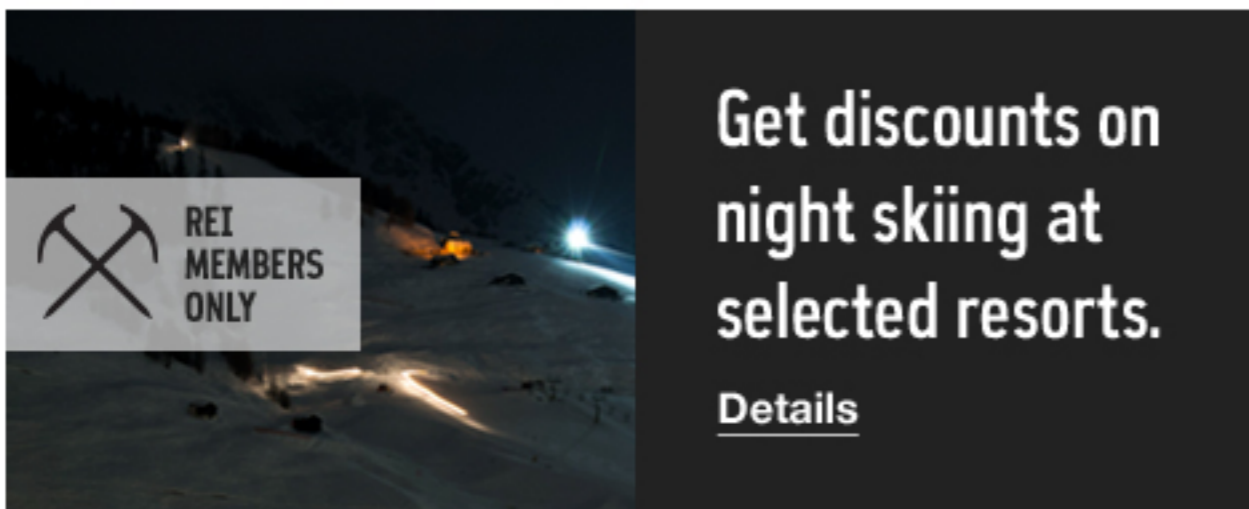
Large Search Banner - Content Feature - Night Skiing



Medium Search Banner - Content Feature - Night Skiing



Small Search Banner - Content Feature - Night Skiing



Product

Characteristics: Highlighting product or collections.

Layout: 50/50 split, Image hides at extra small

Styles: Type- H2 Core, CTA- extra small, Padding- 30 px

Character Counts: 50 (+/-8)

