

## WITHIN **2** WEEKS AFTER CERTIFICATION

### WEB BANNERS DELIVERY

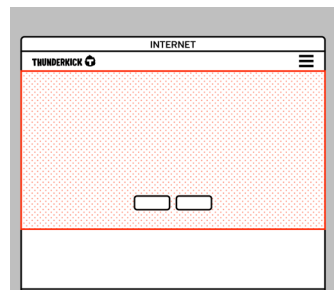
**START:**

Download Latest Photoshop banner export template:

**Delivery template**

<https://www.thunderkick.com/brand-identity-assets/>

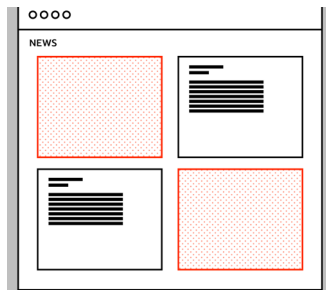
In TEMPLATE\_banner.psb, create and export the following **16 banners**.



**TK WEB : BANNER**  
1920x1080 pxl

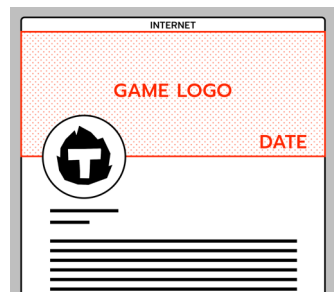
Marketing image + Game logo.  
Extra effort.

**Take notice of safe area!**



**TK WEB : NEWS**  
1920x1264 pxl

Marketing image + Game logo.

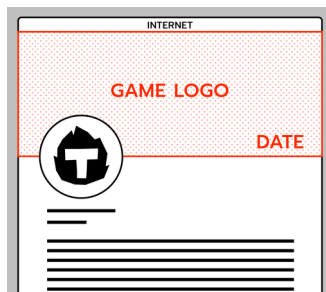


**BANNER : PROFILE TWITTER**  
1500x500 pxl

Marketing image + Game logo + live date.

**Take notice of safe area!**  
**Remember to add the correct date!**

+LIVE NOW version.



**BANNER : PROFILE LINKEDIN**  
1128x191 pxl

Marketing image + Game logo + live date.

**Take notice of safe area!**  
**Remember to add the correct date!**

+LIVE NOW version.



**BANNER : LINKEDIN**  
1200x628 pxl

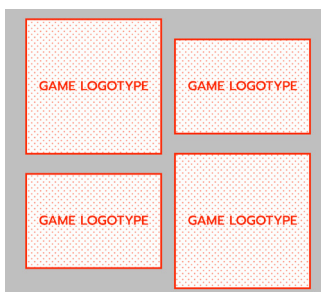
Marketing image + Game logo.  
+LIVE NOW version.



**TK : MAIL SIGNATURE**  
800x200 pxl

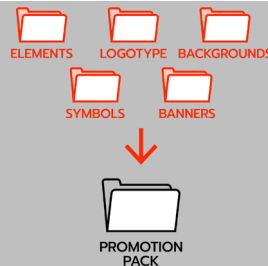
Marketing image + Game logo + live date.

**Remember to add the correct date!**  
+LIVE NOW version.



**BANNER : PROMOPACK**  
6 PNG banners in various sizes.  
Marketing image + Game logo.

### PROMO PACK



#### PROMOTION PACK

- **LOGO.** A LOGO in at least **2500 pxl** on its largest side. Preferable resolution independent.

- **BACKGROUNDS.** Various BACK-GROUND images from game in at least **1280x720 pxl**. + **MOOD BACKGROUND** (thematized, abstract and crop friendly image that works well with logo) in at least **1280x1280 pxl**.

- **SYMBOLS.** SYMBOLS from the game in at least **1500x1500 pxl**.

- **ELEMENTS** Containing interesting ELEMENTS from the game, for example characters, items or text designs.

- **BANNERS.** Include BANNERS with prefix **PROMOPACK\_** as PNG. Also include **TK WEB: BANNER + TK WEB: NEWS**.

- **SCREENSHOTS.** SCREENSHOTS representing game features and exciting key moments. In at least **1280x720 pxl**. Set currency to (EUR) and bet to 10€.

- **BUY FEATURE** Make sure to include the BUY FEATURE folder containing various color banner elements. **IF your game has this functionality!** Otherwise remove entirely.

**PSD files** should have properly named layers, **flatten effects** and **flatten smart layers**.

**PNG files** are saved separately.

Add image size in pxl to the file name, **Filename\_000x000**.

### TEASER VIDEO



**PROMOTION TEASER VIDEO**  
1920x1080 pxl

Download Latest **Promo video template\***  
<https://www.thunderkick.com/brand-identity-assets/>

*\*Includes Comps and instructions for both Teaser and Trailer Video.*

**Export Movie:**

YouTube 1080p Full HD format. 60 fps. Up to 30 seconds long.

### TRAILER VIDEO



**PROMOTION TRAILER VIDEO**  
1920x1080 pxl

**For Game play footage:**  
Screen capture with **Bet 10 in €**. In Bandicam use **MPEG-1 (VBR)**, full size **60fps, 100q** for video settings and **PCM 48KHz** for sound settings.

**Export Movie:**

YouTube 1080p Full HD format. 60 fps. Up to 1 minute long.

Deliver all banners at:  
/Marketing/DELIVERY/**WEB BANNERS**/  
GAMENAMEFOLDER/GameName\_size

**GAME INFO DOC.**

Deliver **TK WEB : NEWS** (1920x1264) banner to Text Department. Used for **GAME INFO Document**.

Deliver content as a zip file at:  
/Marketing/DELIVERY/**PROMOTION-PACKS**/GameName\_PromotionPack.zip

Deliver file at:  
/Marketing/DELIVERY/**PROMOTION-VIDEOS**/GAMENAMEFOLDER/  
GameName\_Teaser.mp4

Deliver file at:  
/Marketing/DELIVERY/**PROMOTION-VIDEOS**/GAMENAMEFOLDER/  
GameName\_Trailer.mp4