

CREATIVE KIT

Please refer to the table below for a guideline of the assets needed when building out creatives for a client. This kit ensures that the creative service team is provided with necessary assets to build out high resolution, effective, ads.

Brand Guidelines	Any guidelines describing things such as logo treatment, color specs, or font guides.
Logo	High resolution .png or preferably in .ai or .eps format.
Photography	High resolution photography. Particularly important if this photography is being used for the tablet interstitial sizes.
Fonts	Client is to provide any brand fonts that are specific to that client. Common file types for fonts are .OTF, .TTF and .FNT
Colors	Client is to provide any brand specific colors. This may be provided as a value, such as CMYK, or in file format such as a .ASE
Copy	If ad is being built to the clients specifications, client is to provide all needed text for the ads.
Plug-N-Play	In addition to the above assets, Plug-N-Play ads may require additional unique assets depending on the build. Please contact Creative Services for a breakdown on what is needed.