Image Size: 395 x 240 px

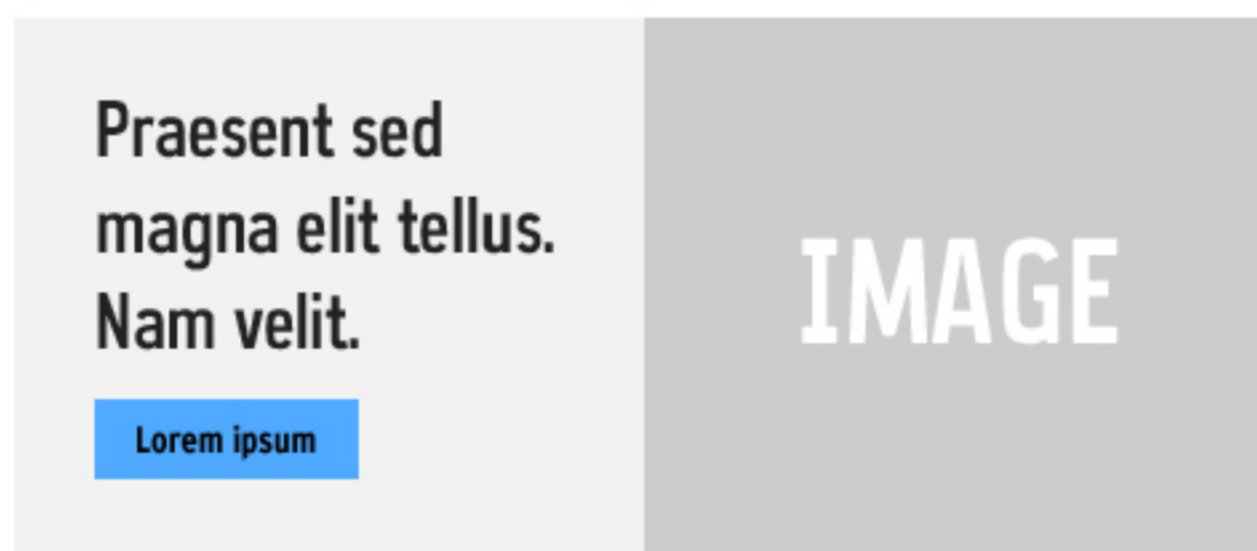
Large



Medium



Small



Extra Small




Large Search Banner- Sale - Cyber Week - Bonus \$50

REI MEMBERS ONLY

EARN A \$50 BONUS CARD

With the purchase of selected **GoPro**, **Suunto**, and **Garmin** items 11/30–12/6

[Details](#)



Medium Search Banner- Sale - Cyber Week - Bonus \$50

REI MEMBERS ONLY

EARN A \$50 BONUS CARD

With the purchase of selected **GoPro**, **Suunto**, and **Garmin** items 11/30–12/6

[Details](#)



Small Search Banner- Sale - Cyber Week - Bonus \$50

REI MEMBERS ONLY

EARN A \$50 BONUS CARD

With the purchase of selected **GoPro**, **Suunto**, and **Garmin** items 11/30–12/6

[Details](#)

Extra Small Search Banner- Sale - Cyber Week - Bonus \$50

REI MEMBERS ONLY

EARN A \$50 BONUS CARD

With the purchase of selected **GoPro**, **Suunto**, and **Garmin** items 11/30–12/6

[Details](#)


Large Search Banner- Sale - Cyber Week - Bonus \$20

REI MEMBERS ONLY

EARN A \$20 BONUS CARD

With the purchase of any **Fitbit** item over \$99
11/30-12/6

[Details](#)



Medium Search Banner- Sale - Cyber Week - Bonus \$20

REI MEMBERS ONLY

EARN A \$20 BONUS CARD

With the purchase of any **Fitbit** item
over \$99 11/30-12/6

[Details](#)



Small Search Banner- Sale - Cyber Week - Bonus \$20

REI MEMBERS ONLY

EARN A \$20 BONUS CARD

With the purchase of any **Fitbit** item over \$99 11/30-12/6

[Details](#)

Extra Small Search Banner- Sale - Cyber Week - Bonus \$20

REI MEMBERS ONLY

EARN A \$20 BONUS CARD

With the purchase of any **Fitbit** item over
\$99 11/30-12/6

[Details](#)



Search for great gear & clothing



ACCOUNT



STORES



CART



Camp & Hike Climb Cycle Paddle Run Snow Travel Yoga Men Women Kids More...

REI OUTLET >

Categories

- Women's Clothing (1813)
- Men's Clothing (1457)
- Skiing (1019)
- Fitness (956)
- Footwear (885)
- Cycling (878)
- Camping and Hiking (855)

[See 11 more](#)

Gender

- Men's (1909)
- Women's (2530)
- Unisex (978)
- Boys' (74)
- Girls' (122)
- Kids' (210)
- Toddler Boys' (20)

[See 5 more](#)

Price

- \$0.00 to \$9.99 (373)
- \$10.00 to \$19.99 (1071)
- \$20.00 to \$49.99 (2627)
- \$50.00 to \$99.99 (1803)
- \$100.00 to \$199.99 (845)
- \$200.00 to \$499.99 (428)
- \$500.00 to \$749.99 (72)

[See 4 more](#)

