

The logo for YENGO features a stylized yellow character on the left that resembles a person with arms raised in a 'Y' shape, with two small squares above it representing eyes. To the right of this character, the word 'YENGO' is written in a bold, rounded, yellow sans-serif font.

POLICIES

Prohibited Content

- Alcohol
- Dangerous products/services
 - Weapons, ammunition, explosive materials and fireworks
 - Instructions for making explosives or other harmful products
 - Psychoactive substances
 - Tobacco products without a health warning
- Inappropriate content
 - Sex toys
 - Adult merchandises
- Illegal goods
 - Drugs
 - Gambling
 - Pirated/malicious software and content
- Counterfeit goods:
Any product contain a trademark or logo that is identical to or substantially indistinguishable from the trademark of another.
- Non-government or non FDA-approved pharmaceutical products, supplements and healthcare-related products and services.

Ad approval criteria

I. DESTINATION REQUIREMENT

Ad destination must not contain:

1. Malicious software or links to it
2. Content or links to questionable services: gambling/ multi-level marketing/ pyramid schemes/ earning through via the Internet
3. Obscene/ “adult only” materials
4. Materials restricted by law
5. Pop-under (pop-up) window which obscures main content of the page
6. Automatic ads download or the opportunity to download pirate copies of copyrighted software, music, videos and content
(Only watch/listen online services are allowed)
7. Sites imitating major well-known resources (Google, Apple, Facebook, etc.) cannot be advertised.
Even partial replication of design is not allowed.
8. Exaggerated words/ result guarantee or commitment
Example: “Lose 15 kg in 1 week”,
“Get whiter skin in a few days”, etc.

II. TEASER AD REQUIREMENT

Headline

Headline must not consist of:

- Misleading/ aggressive/ exaggerated words
- Offensive words (in relation to people), such as: “ugly”, “terrible”, “disgusting”, or similar terms
- Slanderous text towards other people/ brands/ company
- Offers for questionable services: gambling/ multi-level marketing/ pyramid schemes/ earning via the Internet
- Unnecessary/ incorrect use of capital letters or punctuation and exclamation marks

✓ Lose 14 Kg! Getting a Perfect Figure is Easy

✗ ♥Lose 14 Kg!!!!!!!!Getting a Perfect Figure is Easy♥

✓ Buy Now! Japan Cosmetics Brand Super Sale

✗ >>Buy Now! Japan Cosmetics Brand<< **Super Sale**

- Sensitive words pertaining to;
 - Immorality and illegality
 - Racial & religious discrimination
 - Sexual provocation
 - Social & political discrimination
- Restricted words :“before & after”, “AV” and “18+”/ “adult only” (including any other word implying the same meaning)
- Contact Channels: Line ID / Email/ Telephone Number/ Website Address which is not a logo.

Headline specification:

- Title length: minimum 20 characters and maximum 70 characters
- Body text length: maximum 150 characters
- Language use: Thai/ English with correct spelling
- Several ads with the same title are not allowed
- Consistency of headline text and page content

Image

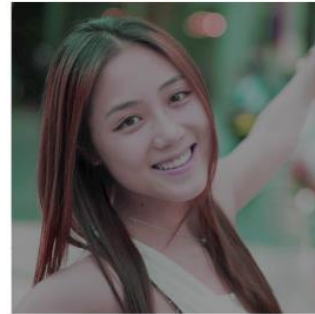
Thumbnail images must not:

- Violate copyright or contain a third party trademark.
- Contain drugs/ tobacco/ weapons/ alcohol
- Use pictures showing hatred, violence, harassment, racism, religious and political intolerance
- Consist of self harm/ pornographic/ unlawful images
- Use low quality images
- Contain images of underage people in sexualized poses
- Gimmicky use of words, numbers, letters, punctuation and indefinable symbols
- Provide contact channels: Line ID / email/ telephone number/ website address which is not a logo

Image specification:

- Image size: 900x900 pixels; file size: maximum 2 MB
- Image format: jpeg/png
- Individual ads that use a photo collage over 2 frames are not allowed
- Images must relate to the page content.
- Image must not contain the following words (including any other word implying the same meaning):
 - “before” and “after”
 - AV
 - 18+ OR “adult only”
- Individual pictures and titles of every teaser ad should be unique.

Example of Image Quality



Composition guideline

