



ECARD DESIGN

SPECIFICATION GUIDE

INTRODUCTION

For clients wishing to provide their own eCard concepts and artwork, we have created the following specification guide:

DIMENSIONS

Final artwork must have a pixel size of 1920x1080 to accommodate the 16:9 HD (High definition) video format.

- 16:9 format (pixel size of 1920x1080)
- Please contact us if you require a different size.

STORYBOARDS

Storyboards should clearly demonstrate the concept to be executed. Include:

- keyframes (step by step images with a written description for each)
- keyframes should be a true representation of the final look-and-feel to be animated
- if you require extra embellishment please specify in the written descriptions

ARTWORK

- Provide all assets in vector format where possible (.ai, .eps)
- Original high-resolutions files (i.e. photographic images)
- Include company logo

FILES

- Layered Photoshop (PSD) file
- Corporate Guidelines
 - Brand colors in RGB and/or hex format.

FONTS

- Provide fonts in TTF (True Type Font) or OTF (Open Type Font) format
- We will not accept WebFonts unless designing a website

CONTENT & COPYRIGHT

All content is to be provided in digital format. Content refers to all textual content and images that are to be included within the animation. All content must be reviewed for editorial correctness and be “copyright approved” before delivery.