Brand

- 32 DEGREES (8)
- 686 (17)
- ABS (1)
- ABUS (8)
- Acorn (7)
- adidas (14)
- Advanced Elements (5)

[See 559 more](#)

Deals (7059 matches)

REI MEMBERS ONLY

EARN A \$20 BONUS CARD

With the purchase of any **Fitbit** item over \$99
11/30-12/6

[Details](#)

Sort by

Relevance

View: 30 | 60 | 90



★★★★★ (25)

REI Co-Op Down Jacket - Men's

\$69.93 - \$99.50

Compare



★★★★★ (10)

REI Crestrail Rain Jacket - Men's

\$96.93 - \$139.00

Compare



★★★★★ (15)

REI Co-Op Down Jacket - Women's

\$69.93 - \$99.50

Compare



Large

Give more outdoors with
REI gift cards.

[Give gift cards](#)



Medium

Give more outdoors with
REI gift cards.

[Give gift cards](#)



Small

Give more
outdoors with
REI gift cards.

[Give gift cards](#)



Extra Small

Give more outdoors with **REI**
gift cards.

[Give gift cards](#)

Cycle Category Banners

Search Banner-Featured Product-Mountain Bikes (11/10)

We'll help you choose
your mountain bike

[Learn more](#)



Search Banner-Featured Product-Road Bikes (11/10)

We'll help you choose
your road bike

[Learn more](#)



Search Banner-Featured Product-Hybrid Bikes (11/10)

We'll help you choose
your hybrid bike

[Learn more](#)



Search Banner-Featured Product-Kids Bikes (11/10)

We'll help you choose
your kid's bike

[Learn more](#)



Search Banner-Featured Content-Generic (11/10)



We'll help you choose
your bike

[Learn more](#)

Sale

Characteristics: For promotional messaging during sales and events.

Layout: 2 column at large/medium, 1 column at small/extra small. No product or lifestyle imagery. Utilize approved color combinations and seamless patterns.

Styles: Type- H1 Impact, Body Copy Bold/Regular; CTA- extra small

Character Counts: Headline- 24, Body- 60

Color Combos: Use ERL approved hex colors. Colors could be fullwidth or 50/50 at large/medium.

Large



Medium



Small



Extra Small



Large Search Banner- Sale - Member Dividend Match

REI MEMBERS ONLY

WE'LL MATCH YOUR DIVIDEND

When you buy full-price items from 6 top brands through December 20.

[Learn more](#)

Medium Search Banner- Sale - Member Dividend Match

REI MEMBERS ONLY

WE'LL MATCH YOUR DIVIDEND

When you buy full-price items from 6 top brands through December 20.

[Learn more](#)

Small Search Banner- Sale - Member Dividend Match

REI MEMBERS ONLY

WE'LL MATCH YOUR DIVIDEND

When you buy full-price items from 6 top brands through
December 20.

[Learn more](#)

Extra Small Search Banner- Sale - Member Dividend Match

REI MEMBERS ONLY

WE'LL MATCH YOUR DIVIDEND

When you buy full-price items from 6 top
brands through December 20.

[Learn more](#)

