



Screens: in Tallinn 15

## DIGITAL INFO- AND ENTERTAINMENT CHANNEL IN PUBLIC TRANSPORT

### WHAT DOES OUR DESIGNER NEED FROM YOU:

- Brief: message/CTA - what should the clip say?
- Brief in Russian as well: we could make 2 clips or a duolingual clip
- Picture or video files
  - For our FullHD (1080x1920px) screens, we need your files at the same size or at least 8MB
- Logo in vector graphics: .ai .eps or .pdf
- Texts in .doc or.docx format

### SUGGESTIONS FOR THE CLIP

- Calm/smooth animation
- LARGE font (letter size 20% of screen)
- Short and precise message (5 words)
- Colour contrast (message vs background)
- Could be a digital banner (picture as a mp4)
- Light background, dark text in summer

### TECHNICAL SPECIFICATIONS

- Portrait HD
- 9:16 aspect ration
- 1080x1920 px
- Formats: mp4, mpg
- No audio

### SENDING THE CLIPS

- Upload into a cloud: ([WeTransfer](#), [DropBox](#), [Google Drive](#) etc)
- Make the link public/shareable
- Send us the link

**Do not send video clips via e-mail!**