Large Search Banner- Sale - Cyber Week - Share the View

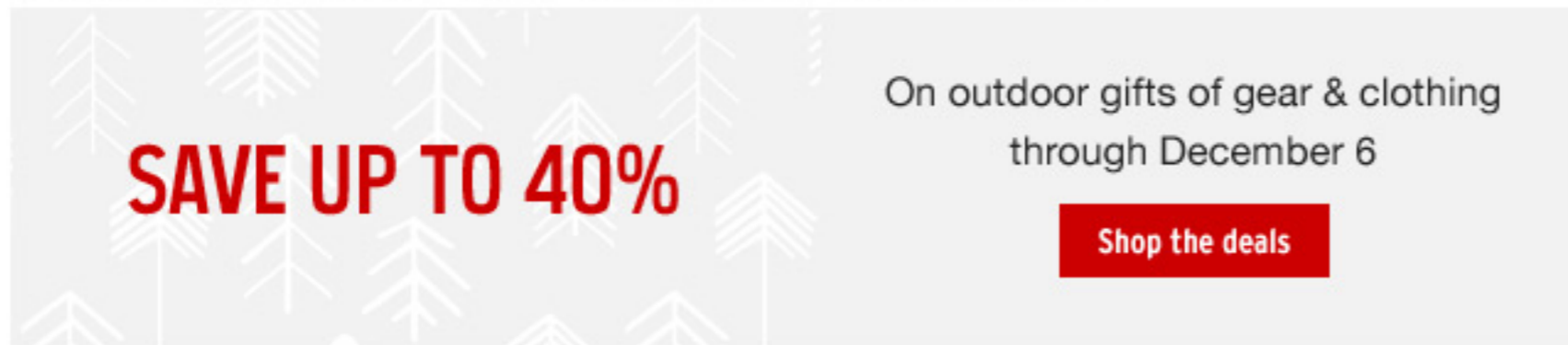


SAVE UP TO 40%

On outdoor gifts of gear & clothing through
December 6

[Shop the deals](#)

Medium Search Banner- Sale - Cyber Week - Share the View



SAVE UP TO 40%

On outdoor gifts of gear & clothing
through December 6

[Shop the deals](#)

Small Search Banner- Sale - Cyber Week - Share the View



SAVE UP TO 40%

On outdoor gifts of gear & clothing through December 6

[Shop the deals](#)

Extra Small Search Banner- Sale - Cyber Week - Share the View



SAVE UP TO 40%

On outdoor gifts of gear & clothing
through December 6

[Shop the deals](#)



Search for great gear & clothing



ACCOUNT



STORES



CART



Camp & Hike

Climb

Cycle

Paddle

Run

Snow

Travel

Yoga

Men

Women

Kids

More...

REI OUTLET >

Categories

- Women's Clothing (1813)
- Men's Clothing (1457)
- Skiing (1019)
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- Footwear (885)
- Cycling (878)
- Camping and Hiking (855)

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Gender

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- Unisex (978)
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- Toddler Boys' (20)

[See 5 more](#)

Price

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- \$20.00 to \$49.99 (2627)
- \$50.00 to \$99.99 (1803)
- \$100.00 to \$199.99 (845)
- \$200.00 to \$499.99 (428)
- \$500.00 to \$749.99 (72)

[See 4 more](#)

Brand

- 32 DEGREES (8)
- 686 (17)
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- Advanced Elements (5)

[See 559 more](#)

Deals (7059 matches)

On outdoor gifts of gear & clothing through December 6

SAVE UP TO 40%

[Shop the deals](#)

Sort by

Relevance

View: 30 | 60 | 90



★★★★★ (25)

REI Co-Op Down Jacket - Men's

\$69.93 - \$99.50

[Compare](#)



★★★★★ (10)

REI Crestrail Rain Jacket - Men's

\$96.93 - \$139.00

[Compare](#)



★★★★★ (15)

REI Co-Op Down Jacket - Women's

\$69.93 - \$99.50

[Compare](#)



Page Title

Salomon Women's Trail-Running Shoes

Large

Salomon shoes: built for the trail.



Medium

Salomon shoes: built for the trail.



Small

Salomon shoes: built for the trail.



Extra Small

Salomon shoes: built for the trail.

Large Search Banner- Sale - Bonus Offers - 12/7



OUR BEST GEAR. YOUR BEST GIFTS.

Save 30% on select REI-brand gear and clothing through Dec. 13.

[Save now](#)

Medium Search Banner- Sale - Bonus Offers - 12/7

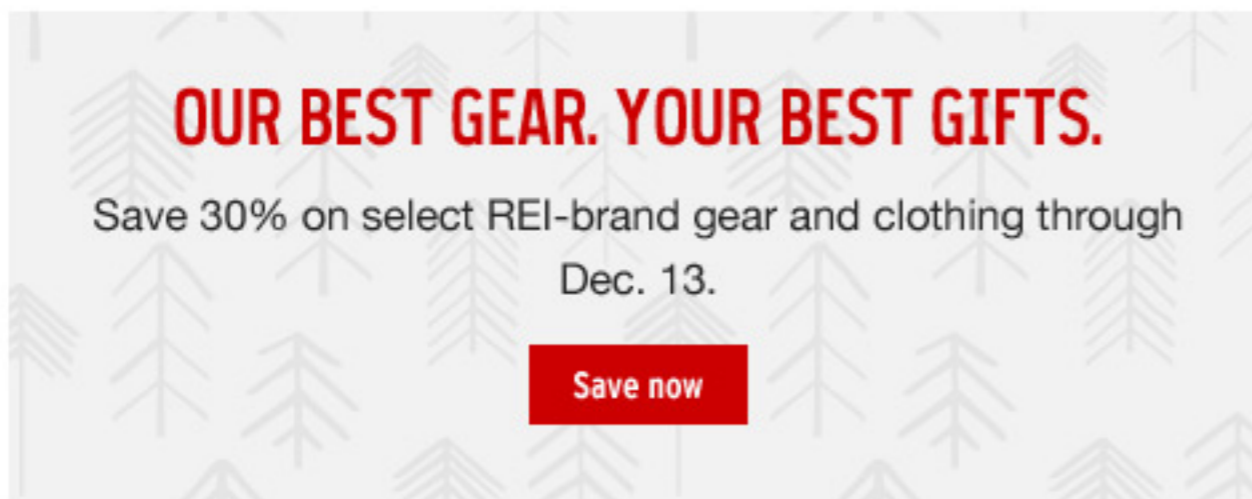


OUR BEST GEAR. YOUR BEST GIFTS.

Save 30% on select REI-brand gear and clothing through Dec. 13.

[Save now](#)

Small Search Banner- Sale - Bonus Offers - 12/7

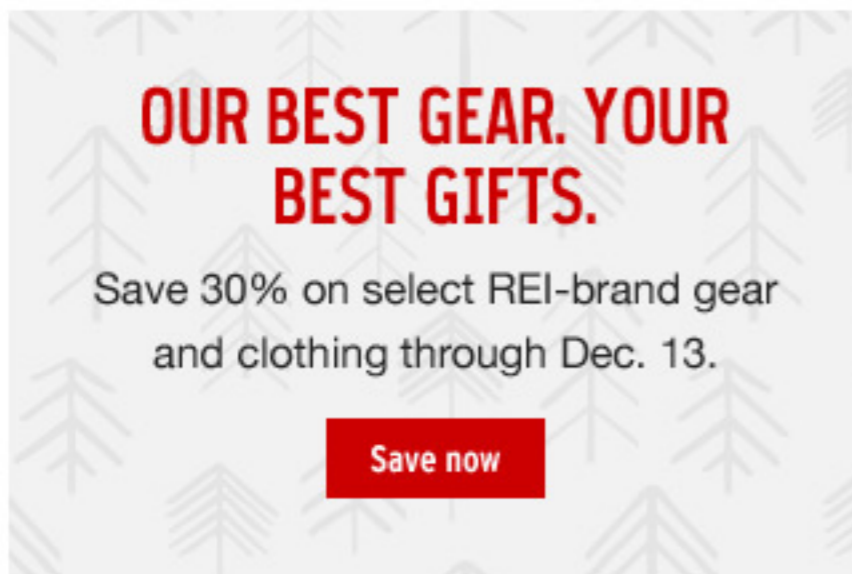


OUR BEST GEAR. YOUR BEST GIFTS.

Save 30% on select REI-brand gear and clothing through Dec. 13.

[Save now](#)

Extra Small Search Banner- Sale - Bonus Offers - 12/7



OUR BEST GEAR. YOUR BEST GIFTS.

Save 30% on select REI-brand gear and clothing through Dec. 13.

[Save now](#)

Fullwidth Banner

Characteristics: Used for banners that fire on null search results pages.

Large



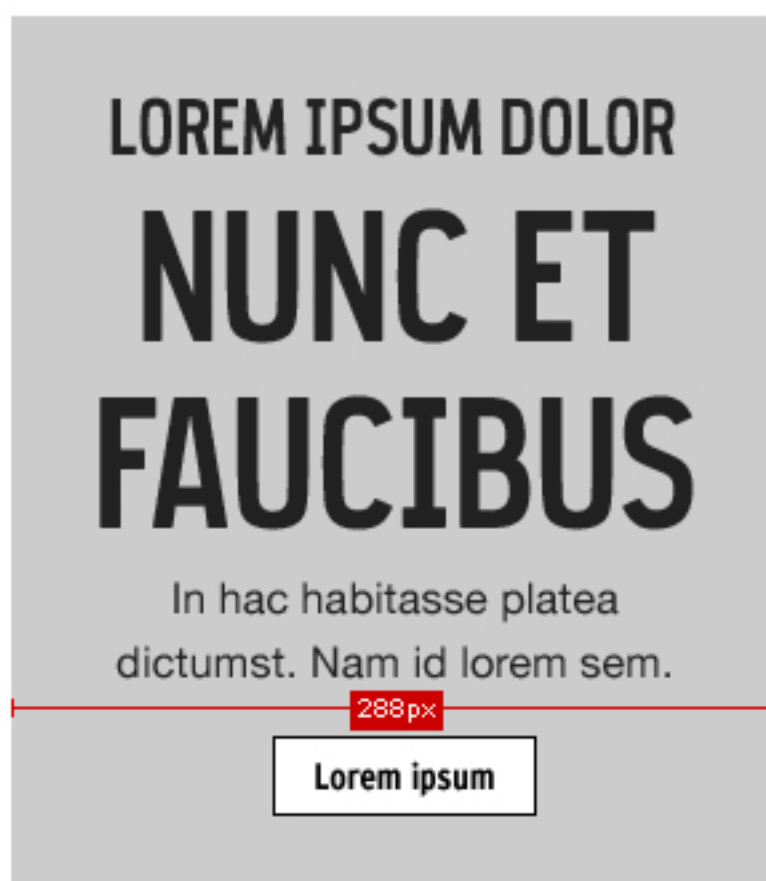
Medium



Small



Extra Small



Results for "shimano gloves"

Sorry, we couldn't find any matches.

HOLIDAY CLEARANCE

SAVE UP TO 50%

Discount based on original prices. Quantities limited.

[Shop all deals](#)

Items related to current search



★★★★★ (6)
Shimano SH-11 SPD-SL Cleat
 \$29.00



★★★★★ (4)
Shimano WR42 Bike Shoes - Women's
~~\$120.00~~ **\$89.93**



★★★★★ (0)
Shimano SH-RT82 Bike Shoes - Men's
 \$120.00



★★★★★ (8)
Shimano R540 SPD-SL Road Pedals
 \$55.00

People who viewed items you browsed also viewed



★★★★★ (9)
The North Face Venture Rain Jacket - Women's
 \$99.00



★★★★★ (40)
Marmot Minimalist Rain Jacket - Women's
 \$200.00



★★★★★ (2)
The North Face Resolve Rain Jacket - Women's
 \$90.00



★★★★★ (8)
REI Motility Rain Jacket - Women's
 \$83.83 - \$169.00

[Shop By Category](#)

[Shop By Brand](#)



How are we doing? [Give us feedback](#) on this page.



1-800-426-4840
 Daily, 4am to 11pm PT

EMAIL US
 Then, go outside. We'll take it from there.

LIVE CHAT
 Daily, 5am to 10pm PT

HELP CENTER
 Find answers online anytime.



REI Shopping app
 REI Snow Report app

WHO WE ARE
 At REI, we believe that a life outdoors is a life well lived. We've been sharing our passion for the outdoors since 1938. [Read our story](#)

SIGN UP FOR EMAIL
 Know what's new. Plus, get a coupon for 15% off!

GET THE REI MASTERCARD®
 Manage your REI MasterCard®

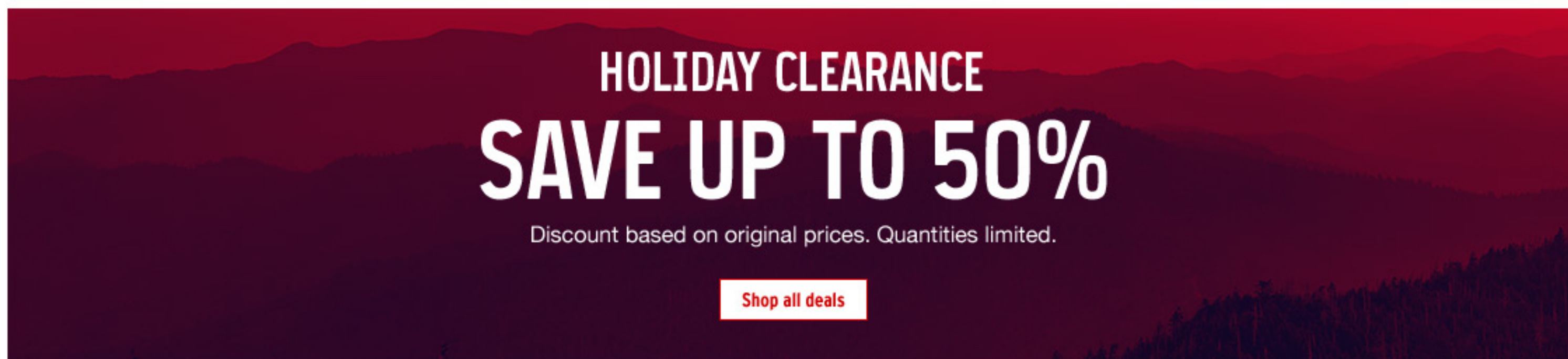
Your Online Account
 Order Status
 Shipping Info
 Return Policy
 Membership
 Find Member Number
 Annual Dividend Lookup

Expert Advice
 Videos
 Classes & Outings
 Store Events
 REI Adventure Trips
 Blog

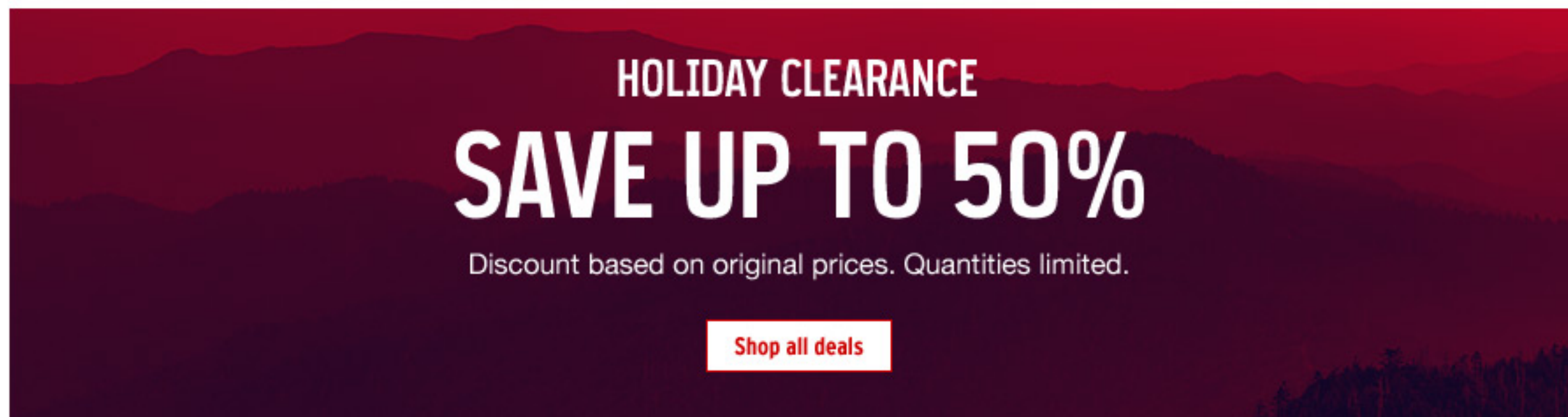
Gift Cards
 Gift Registry
 Wish Lists
 Coupons, Rebates & Discounts
 Free Shipping Details
 Shop Our Catalogs

About REI
 Stewardship
 Jobs
 Newsroom
 Become an REI Affiliate
 Corporate & Group Sales
 Store Locator

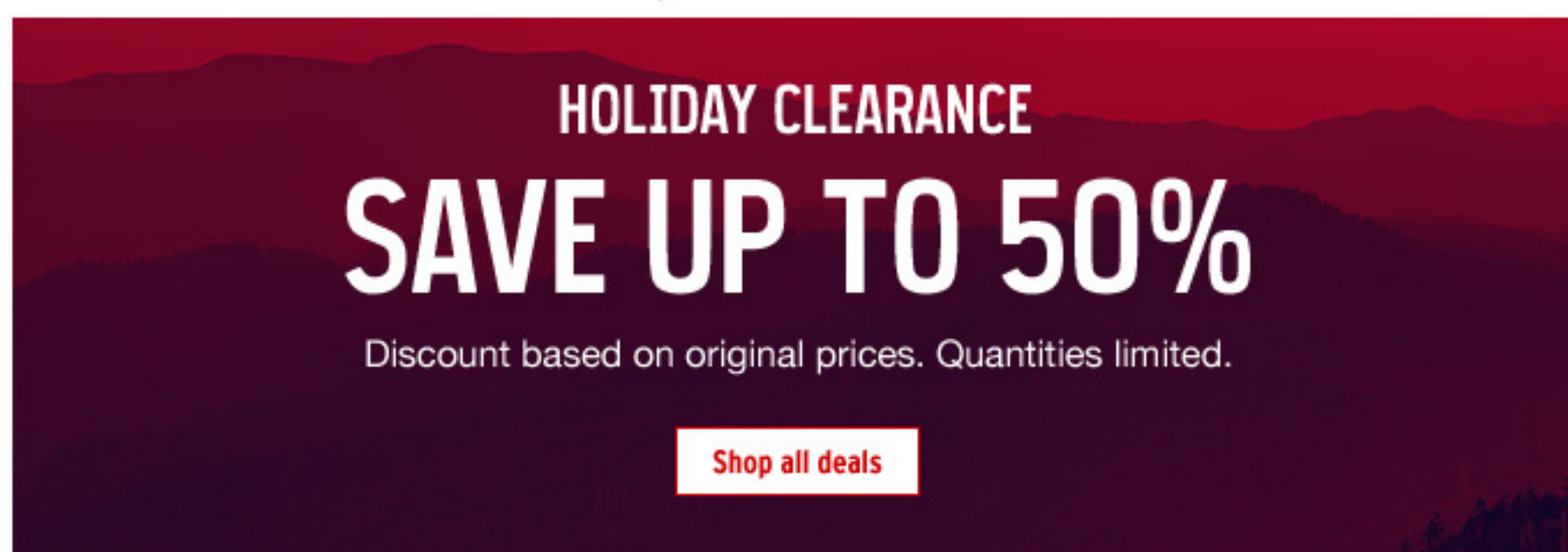
Large Search Banner- Sale - Holiday Clearance with CTA



Medium Search Banner- Sale - Holiday Clearance with CTA



Small Search Banner- Sale - Holiday Clearance with CTA



Extra Small Search Banner- Sale - Holiday Clearance with CTA

